



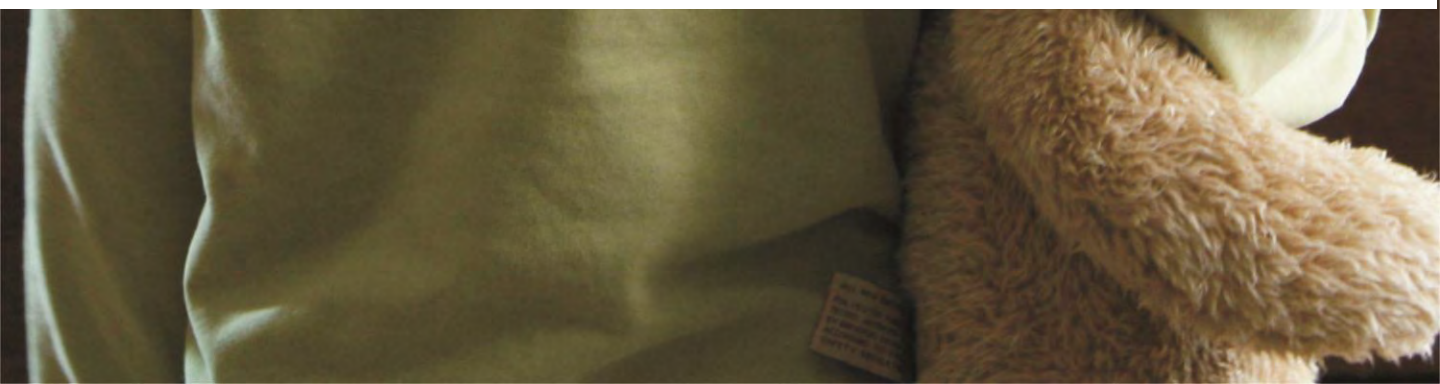
BARB Establishment Survey Annual Data Report Volume 3: ITV Areas

October 2013 to September 2014



Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

October 2013 - September 2014

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See also

Volume 1 - Total Network and Appendices

Volume 2 - BBC areas

This reports contains the weighted data results from the Establishment survey for the period October 2013 - September 2014

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV London
Household level data
Table 1.1: Social Grade
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5242	4812	1965	907	3326	1387	1940	4318
%H (All HH)		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%
%H (TV HH)			40.8%	18.8%	69.1%	28.8%	40.3%	
AB	1534	1434	606	316	964	448	515	1437
%V	29.3%	29.8%	30.8%	34.8%	29.0%	32.3%	26.5%	33.3%
%H (All HH)		93.5%	39.5%	20.6%	62.8%	29.2%	33.6%	93.7%
%H (TV HH)			42.3%	22.0%	67.2%	31.2%	35.9%	
C1	1533	1386	550	256	982	401	580	1331
%V	29.2%	28.8%	28.0%	28.2%	29.5%	28.9%	29.9%	30.8%
%H (All HH)		90.4%	35.9%	16.7%	64.1%	26.2%	37.8%	86.8%
%H (TV HH)			39.7%	18.5%	70.9%	28.9%	41.8%	
C2	929	866	387	167	597	282	315	769
%V	17.7%	18.0%	19.7%	18.4%	17.9%	20.3%	16.2%	17.8%
%H (All HH)		93.2%	41.7%	18.0%	64.3%	30.4%	33.9%	82.8%
%H (TV HH)			44.7%	19.3%	68.9%	32.6%	36.4%	
D	753	672	283	107	447	165	282	525
%V	14.4%	14.0%	14.4%	11.8%	13.4%	11.9%	14.5%	12.2%
%H (All HH)		89.2%	37.6%	14.2%	59.4%	21.9%	37.5%	69.7%
%H (TV HH)			42.1%	15.9%	66.5%	24.6%	42.0%	
E	493	454	139	62	337	90	248	255
%V	9.4%	9.4%	7.1%	6.8%	10.1%	6.5%	12.8%	5.9%
%H (All HH)		92.1%	28.2%	12.6%	68.4%	18.3%	50.3%	51.7%
%H (TV HH)			30.6%	13.7%	74.2%	19.8%	54.6%	

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 2013 - September 2014

ITV London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5242	4812	1965	907	3326	1387	1940	4318
%V (All HH)		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%
%H (TV HH)			40.8%	18.8%	69.1%	28.8%	40.3%	
Under 25	205	148	48	25	103	34	69	176
%V	3.9%	3.1%	2.4%	2.8%	3.1%	2.5%	3.6%	4.1%
%H (All HH)		72.2%	23.4%	12.2%	50.2%	16.6%	33.7%	85.9%
%H (TV HH)			32.4%	16.9%	69.6%	23.0%	46.6%	
25 - 34	1047	901	397	159	552	216	336	958
%V	20.0%	18.7%	20.2%	17.5%	16.6%	15.6%	17.3%	22.2%
%H (All HH)		86.1%	37.9%	15.2%	52.7%	20.6%	32.1%	91.5%
%H (TV HH)			44.1%	17.6%	61.3%	24.0%	37.3%	
35 - 44	1075	992	491	204	602	304	298	1013
%V	20.5%	20.6%	25.0%	22.5%	18.1%	21.9%	15.4%	23.5%
%H (All HH)		92.3%	45.7%	19.0%	56.0%	28.3%	27.7%	94.2%
%H (TV HH)			49.5%	20.6%	60.7%	30.6%	30.0%	
45 - 54	1025	971	427	217	673	340	333	919
%V	19.6%	20.2%	21.7%	23.9%	20.2%	24.5%	17.2%	21.3%
%H (All HH)		94.7%	41.7%	21.2%	65.7%	33.2%	32.5%	89.7%
%H (TV HH)			44.0%	22.3%	69.3%	35.0%	34.3%	
55 - 64	751	707	288	150	512	237	275	635
%V	14.3%	14.7%	14.7%	16.5%	15.4%	17.1%	14.2%	14.7%
%H (All HH)		94.1%	38.3%	20.0%	68.2%	31.6%	36.6%	84.6%
%H (TV HH)			40.7%	21.2%	72.4%	33.5%	38.9%	
65 +	1139	1092	316	153	884	255	629	616
%V	21.7%	22.7%	16.1%	16.9%	26.6%	18.4%	32.4%	14.3%
%H (All HH)		95.9%	27.7%	13.4%	77.6%	22.4%	55.2%	54.1%
%H (TV HH)			28.9%	14.0%	81.0%	23.4%	57.6%	

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 2013 - September 2014

ITV London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5242	4812	1965	907	3326	1387	1940	4318
%H (All HH)		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%
%H (TV HH)			40.8%	18.8%	69.1%	28.8%	40.3%	
1	1603	1410	372	195	1079	247	831	965
%V	30.6%	29.3%	18.9%	21.5%	32.4%	17.8%	42.8%	22.3%
%H (All HH)		88.0%	23.2%	12.2%	67.3%	15.4%	51.8%	60.2%
%H (TV HH)			26.4%	13.8%	76.5%	17.5%	58.9%	
2	1537	1436	579	282	1019	444	575	1352
%V	29.3%	29.8%	29.5%	31.1%	30.6%	32.0%	29.6%	31.3%
%H (All HH)		93.4%	37.7%	18.3%	66.3%	28.9%	37.4%	88.0%
%H (TV HH)			40.3%	19.6%	71.0%	30.9%	40.0%	
3	878	817	381	184	541	280	260	824
%V	16.7%	17.0%	19.4%	20.3%	16.3%	20.2%	13.4%	19.1%
%H (All HH)		93.1%	43.4%	21.0%	61.6%	31.9%	29.6%	93.8%
%H (TV HH)			46.6%	22.5%	66.2%	34.3%	31.8%	
4	797	750	400	169	455	271	184	767
%V	15.2%	15.6%	20.4%	18.6%	13.7%	19.5%	9.5%	17.8%
%H (All HH)		94.1%	50.2%	21.2%	57.1%	34.0%	23.1%	96.2%
%H (TV HH)			53.3%	22.5%	60.7%	36.1%	24.5%	
5+	428	399	234	77	233	144	89	410
%V	8.2%	8.3%	11.9%	8.5%	7.0%	10.4%	4.6%	9.5%
%H (All HH)		93.2%	54.7%	18.0%	54.4%	33.6%	20.8%	95.8%
%H (TV HH)			58.6%	19.3%	58.4%	36.1%	22.3%	
Average HH size	2.45	2.47	2.82	2.65	2.35	2.77	2.05	2.65

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 2013 - September 2014
ITV London
Household level data
Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5242	4812	1965	907	3326	1387	1940	4318
%H (All HH)		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%
%H (TV HH)			40.8%	18.8%	69.1%	28.8%	40.3%	
Without	3734	3382	1230	608	2455	915	1540	2895
%V	71.2%	70.3%	62.6%	67.0%	73.8%	66.0%	79.4%	67.0%
%H (All HH)		90.6%	32.9%	16.3%	65.7%	24.5%	41.2%	77.5%
%H (TV HH)			36.4%	18.0%	72.6%	27.1%	45.5%	
With	1508	1430	735	300	871	472	399	1423
%V	28.8%	29.7%	37.4%	33.1%	26.2%	34.0%	20.6%	33.0%
%H (All HH)		94.8%	48.7%	19.9%	57.8%	31.3%	26.5%	94.4%
%H (TV HH)			51.4%	21.0%	60.9%	33.0%	27.9%	
0 - 3	637	591	300	110	348	166	182	593
%V	12.2%	12.3%	15.3%	12.1%	10.5%	12.0%	9.4%	13.7%
%H (All HH)		92.8%	47.1%	17.3%	54.6%	26.1%	28.6%	93.1%
%H (TV HH)			50.8%	18.6%	58.9%	28.1%	30.8%	
4 - 9	755	717	375	139	429	227	202	703
%V	14.4%	14.9%	19.1%	15.3%	12.9%	16.4%	10.4%	16.3%
%H (All HH)		95.0%	49.7%	18.4%	56.8%	30.1%	26.8%	93.1%
%H (TV HH)			52.3%	19.4%	59.8%	31.7%	28.2%	
10 - 15	636	617	324	143	393	240	154	609
%V	12.1%	12.8%	16.5%	15.8%	11.8%	17.3%	7.9%	14.1%
%H (All HH)		97.0%	50.9%	22.5%	61.8%	37.7%	24.2%	95.8%
%H (TV HH)			52.5%	23.2%	63.7%	38.9%	25.0%	

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 2013 - September 2014
ITV London
Household level data
Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5242	4812	1965	907	3326	1387	1940	4318
%H (All HH)		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%
%H (TV HH)			40.8%	18.8%	69.1%	28.8%	40.3%	
1	2447	2447	844	378	1591	395	1197	1874
%V	46.7%	50.9%	43.0%	41.7%	47.8%	28.5%	61.7%	43.4%
%H (All HH)		100.0%	34.5%	15.4%	65.0%	16.1%	48.9%	76.6%
%H (TV HH)			34.5%	15.4%	65.0%	16.1%	48.9%	
2	1498	1498	662	315	1051	517	533	1293
%V	28.6%	31.1%	33.7%	34.7%	31.6%	37.3%	27.5%	29.9%
%H (All HH)		100.0%	44.2%	21.0%	70.2%	34.5%	35.6%	86.3%
%H (TV HH)			44.2%	21.0%	70.2%	34.5%	35.6%	
3	563	563	284	134	436	281	155	529
%V	10.7%	11.7%	14.5%	14.8%	13.1%	20.3%	8.0%	12.3%
%H (All HH)		100.0%	50.4%	23.8%	77.4%	49.9%	27.5%	94.0%
%H (TV HH)			50.4%	23.8%	77.4%	49.9%	27.5%	
4	198	198	109	52	158	118	40	189
%V	3.8%	4.1%	5.5%	5.7%	4.8%	8.5%	2.1%	4.4%
%H (All HH)		100.0%	55.1%	26.3%	79.8%	59.6%	20.2%	95.5%
%H (TV HH)			55.1%	26.3%	79.8%	59.6%	20.2%	
5+	105	105	67	28	91	76	15	103
%V	2.0%	2.2%	3.4%	3.1%	2.7%	5.5%	0.8%	2.4%
%H (All HH)		100.0%	63.8%	26.7%	86.7%	72.4%	14.3%	98.1%
%H (TV HH)			63.8%	26.7%	86.7%	72.4%	14.3%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV London
Household level data
Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5242	4812	1965	907	3326	1387	1940	4318
%H (All HH)		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%
%H (TV HH)			40.8%	18.8%	69.1%	28.8%	40.3%	
Under 20"	845	845	310	180	691	331	360	705
%V	16.1%	17.6%	15.8%	19.8%	20.8%	23.9%	18.6%	16.3%
%H (All HH)		100.0%	36.7%	21.3%	81.8%	39.2%	42.6%	83.4%
%H (TV HH)			36.7%	21.3%	81.8%	39.2%	42.6%	
20" - 29"	1592	1592	597	298	1235	530	705	1281
%V	30.4%	33.1%	30.4%	32.9%	37.1%	38.2%	36.3%	29.7%
%H (All HH)		100.0%	37.5%	18.7%	77.6%	33.3%	44.3%	80.5%
%H (TV HH)			37.5%	18.7%	77.6%	33.3%	44.3%	
30" - 39"	2367	2367	968	476	1681	750	931	2002
%V	45.2%	49.2%	49.3%	52.5%	50.5%	54.1%	48.0%	46.4%
%H (All HH)		100.0%	40.9%	20.1%	71.0%	31.7%	39.3%	84.6%
%H (TV HH)			40.9%	20.1%	71.0%	31.7%	39.3%	
40" and over	2065	2065	1118	444	1300	780	520	1897
%V	39.4%	42.9%	56.9%	49.0%	39.1%	56.2%	26.8%	43.9%
%H (All HH)		100.0%	54.1%	21.5%	63.0%	37.8%	25.2%	91.9%
%H (TV HH)			54.1%	21.5%	63.0%	37.8%	25.2%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV London
Household level data
Table 1.7: Location of ANY set in household
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5242	4812	1965	907	3326	1387	1940	4318
%H (All HH)		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%
%H (TV HH)			40.8%	18.8%	69.1%	28.8%	40.3%	
Main living room	4733	4733	1946	896	3272	1372	1900	3928
%V	90.3%	98.4%	99.0%	98.8%	98.4%	98.9%	97.9%	91.0%
%H (All HH)		100.0%	41.1%	18.9%	69.1%	29.0%	40.1%	83.0%
%H (TV HH)			41.1%	18.9%	69.1%	29.0%	40.1%	
Kitchen	463	463	209	100	394	234	160	414
%V	8.8%	9.6%	10.6%	11.0%	11.8%	16.9%	8.2%	9.6%
%H (All HH)		100.0%	45.1%	21.6%	85.1%	50.5%	34.6%	89.4%
%H (TV HH)			45.1%	21.6%	85.1%	50.5%	34.6%	
Adult's bedroom	1806	1806	866	408	1327	775	552	1611
%V	34.5%	37.5%	44.1%	45.0%	39.9%	55.9%	28.5%	37.3%
%H (All HH)		100.0%	48.0%	22.6%	73.5%	42.9%	30.6%	89.2%
%H (TV HH)			48.0%	22.6%	73.5%	42.9%	30.6%	
Child's bedroom	302	302	172	77	209	153	57	287
%V	5.8%	6.3%	8.8%	8.5%	6.3%	11.0%	2.9%	6.6%
%H (All HH)		100.0%	57.0%	25.5%	69.2%	50.7%	18.9%	95.0%
%H (TV HH)			57.0%	25.5%	69.2%	50.7%	18.9%	
Other bedroom	150	150	78	33	114	72	42	137
%V	2.9%	3.1%	4.0%	3.6%	3.4%	5.2%	2.2%	3.2%
%H (All HH)		100.0%	52.0%	22.0%	76.0%	48.0%	28.0%	91.3%
%H (TV HH)			52.0%	22.0%	76.0%	48.0%	28.0%	
Second living/dining room	316	316	156	75	243	152	91	292
%V	6.0%	6.6%	7.9%	8.3%	7.3%	11.0%	4.7%	6.8%
%H (All HH)		100.0%	49.4%	23.7%	76.9%	48.1%	28.8%	92.4%
%H (TV HH)			49.4%	23.7%	76.9%	48.1%	28.8%	
Study/office	78	78	47	18	57	41	15	76
%V	1.5%	1.6%	2.4%	2.0%	1.7%	3.0%	0.8%	1.8%
%H (All HH)		100.0%	60.3%	23.1%	73.1%	52.6%	19.2%	97.4%
%H (TV HH)			60.3%	23.1%	73.1%	52.6%	19.2%	
TV room	41	41	22	9	29	18	11	39
%V	0.8%	0.9%	1.1%	1.0%	0.9%	1.3%	0.6%	0.9%
%H (All HH)		100.0%	53.7%	22.0%	70.7%	43.9%	26.8%	95.1%
%H (TV HH)			53.7%	22.0%	70.7%	43.9%	26.8%	
Conservatory	44	44	23	11	34	24	10	41
%V	0.8%	0.9%	1.2%	1.2%	1.0%	1.7%	0.5%	0.9%
%H (All HH)		100.0%	52.3%	25.0%	77.3%	54.5%	22.7%	93.2%
%H (TV HH)			52.3%	25.0%	77.3%	54.5%	22.7%	
Attic or loft room	12	12	5	3	9	6	3	12
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	41.7%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			41.7%	25.0%	75.0%	50.0%	25.0%	
No specific location	9	9	2	1	5	1	5	7
%V	0.2%	0.2%	0.1%	0.1%	0.2%	0.1%	0.3%	0.2%
%H (All HH)		100.0%	22.2%	11.1%	55.6%	11.1%	55.6%	77.8%
%H (TV HH)			22.2%	11.1%	55.6%	11.1%	55.6%	
Other	47	47	25	9	38	24	14	46
%V	0.9%	1.0%	1.3%	1.0%	1.1%	1.7%	0.7%	1.1%
%H (All HH)		100.0%	53.2%	19.1%	80.9%	51.1%	29.8%	97.9%
%H (TV HH)			53.2%	19.1%	80.9%	51.1%	29.8%	

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

DATA PERIOD: ANNUAL

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Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5242	4812	1965	907	3326	1387	1940	4318
%H (All HH)		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%
%H (TV HH)			40.8%	18.8%	69.1%	28.8%	40.3%	
Any DSAT provider	1965	1965	1965	52	973	973	0	1787
%V	37.5%	40.8%	100.0%	5.7%	29.3%	70.2%	0.0%	41.4%
%H (All HH)			100.0%	2.6%	49.5%	49.5%	0.0%	90.9%
%H (TV HH)			100.0%	2.6%	49.5%	49.5%	0.0%	
Sky with subcription	1622	1622	1622	28	809	809	0	1500
%V	30.9%	33.7%	82.5%	3.1%	24.3%	58.3%	0.0%	34.7%
%H (All HH)			100.0%	1.7%	49.9%	49.9%	0.0%	92.5%
%H (TV HH)			100.0%	1.7%	49.9%	49.9%	0.0%	
Sky without subscription	100	100	100	4	40	40	0	79
%V	1.9%	2.1%	5.1%	0.4%	1.2%	2.9%	0.0%	1.8%
%H (All HH)			100.0%	4.0%	40.0%	40.0%	0.0%	79.0%
%H (TV HH)			100.0%	4.0%	40.0%	40.0%	0.0%	
Freesat	154	154	154	10	78	78	0	137
%V	2.9%	3.2%	7.8%	1.1%	2.3%	5.6%	0.0%	3.2%
%H (All HH)			100.0%	6.5%	50.6%	50.6%	0.0%	89.0%
%H (TV HH)			100.0%	6.5%	50.6%	50.6%	0.0%	
Other satellite provider	122	122	122	11	63	63	0	106
%V	2.3%	2.5%	6.2%	1.2%	1.9%	4.5%	0.0%	2.5%
%H (All HH)			100.0%	9.0%	51.6%	51.6%	0.0%	86.9%
%H (TV HH)			100.0%	9.0%	51.6%	51.6%	0.0%	
DCAB	907	907	52	907	437	437	0	840
%V	17.3%	18.8%	2.6%	100.0%	13.1%	31.5%	0.0%	19.5%
%H (All HH)			5.7%	100.0%	48.2%	48.2%	0.0%	92.6%
%H (TV HH)			5.7%	100.0%	48.2%	48.2%	0.0%	
DTT	3326	3326	973	437	3326	1387	1940	2656
%V	63.4%	69.1%	49.5%	48.2%	100.0%	100.0%	100.0%	61.5%
%H (All HH)		100.0%	29.3%	13.1%	100.0%	41.7%	58.3%	79.9%
%H (TV HH)			29.3%	13.1%	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

DATA PERIOD: ANNUAL

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ITV London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5242	4812	1965	907	3326	1387	1940	4318
%H (All HH)		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%
%H (TV HH)			40.8%	18.8%	69.1%	28.8%	40.3%	
PVR	2822	2822	1624	748	1665	1172	494	2599
%V	53.8%	58.6%	82.6%	82.5%	50.1%	84.5%	25.5%	60.2%
%H (All HH)		100.0%	57.5%	26.5%	59.0%	41.5%	17.5%	92.1%
%H (TV HH)			57.5%	26.5%	59.0%	41.5%	17.5%	
DVDR	180	180	64	35	137	55	83	151
%V	3.4%	3.7%	3.3%	3.9%	4.1%	4.0%	4.3%	3.5%
%H (All HH)		100.0%	35.6%	19.4%	76.1%	30.6%	46.1%	83.9%
%H (TV HH)			35.6%	19.4%	76.1%	30.6%	46.1%	
VCR	132	132	38	25	108	38	69	91
%V	2.5%	2.7%	1.9%	2.8%	3.2%	2.7%	3.6%	2.1%
%H (All HH)		100.0%	28.8%	18.9%	81.8%	28.8%	52.3%	68.9%
%H (TV HH)			28.8%	18.9%	81.8%	28.8%	52.3%	
Any recorder	2943	2943	1641	764	1769	1186	583	2676
%V	56.1%	61.2%	83.5%	84.2%	53.2%	85.5%	30.1%	62.0%
%H (All HH)		100.0%	55.8%	26.0%	60.1%	40.3%	19.8%	90.9%
%H (TV HH)			55.8%	26.0%	60.1%	40.3%	19.8%	
Receives HDTV (via STB or built-in reception)	2880	2880	1390	704	1883	1056	827	2616
%V	54.9%	59.9%	70.7%	77.6%	56.6%	76.1%	42.6%	60.6%
%H (All HH)		100.0%	48.3%	24.4%	65.4%	36.7%	28.7%	90.8%
%H (TV HH)			48.3%	24.4%	65.4%	36.7%	28.7%	
DVD/Blu-ray player or recorder	3644	3644	1530	756	2535	1154	1381	3148
%V	69.5%	75.7%	77.9%	83.4%	76.2%	83.2%	71.2%	72.9%
%H (All HH)		100.0%	42.0%	20.7%	69.6%	31.7%	37.9%	86.4%
%H (TV HH)			42.0%	20.7%	69.6%	31.7%	37.9%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5242	4812	1965	907	3326	1387	1940	4318
%V		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%
%H (All HH)			40.8%	18.8%	69.1%	28.8%	40.3%	
%H (TV HH)								
Has broadband internet	4318	3987	1787	840	2656	1289	1367	4318
%V	82.4%	82.9%	90.9%	92.6%	79.9%	92.9%	70.5%	100.0%
%H (All HH)		92.3%	41.4%	19.5%	61.5%	29.9%	31.7%	100.0%
%H (TV HH)			44.8%	21.1%	66.6%	32.3%	34.3%	
Number of computers (PCs and laptops)								
0	848	758	163	72	609	97	514	78
%V	16.2%	15.8%	8.3%	7.9%	18.3%	7.0%	26.5%	1.8%
%H (All HH)		89.4%	19.2%	8.5%	71.8%	11.4%	60.6%	9.2%
%H (TV HH)			21.5%	9.5%	80.3%	12.8%	67.8%	
1	1713	1542	623	245	1070	395	674	1587
%V	32.7%	32.0%	31.7%	27.0%	32.2%	28.5%	34.7%	36.8%
%H (All HH)		90.0%	36.4%	14.3%	62.5%	23.1%	39.3%	92.6%
%H (TV HH)			40.4%	15.9%	69.4%	25.6%	43.7%	
2	1229	1139	498	243	747	351	396	1211
%V	23.4%	23.7%	25.3%	26.8%	22.5%	25.3%	20.4%	28.0%
%H (All HH)		92.7%	40.5%	19.8%	60.8%	28.6%	32.2%	98.5%
%H (TV HH)			43.7%	21.3%	65.6%	30.8%	34.8%	
3	654	619	307	148	393	220	173	648
%V	12.5%	12.9%	15.6%	16.3%	11.8%	15.9%	8.9%	15.0%
%H (All HH)		94.6%	46.9%	22.6%	60.1%	33.6%	26.5%	99.1%
%H (TV HH)			49.6%	23.9%	63.5%	35.5%	27.9%	
4	383	362	171	95	243	144	98	380
%V	7.3%	7.5%	8.7%	10.5%	7.3%	10.4%	5.1%	8.8%
%H (All HH)		94.5%	44.6%	24.8%	63.4%	37.6%	25.6%	99.2%
%H (TV HH)			47.2%	26.2%	67.1%	39.8%	27.1%	
5+	416	392	204	104	265	179	85	414
%V	7.9%	8.1%	10.4%	11.5%	8.0%	12.9%	4.4%	9.6%
%H (All HH)		94.2%	49.0%	25.0%	63.7%	43.0%	20.4%	99.5%
%H (TV HH)			52.0%	26.5%	67.6%	45.7%	21.7%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8492	3820	1767	6121	3154	2966	7357
%H		45.0%	20.8%	72.1%	37.1%	34.9%	86.6%
Under 20"	1044	403	226	862	438	425	884
%V	12.3%	10.5%	12.8%	14.1%	13.9%	14.3%	12.0%
%H		38.6%	21.6%	82.6%	42.0%	40.7%	84.7%
20" - 29"	1953	763	383	1536	716	820	1605
%V	23.0%	20.0%	21.7%	25.1%	22.7%	27.6%	21.8%
%H		39.1%	19.6%	78.6%	36.7%	42.0%	82.2%
30" - 39"	2769	1178	574	1977	949	1028	2376
%V	32.6%	30.8%	32.5%	32.3%	30.1%	34.7%	32.3%
%H		42.5%	20.7%	71.4%	34.3%	37.1%	85.8%
40" and over	2414	1343	533	1529	963	566	2236
%V	28.4%	35.2%	30.2%	25.0%	30.5%	19.1%	30.4%
%H		55.6%	22.1%	63.3%	39.9%	23.4%	92.6%
Don't know	312	134	51	215	89	127	257
%V	3.7%	3.5%	2.9%	3.5%	2.8%	4.3%	3.5%
%H		42.9%	16.3%	68.9%	28.5%	40.7%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8492	3820	1767	6121	3154	2966	7357
%H		45.0%	20.8%	72.1%	37.1%	34.9%	86.6%
Main living room	4752	1955	898	3283	1377	1906	3943
%V	56.0%	51.2%	50.8%	53.6%	43.7%	64.3%	53.6%
%H		41.1%	18.9%	69.1%	29.0%	40.1%	83.0%
Kitchen	467	213	101	398	237	161	418
%V	5.5%	5.6%	5.7%	6.5%	7.5%	5.4%	5.7%
%H		45.6%	21.6%	85.2%	50.7%	34.5%	89.5%
Adult's bedroom	2170	1054	507	1620	985	635	1959
%V	25.6%	27.6%	28.7%	26.5%	31.2%	21.4%	26.6%
%H		48.6%	23.4%	74.7%	45.4%	29.3%	90.3%
Child's bedroom	374	220	95	262	198	65	357
%V	4.4%	5.8%	5.4%	4.3%	6.3%	2.2%	4.9%
%H		58.8%	25.4%	70.1%	52.9%	17.4%	95.5%
Other bedroom	170	90	38	131	85	46	157
%V	2.0%	2.4%	2.2%	2.1%	2.7%	1.6%	2.1%
%H		52.9%	22.4%	77.1%	50.0%	27.1%	92.4%
Second living/dining room	321	160	75	248	155	92	296
%V	3.8%	4.2%	4.2%	4.1%	4.9%	3.1%	4.0%
%H		49.8%	23.4%	77.3%	48.3%	28.7%	92.2%
Study/office	79	48	18	58	42	16	78
%V	0.9%	1.3%	1.0%	0.9%	1.3%	0.5%	1.1%
%H		60.8%	22.8%	73.4%	53.2%	20.3%	98.7%
TV room	41	22	9	29	18	11	39
%V	0.5%	0.6%	0.5%	0.5%	0.6%	0.4%	0.5%
%H		53.7%	22.0%	70.7%	43.9%	26.8%	95.1%
Conservatory	44	23	11	34	24	10	41
%V	0.5%	0.6%	0.6%	0.6%	0.8%	0.3%	0.6%
%H		52.3%	25.0%	77.3%	54.5%	22.7%	93.2%
Attic or loft room	12	5	3	10	6	4	12
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		41.7%	25.0%	83.3%	50.0%	33.3%	100.0%
No specific location	9	2	1	6	1	5	7
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.2%	0.1%
%H		22.2%	11.1%	66.7%	11.1%	55.6%	77.8%
Other	52	29	9	42	27	15	51
%V	0.6%	0.8%	0.5%	0.7%	0.9%	0.5%	0.7%
%H		55.8%	17.3%	80.8%	51.9%	28.8%	98.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8492	3820	1767	6121	3154	2966	7357
%H		45.0%	20.8%	72.1%	37.1%	34.9%	86.6%
PVR	3670	2178	1016	2106	1560	547	3419
%V	43.2%	57.0%	57.5%	34.4%	49.5%	18.4%	46.5%
%H		59.3%	27.7%	57.4%	42.5%	14.9%	93.2%
DVDR	191	69	38	146	59	86	161
%V	2.2%	1.8%	2.2%	2.4%	1.9%	2.9%	2.2%
%H		36.1%	19.9%	76.4%	30.9%	45.0%	84.3%
VCR	145	44	27	119	44	76	101
%V	1.7%	1.2%	1.5%	1.9%	1.4%	2.6%	1.4%
%H		30.3%	18.6%	82.1%	30.3%	52.4%	69.7%
Any recorder	3833	2212	1042	2247	1595	652	3534
%V	45.1%	57.9%	59.0%	36.7%	50.6%	22.0%	48.0%
%H		57.7%	27.2%	58.6%	41.6%	17.0%	92.2%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8492	3820	1767	6121	3154	2966	7357
%H		45.0%	20.8%	72.1%	37.1%	34.9%	86.6%
Receives HDTV (via STB or built-in reception)	3882	1929	997	2557	1536	1022	3577
%V	45.7%	50.5%	56.4%	41.8%	48.7%	34.5%	48.6%
%H		49.7%	25.7%	65.9%	39.6%	26.3%	92.1%
DVD/Blu-ray player or recorder	4976	2222	1091	3575	1866	1709	4406
%V	58.6%	58.2%	61.7%	58.4%	59.2%	57.6%	59.9%
%H		44.7%	21.9%	71.8%	37.5%	34.3%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4804	1964	907	3323	1386	1937	3982
%H		40.9%	18.9%	69.2%	28.9%	40.3%	82.9%
Under 20"	119	19	9	97	10	87	71
%V	2.5%	1.0%	1.0%	2.9%	0.7%	4.5%	1.8%
%H		16.0%	7.6%	81.5%	8.4%	73.1%	59.7%
20" - 29"	710	161	102	553	111	442	477
%V	14.8%	8.2%	11.2%	16.6%	8.0%	22.8%	12.0%
%H		22.7%	14.4%	77.9%	15.6%	62.3%	67.2%
30" - 39"	1808	642	343	1302	481	821	1472
%V	37.6%	32.7%	37.8%	39.2%	34.7%	42.4%	37.0%
%H		35.5%	19.0%	72.0%	26.6%	45.4%	81.4%
40" and over	2010	1091	431	1261	757	504	1846
%V	41.8%	55.5%	47.5%	37.9%	54.6%	26.0%	46.4%
%H		54.3%	21.4%	62.7%	37.7%	25.1%	91.8%
Don't know	158	52	23	110	28	82	117
%V	3.3%	2.6%	2.5%	3.3%	2.0%	4.2%	2.9%
%H		32.9%	14.6%	69.6%	17.7%	51.9%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4804	1964	907	3323	1386	1937	3982
%H		40.9%	18.9%	69.2%	28.9%	40.3%	82.9%
PVR	2769	1601	736	1623	1149	474	2550
%V	57.6%	81.5%	81.1%	48.8%	82.9%	24.5%	64.0%
%H		57.8%	26.6%	58.6%	41.5%	17.1%	92.1%
DVDR	154	52	30	117	43	74	125
%V	3.2%	2.6%	3.3%	3.5%	3.1%	3.8%	3.1%
%H		33.8%	19.5%	76.0%	27.9%	48.1%	81.2%
VCR	114	33	20	91	29	62	76
%V	2.4%	1.7%	2.2%	2.7%	2.1%	3.2%	1.9%
%H		28.9%	17.5%	79.8%	25.4%	54.4%	66.7%
Any recorder	2887	1617	752	1724	1164	561	2625
%V	60.1%	82.3%	82.9%	51.9%	84.0%	29.0%	65.9%
%H		56.0%	26.0%	59.7%	40.3%	19.4%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4804	1964	907	3323	1386	1937	3982
%H		40.9%	18.9%	69.2%	28.9%	40.3%	82.9%
Receives HDTV (via STB or built-in reception)	2803	1357	689	1821	1026	795	2551
%V	58.3%	69.1%	76.0%	54.8%	74.0%	41.0%	64.1%
%H		48.4%	24.6%	65.0%	36.6%	28.4%	91.0%
DVD/Blu-ray player or recorder	3453	1437	714	2388	1067	1321	2973
%V	71.9%	73.2%	78.7%	71.9%	77.0%	68.2%	74.7%
%H		41.6%	20.7%	69.2%	30.9%	38.3%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3688	1856	860	2797	1768	1029	3375
%H		50.3%	23.3%	75.8%	47.9%	27.9%	91.5%
Under 20"	925	384	216	765	428	337	813
%V	25.1%	20.7%	25.1%	27.4%	24.2%	32.8%	24.1%
%H		41.5%	23.4%	82.7%	46.3%	36.4%	87.9%
20" - 29"	1243	601	281	983	605	378	1128
%V	33.7%	32.4%	32.7%	35.1%	34.2%	36.7%	33.4%
%H		48.4%	22.6%	79.1%	48.7%	30.4%	90.7%
30" - 39"	961	536	232	675	468	207	904
%V	26.1%	28.9%	27.0%	24.1%	26.5%	20.1%	26.8%
%H		55.8%	24.1%	70.2%	48.7%	21.5%	94.1%
40" and over	405	252	102	268	206	62	390
%V	11.0%	13.6%	11.9%	9.6%	11.7%	6.0%	11.6%
%H		62.2%	25.2%	66.2%	50.9%	15.3%	96.3%
Don't know	154	82	28	106	60	45	140
%V	4.2%	4.4%	3.3%	3.8%	3.4%	4.4%	4.1%
%H		53.2%	18.2%	68.8%	39.0%	29.2%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3688	1856	860	2797	1768	1029	3375
%H		50.3%	23.3%	75.8%	47.9%	27.9%	91.5%
PVR	900	577	280	483	411	73	869
%V	24.4%	31.1%	32.6%	17.3%	23.2%	7.1%	25.7%
%H		64.1%	31.1%	53.7%	45.7%	8.1%	96.6%
DVDR	37	18	9	29	17	12	35
%V	1.0%	1.0%	1.0%	1.0%	1.0%	1.2%	1.0%
%H		48.6%	24.3%	78.4%	45.9%	32.4%	94.6%
VCR	31	11	7	29	15	14	25
%V	0.8%	0.6%	0.8%	1.0%	0.8%	1.4%	0.7%
%H		35.5%	22.6%	93.5%	48.4%	45.2%	80.6%
Any recorder	945	595	291	522	431	91	909
%V	25.6%	32.1%	33.8%	18.7%	24.4%	8.8%	26.9%
%H		63.0%	30.8%	55.2%	45.6%	9.6%	96.2%

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	3688	1856	860	2797	1768	1029	3375
%H		50.3%	23.3%	75.8%	47.9%	27.9%	91.5%
Receives HDTV (via STB or built-in reception)	1079	571	308	737	510	227	1026
%V	29.3%	30.8%	35.8%	26.3%	28.8%	22.1%	30.4%
%H		52.9%	28.5%	68.3%	47.3%	21.0%	95.1%
DVD/Blu-ray player or recorder	1524	784	377	1187	799	388	1433
%V	41.3%	42.2%	43.8%	42.4%	45.2%	37.7%	42.5%
%H		51.4%	24.7%	77.9%	52.4%	25.5%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12838	11906	5550	2407	7822	3844	3978	11449
%H		92.7%	43.2%	18.7%	60.9%	29.9%	31.0%	89.2%
Total Children	2621	2483	1304	509	1485	813	672	2460
%V	20.4%	20.9%	23.5%	21.1%	19.0%	21.1%	16.9%	21.5%
%H		94.7%	49.8%	19.4%	56.7%	31.0%	25.6%	93.9%
0 - 3	768	714	370	131	413	201	212	713
%V	6.0%	6.0%	6.7%	5.4%	5.3%	5.2%	5.3%	6.2%
%H		93.0%	48.2%	17.1%	53.8%	26.2%	27.6%	92.8%
4 - 15	1853	1769	934	378	1072	612	460	1747
%V	14.4%	14.9%	16.8%	15.7%	13.7%	15.9%	11.6%	15.3%
%H		95.5%	50.4%	20.4%	57.9%	33.0%	24.8%	94.3%
4 - 9	1015	958	503	188	564	300	264	943
%V	7.9%	8.0%	9.1%	7.8%	7.2%	7.8%	6.6%	8.2%
%H		94.4%	49.6%	18.5%	55.6%	29.6%	26.0%	92.9%
10 - 15	837	811	432	190	508	312	196	804
%V	6.5%	6.8%	7.8%	7.9%	6.5%	8.1%	4.9%	7.0%
%H		96.9%	51.6%	22.7%	60.7%	37.3%	23.4%	96.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12838	11906	5550	2407	7822	3844	3978	11449
%H		92.7%	43.2%	18.7%	60.9%	29.9%	31.0%	89.2%
Total Adults (16+)	10218	9424	4245	1898	6337	3031	3306	8988
%V	79.6%	79.2%	76.5%	78.9%	81.0%	78.9%	83.1%	78.5%
%H		92.2%	41.5%	18.6%	62.0%	29.7%	32.4%	88.0%
16 - 19	535	509	273	117	339	214	125	517
%V	4.2%	4.3%	4.9%	4.9%	4.3%	5.6%	3.1%	4.5%
%H		95.1%	51.0%	21.9%	63.4%	40.0%	23.4%	96.6%
20 - 24	817	679	321	142	451	242	209	769
%V	6.4%	5.7%	5.8%	5.9%	5.8%	6.3%	5.3%	6.7%
%H		83.1%	39.3%	17.4%	55.2%	29.6%	25.6%	94.1%
25 - 34	2280	1987	916	385	1209	535	674	2127
%V	17.8%	16.7%	16.5%	16.0%	15.5%	13.9%	16.9%	18.6%
%H		87.1%	40.2%	16.9%	53.0%	23.5%	29.6%	93.3%
35 - 44	1942	1802	911	374	1085	564	521	1848
%V	15.1%	15.1%	16.4%	15.5%	13.9%	14.7%	13.1%	16.1%
%H		92.8%	46.9%	19.3%	55.9%	29.0%	26.8%	95.2%
45 - 54	1733	1657	773	379	1129	613	516	1598
%V	13.5%	13.9%	13.9%	15.7%	14.4%	15.9%	13.0%	14.0%
%H		95.6%	44.6%	21.9%	65.1%	35.4%	29.8%	92.2%
55 - 64	1231	1171	508	252	843	421	422	1084
%V	9.6%	9.8%	9.2%	10.5%	10.8%	11.0%	10.6%	9.5%
%H		95.1%	41.3%	20.5%	68.5%	34.2%	34.3%	88.1%
65+	1680	1619	544	249	1281	442	839	1044
%V	13.1%	13.6%	9.8%	10.3%	16.4%	11.5%	21.1%	9.1%
%H		96.4%	32.4%	14.8%	76.3%	26.3%	49.9%	62.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10218	9424	4245	1898	6337	3031	3306	8988
%H		92.2%	41.5%	18.6%	62.0%	29.7%	32.4%	88.0%
AB	3127	2948	1322	676	1962	996	966	2991
%V	30.6%	31.3%	31.1%	35.6%	31.0%	32.9%	29.2%	33.3%
%H		94.3%	42.3%	21.6%	62.7%	31.9%	30.9%	95.7%
C1	3007	2721	1188	544	1876	884	992	2742
%V	29.4%	28.9%	28.0%	28.7%	29.6%	29.2%	30.0%	30.5%
%H		90.5%	39.5%	18.1%	62.4%	29.4%	33.0%	91.2%
C2	1925	1803	894	362	1202	644	559	1694
%V	18.8%	19.1%	21.1%	19.1%	19.0%	21.2%	16.9%	18.8%
%H		93.7%	46.4%	18.8%	62.4%	33.5%	29.0%	88.0%
D	1474	1317	621	223	832	362	471	1155
%V	14.4%	14.0%	14.6%	11.7%	13.1%	11.9%	14.2%	12.9%
%H		89.3%	42.1%	15.1%	56.4%	24.6%	32.0%	78.4%
E	686	635	221	92	465	146	319	406
%V	6.7%	6.7%	5.2%	4.8%	7.3%	4.8%	9.6%	4.5%
%H		92.6%	32.2%	13.4%	67.8%	21.3%	46.5%	59.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10218	9424	4245	1898	6337	3031	3306	8988
%H		92.2%	41.5%	18.6%	62.0%	29.7%	32.4%	88.0%
Working full time	5290	4851	2313	1070	3080	1598	1482	5035
%V	51.8%	51.5%	54.5%	56.4%	48.6%	52.7%	44.8%	56.0%
%H		91.7%	43.7%	20.2%	58.2%	30.2%	28.0%	95.2%
Working part time	1032	969	420	215	689	357	333	946
%V	10.1%	10.3%	9.9%	11.3%	10.9%	11.8%	10.1%	10.5%
%H		93.9%	40.7%	20.8%	66.8%	34.6%	32.3%	91.7%
Not working	3896	3603	1512	613	2568	1076	1492	3007
%V	38.1%	38.2%	35.6%	32.3%	40.5%	35.5%	45.1%	33.5%
%H		92.5%	38.8%	15.7%	65.9%	27.6%	38.3%	77.2%
Housewife/Houseperson	5242	4812	1965	907	3326	1387	1940	4318
%V	51.3%	51.1%	46.3%	47.8%	52.5%	45.8%	58.7%	48.0%
%H		91.8%	37.5%	17.3%	63.4%	26.5%	37.0%	82.4%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5002	4577	2107	939	3032	1494	1539	4450
%H		91.5%	42.1%	18.8%	60.6%	29.9%	30.8%	89.0%
16 - 19	282	270	142	67	178	113	64	273
%V	5.6%	5.9%	6.7%	7.1%	5.9%	7.6%	4.2%	6.1%
%H		95.7%	50.4%	23.8%	63.1%	40.1%	22.7%	96.8%
20 - 24	393	331	166	66	213	119	94	372
%V	7.9%	7.2%	7.9%	7.0%	7.0%	8.0%	6.1%	8.4%
%H		84.2%	42.2%	16.8%	54.2%	30.3%	23.9%	94.7%
25 - 34	1145	979	452	195	595	271	324	1071
%V	22.9%	21.4%	21.5%	20.8%	19.6%	18.1%	21.1%	24.1%
%H		85.5%	39.5%	17.0%	52.0%	23.7%	28.3%	93.5%
35 - 44	974	892	447	183	538	273	265	926
%V	19.5%	19.5%	21.2%	19.5%	17.7%	18.3%	17.2%	20.8%
%H		91.6%	45.9%	18.8%	55.2%	28.0%	27.2%	95.1%
45 - 54	851	809	380	183	542	294	247	779
%V	17.0%	17.7%	18.0%	19.5%	17.9%	19.7%	16.0%	17.5%
%H		95.1%	44.7%	21.5%	63.7%	34.5%	29.0%	91.5%
55 - 64	598	563	241	124	405	199	206	521
%V	12.0%	12.3%	11.4%	13.2%	13.4%	13.3%	13.4%	11.7%
%H		94.1%	40.3%	20.7%	67.7%	33.3%	34.4%	87.1%
65+	760	732	280	121	563	224	338	508
%V	15.2%	16.0%	13.3%	12.9%	18.6%	15.0%	22.0%	11.4%
%H		96.3%	36.8%	15.9%	74.1%	29.5%	44.5%	66.8%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5002	4577	2107	939	3032	1494	1539	4450
%H		91.5%	42.1%	18.8%	60.6%	29.9%	30.8%	89.0%
AB	1587	1495	680	349	981	507	474	1517
%V	31.7%	32.7%	32.3%	37.2%	32.4%	33.9%	30.8%	34.1%
%H		94.2%	42.8%	22.0%	61.8%	31.9%	29.9%	95.6%
C1	1399	1248	575	251	839	419	420	1307
%V	28.0%	27.3%	27.3%	26.7%	27.7%	28.0%	27.3%	29.4%
%H		89.2%	41.1%	17.9%	60.0%	29.9%	30.0%	93.4%
C2	1030	955	467	195	633	333	300	899
%V	20.6%	20.9%	22.2%	20.8%	20.9%	22.3%	19.5%	20.2%
%H		92.7%	45.3%	18.9%	61.5%	32.3%	29.1%	87.3%
D	704	623	298	107	392	177	214	564
%V	14.1%	13.6%	14.1%	11.4%	12.9%	11.8%	13.9%	12.7%
%H		88.5%	42.3%	15.2%	55.7%	25.1%	30.4%	80.1%
E	283	256	88	36	188	57	130	164
%V	5.7%	5.6%	4.2%	3.8%	6.2%	3.8%	8.4%	3.7%
%H		90.5%	31.1%	12.7%	66.4%	20.1%	45.9%	58.0%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5002	4577	2107	939	3032	1494	1539	4450
%H		91.5%	42.1%	18.8%	60.6%	29.9%	30.8%	89.0%
Working full time	3192	2921	1424	639	1843	978	865	3031
%V	63.8%	63.8%	67.6%	68.1%	60.8%	65.5%	56.2%	68.1%
%H		91.5%	44.6%	20.0%	57.7%	30.6%	27.1%	95.0%
Working part time	264	234	93	46	163	70	93	234
%V	5.3%	5.1%	4.4%	4.9%	5.4%	4.7%	6.0%	5.3%
%H		88.6%	35.2%	17.4%	61.7%	26.5%	35.2%	88.6%
Not working	1547	1422	590	253	1026	446	580	1185
%V	30.9%	31.1%	28.0%	26.9%	33.8%	29.9%	37.7%	26.6%
%H		91.9%	38.1%	16.4%	66.3%	28.8%	37.5%	76.6%
Housewife/Houseperson	1238	1074	383	186	753	256	496	921
%V	24.8%	23.5%	18.2%	19.8%	24.8%	17.1%	32.2%	20.7%
%H		86.8%	30.9%	15.0%	60.8%	20.7%	40.1%	74.4%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5215	4847	2139	959	3305	1537	1767	4538
%H		92.9%	41.0%	18.4%	63.4%	29.5%	33.9%	87.0%
16 - 19	254	239	131	50	161	100	61	244
%V	4.9%	4.9%	6.1%	5.2%	4.9%	6.5%	3.5%	5.4%
%H		94.1%	51.6%	19.7%	63.4%	39.4%	24.0%	96.1%
20 - 24	423	347	156	76	238	123	115	398
%V	8.1%	7.2%	7.3%	7.9%	7.2%	8.0%	6.5%	8.8%
%H		82.0%	36.9%	18.0%	56.3%	29.1%	27.2%	94.1%
25 - 34	1135	1008	464	190	615	264	351	1056
%V	21.8%	20.8%	21.7%	19.8%	18.6%	17.2%	19.9%	23.3%
%H		88.8%	40.9%	16.7%	54.2%	23.3%	30.9%	93.0%
35 - 44	968	910	465	191	547	291	255	921
%V	18.6%	18.8%	21.7%	19.9%	16.6%	18.9%	14.4%	20.3%
%H		94.0%	48.0%	19.7%	56.5%	30.1%	26.3%	95.1%
45 - 54	882	848	392	196	587	319	269	819
%V	16.9%	17.5%	18.3%	20.4%	17.8%	20.8%	15.2%	18.0%
%H		96.1%	44.4%	22.2%	66.6%	36.2%	30.5%	92.9%
55 - 64	633	608	267	128	438	222	216	563
%V	12.1%	12.5%	12.5%	13.3%	13.3%	14.4%	12.2%	12.4%
%H		96.1%	42.2%	20.2%	69.2%	35.1%	34.1%	88.9%
65+	919	887	264	128	718	217	501	536
%V	17.6%	18.3%	12.3%	13.3%	21.7%	14.1%	28.4%	11.8%
%H		96.5%	28.7%	13.9%	78.1%	23.6%	54.5%	58.3%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5215	4847	2139	959	3305	1537	1767	4538
%H		92.9%	41.0%	18.4%	63.4%	29.5%	33.9%	87.0%
AB	1540	1453	642	327	981	488	492	1474
%V	29.5%	30.0%	30.0%	34.1%	29.7%	31.8%	27.8%	32.5%
%H		94.4%	41.7%	21.2%	63.7%	31.7%	31.9%	95.7%
C1	1608	1474	613	293	1036	465	572	1435
%V	30.8%	30.4%	28.7%	30.6%	31.3%	30.3%	32.4%	31.6%
%H		91.7%	38.1%	18.2%	64.4%	28.9%	35.6%	89.2%
C2	895	848	428	167	570	311	259	795
%V	17.2%	17.5%	20.0%	17.4%	17.2%	20.2%	14.7%	17.5%
%H		94.7%	47.8%	18.7%	63.7%	34.7%	28.9%	88.8%
D	770	693	322	116	440	184	256	592
%V	14.8%	14.3%	15.1%	12.1%	13.3%	12.0%	14.5%	13.0%
%H		90.0%	41.8%	15.1%	57.1%	23.9%	33.2%	76.9%
E	402	379	133	56	278	89	189	242
%V	7.7%	7.8%	6.2%	5.8%	8.4%	5.8%	10.7%	5.3%
%H		94.3%	33.1%	13.9%	69.2%	22.1%	47.0%	60.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5215	4847	2139	959	3305	1537	1767	4538
%H		92.9%	41.0%	18.4%	63.4%	29.5%	33.9%	87.0%
Working full time	2098	1930	889	431	1237	620	617	2004
%V	40.2%	39.8%	41.6%	44.9%	37.4%	40.3%	34.9%	44.2%
%H		92.0%	42.4%	20.5%	59.0%	29.6%	29.4%	95.5%
Working part time	769	735	327	169	526	287	239	712
%V	14.7%	15.2%	15.3%	17.6%	15.9%	18.7%	13.5%	15.7%
%H		95.6%	42.5%	22.0%	68.4%	37.3%	31.1%	92.6%
Not working	2349	2182	922	359	1541	630	911	1822
%V	45.0%	45.0%	43.1%	37.4%	46.6%	41.0%	51.6%	40.1%
%H		92.9%	39.3%	15.3%	65.6%	26.8%	38.8%	77.6%
Housewife/Houseperson	4004	3738	1583	722	2574	1130	1443	3396
%V	76.8%	77.1%	74.0%	75.3%	77.9%	73.5%	81.7%	74.8%
%H		93.4%	39.5%	18.0%	64.3%	28.2%	36.0%	84.8%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV Midlands
Household level data
Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3961	3779	1455	710	2914	1306	1607	3009
%H (All HH)		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%
%H (TV HH)			38.5%	18.8%	77.1%	34.6%	42.5%	
AB	985	950	400	162	727	339	388	903
%V	24.9%	25.1%	27.5%	22.8%	24.9%	26.0%	24.1%	30.0%
%H (All HH)		96.4%	40.6%	16.4%	73.8%	34.4%	39.4%	91.7%
%H (TV HH)			42.1%	17.1%	76.5%	35.7%	40.8%	
C1	1035	982	378	213	756	367	389	866
%V	26.1%	26.0%	26.0%	30.0%	25.9%	28.1%	24.2%	28.8%
%H (All HH)		94.9%	36.5%	20.6%	73.0%	35.5%	37.6%	83.7%
%H (TV HH)			38.5%	21.7%	77.0%	37.4%	39.6%	
C2	842	816	331	170	627	311	316	664
%V	21.3%	21.6%	22.7%	23.9%	21.5%	23.8%	19.7%	22.1%
%H (All HH)		96.9%	39.3%	20.2%	74.5%	36.9%	37.5%	78.9%
%H (TV HH)			40.6%	20.8%	76.8%	38.1%	38.7%	
D	621	590	225	104	444	183	261	385
%V	15.7%	15.6%	15.5%	14.6%	15.2%	14.0%	16.2%	12.8%
%H (All HH)		95.0%	36.2%	16.7%	71.5%	29.5%	42.0%	62.0%
%H (TV HH)			38.1%	17.6%	75.3%	31.0%	44.2%	
E	477	440	122	61	359	106	253	190
%V	12.0%	11.6%	8.4%	8.6%	12.3%	8.1%	15.7%	6.3%
%H (All HH)		92.2%	25.6%	12.8%	75.3%	22.2%	53.0%	39.8%
%H (TV HH)			27.7%	13.9%	81.6%	24.1%	57.5%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3961	3779	1455	710	2914	1306	1607	3009
%V (All HH)		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%
%H (TV HH)			38.5%	18.8%	77.1%	34.6%	42.5%	
Under 25	186	157	41	33	114	41	73	152
%V	4.7%	4.2%	2.8%	4.6%	3.9%	3.1%	4.5%	5.1%
%H (All HH)		84.4%	22.0%	17.7%	61.3%	22.0%	39.2%	81.7%
%H (TV HH)			26.1%	21.0%	72.6%	26.1%	46.5%	
25 - 34	593	551	256	117	373	202	171	530
%V	15.0%	14.6%	17.6%	16.5%	12.8%	15.5%	10.6%	17.6%
%H (All HH)		92.9%	43.2%	19.7%	62.9%	34.1%	28.8%	89.4%
%H (TV HH)			46.5%	21.2%	67.7%	36.7%	31.0%	
35 - 44	673	648	307	148	456	264	192	615
%V	17.0%	17.1%	21.1%	20.8%	15.6%	20.2%	11.9%	20.4%
%H (All HH)		96.3%	45.6%	22.0%	67.8%	39.2%	28.5%	91.4%
%H (TV HH)			47.4%	22.8%	70.4%	40.7%	29.6%	
45 - 54	760	731	328	151	573	316	257	670
%V	19.2%	19.3%	22.5%	21.3%	19.7%	24.2%	16.0%	22.3%
%H (All HH)		96.2%	43.2%	19.9%	75.4%	41.6%	33.8%	88.2%
%H (TV HH)			44.9%	20.7%	78.4%	43.2%	35.2%	
55 - 64	650	627	247	120	487	224	262	519
%V	16.4%	16.6%	17.0%	16.9%	16.7%	17.2%	16.3%	17.2%
%H (All HH)		96.5%	38.0%	18.5%	74.9%	34.5%	40.3%	79.8%
%H (TV HH)			39.4%	19.1%	77.7%	35.7%	41.8%	
65 +	1099	1065	276	142	910	259	652	523
%V	27.7%	28.2%	19.0%	20.0%	31.2%	19.8%	40.6%	17.4%
%H (All HH)		96.9%	25.1%	12.9%	82.8%	23.6%	59.3%	47.6%
%H (TV HH)			25.9%	13.3%	85.4%	24.3%	61.2%	

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV Midlands
Household level data
Table 2.3: Size of Household
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3961	3779	1455	710	2914	1306	1607	3009
%H (All HH)		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%
%H (TV HH)			38.5%	18.8%	77.1%	34.6%	42.5%	
1	1181	1089	262	141	900	220	679	576
%V	29.8%	28.8%	18.0%	19.9%	30.9%	16.8%	42.3%	19.1%
%H (All HH)		92.2%	22.2%	11.9%	76.2%	18.6%	57.5%	48.8%
%H (TV HH)			24.1%	12.9%	82.6%	20.2%	62.4%	
2	1350	1304	498	255	1023	472	551	1093
%V	34.1%	34.5%	34.2%	35.9%	35.1%	36.1%	34.3%	36.3%
%H (All HH)		96.6%	36.9%	18.9%	75.8%	35.0%	40.8%	81.0%
%H (TV HH)			38.2%	19.6%	78.5%	36.2%	42.3%	
3	612	592	281	134	435	259	176	567
%V	15.5%	15.7%	19.3%	18.9%	14.9%	19.8%	11.0%	18.8%
%H (All HH)		96.7%	45.9%	21.9%	71.1%	42.3%	28.8%	92.6%
%H (TV HH)			47.5%	22.6%	73.5%	43.8%	29.7%	
4	530	514	264	114	373	235	137	503
%V	13.4%	13.6%	18.1%	16.1%	12.8%	18.0%	8.5%	16.7%
%H (All HH)		97.0%	49.8%	21.5%	70.4%	44.3%	25.8%	94.9%
%H (TV HH)			51.4%	22.2%	72.6%	45.7%	26.7%	
5+	289	280	150	66	183	119	64	270
%V	7.3%	7.4%	10.3%	9.3%	6.3%	9.1%	4.0%	9.0%
%H (All HH)		96.9%	51.9%	22.8%	63.3%	41.2%	22.1%	93.4%
%H (TV HH)			53.6%	23.6%	65.4%	42.5%	22.9%	
Average HH size	2.38	2.40	2.75	2.63	2.31	2.71	1.99	2.65

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3961	3779	1455	710	2914	1306	1607	3009
%H (All HH)		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%
%H (TV HH)			38.5%	18.8%	77.1%	34.6%	42.5%	
Without	2918	2763	950	480	2210	881	1330	2046
%V	73.7%	73.1%	65.3%	67.6%	75.8%	67.5%	82.8%	68.0%
%H (All HH)		94.7%	32.6%	16.4%	75.7%	30.2%	45.6%	70.1%
%H (TV HH)			34.4%	17.4%	80.0%	31.9%	48.1%	
With	1043	1016	505	230	704	426	278	963
%V	26.3%	26.9%	34.7%	32.4%	24.2%	32.6%	17.3%	32.0%
%H (All HH)		97.4%	48.4%	22.1%	67.5%	40.8%	26.7%	92.3%
%H (TV HH)			49.7%	22.6%	69.3%	41.9%	27.4%	
0 - 3	414	402	201	85	270	158	112	370
%V	10.5%	10.6%	13.8%	12.0%	9.3%	12.1%	7.0%	12.3%
%H (All HH)		97.1%	48.6%	20.5%	65.2%	38.2%	27.1%	89.4%
%H (TV HH)			50.0%	21.1%	67.2%	39.3%	27.9%	
4 - 9	527	510	273	106	347	216	132	482
%V	13.3%	13.5%	18.8%	14.9%	11.9%	16.5%	8.2%	16.0%
%H (All HH)		96.8%	51.8%	20.1%	65.8%	41.0%	25.0%	91.5%
%H (TV HH)			53.5%	20.8%	68.0%	42.4%	25.9%	
10 - 15	487	476	237	114	340	213	127	464
%V	12.3%	12.6%	16.3%	16.1%	11.7%	16.3%	7.9%	15.4%
%H (All HH)		97.7%	48.7%	23.4%	69.8%	43.7%	26.1%	95.3%
%H (TV HH)			49.8%	23.9%	71.4%	44.7%	26.7%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3961	3779	1455	710	2914	1306	1607	3009
%H (All HH)		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%
%H (TV HH)			38.5%	18.8%	77.1%	34.6%	42.5%	
1	1584	1584	494	237	1115	291	824	1026
%V	40.0%	41.9%	34.0%	33.4%	38.3%	22.3%	51.3%	34.1%
%H (All HH)		100.0%	31.2%	15.0%	70.4%	18.4%	52.0%	64.8%
%H (TV HH)			31.2%	15.0%	70.4%	18.4%	52.0%	
2	1265	1265	502	249	1004	481	523	1002
%V	31.9%	33.5%	34.5%	35.1%	34.5%	36.8%	32.5%	33.3%
%H (All HH)		100.0%	39.7%	19.7%	79.4%	38.0%	41.3%	79.2%
%H (TV HH)			39.7%	19.7%	79.4%	38.0%	41.3%	
3	587	587	271	138	498	312	186	537
%V	14.8%	15.5%	18.6%	19.4%	17.1%	23.9%	11.6%	17.8%
%H (All HH)		100.0%	46.2%	23.5%	84.8%	53.2%	31.7%	91.5%
%H (TV HH)			46.2%	23.5%	84.8%	53.2%	31.7%	
4	228	228	124	58	197	148	50	218
%V	5.8%	6.0%	8.5%	8.2%	6.8%	11.3%	3.1%	7.2%
%H (All HH)		100.0%	54.4%	25.4%	86.4%	64.9%	21.9%	95.6%
%H (TV HH)			54.4%	25.4%	86.4%	64.9%	21.9%	
5+	115	115	63	29	100	76	24	111
%V	2.9%	3.0%	4.3%	4.1%	3.4%	5.8%	1.5%	3.7%
%H (All HH)		100.0%	54.8%	25.2%	87.0%	66.1%	20.9%	96.5%
%H (TV HH)			54.8%	25.2%	87.0%	66.1%	20.9%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV Midlands
Household level data
Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3961	3779	1455	710	2914	1306	1607	3009
%H (All HH)		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%
%H (TV HH)			38.5%	18.8%	77.1%	34.6%	42.5%	
Under 20"	901	901	342	182	771	388	384	728
%V	22.7%	23.8%	23.5%	25.6%	26.5%	29.7%	23.9%	24.2%
%H (All HH)		100.0%	38.0%	20.2%	85.6%	43.1%	42.6%	80.8%
%H (TV HH)			38.0%	20.2%	85.6%	43.1%	42.6%	
20" - 29"	1425	1425	526	265	1186	547	639	1082
%V	36.0%	37.7%	36.2%	37.3%	40.7%	41.9%	39.8%	36.0%
%H (All HH)		100.0%	36.9%	18.6%	83.2%	38.4%	44.8%	75.9%
%H (TV HH)			36.9%	18.6%	83.2%	38.4%	44.8%	
30" - 39"	1983	1983	790	377	1563	746	817	1549
%V	50.1%	52.5%	54.3%	53.1%	53.6%	57.1%	50.8%	51.5%
%H (All HH)		100.0%	39.8%	19.0%	78.8%	37.6%	41.2%	78.1%
%H (TV HH)			39.8%	19.0%	78.8%	37.6%	41.2%	
40" and over	1595	1595	791	367	1186	738	448	1420
%V	40.3%	42.2%	54.4%	51.7%	40.7%	56.5%	27.9%	47.2%
%H (All HH)		100.0%	49.6%	23.0%	74.4%	46.3%	28.1%	89.0%
%H (TV HH)			49.6%	23.0%	74.4%	46.3%	28.1%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3961	3779	1455	710	2914	1306	1607	3009
%V (All HH)		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%
%H (TV HH)			38.5%	18.8%	77.1%	34.6%	42.5%	
Main living room	3726	3726	1440	706	2878	1296	1582	2854
%V	94.1%	98.6%	99.0%	99.4%	98.8%	99.2%	98.4%	94.8%
%H (All HH)		100.0%	38.6%	18.9%	77.2%	34.8%	42.5%	76.6%
%H (TV HH)			38.6%	18.9%	77.2%	34.8%	42.5%	
Kitchen	453	453	197	88	398	225	173	380
%V	11.4%	12.0%	13.5%	12.4%	13.7%	17.2%	10.8%	12.6%
%H (All HH)		100.0%	43.5%	19.4%	87.9%	49.7%	38.2%	83.9%
%H (TV HH)			43.5%	19.4%	87.9%	49.7%	38.2%	
Adult's bedroom	1580	1580	685	362	1317	769	548	1359
%V	39.9%	41.8%	47.1%	51.0%	45.2%	58.9%	34.1%	45.2%
%H (All HH)		100.0%	43.4%	22.9%	83.4%	48.7%	34.7%	86.0%
%H (TV HH)			43.4%	22.9%	83.4%	48.7%	34.7%	
Child's bedroom	391	391	198	104	316	225	91	371
%V	9.9%	10.3%	13.6%	14.6%	10.8%	17.2%	5.7%	12.3%
%H (All HH)		100.0%	50.6%	26.6%	80.8%	57.5%	23.3%	94.9%
%H (TV HH)			50.6%	26.6%	80.8%	57.5%	23.3%	
Other bedroom	169	169	80	46	141	93	48	152
%V	4.3%	4.5%	5.5%	6.5%	4.8%	7.1%	3.0%	5.1%
%H (All HH)		100.0%	47.3%	27.2%	83.4%	55.0%	28.4%	89.9%
%H (TV HH)			47.3%	27.2%	83.4%	55.0%	28.4%	
Second living/dining room	411	411	201	81	332	199	133	351
%V	10.4%	10.9%	13.8%	11.4%	11.4%	15.2%	8.3%	11.7%
%H (All HH)		100.0%	48.9%	19.7%	80.8%	48.4%	32.4%	85.4%
%H (TV HH)			48.9%	19.7%	80.8%	48.4%	32.4%	
Study/office	55	55	26	10	41	22	19	52
%V	1.4%	1.5%	1.8%	1.4%	1.4%	1.7%	1.2%	1.7%
%H (All HH)		100.0%	47.3%	18.2%	74.5%	40.0%	34.5%	94.5%
%H (TV HH)			47.3%	18.2%	74.5%	40.0%	34.5%	
TV room	22	22	11	5	17	11	6	22
%V	0.6%	0.6%	0.8%	0.7%	0.6%	0.8%	0.4%	0.7%
%H (All HH)		100.0%	50.0%	22.7%	77.3%	50.0%	27.3%	100.0%
%H (TV HH)			50.0%	22.7%	77.3%	50.0%	27.3%	
Conservatory	92	92	46	17	79	49	30	88
%V	2.3%	2.4%	3.2%	2.4%	2.7%	3.8%	1.9%	2.9%
%H (All HH)		100.0%	50.0%	18.5%	85.9%	53.3%	32.6%	95.7%
%H (TV HH)			50.0%	18.5%	85.9%	53.3%	32.6%	
Attic or loft room	9	9	3	2	8	3	4	8
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	33.3%	22.2%	88.9%	33.3%	44.4%	88.9%
%H (TV HH)			33.3%	22.2%	88.9%	33.3%	44.4%	
No specific location	2	2	2	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%	100.0%	0.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	50.0%	0.0%	
Other	26	26	13	5	22	12	9	24
%V	0.7%	0.7%	0.9%	0.7%	0.8%	0.9%	0.6%	0.8%
%H (All HH)		100.0%	50.0%	19.2%	84.6%	46.2%	34.6%	92.3%
%H (TV HH)			50.0%	19.2%	84.6%	46.2%	34.6%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3961	3779	1455	710	2914	1306	1607	3009
%H (All HH)		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%
%H (TV HH)			38.5%	18.8%	77.1%	34.6%	42.5%	
Any DSAT provider	1455	1455	1455	33	877	877	0	1269
%V	36.7%	38.5%	100.0%	4.6%	30.1%	67.2%	0.0%	42.2%
%H (All HH)			100.0%	2.3%	60.3%	60.3%	0.0%	87.2%
%H (TV HH)			100.0%	2.3%	60.3%	60.3%	0.0%	
Sky with subcription	1166	1166	1166	17	714	714	0	1041
%V	29.4%	30.9%	80.1%	2.4%	24.5%	54.7%	0.0%	34.6%
%H (All HH)			100.0%	1.5%	61.2%	61.2%	0.0%	89.3%
%H (TV HH)			100.0%	1.5%	61.2%	61.2%	0.0%	
Sky without subscription	114	114	114	8	62	62	0	87
%V	2.9%	3.0%	7.8%	1.1%	2.1%	4.7%	0.0%	2.9%
%H (All HH)			100.0%	7.0%	54.4%	54.4%	0.0%	76.3%
%H (TV HH)			100.0%	7.0%	54.4%	54.4%	0.0%	
Freesat	178	178	178	7	108	108	0	146
%V	4.5%	4.7%	12.2%	1.0%	3.7%	8.3%	0.0%	4.9%
%H (All HH)			100.0%	3.9%	60.7%	60.7%	0.0%	82.0%
%H (TV HH)			100.0%	3.9%	60.7%	60.7%	0.0%	
Other satellite provider	47	47	47	1	24	24	0	42
%V	1.2%	1.2%	3.2%	0.1%	0.8%	1.8%	0.0%	1.4%
%H (All HH)			100.0%	2.1%	51.1%	51.1%	0.0%	89.4%
%H (TV HH)			100.0%	2.1%	51.1%	51.1%	0.0%	
DCAB	710	710	33	710	451	451	0	626
%V	17.9%	18.8%	2.3%	100.0%	15.5%	34.5%	0.0%	20.8%
%H (All HH)			4.6%	100.0%	63.5%	63.5%	0.0%	88.2%
%H (TV HH)			4.6%	100.0%	63.5%	63.5%	0.0%	
DTT	2914	2914	877	451	2914	1306	1607	2147
%V	73.6%	77.1%	60.3%	63.5%	100.0%	100.0%	100.0%	71.4%
%H (All HH)		100.0%	30.1%	15.5%	100.0%	44.8%	55.1%	73.7%
%H (TV HH)			30.1%	15.5%	100.0%	44.8%	55.1%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Midlands

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3961	3779	1455	710	2914	1306	1607	3009
%H (All HH)		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%
%H (TV HH)			38.5%	18.8%	77.1%	34.6%	42.5%	
PVR	2246	2246	1200	546	1615	1090	525	1977
%V	56.7%	59.4%	82.5%	76.9%	55.4%	83.5%	32.7%	65.7%
%H (All HH)		100.0%	53.4%	24.3%	71.9%	48.5%	23.4%	88.0%
%H (TV HH)			53.4%	24.3%	71.9%	48.5%	23.4%	
DVDR	150	150	58	22	119	48	71	128
%V	3.8%	4.0%	4.0%	3.1%	4.1%	3.7%	4.4%	4.3%
%H (All HH)		100.0%	38.7%	14.7%	79.3%	32.0%	47.3%	85.3%
%H (TV HH)			38.7%	14.7%	79.3%	32.0%	47.3%	
VCR	98	98	31	12	85	28	57	55
%V	2.5%	2.6%	2.1%	1.7%	2.9%	2.1%	3.5%	1.8%
%H (All HH)		100.0%	31.6%	12.2%	86.7%	28.6%	58.2%	56.1%
%H (TV HH)			31.6%	12.2%	86.7%	28.6%	58.2%	
Any recorder	2348	2348	1215	554	1706	1101	605	2035
%V	59.3%	62.1%	83.5%	78.0%	58.5%	84.3%	37.6%	67.6%
%H (All HH)		100.0%	51.7%	23.6%	72.7%	46.9%	25.8%	86.7%
%H (TV HH)			51.7%	23.6%	72.7%	46.9%	25.8%	
Receives HDTV (via STB or built-in reception)	2080	2080	990	510	1556	951	605	1839
%V	52.5%	55.0%	68.0%	71.8%	53.4%	72.8%	37.6%	61.1%
%H (All HH)		100.0%	47.6%	24.5%	74.8%	45.7%	29.1%	88.4%
%H (TV HH)			47.6%	24.5%	74.8%	45.7%	29.1%	
DVD/Blu-ray player or recorder	2892	2892	1166	570	2255	1078	1177	2346
%V	73.0%	76.5%	80.1%	80.3%	77.4%	82.5%	73.2%	78.0%
%H (All HH)		100.0%	40.3%	19.7%	78.0%	37.3%	40.7%	81.1%
%H (TV HH)			40.3%	19.7%	78.0%	37.3%	40.7%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Midlands

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3961	3779	1455	710	2914	1306	1607	3009
%V (All HH)		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%
%H (TV HH)			38.5%	18.8%	77.1%	34.6%	42.5%	
Has broadband internet	3009	2894	1269	626	2147	1153	994	3009
%V	76.0%	76.6%	87.2%	88.2%	73.7%	88.3%	61.9%	100.0%
%H (All HH)		96.2%	42.2%	20.8%	71.4%	38.3%	33.0%	100.0%
%H (TV HH)			43.8%	21.6%	74.2%	39.8%	34.3%	
Number of computers (PCs and laptops)								
0	873	815	178	82	698	143	554	59
%V	22.0%	21.6%	12.2%	11.5%	24.0%	10.9%	34.5%	2.0%
%H (All HH)		93.4%	20.4%	9.4%	80.0%	16.4%	63.5%	6.8%
%H (TV HH)			21.8%	10.1%	85.6%	17.5%	68.0%	
1	1190	1125	412	209	860	362	498	1082
%V	30.0%	29.8%	28.3%	29.4%	29.5%	27.7%	31.0%	36.0%
%H (All HH)		94.5%	34.6%	17.6%	72.3%	30.4%	41.8%	90.9%
%H (TV HH)			36.6%	18.6%	76.4%	32.2%	44.3%	
2	873	848	373	189	625	340	285	848
%V	22.0%	22.4%	25.6%	26.6%	21.4%	26.0%	17.7%	28.2%
%H (All HH)		97.1%	42.7%	21.6%	71.6%	38.9%	32.6%	97.1%
%H (TV HH)			44.0%	22.3%	73.7%	40.1%	33.6%	
3	494	476	231	107	343	206	136	491
%V	12.5%	12.6%	15.9%	15.1%	11.8%	15.8%	8.5%	16.3%
%H (All HH)		96.4%	46.8%	21.7%	69.4%	41.7%	27.5%	99.4%
%H (TV HH)			48.5%	22.5%	72.1%	43.3%	28.6%	
4	257	249	118	58	190	117	73	256
%V	6.5%	6.6%	8.1%	8.2%	6.5%	9.0%	4.5%	8.5%
%H (All HH)		96.9%	45.9%	22.6%	73.9%	45.5%	28.4%	99.6%
%H (TV HH)			47.4%	23.3%	76.3%	47.0%	29.3%	
5+	274	266	142	65	199	137	62	272
%V	6.9%	7.0%	9.8%	9.2%	6.8%	10.5%	3.9%	9.0%
%H (All HH)		97.1%	51.8%	23.7%	72.6%	50.0%	22.6%	99.3%
%H (TV HH)			53.4%	24.4%	74.8%	51.5%	23.3%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7408	3154	1535	5946	3185	2760	6114
%H		42.6%	20.7%	80.3%	43.0%	37.3%	82.5%
Under 20"	1136	436	243	982	514	469	937
%V	15.3%	13.8%	15.8%	16.5%	16.1%	17.0%	15.3%
%H		38.4%	21.4%	86.4%	45.2%	41.3%	82.5%
20" - 29"	1827	706	354	1536	761	776	1435
%V	24.7%	22.4%	23.1%	25.8%	23.9%	28.1%	23.5%
%H		38.6%	19.4%	84.1%	41.7%	42.5%	78.5%
30" - 39"	2376	978	465	1881	947	934	1911
%V	32.1%	31.0%	30.3%	31.6%	29.7%	33.8%	31.3%
%H		41.2%	19.6%	79.2%	39.9%	39.3%	80.4%
40" and over	1889	968	436	1399	896	503	1703
%V	25.5%	30.7%	28.4%	23.5%	28.1%	18.2%	27.9%
%H		51.2%	23.1%	74.1%	47.4%	26.6%	90.2%
Don't know	181	66	36	147	68	79	128
%V	2.4%	2.1%	2.3%	2.5%	2.1%	2.9%	2.1%
%H		36.5%	19.9%	81.2%	37.6%	43.6%	70.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7408	3154	1535	5946	3185	2760	6114
%H		42.6%	20.7%	80.3%	43.0%	37.3%	82.5%
Main living room	3742	1448	709	2889	1302	1587	2868
%V	50.5%	45.9%	46.2%	48.6%	40.9%	57.5%	46.9%
%H		38.7%	18.9%	77.2%	34.8%	42.4%	76.6%
Kitchen	455	198	89	400	226	174	382
%V	6.1%	6.3%	5.8%	6.7%	7.1%	6.3%	6.2%
%H		43.5%	19.6%	87.9%	49.7%	38.2%	84.0%
Adult's bedroom	1869	843	427	1561	943	618	1634
%V	25.2%	26.7%	27.8%	26.3%	29.6%	22.4%	26.7%
%H		45.1%	22.8%	83.5%	50.5%	33.1%	87.4%
Child's bedroom	512	262	130	418	296	121	487
%V	6.9%	8.3%	8.5%	7.0%	9.3%	4.4%	8.0%
%H		51.2%	25.4%	81.6%	57.8%	23.6%	95.1%
Other bedroom	203	96	60	172	118	54	185
%V	2.7%	3.0%	3.9%	2.9%	3.7%	2.0%	3.0%
%H		47.3%	29.6%	84.7%	58.1%	26.6%	91.1%
Second living/dining room	415	204	82	334	200	134	355
%V	5.6%	6.5%	5.3%	5.6%	6.3%	4.9%	5.8%
%H		49.2%	19.8%	80.5%	48.2%	32.3%	85.5%
Study/office	58	28	10	42	23	19	55
%V	0.8%	0.9%	0.7%	0.7%	0.7%	0.7%	0.9%
%H		48.3%	17.2%	72.4%	39.7%	32.8%	94.8%
TV room	22	11	5	17	11	6	22
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.4%
%H		50.0%	22.7%	77.3%	50.0%	27.3%	100.0%
Conservatory	93	46	17	80	49	31	89
%V	1.3%	1.5%	1.1%	1.3%	1.5%	1.1%	1.5%
%H		49.5%	18.3%	86.0%	52.7%	33.3%	95.7%
Attic or loft room	9	3	3	8	4	4	8
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	88.9%	44.4%	44.4%	88.9%
No specific location	2	2	0	2	1	0	2
%V	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	50.0%	0.0%	100.0%
Other	29	14	5	24	13	11	27
%V	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%	0.4%
%H		48.3%	17.2%	82.8%	44.8%	37.9%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7408	3154	1535	5946	3185	2760	6114
%H		42.6%	20.7%	80.3%	43.0%	37.3%	82.5%
PVR	2879	1608	719	2026	1441	585	2575
%V	38.9%	51.0%	46.8%	34.1%	45.2%	21.2%	42.1%
%H		55.9%	25.0%	70.4%	50.1%	20.3%	89.4%
DVDR	165	68	24	129	54	75	141
%V	2.2%	2.2%	1.6%	2.2%	1.7%	2.7%	2.3%
%H		41.2%	14.5%	78.2%	32.7%	45.5%	85.5%
VCR	101	32	12	88	29	59	56
%V	1.4%	1.0%	0.8%	1.5%	0.9%	2.1%	0.9%
%H		31.7%	11.9%	87.1%	28.7%	58.4%	55.4%
Any recorder	3010	1635	733	2142	1464	678	2655
%V	40.6%	51.8%	47.8%	36.0%	46.0%	24.6%	43.4%
%H		54.3%	24.4%	71.2%	48.6%	22.5%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7408	3154	1535	5946	3185	2760	6114
%H		42.6%	20.7%	80.3%	43.0%	37.3%	82.5%
Receives HDTV (via STB or built-in reception)	2927	1407	753	2225	1416	809	2636
%V	39.5%	44.6%	49.1%	37.4%	44.5%	29.3%	43.1%
%H		48.1%	25.7%	76.0%	48.4%	27.6%	90.1%
DVD/Blu-ray player or recorder	4155	1780	870	3328	1781	1547	3499
%V	56.1%	56.4%	56.7%	56.0%	55.9%	56.1%	57.2%
%H		42.8%	20.9%	80.1%	42.9%	37.2%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

Set level data

Table 2.15: 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	3772	1454	710	2911	1305	1606	2888
%H		38.5%	18.8%	77.2%	34.6%	42.6%	76.6%
Under 20"	86	10	6	70	6	64	44
%V	2.3%	0.7%	0.8%	2.4%	0.5%	4.0%	1.5%
%H		11.6%	7.0%	81.4%	7.0%	74.4%	51.2%
20" - 29"	573	131	77	471	110	362	337
%V	15.2%	9.0%	10.8%	16.2%	8.4%	22.5%	11.7%
%H		22.9%	13.4%	82.2%	19.2%	63.2%	58.8%
30" - 39"	1494	527	256	1171	463	708	1090
%V	39.6%	36.2%	36.1%	40.2%	35.5%	44.1%	37.7%
%H		35.3%	17.1%	78.4%	31.0%	47.4%	73.0%
40" and over	1532	761	355	1133	706	426	1365
%V	40.6%	52.3%	50.0%	38.9%	54.1%	26.5%	47.3%
%H		49.7%	23.2%	74.0%	46.1%	27.8%	89.1%
Don't know	87	25	16	66	21	46	52
%V	2.3%	1.7%	2.3%	2.3%	1.6%	2.9%	1.8%
%H		28.7%	18.4%	75.9%	24.1%	52.9%	59.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3772	1454	710	2911	1305	1606	2888
%H		38.5%	18.8%	77.2%	34.6%	42.6%	76.6%
PVR	2199	1180	536	1576	1069	507	1936
%V	58.3%	81.2%	75.5%	54.1%	81.9%	31.6%	67.0%
%H		53.7%	24.4%	71.7%	48.6%	23.1%	88.0%
DVDR	132	49	16	105	38	67	111
%V	3.5%	3.4%	2.3%	3.6%	2.9%	4.2%	3.8%
%H		37.1%	12.1%	79.5%	28.8%	50.8%	84.1%
VCR	82	24	8	70	19	50	44
%V	2.2%	1.7%	1.1%	2.4%	1.5%	3.1%	1.5%
%H		29.3%	9.8%	85.4%	23.2%	61.0%	53.7%
Any recorder	2298	1196	541	1663	1078	585	1993
%V	60.9%	82.3%	76.2%	57.1%	82.6%	36.4%	69.0%
%H		52.0%	23.5%	72.4%	46.9%	25.5%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3772	1454	710	2911	1305	1606	2888
%H		38.5%	18.8%	77.2%	34.6%	42.6%	76.6%
Receives HDTV (via STB or built-in reception)	2007	966	494	1491	920	572	1776
%V	53.2%	66.4%	69.6%	51.2%	70.5%	35.6%	61.5%
%H		48.1%	24.6%	74.3%	45.8%	28.5%	88.5%
DVD/Blu-ray player or recorder	2715	1089	533	2103	989	1114	2192
%V	72.0%	74.9%	75.1%	72.2%	75.8%	69.4%	75.9%
%H		40.1%	19.6%	77.5%	36.4%	41.0%	80.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

Set level data

Table 2.18: 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	3636	1700	825	3035	1880	1155	3226
%H		46.8%	22.7%	83.5%	51.7%	31.8%	88.7%
Under 20"	1050	426	237	912	508	404	893
%V	28.9%	25.1%	28.7%	30.0%	27.0%	35.0%	27.7%
%H		40.6%	22.6%	86.9%	48.4%	38.5%	85.0%
20" - 29"	1254	575	278	1065	651	414	1098
%V	34.5%	33.8%	33.7%	35.1%	34.6%	35.8%	34.0%
%H		45.9%	22.2%	84.9%	51.9%	33.0%	87.6%
30" - 39"	882	452	209	710	484	226	821
%V	24.3%	26.6%	25.3%	23.4%	25.7%	19.6%	25.4%
%H		51.2%	23.7%	80.5%	54.9%	25.6%	93.1%
40" and over	357	207	81	266	189	77	338
%V	9.8%	12.2%	9.8%	8.8%	10.1%	6.7%	10.5%
%H		58.0%	22.7%	74.5%	52.9%	21.6%	94.7%
Don't know	94	41	21	81	47	34	76
%V	2.6%	2.4%	2.5%	2.7%	2.5%	2.9%	2.4%
%H		43.6%	22.3%	86.2%	50.0%	36.2%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3636	1700	825	3035	1880	1155	3226
%H		46.8%	22.7%	83.5%	51.7%	31.8%	88.7%
PVR	680	428	183	450	372	78	639
%V	18.7%	25.2%	22.2%	14.8%	19.8%	6.8%	19.8%
%H		62.9%	26.9%	66.2%	54.7%	11.5%	94.0%
DVDR	33	19	8	24	16	8	30
%V	0.9%	1.1%	1.0%	0.8%	0.9%	0.7%	0.9%
%H		57.6%	24.2%	72.7%	48.5%	24.2%	90.9%
VCR	19	7	4	19	10	9	13
%V	0.5%	0.4%	0.5%	0.6%	0.5%	0.8%	0.4%
%H		36.8%	21.1%	100.0%	52.6%	47.4%	68.4%
Any recorder	712	439	192	479	386	93	662
%V	19.6%	25.8%	23.3%	15.8%	20.5%	8.1%	20.5%
%H		61.7%	27.0%	67.3%	54.2%	13.1%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3636	1700	825	3035	1880	1155	3226
%H		46.8%	22.7%	83.5%	51.7%	31.8%	88.7%
Receives HDTV (via STB or built-in reception)	921	441	259	733	496	237	860
%V	25.3%	25.9%	31.4%	24.2%	26.4%	20.5%	26.7%
%H		47.9%	28.1%	79.6%	53.9%	25.7%	93.4%
DVD/Blu-ray player or recorder	1440	692	337	1225	792	433	1307
%V	39.6%	40.7%	40.8%	40.4%	42.1%	37.5%	40.5%
%H		48.1%	23.4%	85.1%	55.0%	30.1%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9418	9061	3994	1866	6739	3540	3199	7958
%H		96.2%	42.4%	19.8%	71.6%	37.6%	34.0%	84.5%
Total Children	1857	1809	934	391	1240	759	482	1703
%V	19.7%	20.0%	23.4%	21.0%	18.4%	21.4%	15.1%	21.4%
%H		97.4%	50.3%	21.1%	66.8%	40.9%	26.0%	91.7%
0 - 3	493	479	235	102	324	185	139	437
%V	5.2%	5.3%	5.9%	5.5%	4.8%	5.2%	4.3%	5.5%
%H		97.2%	47.7%	20.7%	65.7%	37.5%	28.2%	88.6%
4 - 15	1364	1330	699	289	916	574	342	1267
%V	14.5%	14.7%	17.5%	15.5%	13.6%	16.2%	10.7%	15.9%
%H		97.5%	51.2%	21.2%	67.2%	42.1%	25.1%	92.9%
4 - 9	726	706	385	141	476	298	178	661
%V	7.7%	7.8%	9.6%	7.6%	7.1%	8.4%	5.6%	8.3%
%H		97.2%	53.0%	19.4%	65.6%	41.0%	24.5%	91.0%
10 - 15	638	624	314	148	440	275	164	605
%V	6.8%	6.9%	7.9%	7.9%	6.5%	7.8%	5.1%	7.6%
%H		97.8%	49.2%	23.2%	69.0%	43.1%	25.7%	94.8%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9418	9061	3994	1866	6739	3540	3199	7958
%H		96.2%	42.4%	19.8%	71.6%	37.6%	34.0%	84.5%
Total Adults (16+)	7560	7252	3059	1475	5498	2782	2717	6255
%V	80.3%	80.0%	76.6%	79.0%	81.6%	78.6%	84.9%	78.6%
%H		95.9%	40.5%	19.5%	72.7%	36.8%	35.9%	82.7%
16 - 19	448	435	200	108	330	200	130	422
%V	4.8%	4.8%	5.0%	5.8%	4.9%	5.6%	4.1%	5.3%
%H		97.1%	44.6%	24.1%	73.7%	44.6%	29.0%	94.2%
20 - 24	627	566	226	134	410	218	192	575
%V	6.7%	6.2%	5.7%	7.2%	6.1%	6.2%	6.0%	7.2%
%H		90.3%	36.0%	21.4%	65.4%	34.8%	30.6%	91.7%
25 - 34	1229	1145	547	262	770	449	320	1125
%V	13.0%	12.6%	13.7%	14.0%	11.4%	12.7%	10.0%	14.1%
%H		93.2%	44.5%	21.3%	62.7%	36.5%	26.0%	91.5%
35 - 44	1194	1154	569	257	807	478	329	1103
%V	12.7%	12.7%	14.2%	13.8%	12.0%	13.5%	10.3%	13.9%
%H		96.6%	47.7%	21.5%	67.6%	40.0%	27.6%	92.4%
45 - 54	1331	1295	611	270	1009	582	427	1206
%V	14.1%	14.3%	15.3%	14.5%	15.0%	16.4%	13.3%	15.2%
%H		97.3%	45.9%	20.3%	75.8%	43.7%	32.1%	90.6%
55 - 64	1064	1032	422	213	800	398	401	892
%V	11.3%	11.4%	10.6%	11.4%	11.9%	11.2%	12.5%	11.2%
%H		97.0%	39.7%	20.0%	75.2%	37.4%	37.7%	83.8%
65+	1667	1624	483	231	1373	455	918	932
%V	17.7%	17.9%	12.1%	12.4%	20.4%	12.9%	28.7%	11.7%
%H		97.4%	29.0%	13.9%	82.4%	27.3%	55.1%	55.9%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7560	7252	3059	1475	5498	2782	2717	6255
%H		95.9%	40.5%	19.5%	72.7%	36.8%	35.9%	82.7%
AB	1973	1909	863	345	1451	744	707	1853
%V	26.1%	26.3%	28.2%	23.4%	26.4%	26.7%	26.0%	29.6%
%H		96.8%	43.7%	17.5%	73.5%	37.7%	35.8%	93.9%
C1	2010	1909	799	439	1449	780	669	1778
%V	26.6%	26.3%	26.1%	29.8%	26.4%	28.0%	24.6%	28.4%
%H		95.0%	39.8%	21.8%	72.1%	38.8%	33.3%	88.5%
C2	1734	1688	717	375	1282	684	598	1461
%V	22.9%	23.3%	23.4%	25.4%	23.3%	24.6%	22.0%	23.4%
%H		97.3%	41.3%	21.6%	73.9%	39.4%	34.5%	84.3%
D	1162	1110	484	214	810	396	414	831
%V	15.4%	15.3%	15.8%	14.5%	14.7%	14.2%	15.2%	13.3%
%H		95.5%	41.7%	18.4%	69.7%	34.1%	35.6%	71.5%
E	680	636	196	102	506	177	329	332
%V	9.0%	8.8%	6.4%	6.9%	9.2%	6.4%	12.1%	5.3%
%H		93.5%	28.8%	15.0%	74.4%	26.0%	48.4%	48.8%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7560	7252	3059	1475	5498	2782	2717	6255
%H		95.9%	40.5%	19.5%	72.7%	36.8%	35.9%	82.7%
Working full time	3400	3288	1532	741	2417	1399	1019	3164
%V	45.0%	45.3%	50.1%	50.2%	44.0%	50.3%	37.5%	50.6%
%H		96.7%	45.1%	21.8%	71.1%	41.1%	30.0%	93.1%
Working part time	784	762	345	162	566	309	257	720
%V	10.4%	10.5%	11.3%	11.0%	10.3%	11.1%	9.5%	11.5%
%H		97.2%	44.0%	20.7%	72.2%	39.4%	32.8%	91.8%
Not working	3377	3202	1183	573	2514	1073	1441	2372
%V	44.7%	44.2%	38.7%	38.8%	45.7%	38.6%	53.0%	37.9%
%H		94.8%	35.0%	17.0%	74.4%	31.8%	42.7%	70.2%
Housewife/Houseperson	3961	3779	1455	710	2914	1306	1607	3009
%V	52.4%	52.1%	47.6%	48.1%	53.0%	46.9%	59.1%	48.1%
%H		95.4%	36.7%	17.9%	73.6%	33.0%	40.6%	76.0%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3705	3535	1533	734	2647	1385	1262	3126
%H		95.4%	41.4%	19.8%	71.4%	37.4%	34.1%	84.4%
16 - 19	231	224	102	62	164	102	62	219
%V	6.2%	6.3%	6.7%	8.4%	6.2%	7.4%	4.9%	7.0%
%H		97.0%	44.2%	26.8%	71.0%	44.2%	26.8%	94.8%
20 - 24	317	284	119	64	204	111	92	295
%V	8.6%	8.0%	7.8%	8.7%	7.7%	8.0%	7.3%	9.4%
%H		89.6%	37.5%	20.2%	64.4%	35.0%	29.0%	93.1%
25 - 34	610	566	269	136	377	226	151	563
%V	16.5%	16.0%	17.5%	18.5%	14.2%	16.3%	12.0%	18.0%
%H		92.8%	44.1%	22.3%	61.8%	37.0%	24.8%	92.3%
35 - 44	585	563	280	121	394	231	163	535
%V	15.8%	15.9%	18.3%	16.5%	14.9%	16.7%	12.9%	17.1%
%H		96.2%	47.9%	20.7%	67.4%	39.5%	27.9%	91.5%
45 - 54	660	636	308	131	488	285	203	591
%V	17.8%	18.0%	20.1%	17.8%	18.4%	20.6%	16.1%	18.9%
%H		96.4%	46.7%	19.8%	73.9%	43.2%	30.8%	89.5%
55 - 64	532	514	206	109	401	200	201	445
%V	14.4%	14.5%	13.4%	14.9%	15.1%	14.4%	15.9%	14.2%
%H		96.6%	38.7%	20.5%	75.4%	37.6%	37.8%	83.6%
65+	770	749	250	110	621	231	390	479
%V	20.8%	21.2%	16.3%	15.0%	23.5%	16.7%	30.9%	15.3%
%H		97.3%	32.5%	14.3%	80.6%	30.0%	50.6%	62.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3705	3535	1533	734	2647	1385	1262	3126
%H		95.4%	41.4%	19.8%	71.4%	37.4%	34.1%	84.4%
AB	993	960	437	180	718	374	344	939
%V	26.8%	27.2%	28.5%	24.5%	27.1%	27.0%	27.3%	30.0%
%H		96.7%	44.0%	18.1%	72.3%	37.7%	34.6%	94.6%
C1	943	889	391	206	664	376	288	850
%V	25.5%	25.1%	25.5%	28.1%	25.1%	27.1%	22.8%	27.2%
%H		94.3%	41.5%	21.8%	70.4%	39.9%	30.5%	90.1%
C2	932	903	380	200	683	361	322	776
%V	25.2%	25.5%	24.8%	27.2%	25.8%	26.1%	25.5%	24.8%
%H		96.9%	40.8%	21.5%	73.3%	38.7%	34.5%	83.3%
D	559	532	245	106	383	199	184	417
%V	15.1%	15.0%	16.0%	14.4%	14.5%	14.4%	14.6%	13.3%
%H		95.2%	43.8%	19.0%	68.5%	35.6%	32.9%	74.6%
E	277	250	82	42	198	75	123	145
%V	7.5%	7.1%	5.3%	5.7%	7.5%	5.4%	9.7%	4.6%
%H		90.3%	29.6%	15.2%	71.5%	27.1%	44.4%	52.3%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3705	3535	1533	734	2647	1385	1262	3126
%H		95.4%	41.4%	19.8%	71.4%	37.4%	34.1%	84.4%
Working full time	2135	2060	969	467	1502	876	625	1985
%V	57.6%	58.3%	63.2%	63.6%	56.7%	63.2%	49.5%	63.5%
%H		96.5%	45.4%	21.9%	70.4%	41.0%	29.3%	93.0%
Working part time	151	144	61	27	105	49	55	128
%V	4.1%	4.1%	4.0%	3.7%	4.0%	3.5%	4.4%	4.1%
%H		95.4%	40.4%	17.9%	69.5%	32.5%	36.4%	84.8%
Not working	1419	1331	504	240	1041	460	581	1013
%V	38.3%	37.7%	32.9%	32.7%	39.3%	33.2%	46.0%	32.4%
%H		93.8%	35.5%	16.9%	73.4%	32.4%	40.9%	71.4%
Housewife/Houseperson	834	767	252	127	592	214	378	537
%V	22.5%	21.7%	16.4%	17.3%	22.4%	15.5%	30.0%	17.2%
%H		92.0%	30.2%	15.2%	71.0%	25.7%	45.3%	64.4%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3855	3717	1526	741	2851	1396	1455	3129
%H		96.4%	39.6%	19.2%	74.0%	36.2%	37.7%	81.2%
16 - 19	217	211	98	46	166	98	68	203
%V	5.6%	5.7%	6.4%	6.2%	5.8%	7.0%	4.7%	6.5%
%H		97.2%	45.2%	21.2%	76.5%	45.2%	31.3%	93.5%
20 - 24	310	282	107	70	207	107	99	280
%V	8.0%	7.6%	7.0%	9.4%	7.3%	7.7%	6.8%	8.9%
%H		91.0%	34.5%	22.6%	66.8%	34.5%	31.9%	90.3%
25 - 34	619	579	278	127	393	224	169	562
%V	16.1%	15.6%	18.2%	17.1%	13.8%	16.0%	11.6%	18.0%
%H		93.5%	44.9%	20.5%	63.5%	36.2%	27.3%	90.8%
35 - 44	609	592	289	136	414	247	166	568
%V	15.8%	15.9%	18.9%	18.4%	14.5%	17.7%	11.4%	18.2%
%H		97.2%	47.5%	22.3%	68.0%	40.6%	27.3%	93.3%
45 - 54	672	659	303	139	520	297	223	615
%V	17.4%	17.7%	19.9%	18.8%	18.2%	21.3%	15.3%	19.7%
%H		98.1%	45.1%	20.7%	77.4%	44.2%	33.2%	91.5%
55 - 64	532	518	217	104	399	199	200	448
%V	13.8%	13.9%	14.2%	14.0%	14.0%	14.3%	13.7%	14.3%
%H		97.4%	40.8%	19.5%	75.0%	37.4%	37.6%	84.2%
65+	897	875	233	121	752	225	528	453
%V	23.3%	23.5%	15.3%	16.3%	26.4%	16.1%	36.3%	14.5%
%H		97.5%	26.0%	13.5%	83.8%	25.1%	58.9%	50.5%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3855	3717	1526	741	2851	1396	1455	3129
%H		96.4%	39.6%	19.2%	74.0%	36.2%	37.7%	81.2%
AB	980	949	426	164	733	371	363	914
%V	25.4%	25.5%	27.9%	22.1%	25.7%	26.6%	24.9%	29.2%
%H		96.8%	43.5%	16.7%	74.8%	37.9%	37.0%	93.3%
C1	1067	1020	408	234	785	404	381	928
%V	27.7%	27.4%	26.7%	31.6%	27.5%	28.9%	26.2%	29.7%
%H		95.6%	38.2%	21.9%	73.6%	37.9%	35.7%	87.0%
C2	802	784	338	175	599	323	276	686
%V	20.8%	21.1%	22.1%	23.6%	21.0%	23.1%	19.0%	21.9%
%H		97.8%	42.1%	21.8%	74.7%	40.3%	34.4%	85.5%
D	603	577	239	109	427	197	230	414
%V	15.6%	15.5%	15.7%	14.7%	15.0%	14.1%	15.8%	13.2%
%H		95.7%	39.6%	18.1%	70.8%	32.7%	38.1%	68.7%
E	404	386	115	60	308	102	206	187
%V	10.5%	10.4%	7.5%	8.1%	10.8%	7.3%	14.2%	6.0%
%H		95.5%	28.5%	14.9%	76.2%	25.2%	51.0%	46.3%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Midlands

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3855	3717	1526	741	2851	1396	1455	3129
%H		96.4%	39.6%	19.2%	74.0%	36.2%	37.7%	81.2%
Working full time	1264	1228	563	274	916	523	393	1178
%V	32.8%	33.0%	36.9%	37.0%	32.1%	37.5%	27.0%	37.6%
%H		97.2%	44.5%	21.7%	72.5%	41.4%	31.1%	93.2%
Working part time	633	617	285	135	462	260	202	591
%V	16.4%	16.6%	18.7%	18.2%	16.2%	18.6%	13.9%	18.9%
%H		97.5%	45.0%	21.3%	73.0%	41.1%	31.9%	93.4%
Not working	1958	1871	679	333	1473	614	860	1359
%V	50.8%	50.3%	44.5%	44.9%	51.7%	44.0%	59.1%	43.4%
%H		95.6%	34.7%	17.0%	75.2%	31.4%	43.9%	69.4%
Housewife/Houseperson	3127	3013	1203	583	2322	1093	1229	2472
%V	81.1%	81.1%	78.8%	78.7%	81.4%	78.3%	84.5%	79.0%
%H		96.4%	38.5%	18.6%	74.3%	35.0%	39.3%	79.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North West

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3003	2865	1184	480	2241	1048	1193	2296
%H (All HH)		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%
%H (TV HH)			41.3%	16.8%	78.2%	36.6%	41.6%	
AB	692	666	324	109	523	286	237	628
%V	23.0%	23.2%	27.4%	22.7%	23.3%	27.3%	19.9%	27.4%
%H (All HH)		96.2%	46.8%	15.8%	75.6%	41.3%	34.2%	90.8%
%H (TV HH)			48.6%	16.4%	78.5%	42.9%	35.6%	
C1	828	789	338	135	603	293	310	707
%V	27.6%	27.5%	28.5%	28.1%	26.9%	28.0%	26.0%	30.8%
%H (All HH)		95.3%	40.8%	16.3%	72.8%	35.4%	37.4%	85.4%
%H (TV HH)			42.8%	17.1%	76.4%	37.1%	39.3%	
C2	621	603	261	112	477	246	231	477
%V	20.7%	21.0%	22.0%	23.3%	21.3%	23.5%	19.4%	20.8%
%H (All HH)		97.1%	42.0%	18.0%	76.8%	39.6%	37.2%	76.8%
%H (TV HH)			43.3%	18.6%	79.1%	40.8%	38.3%	
D	479	456	178	80	348	153	195	314
%V	16.0%	15.9%	15.0%	16.7%	15.5%	14.6%	16.3%	13.7%
%H (All HH)		95.2%	37.2%	16.7%	72.7%	31.9%	40.7%	65.6%
%H (TV HH)			39.0%	17.5%	76.3%	33.6%	42.8%	
E	384	350	82	43	290	70	220	169
%V	12.8%	12.2%	6.9%	9.0%	12.9%	6.7%	18.4%	7.4%
%H (All HH)		91.1%	21.4%	11.2%	75.5%	18.2%	57.3%	44.0%
%H (TV HH)			23.4%	12.3%	82.9%	20.0%	62.9%	

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 2013 - September 2014

ITV North West

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3003	2865	1184	480	2241	1048	1193	2296
%V (All HH)		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%
%H (TV HH)			41.3%	16.8%	78.2%	36.6%	41.6%	
Under 25	137	125	44	16	88	30	57	106
%V	4.6%	4.4%	3.7%	3.3%	3.9%	2.9%	4.8%	4.6%
%H (All HH)		91.2%	32.1%	11.7%	64.2%	21.9%	41.6%	77.4%
%H (TV HH)			35.2%	12.8%	70.4%	24.0%	45.6%	
25 - 34	446	417	208	72	273	143	130	394
%V	14.9%	14.6%	17.6%	15.0%	12.2%	13.6%	10.9%	17.2%
%H (All HH)		93.5%	46.6%	16.1%	61.2%	32.1%	29.1%	88.3%
%H (TV HH)			49.9%	17.3%	65.5%	34.3%	31.2%	
35 - 44	513	488	250	92	361	215	146	467
%V	17.1%	17.0%	21.1%	19.2%	16.1%	20.5%	12.2%	20.3%
%H (All HH)		95.1%	48.7%	17.9%	70.4%	41.9%	28.5%	91.0%
%H (TV HH)			51.2%	18.9%	74.0%	44.1%	29.9%	
45 - 54	595	570	256	114	449	244	206	522
%V	19.8%	19.9%	21.6%	23.8%	20.0%	23.3%	17.3%	22.7%
%H (All HH)		95.8%	43.0%	19.2%	75.5%	41.0%	34.6%	87.7%
%H (TV HH)			44.9%	20.0%	78.8%	42.8%	36.1%	
55 - 64	505	486	205	88	395	200	195	409
%V	16.8%	17.0%	17.3%	18.3%	17.6%	19.1%	16.3%	17.8%
%H (All HH)		96.2%	40.6%	17.4%	78.2%	39.6%	38.6%	81.0%
%H (TV HH)			42.2%	18.1%	81.3%	41.2%	40.1%	
65 +	808	779	221	98	675	215	460	399
%V	26.9%	27.2%	18.7%	20.4%	30.1%	20.5%	38.6%	17.4%
%H (All HH)		96.4%	27.4%	12.1%	83.5%	26.6%	56.9%	49.4%
%H (TV HH)			28.4%	12.6%	86.6%	27.6%	59.1%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3003	2865	1184	480	2241	1048	1193	2296
%H (All HH)		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%
%H (TV HH)			41.3%	16.8%	78.2%	36.6%	41.6%	
1	973	899	237	114	751	207	544	519
%V	32.4%	31.4%	20.0%	23.8%	33.5%	19.8%	45.6%	22.6%
%H (All HH)		92.4%	24.4%	11.7%	77.2%	21.3%	55.9%	53.3%
%H (TV HH)			26.4%	12.7%	83.5%	23.0%	60.5%	
2	1000	969	421	153	768	379	388	816
%V	33.3%	33.8%	35.6%	31.9%	34.3%	36.2%	32.5%	35.5%
%H (All HH)		96.9%	42.1%	15.3%	76.8%	37.9%	38.8%	81.6%
%H (TV HH)			43.4%	15.8%	79.3%	39.1%	40.0%	
3	461	447	220	102	330	203	126	423
%V	15.4%	15.6%	18.6%	21.3%	14.7%	19.4%	10.6%	18.4%
%H (All HH)		97.0%	47.7%	22.1%	71.6%	44.0%	27.3%	91.8%
%H (TV HH)			49.2%	22.8%	73.8%	45.4%	28.2%	
4	398	386	218	75	279	185	94	379
%V	13.3%	13.5%	18.4%	15.6%	12.4%	17.7%	7.9%	16.5%
%H (All HH)		97.0%	54.8%	18.8%	70.1%	46.5%	23.6%	95.2%
%H (TV HH)			56.5%	19.4%	72.3%	47.9%	24.4%	
5+	171	164	88	36	114	73	41	159
%V	5.7%	5.7%	7.4%	7.5%	5.1%	7.0%	3.4%	6.9%
%H (All HH)		95.9%	51.5%	21.1%	66.7%	42.7%	24.0%	93.0%
%H (TV HH)			53.7%	22.0%	69.5%	44.5%	25.0%	
Average HH size	2.30	2.31	2.62	2.55	2.24	2.60	1.93	2.53

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 2013 - September 2014

ITV North West

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3003	2865	1184	480	2241	1048	1193	2296
%H (All HH)		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%
%H (TV HH)			41.3%	16.8%	78.2%	36.6%	41.6%	
Without	2236	2124	790	337	1716	727	989	1598
%V	74.5%	74.1%	66.7%	70.2%	76.6%	69.4%	82.9%	69.6%
%H (All HH)		95.0%	35.3%	15.1%	76.7%	32.5%	44.2%	71.5%
%H (TV HH)			37.2%	15.9%	80.8%	34.2%	46.6%	
With	767	741	394	143	525	321	204	697
%V	25.5%	25.9%	33.3%	29.8%	23.4%	30.6%	17.1%	30.4%
%H (All HH)		96.6%	51.4%	18.6%	68.4%	41.9%	26.6%	90.9%
%H (TV HH)			53.2%	19.3%	70.9%	43.3%	27.5%	
0 - 3	298	285	138	52	195	104	91	258
%V	9.9%	9.9%	11.7%	10.8%	8.7%	9.9%	7.6%	11.2%
%H (All HH)		95.6%	46.3%	17.4%	65.4%	34.9%	30.5%	86.6%
%H (TV HH)			48.4%	18.2%	68.4%	36.5%	31.9%	
4 - 9	385	372	206	66	256	159	97	346
%V	12.8%	13.0%	17.4%	13.8%	11.4%	15.2%	8.1%	15.1%
%H (All HH)		96.6%	53.5%	17.1%	66.5%	41.3%	25.2%	89.9%
%H (TV HH)			55.4%	17.7%	68.8%	42.7%	26.1%	
10 - 15	355	344	184	77	253	166	87	336
%V	11.8%	12.0%	15.5%	16.0%	11.3%	15.8%	7.3%	14.6%
%H (All HH)		96.9%	51.8%	21.7%	71.3%	46.8%	24.5%	94.6%
%H (TV HH)			53.5%	22.4%	73.5%	48.3%	25.3%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3003	2865	1184	480	2241	1048	1193	2296
%H (All HH)		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%
%H (TV HH)			41.3%	16.8%	78.2%	36.6%	41.6%	
1	1066	1066	333	143	754	181	573	684
%V	35.5%	37.2%	28.1%	29.8%	33.6%	17.3%	48.0%	29.8%
%H (All HH)		100.0%	31.2%	13.4%	70.7%	17.0%	53.8%	64.2%
%H (TV HH)			31.2%	13.4%	70.7%	17.0%	53.8%	
2	1051	1051	447	182	854	431	423	829
%V	35.0%	36.7%	37.8%	37.9%	38.1%	41.1%	35.5%	36.1%
%H (All HH)		100.0%	42.5%	17.3%	81.3%	41.0%	40.2%	78.9%
%H (TV HH)			42.5%	17.3%	81.3%	41.0%	40.2%	
3	448	448	232	91	372	243	129	405
%V	14.9%	15.6%	19.6%	19.0%	16.6%	23.2%	10.8%	17.6%
%H (All HH)		100.0%	51.8%	20.3%	83.0%	54.2%	28.8%	90.4%
%H (TV HH)			51.8%	20.3%	83.0%	54.2%	28.8%	
4	191	191	107	38	164	118	47	180
%V	6.4%	6.7%	9.0%	7.9%	7.3%	11.3%	3.9%	7.8%
%H (All HH)		100.0%	56.0%	19.9%	85.9%	61.8%	24.6%	94.2%
%H (TV HH)			56.0%	19.9%	85.9%	61.8%	24.6%	
5+	109	109	65	25	97	75	22	108
%V	3.6%	3.8%	5.5%	5.2%	4.3%	7.2%	1.8%	4.7%
%H (All HH)		100.0%	59.6%	22.9%	89.0%	68.8%	20.2%	99.1%
%H (TV HH)			59.6%	22.9%	89.0%	68.8%	20.2%	

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 2013 - September 2014
ITV North West
Household level data
Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3003	2865	1184	480	2241	1048	1193	2296
%H (All HH)		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%
%H (TV HH)			41.3%	16.8%	78.2%	36.6%	41.6%	
Under 20"	603	603	268	95	528	286	242	502
%V	20.1%	21.0%	22.6%	19.8%	23.6%	27.3%	20.3%	21.9%
%H (All HH)		100.0%	44.4%	15.8%	87.6%	47.4%	40.1%	83.3%
%H (TV HH)			44.4%	15.8%	87.6%	47.4%	40.1%	
20" - 29"	1058	1058	411	177	885	419	467	814
%V	35.2%	36.9%	34.7%	36.9%	39.5%	40.0%	39.1%	35.5%
%H (All HH)		100.0%	38.8%	16.7%	83.6%	39.6%	44.1%	76.9%
%H (TV HH)			38.8%	16.7%	83.6%	39.6%	44.1%	
30" - 39"	1597	1597	663	280	1294	639	655	1240
%V	53.2%	55.7%	56.0%	58.3%	57.7%	61.0%	54.9%	54.0%
%H (All HH)		100.0%	41.5%	17.5%	81.0%	40.0%	41.0%	77.6%
%H (TV HH)			41.5%	17.5%	81.0%	40.0%	41.0%	
40" and over	1373	1373	718	265	1021	622	399	1205
%V	45.7%	47.9%	60.6%	55.2%	45.6%	59.4%	33.4%	52.5%
%H (All HH)		100.0%	52.3%	19.3%	74.4%	45.3%	29.1%	87.8%
%H (TV HH)			52.3%	19.3%	74.4%	45.3%	29.1%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3003	2865	1184	480	2241	1048	1193	2296
%V (All HH)		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%
%H (TV HH)			41.3%	16.8%	78.2%	36.6%	41.6%	
Main living room	2833	2833	1179	474	2221	1041	1180	2184
%V	94.3%	98.9%	99.6%	98.8%	99.1%	99.3%	98.9%	95.1%
%H (All HH)		100.0%	41.6%	16.7%	78.4%	36.7%	41.7%	77.1%
%H (TV HH)			41.6%	16.7%	78.4%	36.7%	41.7%	
Kitchen	274	274	142	41	250	155	95	240
%V	9.1%	9.6%	12.0%	8.5%	11.2%	14.8%	8.0%	10.5%
%H (All HH)		100.0%	51.8%	15.0%	91.2%	56.6%	34.7%	87.6%
%H (TV HH)			51.8%	15.0%	91.2%	56.6%	34.7%	
Adult's bedroom	1381	1381	654	259	1144	672	472	1164
%V	46.0%	48.2%	55.2%	54.0%	51.0%	64.1%	39.6%	50.7%
%H (All HH)		100.0%	47.4%	18.8%	82.8%	48.7%	34.2%	84.3%
%H (TV HH)			47.4%	18.8%	82.8%	48.7%	34.2%	
Child's bedroom	294	294	160	63	238	167	71	269
%V	9.8%	10.3%	13.5%	13.1%	10.6%	15.9%	6.0%	11.7%
%H (All HH)		100.0%	54.4%	21.4%	81.0%	56.8%	24.1%	91.5%
%H (TV HH)			54.4%	21.4%	81.0%	56.8%	24.1%	
Other bedroom	175	175	93	42	148	106	41	162
%V	5.8%	6.1%	7.9%	8.8%	6.6%	10.1%	3.4%	7.1%
%H (All HH)		100.0%	53.1%	24.0%	84.6%	60.6%	23.4%	92.6%
%H (TV HH)			53.1%	24.0%	84.6%	60.6%	23.4%	
Second living/dining room	342	342	179	66	284	186	98	307
%V	11.4%	11.9%	15.1%	13.8%	12.7%	17.7%	8.2%	13.4%
%H (All HH)		100.0%	52.3%	19.3%	83.0%	54.4%	28.7%	89.8%
%H (TV HH)			52.3%	19.3%	83.0%	54.4%	28.7%	
Study/office	37	37	17	6	32	18	14	36
%V	1.2%	1.3%	1.4%	1.3%	1.4%	1.7%	1.2%	1.6%
%H (All HH)		100.0%	45.9%	16.2%	86.5%	48.6%	37.8%	97.3%
%H (TV HH)			45.9%	16.2%	86.5%	48.6%	37.8%	
TV room	15	15	7	2	12	6	6	15
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.6%	0.5%	0.7%
%H (All HH)		100.0%	46.7%	13.3%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			46.7%	13.3%	80.0%	40.0%	40.0%	
Conservatory	85	85	43	18	74	47	27	80
%V	2.8%	3.0%	3.6%	3.8%	3.3%	4.5%	2.3%	3.5%
%H (All HH)		100.0%	50.6%	21.2%	87.1%	55.3%	31.8%	94.1%
%H (TV HH)			50.6%	21.2%	87.1%	55.3%	31.8%	
Attic or loft room	9	9	5	3	6	4	3	9
%V	0.3%	0.3%	0.4%	0.6%	0.3%	0.4%	0.3%	0.4%
%H (All HH)		100.0%	55.6%	33.3%	66.7%	44.4%	33.3%	100.0%
%H (TV HH)			55.6%	33.3%	66.7%	44.4%	33.3%	
No specific location	4	4	1	0	3	1	2	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	25.0%	0.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			25.0%	0.0%	75.0%	25.0%	50.0%	
Other	18	18	11	3	13	9	4	17
%V	0.6%	0.6%	0.9%	0.6%	0.6%	0.9%	0.3%	0.7%
%H (All HH)		100.0%	61.1%	16.7%	72.2%	50.0%	22.2%	94.4%
%H (TV HH)			61.1%	16.7%	72.2%	50.0%	22.2%	

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 2013 - September 2014

ITV North West

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3003	2865	1184	480	2241	1048	1193	2296
%H (All HH)		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%
%H (TV HH)			41.3%	16.8%	78.2%	36.6%	41.6%	
Any DSAT provider	1184	1184	1184	20	763	763	0	1052
%V	39.4%	41.3%	100.0%	4.2%	34.0%	72.8%	0.0%	45.8%
%H (All HH)			100.0%	1.7%	64.4%	64.4%	0.0%	88.9%
%H (TV HH)			100.0%	1.7%	64.4%	64.4%	0.0%	
Sky with subcription	988	988	988	11	641	641	0	887
%V	32.9%	34.5%	83.4%	2.3%	28.6%	61.2%	0.0%	38.6%
%H (All HH)			100.0%	1.1%	64.9%	64.9%	0.0%	89.8%
%H (TV HH)			100.0%	1.1%	64.9%	64.9%	0.0%	
Sky without subscription	98	98	98	3	57	57	0	78
%V	3.3%	3.4%	8.3%	0.6%	2.5%	5.4%	0.0%	3.4%
%H (All HH)			100.0%	3.1%	58.2%	58.2%	0.0%	79.6%
%H (TV HH)			100.0%	3.1%	58.2%	58.2%	0.0%	
Freesat	98	98	98	5	66	66	0	87
%V	3.3%	3.4%	8.3%	1.0%	2.9%	6.3%	0.0%	3.8%
%H (All HH)			100.0%	5.1%	67.3%	67.3%	0.0%	88.8%
%H (TV HH)			100.0%	5.1%	67.3%	67.3%	0.0%	
Other satellite provider	23	23	23	4	13	13	0	21
%V	0.8%	0.8%	1.9%	0.8%	0.6%	1.2%	0.0%	0.9%
%H (All HH)			100.0%	17.4%	56.5%	56.5%	0.0%	91.3%
%H (TV HH)			100.0%	17.4%	56.5%	56.5%	0.0%	
DCAB	480	480	20	480	299	299	0	425
%V	16.0%	16.8%	1.7%	100.0%	13.3%	28.5%	0.0%	18.5%
%H (All HH)			4.2%	100.0%	62.3%	62.3%	0.0%	88.5%
%H (TV HH)			4.2%	100.0%	62.3%	62.3%	0.0%	
DTT	2241	2241	763	299	2241	1048	1193	1672
%V	74.6%	78.2%	64.4%	62.3%	100.0%	100.0%	100.0%	72.8%
%H (All HH)		100.0%	34.0%	13.3%	100.0%	46.8%	53.2%	74.6%
%H (TV HH)			34.0%	13.3%	100.0%	46.8%	53.2%	

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 2013 - September 2014

ITV North West

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3003	2865	1184	480	2241	1048	1193	2296
%H (All HH)		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%
%H (TV HH)			41.3%	16.8%	78.2%	36.6%	41.6%	
PVR	1831	1831	1036	403	1316	909	407	1618
%V	61.0%	63.9%	87.5%	84.0%	58.7%	86.7%	34.1%	70.5%
%H (All HH)		100.0%	56.6%	22.0%	71.9%	49.6%	22.2%	88.4%
%H (TV HH)			56.6%	22.0%	71.9%	49.6%	22.2%	
DVDR	82	82	36	14	69	37	31	69
%V	2.7%	2.9%	3.0%	2.9%	3.1%	3.5%	2.6%	3.0%
%H (All HH)		100.0%	43.9%	17.1%	84.1%	45.1%	37.8%	84.1%
%H (TV HH)			43.9%	17.1%	84.1%	45.1%	37.8%	
VCR	53	53	16	4	49	16	33	29
%V	1.8%	1.8%	1.4%	0.8%	2.2%	1.5%	2.8%	1.3%
%H (All HH)		100.0%	30.2%	7.5%	92.5%	30.2%	62.3%	54.7%
%H (TV HH)			30.2%	7.5%	92.5%	30.2%	62.3%	
Any recorder	1891	1891	1046	410	1369	920	449	1653
%V	63.0%	66.0%	88.3%	85.4%	61.1%	87.8%	37.6%	72.0%
%H (All HH)		100.0%	55.3%	21.7%	72.4%	48.7%	23.7%	87.4%
%H (TV HH)			55.3%	21.7%	72.4%	48.7%	23.7%	
Receives HDTV (via STB or built-in reception)	1630	1630	842	376	1207	779	428	1433
%V	54.3%	56.9%	71.1%	78.3%	53.9%	74.3%	35.9%	62.4%
%H (All HH)		100.0%	51.7%	23.1%	74.0%	47.8%	26.3%	87.9%
%H (TV HH)			51.7%	23.1%	74.0%	47.8%	26.3%	
DVD/Blu-ray player or recorder	2181	2181	949	381	1727	864	863	1767
%V	72.6%	76.1%	80.2%	79.4%	77.1%	82.4%	72.3%	77.0%
%H (All HH)		100.0%	43.5%	17.5%	79.2%	39.6%	39.6%	81.0%
%H (TV HH)			43.5%	17.5%	79.2%	39.6%	39.6%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3003	2865	1184	480	2241	1048	1193	2296
%V (All HH)		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%
%H (TV HH)			41.3%	16.8%	78.2%	36.6%	41.6%	
Has broadband internet	2296	2207	1052	425	1672	945	727	2296
%V	76.5%	77.0%	88.9%	88.5%	74.6%	90.2%	60.9%	100.0%
%H (All HH)		96.1%	45.8%	18.5%	72.8%	41.2%	31.7%	100.0%
%H (TV HH)			47.7%	19.3%	75.8%	42.8%	32.9%	
Number of computers (PCs and laptops)								
0	677	631	130	61	540	105	434	53
%V	22.5%	22.0%	11.0%	12.7%	24.1%	10.0%	36.4%	2.3%
%H (All HH)		93.2%	19.2%	9.0%	79.8%	15.5%	64.1%	7.8%
%H (TV HH)			20.6%	9.7%	85.6%	16.6%	68.8%	
1	967	916	375	145	710	318	392	906
%V	32.2%	32.0%	31.7%	30.2%	31.7%	30.3%	32.9%	39.5%
%H (All HH)		94.7%	38.8%	15.0%	73.4%	32.9%	40.5%	93.7%
%H (TV HH)			40.9%	15.8%	77.5%	34.7%	42.8%	
2	633	610	302	122	455	266	189	619
%V	21.1%	21.3%	25.5%	25.4%	20.3%	25.4%	15.8%	27.0%
%H (All HH)		96.4%	47.7%	19.3%	71.9%	42.0%	29.9%	97.8%
%H (TV HH)			49.5%	20.0%	74.6%	43.6%	31.0%	
3	351	341	177	69	257	162	95	347
%V	11.7%	11.9%	14.9%	14.4%	11.5%	15.5%	8.0%	15.1%
%H (All HH)		97.2%	50.4%	19.7%	73.2%	46.2%	27.1%	98.9%
%H (TV HH)			51.9%	20.2%	75.4%	47.5%	27.9%	
4	193	187	103	41	142	99	43	193
%V	6.4%	6.5%	8.7%	8.5%	6.3%	9.4%	3.6%	8.4%
%H (All HH)		96.9%	53.4%	21.2%	73.6%	51.3%	22.3%	100.0%
%H (TV HH)			55.1%	21.9%	75.9%	52.9%	23.0%	
5+	181	179	97	42	137	98	39	179
%V	6.0%	6.2%	8.2%	8.8%	6.1%	9.4%	3.3%	7.8%
%H (All HH)		98.9%	53.6%	23.2%	75.7%	54.1%	21.5%	98.9%
%H (TV HH)			54.2%	23.5%	76.5%	54.7%	21.8%	

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 2013 - September 2014

ITV North West

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5862	2699	1067	4758	2647	2112	4860
%H		46.0%	18.2%	81.2%	45.2%	36.0%	82.9%
Under 20"	768	346	121	679	376	304	651
%V	13.1%	12.8%	11.3%	14.3%	14.2%	14.4%	13.4%
%H		45.1%	15.8%	88.4%	49.0%	39.6%	84.8%
20" - 29"	1360	557	231	1153	584	569	1073
%V	23.2%	20.6%	21.6%	24.2%	22.1%	26.9%	22.1%
%H		41.0%	17.0%	84.8%	42.9%	41.8%	78.9%
30" - 39"	1990	859	370	1622	859	763	1592
%V	33.9%	31.8%	34.7%	34.1%	32.5%	36.1%	32.8%
%H		43.2%	18.6%	81.5%	43.2%	38.3%	80.0%
40" and over	1658	893	330	1235	786	449	1478
%V	28.3%	33.1%	30.9%	26.0%	29.7%	21.3%	30.4%
%H		53.9%	19.9%	74.5%	47.4%	27.1%	89.1%
Don't know	86	44	15	68	42	27	66
%V	1.5%	1.6%	1.4%	1.4%	1.6%	1.3%	1.4%
%H		51.2%	17.4%	79.1%	48.8%	31.4%	76.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5862	2699	1067	4758	2647	2112	4860
%H		46.0%	18.2%	81.2%	45.2%	36.0%	82.9%
Main living room	2841	1183	474	2226	1044	1183	2193
%V	48.5%	43.8%	44.4%	46.8%	39.4%	56.0%	45.1%
%H		41.6%	16.7%	78.4%	36.7%	41.6%	77.2%
Kitchen	274	142	41	250	155	95	241
%V	4.7%	5.3%	3.8%	5.3%	5.9%	4.5%	5.0%
%H		51.8%	15.0%	91.2%	56.6%	34.7%	88.0%
Adult's bedroom	1639	792	318	1363	829	534	1409
%V	28.0%	29.3%	29.8%	28.6%	31.3%	25.3%	29.0%
%H		48.3%	19.4%	83.2%	50.6%	32.6%	86.0%
Child's bedroom	387	211	84	314	222	92	356
%V	6.6%	7.8%	7.9%	6.6%	8.4%	4.4%	7.3%
%H		54.5%	21.7%	81.1%	57.4%	23.8%	92.0%
Other bedroom	202	104	50	172	122	50	186
%V	3.4%	3.9%	4.7%	3.6%	4.6%	2.4%	3.8%
%H		51.5%	24.8%	85.1%	60.4%	24.8%	92.1%
Second living/dining room	346	181	67	288	189	99	310
%V	5.9%	6.7%	6.3%	6.1%	7.1%	4.7%	6.4%
%H		52.3%	19.4%	83.2%	54.6%	28.6%	89.6%
Study/office	37	17	6	32	18	14	36
%V	0.6%	0.6%	0.6%	0.7%	0.7%	0.7%	0.7%
%H		45.9%	16.2%	86.5%	48.6%	37.8%	97.3%
TV room	16	8	2	12	6	6	16
%V	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%	0.3%
%H		50.0%	12.5%	75.0%	37.5%	37.5%	100.0%
Conservatory	85	43	18	74	47	27	80
%V	1.5%	1.6%	1.7%	1.6%	1.8%	1.3%	1.6%
%H		50.6%	21.2%	87.1%	55.3%	31.8%	94.1%
Attic or loft room	9	5	3	6	4	3	9
%V	0.2%	0.2%	0.3%	0.1%	0.2%	0.1%	0.2%
%H		55.6%	33.3%	66.7%	44.4%	33.3%	100.0%
No specific location	4	1	0	4	1	3	3
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	75.0%
Other	21	12	3	16	10	7	20
%V	0.4%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		57.1%	14.3%	76.2%	47.6%	33.3%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5862	2699	1067	4758	2647	2112	4860
%H		46.0%	18.2%	81.2%	45.2%	36.0%	82.9%
PVR	2432	1419	577	1677	1218	459	2188
%V	41.5%	52.6%	54.1%	35.2%	46.0%	21.7%	45.0%
%H		58.3%	23.7%	69.0%	50.1%	18.9%	90.0%
DVDR	88	38	16	74	41	34	75
%V	1.5%	1.4%	1.5%	1.6%	1.5%	1.6%	1.5%
%H		43.2%	18.2%	84.1%	46.6%	38.6%	85.2%
VCR	55	16	4	51	16	35	30
%V	0.9%	0.6%	0.4%	1.1%	0.6%	1.7%	0.6%
%H		29.1%	7.3%	92.7%	29.1%	63.6%	54.5%
Any recorder	2508	1438	586	1747	1239	508	2238
%V	42.8%	53.3%	54.9%	36.7%	46.8%	24.1%	46.0%
%H		57.3%	23.4%	69.7%	49.4%	20.3%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: 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	5862	2699	1067	4758	2647	2112	4860
%H		46.0%	18.2%	81.2%	45.2%	36.0%	82.9%
Receives HDTV (via STB or built-in reception)	2341	1224	572	1726	1152	574	2100
%V	39.9%	45.4%	53.6%	36.3%	43.5%	27.2%	43.2%
%H		52.3%	24.4%	73.7%	49.2%	24.5%	89.7%
DVD/Blu-ray player or recorder	3247	1499	607	2622	1459	1163	2743
%V	55.4%	55.5%	56.9%	55.1%	55.1%	55.1%	56.4%
%H		46.2%	18.7%	80.8%	44.9%	35.8%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2859	1184	480	2240	1048	1193	2204
%H		41.4%	16.8%	78.3%	36.7%	41.7%	77.1%
Under 20"	33	4	5	27	4	24	19
%V	1.2%	0.3%	1.0%	1.2%	0.4%	2.0%	0.9%
%H		12.1%	15.2%	81.8%	12.1%	72.7%	57.6%
20" - 29"	358	75	43	298	65	233	202
%V	12.5%	6.3%	9.0%	13.3%	6.2%	19.5%	9.2%
%H		20.9%	12.0%	83.2%	18.2%	65.1%	56.4%
30" - 39"	1106	389	169	903	360	543	797
%V	38.7%	32.9%	35.2%	40.3%	34.4%	45.5%	36.2%
%H		35.2%	15.3%	81.6%	32.5%	49.1%	72.1%
40" and over	1323	699	255	982	603	379	1160
%V	46.3%	59.0%	53.1%	43.8%	57.5%	31.8%	52.6%
%H		52.8%	19.3%	74.2%	45.6%	28.6%	87.7%
Don't know	39	17	7	30	16	15	25
%V	1.4%	1.4%	1.5%	1.3%	1.5%	1.3%	1.1%
%H		43.6%	17.9%	76.9%	41.0%	38.5%	64.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2859	1184	480	2240	1048	1193	2204
%H		41.4%	16.8%	78.3%	36.7%	41.7%	77.1%
PVR	1794	1021	397	1284	892	391	1586
%V	62.7%	86.2%	82.7%	57.3%	85.1%	32.8%	72.0%
%H		56.9%	22.1%	71.6%	49.7%	21.8%	88.4%
DVDR	69	27	13	58	30	29	58
%V	2.4%	2.3%	2.7%	2.6%	2.9%	2.4%	2.6%
%H		39.1%	18.8%	84.1%	43.5%	42.0%	84.1%
VCR	44	12	3	40	11	29	22
%V	1.5%	1.0%	0.6%	1.8%	1.0%	2.4%	1.0%
%H		27.3%	6.8%	90.9%	25.0%	65.9%	50.0%
Any recorder	1851	1031	404	1335	903	432	1619
%V	64.7%	87.1%	84.2%	59.6%	86.2%	36.2%	73.5%
%H		55.7%	21.8%	72.1%	48.8%	23.3%	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 3.17: 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	2859	1184	480	2240	1048	1193	2204
%H		41.4%	16.8%	78.3%	36.7%	41.7%	77.1%
Receives HDTV (via STB or built-in reception)	1583	819	371	1166	758	408	1394
%V	55.4%	69.2%	77.3%	52.1%	72.3%	34.2%	63.2%
%H		51.7%	23.4%	73.7%	47.9%	25.8%	88.1%
DVD/Blu-ray player or recorder	2010	869	350	1585	784	801	1626
%V	70.3%	73.4%	72.9%	70.8%	74.8%	67.1%	73.8%
%H		43.2%	17.4%	78.9%	39.0%	39.9%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	3002	1515	587	2518	1599	919	2656
%H		50.5%	19.6%	83.9%	53.3%	30.6%	88.5%
Under 20"	735	342	116	652	372	280	632
%V	24.5%	22.6%	19.8%	25.9%	23.3%	30.5%	23.8%
%H		46.5%	15.8%	88.7%	50.6%	38.1%	86.0%
20" - 29"	1002	482	188	855	519	337	870
%V	33.4%	31.8%	32.0%	34.0%	32.5%	36.7%	32.8%
%H		48.1%	18.8%	85.3%	51.8%	33.6%	86.8%
30" - 39"	883	469	201	719	499	220	795
%V	29.4%	31.0%	34.2%	28.6%	31.2%	23.9%	29.9%
%H		53.1%	22.8%	81.4%	56.5%	24.9%	90.0%
40" and over	334	194	74	253	183	70	318
%V	11.1%	12.8%	12.6%	10.0%	11.4%	7.6%	12.0%
%H		58.1%	22.2%	75.7%	54.8%	21.0%	95.2%
Don't know	48	28	7	38	26	12	41
%V	1.6%	1.8%	1.2%	1.5%	1.6%	1.3%	1.5%
%H		58.3%	14.6%	79.2%	54.2%	25.0%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3002	1515	587	2518	1599	919	2656
%H		50.5%	19.6%	83.9%	53.3%	30.6%	88.5%
PVR	637	398	180	394	326	68	602
%V	21.2%	26.3%	30.7%	15.6%	20.4%	7.4%	22.7%
%H		62.5%	28.3%	61.9%	51.2%	10.7%	94.5%
DVDR	18	11	2	16	11	5	16
%V	0.6%	0.7%	0.3%	0.6%	0.7%	0.5%	0.6%
%H		61.1%	11.1%	88.9%	61.1%	27.8%	88.9%
VCR	10	4	0	10	5	6	7
%V	0.3%	0.3%	0.0%	0.4%	0.3%	0.7%	0.3%
%H		40.0%	0.0%	100.0%	50.0%	60.0%	70.0%
Any recorder	657	407	182	412	336	76	618
%V	21.9%	26.9%	31.0%	16.4%	21.0%	8.3%	23.3%
%H		61.9%	27.7%	62.7%	51.1%	11.6%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3002	1515	587	2518	1599	919	2656
%H		50.5%	19.6%	83.9%	53.3%	30.6%	88.5%
Receives HDTV (via STB or built-in reception)	758	406	201	559	393	166	706
%V	25.2%	26.8%	34.2%	22.2%	24.6%	18.1%	26.6%
%H		53.6%	26.5%	73.7%	51.8%	21.9%	93.1%
DVD/Blu-ray player or recorder	1236	630	257	1037	676	361	1117
%V	41.2%	41.6%	43.8%	41.2%	42.3%	39.3%	42.1%
%H		51.0%	20.8%	83.9%	54.7%	29.2%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6884	6615	3088	1222	5010	2712	2298	5797
%H		96.1%	44.9%	17.8%	72.8%	39.4%	33.4%	84.2%
Total Children	1312	1267	674	251	884	543	342	1192
%V	19.1%	19.2%	21.8%	20.5%	17.6%	20.0%	14.9%	20.6%
%H		96.6%	51.4%	19.1%	67.4%	41.4%	26.1%	90.9%
0 - 3	342	327	160	59	221	116	104	297
%V	5.0%	4.9%	5.2%	4.8%	4.4%	4.3%	4.5%	5.1%
%H		95.6%	46.8%	17.3%	64.6%	33.9%	30.4%	86.8%
4 - 15	970	940	514	192	664	427	237	895
%V	14.1%	14.2%	16.6%	15.7%	13.3%	15.7%	10.3%	15.4%
%H		96.9%	53.0%	19.8%	68.5%	44.0%	24.4%	92.3%
4 - 9	510	493	279	93	334	216	118	460
%V	7.4%	7.5%	9.0%	7.6%	6.7%	8.0%	5.1%	7.9%
%H		96.7%	54.7%	18.2%	65.5%	42.4%	23.1%	90.2%
10 - 15	460	447	235	99	330	211	119	435
%V	6.7%	6.8%	7.6%	8.1%	6.6%	7.8%	5.2%	7.5%
%H		97.2%	51.1%	21.5%	71.7%	45.9%	25.9%	94.6%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6884	6615	3088	1222	5010	2712	2298	5797
%H		96.1%	44.9%	17.8%	72.8%	39.4%	33.4%	84.2%
Total Adults (16+)	5572	5348	2414	972	4126	2169	1956	4605
%V	80.9%	80.8%	78.2%	79.5%	82.4%	80.0%	85.1%	79.4%
%H		96.0%	43.3%	17.4%	74.0%	38.9%	35.1%	82.6%
16 - 19	316	308	161	67	233	152	81	300
%V	4.6%	4.7%	5.2%	5.5%	4.7%	5.6%	3.5%	5.2%
%H		97.5%	50.9%	21.2%	73.7%	48.1%	25.6%	94.9%
20 - 24	467	434	188	84	317	165	153	411
%V	6.8%	6.6%	6.1%	6.9%	6.3%	6.1%	6.7%	7.1%
%H		92.9%	40.3%	18.0%	67.9%	35.3%	32.8%	88.0%
25 - 34	906	857	440	157	572	321	251	821
%V	13.2%	13.0%	14.2%	12.8%	11.4%	11.8%	10.9%	14.2%
%H		94.6%	48.6%	17.3%	63.1%	35.4%	27.7%	90.6%
35 - 44	876	837	433	170	615	382	234	800
%V	12.7%	12.7%	14.0%	13.9%	12.3%	14.1%	10.2%	13.8%
%H		95.5%	49.4%	19.4%	70.2%	43.6%	26.7%	91.3%
45 - 54	999	965	461	191	752	430	322	897
%V	14.5%	14.6%	14.9%	15.6%	15.0%	15.9%	14.0%	15.5%
%H		96.6%	46.1%	19.1%	75.3%	43.0%	32.2%	89.8%
55 - 64	812	790	358	148	641	352	289	695
%V	11.8%	11.9%	11.6%	12.1%	12.8%	13.0%	12.6%	12.0%
%H		97.3%	44.1%	18.2%	78.9%	43.3%	35.6%	85.6%
65+	1196	1156	372	155	995	367	628	682
%V	17.4%	17.5%	12.0%	12.7%	19.9%	13.5%	27.3%	11.8%
%H		96.7%	31.1%	13.0%	83.2%	30.7%	52.5%	57.0%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5572	5348	2414	972	4126	2169	1956	4605
%H		96.0%	43.3%	17.4%	74.0%	38.9%	35.1%	82.6%
AB	1358	1312	673	217	1019	591	428	1271
%V	24.4%	24.5%	27.9%	22.3%	24.7%	27.2%	21.9%	27.6%
%H		96.6%	49.6%	16.0%	75.0%	43.5%	31.5%	93.6%
C1	1612	1534	711	289	1153	630	524	1442
%V	28.9%	28.7%	29.5%	29.7%	27.9%	29.0%	26.8%	31.3%
%H		95.2%	44.1%	17.9%	71.5%	39.1%	32.5%	89.5%
C2	1218	1192	550	242	931	525	406	1006
%V	21.9%	22.3%	22.8%	24.9%	22.6%	24.2%	20.8%	21.8%
%H		97.9%	45.2%	19.9%	76.4%	43.1%	33.3%	82.6%
D	860	825	355	163	627	321	306	631
%V	15.4%	15.4%	14.7%	16.8%	15.2%	14.8%	15.6%	13.7%
%H		95.9%	41.3%	19.0%	72.9%	37.3%	35.6%	73.4%
E	525	485	124	62	396	103	293	256
%V	9.4%	9.1%	5.1%	6.4%	9.6%	4.7%	15.0%	5.6%
%H		92.4%	23.6%	11.8%	75.4%	19.6%	55.8%	48.8%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5572	5348	2414	972	4126	2169	1956	4605
%H		96.0%	43.3%	17.4%	74.0%	38.9%	35.1%	82.6%
Working full time	2507	2424	1234	485	1812	1102	710	2336
%V	45.0%	45.3%	51.1%	49.9%	43.9%	50.8%	36.3%	50.7%
%H		96.7%	49.2%	19.3%	72.3%	44.0%	28.3%	93.2%
Working part time	525	513	260	102	388	235	153	483
%V	9.4%	9.6%	10.8%	10.5%	9.4%	10.8%	7.8%	10.5%
%H		97.7%	49.5%	19.4%	73.9%	44.8%	29.1%	92.0%
Not working	2540	2411	919	384	1926	832	1094	1787
%V	45.6%	45.1%	38.1%	39.5%	46.7%	38.4%	55.9%	38.8%
%H		94.9%	36.2%	15.1%	75.8%	32.8%	43.1%	70.4%
Housewife/Houseperson	3003	2865	1184	480	2241	1048	1193	2296
%V	53.9%	53.6%	49.0%	49.4%	54.3%	48.3%	61.0%	49.9%
%H		95.4%	39.4%	16.0%	74.6%	34.9%	39.7%	76.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2725	2594	1202	472	1991	1078	914	2278
%H		95.2%	44.1%	17.3%	73.1%	39.6%	33.5%	83.6%
16 - 19	162	157	75	35	121	74	47	154
%V	5.9%	6.1%	6.2%	7.4%	6.1%	6.9%	5.1%	6.8%
%H		96.9%	46.3%	21.6%	74.7%	45.7%	29.0%	95.1%
20 - 24	227	207	93	43	150	84	66	207
%V	8.3%	8.0%	7.7%	9.1%	7.5%	7.8%	7.2%	9.1%
%H		91.2%	41.0%	18.9%	66.1%	37.0%	29.1%	91.2%
25 - 34	454	429	219	75	293	163	130	415
%V	16.7%	16.5%	18.2%	15.9%	14.7%	15.1%	14.2%	18.2%
%H		94.5%	48.2%	16.5%	64.5%	35.9%	28.6%	91.4%
35 - 44	433	408	209	85	296	183	113	387
%V	15.9%	15.7%	17.4%	18.0%	14.9%	17.0%	12.4%	17.0%
%H		94.2%	48.3%	19.6%	68.4%	42.3%	26.1%	89.4%
45 - 54	490	470	230	88	367	211	156	428
%V	18.0%	18.1%	19.1%	18.6%	18.4%	19.6%	17.1%	18.8%
%H		95.9%	46.9%	18.0%	74.9%	43.1%	31.8%	87.3%
55 - 64	408	393	182	72	317	177	140	343
%V	15.0%	15.2%	15.1%	15.3%	15.9%	16.4%	15.3%	15.1%
%H		96.3%	44.6%	17.6%	77.7%	43.4%	34.3%	84.1%
65+	551	531	195	74	447	185	262	344
%V	20.2%	20.5%	16.2%	15.7%	22.5%	17.2%	28.7%	15.1%
%H		96.4%	35.4%	13.4%	81.1%	33.6%	47.5%	62.4%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2725	2594	1202	472	1991	1078	914	2278
%H		95.2%	44.1%	17.3%	73.1%	39.6%	33.5%	83.6%
AB	674	649	340	105	505	297	208	633
%V	24.7%	25.0%	28.3%	22.2%	25.4%	27.6%	22.8%	27.8%
%H		96.3%	50.4%	15.6%	74.9%	44.1%	30.9%	93.9%
C1	761	716	348	135	533	307	225	700
%V	27.9%	27.6%	29.0%	28.6%	26.8%	28.5%	24.6%	30.7%
%H		94.1%	45.7%	17.7%	70.0%	40.3%	29.6%	92.0%
C2	656	640	290	128	500	275	225	531
%V	24.1%	24.7%	24.1%	27.1%	25.1%	25.5%	24.6%	23.3%
%H		97.6%	44.2%	19.5%	76.2%	41.9%	34.3%	80.9%
D	413	391	170	80	294	154	140	310
%V	15.2%	15.1%	14.1%	16.9%	14.8%	14.3%	15.3%	13.6%
%H		94.7%	41.2%	19.4%	71.2%	37.3%	33.9%	75.1%
E	221	198	55	25	159	44	115	103
%V	8.1%	7.6%	4.6%	5.3%	8.0%	4.1%	12.6%	4.5%
%H		89.6%	24.9%	11.3%	71.9%	19.9%	52.0%	46.6%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2725	2594	1202	472	1991	1078	914	2278
%H		95.2%	44.1%	17.3%	73.1%	39.6%	33.5%	83.6%
Working full time	1511	1455	749	285	1088	665	423	1400
%V	55.4%	56.1%	62.3%	60.4%	54.6%	61.7%	46.3%	61.5%
%H		96.3%	49.6%	18.9%	72.0%	44.0%	28.0%	92.7%
Working part time	129	124	58	26	90	50	40	113
%V	4.7%	4.8%	4.8%	5.5%	4.5%	4.6%	4.4%	5.0%
%H		96.1%	45.0%	20.2%	69.8%	38.8%	31.0%	87.6%
Not working	1085	1015	394	161	813	363	450	764
%V	39.8%	39.1%	32.8%	34.1%	40.8%	33.7%	49.2%	33.5%
%H		93.5%	36.3%	14.8%	74.9%	33.5%	41.5%	70.4%
Housewife/Houseperson	667	609	223	86	477	184	293	430
%V	24.5%	23.5%	18.6%	18.2%	24.0%	17.1%	32.1%	18.9%
%H		91.3%	33.4%	12.9%	71.5%	27.6%	43.9%	64.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2847	2754	1212	500	2134	1092	1043	2328
%H		96.7%	42.6%	17.6%	75.0%	38.4%	36.6%	81.8%
16 - 19	155	151	87	32	112	78	34	145
%V	5.4%	5.5%	7.2%	6.4%	5.2%	7.1%	3.3%	6.2%
%H		97.4%	56.1%	20.6%	72.3%	50.3%	21.9%	93.5%
20 - 24	240	228	95	41	167	80	86	204
%V	8.4%	8.3%	7.8%	8.2%	7.8%	7.3%	8.2%	8.8%
%H		95.0%	39.6%	17.1%	69.6%	33.3%	35.8%	85.0%
25 - 34	451	428	221	81	279	158	122	406
%V	15.8%	15.5%	18.2%	16.2%	13.1%	14.5%	11.7%	17.4%
%H		94.9%	49.0%	18.0%	61.9%	35.0%	27.1%	90.0%
35 - 44	444	429	224	85	319	199	120	414
%V	15.6%	15.6%	18.5%	17.0%	14.9%	18.2%	11.5%	17.8%
%H		96.6%	50.5%	19.1%	71.8%	44.8%	27.0%	93.2%
45 - 54	509	495	232	103	385	219	165	469
%V	17.9%	18.0%	19.1%	20.6%	18.0%	20.1%	15.8%	20.1%
%H		97.2%	45.6%	20.2%	75.6%	43.0%	32.4%	92.1%
55 - 64	404	397	176	76	324	175	149	352
%V	14.2%	14.4%	14.5%	15.2%	15.2%	16.0%	14.3%	15.1%
%H		98.3%	43.6%	18.8%	80.2%	43.3%	36.9%	87.1%
65+	644	625	177	81	548	182	366	338
%V	22.6%	22.7%	14.6%	16.2%	25.7%	16.7%	35.1%	14.5%
%H		97.0%	27.5%	12.6%	85.1%	28.3%	56.8%	52.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2847	2754	1212	500	2134	1092	1043	2328
%H		96.7%	42.6%	17.6%	75.0%	38.4%	36.6%	81.8%
AB	684	662	334	112	514	294	220	638
%V	24.0%	24.0%	27.6%	22.4%	24.1%	26.9%	21.1%	27.4%
%H		96.8%	48.8%	16.4%	75.1%	43.0%	32.2%	93.3%
C1	850	818	362	154	621	322	298	742
%V	29.9%	29.7%	29.9%	30.8%	29.1%	29.5%	28.6%	31.9%
%H		96.2%	42.6%	18.1%	73.1%	37.9%	35.1%	87.3%
C2	562	552	261	114	430	250	181	475
%V	19.7%	20.0%	21.5%	22.8%	20.1%	22.9%	17.4%	20.4%
%H		98.2%	46.4%	20.3%	76.5%	44.5%	32.2%	84.5%
D	447	435	185	82	332	167	166	321
%V	15.7%	15.8%	15.3%	16.4%	15.6%	15.3%	15.9%	13.8%
%H		97.3%	41.4%	18.3%	74.3%	37.4%	37.1%	71.8%
E	304	287	70	37	237	59	178	152
%V	10.7%	10.4%	5.8%	7.4%	11.1%	5.4%	17.1%	6.5%
%H		94.4%	23.0%	12.2%	78.0%	19.4%	58.6%	50.0%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2847	2754	1212	500	2134	1092	1043	2328
%H		96.7%	42.6%	17.6%	75.0%	38.4%	36.6%	81.8%
Working full time	996	969	485	200	723	437	286	936
%V	35.0%	35.2%	40.0%	40.0%	33.9%	40.0%	27.4%	40.2%
%H		97.3%	48.7%	20.1%	72.6%	43.9%	28.7%	94.0%
Working part time	396	389	202	76	298	185	113	370
%V	13.9%	14.1%	16.7%	15.2%	14.0%	16.9%	10.8%	15.9%
%H		98.2%	51.0%	19.2%	75.3%	46.7%	28.5%	93.4%
Not working	1455	1396	525	224	1113	469	643	1022
%V	51.1%	50.7%	43.3%	44.8%	52.2%	42.9%	61.6%	43.9%
%H		95.9%	36.1%	15.4%	76.5%	32.2%	44.2%	70.2%
Housewife/Houseperson	2336	2256	961	394	1763	864	900	1865
%V	82.1%	81.9%	79.3%	78.8%	82.6%	79.1%	86.3%	80.1%
%H		96.6%	41.1%	16.9%	75.5%	37.0%	38.5%	79.8%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Yorkshire
Household level data
Table 4.1: Social Grade
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2624	1127	323	2091	937	1155	2026
%H (All HH)		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%
%H (TV HH)			42.9%	12.3%	79.7%	35.7%	44.0%	
AB	569	550	259	60	433	206	226	513
%V	20.8%	21.0%	23.0%	18.6%	20.7%	22.0%	19.6%	25.3%
%H (All HH)		96.7%	45.5%	10.5%	76.1%	36.2%	39.7%	90.2%
%H (TV HH)			47.1%	10.9%	78.7%	37.5%	41.1%	
C1	704	673	291	94	539	256	282	574
%V	25.7%	25.6%	25.8%	29.1%	25.8%	27.3%	24.4%	28.3%
%H (All HH)		95.6%	41.3%	13.4%	76.6%	36.4%	40.1%	81.5%
%H (TV HH)			43.2%	14.0%	80.1%	38.0%	41.9%	
C2	644	626	289	82	496	243	253	484
%V	23.5%	23.9%	25.6%	25.4%	23.7%	25.9%	21.9%	23.9%
%H (All HH)		97.2%	44.9%	12.7%	77.0%	37.7%	39.3%	75.2%
%H (TV HH)			46.2%	13.1%	79.2%	38.8%	40.4%	
D	441	419	176	59	330	150	181	295
%V	16.1%	16.0%	15.6%	18.3%	15.8%	16.0%	15.7%	14.6%
%H (All HH)		95.0%	39.9%	13.4%	74.8%	34.0%	41.0%	66.9%
%H (TV HH)			42.0%	14.1%	78.8%	35.8%	43.2%	
E	377	355	112	27	293	81	213	160
%V	13.8%	13.5%	9.9%	8.4%	14.0%	8.6%	18.4%	7.9%
%H (All HH)		94.2%	29.7%	7.2%	77.7%	21.5%	56.5%	42.4%
%H (TV HH)			31.5%	7.6%	82.5%	22.8%	60.0%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2624	1127	323	2091	937	1155	2026
%H (All HH)		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%
%H (TV HH)			42.9%	12.3%	79.7%	35.7%	44.0%	
Under 25	139	122	42	14	79	26	52	118
%V	5.1%	4.6%	3.7%	4.3%	3.8%	2.8%	4.5%	5.8%
%H (All HH)		87.8%	30.2%	10.1%	56.8%	18.7%	37.4%	84.9%
%H (TV HH)			34.4%	11.5%	64.8%	21.3%	42.6%	
25 - 34	419	390	217	53	270	154	116	356
%V	15.3%	14.9%	19.3%	16.4%	12.9%	16.4%	10.0%	17.6%
%H (All HH)		93.1%	51.8%	12.6%	64.4%	36.8%	27.7%	85.0%
%H (TV HH)			55.6%	13.6%	69.2%	39.5%	29.7%	
35 - 44	451	438	227	58	320	172	148	394
%V	16.5%	16.7%	20.1%	18.0%	15.3%	18.4%	12.8%	19.4%
%H (All HH)		97.1%	50.3%	12.9%	71.0%	38.1%	32.8%	87.4%
%H (TV HH)			51.8%	13.2%	73.1%	39.3%	33.8%	
45 - 54	530	515	249	76	410	223	188	452
%V	19.4%	19.6%	22.1%	23.5%	19.6%	23.8%	16.3%	22.3%
%H (All HH)		97.2%	47.0%	14.3%	77.4%	42.1%	35.5%	85.3%
%H (TV HH)			48.3%	14.8%	79.6%	43.3%	36.5%	
55 - 64	459	448	178	66	372	165	207	376
%V	16.8%	17.1%	15.8%	20.4%	17.8%	17.6%	17.9%	18.6%
%H (All HH)		97.6%	38.8%	14.4%	81.0%	35.9%	45.1%	81.9%
%H (TV HH)			39.7%	14.7%	83.0%	36.8%	46.2%	
65 +	736	711	213	57	640	196	444	331
%V	26.9%	27.1%	18.9%	17.6%	30.6%	20.9%	38.4%	16.3%
%H (All HH)		96.6%	28.9%	7.7%	87.0%	26.6%	60.3%	45.0%
%H (TV HH)			30.0%	8.0%	90.0%	27.6%	62.4%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2624	1127	323	2091	937	1155	2026
%H (All HH)		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%
%H (TV HH)			42.9%	12.3%	79.7%	35.7%	44.0%	
1	838	789	217	66	665	169	496	407
%V	30.6%	30.1%	19.3%	20.4%	31.8%	18.0%	42.9%	20.1%
%H (All HH)		94.2%	25.9%	7.9%	79.4%	20.2%	59.2%	48.6%
%H (TV HH)			27.5%	8.4%	84.3%	21.4%	62.9%	
2	993	961	409	123	781	357	424	796
%V	36.3%	36.6%	36.3%	38.1%	37.4%	38.1%	36.7%	39.3%
%H (All HH)		96.8%	41.2%	12.4%	78.7%	36.0%	42.7%	80.2%
%H (TV HH)			42.6%	12.8%	81.3%	37.1%	44.1%	
3	410	389	214	58	296	184	112	364
%V	15.0%	14.8%	19.0%	18.0%	14.2%	19.6%	9.7%	18.0%
%H (All HH)		94.9%	52.2%	14.1%	72.2%	44.9%	27.3%	88.8%
%H (TV HH)			55.0%	14.9%	76.1%	47.3%	28.8%	
4	328	322	184	57	239	158	82	305
%V	12.0%	12.3%	16.3%	17.6%	11.4%	16.9%	7.1%	15.1%
%H (All HH)		98.2%	56.1%	17.4%	72.9%	48.2%	25.0%	93.0%
%H (TV HH)			57.1%	17.7%	74.2%	49.1%	25.5%	
5+	167	164	103	19	111	70	41	154
%V	6.1%	6.3%	9.1%	5.9%	5.3%	7.5%	3.5%	7.6%
%H (All HH)		98.2%	61.7%	11.4%	66.5%	41.9%	24.6%	92.2%
%H (TV HH)			62.8%	11.6%	67.7%	42.7%	25.0%	
Average HH size	2.30	2.31	2.64	2.53	2.24	2.61	1.93	2.55

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2624	1127	323	2091	937	1155	2026
%H (All HH)		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%
%H (TV HH)			42.9%	12.3%	79.7%	35.7%	44.0%	
Without	2062	1965	746	231	1612	639	973	1431
%V	75.4%	74.9%	66.2%	71.5%	77.1%	68.2%	84.2%	70.6%
%H (All HH)		95.3%	36.2%	11.2%	78.2%	31.0%	47.2%	69.4%
%H (TV HH)			38.0%	11.8%	82.0%	32.5%	49.5%	
With	673	659	380	92	479	298	182	594
%V	24.6%	25.1%	33.7%	28.5%	22.9%	31.8%	15.8%	29.3%
%H (All HH)		97.9%	56.5%	13.7%	71.2%	44.3%	27.0%	88.3%
%H (TV HH)			57.7%	14.0%	72.7%	45.2%	27.6%	
0 - 3	269	262	147	34	184	107	77	231
%V	9.8%	10.0%	13.0%	10.5%	8.8%	11.4%	6.7%	11.4%
%H (All HH)		97.4%	54.6%	12.6%	68.4%	39.8%	28.6%	85.9%
%H (TV HH)			56.1%	13.0%	70.2%	40.8%	29.4%	
4 - 9	341	336	204	44	238	149	89	297
%V	12.5%	12.8%	18.1%	13.6%	11.4%	15.9%	7.7%	14.7%
%H (All HH)		98.5%	59.8%	12.9%	69.8%	43.7%	26.1%	87.1%
%H (TV HH)			60.7%	13.1%	70.8%	44.3%	26.5%	
10 - 15	319	314	181	48	232	149	83	295
%V	11.7%	12.0%	16.1%	14.9%	11.1%	15.9%	7.2%	14.6%
%H (All HH)		98.4%	56.7%	15.0%	72.7%	46.7%	26.0%	92.5%
%H (TV HH)			57.6%	15.3%	73.9%	47.5%	26.4%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2624	1127	323	2091	937	1155	2026
%H (All HH)		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%
%H (TV HH)			42.9%	12.3%	79.7%	35.7%	44.0%	
1	1016	1016	336	98	751	188	563	645
%V	37.1%	38.7%	29.8%	30.3%	35.9%	20.1%	48.7%	31.8%
%H (All HH)		100.0%	33.1%	9.6%	73.9%	18.5%	55.4%	63.5%
%H (TV HH)			33.1%	9.6%	73.9%	18.5%	55.4%	
2	890	890	401	108	720	345	376	657
%V	32.5%	33.9%	35.6%	33.4%	34.4%	36.8%	32.6%	32.4%
%H (All HH)		100.0%	45.1%	12.1%	80.9%	38.8%	42.2%	73.8%
%H (TV HH)			45.1%	12.1%	80.9%	38.8%	42.2%	
3	435	435	225	77	373	236	137	377
%V	15.9%	16.6%	20.0%	23.8%	17.8%	25.2%	11.9%	18.6%
%H (All HH)		100.0%	51.7%	17.7%	85.7%	54.3%	31.5%	86.7%
%H (TV HH)			51.7%	17.7%	85.7%	54.3%	31.5%	
4	190	190	108	26	167	111	57	179
%V	6.9%	7.2%	9.6%	8.0%	8.0%	11.8%	4.9%	8.8%
%H (All HH)		100.0%	56.8%	13.7%	87.9%	58.4%	30.0%	94.2%
%H (TV HH)			56.8%	13.7%	87.9%	58.4%	30.0%	
5+	93	93	57	14	79	57	22	93
%V	3.4%	3.5%	5.1%	4.3%	3.8%	6.1%	1.9%	4.6%
%H (All HH)		100.0%	61.3%	15.1%	84.9%	61.3%	23.7%	100.0%
%H (TV HH)			61.3%	15.1%	84.9%	61.3%	23.7%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2624	1127	323	2091	937	1155	2026
%H (All HH)		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%
%H (TV HH)			42.9%	12.3%	79.7%	35.7%	44.0%	
Under 20"	628	628	262	92	551	277	274	491
%V	23.0%	23.9%	23.2%	28.5%	26.4%	29.6%	23.7%	24.2%
%H (All HH)		100.0%	41.7%	14.6%	87.7%	44.1%	43.6%	78.2%
%H (TV HH)			41.7%	14.6%	87.7%	44.1%	43.6%	
20" - 29"	1019	1019	426	120	864	395	469	773
%V	37.3%	38.8%	37.8%	37.2%	41.3%	42.2%	40.6%	38.2%
%H (All HH)		100.0%	41.8%	11.8%	84.8%	38.8%	46.0%	75.9%
%H (TV HH)			41.8%	11.8%	84.8%	38.8%	46.0%	
30" - 39"	1432	1432	604	190	1164	534	630	1078
%V	52.4%	54.6%	53.6%	58.8%	55.7%	57.0%	54.5%	53.2%
%H (All HH)		100.0%	42.2%	13.3%	81.3%	37.3%	44.0%	75.3%
%H (TV HH)			42.2%	13.3%	81.3%	37.3%	44.0%	
40" and over	1237	1237	692	169	955	581	374	1049
%V	45.2%	47.1%	61.4%	52.3%	45.7%	62.0%	32.4%	51.8%
%H (All HH)		100.0%	55.9%	13.7%	77.2%	47.0%	30.2%	84.8%
%H (TV HH)			55.9%	13.7%	77.2%	47.0%	30.2%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2624	1127	323	2091	937	1155	2026
%V (All HH)		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%
%H (TV HH)			42.9%	12.3%	79.7%	35.7%	44.0%	
Main living room	2579	2579	1117	319	2061	928	1133	1919
%V	94.3%	98.3%	99.1%	98.8%	98.6%	99.0%	98.1%	94.7%
%H (All HH)		100.0%	43.3%	12.4%	79.9%	36.0%	43.9%	74.4%
%H (TV HH)			43.3%	12.4%	79.9%	36.0%	43.9%	
Kitchen	334	334	148	48	303	163	140	279
%V	12.2%	12.7%	13.1%	14.9%	14.5%	17.4%	12.1%	13.8%
%H (All HH)		100.0%	44.3%	14.4%	90.7%	48.8%	41.9%	83.5%
%H (TV HH)			44.3%	14.4%	90.7%	48.8%	41.9%	
Adult's bedroom	1201	1201	599	181	995	580	415	985
%V	43.9%	45.8%	53.1%	56.0%	47.6%	61.9%	35.9%	48.6%
%H (All HH)		100.0%	49.9%	15.1%	82.8%	48.3%	34.6%	82.0%
%H (TV HH)			49.9%	15.1%	82.8%	48.3%	34.6%	
Child's bedroom	280	280	161	45	231	157	75	254
%V	10.2%	10.7%	14.3%	13.9%	11.0%	16.8%	6.5%	12.5%
%H (All HH)		100.0%	57.5%	16.1%	82.5%	56.1%	26.8%	90.7%
%H (TV HH)			57.5%	16.1%	82.5%	56.1%	26.8%	
Other bedroom	145	145	76	15	132	77	55	125
%V	5.3%	5.5%	6.7%	4.6%	6.3%	8.2%	4.8%	6.2%
%H (All HH)		100.0%	52.4%	10.3%	91.0%	53.1%	37.9%	86.2%
%H (TV HH)			52.4%	10.3%	91.0%	53.1%	37.9%	
Second living/dining room	248	248	136	32	209	128	81	210
%V	9.1%	9.5%	12.1%	9.9%	10.0%	13.7%	7.0%	10.4%
%H (All HH)		100.0%	54.8%	12.9%	84.3%	51.6%	32.7%	84.7%
%H (TV HH)			54.8%	12.9%	84.3%	51.6%	32.7%	
Study/office	29	29	11	4	20	8	12	27
%V	1.1%	1.1%	1.0%	1.2%	1.0%	0.9%	1.0%	1.3%
%H (All HH)		100.0%	37.9%	13.8%	69.0%	27.6%	41.4%	93.1%
%H (TV HH)			37.9%	13.8%	69.0%	27.6%	41.4%	
TV room	12	12	7	1	8	5	3	10
%V	0.4%	0.5%	0.6%	0.3%	0.4%	0.5%	0.3%	0.5%
%H (All HH)		100.0%	58.3%	8.3%	66.7%	41.7%	25.0%	83.3%
%H (TV HH)			58.3%	8.3%	66.7%	41.7%	25.0%	
Conservatory	94	94	51	12	81	50	30	85
%V	3.4%	3.6%	4.5%	3.7%	3.9%	5.3%	2.6%	4.2%
%H (All HH)		100.0%	54.3%	12.8%	86.2%	53.2%	31.9%	90.4%
%H (TV HH)			54.3%	12.8%	86.2%	53.2%	31.9%	
Attic or loft room	8	8	4	1	8	4	3	8
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%
%H (All HH)		100.0%	50.0%	12.5%	100.0%	50.0%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	100.0%	50.0%	37.5%	
No specific location	5	5	1	0	5	1	4	3
%V	0.2%	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H (All HH)		100.0%	20.0%	0.0%	100.0%	20.0%	80.0%	60.0%
%H (TV HH)			20.0%	0.0%	100.0%	20.0%	80.0%	
Other	27	27	12	4	25	14	11	24
%V	1.0%	1.0%	1.1%	1.2%	1.2%	1.5%	1.0%	1.2%
%H (All HH)		100.0%	44.4%	14.8%	92.6%	51.9%	40.7%	88.9%
%H (TV HH)			44.4%	14.8%	92.6%	51.9%	40.7%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2624	1127	323	2091	937	1155	2026
%H (All HH)		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%
%H (TV HH)			42.9%	12.3%	79.7%	35.7%	44.0%	
Any DSAT provider	1127	1127	1127	17	760	760	0	959
%V	41.2%	42.9%	100.0%	5.3%	36.3%	81.1%	0.0%	47.3%
%H (All HH)			100.0%	1.5%	67.4%	67.4%	0.0%	85.1%
%H (TV HH)			100.0%	1.5%	67.4%	67.4%	0.0%	
Sky with subcription	933	933	933	7	647	647	0	821
%V	34.1%	35.6%	82.8%	2.2%	30.9%	69.1%	0.0%	40.5%
%H (All HH)			100.0%	0.8%	69.3%	69.3%	0.0%	88.0%
%H (TV HH)			100.0%	0.8%	69.3%	69.3%	0.0%	
Sky without subscription	89	89	89	5	50	50	0	60
%V	3.3%	3.4%	7.9%	1.5%	2.4%	5.3%	0.0%	3.0%
%H (All HH)			100.0%	5.6%	56.2%	56.2%	0.0%	67.4%
%H (TV HH)			100.0%	5.6%	56.2%	56.2%	0.0%	
Freesat	99	99	99	3	65	65	0	77
%V	3.6%	3.8%	8.8%	0.9%	3.1%	6.9%	0.0%	3.8%
%H (All HH)			100.0%	3.0%	65.7%	65.7%	0.0%	77.8%
%H (TV HH)			100.0%	3.0%	65.7%	65.7%	0.0%	
Other satellite provider	31	31	31	2	16	16	0	20
%V	1.1%	1.2%	2.8%	0.6%	0.8%	1.7%	0.0%	1.0%
%H (All HH)			100.0%	6.5%	51.6%	51.6%	0.0%	64.5%
%H (TV HH)			100.0%	6.5%	51.6%	51.6%	0.0%	
DCAB	323	323	17	323	184	184	0	299
%V	11.8%	12.3%	1.5%	100.0%	8.8%	19.6%	0.0%	14.8%
%H (All HH)			5.3%	100.0%	57.0%	57.0%	0.0%	92.6%
%H (TV HH)			5.3%	100.0%	57.0%	57.0%	0.0%	
DTT	2091	2091	760	184	2091	937	1155	1493
%V	76.5%	79.7%	67.4%	57.0%	100.0%	100.0%	100.0%	73.7%
%H (All HH)		100.0%	36.3%	8.8%	100.0%	44.8%	55.2%	71.4%
%H (TV HH)			36.3%	8.8%	100.0%	44.8%	55.2%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2624	1127	323	2091	937	1155	2026
%H (All HH)		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%
%H (TV HH)			42.9%	12.3%	79.7%	35.7%	44.0%	
PVR	1564	1564	945	248	1172	786	386	1364
%V	57.2%	59.6%	83.9%	76.8%	56.0%	83.9%	33.4%	67.3%
%H (All HH)		100.0%	60.4%	15.9%	74.9%	50.3%	24.7%	87.2%
%H (TV HH)			60.4%	15.9%	74.9%	50.3%	24.7%	
DVDR	108	108	46	8	95	42	54	79
%V	3.9%	4.1%	4.1%	2.5%	4.5%	4.5%	4.7%	3.9%
%H (All HH)		100.0%	42.6%	7.4%	88.0%	38.9%	50.0%	73.1%
%H (TV HH)			42.6%	7.4%	88.0%	38.9%	50.0%	
VCR	151	151	57	18	125	48	77	99
%V	5.5%	5.8%	5.1%	5.6%	6.0%	5.1%	6.7%	4.9%
%H (All HH)		100.0%	37.7%	11.9%	82.8%	31.8%	51.0%	65.6%
%H (TV HH)			37.7%	11.9%	82.8%	31.8%	51.0%	
Any recorder	1669	1669	963	255	1271	806	465	1419
%V	61.0%	63.6%	85.4%	78.9%	60.8%	86.0%	40.3%	70.0%
%H (All HH)		100.0%	57.7%	15.3%	76.2%	48.3%	27.9%	85.0%
%H (TV HH)			57.7%	15.3%	76.2%	48.3%	27.9%	
Receives HDTV (via STB or built-in reception)	1385	1385	771	252	1056	678	378	1205
%V	50.6%	52.8%	68.4%	78.0%	50.5%	72.4%	32.7%	59.5%
%H (All HH)		100.0%	55.7%	18.2%	76.2%	49.0%	27.3%	87.0%
%H (TV HH)			55.7%	18.2%	76.2%	49.0%	27.3%	
DVD/Blu-ray player or recorder	2053	2053	941	272	1655	807	848	1622
%V	75.1%	78.2%	83.5%	84.2%	79.1%	86.1%	73.4%	80.1%
%H (All HH)		100.0%	45.8%	13.2%	80.6%	39.3%	41.3%	79.0%
%H (TV HH)			45.8%	13.2%	80.6%	39.3%	41.3%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2735	2624	1127	323	2091	937	1155	2026
%V		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%
%H (All HH)			42.9%	12.3%	79.7%	35.7%	44.0%	
%H (TV HH)								
Has broadband internet	2026	1951	959	299	1493	814	679	2026
%V	74.1%	74.4%	85.1%	92.6%	71.4%	86.9%	58.8%	100.0%
%H (All HH)		96.3%	47.3%	14.8%	73.7%	40.2%	33.5%	100.0%
%H (TV HH)			49.2%	15.3%	76.5%	41.7%	34.8%	
Number of computers (PCs and laptops)								
0	645	612	159	27	544	122	422	45
%V	23.6%	23.3%	14.1%	8.4%	26.0%	13.0%	36.5%	2.2%
%H (All HH)		94.9%	24.7%	4.2%	84.3%	18.9%	65.4%	7.0%
%H (TV HH)			26.0%	4.4%	88.9%	19.9%	69.0%	
1	839	801	341	92	629	269	360	753
%V	30.7%	30.5%	30.3%	28.5%	30.1%	28.7%	31.2%	37.2%
%H (All HH)		95.5%	40.6%	11.0%	75.0%	32.1%	42.9%	89.7%
%H (TV HH)			42.6%	11.5%	78.5%	33.6%	44.9%	
2	562	545	274	94	417	243	174	545
%V	20.5%	20.8%	24.3%	29.1%	19.9%	25.9%	15.1%	26.9%
%H (All HH)		97.0%	48.8%	16.7%	74.2%	43.2%	31.0%	97.0%
%H (TV HH)			50.3%	17.2%	76.5%	44.6%	31.9%	
3	343	329	177	52	251	151	100	341
%V	12.5%	12.5%	15.7%	16.1%	12.0%	16.1%	8.7%	16.8%
%H (All HH)		95.9%	51.6%	15.2%	73.2%	44.0%	29.2%	99.4%
%H (TV HH)			53.8%	15.8%	76.3%	45.9%	30.4%	
4	174	169	90	31	125	77	48	172
%V	6.4%	6.4%	8.0%	9.6%	6.0%	8.2%	4.2%	8.5%
%H (All HH)		97.1%	51.7%	17.8%	71.8%	44.3%	27.6%	98.9%
%H (TV HH)			53.3%	18.3%	74.0%	45.6%	28.4%	
5+	172	167	86	27	125	75	51	170
%V	6.3%	6.4%	7.6%	8.4%	6.0%	8.0%	4.4%	8.4%
%H (All HH)		97.1%	50.0%	15.7%	72.7%	43.6%	29.7%	98.8%
%H (TV HH)			51.5%	16.2%	74.9%	44.9%	30.5%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5364	2558	725	4409	2341	2068	4308
%H		47.7%	13.5%	82.2%	43.6%	38.6%	80.3%
Under 20"	816	351	128	713	376	337	658
%V	15.2%	13.7%	17.7%	16.2%	16.1%	16.3%	15.3%
%H		43.0%	15.7%	87.4%	46.1%	41.3%	80.6%
20" - 29"	1346	592	166	1156	571	584	1055
%V	25.1%	23.1%	22.9%	26.2%	24.4%	28.2%	24.5%
%H		44.0%	12.3%	85.9%	42.4%	43.4%	78.4%
30" - 39"	1722	767	236	1400	690	710	1324
%V	32.1%	30.0%	32.6%	31.8%	29.5%	34.3%	30.7%
%H		44.5%	13.7%	81.3%	40.1%	41.2%	76.9%
40" and over	1455	841	192	1120	699	421	1254
%V	27.1%	32.9%	26.5%	25.4%	29.9%	20.4%	29.1%
%H		57.8%	13.2%	77.0%	48.0%	28.9%	86.2%
Don't know	25	7	2	20	4	16	17
%V	0.5%	0.3%	0.3%	0.5%	0.2%	0.8%	0.4%
%H		28.0%	8.0%	80.0%	16.0%	64.0%	68.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5364	2558	725	4409	2341	2068	4308
%H		47.7%	13.5%	82.2%	43.6%	38.6%	80.3%
Main living room	2598	1126	321	2074	933	1141	1934
%V	48.4%	44.0%	44.3%	47.0%	39.9%	55.2%	44.9%
%H		43.3%	12.4%	79.8%	35.9%	43.9%	74.4%
Kitchen	334	148	48	303	163	140	279
%V	6.2%	5.8%	6.6%	6.9%	7.0%	6.8%	6.5%
%H		44.3%	14.4%	90.7%	48.8%	41.9%	83.5%
Adult's bedroom	1449	744	219	1206	724	481	1221
%V	27.0%	29.1%	30.2%	27.4%	30.9%	23.3%	28.3%
%H		51.3%	15.1%	83.2%	50.0%	33.2%	84.3%
Child's bedroom	381	224	61	310	212	97	351
%V	7.1%	8.8%	8.4%	7.0%	9.1%	4.7%	8.1%
%H		58.8%	16.0%	81.4%	55.6%	25.5%	92.1%
Other bedroom	173	90	19	158	94	64	151
%V	3.2%	3.5%	2.6%	3.6%	4.0%	3.1%	3.5%
%H		52.0%	11.0%	91.3%	54.3%	37.0%	87.3%
Second living/dining room	252	138	33	211	130	81	213
%V	4.7%	5.4%	4.6%	4.8%	5.6%	3.9%	4.9%
%H		54.8%	13.1%	83.7%	51.6%	32.1%	84.5%
Study/office	29	11	4	20	8	12	27
%V	0.5%	0.4%	0.6%	0.5%	0.3%	0.6%	0.6%
%H		37.9%	13.8%	69.0%	27.6%	41.4%	93.1%
TV room	12	7	1	8	5	3	10
%V	0.2%	0.3%	0.1%	0.2%	0.2%	0.1%	0.2%
%H		58.3%	8.3%	66.7%	41.7%	25.0%	83.3%
Conservatory	94	51	12	81	50	30	85
%V	1.8%	2.0%	1.7%	1.8%	2.1%	1.5%	2.0%
%H		54.3%	12.8%	86.2%	53.2%	31.9%	90.4%
Attic or loft room	9	4	1	8	5	3	9
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%
%H		44.4%	11.1%	88.9%	55.6%	33.3%	100.0%
No specific location	5	1	0	5	1	4	3
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		20.0%	0.0%	100.0%	20.0%	80.0%	60.0%
Other	27	12	4	25	14	11	24
%V	0.5%	0.5%	0.6%	0.6%	0.6%	0.5%	0.6%
%H		44.4%	14.8%	92.6%	51.9%	40.7%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5364	2558	725	4409	2341	2068	4308
%H		47.7%	13.5%	82.2%	43.6%	38.6%	80.3%
PVR	1998	1273	325	1453	1030	423	1772
%V	37.2%	49.8%	44.8%	33.0%	44.0%	20.5%	41.1%
%H		63.7%	16.3%	72.7%	51.6%	21.2%	88.7%
DVDR	120	49	9	106	45	61	87
%V	2.2%	1.9%	1.2%	2.4%	1.9%	2.9%	2.0%
%H		40.8%	7.5%	88.3%	37.5%	50.8%	72.5%
VCR	156	60	18	130	51	79	102
%V	2.9%	2.3%	2.5%	2.9%	2.2%	3.8%	2.4%
%H		38.5%	11.5%	83.3%	32.7%	50.6%	65.4%
Any recorder	2141	1306	335	1588	1066	522	1854
%V	39.9%	51.1%	46.2%	36.0%	45.5%	25.2%	43.0%
%H		61.0%	15.6%	74.2%	49.8%	24.4%	86.6%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5364	2558	725	4409	2341	2068	4308
%H		47.7%	13.5%	82.2%	43.6%	38.6%	80.3%
Receives HDTV (via STB or built-in reception)	1904	1079	362	1460	974	486	1691
%V	35.5%	42.2%	49.9%	33.1%	41.6%	23.5%	39.3%
%H		56.7%	19.0%	76.7%	51.2%	25.5%	88.8%
DVD/Blu-ray player or recorder	2955	1434	412	2444	1318	1126	2437
%V	55.1%	56.1%	56.8%	55.4%	56.3%	54.4%	56.6%
%H		48.5%	13.9%	82.7%	44.6%	38.1%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2615	1127	323	2090	937	1153	1944
%H		43.1%	12.4%	79.9%	35.8%	44.1%	74.3%
Under 20"	52	12	4	41	8	33	26
%V	2.0%	1.1%	1.2%	2.0%	0.9%	2.9%	1.3%
%H		23.1%	7.7%	78.8%	15.4%	63.5%	50.0%
20" - 29"	319	64	21	275	47	228	178
%V	12.2%	5.7%	6.5%	13.2%	5.0%	19.8%	9.2%
%H		20.1%	6.6%	86.2%	14.7%	71.5%	55.8%
30" - 39"	1037	375	136	843	322	521	723
%V	39.7%	33.3%	42.1%	40.3%	34.4%	45.2%	37.2%
%H		36.2%	13.1%	81.3%	31.1%	50.2%	69.7%
40" and over	1194	672	161	920	558	362	1011
%V	45.7%	59.6%	49.8%	44.0%	59.6%	31.4%	52.0%
%H		56.3%	13.5%	77.1%	46.7%	30.3%	84.7%
Don't know	13	4	1	11	3	8	6
%V	0.5%	0.4%	0.3%	0.5%	0.3%	0.7%	0.3%
%H		30.8%	7.7%	84.6%	23.1%	61.5%	46.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2615	1127	323	2090	937	1153	1944
%H		43.1%	12.4%	79.9%	35.8%	44.1%	74.3%
PVR	1526	931	245	1138	773	364	1335
%V	58.4%	82.6%	75.9%	54.4%	82.5%	31.6%	68.7%
%H		61.0%	16.1%	74.6%	50.7%	23.9%	87.5%
DVDR	95	40	7	83	35	48	66
%V	3.6%	3.5%	2.2%	4.0%	3.7%	4.2%	3.4%
%H		42.1%	7.4%	87.4%	36.8%	50.5%	69.5%
VCR	128	48	15	104	39	65	83
%V	4.9%	4.3%	4.6%	5.0%	4.2%	5.6%	4.3%
%H		37.5%	11.7%	81.3%	30.5%	50.8%	64.8%
Any recorder	1626	951	251	1231	793	439	1388
%V	62.2%	84.4%	77.7%	58.9%	84.6%	38.1%	71.4%
%H		58.5%	15.4%	75.7%	48.8%	27.0%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2615	1127	323	2090	937	1153	1944
%H		43.1%	12.4%	79.9%	35.8%	44.1%	74.3%
Receives HDTV (via STB or built-in reception)	1338	753	247	1013	660	352	1166
%V	51.2%	66.8%	76.5%	48.5%	70.4%	30.5%	60.0%
%H		56.3%	18.5%	75.7%	49.3%	26.3%	87.1%
DVD/Blu-ray player or recorder	1902	867	250	1525	736	790	1493
%V	72.7%	76.9%	77.4%	73.0%	78.5%	68.5%	76.8%
%H		45.6%	13.1%	80.2%	38.7%	41.5%	78.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2749	1431	402	2319	1404	915	2363
%H		52.1%	14.6%	84.4%	51.1%	33.3%	86.0%
Under 20"	764	339	123	672	368	304	632
%V	27.8%	23.7%	30.6%	29.0%	26.2%	33.2%	26.7%
%H		44.4%	16.1%	88.0%	48.2%	39.8%	82.7%
20" - 29"	1027	528	145	881	525	356	877
%V	37.4%	36.9%	36.1%	38.0%	37.4%	38.9%	37.1%
%H		51.4%	14.1%	85.8%	51.1%	34.7%	85.4%
30" - 39"	685	392	101	557	368	189	601
%V	24.9%	27.4%	25.1%	24.0%	26.2%	20.7%	25.4%
%H		57.2%	14.7%	81.3%	53.7%	27.6%	87.7%
40" and over	261	169	31	200	141	59	243
%V	9.5%	11.8%	7.7%	8.6%	10.0%	6.4%	10.3%
%H		64.8%	11.9%	76.6%	54.0%	22.6%	93.1%
Don't know	12	3	2	9	2	7	11
%V	0.4%	0.2%	0.5%	0.4%	0.1%	0.8%	0.5%
%H		25.0%	16.7%	75.0%	16.7%	58.3%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2749	1431	402	2319	1404	915	2363
%H		52.1%	14.6%	84.4%	51.1%	33.3%	86.0%
PVR	472	342	80	315	256	59	437
%V	17.2%	23.9%	19.9%	13.6%	18.2%	6.4%	18.5%
%H		72.5%	16.9%	66.7%	54.2%	12.5%	92.6%
DVDR	25	10	2	23	10	13	20
%V	0.9%	0.7%	0.5%	1.0%	0.7%	1.4%	0.8%
%H		40.0%	8.0%	92.0%	40.0%	52.0%	80.0%
VCR	28	12	2	26	13	14	18
%V	1.0%	0.8%	0.5%	1.1%	0.9%	1.5%	0.8%
%H		42.9%	7.1%	92.9%	46.4%	50.0%	64.3%
Any recorder	515	356	84	357	273	84	466
%V	18.7%	24.9%	20.9%	15.4%	19.4%	9.2%	19.7%
%H		69.1%	16.3%	69.3%	53.0%	16.3%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2749	1431	402	2319	1404	915	2363
%H		52.1%	14.6%	84.4%	51.1%	33.3%	86.0%
Receives HDTV (via STB or built-in reception)	567	326	115	448	314	134	526
%V	20.6%	22.8%	28.6%	19.3%	22.4%	14.6%	22.3%
%H		57.5%	20.3%	79.0%	55.4%	23.6%	92.8%
DVD/Blu-ray player or recorder	1053	567	161	918	583	336	944
%V	38.3%	39.6%	40.0%	39.6%	41.5%	36.7%	39.9%
%H		53.8%	15.3%	87.2%	55.4%	31.9%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6280	6063	2979	818	4675	2447	2228	5156
%H		96.5%	47.4%	13.0%	74.4%	39.0%	35.5%	82.1%
Total Children	1180	1158	678	160	821	508	314	1043
%V	18.8%	19.1%	22.8%	19.6%	17.6%	20.8%	14.1%	20.2%
%H		98.1%	57.5%	13.6%	69.6%	43.1%	26.6%	88.4%
0 - 3	310	303	169	38	213	123	90	267
%V	4.9%	5.0%	5.7%	4.6%	4.6%	5.0%	4.0%	5.2%
%H		97.7%	54.5%	12.3%	68.7%	39.7%	29.0%	86.1%
4 - 15	870	855	510	122	608	385	223	775
%V	13.9%	14.1%	17.1%	14.9%	13.0%	15.7%	10.0%	15.0%
%H		98.3%	58.6%	14.0%	69.9%	44.3%	25.6%	89.1%
4 - 9	452	445	272	60	309	194	115	391
%V	7.2%	7.3%	9.1%	7.3%	6.6%	7.9%	5.2%	7.6%
%H		98.5%	60.2%	13.3%	68.4%	42.9%	25.4%	86.5%
10 - 15	418	410	238	62	299	191	108	384
%V	6.7%	6.8%	8.0%	7.6%	6.4%	7.8%	4.8%	7.4%
%H		98.1%	56.9%	14.8%	71.5%	45.7%	25.8%	91.9%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6280	6063	2979	818	4675	2447	2228	5156
%H		96.5%	47.4%	13.0%	74.4%	39.0%	35.5%	82.1%
Total Adults (16+)	5100	4905	2300	658	3854	1939	1915	4113
%V	81.2%	80.9%	77.2%	80.4%	82.4%	79.2%	86.0%	79.8%
%H		96.2%	45.1%	12.9%	75.6%	38.0%	37.5%	80.6%
16 - 19	319	309	164	52	231	141	89	295
%V	5.1%	5.1%	5.5%	6.4%	4.9%	5.8%	4.0%	5.7%
%H		96.9%	51.4%	16.3%	72.4%	44.2%	27.9%	92.5%
20 - 24	417	383	180	48	278	145	133	383
%V	6.6%	6.3%	6.0%	5.9%	5.9%	5.9%	6.0%	7.4%
%H		91.8%	43.2%	11.5%	66.7%	34.8%	31.9%	91.8%
25 - 34	819	756	430	113	526	323	203	721
%V	13.0%	12.5%	14.4%	13.8%	11.3%	13.2%	9.1%	14.0%
%H		92.3%	52.5%	13.8%	64.2%	39.4%	24.8%	88.0%
35 - 44	790	766	424	106	557	327	230	704
%V	12.6%	12.6%	14.2%	13.0%	11.9%	13.4%	10.3%	13.7%
%H		97.0%	53.7%	13.4%	70.5%	41.4%	29.1%	89.1%
45 - 54	897	876	430	140	694	388	306	784
%V	14.3%	14.4%	14.4%	17.1%	14.8%	15.9%	13.7%	15.2%
%H		97.7%	47.9%	15.6%	77.4%	43.3%	34.1%	87.4%
55 - 64	749	734	321	101	603	287	316	642
%V	11.9%	12.1%	10.8%	12.3%	12.9%	11.7%	14.2%	12.5%
%H		98.0%	42.9%	13.5%	80.5%	38.3%	42.2%	85.7%
65+	1109	1080	352	99	965	329	636	584
%V	17.7%	17.8%	11.8%	12.1%	20.6%	13.4%	28.5%	11.3%
%H		97.4%	31.7%	8.9%	87.0%	29.7%	57.3%	52.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5100	4905	2300	658	3854	1939	1915	4113
%H		96.2%	45.1%	12.9%	75.6%	38.0%	37.5%	80.6%
AB	1135	1096	560	127	845	443	402	1055
%V	22.3%	22.3%	24.3%	19.3%	21.9%	22.8%	21.0%	25.7%
%H		96.6%	49.3%	11.2%	74.4%	39.0%	35.4%	93.0%
C1	1340	1281	601	187	1029	542	487	1162
%V	26.3%	26.1%	26.1%	28.4%	26.7%	28.0%	25.4%	28.3%
%H		95.6%	44.9%	14.0%	76.8%	40.4%	36.3%	86.7%
C2	1272	1241	600	179	974	514	460	1025
%V	24.9%	25.3%	26.1%	27.2%	25.3%	26.5%	24.0%	24.9%
%H		97.6%	47.2%	14.1%	76.6%	40.4%	36.2%	80.6%
D	818	782	353	123	597	302	295	603
%V	16.0%	15.9%	15.3%	18.7%	15.5%	15.6%	15.4%	14.7%
%H		95.6%	43.2%	15.0%	73.0%	36.9%	36.1%	73.7%
E	535	505	187	42	408	137	271	268
%V	10.5%	10.3%	8.1%	6.4%	10.6%	7.1%	14.2%	6.5%
%H		94.4%	35.0%	7.9%	76.3%	25.6%	50.7%	50.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5100	4905	2300	658	3854	1939	1915	4113
%H		96.2%	45.1%	12.9%	75.6%	38.0%	37.5%	80.6%
Working full time	2244	2173	1129	345	1625	943	681	2063
%V	44.0%	44.3%	49.1%	52.4%	42.2%	48.6%	35.6%	50.2%
%H		96.8%	50.3%	15.4%	72.4%	42.0%	30.3%	91.9%
Working part time	563	551	282	83	434	249	185	508
%V	11.0%	11.2%	12.3%	12.6%	11.3%	12.8%	9.7%	12.4%
%H		97.9%	50.1%	14.7%	77.1%	44.2%	32.9%	90.2%
Not working	2293	2181	890	230	1795	747	1048	1542
%V	45.0%	44.5%	38.7%	35.0%	46.6%	38.5%	54.7%	37.5%
%H		95.1%	38.8%	10.0%	78.3%	32.6%	45.7%	67.2%
Housewife/Houseperson	2735	2624	1127	323	2091	937	1155	2026
%V	53.6%	53.5%	49.0%	49.1%	54.3%	48.3%	60.3%	49.3%
%H		95.9%	41.2%	11.8%	76.5%	34.3%	42.2%	74.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2500	2394	1162	320	1864	973	892	2059
%H		95.8%	46.5%	12.8%	74.6%	38.9%	35.7%	82.4%
16 - 19	160	157	84	27	117	73	44	151
%V	6.4%	6.6%	7.2%	8.4%	6.3%	7.5%	4.9%	7.3%
%H		98.1%	52.5%	16.9%	73.1%	45.6%	27.5%	94.4%
20 - 24	221	205	93	25	146	74	72	206
%V	8.8%	8.6%	8.0%	7.8%	7.8%	7.6%	8.1%	10.0%
%H		92.8%	42.1%	11.3%	66.1%	33.5%	32.6%	93.2%
25 - 34	408	367	218	51	260	168	93	361
%V	16.3%	15.3%	18.8%	15.9%	13.9%	17.3%	10.4%	17.5%
%H		90.0%	53.4%	12.5%	63.7%	41.2%	22.8%	88.5%
35 - 44	393	379	210	57	267	160	107	347
%V	15.7%	15.8%	18.1%	17.8%	14.3%	16.4%	12.0%	16.9%
%H		96.4%	53.4%	14.5%	67.9%	40.7%	27.2%	88.3%
45 - 54	441	430	209	67	342	186	156	378
%V	17.6%	18.0%	18.0%	20.9%	18.3%	19.1%	17.5%	18.4%
%H		97.5%	47.4%	15.2%	77.6%	42.2%	35.4%	85.7%
55 - 64	369	361	169	41	290	138	153	318
%V	14.8%	15.1%	14.5%	12.8%	15.6%	14.2%	17.2%	15.4%
%H		97.8%	45.8%	11.1%	78.6%	37.4%	41.5%	86.2%
65+	507	495	180	51	442	175	267	297
%V	20.3%	20.7%	15.5%	15.9%	23.7%	18.0%	29.9%	14.4%
%H		97.6%	35.5%	10.1%	87.2%	34.5%	52.7%	58.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2500	2394	1162	320	1864	973	892	2059
%H		95.8%	46.5%	12.8%	74.6%	38.9%	35.7%	82.4%
AB	556	535	290	65	410	232	178	526
%V	22.2%	22.3%	25.0%	20.3%	22.0%	23.8%	20.0%	25.5%
%H		96.2%	52.2%	11.7%	73.7%	41.7%	32.0%	94.6%
C1	627	599	288	83	480	262	218	566
%V	25.1%	25.0%	24.8%	25.9%	25.8%	26.9%	24.4%	27.5%
%H		95.5%	45.9%	13.2%	76.6%	41.8%	34.8%	90.3%
C2	692	669	327	91	521	272	249	548
%V	27.7%	27.9%	28.1%	28.4%	28.0%	28.0%	27.9%	26.6%
%H		96.7%	47.3%	13.2%	75.3%	39.3%	36.0%	79.2%
D	397	375	173	63	282	149	134	303
%V	15.9%	15.7%	14.9%	19.7%	15.1%	15.3%	15.0%	14.7%
%H		94.5%	43.6%	15.9%	71.0%	37.5%	33.8%	76.3%
E	229	216	85	18	171	58	113	116
%V	9.2%	9.0%	7.3%	5.6%	9.2%	6.0%	12.7%	5.6%
%H		94.3%	37.1%	7.9%	74.7%	25.3%	49.3%	50.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2500	2394	1162	320	1864	973	892	2059
%H		95.8%	46.5%	12.8%	74.6%	38.9%	35.7%	82.4%
Working full time	1377	1326	718	200	983	588	395	1260
%V	55.1%	55.4%	61.8%	62.5%	52.7%	60.4%	44.3%	61.2%
%H		96.3%	52.1%	14.5%	71.4%	42.7%	28.7%	91.5%
Working part time	123	121	55	20	93	47	46	111
%V	4.9%	5.1%	4.7%	6.3%	5.0%	4.8%	5.2%	5.4%
%H		98.4%	44.7%	16.3%	75.6%	38.2%	37.4%	90.2%
Not working	1000	947	389	100	789	338	450	687
%V	40.0%	39.6%	33.5%	31.3%	42.3%	34.7%	50.4%	33.4%
%H		94.7%	38.9%	10.0%	78.9%	33.8%	45.0%	68.7%
Housewife/Houseperson	602	556	214	54	448	172	276	384
%V	24.1%	23.2%	18.4%	16.9%	24.0%	17.7%	30.9%	18.6%
%H		92.4%	35.5%	9.0%	74.4%	28.6%	45.8%	63.8%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2600	2512	1138	338	1989	966	1023	2055
%H		96.6%	43.8%	13.0%	76.5%	37.2%	39.3%	79.0%
16 - 19	159	152	80	25	114	69	45	145
%V	6.1%	6.1%	7.0%	7.4%	5.7%	7.1%	4.4%	7.1%
%H		95.6%	50.3%	15.7%	71.7%	43.4%	28.3%	91.2%
20 - 24	196	178	87	22	132	71	62	176
%V	7.5%	7.1%	7.6%	6.5%	6.6%	7.3%	6.1%	8.6%
%H		90.8%	44.4%	11.2%	67.3%	36.2%	31.6%	89.8%
25 - 34	411	390	212	61	266	155	111	360
%V	15.8%	15.5%	18.6%	18.0%	13.4%	16.0%	10.9%	17.5%
%H		94.9%	51.6%	14.8%	64.7%	37.7%	27.0%	87.6%
35 - 44	397	387	214	49	289	167	123	356
%V	15.3%	15.4%	18.8%	14.5%	14.5%	17.3%	12.0%	17.3%
%H		97.5%	53.9%	12.3%	72.8%	42.1%	31.0%	89.7%
45 - 54	456	447	221	72	353	202	150	406
%V	17.5%	17.8%	19.4%	21.3%	17.7%	20.9%	14.7%	19.8%
%H		98.0%	48.5%	15.8%	77.4%	44.3%	32.9%	89.0%
55 - 64	379	373	152	60	312	149	163	324
%V	14.6%	14.8%	13.4%	17.8%	15.7%	15.4%	15.9%	15.8%
%H		98.4%	40.1%	15.8%	82.3%	39.3%	43.0%	85.5%
65+	602	586	172	49	523	154	369	287
%V	23.2%	23.3%	15.1%	14.5%	26.3%	15.9%	36.1%	14.0%
%H		97.3%	28.6%	8.1%	86.9%	25.6%	61.3%	47.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2600	2512	1138	338	1989	966	1023	2055
%H		96.6%	43.8%	13.0%	76.5%	37.2%	39.3%	79.0%
AB	579	561	270	62	435	211	224	529
%V	22.3%	22.3%	23.7%	18.3%	21.9%	21.8%	21.9%	25.7%
%H		96.9%	46.6%	10.7%	75.1%	36.4%	38.7%	91.4%
C1	714	683	313	104	550	281	269	596
%V	27.5%	27.2%	27.5%	30.8%	27.7%	29.1%	26.3%	29.0%
%H		95.7%	43.8%	14.6%	77.0%	39.4%	37.7%	83.5%
C2	580	572	273	88	453	242	211	477
%V	22.3%	22.8%	24.0%	26.0%	22.8%	25.1%	20.6%	23.2%
%H		98.6%	47.1%	15.2%	78.1%	41.7%	36.4%	82.2%
D	421	407	180	61	315	153	162	300
%V	16.2%	16.2%	15.8%	18.0%	15.8%	15.8%	15.8%	14.6%
%H		96.7%	42.8%	14.5%	74.8%	36.3%	38.5%	71.3%
E	306	289	103	23	237	79	158	152
%V	11.8%	11.5%	9.1%	6.8%	11.9%	8.2%	15.4%	7.4%
%H		94.4%	33.7%	7.5%	77.5%	25.8%	51.6%	49.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2600	2512	1138	338	1989	966	1023	2055
%H		96.6%	43.8%	13.0%	76.5%	37.2%	39.3%	79.0%
Working full time	868	847	411	146	642	356	286	803
%V	33.4%	33.7%	36.1%	43.2%	32.3%	36.9%	28.0%	39.1%
%H		97.6%	47.4%	16.8%	74.0%	41.0%	32.9%	92.5%
Working part time	440	431	226	63	341	202	139	397
%V	16.9%	17.2%	19.9%	18.6%	17.1%	20.9%	13.6%	19.3%
%H		98.0%	51.4%	14.3%	77.5%	45.9%	31.6%	90.2%
Not working	1292	1234	500	130	1006	409	598	855
%V	49.7%	49.1%	43.9%	38.5%	50.6%	42.3%	58.5%	41.6%
%H		95.5%	38.7%	10.1%	77.9%	31.7%	46.3%	66.2%
Housewife/Houseperson	2133	2068	913	269	1643	765	878	1642
%V	82.0%	82.3%	80.2%	79.6%	82.6%	79.2%	85.8%	79.9%
%H		97.0%	42.8%	12.6%	77.0%	35.9%	41.2%	77.0%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1222	1178	481	212	880	397	483	863
%H (All HH)		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%
%H (TV HH)			40.8%	18.0%	74.7%	33.7%	41.0%	
AB	250	244	115	41	181	90	90	221
%V	20.5%	20.7%	23.9%	19.3%	20.6%	22.7%	18.6%	25.6%
%H (All HH)		97.6%	46.0%	16.4%	72.4%	36.0%	36.0%	88.4%
%H (TV HH)			47.1%	16.8%	74.2%	36.9%	36.9%	
C1	312	299	132	52	219	102	117	249
%V	25.5%	25.4%	27.4%	24.5%	24.9%	25.7%	24.2%	28.9%
%H (All HH)		95.8%	42.3%	16.7%	70.2%	32.7%	37.5%	79.8%
%H (TV HH)			44.1%	17.4%	73.2%	34.1%	39.1%	
C2	252	245	109	54	179	99	80	199
%V	20.6%	20.8%	22.7%	25.5%	20.3%	24.9%	16.6%	23.1%
%H (All HH)		97.2%	43.3%	21.4%	71.0%	39.3%	31.7%	79.0%
%H (TV HH)			44.5%	22.0%	73.1%	40.4%	32.7%	
D	214	207	82	43	155	70	85	121
%V	17.5%	17.6%	17.0%	20.3%	17.6%	17.6%	17.6%	14.0%
%H (All HH)		96.7%	38.3%	20.1%	72.4%	32.7%	39.7%	56.5%
%H (TV HH)			39.6%	20.8%	74.9%	33.8%	41.1%	
E	193	183	44	22	147	35	112	72
%V	15.8%	15.5%	9.1%	10.4%	16.7%	8.8%	23.2%	8.3%
%H (All HH)		94.8%	22.8%	11.4%	76.2%	18.1%	58.0%	37.3%
%H (TV HH)			24.0%	12.0%	80.3%	19.1%	61.2%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North East

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1222	1178	481	212	880	397	483	863
%V		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%
%H (All HH)			40.8%	18.0%	74.7%	33.7%	41.0%	
%H (TV HH)								
Under 25	54	46	12	6	32	8	24	39
%V	4.4%	3.9%	2.5%	2.8%	3.6%	2.0%	5.0%	4.5%
%H (All HH)		85.2%	22.2%	11.1%	59.3%	14.8%	44.4%	72.2%
%H (TV HH)			26.1%	13.0%	69.6%	17.4%	52.2%	
25 - 34	171	161	96	27	100	61	39	147
%V	14.0%	13.7%	20.0%	12.7%	11.4%	15.4%	8.1%	17.0%
%H (All HH)		94.2%	56.1%	15.8%	58.5%	35.7%	22.8%	86.0%
%H (TV HH)			59.6%	16.8%	62.1%	37.9%	24.2%	
35 - 44	192	188	96	32	126	68	58	168
%V	15.7%	16.0%	20.0%	15.1%	14.3%	17.1%	12.0%	19.5%
%H (All HH)		97.9%	50.0%	16.7%	65.6%	35.4%	30.2%	87.5%
%H (TV HH)			51.1%	17.0%	67.0%	36.2%	30.9%	
45 - 54	240	235	119	47	175	104	71	196
%V	19.6%	19.9%	24.7%	22.2%	19.9%	26.2%	14.7%	22.7%
%H (All HH)		97.9%	49.6%	19.6%	72.9%	43.3%	29.6%	81.7%
%H (TV HH)			50.6%	20.0%	74.5%	44.3%	30.2%	
55 - 64	207	198	69	43	154	66	87	154
%V	16.9%	16.8%	14.3%	20.3%	17.5%	16.6%	18.0%	17.8%
%H (All HH)		95.7%	33.3%	20.8%	74.4%	31.9%	42.0%	74.4%
%H (TV HH)			34.8%	21.7%	77.8%	33.3%	43.9%	
65 +	358	350	90	58	293	90	204	159
%V	29.3%	29.7%	18.7%	27.4%	33.3%	22.7%	42.2%	18.4%
%H (All HH)		97.8%	25.1%	16.2%	81.8%	25.1%	57.0%	44.4%
%H (TV HH)			25.7%	16.6%	83.7%	25.7%	58.3%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1222	1178	481	212	880	397	483	863
%H (All HH)		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%
%H (TV HH)			40.8%	18.0%	74.7%	33.7%	41.0%	
1	394	375	96	47	296	69	227	172
%V	32.2%	31.8%	20.0%	22.2%	33.6%	17.4%	47.0%	19.9%
%H (All HH)		95.2%	24.4%	11.9%	75.1%	17.5%	57.6%	43.7%
%H (TV HH)			25.6%	12.5%	78.9%	18.4%	60.5%	
2	435	424	177	84	322	156	165	332
%V	35.6%	36.0%	36.8%	39.6%	36.6%	39.3%	34.2%	38.5%
%H (All HH)		97.5%	40.7%	19.3%	74.0%	35.9%	37.9%	76.3%
%H (TV HH)			41.7%	19.8%	75.9%	36.8%	38.9%	
3	178	172	90	39	115	71	44	157
%V	14.6%	14.6%	18.7%	18.4%	13.1%	17.9%	9.1%	18.2%
%H (All HH)		96.6%	50.6%	21.9%	64.6%	39.9%	24.7%	88.2%
%H (TV HH)			52.3%	22.7%	66.9%	41.3%	25.6%	
4	142	138	75	31	98	66	33	134
%V	11.6%	11.7%	15.6%	14.6%	11.1%	16.6%	6.8%	15.5%
%H (All HH)		97.2%	52.8%	21.8%	69.0%	46.5%	23.2%	94.4%
%H (TV HH)			54.3%	22.5%	71.0%	47.8%	23.9%	
5+	71	69	43	10	49	35	14	67
%V	5.8%	5.9%	8.9%	4.7%	5.6%	8.8%	2.9%	7.8%
%H (All HH)		97.2%	60.6%	14.1%	69.0%	49.3%	19.7%	94.4%
%H (TV HH)			62.3%	14.5%	71.0%	50.7%	20.3%	
Average HH size	2.25	2.26	2.60	2.41	2.21	2.64	1.86	2.55

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1222	1178	481	212	880	397	483	863
%H (All HH)		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%
%H (TV HH)			40.8%	18.0%	74.7%	33.7%	41.0%	
Without	926	887	313	161	682	271	411	601
%V	75.8%	75.3%	65.1%	75.9%	77.5%	68.3%	85.1%	69.6%
%H (All HH)		95.8%	33.8%	17.4%	73.7%	29.3%	44.4%	64.9%
%H (TV HH)			35.3%	18.2%	76.9%	30.6%	46.3%	
With	296	291	168	51	198	126	72	263
%V	24.2%	24.7%	34.9%	24.1%	22.5%	31.7%	14.9%	30.5%
%H (All HH)		98.3%	56.8%	17.2%	66.9%	42.6%	24.3%	88.9%
%H (TV HH)			57.7%	17.5%	68.0%	43.3%	24.7%	
0 - 3	106	104	58	17	70	41	30	87
%V	8.7%	8.8%	12.1%	8.0%	8.0%	10.3%	6.2%	10.1%
%H (All HH)		98.1%	54.7%	16.0%	66.0%	38.7%	28.3%	82.1%
%H (TV HH)			55.8%	16.3%	67.3%	39.4%	28.8%	
4 - 9	151	148	86	28	94	59	34	133
%V	12.4%	12.6%	17.9%	13.2%	10.7%	14.9%	7.0%	15.4%
%H (All HH)		98.0%	57.0%	18.5%	62.3%	39.1%	22.5%	88.1%
%H (TV HH)			58.1%	18.9%	63.5%	39.9%	23.0%	
10 - 15	138	135	82	24	98	66	31	131
%V	11.3%	11.5%	17.0%	11.3%	11.1%	16.6%	6.4%	15.2%
%H (All HH)		97.8%	59.4%	17.4%	71.0%	47.8%	22.5%	94.9%
%H (TV HH)			60.7%	17.8%	72.6%	48.9%	23.0%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1222	1178	481	212	880	397	483	863
%H (All HH)		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%
%H (TV HH)			40.8%	18.0%	74.7%	33.7%	41.0%	
1	461	461	149	66	304	64	240	263
%V	37.7%	39.1%	31.0%	31.1%	34.5%	16.1%	49.7%	30.5%
%H (All HH)		100.0%	32.3%	14.3%	65.9%	13.9%	52.1%	57.0%
%H (TV HH)			32.3%	14.3%	65.9%	13.9%	52.1%	
2	414	414	164	80	327	155	173	299
%V	33.9%	35.1%	34.1%	37.7%	37.2%	39.0%	35.8%	34.6%
%H (All HH)		100.0%	39.6%	19.3%	79.0%	37.4%	41.8%	72.2%
%H (TV HH)			39.6%	19.3%	79.0%	37.4%	41.8%	
3	186	186	97	40	154	105	49	166
%V	15.2%	15.8%	20.2%	18.9%	17.5%	26.4%	10.1%	19.2%
%H (All HH)		100.0%	52.2%	21.5%	82.8%	56.5%	26.3%	89.2%
%H (TV HH)			52.2%	21.5%	82.8%	56.5%	26.3%	
4	72	72	43	19	58	45	13	68
%V	5.9%	6.1%	8.9%	9.0%	6.6%	11.3%	2.7%	7.9%
%H (All HH)		100.0%	59.7%	26.4%	80.6%	62.5%	18.1%	94.4%
%H (TV HH)			59.7%	26.4%	80.6%	62.5%	18.1%	
5+	44	44	27	9	38	29	9	43
%V	3.6%	3.7%	5.6%	4.2%	4.3%	7.3%	1.9%	5.0%
%H (All HH)		100.0%	61.4%	20.5%	86.4%	65.9%	20.5%	97.7%
%H (TV HH)			61.4%	20.5%	86.4%	65.9%	20.5%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1222	1178	481	212	880	397	483	863
%H (All HH)		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%
%H (TV HH)			40.8%	18.0%	74.7%	33.7%	41.0%	
Under 20"	284	284	108	66	242	133	109	212
%V	23.2%	24.1%	22.5%	31.1%	27.5%	33.5%	22.6%	24.6%
%H (All HH)		100.0%	38.0%	23.2%	85.2%	46.8%	38.4%	74.6%
%H (TV HH)			38.0%	23.2%	85.2%	46.8%	38.4%	
20" - 29"	410	410	168	77	331	163	168	297
%V	33.6%	34.8%	34.9%	36.3%	37.6%	41.1%	34.8%	34.4%
%H (All HH)		100.0%	41.0%	18.8%	80.7%	39.8%	41.0%	72.4%
%H (TV HH)			41.0%	18.8%	80.7%	39.8%	41.0%	
30" - 39"	625	625	251	114	496	236	260	456
%V	51.1%	53.1%	52.2%	53.8%	56.4%	59.4%	53.8%	52.8%
%H (All HH)		100.0%	40.2%	18.2%	79.4%	37.8%	41.6%	73.0%
%H (TV HH)			40.2%	18.2%	79.4%	37.8%	41.6%	
40" and over	608	608	316	121	424	248	176	497
%V	49.8%	51.6%	65.7%	57.1%	48.2%	62.5%	36.4%	57.6%
%H (All HH)		100.0%	52.0%	19.9%	69.7%	40.8%	28.9%	81.7%
%H (TV HH)			52.0%	19.9%	69.7%	40.8%	28.9%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1222	1178	481	212	880	397	483	863
%V (All HH)		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%
%H (TV HH)			40.8%	18.0%	74.7%	33.7%	41.0%	
Main living room	1168	1168	479	212	874	396	478	833
%V	95.6%	99.2%	99.6%	100.0%	99.3%	99.7%	99.0%	96.5%
%H (All HH)		100.0%	41.0%	18.2%	74.8%	33.9%	40.9%	71.3%
%H (TV HH)			41.0%	18.2%	74.8%	33.9%	40.9%	
Kitchen	131	131	59	27	118	70	47	103
%V	10.7%	11.1%	12.3%	12.7%	13.4%	17.6%	9.7%	11.9%
%H (All HH)		100.0%	45.0%	20.6%	90.1%	53.4%	35.9%	78.6%
%H (TV HH)			45.0%	20.6%	90.1%	53.4%	35.9%	
Adult's bedroom	510	510	241	109	421	259	163	413
%V	41.7%	43.3%	50.1%	51.4%	47.8%	65.2%	33.7%	47.9%
%H (All HH)		100.0%	47.3%	21.4%	82.5%	50.8%	32.0%	81.0%
%H (TV HH)			47.3%	21.4%	82.5%	50.8%	32.0%	
Child's bedroom	155	155	93	28	105	70	35	142
%V	12.7%	13.2%	19.3%	13.2%	11.9%	17.6%	7.2%	16.5%
%H (All HH)		100.0%	60.0%	18.1%	67.7%	45.2%	22.6%	91.6%
%H (TV HH)			60.0%	18.1%	67.7%	45.2%	22.6%	
Other bedroom	91	91	48	21	79	54	25	78
%V	7.4%	7.7%	10.0%	9.9%	9.0%	13.6%	5.2%	9.0%
%H (All HH)		100.0%	52.7%	23.1%	86.8%	59.3%	27.5%	85.7%
%H (TV HH)			52.7%	23.1%	86.8%	59.3%	27.5%	
Second living/dining room	79	79	33	18	66	38	28	65
%V	6.5%	6.7%	6.9%	8.5%	7.5%	9.6%	5.8%	7.5%
%H (All HH)		100.0%	41.8%	22.8%	83.5%	48.1%	35.4%	82.3%
%H (TV HH)			41.8%	22.8%	83.5%	48.1%	35.4%	
Study/office	12	12	10	2	9	8	1	12
%V	1.0%	1.0%	2.1%	0.9%	1.0%	2.0%	0.2%	1.4%
%H (All HH)		100.0%	83.3%	16.7%	75.0%	66.7%	8.3%	100.0%
%H (TV HH)			83.3%	16.7%	75.0%	66.7%	8.3%	
TV room	1	1	1	0	1	1	1	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	0.2%	0.1%
%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%	
Conservatory	37	37	18	13	33	26	7	36
%V	3.0%	3.1%	3.7%	6.1%	3.8%	6.5%	1.4%	4.2%
%H (All HH)		100.0%	48.6%	35.1%	89.2%	70.3%	18.9%	97.3%
%H (TV HH)			48.6%	35.1%	89.2%	70.3%	18.9%	
Attic or loft room	4	4	2	1	3	3	1	3
%V	0.3%	0.3%	0.4%	0.5%	0.3%	0.8%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	75.0%	25.0%	75.0%
%H (TV HH)			50.0%	25.0%	75.0%	75.0%	25.0%	
No specific location	3	3	2	0	2	1	1	3
%V	0.2%	0.3%	0.4%	0.0%	0.2%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
Other	14	14	8	2	12	7	5	13
%V	1.1%	1.2%	1.7%	0.9%	1.4%	1.8%	1.0%	1.5%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	50.0%	35.7%	92.9%
%H (TV HH)			57.1%	14.3%	85.7%	50.0%	35.7%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North East

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1222	1178	481	212	880	397	483	863
%H (All HH)		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%
%H (TV HH)			40.8%	18.0%	74.7%	33.7%	41.0%	
Any DSAT provider	481	481	481	10	282	282	0	406
%V	39.4%	40.8%	100.0%	4.7%	32.0%	71.0%	0.0%	47.0%
%H (All HH)			100.0%	2.1%	58.6%	58.6%	0.0%	84.4%
%H (TV HH)			100.0%	2.1%	58.6%	58.6%	0.0%	
Sky with subcription	431	431	431	5	261	261	0	371
%V	35.3%	36.6%	89.6%	2.4%	29.7%	65.7%	0.0%	43.0%
%H (All HH)			100.0%	1.2%	60.6%	60.6%	0.0%	86.1%
%H (TV HH)			100.0%	1.2%	60.6%	60.6%	0.0%	
Sky without subscription	13	13	13	2	7	7	0	7
%V	1.1%	1.1%	2.7%	0.9%	0.8%	1.8%	0.0%	0.8%
%H (All HH)			100.0%	15.4%	53.8%	53.8%	0.0%	53.8%
%H (TV HH)			100.0%	15.4%	53.8%	53.8%	0.0%	
Freesat	44	44	44	4	21	21	0	32
%V	3.6%	3.7%	9.1%	1.9%	2.4%	5.3%	0.0%	3.7%
%H (All HH)			100.0%	9.1%	47.7%	47.7%	0.0%	72.7%
%H (TV HH)			100.0%	9.1%	47.7%	47.7%	0.0%	
Other satellite provider	7	7	7	0	3	3	0	7
%V	0.6%	0.6%	1.5%	0.0%	0.3%	0.8%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	42.9%	42.9%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	42.9%	42.9%	0.0%	
DCAB	212	212	10	212	118	118	0	181
%V	17.3%	18.0%	2.1%	100.0%	13.4%	29.7%	0.0%	21.0%
%H (All HH)			4.7%	100.0%	55.7%	55.7%	0.0%	85.4%
%H (TV HH)			4.7%	100.0%	55.7%	55.7%	0.0%	
DTT	880	880	282	118	880	397	483	596
%V	72.0%	74.7%	58.6%	55.7%	100.0%	100.0%	100.0%	69.1%
%H (All HH)		100.0%	32.0%	13.4%	100.0%	45.1%	54.9%	67.7%
%H (TV HH)			32.0%	13.4%	100.0%	45.1%	54.9%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1222	1178	481	212	880	397	483	863
%H (All HH)		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%
%H (TV HH)			40.8%	18.0%	74.7%	33.7%	41.0%	
PVR	745	745	424	166	506	342	164	617
%V	61.0%	63.2%	88.1%	78.3%	57.5%	86.1%	34.0%	71.5%
%H (All HH)		100.0%	56.9%	22.3%	67.9%	45.9%	22.0%	82.8%
%H (TV HH)			56.9%	22.3%	67.9%	45.9%	22.0%	
DVDR	65	65	34	11	52	32	20	53
%V	5.3%	5.5%	7.1%	5.2%	5.9%	8.1%	4.1%	6.1%
%H (All HH)		100.0%	52.3%	16.9%	80.0%	49.2%	30.8%	81.5%
%H (TV HH)			52.3%	16.9%	80.0%	49.2%	30.8%	
VCR	26	26	8	7	23	11	12	16
%V	2.1%	2.2%	1.7%	3.3%	2.6%	2.8%	2.5%	1.9%
%H (All HH)		100.0%	30.8%	26.9%	88.5%	42.3%	46.2%	61.5%
%H (TV HH)			30.8%	26.9%	88.5%	42.3%	46.2%	
Any recorder	778	778	433	171	535	352	184	638
%V	63.7%	66.0%	90.0%	80.7%	60.8%	88.7%	38.1%	73.9%
%H (All HH)		100.0%	55.7%	22.0%	68.8%	45.2%	23.7%	82.0%
%H (TV HH)			55.7%	22.0%	68.8%	45.2%	23.7%	
Receives HDTV (via STB or built-in reception)	613	613	329	130	453	293	160	507
%V	50.2%	52.0%	68.4%	61.3%	51.5%	73.8%	33.1%	58.7%
%H (All HH)		100.0%	53.7%	21.2%	73.9%	47.8%	26.1%	82.7%
%H (TV HH)			53.7%	21.2%	73.9%	47.8%	26.1%	
DVD/Blu-ray player or recorder	889	889	381	164	679	329	350	664
%V	72.7%	75.5%	79.2%	77.4%	77.2%	82.9%	72.5%	76.9%
%H (All HH)		100.0%	42.9%	18.4%	76.4%	37.0%	39.4%	74.7%
%H (TV HH)			42.9%	18.4%	76.4%	37.0%	39.4%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1222	1178	481	212	880	397	483	863
%V (All HH)		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%
%H (TV HH)			40.8%	18.0%	74.7%	33.7%	41.0%	
Has broadband internet	863	839	406	181	596	343	253	863
%V	70.6%	71.2%	84.4%	85.4%	67.7%	86.4%	52.4%	100.0%
%H (All HH)		97.2%	47.0%	21.0%	69.1%	39.7%	29.3%	100.0%
%H (TV HH)			48.4%	21.6%	71.0%	40.9%	30.2%	
Number of computers (PCs and laptops)								
0	325	311	71	31	258	51	207	20
%V	26.6%	26.4%	14.8%	14.6%	29.3%	12.8%	42.9%	2.3%
%H (All HH)		95.7%	21.8%	9.5%	79.4%	15.7%	63.7%	6.2%
%H (TV HH)			22.8%	10.0%	83.0%	16.4%	66.6%	
1	352	336	130	62	254	109	145	305
%V	28.8%	28.5%	27.0%	29.2%	28.9%	27.5%	30.0%	35.3%
%H (All HH)		95.5%	36.9%	17.6%	72.2%	31.0%	41.2%	86.6%
%H (TV HH)			38.7%	18.5%	75.6%	32.4%	43.2%	
2	258	248	126	56	171	103	67	251
%V	21.1%	21.1%	26.2%	26.4%	19.4%	25.9%	13.9%	29.1%
%H (All HH)		96.1%	48.8%	21.7%	66.3%	39.9%	26.0%	97.3%
%H (TV HH)			50.8%	22.6%	69.0%	41.5%	27.0%	
3	131	128	65	26	89	54	35	131
%V	10.7%	10.9%	13.5%	12.3%	10.1%	13.6%	7.2%	15.2%
%H (All HH)		97.7%	49.6%	19.8%	67.9%	41.2%	26.7%	100.0%
%H (TV HH)			50.8%	20.3%	69.5%	42.2%	27.3%	
4	77	77	42	21	51	37	14	77
%V	6.3%	6.5%	8.7%	9.9%	5.8%	9.3%	2.9%	8.9%
%H (All HH)		100.0%	54.5%	27.3%	66.2%	48.1%	18.2%	100.0%
%H (TV HH)			54.5%	27.3%	66.2%	48.1%	18.2%	
5+	80	78	47	15	57	42	15	79
%V	6.5%	6.6%	9.8%	7.1%	6.5%	10.6%	3.1%	9.2%
%H (All HH)		97.5%	58.8%	18.8%	71.3%	52.5%	18.8%	98.8%
%H (TV HH)			60.3%	19.2%	73.1%	53.8%	19.2%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2368	1085	465	1852	1021	830	1858
%H		45.8%	19.6%	78.2%	43.1%	35.1%	78.5%
Under 20"	359	147	88	310	185	125	279
%V	15.2%	13.5%	18.9%	16.7%	18.1%	15.1%	15.0%
%H		40.9%	24.5%	86.4%	51.5%	34.8%	77.7%
20" - 29"	523	230	94	424	221	204	397
%V	22.1%	21.2%	20.2%	22.9%	21.6%	24.6%	21.4%
%H		44.0%	18.0%	81.1%	42.3%	39.0%	75.9%
30" - 39"	744	308	140	598	301	297	561
%V	31.4%	28.4%	30.1%	32.3%	29.5%	35.8%	30.2%
%H		41.4%	18.8%	80.4%	40.5%	39.9%	75.4%
40" and over	731	396	143	510	311	199	611
%V	30.9%	36.5%	30.8%	27.5%	30.5%	24.0%	32.9%
%H		54.2%	19.6%	69.8%	42.5%	27.2%	83.6%
Don't know	11	4	1	10	4	6	10
%V	0.5%	0.4%	0.2%	0.5%	0.4%	0.7%	0.5%
%H		36.4%	9.1%	90.9%	36.4%	54.5%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2368	1085	465	1852	1021	830	1858
%H		45.8%	19.6%	78.2%	43.1%	35.1%	78.5%
Main living room	1177	482	213	881	398	483	841
%V	49.7%	44.4%	45.8%	47.6%	39.0%	58.2%	45.3%
%H		41.0%	18.1%	74.9%	33.8%	41.0%	71.5%
Kitchen	131	59	27	118	70	47	103
%V	5.5%	5.4%	5.8%	6.4%	6.9%	5.7%	5.5%
%H		45.0%	20.6%	90.1%	53.4%	35.9%	78.6%
Adult's bedroom	587	284	124	490	309	181	487
%V	24.8%	26.2%	26.7%	26.5%	30.3%	21.8%	26.2%
%H		48.4%	21.1%	83.5%	52.6%	30.8%	83.0%
Child's bedroom	214	130	41	140	93	47	199
%V	9.0%	12.0%	8.8%	7.6%	9.1%	5.7%	10.7%
%H		60.7%	19.2%	65.4%	43.5%	22.0%	93.0%
Other bedroom	108	57	25	95	67	28	94
%V	4.6%	5.3%	5.4%	5.1%	6.6%	3.4%	5.1%
%H		52.8%	23.1%	88.0%	62.0%	25.9%	87.0%
Second living/dining room	79	33	18	66	38	28	65
%V	3.3%	3.0%	3.9%	3.6%	3.7%	3.4%	3.5%
%H		41.8%	22.8%	83.5%	48.1%	35.4%	82.3%
Study/office	12	10	2	9	8	1	12
%V	0.5%	0.9%	0.4%	0.5%	0.8%	0.1%	0.6%
%H		83.3%	16.7%	75.0%	66.7%	8.3%	100.0%
TV room	1	1	0	1	1	1	1
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Conservatory	37	18	13	33	26	7	36
%V	1.6%	1.7%	2.8%	1.8%	2.5%	0.8%	1.9%
%H		48.6%	35.1%	89.2%	70.3%	18.9%	97.3%
Attic or loft room	4	2	1	3	3	1	3
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	25.0%	75.0%	75.0%	25.0%	75.0%
No specific location	3	2	0	2	1	1	3
%V	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
Other	16	8	2	14	8	6	15
%V	0.7%	0.7%	0.4%	0.8%	0.8%	0.7%	0.8%
%H		50.0%	12.5%	87.5%	50.0%	37.5%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2368	1085	465	1852	1021	830	1858
%H		45.8%	19.6%	78.2%	43.1%	35.1%	78.5%
PVR	941	559	215	636	455	182	798
%V	39.7%	51.5%	46.2%	34.3%	44.6%	21.9%	42.9%
%H		59.4%	22.8%	67.6%	48.4%	19.3%	84.8%
DVDR	72	38	12	59	37	22	60
%V	3.0%	3.5%	2.6%	3.2%	3.6%	2.7%	3.2%
%H		52.8%	16.7%	81.9%	51.4%	30.6%	83.3%
VCR	28	9	7	25	12	13	16
%V	1.2%	0.8%	1.5%	1.3%	1.2%	1.6%	0.9%
%H		32.1%	25.0%	89.3%	42.9%	46.4%	57.1%
Any recorder	989	576	223	679	474	205	831
%V	41.8%	53.1%	48.0%	36.7%	46.4%	24.7%	44.7%
%H		58.2%	22.5%	68.7%	47.9%	20.7%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2368	1085	465	1852	1021	830	1858
%H		45.8%	19.6%	78.2%	43.1%	35.1%	78.5%
Receives HDTV (via STB or built-in reception)	867	464	202	657	447	211	742
%V	36.6%	42.8%	43.4%	35.5%	43.8%	25.4%	39.9%
%H		53.5%	23.3%	75.8%	51.6%	24.3%	85.6%
DVD/Blu-ray player or recorder	1279	586	248	1015	559	456	1012
%V	54.0%	54.0%	53.3%	54.8%	54.8%	54.9%	54.5%
%H		45.8%	19.4%	79.4%	43.7%	35.7%	79.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1176	480	212	880	397	483	837
%H		40.8%	18.0%	74.8%	33.8%	41.1%	71.2%
Under 20"	19	3	1	14	2	12	6
%V	1.6%	0.6%	0.5%	1.6%	0.5%	2.5%	0.7%
%H		15.8%	5.3%	73.7%	10.5%	63.2%	31.6%
20" - 29"	134	28	17	105	19	86	62
%V	11.4%	5.8%	8.0%	11.9%	4.8%	17.8%	7.4%
%H		20.9%	12.7%	78.4%	14.2%	64.2%	46.3%
30" - 39"	431	143	77	346	136	210	286
%V	36.6%	29.8%	36.3%	39.3%	34.3%	43.5%	34.2%
%H		33.2%	17.9%	80.3%	31.6%	48.7%	66.4%
40" and over	590	306	117	413	241	172	481
%V	50.2%	63.8%	55.2%	46.9%	60.7%	35.6%	57.5%
%H		51.9%	19.8%	70.0%	40.8%	29.2%	81.5%
Don't know	2	0	0	2	0	2	1
%V	0.2%	0.0%	0.0%	0.2%	0.0%	0.4%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1176	480	212	880	397	483	837
%H		40.8%	18.0%	74.8%	33.8%	41.1%	71.2%
PVR	724	419	159	487	333	154	602
%V	61.6%	87.3%	75.0%	55.3%	83.9%	31.9%	71.9%
%H		57.9%	22.0%	67.3%	46.0%	21.3%	83.1%
DVDR	54	27	9	44	26	18	44
%V	4.6%	5.6%	4.2%	5.0%	6.5%	3.7%	5.3%
%H		50.0%	16.7%	81.5%	48.1%	33.3%	81.5%
VCR	23	7	6	20	9	11	13
%V	2.0%	1.5%	2.8%	2.3%	2.3%	2.3%	1.6%
%H		30.4%	26.1%	87.0%	39.1%	47.8%	56.5%
Any recorder	756	427	166	516	344	172	622
%V	64.3%	89.0%	78.3%	58.6%	86.6%	35.6%	74.3%
%H		56.5%	22.0%	68.3%	45.5%	22.8%	82.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: 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	1176	480	212	880	397	483	837
%H		40.8%	18.0%	74.8%	33.8%	41.1%	71.2%
Receives HDTV (via STB or built-in reception)	596	321	127	439	284	154	491
%V	50.7%	66.9%	59.9%	49.9%	71.5%	31.9%	58.7%
%H		53.9%	21.3%	73.7%	47.7%	25.8%	82.4%
DVD/Blu-ray player or recorder	813	351	140	616	289	327	603
%V	69.1%	73.1%	66.0%	70.0%	72.8%	67.7%	72.0%
%H		43.2%	17.2%	75.8%	35.5%	40.2%	74.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1192	605	253	971	624	347	1021
%H		50.8%	21.2%	81.5%	52.3%	29.1%	85.7%
Under 20"	341	144	86	296	183	113	273
%V	28.6%	23.8%	34.0%	30.5%	29.3%	32.6%	26.7%
%H		42.2%	25.2%	86.8%	53.7%	33.1%	80.1%
20" - 29"	389	202	77	319	202	117	335
%V	32.6%	33.4%	30.4%	32.9%	32.4%	33.7%	32.8%
%H		51.9%	19.8%	82.0%	51.9%	30.1%	86.1%
30" - 39"	312	165	63	252	165	87	275
%V	26.2%	27.3%	24.9%	26.0%	26.4%	25.1%	26.9%
%H		52.9%	20.2%	80.8%	52.9%	27.9%	88.1%
40" and over	142	90	26	97	70	27	130
%V	11.9%	14.9%	10.3%	10.0%	11.2%	7.8%	12.7%
%H		63.4%	18.3%	68.3%	49.3%	19.0%	91.5%
Don't know	9	4	1	8	4	4	9
%V	0.8%	0.7%	0.4%	0.8%	0.6%	1.2%	0.9%
%H		44.4%	11.1%	88.9%	44.4%	44.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1192	605	253	971	624	347	1021
%H		50.8%	21.2%	81.5%	52.3%	29.1%	85.7%
PVR	217	140	55	149	121	27	197
%V	18.2%	23.1%	21.7%	15.3%	19.4%	7.8%	19.3%
%H		64.5%	25.3%	68.7%	55.8%	12.4%	90.8%
DVDR	18	11	3	15	11	4	16
%V	1.5%	1.8%	1.2%	1.5%	1.8%	1.2%	1.6%
%H		61.1%	16.7%	83.3%	61.1%	22.2%	88.9%
VCR	5	2	1	5	3	2	4
%V	0.4%	0.3%	0.4%	0.5%	0.5%	0.6%	0.4%
%H		40.0%	20.0%	100.0%	60.0%	40.0%	80.0%
Any recorder	232	149	57	163	130	33	209
%V	19.5%	24.6%	22.5%	16.8%	20.8%	9.5%	20.5%
%H		64.2%	24.6%	70.3%	56.0%	14.2%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.20: 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	1192	605	253	971	624	347	1021
%H		50.8%	21.2%	81.5%	52.3%	29.1%	85.7%
Receives HDTV (via STB or built-in reception)	271	143	75	218	162	56	250
%V	22.7%	23.6%	29.6%	22.5%	26.0%	16.1%	24.5%
%H		52.8%	27.7%	80.4%	59.8%	20.7%	92.3%
DVD/Blu-ray player or recorder	466	235	108	399	270	128	409
%V	39.1%	38.8%	42.7%	41.1%	43.3%	36.9%	40.1%
%H		50.4%	23.2%	85.6%	57.9%	27.5%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2749	2658	1250	511	1943	1045	898	2203
%H		96.7%	45.5%	18.6%	70.7%	38.0%	32.7%	80.1%
Total Children	498	491	289	80	333	211	123	443
%V	18.1%	18.5%	23.1%	15.7%	17.1%	20.2%	13.7%	20.1%
%H		98.6%	58.0%	16.1%	66.9%	42.4%	24.7%	89.0%
0 - 3	131	130	71	20	89	50	39	105
%V	4.8%	4.9%	5.7%	3.9%	4.6%	4.8%	4.3%	4.8%
%H		99.2%	54.2%	15.3%	67.9%	38.2%	29.8%	80.2%
4 - 15	367	361	218	61	244	160	84	338
%V	13.4%	13.6%	17.4%	11.9%	12.6%	15.3%	9.4%	15.3%
%H		98.4%	59.4%	16.6%	66.5%	43.6%	22.9%	92.1%
4 - 9	192	188	111	33	119	74	44	170
%V	7.0%	7.1%	8.9%	6.5%	6.1%	7.1%	4.9%	7.7%
%H		97.9%	57.8%	17.2%	62.0%	38.5%	22.9%	88.5%
10 - 15	175	172	106	28	125	86	39	168
%V	6.4%	6.5%	8.5%	5.5%	6.4%	8.2%	4.3%	7.6%
%H		98.3%	60.6%	16.0%	71.4%	49.1%	22.3%	96.0%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2749	2658	1250	511	1943	1045	898	2203
%H		96.7%	45.5%	18.6%	70.7%	38.0%	32.7%	80.1%
Total Adults (16+)	2251	2168	962	430	1609	834	775	1760
%V	81.9%	81.6%	77.0%	84.1%	82.8%	79.8%	86.3%	79.9%
%H		96.3%	42.7%	19.1%	71.5%	37.1%	34.4%	78.2%
16 - 19	131	130	67	23	104	63	41	121
%V	4.8%	4.9%	5.4%	4.5%	5.4%	6.0%	4.6%	5.5%
%H		99.2%	51.1%	17.6%	79.4%	48.1%	31.3%	92.4%
20 - 24	183	162	61	36	117	63	54	162
%V	6.7%	6.1%	4.9%	7.0%	6.0%	6.0%	6.0%	7.4%
%H		88.5%	33.3%	19.7%	63.9%	34.4%	29.5%	88.5%
25 - 34	342	321	188	62	206	135	72	301
%V	12.4%	12.1%	15.0%	12.1%	10.6%	12.9%	8.0%	13.7%
%H		93.9%	55.0%	18.1%	60.2%	39.5%	21.1%	88.0%
35 - 44	328	318	169	57	210	119	91	290
%V	11.9%	12.0%	13.5%	11.2%	10.8%	11.4%	10.1%	13.2%
%H		97.0%	51.5%	17.4%	64.0%	36.3%	27.7%	88.4%
45 - 54	399	390	200	84	292	182	110	341
%V	14.5%	14.7%	16.0%	16.4%	15.0%	17.4%	12.2%	15.5%
%H		97.7%	50.1%	21.1%	73.2%	45.6%	27.6%	85.5%
55 - 64	347	337	134	79	254	129	126	277
%V	12.6%	12.7%	10.7%	15.5%	13.1%	12.3%	14.0%	12.6%
%H		97.1%	38.6%	22.8%	73.2%	37.2%	36.3%	79.8%
65+	522	510	143	89	426	144	282	268
%V	19.0%	19.2%	11.4%	17.4%	21.9%	13.8%	31.4%	12.2%
%H		97.7%	27.4%	17.0%	81.6%	27.6%	54.0%	51.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2251	2168	962	430	1609	834	775	1760
%H		96.3%	42.7%	19.1%	71.5%	37.1%	34.4%	78.2%
AB	501	490	249	86	366	205	161	461
%V	22.3%	22.6%	25.9%	20.0%	22.7%	24.6%	20.8%	26.2%
%H		97.8%	49.7%	17.2%	73.1%	40.9%	32.1%	92.0%
C1	604	569	259	108	414	210	204	521
%V	26.8%	26.2%	26.9%	25.1%	25.7%	25.2%	26.3%	29.6%
%H		94.2%	42.9%	17.9%	68.5%	34.8%	33.8%	86.3%
C2	498	484	220	113	355	210	145	411
%V	22.1%	22.3%	22.9%	26.3%	22.1%	25.2%	18.7%	23.4%
%H		97.2%	44.2%	22.7%	71.3%	42.2%	29.1%	82.5%
D	383	371	163	85	273	147	126	250
%V	17.0%	17.1%	16.9%	19.8%	17.0%	17.6%	16.3%	14.2%
%H		96.9%	42.6%	22.2%	71.3%	38.4%	32.9%	65.3%
E	266	254	71	37	202	63	139	117
%V	11.8%	11.7%	7.4%	8.6%	12.6%	7.6%	17.9%	6.6%
%H		95.5%	26.7%	13.9%	75.9%	23.7%	52.3%	44.0%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2251	2168	962	430	1609	834	775	1760
%H		96.3%	42.7%	19.1%	71.5%	37.1%	34.4%	78.2%
Working full time	954	924	484	205	630	387	242	865
%V	42.4%	42.6%	50.3%	47.7%	39.2%	46.4%	31.2%	49.1%
%H		96.9%	50.7%	21.5%	66.0%	40.6%	25.4%	90.7%
Working part time	202	197	105	37	137	84	53	179
%V	9.0%	9.1%	10.9%	8.6%	8.5%	10.1%	6.8%	10.2%
%H		97.5%	52.0%	18.3%	67.8%	41.6%	26.2%	88.6%
Not working	1096	1047	373	188	842	363	479	716
%V	48.7%	48.3%	38.8%	43.7%	52.3%	43.5%	61.8%	40.7%
%H		95.5%	34.0%	17.2%	76.8%	33.1%	43.7%	65.3%
Housewife/Houseperson	1222	1178	481	212	880	397	483	863
%V	54.3%	54.3%	50.0%	49.3%	54.7%	47.6%	62.3%	49.0%
%H		96.4%	39.4%	17.3%	72.0%	32.5%	39.5%	70.6%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1093	1042	468	210	770	411	359	878
%H		95.3%	42.8%	19.2%	70.4%	37.6%	32.8%	80.3%
16 - 19	64	63	34	8	54	33	21	61
%V	5.9%	6.0%	7.3%	3.8%	7.0%	8.0%	5.8%	6.9%
%H		98.4%	53.1%	12.5%	84.4%	51.6%	32.8%	95.3%
20 - 24	100	85	33	18	58	32	26	91
%V	9.1%	8.2%	7.1%	8.6%	7.5%	7.8%	7.2%	10.4%
%H		85.0%	33.0%	18.0%	58.0%	32.0%	26.0%	91.0%
25 - 34	168	157	88	35	99	66	33	149
%V	15.4%	15.1%	18.8%	16.7%	12.9%	16.1%	9.2%	17.0%
%H		93.5%	52.4%	20.8%	58.9%	39.3%	19.6%	88.7%
35 - 44	160	152	80	26	104	58	46	139
%V	14.6%	14.6%	17.1%	12.4%	13.5%	14.1%	12.8%	15.8%
%H		95.0%	50.0%	16.3%	65.0%	36.3%	28.8%	86.9%
45 - 54	194	190	91	43	143	85	58	163
%V	17.7%	18.2%	19.4%	20.5%	18.6%	20.7%	16.2%	18.6%
%H		97.9%	46.9%	22.2%	73.7%	43.8%	29.9%	84.0%
55 - 64	169	164	71	37	120	63	57	139
%V	15.5%	15.7%	15.2%	17.6%	15.6%	15.3%	15.9%	15.8%
%H		97.0%	42.0%	21.9%	71.0%	37.3%	33.7%	82.2%
65+	238	230	70	43	192	73	119	136
%V	21.8%	22.1%	15.0%	20.5%	24.9%	17.8%	33.1%	15.5%
%H		96.6%	29.4%	18.1%	80.7%	30.7%	50.0%	57.1%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1093	1042	468	210	770	411	359	878
%H		95.3%	42.8%	19.2%	70.4%	37.6%	32.8%	80.3%
AB	248	243	125	45	182	105	77	230
%V	22.7%	23.3%	26.7%	21.4%	23.6%	25.5%	21.4%	26.2%
%H		98.0%	50.4%	18.1%	73.4%	42.3%	31.0%	92.7%
C1	281	262	118	51	186	96	90	252
%V	25.7%	25.1%	25.2%	24.3%	24.2%	23.4%	25.1%	28.7%
%H		93.2%	42.0%	18.1%	66.2%	34.2%	32.0%	89.7%
C2	266	255	112	60	189	109	79	218
%V	24.3%	24.5%	23.9%	28.6%	24.5%	26.5%	22.0%	24.8%
%H		95.9%	42.1%	22.6%	71.1%	41.0%	29.7%	82.0%
D	183	175	81	40	128	72	56	126
%V	16.7%	16.8%	17.3%	19.0%	16.6%	17.5%	15.6%	14.4%
%H		95.6%	44.3%	21.9%	69.9%	39.3%	30.6%	68.9%
E	115	108	32	14	85	27	57	52
%V	10.5%	10.4%	6.8%	6.7%	11.0%	6.6%	15.9%	5.9%
%H		93.9%	27.8%	12.2%	73.9%	23.5%	49.6%	45.2%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1093	1042	468	210	770	411	359	878
%H		95.3%	42.8%	19.2%	70.4%	37.6%	32.8%	80.3%
Working full time	572	552	288	124	377	234	143	522
%V	52.3%	53.0%	61.5%	59.0%	49.0%	56.9%	39.8%	59.5%
%H		96.5%	50.3%	21.7%	65.9%	40.9%	25.0%	91.3%
Working part time	35	34	17	5	21	11	10	31
%V	3.2%	3.3%	3.6%	2.4%	2.7%	2.7%	2.8%	3.5%
%H		97.1%	48.6%	14.3%	60.0%	31.4%	28.6%	88.6%
Not working	486	457	163	81	372	166	206	325
%V	44.5%	43.9%	34.8%	38.6%	48.3%	40.4%	57.4%	37.0%
%H		94.0%	33.5%	16.7%	76.5%	34.2%	42.4%	66.9%
Housewife/Houseperson	271	251	75	45	192	65	127	164
%V	24.8%	24.1%	16.0%	21.4%	24.9%	15.8%	35.4%	18.7%
%H		92.6%	27.7%	16.6%	70.8%	24.0%	46.9%	60.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1159	1125	494	220	840	423	416	882
%H		97.1%	42.6%	19.0%	72.5%	36.5%	35.9%	76.1%
16 - 19	67	67	33	15	49	29	20	60
%V	5.8%	6.0%	6.7%	6.8%	5.8%	6.9%	4.8%	6.8%
%H		100.0%	49.3%	22.4%	73.1%	43.3%	29.9%	89.6%
20 - 24	84	77	29	18	60	31	29	72
%V	7.2%	6.8%	5.9%	8.2%	7.1%	7.3%	7.0%	8.2%
%H		91.7%	34.5%	21.4%	71.4%	36.9%	34.5%	85.7%
25 - 34	173	164	100	27	107	69	39	152
%V	14.9%	14.6%	20.2%	12.3%	12.7%	16.3%	9.4%	17.2%
%H		94.8%	57.8%	15.6%	61.8%	39.9%	22.5%	87.9%
35 - 44	168	166	89	31	106	61	45	151
%V	14.5%	14.8%	18.0%	14.1%	12.6%	14.4%	10.8%	17.1%
%H		98.8%	53.0%	18.5%	63.1%	36.3%	26.8%	89.9%
45 - 54	204	200	109	41	149	97	52	178
%V	17.6%	17.8%	22.1%	18.6%	17.7%	22.9%	12.5%	20.2%
%H		98.0%	53.4%	20.1%	73.0%	47.5%	25.5%	87.3%
55 - 64	178	173	63	42	135	66	69	138
%V	15.4%	15.4%	12.8%	19.1%	16.1%	15.6%	16.6%	15.6%
%H		97.2%	35.4%	23.6%	75.8%	37.1%	38.8%	77.5%
65+	284	280	73	46	234	71	163	131
%V	24.5%	24.9%	14.8%	20.9%	27.9%	16.8%	39.2%	14.9%
%H		98.6%	25.7%	16.2%	82.4%	25.0%	57.4%	46.1%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1159	1125	494	220	840	423	416	882
%H		97.1%	42.6%	19.0%	72.5%	36.5%	35.9%	76.1%
AB	254	248	124	41	184	100	84	231
%V	21.9%	22.0%	25.1%	18.6%	21.9%	23.6%	20.2%	26.2%
%H		97.6%	48.8%	16.1%	72.4%	39.4%	33.1%	90.9%
C1	323	307	141	57	228	113	114	269
%V	27.9%	27.3%	28.5%	25.9%	27.1%	26.7%	27.4%	30.5%
%H		95.0%	43.7%	17.6%	70.6%	35.0%	35.3%	83.3%
C2	232	228	108	53	166	100	66	193
%V	20.0%	20.3%	21.9%	24.1%	19.8%	23.6%	15.9%	21.9%
%H		98.3%	46.6%	22.8%	71.6%	43.1%	28.4%	83.2%
D	200	196	82	46	145	75	70	124
%V	17.3%	17.4%	16.6%	20.9%	17.3%	17.7%	16.8%	14.1%
%H		98.0%	41.0%	23.0%	72.5%	37.5%	35.0%	62.0%
E	150	146	39	23	117	35	82	65
%V	12.9%	13.0%	7.9%	10.5%	13.9%	8.3%	19.7%	7.4%
%H		97.3%	26.0%	15.3%	78.0%	23.3%	54.7%	43.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North East

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1159	1125	494	220	840	423	416	882
%H		97.1%	42.6%	19.0%	72.5%	36.5%	35.9%	76.1%
Working full time	382	372	196	81	253	153	100	343
%V	33.0%	33.1%	39.7%	36.8%	30.1%	36.2%	24.0%	38.9%
%H		97.4%	51.3%	21.2%	66.2%	40.1%	26.2%	89.8%
Working part time	166	163	88	33	117	73	44	148
%V	14.3%	14.5%	17.8%	15.0%	13.9%	17.3%	10.6%	16.8%
%H		98.2%	53.0%	19.9%	70.5%	44.0%	26.5%	89.2%
Not working	610	590	211	107	470	197	273	390
%V	52.6%	52.4%	42.7%	48.6%	56.0%	46.6%	65.6%	44.2%
%H		96.7%	34.6%	17.5%	77.0%	32.3%	44.8%	63.9%
Housewife/Houseperson	951	927	406	167	688	332	356	699
%V	82.1%	82.4%	82.2%	75.9%	81.9%	78.5%	85.6%	79.3%
%H		97.5%	42.7%	17.6%	72.3%	34.9%	37.4%	73.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1711	1603	642	331	1133	523	610	1284
%H (All HH)		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%
%H (TV HH)			40.0%	20.6%	70.7%	32.6%	38.1%	
AB	386	362	157	72	257	126	131	358
%V	22.6%	22.6%	24.5%	21.8%	22.7%	24.1%	21.5%	27.9%
%H (All HH)		93.8%	40.7%	18.7%	66.6%	32.6%	33.9%	92.7%
%H (TV HH)			43.4%	19.9%	71.0%	34.8%	36.2%	
C1	485	443	193	97	299	156	143	407
%V	28.3%	27.6%	30.1%	29.3%	26.4%	29.8%	23.4%	31.7%
%H (All HH)		91.3%	39.8%	20.0%	61.6%	32.2%	29.5%	83.9%
%H (TV HH)			43.6%	21.9%	67.5%	35.2%	32.3%	
C2	295	287	126	68	203	110	93	238
%V	17.2%	17.9%	19.6%	20.5%	17.9%	21.0%	15.2%	18.5%
%H (All HH)		97.3%	42.7%	23.1%	68.8%	37.3%	31.5%	80.7%
%H (TV HH)			43.9%	23.7%	70.7%	38.3%	32.4%	
D	285	268	98	62	190	86	103	181
%V	16.7%	16.7%	15.3%	18.7%	16.8%	16.4%	16.9%	14.1%
%H (All HH)		94.0%	34.4%	21.8%	66.7%	30.2%	36.1%	63.5%
%H (TV HH)			36.6%	23.1%	70.9%	32.1%	38.4%	
E	260	241	68	32	184	44	140	100
%V	15.2%	15.0%	10.6%	9.7%	16.2%	8.4%	23.0%	7.8%
%H (All HH)		92.7%	26.2%	12.3%	70.8%	16.9%	53.8%	38.5%
%H (TV HH)			28.2%	13.3%	76.3%	18.3%	58.1%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1711	1603	642	331	1133	523	610	1284
%H (All HH)		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%
%H (TV HH)			40.0%	20.6%	70.7%	32.6%	38.1%	
Under 25	82	66	21	15	42	16	25	62
%V	4.8%	4.1%	3.3%	4.5%	3.7%	3.1%	4.1%	4.8%
%H (All HH)		80.5%	25.6%	18.3%	51.2%	19.5%	30.5%	75.6%
%H (TV HH)			31.8%	22.7%	63.6%	24.2%	37.9%	
25 - 34	251	222	107	47	130	68	61	224
%V	14.7%	13.8%	16.7%	14.2%	11.5%	13.0%	10.0%	17.4%
%H (All HH)		88.4%	42.6%	18.7%	51.8%	27.1%	24.3%	89.2%
%H (TV HH)			48.2%	21.2%	58.6%	30.6%	27.5%	
35 - 44	291	276	141	57	180	107	73	260
%V	17.0%	17.2%	22.0%	17.2%	15.9%	20.5%	12.0%	20.2%
%H (All HH)		94.8%	48.5%	19.6%	61.9%	36.8%	25.1%	89.3%
%H (TV HH)			51.1%	20.7%	65.2%	38.8%	26.4%	
45 - 54	336	325	147	82	226	132	94	294
%V	19.6%	20.3%	22.9%	24.8%	19.9%	25.2%	15.4%	22.9%
%H (All HH)		96.7%	43.8%	24.4%	67.3%	39.3%	28.0%	87.5%
%H (TV HH)			45.2%	25.2%	69.5%	40.6%	28.9%	
55 - 64	295	276	111	61	197	94	103	230
%V	17.2%	17.2%	17.3%	18.4%	17.4%	18.0%	16.9%	17.9%
%H (All HH)		93.6%	37.6%	20.7%	66.8%	31.9%	34.9%	78.0%
%H (TV HH)			40.2%	22.1%	71.4%	34.1%	37.3%	
65 +	456	437	115	69	359	105	253	214
%V	26.7%	27.3%	17.9%	20.8%	31.7%	20.1%	41.5%	16.7%
%H (All HH)		95.8%	25.2%	15.1%	78.7%	23.0%	55.5%	46.9%
%H (TV HH)			26.3%	15.8%	82.2%	24.0%	57.9%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1711	1603	642	331	1133	523	610	1284
%H (All HH)		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%
%H (TV HH)			40.0%	20.6%	70.7%	32.6%	38.1%	
1	628	575	146	96	438	115	323	324
%V	36.7%	35.9%	22.7%	29.0%	38.7%	22.0%	53.0%	25.2%
%H (All HH)		91.6%	23.2%	15.3%	69.7%	18.3%	51.4%	51.6%
%H (TV HH)			25.4%	16.7%	76.2%	20.0%	56.2%	
2	566	534	228	112	381	194	187	465
%V	33.1%	33.3%	35.5%	33.8%	33.6%	37.1%	30.7%	36.2%
%H (All HH)		94.3%	40.3%	19.8%	67.3%	34.3%	33.0%	82.2%
%H (TV HH)			42.7%	21.0%	71.3%	36.3%	35.0%	
3	232	220	109	62	137	91	46	219
%V	13.6%	13.7%	17.0%	18.7%	12.1%	17.4%	7.5%	17.1%
%H (All HH)		94.8%	47.0%	26.7%	59.1%	39.2%	19.8%	94.4%
%H (TV HH)			49.5%	28.2%	62.3%	41.4%	20.9%	
4	206	198	117	42	130	92	38	199
%V	12.0%	12.4%	18.2%	12.7%	11.5%	17.6%	6.2%	15.5%
%H (All HH)		96.1%	56.8%	20.4%	63.1%	44.7%	18.4%	96.6%
%H (TV HH)			59.1%	21.2%	65.7%	46.5%	19.2%	
5+	79	77	42	19	47	32	15	77
%V	4.6%	4.8%	6.5%	5.7%	4.1%	6.1%	2.5%	6.0%
%H (All HH)		97.5%	53.2%	24.1%	59.5%	40.5%	19.0%	97.5%
%H (TV HH)			54.5%	24.7%	61.0%	41.6%	19.5%	
Average HH size	2.17	2.19	2.53	2.33	2.10	2.51	1.76	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1711	1603	642	331	1133	523	610	1284
%H (All HH)		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%
%H (TV HH)			40.0%	20.6%	70.7%	32.6%	38.1%	
Without	1322	1226	433	244	898	366	532	918
%V	77.3%	76.5%	67.4%	73.7%	79.3%	70.0%	87.2%	71.5%
%H (All HH)		92.7%	32.8%	18.5%	67.9%	27.7%	40.2%	69.4%
%H (TV HH)			35.3%	19.9%	73.2%	29.9%	43.4%	
With	389	377	210	87	235	157	78	366
%V	22.7%	23.5%	32.7%	26.3%	20.7%	30.0%	12.8%	28.5%
%H (All HH)		96.9%	54.0%	22.4%	60.4%	40.4%	20.1%	94.1%
%H (TV HH)			55.7%	23.1%	62.3%	41.6%	20.7%	
0 - 3	138	129	78	29	75	52	23	127
%V	8.1%	8.0%	12.1%	8.8%	6.6%	9.9%	3.8%	9.9%
%H (All HH)		93.5%	56.5%	21.0%	54.3%	37.7%	16.7%	92.0%
%H (TV HH)			60.5%	22.5%	58.1%	40.3%	17.8%	
4 - 9	191	186	101	40	116	73	43	177
%V	11.2%	11.6%	15.7%	12.1%	10.2%	14.0%	7.0%	13.8%
%H (All HH)		97.4%	52.9%	20.9%	60.7%	38.2%	22.5%	92.7%
%H (TV HH)			54.3%	21.5%	62.4%	39.2%	23.1%	
10 - 15	186	185	103	42	120	81	39	180
%V	10.9%	11.5%	16.0%	12.7%	10.6%	15.5%	6.4%	14.0%
%H (All HH)		99.5%	55.4%	22.6%	64.5%	43.5%	21.0%	96.8%
%H (TV HH)			55.7%	22.7%	64.9%	43.8%	21.1%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Central Scotland

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1711	1603	642	331	1133	523	610	1284
%H (All HH)		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%
%H (TV HH)			40.0%	20.6%	70.7%	32.6%	38.1%	
1	612	612	161	114	395	77	318	379
%V	35.8%	38.2%	25.1%	34.4%	34.9%	14.7%	52.1%	29.5%
%H (All HH)		100.0%	26.3%	18.6%	64.5%	12.6%	52.0%	61.9%
%H (TV HH)			26.3%	18.6%	64.5%	12.6%	52.0%	
2	568	568	238	122	420	214	206	437
%V	33.2%	35.4%	37.1%	36.9%	37.1%	40.9%	33.8%	34.0%
%H (All HH)		100.0%	41.9%	21.5%	73.9%	37.7%	36.3%	76.9%
%H (TV HH)			41.9%	21.5%	73.9%	37.7%	36.3%	
3	279	279	154	61	206	140	66	253
%V	16.3%	17.4%	24.0%	18.4%	18.2%	26.8%	10.8%	19.7%
%H (All HH)		100.0%	55.2%	21.9%	73.8%	50.2%	23.7%	90.7%
%H (TV HH)			55.2%	21.9%	73.8%	50.2%	23.7%	
4	103	103	65	25	77	63	13	100
%V	6.0%	6.4%	10.1%	7.6%	6.8%	12.0%	2.1%	7.8%
%H (All HH)		100.0%	63.1%	24.3%	74.8%	61.2%	12.6%	97.1%
%H (TV HH)			63.1%	24.3%	74.8%	61.2%	12.6%	
5+	41	41	25	10	35	29	7	41
%V	2.4%	2.6%	3.9%	3.0%	3.1%	5.5%	1.1%	3.2%
%H (All HH)		100.0%	61.0%	24.4%	85.4%	70.7%	17.1%	100.0%
%H (TV HH)			61.0%	24.4%	85.4%	70.7%	17.1%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1711	1603	642	331	1133	523	610	1284
%H (All HH)		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%
%H (TV HH)			40.0%	20.6%	70.7%	32.6%	38.1%	
Under 20"	366	366	159	72	294	161	133	283
%V	21.4%	22.8%	24.8%	21.8%	25.9%	30.8%	21.8%	22.0%
%H (All HH)		100.0%	43.4%	19.7%	80.3%	44.0%	36.3%	77.3%
%H (TV HH)			43.4%	19.7%	80.3%	44.0%	36.3%	
20" - 29"	557	557	227	110	438	224	214	422
%V	32.6%	34.7%	35.4%	33.2%	38.7%	42.8%	35.1%	32.9%
%H (All HH)		100.0%	40.8%	19.7%	78.6%	40.2%	38.4%	75.8%
%H (TV HH)			40.8%	19.7%	78.6%	40.2%	38.4%	
30" - 39"	890	890	374	192	634	313	321	694
%V	52.0%	55.5%	58.3%	58.0%	56.0%	59.8%	52.6%	54.0%
%H (All HH)		100.0%	42.0%	21.6%	71.2%	35.2%	36.1%	78.0%
%H (TV HH)			42.0%	21.6%	71.2%	35.2%	36.1%	
40" and over	784	784	401	174	526	324	202	676
%V	45.8%	48.9%	62.5%	52.6%	46.4%	62.0%	33.1%	52.6%
%H (All HH)		100.0%	51.1%	22.2%	67.1%	41.3%	25.8%	86.2%
%H (TV HH)			51.1%	22.2%	67.1%	41.3%	25.8%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1711	1603	642	331	1133	523	610	1284
%V (All HH)		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%
%H (TV HH)			40.0%	20.6%	70.7%	32.6%	38.1%	
Main living room	1574	1574	636	327	1111	516	594	1185
%V	92.0%	98.2%	99.1%	98.8%	98.1%	98.7%	97.4%	92.3%
%H (All HH)		100.0%	40.4%	20.8%	70.6%	32.8%	37.7%	75.3%
%H (TV HH)			40.4%	20.8%	70.6%	32.8%	37.7%	
Kitchen	144	144	67	33	124	79	45	128
%V	8.4%	9.0%	10.4%	10.0%	10.9%	15.1%	7.4%	10.0%
%H (All HH)		100.0%	46.5%	22.9%	86.1%	54.9%	31.3%	88.9%
%H (TV HH)			46.5%	22.9%	86.1%	54.9%	31.3%	
Adult's bedroom	769	769	374	172	585	363	222	639
%V	44.9%	48.0%	58.3%	52.0%	51.6%	69.4%	36.4%	49.8%
%H (All HH)		100.0%	48.6%	22.4%	76.1%	47.2%	28.9%	83.1%
%H (TV HH)			48.6%	22.4%	76.1%	47.2%	28.9%	
Child's bedroom	204	204	120	44	134	95	40	190
%V	11.9%	12.7%	18.7%	13.3%	11.8%	18.2%	6.6%	14.8%
%H (All HH)		100.0%	58.8%	21.6%	65.7%	46.6%	19.6%	93.1%
%H (TV HH)			58.8%	21.6%	65.7%	46.6%	19.6%	
Other bedroom	70	70	38	13	50	31	18	63
%V	4.1%	4.4%	5.9%	3.9%	4.4%	5.9%	3.0%	4.9%
%H (All HH)		100.0%	54.3%	18.6%	71.4%	44.3%	25.7%	90.0%
%H (TV HH)			54.3%	18.6%	71.4%	44.3%	25.7%	
Second living/dining room	117	117	65	23	86	55	31	111
%V	6.8%	7.3%	10.1%	6.9%	7.6%	10.5%	5.1%	8.6%
%H (All HH)		100.0%	55.6%	19.7%	73.5%	47.0%	26.5%	94.9%
%H (TV HH)			55.6%	19.7%	73.5%	47.0%	26.5%	
Study/office	14	14	6	3	11	6	5	14
%V	0.8%	0.9%	0.9%	0.9%	1.0%	1.1%	0.8%	1.1%
%H (All HH)		100.0%	42.9%	21.4%	78.6%	42.9%	35.7%	100.0%
%H (TV HH)			42.9%	21.4%	78.6%	42.9%	35.7%	
TV room	19	19	12	2	14	10	4	19
%V	1.1%	1.2%	1.9%	0.6%	1.2%	1.9%	0.7%	1.5%
%H (All HH)		100.0%	63.2%	10.5%	73.7%	52.6%	21.1%	100.0%
%H (TV HH)			63.2%	10.5%	73.7%	52.6%	21.1%	
Conservatory	20	20	10	4	16	11	5	18
%V	1.2%	1.2%	1.6%	1.2%	1.4%	2.1%	0.8%	1.4%
%H (All HH)		100.0%	50.0%	20.0%	80.0%	55.0%	25.0%	90.0%
%H (TV HH)			50.0%	20.0%	80.0%	55.0%	25.0%	
Attic or loft room	3	3	0	1	2	1	1	3
%V	0.2%	0.2%	0.0%	0.3%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	0.0%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			0.0%	33.3%	66.7%	33.3%	33.3%	
No specific location	2	2	1	1	2	2	1	2
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	100.0%	50.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	100.0%	50.0%	
Other	13	13	6	2	12	7	4	13
%V	0.8%	0.8%	0.9%	0.6%	1.1%	1.3%	0.7%	1.0%
%H (All HH)		100.0%	46.2%	15.4%	92.3%	53.8%	30.8%	100.0%
%H (TV HH)			46.2%	15.4%	92.3%	53.8%	30.8%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1711	1603	642	331	1133	523	610	1284
%H (All HH)		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%
%H (TV HH)			40.0%	20.6%	70.7%	32.6%	38.1%	
Any DSAT provider	642	642	642	8	365	365	0	563
%V	37.5%	40.0%	100.0%	2.4%	32.2%	69.8%	0.0%	43.8%
%H (All HH)			100.0%	1.2%	56.9%	56.9%	0.0%	87.7%
%H (TV HH)			100.0%	1.2%	56.9%	56.9%	0.0%	
Sky with subscription	566	566	566	4	322	322	0	507
%V	33.1%	35.3%	88.2%	1.2%	28.4%	61.6%	0.0%	39.5%
%H (All HH)			100.0%	0.7%	56.9%	56.9%	0.0%	89.6%
%H (TV HH)			100.0%	0.7%	56.9%	56.9%	0.0%	
Sky without subscription	29	29	29	2	16	16	0	21
%V	1.7%	1.8%	4.5%	0.6%	1.4%	3.1%	0.0%	1.6%
%H (All HH)			100.0%	6.9%	55.2%	55.2%	0.0%	72.4%
%H (TV HH)			100.0%	6.9%	55.2%	55.2%	0.0%	
Freesat	47	47	47	2	27	27	0	35
%V	2.7%	2.9%	7.3%	0.6%	2.4%	5.2%	0.0%	2.7%
%H (All HH)			100.0%	4.3%	57.4%	57.4%	0.0%	74.5%
%H (TV HH)			100.0%	4.3%	57.4%	57.4%	0.0%	
Other satellite provider	15	15	15	0	6	6	0	13
%V	0.9%	0.9%	2.3%	0.0%	0.5%	1.1%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	86.7%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
DCAB	331	331	8	331	162	162	0	284
%V	19.3%	20.6%	1.2%	100.0%	14.3%	31.0%	0.0%	22.1%
%H (All HH)			2.4%	100.0%	48.9%	48.9%	0.0%	85.8%
%H (TV HH)			2.4%	100.0%	48.9%	48.9%	0.0%	
DTT	1133	1133	365	162	1133	523	610	805
%V	66.2%	70.7%	56.9%	48.9%	100.0%	100.0%	100.0%	62.7%
%H (All HH)		100.0%	32.2%	14.3%	100.0%	46.2%	53.8%	71.1%
%H (TV HH)			32.2%	14.3%	100.0%	46.2%	53.8%	

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

DATA PERIOD: ANNUAL

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Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1711	1603	642	331	1133	523	610	1284
%H (All HH)		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%
%H (TV HH)			40.0%	20.6%	70.7%	32.6%	38.1%	
PVR	982	982	566	255	618	453	165	861
%V	57.4%	61.3%	88.2%	77.0%	54.5%	86.6%	27.0%	67.1%
%H (All HH)		100.0%	57.6%	26.0%	62.9%	46.1%	16.8%	87.7%
%H (TV HH)			57.6%	26.0%	62.9%	46.1%	16.8%	
DVDR	45	45	19	8	33	14	18	36
%V	2.6%	2.8%	3.0%	2.4%	2.9%	2.7%	3.0%	2.8%
%H (All HH)		100.0%	42.2%	17.8%	73.3%	31.1%	40.0%	80.0%
%H (TV HH)			42.2%	17.8%	73.3%	31.1%	40.0%	
VCR	44	44	10	11	36	12	24	27
%V	2.6%	2.7%	1.6%	3.3%	3.2%	2.3%	3.9%	2.1%
%H (All HH)		100.0%	22.7%	25.0%	81.8%	27.3%	54.5%	61.4%
%H (TV HH)			22.7%	25.0%	81.8%	27.3%	54.5%	
Any recorder	1018	1018	573	259	649	458	191	880
%V	59.5%	63.5%	89.3%	78.2%	57.3%	87.6%	31.3%	68.5%
%H (All HH)		100.0%	56.3%	25.4%	63.8%	45.0%	18.8%	86.4%
%H (TV HH)			56.3%	25.4%	63.8%	45.0%	18.8%	
Receives HDTV (via STB or built-in reception)	876	876	452	235	570	378	193	764
%V	51.2%	54.6%	70.4%	71.0%	50.3%	72.3%	31.6%	59.5%
%H (All HH)		100.0%	51.6%	26.8%	65.1%	43.2%	22.0%	87.2%
%H (TV HH)			51.6%	26.8%	65.1%	43.2%	22.0%	
DVD/Blu-ray player or recorder	1305	1305	548	286	941	470	471	1027
%V	76.3%	81.4%	85.4%	86.4%	83.1%	89.9%	77.2%	80.0%
%H (All HH)		100.0%	42.0%	21.9%	72.1%	36.0%	36.1%	78.7%
%H (TV HH)			42.0%	21.9%	72.1%	36.0%	36.1%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Central Scotland

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1711	1603	642	331	1133	523	610	1284
%V (All HH)		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%
%H (TV HH)			40.0%	20.6%	70.7%	32.6%	38.1%	
Has broadband internet	1284	1209	563	284	805	461	344	1284
%V	75.0%	75.4%	87.7%	85.8%	71.1%	88.1%	56.4%	100.0%
%H (All HH)		94.2%	43.8%	22.1%	62.7%	35.9%	26.8%	100.0%
%H (TV HH)			46.6%	23.5%	66.6%	38.1%	28.5%	
Number of computers (PCs and laptops)								
0	413	382	77	48	313	59	253	33
%V	24.1%	23.8%	12.0%	14.5%	27.6%	11.3%	41.5%	2.6%
%H (All HH)		92.5%	18.6%	11.6%	75.8%	14.3%	61.3%	8.0%
%H (TV HH)			20.2%	12.6%	81.9%	15.4%	66.2%	
1	484	450	175	102	309	143	166	448
%V	28.3%	28.1%	27.3%	30.8%	27.3%	27.3%	27.2%	34.9%
%H (All HH)		93.0%	36.2%	21.1%	63.8%	29.5%	34.3%	92.6%
%H (TV HH)			38.9%	22.7%	68.7%	31.8%	36.9%	
2	373	349	171	81	230	140	90	366
%V	21.8%	21.8%	26.6%	24.5%	20.3%	26.8%	14.8%	28.5%
%H (All HH)		93.6%	45.8%	21.7%	61.7%	37.5%	24.1%	98.1%
%H (TV HH)			49.0%	23.2%	65.9%	40.1%	25.8%	
3	204	197	98	42	133	79	54	203
%V	11.9%	12.3%	15.3%	12.7%	11.7%	15.1%	8.9%	15.8%
%H (All HH)		96.6%	48.0%	20.6%	65.2%	38.7%	26.5%	99.5%
%H (TV HH)			49.7%	21.3%	67.5%	40.1%	27.4%	
4	122	117	62	28	72	47	25	121
%V	7.1%	7.3%	9.7%	8.5%	6.4%	9.0%	4.1%	9.4%
%H (All HH)		95.9%	50.8%	23.0%	59.0%	38.5%	20.5%	99.2%
%H (TV HH)			53.0%	23.9%	61.5%	40.2%	21.4%	
5+	115	109	60	29	76	55	21	113
%V	6.7%	6.8%	9.3%	8.8%	6.7%	10.5%	3.4%	8.8%
%H (All HH)		94.8%	52.2%	25.2%	66.1%	47.8%	18.3%	98.3%
%H (TV HH)			55.0%	26.6%	69.7%	50.5%	19.3%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Central Scotland

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3217	1493	690	2349	1332	1017	2629
%H		46.4%	21.4%	73.0%	41.4%	31.6%	81.7%
Under 20"	461	209	90	373	212	161	365
%V	14.3%	14.0%	13.0%	15.9%	15.9%	15.8%	13.9%
%H		45.3%	19.5%	80.9%	46.0%	34.9%	79.2%
20" - 29"	688	292	138	546	293	252	536
%V	21.4%	19.6%	20.0%	23.2%	22.0%	24.8%	20.4%
%H		42.4%	20.1%	79.4%	42.6%	36.6%	77.9%
30" - 39"	1085	482	237	779	415	364	872
%V	33.7%	32.3%	34.3%	33.2%	31.2%	35.8%	33.2%
%H		44.4%	21.8%	71.8%	38.2%	33.5%	80.4%
40" and over	952	502	216	635	407	228	836
%V	29.6%	33.6%	31.3%	27.0%	30.6%	22.4%	31.8%
%H		52.7%	22.7%	66.7%	42.8%	23.9%	87.8%
Don't know	30	9	9	17	6	11	21
%V	0.9%	0.6%	1.3%	0.7%	0.5%	1.1%	0.8%
%H		30.0%	30.0%	56.7%	20.0%	36.7%	70.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Set level data

Table 6.12: 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	3217	1493	690	2349	1332	1017	2629
%H		46.4%	21.4%	73.0%	41.4%	31.6%	81.7%
Main living room	1582	640	328	1116	519	597	1190
%V	49.2%	42.9%	47.5%	47.5%	39.0%	58.7%	45.3%
%H		40.5%	20.7%	70.5%	32.8%	37.7%	75.2%
Kitchen	145	67	33	124	79	45	128
%V	4.5%	4.5%	4.8%	5.3%	5.9%	4.4%	4.9%
%H		46.2%	22.8%	85.5%	54.5%	31.0%	88.3%
Adult's bedroom	958	481	221	735	481	254	812
%V	29.8%	32.2%	32.0%	31.3%	36.1%	25.0%	30.9%
%H		50.2%	23.1%	76.7%	50.2%	26.5%	84.8%
Child's bedroom	262	156	57	169	120	50	246
%V	8.1%	10.4%	8.3%	7.2%	9.0%	4.9%	9.4%
%H		59.5%	21.8%	64.5%	45.8%	19.1%	93.9%
Other bedroom	80	45	14	58	38	20	72
%V	2.5%	3.0%	2.0%	2.5%	2.9%	2.0%	2.7%
%H		56.3%	17.5%	72.5%	47.5%	25.0%	90.0%
Second living/dining room	120	67	24	88	57	31	113
%V	3.7%	4.5%	3.5%	3.7%	4.3%	3.0%	4.3%
%H		55.8%	20.0%	73.3%	47.5%	25.8%	94.2%
Study/office	14	6	3	11	6	5	14
%V	0.4%	0.4%	0.4%	0.5%	0.5%	0.5%	0.5%
%H		42.9%	21.4%	78.6%	42.9%	35.7%	100.0%
TV room	19	12	2	14	10	4	19
%V	0.6%	0.8%	0.3%	0.6%	0.8%	0.4%	0.7%
%H		63.2%	10.5%	73.7%	52.6%	21.1%	100.0%
Conservatory	20	10	4	16	11	5	18
%V	0.6%	0.7%	0.6%	0.7%	0.8%	0.5%	0.7%
%H		50.0%	20.0%	80.0%	55.0%	25.0%	90.0%
Attic or loft room	3	0	1	2	1	1	3
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		0.0%	33.3%	66.7%	33.3%	33.3%	100.0%
No specific location	2	1	1	2	2	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	50.0%	100.0%	100.0%	50.0%	100.0%
Other	13	7	2	12	8	4	13
%V	0.4%	0.5%	0.3%	0.5%	0.6%	0.4%	0.5%
%H		53.8%	15.4%	92.3%	61.5%	30.8%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3217	1493	690	2349	1332	1017	2629
%H		46.4%	21.4%	73.0%	41.4%	31.6%	81.7%
PVR	1319	785	361	777	594	183	1186
%V	41.0%	52.6%	52.3%	33.1%	44.6%	18.0%	45.1%
%H		59.5%	27.4%	58.9%	45.0%	13.9%	89.9%
DVDR	48	20	8	34	15	20	39
%V	1.5%	1.3%	1.2%	1.4%	1.1%	2.0%	1.5%
%H		41.7%	16.7%	70.8%	31.3%	41.7%	81.3%
VCR	47	10	11	38	13	25	28
%V	1.5%	0.7%	1.6%	1.6%	1.0%	2.5%	1.1%
%H		21.3%	23.4%	80.9%	27.7%	53.2%	59.6%
Any recorder	1368	796	367	819	604	215	1214
%V	42.5%	53.3%	53.2%	34.9%	45.3%	21.1%	46.2%
%H		58.2%	26.8%	59.9%	44.2%	15.7%	88.7%

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	3217	1493	690	2349	1332	1017	2629
%H		46.4%	21.4%	73.0%	41.4%	31.6%	81.7%
Receives HDTV (via STB or built-in reception)	1241	652	352	796	551	245	1115
%V	38.6%	43.7%	51.0%	33.9%	41.4%	24.1%	42.4%
%H		52.5%	28.4%	64.1%	44.4%	19.7%	89.8%
DVD/Blu-ray player or recorder	1967	912	443	1466	850	616	1630
%V	61.1%	61.1%	64.2%	62.4%	63.8%	60.6%	62.0%
%H		46.4%	22.5%	74.5%	43.2%	31.3%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Set level data

Table 6.15: 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	1597	641	331	1130	523	608	1205
%H		40.1%	20.7%	70.8%	32.7%	38.1%	75.5%
Under 20"	29	2	1	25	1	24	16
%V	1.8%	0.3%	0.3%	2.2%	0.2%	3.9%	1.3%
%H		6.9%	3.4%	86.2%	3.4%	82.8%	55.2%
20" - 29"	186	39	26	153	35	118	96
%V	11.6%	6.1%	7.9%	13.5%	6.7%	19.4%	8.0%
%H		21.0%	14.0%	82.3%	18.8%	63.4%	51.6%
30" - 39"	608	209	129	441	174	267	431
%V	38.1%	32.6%	39.0%	39.0%	33.3%	43.9%	35.8%
%H		34.4%	21.2%	72.5%	28.6%	43.9%	70.9%
40" and over	756	387	170	502	309	193	652
%V	47.3%	60.4%	51.4%	44.4%	59.1%	31.7%	54.1%
%H		51.2%	22.5%	66.4%	40.9%	25.5%	86.2%
Don't know	17	5	5	9	3	6	11
%V	1.1%	0.8%	1.5%	0.8%	0.6%	1.0%	0.9%
%H		29.4%	29.4%	52.9%	17.6%	35.3%	64.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1597	641	331	1130	523	608	1205
%H		40.1%	20.7%	70.8%	32.7%	38.1%	75.5%
PVR	957	555	250	597	441	156	838
%V	59.9%	86.6%	75.5%	52.8%	84.3%	25.7%	69.5%
%H		58.0%	26.1%	62.4%	46.1%	16.3%	87.6%
DVDR	38	16	7	28	12	15	31
%V	2.4%	2.5%	2.1%	2.5%	2.3%	2.5%	2.6%
%H		42.1%	18.4%	73.7%	31.6%	39.5%	81.6%
VCR	38	8	9	31	10	21	23
%V	2.4%	1.2%	2.7%	2.7%	1.9%	3.5%	1.9%
%H		21.1%	23.7%	81.6%	26.3%	55.3%	60.5%
Any recorder	992	562	254	627	446	181	857
%V	62.1%	87.7%	76.7%	55.5%	85.3%	29.8%	71.1%
%H		56.7%	25.6%	63.2%	45.0%	18.2%	86.4%

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	1597	641	331	1130	523	608	1205
%H		40.1%	20.7%	70.8%	32.7%	38.1%	75.5%
Receives HDTV (via STB or built-in reception)	850	439	231	548	364	184	742
%V	53.2%	68.5%	69.8%	48.5%	69.6%	30.3%	61.6%
%H		51.6%	27.2%	64.5%	42.8%	21.6%	87.3%
DVD/Blu-ray player or recorder	1211	496	267	867	421	446	946
%V	75.8%	77.4%	80.7%	76.7%	80.5%	73.4%	78.5%
%H		41.0%	22.0%	71.6%	34.8%	36.8%	78.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Set level data

Table 6.18: 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	1620	852	360	1218	810	409	1423
%H		52.6%	22.2%	75.2%	50.0%	25.2%	87.8%
Under 20"	432	207	89	347	210	137	349
%V	26.7%	24.3%	24.7%	28.5%	25.9%	33.5%	24.5%
%H		47.9%	20.6%	80.3%	48.6%	31.7%	80.8%
20" - 29"	502	253	112	393	258	135	440
%V	31.0%	29.7%	31.1%	32.3%	31.9%	33.0%	30.9%
%H		50.4%	22.3%	78.3%	51.4%	26.9%	87.6%
30" - 39"	477	273	109	338	241	98	440
%V	29.4%	32.0%	30.3%	27.8%	29.8%	24.0%	30.9%
%H		57.2%	22.9%	70.9%	50.5%	20.5%	92.2%
40" and over	196	115	46	133	98	35	184
%V	12.1%	13.5%	12.8%	10.9%	12.1%	8.6%	12.9%
%H		58.7%	23.5%	67.9%	50.0%	17.9%	93.9%
Don't know	14	4	4	8	3	5	10
%V	0.9%	0.5%	1.1%	0.7%	0.4%	1.2%	0.7%
%H		28.6%	28.6%	57.1%	21.4%	35.7%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1620	852	360	1218	810	409	1423
%H		52.6%	22.2%	75.2%	50.0%	25.2%	87.8%
PVR	362	230	111	180	153	27	348
%V	22.3%	27.0%	30.8%	14.8%	18.9%	6.6%	24.5%
%H		63.5%	30.7%	49.7%	42.3%	7.5%	96.1%
DVDR	9	4	1	7	3	4	8
%V	0.6%	0.5%	0.3%	0.6%	0.4%	1.0%	0.6%
%H		44.4%	11.1%	77.8%	33.3%	44.4%	88.9%
VCR	9	2	2	8	3	4	4
%V	0.6%	0.2%	0.6%	0.7%	0.4%	1.0%	0.3%
%H		22.2%	22.2%	88.9%	33.3%	44.4%	44.4%
Any recorder	376	234	113	192	157	34	357
%V	23.2%	27.5%	31.4%	15.8%	19.4%	8.3%	25.1%
%H		62.2%	30.1%	51.1%	41.8%	9.0%	94.9%

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	1620	852	360	1218	810	409	1423
%H		52.6%	22.2%	75.2%	50.0%	25.2%	87.8%
Receives HDTV (via STB or built-in reception)	391	213	121	248	187	60	372
%V	24.1%	25.0%	33.6%	20.4%	23.1%	14.7%	26.1%
%H		54.5%	30.9%	63.4%	47.8%	15.3%	95.1%
DVD/Blu-ray player or recorder	756	416	176	599	429	170	684
%V	46.7%	48.8%	48.9%	49.2%	53.0%	41.6%	48.1%
%H		55.0%	23.3%	79.2%	56.7%	22.5%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3705	3507	1626	773	2382	1310	1073	3120
%H		94.7%	43.9%	20.9%	64.3%	35.4%	29.0%	84.2%
Total Children	644	625	355	137	388	257	131	608
%V	17.4%	17.8%	21.8%	17.7%	16.3%	19.6%	12.2%	19.5%
%H		97.0%	55.1%	21.3%	60.2%	39.9%	20.3%	94.4%
0 - 3	164	154	94	34	85	59	26	153
%V	4.4%	4.4%	5.8%	4.4%	3.6%	4.5%	2.4%	4.9%
%H		93.9%	57.3%	20.7%	51.8%	36.0%	15.9%	93.3%
4 - 15	480	471	261	103	302	198	104	455
%V	13.0%	13.4%	16.1%	13.3%	12.7%	15.1%	9.7%	14.6%
%H		98.1%	54.4%	21.5%	62.9%	41.3%	21.7%	94.8%
4 - 9	245	239	128	53	148	93	55	228
%V	6.6%	6.8%	7.9%	6.9%	6.2%	7.1%	5.1%	7.3%
%H		97.6%	52.2%	21.6%	60.4%	38.0%	22.4%	93.1%
10 - 15	235	233	133	49	155	105	49	226
%V	6.3%	6.6%	8.2%	6.3%	6.5%	8.0%	4.6%	7.2%
%H		99.1%	56.6%	20.9%	66.0%	44.7%	20.9%	96.2%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3705	3507	1626	773	2382	1310	1073	3120
%H		94.7%	43.9%	20.9%	64.3%	35.4%	29.0%	84.2%
Total Adults (16+)	3061	2882	1272	636	1995	1053	942	2513
%V	82.6%	82.2%	78.2%	82.3%	83.8%	80.4%	87.8%	80.5%
%H		94.2%	41.6%	20.8%	65.2%	34.4%	30.8%	82.1%
16 - 19	153	147	74	33	96	59	36	139
%V	4.1%	4.2%	4.6%	4.3%	4.0%	4.5%	3.4%	4.5%
%H		96.1%	48.4%	21.6%	62.7%	38.6%	23.5%	90.8%
20 - 24	265	225	98	59	147	91	56	242
%V	7.2%	6.4%	6.0%	7.6%	6.2%	6.9%	5.2%	7.8%
%H		84.9%	37.0%	22.3%	55.5%	34.3%	21.1%	91.3%
25 - 34	501	452	225	105	272	159	113	461
%V	13.5%	12.9%	13.8%	13.6%	11.4%	12.1%	10.5%	14.8%
%H		90.2%	44.9%	21.0%	54.3%	31.7%	22.6%	92.0%
35 - 44	477	454	238	99	289	179	111	439
%V	12.9%	12.9%	14.6%	12.8%	12.1%	13.7%	10.3%	14.1%
%H		95.2%	49.9%	20.8%	60.6%	37.5%	23.3%	92.0%
45 - 54	552	535	258	133	369	226	143	494
%V	14.9%	15.3%	15.9%	17.2%	15.5%	17.3%	13.3%	15.8%
%H		96.9%	46.7%	24.1%	66.8%	40.9%	25.9%	89.5%
55 - 64	472	450	198	97	321	168	153	384
%V	12.7%	12.8%	12.2%	12.5%	13.5%	12.8%	14.3%	12.3%
%H		95.3%	41.9%	20.6%	68.0%	35.6%	32.4%	81.4%
65+	642	619	180	111	500	171	329	353
%V	17.3%	17.7%	11.1%	14.4%	21.0%	13.1%	30.7%	11.3%
%H		96.4%	28.0%	17.3%	77.9%	26.6%	51.2%	55.0%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3061	2882	1272	636	1995	1053	942	2513
%H		94.2%	41.6%	20.8%	65.2%	34.4%	30.8%	82.1%
AB	754	718	338	152	499	274	225	716
%V	24.6%	24.9%	26.6%	23.9%	25.0%	26.0%	23.9%	28.5%
%H		95.2%	44.8%	20.2%	66.2%	36.3%	29.8%	95.0%
C1	903	824	384	186	557	324	233	800
%V	29.5%	28.6%	30.2%	29.2%	27.9%	30.8%	24.7%	31.8%
%H		91.3%	42.5%	20.6%	61.7%	35.9%	25.8%	88.6%
C2	575	559	264	137	385	226	159	492
%V	18.8%	19.4%	20.8%	21.5%	19.3%	21.5%	16.9%	19.6%
%H		97.2%	45.9%	23.8%	67.0%	39.3%	27.7%	85.6%
D	497	470	189	117	320	165	155	360
%V	16.2%	16.3%	14.9%	18.4%	16.0%	15.7%	16.5%	14.3%
%H		94.6%	38.0%	23.5%	64.4%	33.2%	31.2%	72.4%
E	334	311	97	43	233	63	170	144
%V	10.9%	10.8%	7.6%	6.8%	11.7%	6.0%	18.0%	5.7%
%H		93.1%	29.0%	12.9%	69.8%	18.9%	50.9%	43.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3061	2882	1272	636	1995	1053	942	2513
%H		94.2%	41.6%	20.8%	65.2%	34.4%	30.8%	82.1%
Working full time	1396	1337	675	324	878	556	322	1304
%V	45.6%	46.4%	53.1%	50.9%	44.0%	52.8%	34.2%	51.9%
%H		95.8%	48.4%	23.2%	62.9%	39.8%	23.1%	93.4%
Working part time	284	276	137	61	191	115	76	257
%V	9.3%	9.6%	10.8%	9.6%	9.6%	10.9%	8.1%	10.2%
%H		97.2%	48.2%	21.5%	67.3%	40.5%	26.8%	90.5%
Not working	1381	1269	460	251	926	382	544	951
%V	45.1%	44.0%	36.2%	39.5%	46.4%	36.3%	57.7%	37.8%
%H		91.9%	33.3%	18.2%	67.1%	27.7%	39.4%	68.9%
Housewife/Houseperson	1711	1603	642	331	1133	523	610	1284
%V	55.9%	55.6%	50.5%	52.0%	56.8%	49.7%	64.8%	51.1%
%H		93.7%	37.5%	19.3%	66.2%	30.6%	35.7%	75.0%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1452	1364	619	308	927	507	420	1200
%H		93.9%	42.6%	21.2%	63.8%	34.9%	28.9%	82.6%
16 - 19	78	75	38	18	45	28	17	72
%V	5.4%	5.5%	6.1%	5.8%	4.9%	5.5%	4.0%	6.0%
%H		96.2%	48.7%	23.1%	57.7%	35.9%	21.8%	92.3%
20 - 24	124	108	48	27	70	46	24	113
%V	8.5%	7.9%	7.8%	8.8%	7.6%	9.1%	5.7%	9.4%
%H		87.1%	38.7%	21.8%	56.5%	37.1%	19.4%	91.1%
25 - 34	239	218	113	49	136	83	53	219
%V	16.5%	16.0%	18.3%	15.9%	14.7%	16.4%	12.6%	18.3%
%H		91.2%	47.3%	20.5%	56.9%	34.7%	22.2%	91.6%
35 - 44	231	217	109	47	134	77	58	210
%V	15.9%	15.9%	17.6%	15.3%	14.5%	15.2%	13.8%	17.5%
%H		93.9%	47.2%	20.3%	58.0%	33.3%	25.1%	90.9%
45 - 54	268	258	126	61	177	105	71	232
%V	18.5%	18.9%	20.4%	19.8%	19.1%	20.7%	16.9%	19.3%
%H		96.3%	47.0%	22.8%	66.0%	39.2%	26.5%	86.6%
55 - 64	227	214	95	51	153	84	69	177
%V	15.6%	15.7%	15.3%	16.6%	16.5%	16.6%	16.4%	14.8%
%H		94.3%	41.9%	22.5%	67.4%	37.0%	30.4%	78.0%
65+	286	274	91	55	213	85	128	177
%V	19.7%	20.1%	14.7%	17.9%	23.0%	16.8%	30.5%	14.8%
%H		95.8%	31.8%	19.2%	74.5%	29.7%	44.8%	61.9%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1452	1364	619	308	927	507	420	1200
%H		93.9%	42.6%	21.2%	63.8%	34.9%	28.9%	82.6%
AB	368	347	171	74	237	135	102	354
%V	25.3%	25.4%	27.6%	24.0%	25.6%	26.6%	24.3%	29.5%
%H		94.3%	46.5%	20.1%	64.4%	36.7%	27.7%	96.2%
C1	393	364	178	85	240	150	90	354
%V	27.1%	26.7%	28.8%	27.6%	25.9%	29.6%	21.4%	29.5%
%H		92.6%	45.3%	21.6%	61.1%	38.2%	22.9%	90.1%
C2	306	296	139	73	205	120	85	260
%V	21.1%	21.7%	22.5%	23.7%	22.1%	23.7%	20.2%	21.7%
%H		96.7%	45.4%	23.9%	67.0%	39.2%	27.8%	85.0%
D	233	220	87	57	146	76	70	168
%V	16.0%	16.1%	14.1%	18.5%	15.7%	15.0%	16.7%	14.0%
%H		94.4%	37.3%	24.5%	62.7%	32.6%	30.0%	72.1%
E	153	137	44	19	99	25	73	64
%V	10.5%	10.0%	7.1%	6.2%	10.7%	4.9%	17.4%	5.3%
%H		89.5%	28.8%	12.4%	64.7%	16.3%	47.7%	41.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1452	1364	619	308	927	507	420	1200
%H		93.9%	42.6%	21.2%	63.8%	34.9%	28.9%	82.6%
Working full time	814	775	405	181	507	328	179	755
%V	56.1%	56.8%	65.4%	58.8%	54.7%	64.7%	42.6%	62.9%
%H		95.2%	49.8%	22.2%	62.3%	40.3%	22.0%	92.8%
Working part time	57	55	21	11	43	21	23	48
%V	3.9%	4.0%	3.4%	3.6%	4.6%	4.1%	5.5%	4.0%
%H		96.5%	36.8%	19.3%	75.4%	36.8%	40.4%	84.2%
Not working	581	534	192	116	377	159	218	396
%V	40.0%	39.1%	31.0%	37.7%	40.7%	31.4%	51.9%	33.0%
%H		91.9%	33.0%	20.0%	64.9%	27.4%	37.5%	68.2%
Housewife/Houseperson	395	356	121	66	249	90	159	244
%V	27.2%	26.1%	19.5%	21.4%	26.9%	17.8%	37.9%	20.3%
%H		90.1%	30.6%	16.7%	63.0%	22.8%	40.3%	61.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1609	1517	653	329	1068	545	523	1313
%H		94.3%	40.6%	20.4%	66.4%	33.9%	32.5%	81.6%
16 - 19	76	72	36	15	51	32	19	67
%V	4.7%	4.7%	5.5%	4.6%	4.8%	5.9%	3.6%	5.1%
%H		94.7%	47.4%	19.7%	67.1%	42.1%	25.0%	88.2%
20 - 24	141	117	50	31	77	45	32	128
%V	8.8%	7.7%	7.7%	9.4%	7.2%	8.3%	6.1%	9.7%
%H		83.0%	35.5%	22.0%	54.6%	31.9%	22.7%	90.8%
25 - 34	262	234	113	56	137	76	61	242
%V	16.3%	15.4%	17.3%	17.0%	12.8%	13.9%	11.7%	18.4%
%H		89.3%	43.1%	21.4%	52.3%	29.0%	23.3%	92.4%
35 - 44	246	236	129	52	155	102	53	229
%V	15.3%	15.6%	19.8%	15.8%	14.5%	18.7%	10.1%	17.4%
%H		95.9%	52.4%	21.1%	63.0%	41.5%	21.5%	93.1%
45 - 54	284	277	133	73	193	121	72	262
%V	17.7%	18.3%	20.4%	22.2%	18.1%	22.2%	13.8%	20.0%
%H		97.5%	46.8%	25.7%	68.0%	42.6%	25.4%	92.3%
55 - 64	245	235	103	47	168	84	84	207
%V	15.2%	15.5%	15.8%	14.3%	15.7%	15.4%	16.1%	15.8%
%H		95.9%	42.0%	19.2%	68.6%	34.3%	34.3%	84.5%
65+	356	345	89	55	287	86	201	176
%V	22.1%	22.7%	13.6%	16.7%	26.9%	15.8%	38.4%	13.4%
%H		96.9%	25.0%	15.4%	80.6%	24.2%	56.5%	49.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1609	1517	653	329	1068	545	523	1313
%H		94.3%	40.6%	20.4%	66.4%	33.9%	32.5%	81.6%
AB	386	370	166	78	263	139	124	362
%V	24.0%	24.4%	25.4%	23.7%	24.6%	25.5%	23.7%	27.6%
%H		95.9%	43.0%	20.2%	68.1%	36.0%	32.1%	93.8%
C1	510	460	206	102	317	174	143	446
%V	31.7%	30.3%	31.5%	31.0%	29.7%	31.9%	27.3%	34.0%
%H		90.2%	40.4%	20.0%	62.2%	34.1%	28.0%	87.5%
C2	269	263	125	64	180	106	74	233
%V	16.7%	17.3%	19.1%	19.5%	16.9%	19.4%	14.1%	17.7%
%H		97.8%	46.5%	23.8%	66.9%	39.4%	27.5%	86.6%
D	264	250	102	60	174	89	85	192
%V	16.4%	16.5%	15.6%	18.2%	16.3%	16.3%	16.3%	14.6%
%H		94.7%	38.6%	22.7%	65.9%	33.7%	32.2%	72.7%
E	181	174	53	25	135	38	97	80
%V	11.2%	11.5%	8.1%	7.6%	12.6%	7.0%	18.5%	6.1%
%H		96.1%	29.3%	13.8%	74.6%	21.0%	53.6%	44.2%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Central Scotland

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1609	1517	653	329	1068	545	523	1313
%H		94.3%	40.6%	20.4%	66.4%	33.9%	32.5%	81.6%
Working full time	583	562	270	143	371	228	143	549
%V	36.2%	37.0%	41.3%	43.5%	34.7%	41.8%	27.3%	41.8%
%H		96.4%	46.3%	24.5%	63.6%	39.1%	24.5%	94.2%
Working part time	227	221	116	50	148	95	54	209
%V	14.1%	14.6%	17.8%	15.2%	13.9%	17.4%	10.3%	15.9%
%H		97.4%	51.1%	22.0%	65.2%	41.9%	23.8%	92.1%
Not working	800	734	268	136	548	222	326	555
%V	49.7%	48.4%	41.0%	41.3%	51.3%	40.7%	62.3%	42.3%
%H		91.8%	33.5%	17.0%	68.5%	27.8%	40.8%	69.4%
Housewife/Houseperson	1316	1247	521	266	884	432	451	1040
%V	81.8%	82.2%	79.8%	80.9%	82.8%	79.3%	86.2%	79.2%
%H		94.8%	39.6%	20.2%	67.2%	32.8%	34.3%	79.0%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	566	300	29	410	185	225	469
%H (All HH)		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%
%H (TV HH)			53.0%	5.1%	72.4%	32.7%	39.8%	
AB	178	168	95	11	120	60	60	166
%V	29.6%	29.7%	31.7%	37.9%	29.3%	32.4%	26.7%	35.4%
%H (All HH)		94.4%	53.4%	6.2%	67.4%	33.7%	33.7%	93.3%
%H (TV HH)			56.5%	6.5%	71.4%	35.7%	35.7%	
C1	147	139	77	7	100	50	50	125
%V	24.4%	24.6%	25.7%	24.1%	24.4%	27.0%	22.2%	26.7%
%H (All HH)		94.6%	52.4%	4.8%	68.0%	34.0%	34.0%	85.0%
%H (TV HH)			55.4%	5.0%	71.9%	36.0%	36.0%	
C2	129	125	76	4	89	47	42	102
%V	21.4%	22.1%	25.3%	13.8%	21.7%	25.4%	18.7%	21.7%
%H (All HH)		96.9%	58.9%	3.1%	69.0%	36.4%	32.6%	79.1%
%H (TV HH)			60.8%	3.2%	71.2%	37.6%	33.6%	
D	88	81	37	5	61	23	39	55
%V	14.6%	14.3%	12.3%	17.2%	14.9%	12.4%	17.3%	11.7%
%H (All HH)		92.0%	42.0%	5.7%	69.3%	26.1%	44.3%	62.5%
%H (TV HH)			45.7%	6.2%	75.3%	28.4%	48.1%	
E	59	54	16	2	40	6	34	21
%V	9.8%	9.5%	5.3%	6.9%	9.8%	3.2%	15.1%	4.5%
%H (All HH)		91.5%	27.1%	3.4%	67.8%	10.2%	57.6%	35.6%
%H (TV HH)			29.6%	3.7%	74.1%	11.1%	63.0%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	566	300	29	410	185	225	469
%V (All HH)		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%
%H (TV HH)			53.0%	5.1%	72.4%	32.7%	39.8%	
Under 25	30	24	10	1	12	4	8	26
%V	5.0%	4.2%	3.3%	3.4%	2.9%	2.2%	3.6%	5.5%
%H (All HH)		80.0%	33.3%	3.3%	40.0%	13.3%	26.7%	86.7%
%H (TV HH)			41.7%	4.2%	50.0%	16.7%	33.3%	
25 - 34	98	90	55	7	56	33	23	85
%V	16.3%	15.9%	18.3%	24.1%	13.7%	17.8%	10.2%	18.1%
%H (All HH)		91.8%	56.1%	7.1%	57.1%	33.7%	23.5%	86.7%
%H (TV HH)			61.1%	7.8%	62.2%	36.7%	25.6%	
35 - 44	95	89	52	2	65	31	34	87
%V	15.8%	15.7%	17.3%	6.9%	15.9%	16.8%	15.1%	18.6%
%H (All HH)		93.7%	54.7%	2.1%	68.4%	32.6%	35.8%	91.6%
%H (TV HH)			58.4%	2.2%	73.0%	34.8%	38.2%	
45 - 54	120	114	73	7	79	46	33	108
%V	19.9%	20.1%	24.3%	24.1%	19.3%	24.9%	14.7%	23.0%
%H (All HH)		95.0%	60.8%	5.8%	65.8%	38.3%	27.5%	90.0%
%H (TV HH)			64.0%	6.1%	69.3%	40.4%	28.9%	
55 - 64	100	97	54	4	73	34	39	85
%V	16.6%	17.1%	18.0%	13.8%	17.8%	18.4%	17.3%	18.1%
%H (All HH)		97.0%	54.0%	4.0%	73.0%	34.0%	39.0%	85.0%
%H (TV HH)			55.7%	4.1%	75.3%	35.1%	40.2%	
65 +	159	152	55	8	125	36	89	78
%V	26.4%	26.9%	18.3%	27.6%	30.5%	19.5%	39.6%	16.6%
%H (All HH)		95.6%	34.6%	5.0%	78.6%	22.6%	56.0%	49.1%
%H (TV HH)			36.2%	5.3%	82.2%	23.7%	58.6%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	566	300	29	410	185	225	469
%H (All HH)		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%
%H (TV HH)			53.0%	5.1%	72.4%	32.7%	39.8%	
1	207	189	69	11	140	38	102	111
%V	34.4%	33.4%	23.0%	37.9%	34.1%	20.5%	45.3%	23.7%
%H (All HH)		91.3%	33.3%	5.3%	67.6%	18.4%	49.3%	53.6%
%H (TV HH)			36.5%	5.8%	74.1%	20.1%	54.0%	
2	203	195	107	9	148	72	76	173
%V	33.7%	34.5%	35.7%	31.0%	36.1%	38.9%	33.8%	36.9%
%H (All HH)		96.1%	52.7%	4.4%	72.9%	35.5%	37.4%	85.2%
%H (TV HH)			54.9%	4.6%	75.9%	36.9%	39.0%	
3	93	87	58	6	61	39	22	90
%V	15.4%	15.4%	19.3%	20.7%	14.9%	21.1%	9.8%	19.2%
%H (All HH)		93.5%	62.4%	6.5%	65.6%	41.9%	23.7%	96.8%
%H (TV HH)			66.7%	6.9%	70.1%	44.8%	25.3%	
4	69	66	44	2	43	25	17	66
%V	11.5%	11.7%	14.7%	6.9%	10.5%	13.5%	7.6%	14.1%
%H (All HH)		95.7%	63.8%	2.9%	62.3%	36.2%	24.6%	95.7%
%H (TV HH)			66.7%	3.0%	65.2%	37.9%	25.8%	
5+	30	29	22	1	18	12	7	29
%V	5.0%	5.1%	7.3%	3.4%	4.4%	6.5%	3.1%	6.2%
%H (All HH)		96.7%	73.3%	3.3%	60.0%	40.0%	23.3%	96.7%
%H (TV HH)			75.9%	3.4%	62.1%	41.4%	24.1%	
Average HH size	2.20	2.22	2.50	2.02	2.16	2.48	1.90	2.44

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	566	300	29	410	185	225	469
%H (All HH)		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%
%H (TV HH)			53.0%	5.1%	72.4%	32.7%	39.8%	
Without	459	431	209	24	323	136	187	333
%V	76.2%	76.1%	69.7%	82.8%	78.8%	73.5%	83.1%	71.0%
%H (All HH)		93.9%	45.5%	5.2%	70.4%	29.6%	40.7%	72.5%
%H (TV HH)			48.5%	5.6%	74.9%	31.6%	43.4%	
With	143	135	91	5	87	50	38	136
%V	23.8%	23.9%	30.3%	17.2%	21.2%	27.0%	16.9%	29.0%
%H (All HH)		94.4%	63.6%	3.5%	60.8%	35.0%	26.6%	95.1%
%H (TV HH)			67.4%	3.7%	64.4%	37.0%	28.1%	
0 - 3	57	53	39	3	33	22	10	53
%V	9.5%	9.4%	13.0%	10.3%	8.0%	11.9%	4.4%	11.3%
%H (All HH)		93.0%	68.4%	5.3%	57.9%	38.6%	17.5%	93.0%
%H (TV HH)			73.6%	5.7%	62.3%	41.5%	18.9%	
4 - 9	58	56	36	2	36	18	17	56
%V	9.6%	9.9%	12.0%	6.9%	8.8%	9.7%	7.6%	11.9%
%H (All HH)		96.6%	62.1%	3.4%	62.1%	31.0%	29.3%	96.6%
%H (TV HH)			64.3%	3.6%	64.3%	32.1%	30.4%	
10 - 15	68	67	43	2	45	25	20	67
%V	11.3%	11.8%	14.3%	6.9%	11.0%	13.5%	8.9%	14.3%
%H (All HH)		98.5%	63.2%	2.9%	66.2%	36.8%	29.4%	98.5%
%H (TV HH)			64.2%	3.0%	67.2%	37.3%	29.9%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	566	300	29	410	185	225	469
%H (All HH)		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%
%H (TV HH)			53.0%	5.1%	72.4%	32.7%	39.8%	
1	220	220	91	14	143	38	105	146
%V	36.5%	38.9%	30.3%	48.3%	34.9%	20.5%	46.7%	31.1%
%H (All HH)		100.0%	41.4%	6.4%	65.0%	17.3%	47.7%	66.4%
%H (TV HH)			41.4%	6.4%	65.0%	17.3%	47.7%	
2	189	189	103	10	140	65	75	152
%V	31.4%	33.4%	34.3%	34.5%	34.1%	35.1%	33.3%	32.4%
%H (All HH)		100.0%	54.5%	5.3%	74.1%	34.4%	39.7%	80.4%
%H (TV HH)			54.5%	5.3%	74.1%	34.4%	39.7%	
3	99	99	65	4	79	49	30	91
%V	16.4%	17.5%	21.7%	13.8%	19.3%	26.5%	13.3%	19.4%
%H (All HH)		100.0%	65.7%	4.0%	79.8%	49.5%	30.3%	91.9%
%H (TV HH)			65.7%	4.0%	79.8%	49.5%	30.3%	
4	35	35	24	1	28	18	10	34
%V	5.8%	6.2%	8.0%	3.4%	6.8%	9.7%	4.4%	7.2%
%H (All HH)		100.0%	68.6%	2.9%	80.0%	51.4%	28.6%	97.1%
%H (TV HH)			68.6%	2.9%	80.0%	51.4%	28.6%	
5+	24	24	18	0	20	15	5	23
%V	4.0%	4.2%	6.0%	0.0%	4.9%	8.1%	2.2%	4.9%
%H (All HH)		100.0%	75.0%	0.0%	83.3%	62.5%	20.8%	95.8%
%H (TV HH)			75.0%	0.0%	83.3%	62.5%	20.8%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	566	300	29	410	185	225	469
%H (All HH)		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%
%H (TV HH)			53.0%	5.1%	72.4%	32.7%	39.8%	
Under 20"	125	125	67	8	101	51	50	103
%V	20.8%	22.1%	22.3%	27.6%	24.6%	27.6%	22.2%	22.0%
%H (All HH)		100.0%	53.6%	6.4%	80.8%	40.8%	40.0%	82.4%
%H (TV HH)			53.6%	6.4%	80.8%	40.8%	40.0%	
20" - 29"	236	236	127	8	188	90	98	183
%V	39.2%	41.7%	42.3%	27.6%	45.9%	48.6%	43.6%	39.0%
%H (All HH)		100.0%	53.8%	3.4%	79.7%	38.1%	41.5%	77.5%
%H (TV HH)			53.8%	3.4%	79.7%	38.1%	41.5%	
30" - 39"	323	323	174	16	233	110	123	259
%V	53.7%	57.1%	58.0%	55.2%	56.8%	59.5%	54.7%	55.2%
%H (All HH)		100.0%	53.9%	5.0%	72.1%	34.1%	38.1%	80.2%
%H (TV HH)			53.9%	5.0%	72.1%	34.1%	38.1%	
40" and over	257	257	166	12	183	107	76	229
%V	42.7%	45.4%	55.3%	41.4%	44.6%	57.8%	33.8%	48.8%
%H (All HH)		100.0%	64.6%	4.7%	71.2%	41.6%	29.6%	89.1%
%H (TV HH)			64.6%	4.7%	71.2%	41.6%	29.6%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	566	300	29	410	185	225	469
%V (All HH)		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%
%H (TV HH)			53.0%	5.1%	72.4%	32.7%	39.8%	
Main living room	553	553	293	29	402	183	219	436
%V	91.9%	97.7%	97.7%	100.0%	98.0%	98.9%	97.3%	93.0%
%H (All HH)		100.0%	53.0%	5.2%	72.7%	33.1%	39.6%	78.8%
%H (TV HH)			53.0%	5.2%	72.7%	33.1%	39.6%	
Kitchen	99	99	56	2	89	48	41	85
%V	16.4%	17.5%	18.7%	6.9%	21.7%	25.9%	18.2%	18.1%
%H (All HH)		100.0%	56.6%	2.0%	89.9%	48.5%	41.4%	85.9%
%H (TV HH)			56.6%	2.0%	89.9%	48.5%	41.4%	
Adult's bedroom	237	237	146	11	183	106	78	205
%V	39.4%	41.9%	48.7%	37.9%	44.6%	57.3%	34.7%	43.7%
%H (All HH)		100.0%	61.6%	4.6%	77.2%	44.7%	32.9%	86.5%
%H (TV HH)			61.6%	4.6%	77.2%	44.7%	32.9%	
Child's bedroom	77	77	58	2	52	36	17	73
%V	12.8%	13.6%	19.3%	6.9%	12.7%	19.5%	7.6%	15.6%
%H (All HH)		100.0%	75.3%	2.6%	67.5%	46.8%	22.1%	94.8%
%H (TV HH)			75.3%	2.6%	67.5%	46.8%	22.1%	
Other bedroom	46	46	30	2	35	22	13	42
%V	7.6%	8.1%	10.0%	6.9%	8.5%	11.9%	5.8%	9.0%
%H (All HH)		100.0%	65.2%	4.3%	76.1%	47.8%	28.3%	91.3%
%H (TV HH)			65.2%	4.3%	76.1%	47.8%	28.3%	
Second living/dining room	58	58	40	1	45	29	16	51
%V	9.6%	10.2%	13.3%	3.4%	11.0%	15.7%	7.1%	10.9%
%H (All HH)		100.0%	69.0%	1.7%	77.6%	50.0%	27.6%	87.9%
%H (TV HH)			69.0%	1.7%	77.6%	50.0%	27.6%	
Study/office	12	12	9	0	8	5	3	12
%V	2.0%	2.1%	3.0%	0.0%	2.0%	2.7%	1.3%	2.6%
%H (All HH)		100.0%	75.0%	0.0%	66.7%	41.7%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	66.7%	41.7%	25.0%	
TV room	6	6	3	1	5	3	3	6
%V	1.0%	1.1%	1.0%	3.4%	1.2%	1.6%	1.3%	1.3%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	50.0%	
Conservatory	15	15	8	0	12	5	7	13
%V	2.5%	2.7%	2.7%	0.0%	2.9%	2.7%	3.1%	2.8%
%H (All HH)		100.0%	53.3%	0.0%	80.0%	33.3%	46.7%	86.7%
%H (TV HH)			53.3%	0.0%	80.0%	33.3%	46.7%	
Attic or loft room	2	2	2	0	2	2	0	2
%V	0.3%	0.4%	0.7%	0.0%	0.5%	1.1%	0.0%	0.4%
%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	0.2%	0.2%	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%	
Other	8	8	4	1	7	4	3	8
%V	1.3%	1.4%	1.3%	3.4%	1.7%	2.2%	1.3%	1.7%
%H (All HH)		100.0%	50.0%	12.5%	87.5%	50.0%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	87.5%	50.0%	37.5%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North Scotland

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	566	300	29	410	185	225	469
%H (All HH)		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%
%H (TV HH)			53.0%	5.1%	72.4%	32.7%	39.8%	
Any DSAT provider	300	300	300	1	172	172	0	262
%V	49.8%	53.0%	100.0%	3.4%	42.0%	93.0%	0.0%	55.9%
%H (All HH)			100.0%	0.3%	57.3%	57.3%	0.0%	87.3%
%H (TV HH)			100.0%	0.3%	57.3%	57.3%	0.0%	
Sky with subcription	242	242	242	1	141	141	0	215
%V	40.2%	42.8%	80.7%	3.4%	34.4%	76.2%	0.0%	45.8%
%H (All HH)			100.0%	0.4%	58.3%	58.3%	0.0%	88.8%
%H (TV HH)			100.0%	0.4%	58.3%	58.3%	0.0%	
Sky without subscription	9	9	9	0	6	6	0	8
%V	1.5%	1.6%	3.0%	0.0%	1.5%	3.2%	0.0%	1.7%
%H (All HH)			100.0%	0.0%	66.7%	66.7%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
Freesat	49	49	49	0	20	20	0	41
%V	8.1%	8.7%	16.3%	0.0%	4.9%	10.8%	0.0%	8.7%
%H (All HH)			100.0%	0.0%	40.8%	40.8%	0.0%	83.7%
%H (TV HH)			100.0%	0.0%	40.8%	40.8%	0.0%	
Other satellite provider	20	20	20	0	12	12	0	15
%V	3.3%	3.5%	6.7%	0.0%	2.9%	6.5%	0.0%	3.2%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
DCAB	29	29	1	29	15	15	0	22
%V	4.8%	5.1%	0.3%	100.0%	3.7%	8.1%	0.0%	4.7%
%H (All HH)			3.4%	100.0%	51.7%	51.7%	0.0%	75.9%
%H (TV HH)			3.4%	100.0%	51.7%	51.7%	0.0%	
DTT	410	410	172	15	410	185	225	315
%V	68.1%	72.4%	57.3%	51.7%	100.0%	100.0%	100.0%	67.2%
%H (All HH)		100.0%	42.0%	3.7%	100.0%	45.1%	54.9%	76.8%
%H (TV HH)			42.0%	3.7%	100.0%	45.1%	54.9%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North Scotland

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	566	300	29	410	185	225	469
%H (All HH)		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%
%H (TV HH)			53.0%	5.1%	72.4%	32.7%	39.8%	
PVR	345	345	243	29	234	159	75	301
%V	57.3%	61.0%	81.0%	100.0%	57.1%	85.9%	33.3%	64.2%
%H (All HH)		100.0%	70.4%	8.4%	67.8%	46.1%	21.7%	87.2%
%H (TV HH)			70.4%	8.4%	67.8%	46.1%	21.7%	
DVDR	32	32	16	4	25	13	12	27
%V	5.3%	5.7%	5.3%	13.8%	6.1%	7.0%	5.3%	5.8%
%H (All HH)		100.0%	50.0%	12.5%	78.1%	40.6%	37.5%	84.4%
%H (TV HH)			50.0%	12.5%	78.1%	40.6%	37.5%	
VCR	23	23	6	4	19	6	13	15
%V	3.8%	4.1%	2.0%	13.8%	4.6%	3.2%	5.8%	3.2%
%H (All HH)		100.0%	26.1%	17.4%	82.6%	26.1%	56.5%	65.2%
%H (TV HH)			26.1%	17.4%	82.6%	26.1%	56.5%	
Any recorder	370	370	249	29	256	163	93	317
%V	61.5%	65.4%	83.0%	100.0%	62.4%	88.1%	41.3%	67.6%
%H (All HH)		100.0%	67.3%	7.8%	69.2%	44.1%	25.1%	85.7%
%H (TV HH)			67.3%	7.8%	69.2%	44.1%	25.1%	
Receives HDTV (via STB or built-in reception)	262	262	186	23	187	134	53	238
%V	43.5%	46.3%	62.0%	79.3%	45.6%	72.4%	23.6%	50.7%
%H (All HH)		100.0%	71.0%	8.8%	71.4%	51.1%	20.2%	90.8%
%H (TV HH)			71.0%	8.8%	71.4%	51.1%	20.2%	
DVD/Blu-ray player or recorder	439	439	241	23	323	152	172	362
%V	72.9%	77.6%	80.3%	79.3%	78.8%	82.2%	76.4%	77.2%
%H (All HH)		100.0%	54.9%	5.2%	73.6%	34.6%	39.2%	82.5%
%H (TV HH)			54.9%	5.2%	73.6%	34.6%	39.2%	

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

DATA PERIOD: ANNUAL

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ITV North Scotland

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	602	566	300	29	410	185	225	469
%H (All HH)		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%
%H (TV HH)			53.0%	5.1%	72.4%	32.7%	39.8%	
Has broadband internet	469	446	262	22	315	163	151	469
%V	77.9%	78.8%	87.3%	75.9%	76.8%	88.1%	67.1%	100.0%
%H (All HH)		95.1%	55.9%	4.7%	67.2%	34.8%	32.2%	100.0%
%H (TV HH)			58.7%	4.9%	70.6%	36.5%	33.9%	
Number of computers (PCs and laptops)								
0	116	108	33	5	88	17	71	6
%V	19.3%	19.1%	11.0%	17.2%	21.5%	9.2%	31.6%	1.3%
%H (All HH)		93.1%	28.4%	4.3%	75.9%	14.7%	61.2%	5.2%
%H (TV HH)			30.6%	4.6%	81.5%	15.7%	65.7%	
1	164	154	82	7	113	53	61	146
%V	27.2%	27.2%	27.3%	24.1%	27.6%	28.6%	27.1%	31.1%
%H (All HH)		93.9%	50.0%	4.3%	68.9%	32.3%	37.2%	89.0%
%H (TV HH)			53.2%	4.5%	73.4%	34.4%	39.6%	
2	135	124	71	8	84	41	43	131
%V	22.4%	21.9%	23.7%	27.6%	20.5%	22.2%	19.1%	27.9%
%H (All HH)		91.9%	52.6%	5.9%	62.2%	30.4%	31.9%	97.0%
%H (TV HH)			57.3%	6.5%	67.7%	33.1%	34.7%	
3	86	82	46	5	58	32	26	84
%V	14.3%	14.5%	15.3%	17.2%	14.1%	17.3%	11.6%	17.9%
%H (All HH)		95.3%	53.5%	5.8%	67.4%	37.2%	30.2%	97.7%
%H (TV HH)			56.1%	6.1%	70.7%	39.0%	31.7%	
4	57	56	37	3	39	23	15	57
%V	9.5%	9.9%	12.3%	10.3%	9.5%	12.4%	6.7%	12.2%
%H (All HH)		98.2%	64.9%	5.3%	68.4%	40.4%	26.3%	100.0%
%H (TV HH)			66.1%	5.4%	69.6%	41.1%	26.8%	
5+	44	42	31	2	27	19	9	44
%V	7.3%	7.4%	10.3%	6.9%	6.6%	10.3%	4.0%	9.4%
%H (All HH)		95.5%	70.5%	4.5%	61.4%	43.2%	20.5%	100.0%
%H (TV HH)			73.8%	4.8%	64.3%	45.2%	21.4%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1168	688	50	888	473	415	990
%H		58.9%	4.3%	76.0%	40.5%	35.5%	84.8%
Under 20"	152	83	9	125	65	60	130
%V	13.0%	12.1%	18.0%	14.1%	13.7%	14.5%	13.1%
%H		54.6%	5.9%	82.2%	42.8%	39.5%	85.5%
20" - 29"	298	165	10	239	120	120	240
%V	25.5%	24.0%	20.0%	26.9%	25.4%	28.9%	24.2%
%H		55.4%	3.4%	80.2%	40.3%	40.3%	80.5%
30" - 39"	397	227	17	289	144	145	329
%V	34.0%	33.0%	34.0%	32.5%	30.4%	34.9%	33.2%
%H		57.2%	4.3%	72.8%	36.3%	36.5%	82.9%
40" and over	311	213	14	226	144	82	281
%V	26.6%	31.0%	28.0%	25.5%	30.4%	19.8%	28.4%
%H		68.5%	4.5%	72.7%	46.3%	26.4%	90.4%
Don't know	10	1	0	8	0	8	10
%V	0.9%	0.1%	0.0%	0.9%	0.0%	1.9%	1.0%
%H		10.0%	0.0%	80.0%	0.0%	80.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1168	688	50	888	473	415	990
%H		58.9%	4.3%	76.0%	40.5%	35.5%	84.8%
Main living room	555	294	29	403	184	219	438
%V	47.5%	42.7%	58.0%	45.4%	38.9%	52.8%	44.2%
%H		53.0%	5.2%	72.6%	33.2%	39.5%	78.9%
Kitchen	99	56	2	89	48	41	85
%V	8.5%	8.1%	4.0%	10.0%	10.1%	9.9%	8.6%
%H		56.6%	2.0%	89.9%	48.5%	41.4%	85.9%
Adult's bedroom	261	162	12	206	121	85	228
%V	22.3%	23.5%	24.0%	23.2%	25.6%	20.5%	23.0%
%H		62.1%	4.6%	78.9%	46.4%	32.6%	87.4%
Child's bedroom	91	69	2	62	42	20	88
%V	7.8%	10.0%	4.0%	7.0%	8.9%	4.8%	8.9%
%H		75.8%	2.2%	68.1%	46.2%	22.0%	96.7%
Other bedroom	54	37	2	40	26	14	50
%V	4.6%	5.4%	4.0%	4.5%	5.5%	3.4%	5.1%
%H		68.5%	3.7%	74.1%	48.1%	25.9%	92.6%
Second living/dining room	59	42	1	47	30	16	53
%V	5.1%	6.1%	2.0%	5.3%	6.3%	3.9%	5.4%
%H		71.2%	1.7%	79.7%	50.8%	27.1%	89.8%
Study/office	12	9	0	8	5	3	12
%V	1.0%	1.3%	0.0%	0.9%	1.1%	0.7%	1.2%
%H		75.0%	0.0%	66.7%	41.7%	25.0%	100.0%
TV room	6	3	1	5	3	3	6
%V	0.5%	0.4%	2.0%	0.6%	0.6%	0.7%	0.6%
%H		50.0%	16.7%	83.3%	50.0%	50.0%	100.0%
Conservatory	15	8	0	12	5	7	13
%V	1.3%	1.2%	0.0%	1.4%	1.1%	1.7%	1.3%
%H		53.3%	0.0%	80.0%	33.3%	46.7%	86.7%
Attic or loft room	2	2	0	2	2	0	2
%V	0.2%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	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%
Other	15	7	1	14	7	7	15
%V	1.3%	1.0%	2.0%	1.6%	1.5%	1.7%	1.5%
%H		46.7%	6.7%	93.3%	46.7%	46.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1168	688	50	888	473	415	990
%H		58.9%	4.3%	76.0%	40.5%	35.5%	84.8%
PVR	471	352	39	315	234	81	421
%V	40.3%	51.2%	78.0%	35.5%	49.5%	19.5%	42.5%
%H		74.7%	8.3%	66.9%	49.7%	17.2%	89.4%
DVDR	35	17	5	27	14	13	30
%V	3.0%	2.5%	10.0%	3.0%	3.0%	3.1%	3.0%
%H		48.6%	14.3%	77.1%	40.0%	37.1%	85.7%
VCR	24	6	4	20	6	14	16
%V	2.1%	0.9%	8.0%	2.3%	1.3%	3.4%	1.6%
%H		25.0%	16.7%	83.3%	25.0%	58.3%	66.7%
Any recorder	503	361	40	344	240	104	443
%V	43.1%	52.5%	80.0%	38.7%	50.7%	25.1%	44.7%
%H		71.8%	8.0%	68.4%	47.7%	20.7%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: 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	1168	688	50	888	473	415	990
%H		58.9%	4.3%	76.0%	40.5%	35.5%	84.8%
Receives HDTV (via STB or built-in reception)	361	268	27	267	201	66	333
%V	30.9%	39.0%	54.0%	30.1%	42.5%	15.9%	33.6%
%H		74.2%	7.5%	74.0%	55.7%	18.3%	92.2%
DVD/Blu-ray player or recorder	630	367	30	483	252	230	540
%V	53.9%	53.3%	60.0%	54.4%	53.3%	55.4%	54.5%
%H		58.3%	4.8%	76.7%	40.0%	36.5%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 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	566	300	29	410	185	225	446
%H		53.0%	5.1%	72.4%	32.7%	39.8%	78.8%
Under 20"	6	2	0	4	0	3	4
%V	1.1%	0.7%	0.0%	1.0%	0.0%	1.3%	0.9%
%H		33.3%	0.0%	66.7%	0.0%	50.0%	66.7%
20" - 29"	83	30	2	63	16	47	49
%V	14.7%	10.0%	6.9%	15.4%	8.6%	20.9%	11.0%
%H		36.1%	2.4%	75.9%	19.3%	56.6%	59.0%
30" - 39"	232	112	14	167	69	99	176
%V	41.0%	37.3%	48.3%	40.7%	37.3%	44.0%	39.5%
%H		48.3%	6.0%	72.0%	29.7%	42.7%	75.9%
40" and over	243	155	12	174	100	74	215
%V	42.9%	51.7%	41.4%	42.4%	54.1%	32.9%	48.2%
%H		63.8%	4.9%	71.6%	41.2%	30.5%	88.5%
Don't know	3	1	0	2	0	2	3
%V	0.5%	0.3%	0.0%	0.5%	0.0%	0.9%	0.7%
%H		33.3%	0.0%	66.7%	0.0%	66.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	566	300	29	410	185	225	446
%H		53.0%	5.1%	72.4%	32.7%	39.8%	78.8%
PVR	338	238	29	227	155	72	295
%V	59.7%	79.3%	100.0%	55.4%	83.8%	32.0%	66.1%
%H		70.4%	8.6%	67.2%	45.9%	21.3%	87.3%
DVDR	26	12	4	21	11	10	21
%V	4.6%	4.0%	13.8%	5.1%	5.9%	4.4%	4.7%
%H		46.2%	15.4%	80.8%	42.3%	38.5%	80.8%
VCR	20	5	4	16	5	11	13
%V	3.5%	1.7%	13.8%	3.9%	2.7%	4.9%	2.9%
%H		25.0%	20.0%	80.0%	25.0%	55.0%	65.0%
Any recorder	362	244	29	249	159	90	310
%V	64.0%	81.3%	100.0%	60.7%	85.9%	40.0%	69.5%
%H		67.4%	8.0%	68.8%	43.9%	24.9%	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	566	300	29	410	185	225	446
%H		53.0%	5.1%	72.4%	32.7%	39.8%	78.8%
Receives HDTV (via STB or built-in reception)	252	179	23	180	129	50	229
%V	44.5%	59.7%	79.3%	43.9%	69.7%	22.2%	51.3%
%H		71.0%	9.1%	71.4%	51.2%	19.8%	90.9%
DVD/Blu-ray player or recorder	413	224	21	304	139	165	338
%V	73.0%	74.7%	72.4%	74.1%	75.1%	73.3%	75.8%
%H		54.2%	5.1%	73.6%	33.7%	40.0%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	602	388	21	477	287	190	544
%H		64.5%	3.5%	79.2%	47.7%	31.6%	90.4%
Under 20"	147	80	9	121	64	57	126
%V	24.4%	20.6%	42.9%	25.4%	22.3%	30.0%	23.2%
%H		54.4%	6.1%	82.3%	43.5%	38.8%	85.7%
20" - 29"	215	135	7	176	103	73	191
%V	35.7%	34.8%	33.3%	36.9%	35.9%	38.4%	35.1%
%H		62.8%	3.3%	81.9%	47.9%	34.0%	88.8%
30" - 39"	165	114	3	122	76	46	153
%V	27.4%	29.4%	14.3%	25.6%	26.5%	24.2%	28.1%
%H		69.1%	1.8%	73.9%	46.1%	27.9%	92.7%
40" and over	68	58	2	52	44	8	66
%V	11.3%	14.9%	9.5%	10.9%	15.3%	4.2%	12.1%
%H		85.3%	2.9%	76.5%	64.7%	11.8%	97.1%
Don't know	7	1	0	6	0	6	7
%V	1.2%	0.3%	0.0%	1.3%	0.0%	3.2%	1.3%
%H		14.3%	0.0%	85.7%	0.0%	85.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	602	388	21	477	287	190	544
%H		64.5%	3.5%	79.2%	47.7%	31.6%	90.4%
PVR	133	114	10	87	78	9	126
%V	22.1%	29.4%	47.6%	18.2%	27.2%	4.7%	23.2%
%H		85.7%	7.5%	65.4%	58.6%	6.8%	94.7%
DVDR	9	5	1	7	4	3	9
%V	1.5%	1.3%	4.8%	1.5%	1.4%	1.6%	1.7%
%H		55.6%	11.1%	77.8%	44.4%	33.3%	100.0%
VCR	4	1	0	4	1	3	3
%V	0.7%	0.3%	0.0%	0.8%	0.3%	1.6%	0.6%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	75.0%
Any recorder	141	117	11	95	81	14	133
%V	23.4%	30.2%	52.4%	19.9%	28.2%	7.4%	24.4%
%H		83.0%	7.8%	67.4%	57.4%	9.9%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	602	388	21	477	287	190	544
%H		64.5%	3.5%	79.2%	47.7%	31.6%	90.4%
Receives HDTV (via STB or built-in reception)	108	89	4	87	71	16	104
%V	17.9%	22.9%	19.0%	18.2%	24.7%	8.4%	19.1%
%H		82.4%	3.7%	80.6%	65.7%	14.8%	96.3%
DVD/Blu-ray player or recorder	217	143	10	179	114	66	202
%V	36.0%	36.9%	47.6%	37.5%	39.7%	34.7%	37.1%
%H		65.9%	4.6%	82.5%	52.5%	30.4%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1325	1259	751	58	888	461	427	1146
%H		95.0%	56.7%	4.4%	67.0%	34.8%	32.2%	86.5%
Total Children	232	222	150	9	143	82	61	223
%V	17.5%	17.6%	20.0%	15.5%	16.1%	17.8%	14.3%	19.5%
%H		95.7%	64.7%	3.9%	61.6%	35.3%	26.3%	96.1%
0 - 3	65	61	46	3	36	25	11	60
%V	4.9%	4.8%	6.1%	5.2%	4.1%	5.4%	2.6%	5.2%
%H		93.8%	70.8%	4.6%	55.4%	38.5%	16.9%	92.3%
4 - 15	167	162	105	5	107	57	50	162
%V	12.6%	12.9%	14.0%	8.6%	12.0%	12.4%	11.7%	14.1%
%H		97.0%	62.9%	3.0%	64.1%	34.1%	29.9%	97.0%
4 - 9	81	78	52	2	50	25	24	78
%V	6.1%	6.2%	6.9%	3.4%	5.6%	5.4%	5.6%	6.8%
%H		96.3%	64.2%	2.5%	61.7%	30.9%	29.6%	96.3%
10 - 15	86	84	53	3	58	32	26	84
%V	6.5%	6.7%	7.1%	5.2%	6.5%	6.9%	6.1%	7.3%
%H		97.7%	61.6%	3.5%	67.4%	37.2%	30.2%	97.7%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Scotland

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1325	1259	751	58	888	461	427	1146
%H		95.0%	56.7%	4.4%	67.0%	34.8%	32.2%	86.5%
Total Adults (16+)	1093	1037	600	50	745	379	366	924
%V	82.5%	82.4%	79.9%	86.2%	83.9%	82.2%	85.7%	80.6%
%H		94.9%	54.9%	4.6%	68.2%	34.7%	33.5%	84.5%
16 - 19	65	63	42	1	43	26	17	65
%V	4.9%	5.0%	5.6%	1.7%	4.8%	5.6%	4.0%	5.7%
%H		96.9%	64.6%	1.5%	66.2%	40.0%	26.2%	100.0%
20 - 24	83	72	41	3	41	22	19	78
%V	6.3%	5.7%	5.5%	5.2%	4.6%	4.8%	4.4%	6.8%
%H		86.7%	49.4%	3.6%	49.4%	26.5%	22.9%	94.0%
25 - 34	180	168	113	12	106	69	37	163
%V	13.6%	13.3%	15.0%	20.7%	11.9%	15.0%	8.7%	14.2%
%H		93.3%	62.8%	6.7%	58.9%	38.3%	20.6%	90.6%
35 - 44	172	161	99	3	115	57	58	158
%V	13.0%	12.8%	13.2%	5.2%	13.0%	12.4%	13.6%	13.8%
%H		93.6%	57.6%	1.7%	66.9%	33.1%	33.7%	91.9%
45 - 54	201	194	123	12	135	79	56	186
%V	15.2%	15.4%	16.4%	20.7%	15.2%	17.1%	13.1%	16.2%
%H		96.5%	61.2%	6.0%	67.2%	39.3%	27.9%	92.5%
55 - 64	164	159	93	6	123	63	60	145
%V	12.4%	12.6%	12.4%	10.3%	13.9%	13.7%	14.1%	12.7%
%H		97.0%	56.7%	3.7%	75.0%	38.4%	36.6%	88.4%
65+	229	220	89	12	181	62	119	128
%V	17.3%	17.5%	11.9%	20.7%	20.4%	13.4%	27.9%	11.2%
%H		96.1%	38.9%	5.2%	79.0%	27.1%	52.0%	55.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Scotland

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1093	1037	600	50	745	379	366	924
%H		94.9%	54.9%	4.6%	68.2%	34.7%	33.5%	84.5%
AB	340	322	194	21	230	125	105	324
%V	31.1%	31.1%	32.3%	42.0%	30.9%	33.0%	28.7%	35.1%
%H		94.7%	57.1%	6.2%	67.6%	36.8%	30.9%	95.3%
C1	286	269	160	13	188	103	85	254
%V	26.2%	25.9%	26.7%	26.0%	25.2%	27.2%	23.2%	27.5%
%H		94.1%	55.9%	4.5%	65.7%	36.0%	29.7%	88.8%
C2	251	245	155	6	179	100	79	212
%V	23.0%	23.6%	25.8%	12.0%	24.0%	26.4%	21.6%	22.9%
%H		97.6%	61.8%	2.4%	71.3%	39.8%	31.5%	84.5%
D	148	138	72	7	102	44	58	105
%V	13.5%	13.3%	12.0%	14.0%	13.7%	11.6%	15.8%	11.4%
%H		93.2%	48.6%	4.7%	68.9%	29.7%	39.2%	70.9%
E	68	62	19	2	46	7	39	28
%V	6.2%	6.0%	3.2%	4.0%	6.2%	1.8%	10.7%	3.0%
%H		91.2%	27.9%	2.9%	67.6%	10.3%	57.4%	41.2%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1093	1037	600	50	745	379	366	924
%H		94.9%	54.9%	4.6%	68.2%	34.7%	33.5%	84.5%
Working full time	539	516	335	26	358	211	147	499
%V	49.3%	49.8%	55.8%	52.0%	48.1%	55.7%	40.2%	54.0%
%H		95.7%	62.2%	4.8%	66.4%	39.1%	27.3%	92.6%
Working part time	122	120	72	3	86	43	43	112
%V	11.2%	11.6%	12.0%	6.0%	11.5%	11.3%	11.7%	12.1%
%H		98.4%	59.0%	2.5%	70.5%	35.2%	35.2%	91.8%
Not working	432	401	193	20	301	125	175	313
%V	39.5%	38.7%	32.2%	40.0%	40.4%	33.0%	47.8%	33.9%
%H		92.8%	44.7%	4.6%	69.7%	28.9%	40.5%	72.5%
Housewife/Houseperson	602	566	300	29	410	185	225	469
%V	55.1%	54.6%	50.0%	58.0%	55.0%	48.8%	61.5%	50.8%
%H		94.0%	49.8%	4.8%	68.1%	30.7%	37.4%	77.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	542	510	297	22	365	187	177	455
%H		94.1%	54.8%	4.1%	67.3%	34.5%	32.7%	83.9%
16 - 19	32	31	20	0	25	14	11	32
%V	5.9%	6.1%	6.7%	0.0%	6.8%	7.5%	6.2%	7.0%
%H		96.9%	62.5%	0.0%	78.1%	43.8%	34.4%	100.0%
20 - 24	46	43	21	3	25	12	13	43
%V	8.5%	8.4%	7.1%	13.6%	6.8%	6.4%	7.3%	9.5%
%H		93.5%	45.7%	6.5%	54.3%	26.1%	28.3%	93.5%
25 - 34	94	87	58	5	54	34	19	85
%V	17.3%	17.1%	19.5%	22.7%	14.8%	18.2%	10.7%	18.7%
%H		92.6%	61.7%	5.3%	57.4%	36.2%	20.2%	90.4%
35 - 44	87	79	49	2	57	29	28	76
%V	16.1%	15.5%	16.5%	9.1%	15.6%	15.5%	15.8%	16.7%
%H		90.8%	56.3%	2.3%	65.5%	33.3%	32.2%	87.4%
45 - 54	97	91	55	6	61	33	28	89
%V	17.9%	17.8%	18.5%	27.3%	16.7%	17.6%	15.8%	19.6%
%H		93.8%	56.7%	6.2%	62.9%	34.0%	28.9%	91.8%
55 - 64	81	78	47	2	62	34	28	69
%V	14.9%	15.3%	15.8%	9.1%	17.0%	18.2%	15.8%	15.2%
%H		96.3%	58.0%	2.5%	76.5%	42.0%	34.6%	85.2%
65+	105	100	46	4	80	31	49	63
%V	19.4%	19.6%	15.5%	18.2%	21.9%	16.6%	27.7%	13.8%
%H		95.2%	43.8%	3.8%	76.2%	29.5%	46.7%	60.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	542	510	297	22	365	187	177	455
%H		94.1%	54.8%	4.1%	67.3%	34.5%	32.7%	83.9%
AB	167	158	100	9	113	64	49	161
%V	30.8%	31.0%	33.7%	40.9%	31.0%	34.2%	27.7%	35.4%
%H		94.6%	59.9%	5.4%	67.7%	38.3%	29.3%	96.4%
C1	142	136	79	7	94	50	44	124
%V	26.2%	26.7%	26.6%	31.8%	25.8%	26.7%	24.9%	27.3%
%H		95.8%	55.6%	4.9%	66.2%	35.2%	31.0%	87.3%
C2	135	131	83	3	94	53	42	111
%V	24.9%	25.7%	27.9%	13.6%	25.8%	28.3%	23.7%	24.4%
%H		97.0%	61.5%	2.2%	69.6%	39.3%	31.1%	82.2%
D	68	60	31	3	46	20	26	49
%V	12.5%	11.8%	10.4%	13.6%	12.6%	10.7%	14.7%	10.8%
%H		88.2%	45.6%	4.4%	67.6%	29.4%	38.2%	72.1%
E	30	24	4	1	18	1	17	10
%V	5.5%	4.7%	1.3%	4.5%	4.9%	0.5%	9.6%	2.2%
%H		80.0%	13.3%	3.3%	60.0%	3.3%	56.7%	33.3%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	542	510	297	22	365	187	177	455
%H		94.1%	54.8%	4.1%	67.3%	34.5%	32.7%	83.9%
Working full time	335	316	207	13	217	126	90	305
%V	61.8%	62.0%	69.7%	59.1%	59.5%	67.4%	50.8%	67.0%
%H		94.3%	61.8%	3.9%	64.8%	37.6%	26.9%	91.0%
Working part time	24	24	10	2	19	7	12	20
%V	4.4%	4.7%	3.4%	9.1%	5.2%	3.7%	6.8%	4.4%
%H		100.0%	41.7%	8.3%	79.2%	29.2%	50.0%	83.3%
Not working	183	170	80	8	129	54	75	131
%V	33.8%	33.3%	26.9%	36.4%	35.3%	28.9%	42.4%	28.8%
%H		92.9%	43.7%	4.4%	70.5%	29.5%	41.0%	71.6%
Housewife/Houseperson	139	122	51	5	86	29	57	85
%V	25.6%	23.9%	17.2%	22.7%	23.6%	15.5%	32.2%	18.7%
%H		87.8%	36.7%	3.6%	61.9%	20.9%	41.0%	61.2%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	551	527	304	27	380	191	189	468
%H		95.6%	55.2%	4.9%	69.0%	34.7%	34.3%	84.9%
16 - 19	34	32	22	1	19	12	7	33
%V	6.2%	6.1%	7.2%	3.7%	5.0%	6.3%	3.7%	7.1%
%H		94.1%	64.7%	2.9%	55.9%	35.3%	20.6%	97.1%
20 - 24	37	29	19	0	16	10	5	36
%V	6.7%	5.5%	6.3%	0.0%	4.2%	5.2%	2.6%	7.7%
%H		78.4%	51.4%	0.0%	43.2%	27.0%	13.5%	97.3%
25 - 34	86	81	55	7	52	35	17	78
%V	15.6%	15.4%	18.1%	25.9%	13.7%	18.3%	9.0%	16.7%
%H		94.2%	64.0%	8.1%	60.5%	40.7%	19.8%	90.7%
35 - 44	85	82	50	2	58	29	29	82
%V	15.4%	15.6%	16.4%	7.4%	15.3%	15.2%	15.3%	17.5%
%H		96.5%	58.8%	2.4%	68.2%	34.1%	34.1%	96.5%
45 - 54	103	102	68	6	74	45	28	97
%V	18.7%	19.4%	22.4%	22.2%	19.5%	23.6%	14.8%	20.7%
%H		99.0%	66.0%	5.8%	71.8%	43.7%	27.2%	94.2%
55 - 64	83	81	46	3	61	29	32	76
%V	15.1%	15.4%	15.1%	11.1%	16.1%	15.2%	16.9%	16.2%
%H		97.6%	55.4%	3.6%	73.5%	34.9%	38.6%	91.6%
65+	124	120	43	8	100	31	70	66
%V	22.5%	22.8%	14.1%	29.6%	26.3%	16.2%	37.0%	14.1%
%H		96.8%	34.7%	6.5%	80.6%	25.0%	56.5%	53.2%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	551	527	304	27	380	191	189	468
%H		95.6%	55.2%	4.9%	69.0%	34.7%	34.3%	84.9%
AB	172	164	95	13	117	61	56	163
%V	31.2%	31.1%	31.3%	48.1%	30.8%	31.9%	29.6%	34.8%
%H		95.3%	55.2%	7.6%	68.0%	35.5%	32.6%	94.8%
C1	144	133	81	6	94	53	41	130
%V	26.1%	25.2%	26.6%	22.2%	24.7%	27.7%	21.7%	27.8%
%H		92.4%	56.3%	4.2%	65.3%	36.8%	28.5%	90.3%
C2	116	114	72	3	85	47	38	102
%V	21.1%	21.6%	23.7%	11.1%	22.4%	24.6%	20.1%	21.8%
%H		98.3%	62.1%	2.6%	73.3%	40.5%	32.8%	87.9%
D	80	78	41	4	56	24	32	56
%V	14.5%	14.8%	13.5%	14.8%	14.7%	12.6%	16.9%	12.0%
%H		97.5%	51.3%	5.0%	70.0%	30.0%	40.0%	70.0%
E	38	37	15	1	27	5	22	17
%V	6.9%	7.0%	4.9%	3.7%	7.1%	2.6%	11.6%	3.6%
%H		97.4%	39.5%	2.6%	71.1%	13.2%	57.9%	44.7%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Scotland

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	551	527	304	27	380	191	189	468
%H		95.6%	55.2%	4.9%	69.0%	34.7%	34.3%	84.9%
Working full time	204	199	129	13	141	85	57	194
%V	37.0%	37.8%	42.4%	48.1%	37.1%	44.5%	30.2%	41.5%
%H		97.5%	63.2%	6.4%	69.1%	41.7%	27.9%	95.1%
Working part time	98	97	62	2	67	36	32	92
%V	17.8%	18.4%	20.4%	7.4%	17.6%	18.8%	16.9%	19.7%
%H		99.0%	63.3%	2.0%	68.4%	36.7%	32.7%	93.9%
Not working	248	231	113	13	171	71	100	182
%V	45.0%	43.8%	37.2%	48.1%	45.0%	37.2%	52.9%	38.9%
%H		93.1%	45.6%	5.2%	69.0%	28.6%	40.3%	73.4%
Housewife/Houseperson	463	445	249	24	324	157	168	384
%V	84.0%	84.4%	81.9%	88.9%	85.3%	82.2%	88.9%	82.1%
%H		96.1%	53.8%	5.2%	70.0%	33.9%	36.3%	82.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2750	2622	1143	425	1877	826	1051	2222
%H (All HH)		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%
%H (TV HH)			43.6%	16.2%	71.6%	31.5%	40.1%	
AB	864	830	390	128	586	272	314	804
%V	31.4%	31.7%	34.1%	30.1%	31.2%	32.9%	29.9%	36.2%
%H (All HH)		96.1%	45.1%	14.8%	67.8%	31.5%	36.3%	93.1%
%H (TV HH)			47.0%	15.4%	70.6%	32.8%	37.8%	
C1	812	767	341	125	566	263	303	682
%V	29.5%	29.3%	29.8%	29.4%	30.2%	31.8%	28.8%	30.7%
%H (All HH)		94.5%	42.0%	15.4%	69.7%	32.4%	37.3%	84.0%
%H (TV HH)			44.5%	16.3%	73.8%	34.3%	39.5%	
C2	524	511	247	93	361	186	175	437
%V	19.1%	19.5%	21.6%	21.9%	19.2%	22.5%	16.7%	19.7%
%H (All HH)		97.5%	47.1%	17.7%	68.9%	35.5%	33.4%	83.4%
%H (TV HH)			48.3%	18.2%	70.6%	36.4%	34.2%	
D	323	309	106	58	209	71	139	209
%V	11.7%	11.8%	9.3%	13.6%	11.1%	8.6%	13.2%	9.4%
%H (All HH)		95.7%	32.8%	18.0%	64.7%	22.0%	43.0%	64.7%
%H (TV HH)			34.3%	18.8%	67.6%	23.0%	45.0%	
E	226	204	58	22	155	33	122	91
%V	8.2%	7.8%	5.1%	5.2%	8.3%	4.0%	11.6%	4.1%
%H (All HH)		90.3%	25.7%	9.7%	68.6%	14.6%	54.0%	40.3%
%H (TV HH)			28.4%	10.8%	76.0%	16.2%	59.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2750	2622	1143	425	1877	826	1051	2222
%V (All HH)		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%
%H (TV HH)			43.6%	16.2%	71.6%	31.5%	40.1%	
Under 25	98	88	23	15	60	15	45	84
%V	3.6%	3.4%	2.0%	3.5%	3.2%	1.8%	4.3%	3.8%
%H (All HH)		89.8%	23.5%	15.3%	61.2%	15.3%	45.9%	85.7%
%H (TV HH)			26.1%	17.0%	68.2%	17.0%	51.1%	
25 - 34	354	332	175	66	200	110	90	333
%V	12.9%	12.7%	15.3%	15.5%	10.7%	13.3%	8.6%	15.0%
%H (All HH)		93.8%	49.4%	18.6%	56.5%	31.1%	25.4%	94.1%
%H (TV HH)			52.7%	19.9%	60.2%	33.1%	27.1%	
35 - 44	455	436	236	81	273	150	124	432
%V	16.5%	16.6%	20.6%	19.1%	14.5%	18.2%	11.8%	19.4%
%H (All HH)		95.8%	51.9%	17.8%	60.0%	33.0%	27.3%	94.9%
%H (TV HH)			54.1%	18.6%	62.6%	34.4%	28.4%	
45 - 54	550	522	256	98	363	195	168	498
%V	20.0%	19.9%	22.4%	23.1%	19.3%	23.6%	16.0%	22.4%
%H (All HH)		94.9%	46.5%	17.8%	66.0%	35.5%	30.5%	90.5%
%H (TV HH)			49.0%	18.8%	69.5%	37.4%	32.2%	
55 - 64	460	440	183	75	328	145	183	396
%V	16.7%	16.8%	16.0%	17.6%	17.5%	17.6%	17.4%	17.8%
%H (All HH)		95.7%	39.8%	16.3%	71.3%	31.5%	39.8%	86.1%
%H (TV HH)			41.6%	17.0%	74.5%	33.0%	41.6%	
65 +	833	804	270	91	652	211	441	479
%V	30.3%	30.7%	23.6%	21.4%	34.7%	25.5%	42.0%	21.6%
%H (All HH)		96.5%	32.4%	10.9%	78.3%	25.3%	52.9%	57.5%
%H (TV HH)			33.6%	11.3%	81.1%	26.2%	54.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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October 2013 - September 2014

ITV South, South East and Channel Islands

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2750	2622	1143	425	1877	826	1051	2222
%H (All HH)		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%
%H (TV HH)			43.6%	16.2%	71.6%	31.5%	40.1%	
1	833	767	228	95	584	142	442	468
%V	30.3%	29.3%	19.9%	22.4%	31.1%	17.2%	42.1%	21.1%
%H (All HH)		92.1%	27.4%	11.4%	70.1%	17.0%	53.1%	56.2%
%H (TV HH)			29.7%	12.4%	76.1%	18.5%	57.6%	
2	953	917	404	136	686	308	377	822
%V	34.7%	35.0%	35.3%	32.0%	36.5%	37.3%	35.9%	37.0%
%H (All HH)		96.2%	42.4%	14.3%	72.0%	32.3%	39.6%	86.3%
%H (TV HH)			44.1%	14.8%	74.8%	33.6%	41.1%	
3	408	399	221	72	260	153	107	385
%V	14.8%	15.2%	19.3%	16.9%	13.9%	18.5%	10.2%	17.3%
%H (All HH)		97.8%	54.2%	17.6%	63.7%	37.5%	26.2%	94.4%
%H (TV HH)			55.4%	18.0%	65.2%	38.3%	26.8%	
4	367	355	193	85	217	138	79	362
%V	13.3%	13.5%	16.9%	20.0%	11.6%	16.7%	7.5%	16.3%
%H (All HH)		96.7%	52.6%	23.2%	59.1%	37.6%	21.5%	98.6%
%H (TV HH)			54.4%	23.9%	61.1%	38.9%	22.3%	
5+	190	182	97	37	130	84	46	185
%V	6.9%	6.9%	8.5%	8.7%	6.9%	10.2%	4.4%	8.3%
%H (All HH)		95.8%	51.1%	19.5%	68.4%	44.2%	24.2%	97.4%
%H (TV HH)			53.3%	20.3%	71.4%	46.2%	25.3%	
Average HH size	2.34	2.36	2.62	2.63	2.29	2.69	1.98	2.57

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV South, South East and Channel Islands
Household level data
Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2750	2622	1143	425	1877	826	1051	2222
%H (All HH)		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%
%H (TV HH)			43.6%	16.2%	71.6%	31.5%	40.1%	
Without	2058	1950	757	301	1455	568	887	1557
%V	74.8%	74.4%	66.2%	70.8%	77.5%	68.8%	84.4%	70.1%
%H (All HH)		94.8%	36.8%	14.6%	70.7%	27.6%	43.1%	75.7%
%H (TV HH)			38.8%	15.4%	74.6%	29.1%	45.5%	
With	692	671	386	124	422	257	165	665
%V	25.2%	25.6%	33.8%	29.2%	22.5%	31.1%	15.7%	29.9%
%H (All HH)		97.0%	55.8%	17.9%	61.0%	37.1%	23.8%	96.1%
%H (TV HH)			57.5%	18.5%	62.9%	38.3%	24.6%	
0 - 3	261	253	137	47	153	84	68	249
%V	9.5%	9.6%	12.0%	11.1%	8.2%	10.2%	6.5%	11.2%
%H (All HH)		96.9%	52.5%	18.0%	58.6%	32.2%	26.1%	95.4%
%H (TV HH)			54.2%	18.6%	60.5%	33.2%	26.9%	
4 - 9	333	324	192	52	210	129	82	322
%V	12.1%	12.4%	16.8%	12.2%	11.2%	15.6%	7.8%	14.5%
%H (All HH)		97.3%	57.7%	15.6%	63.1%	38.7%	24.6%	96.7%
%H (TV HH)			59.3%	16.0%	64.8%	39.8%	25.3%	
10 - 15	320	311	182	63	200	134	66	310
%V	11.6%	11.9%	15.9%	14.8%	10.7%	16.2%	6.3%	14.0%
%H (All HH)		97.2%	56.9%	19.7%	62.5%	41.9%	20.6%	96.9%
%H (TV HH)			58.5%	20.3%	64.3%	43.1%	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2750	2622	1143	425	1877	826	1051	2222
%H (All HH)		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%
%H (TV HH)			43.6%	16.2%	71.6%	31.5%	40.1%	
1	1046	1046	329	154	709	156	552	732
%V	38.0%	39.9%	28.8%	36.2%	37.8%	18.9%	52.5%	32.9%
%H (All HH)		100.0%	31.5%	14.7%	67.8%	14.9%	52.8%	70.0%
%H (TV HH)			31.5%	14.7%	67.8%	14.9%	52.8%	
2	872	872	401	148	616	295	321	728
%V	31.7%	33.3%	35.1%	34.8%	32.8%	35.7%	30.5%	32.8%
%H (All HH)		100.0%	46.0%	17.0%	70.6%	33.8%	36.8%	83.5%
%H (TV HH)			46.0%	17.0%	70.6%	33.8%	36.8%	
3	428	428	242	63	334	207	128	401
%V	15.6%	16.3%	21.2%	14.8%	17.8%	25.1%	12.2%	18.0%
%H (All HH)		100.0%	56.5%	14.7%	78.0%	48.4%	29.9%	93.7%
%H (TV HH)			56.5%	14.7%	78.0%	48.4%	29.9%	
4	186	186	113	44	148	115	33	182
%V	6.8%	7.1%	9.9%	10.4%	7.9%	13.9%	3.1%	8.2%
%H (All HH)		100.0%	60.8%	23.7%	79.6%	61.8%	17.7%	97.8%
%H (TV HH)			60.8%	23.7%	79.6%	61.8%	17.7%	
5+	89	89	58	16	71	53	17	89
%V	3.2%	3.4%	5.1%	3.8%	3.8%	6.4%	1.6%	4.0%
%H (All HH)		100.0%	65.2%	18.0%	79.8%	59.6%	19.1%	100.0%
%H (TV HH)			65.2%	18.0%	79.8%	59.6%	19.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2750	2622	1143	425	1877	826	1051	2222
%H (All HH)		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%
%H (TV HH)			43.6%	16.2%	71.6%	31.5%	40.1%	
Under 20"	695	695	321	104	564	294	270	599
%V	25.3%	26.5%	28.1%	24.5%	30.0%	35.6%	25.7%	27.0%
%H (All HH)		100.0%	46.2%	15.0%	81.2%	42.3%	38.8%	86.2%
%H (TV HH)			46.2%	15.0%	81.2%	42.3%	38.8%	
20" - 29"	1035	1035	448	168	793	366	427	828
%V	37.6%	39.5%	39.2%	39.5%	42.2%	44.3%	40.6%	37.3%
%H (All HH)		100.0%	43.3%	16.2%	76.6%	35.4%	41.3%	80.0%
%H (TV HH)			43.3%	16.2%	76.6%	35.4%	41.3%	
30" - 39"	1415	1415	646	248	1022	498	525	1180
%V	51.5%	54.0%	56.5%	58.4%	54.4%	60.3%	50.0%	53.1%
%H (All HH)		100.0%	45.7%	17.5%	72.2%	35.2%	37.1%	83.4%
%H (TV HH)			45.7%	17.5%	72.2%	35.2%	37.1%	
40" and over	1146	1146	633	206	773	461	312	1056
%V	41.7%	43.7%	55.4%	48.5%	41.2%	55.8%	29.7%	47.5%
%H (All HH)		100.0%	55.2%	18.0%	67.5%	40.2%	27.2%	92.1%
%H (TV HH)			55.2%	18.0%	67.5%	40.2%	27.2%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2750	2622	1143	425	1877	826	1051	2222
%V (All HH)		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%
%H (TV HH)			43.6%	16.2%	71.6%	31.5%	40.1%	
Main living room	2590	2590	1137	421	1857	822	1035	2104
%V	94.2%	98.8%	99.5%	99.1%	98.9%	99.5%	98.5%	94.7%
%H (All HH)		100.0%	43.9%	16.3%	71.7%	31.7%	40.0%	81.2%
%H (TV HH)			43.9%	16.3%	71.7%	31.7%	40.0%	
Kitchen	354	354	187	49	299	178	121	323
%V	12.9%	13.5%	16.4%	11.5%	15.9%	21.5%	11.5%	14.5%
%H (All HH)		100.0%	52.8%	13.8%	84.5%	50.3%	34.2%	91.2%
%H (TV HH)			52.8%	13.8%	84.5%	50.3%	34.2%	
Adult's bedroom	1190	1190	627	213	889	532	356	1057
%V	43.3%	45.4%	54.9%	50.1%	47.4%	64.4%	33.9%	47.6%
%H (All HH)		100.0%	52.7%	17.9%	74.7%	44.7%	29.9%	88.8%
%H (TV HH)			52.7%	17.9%	74.7%	44.7%	29.9%	
Child's bedroom	239	239	144	48	169	119	50	228
%V	8.7%	9.1%	12.6%	11.3%	9.0%	14.4%	4.8%	10.3%
%H (All HH)		100.0%	60.3%	20.1%	70.7%	49.8%	20.9%	95.4%
%H (TV HH)			60.3%	20.1%	70.7%	49.8%	20.9%	
Other bedroom	146	146	77	28	107	67	41	141
%V	5.3%	5.6%	6.7%	6.6%	5.7%	8.1%	3.9%	6.3%
%H (All HH)		100.0%	52.7%	19.2%	73.3%	45.9%	28.1%	96.6%
%H (TV HH)			52.7%	19.2%	73.3%	45.9%	28.1%	
Second living/dining room	218	218	123	38	168	108	59	204
%V	7.9%	8.3%	10.8%	8.9%	9.0%	13.1%	5.6%	9.2%
%H (All HH)		100.0%	56.4%	17.4%	77.1%	49.5%	27.1%	93.6%
%H (TV HH)			56.4%	17.4%	77.1%	49.5%	27.1%	
Study/office	68	68	38	8	52	29	23	64
%V	2.5%	2.6%	3.3%	1.9%	2.8%	3.5%	2.2%	2.9%
%H (All HH)		100.0%	55.9%	11.8%	76.5%	42.6%	33.8%	94.1%
%H (TV HH)			55.9%	11.8%	76.5%	42.6%	33.8%	
TV room	28	28	14	7	18	10	7	26
%V	1.0%	1.1%	1.2%	1.6%	1.0%	1.2%	0.7%	1.2%
%H (All HH)		100.0%	50.0%	25.0%	64.3%	35.7%	25.0%	92.9%
%H (TV HH)			50.0%	25.0%	64.3%	35.7%	25.0%	
Conservatory	61	61	39	6	49	32	17	56
%V	2.2%	2.3%	3.4%	1.4%	2.6%	3.9%	1.6%	2.5%
%H (All HH)		100.0%	63.9%	9.8%	80.3%	52.5%	27.9%	91.8%
%H (TV HH)			63.9%	9.8%	80.3%	52.5%	27.9%	
Attic or loft room	6	6	4	2	5	4	1	6
%V	0.2%	0.2%	0.3%	0.5%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	66.7%	33.3%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			66.7%	33.3%	83.3%	66.7%	16.7%	
No specific location	3	3	1	1	3	2	0	3
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	0.0%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	0.0%	
Other	25	25	13	4	17	9	8	25
%V	0.9%	1.0%	1.1%	0.9%	0.9%	1.1%	0.8%	1.1%
%H (All HH)		100.0%	52.0%	16.0%	68.0%	36.0%	32.0%	100.0%
%H (TV HH)			52.0%	16.0%	68.0%	36.0%	32.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2750	2622	1143	425	1877	826	1051	2222
%H (All HH)		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%
%H (TV HH)			43.6%	16.2%	71.6%	31.5%	40.1%	
Any DSAT provider	1143	1143	1143	20	637	637	0	1036
%V	41.6%	43.6%	100.0%	4.7%	33.9%	77.1%	0.0%	46.6%
%H (All HH)			100.0%	1.7%	55.7%	55.7%	0.0%	90.6%
%H (TV HH)			100.0%	1.7%	55.7%	55.7%	0.0%	
Sky with subcription	926	926	926	10	511	511	0	852
%V	33.7%	35.3%	81.0%	2.4%	27.2%	61.9%	0.0%	38.3%
%H (All HH)			100.0%	1.1%	55.2%	55.2%	0.0%	92.0%
%H (TV HH)			100.0%	1.1%	55.2%	55.2%	0.0%	
Sky without subscription	51	51	51	4	32	32	0	45
%V	1.9%	1.9%	4.5%	0.9%	1.7%	3.9%	0.0%	2.0%
%H (All HH)			100.0%	7.8%	62.7%	62.7%	0.0%	88.2%
%H (TV HH)			100.0%	7.8%	62.7%	62.7%	0.0%	
Freesat	190	190	190	8	109	109	0	162
%V	6.9%	7.2%	16.6%	1.9%	5.8%	13.2%	0.0%	7.3%
%H (All HH)			100.0%	4.2%	57.4%	57.4%	0.0%	85.3%
%H (TV HH)			100.0%	4.2%	57.4%	57.4%	0.0%	
Other satellite provider	28	28	28	3	17	17	0	25
%V	1.0%	1.1%	2.4%	0.7%	0.9%	2.1%	0.0%	1.1%
%H (All HH)			100.0%	10.7%	60.7%	60.7%	0.0%	89.3%
%H (TV HH)			100.0%	10.7%	60.7%	60.7%	0.0%	
DCAB	425	425	20	425	200	200	0	385
%V	15.5%	16.2%	1.7%	100.0%	10.7%	24.2%	0.0%	17.3%
%H (All HH)			4.7%	100.0%	47.1%	47.1%	0.0%	90.6%
%H (TV HH)			4.7%	100.0%	47.1%	47.1%	0.0%	
DTT	1877	1877	637	200	1877	826	1051	1474
%V	68.3%	71.6%	55.7%	47.1%	100.0%	100.0%	100.0%	66.3%
%H (All HH)		100.0%	33.9%	10.7%	100.0%	44.0%	56.0%	78.5%
%H (TV HH)			33.9%	10.7%	100.0%	44.0%	56.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2750	2622	1143	425	1877	826	1051	2222
%H (All HH)		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%
%H (TV HH)			43.6%	16.2%	71.6%	31.5%	40.1%	
PVR	1687	1687	981	325	1116	717	399	1543
%V	61.3%	64.3%	85.8%	76.5%	59.5%	86.8%	38.0%	69.4%
%H (All HH)		100.0%	58.2%	19.3%	66.2%	42.5%	23.7%	91.5%
%H (TV HH)			58.2%	19.3%	66.2%	42.5%	23.7%	
DVDR	141	141	57	24	108	48	60	120
%V	5.1%	5.4%	5.0%	5.6%	5.8%	5.8%	5.7%	5.4%
%H (All HH)		100.0%	40.4%	17.0%	76.6%	34.0%	42.6%	85.1%
%H (TV HH)			40.4%	17.0%	76.6%	34.0%	42.6%	
VCR	80	80	31	6	65	23	42	54
%V	2.9%	3.1%	2.7%	1.4%	3.5%	2.8%	4.0%	2.4%
%H (All HH)		100.0%	38.8%	7.5%	81.3%	28.8%	52.5%	67.5%
%H (TV HH)			38.8%	7.5%	81.3%	28.8%	52.5%	
Any recorder	1766	1766	998	334	1182	730	452	1591
%V	64.2%	67.4%	87.3%	78.6%	63.0%	88.4%	43.0%	71.6%
%H (All HH)		100.0%	56.5%	18.9%	66.9%	41.3%	25.6%	90.1%
%H (TV HH)			56.5%	18.9%	66.9%	41.3%	25.6%	
Receives HDTV (via STB or built-in reception)	1489	1489	804	321	997	617	380	1353
%V	54.1%	56.8%	70.3%	75.5%	53.1%	74.7%	36.2%	60.9%
%H (All HH)		100.0%	54.0%	21.6%	67.0%	41.4%	25.5%	90.9%
%H (TV HH)			54.0%	21.6%	67.0%	41.4%	25.5%	
DVD/Blu-ray player or recorder	2082	2082	966	345	1502	722	780	1779
%V	75.7%	79.4%	84.5%	81.2%	80.0%	87.4%	74.2%	80.1%
%H (All HH)		100.0%	46.4%	16.6%	72.1%	34.7%	37.5%	85.4%
%H (TV HH)			46.4%	16.6%	72.1%	34.7%	37.5%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2750	2622	1143	425	1877	826	1051	2222
%V (All HH)		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%
%H (TV HH)			43.6%	16.2%	71.6%	31.5%	40.1%	
Has broadband internet	2222	2132	1036	385	1474	761	713	2222
%V	80.8%	81.3%	90.6%	90.6%	78.5%	92.1%	67.8%	100.0%
%H (All HH)		95.9%	46.6%	17.3%	66.3%	34.2%	32.1%	100.0%
%H (TV HH)			48.6%	18.1%	69.1%	35.7%	33.4%	
Number of computers (PCs and laptops)								
0	471	440	90	39	358	55	304	28
%V	17.1%	16.8%	7.9%	9.2%	19.1%	6.7%	28.9%	1.3%
%H (All HH)		93.4%	19.1%	8.3%	76.0%	11.7%	64.5%	5.9%
%H (TV HH)			20.5%	8.9%	81.4%	12.5%	69.1%	
1	722	673	267	97	492	185	307	662
%V	26.3%	25.7%	23.4%	22.8%	26.2%	22.4%	29.2%	29.8%
%H (All HH)		93.2%	37.0%	13.4%	68.1%	25.6%	42.5%	91.7%
%H (TV HH)			39.7%	14.4%	73.1%	27.5%	45.6%	
2	656	634	312	118	440	228	212	644
%V	23.9%	24.2%	27.3%	27.8%	23.4%	27.6%	20.2%	29.0%
%H (All HH)		96.6%	47.6%	18.0%	67.1%	34.8%	32.3%	98.2%
%H (TV HH)			49.2%	18.6%	69.4%	36.0%	33.4%	
3	391	379	204	74	246	144	102	386
%V	14.2%	14.5%	17.8%	17.4%	13.1%	17.4%	9.7%	17.4%
%H (All HH)		96.9%	52.2%	18.9%	62.9%	36.8%	26.1%	98.7%
%H (TV HH)			53.8%	19.5%	64.9%	38.0%	26.9%	
4	231	225	123	42	161	100	61	226
%V	8.4%	8.6%	10.8%	9.9%	8.6%	12.1%	5.8%	10.2%
%H (All HH)		97.4%	53.2%	18.2%	69.7%	43.3%	26.4%	97.8%
%H (TV HH)			54.7%	18.7%	71.6%	44.4%	27.1%	
5+	278	271	148	55	180	115	66	276
%V	10.1%	10.3%	12.9%	12.9%	9.6%	13.9%	6.3%	12.4%
%H (All HH)		97.5%	53.2%	19.8%	64.7%	41.4%	23.7%	99.3%
%H (TV HH)			54.6%	20.3%	66.4%	42.4%	24.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5306	2625	901	3921	2117	1804	4603
%H		49.5%	17.0%	73.9%	39.9%	34.0%	86.8%
Under 20"	895	424	126	735	393	342	786
%V	16.9%	16.2%	14.0%	18.7%	18.6%	19.0%	17.1%
%H		47.4%	14.1%	82.1%	43.9%	38.2%	87.8%
20" - 29"	1307	595	220	1007	499	508	1077
%V	24.6%	22.7%	24.4%	25.7%	23.6%	28.2%	23.4%
%H		45.5%	16.8%	77.0%	38.2%	38.9%	82.4%
30" - 39"	1664	795	289	1198	612	587	1410
%V	31.4%	30.3%	32.1%	30.6%	28.9%	32.5%	30.6%
%H		47.8%	17.4%	72.0%	36.8%	35.3%	84.7%
40" and over	1387	787	254	935	584	352	1289
%V	26.1%	30.0%	28.2%	23.8%	27.6%	19.5%	28.0%
%H		56.7%	18.3%	67.4%	42.1%	25.4%	92.9%
Don't know	52	24	11	45	30	16	40
%V	1.0%	0.9%	1.2%	1.1%	1.4%	0.9%	0.9%
%H		46.2%	21.2%	86.5%	57.7%	30.8%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5306	2625	901	3921	2117	1804	4603
%H		49.5%	17.0%	73.9%	39.9%	34.0%	86.8%
Main living room	2612	1144	423	1873	826	1047	2120
%V	49.2%	43.6%	46.9%	47.8%	39.0%	58.0%	46.1%
%H		43.8%	16.2%	71.7%	31.6%	40.1%	81.2%
Kitchen	354	187	49	299	178	121	323
%V	6.7%	7.1%	5.4%	7.6%	8.4%	6.7%	7.0%
%H		52.8%	13.8%	84.5%	50.3%	34.2%	91.2%
Adult's bedroom	1423	766	260	1077	671	406	1283
%V	26.8%	29.2%	28.9%	27.5%	31.7%	22.5%	27.9%
%H		53.8%	18.3%	75.7%	47.2%	28.5%	90.2%
Child's bedroom	328	202	68	224	161	64	316
%V	6.2%	7.7%	7.5%	5.7%	7.6%	3.5%	6.9%
%H		61.6%	20.7%	68.3%	49.1%	19.5%	96.3%
Other bedroom	172	91	34	129	82	47	167
%V	3.2%	3.5%	3.8%	3.3%	3.9%	2.6%	3.6%
%H		52.9%	19.8%	75.0%	47.7%	27.3%	97.1%
Second living/dining room	222	125	38	171	110	61	207
%V	4.2%	4.8%	4.2%	4.4%	5.2%	3.4%	4.5%
%H		56.3%	17.1%	77.0%	49.5%	27.5%	93.2%
Study/office	69	38	8	52	29	23	65
%V	1.3%	1.4%	0.9%	1.3%	1.4%	1.3%	1.4%
%H		55.1%	11.6%	75.4%	42.0%	33.3%	94.2%
TV room	28	14	7	18	11	7	27
%V	0.5%	0.5%	0.8%	0.5%	0.5%	0.4%	0.6%
%H		50.0%	25.0%	64.3%	39.3%	25.0%	96.4%
Conservatory	61	39	6	49	32	17	56
%V	1.1%	1.5%	0.7%	1.2%	1.5%	0.9%	1.2%
%H		63.9%	9.8%	80.3%	52.5%	27.9%	91.8%
Attic or loft room	6	4	2	5	4	1	6
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		66.7%	33.3%	83.3%	66.7%	16.7%	100.0%
No specific location	4	3	1	4	3	1	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		75.0%	25.0%	100.0%	75.0%	25.0%	100.0%
Other	27	13	5	19	9	10	27
%V	0.5%	0.5%	0.6%	0.5%	0.4%	0.6%	0.6%
%H		48.1%	18.5%	70.4%	33.3%	37.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5306	2625	901	3921	2117	1804	4603
%H		49.5%	17.0%	73.9%	39.9%	34.0%	86.8%
PVR	2269	1398	458	1449	1011	438	2110
%V	42.8%	53.3%	50.8%	37.0%	47.8%	24.3%	45.8%
%H		61.6%	20.2%	63.9%	44.6%	19.3%	93.0%
DVDR	156	64	25	119	52	67	134
%V	2.9%	2.4%	2.8%	3.0%	2.5%	3.7%	2.9%
%H		41.0%	16.0%	76.3%	33.3%	42.9%	85.9%
VCR	88	38	7	72	28	44	60
%V	1.7%	1.4%	0.8%	1.8%	1.3%	2.4%	1.3%
%H		43.2%	8.0%	81.8%	31.8%	50.0%	68.2%
Any recorder	2384	1433	470	1545	1040	505	2190
%V	44.9%	54.6%	52.2%	39.4%	49.1%	28.0%	47.6%
%H		60.1%	19.7%	64.8%	43.6%	21.2%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: 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	5306	2625	901	3921	2117	1804	4603
%H		49.5%	17.0%	73.9%	39.9%	34.0%	86.8%
Receives HDTV (via STB or built-in reception)	2147	1187	477	1457	945	511	1981
%V	40.5%	45.2%	52.9%	37.2%	44.6%	28.3%	43.0%
%H		55.3%	22.2%	67.9%	44.0%	23.8%	92.3%
DVD/Blu-ray player or recorder	3018	1503	515	2243	1225	1019	2660
%V	56.9%	57.3%	57.2%	57.2%	57.9%	56.5%	57.8%
%H		49.8%	17.1%	74.3%	40.6%	33.8%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2614	1142	424	1874	825	1049	2125
%H		43.7%	16.2%	71.7%	31.6%	40.1%	81.3%
Under 20"	62	11	5	49	4	44	39
%V	2.4%	1.0%	1.2%	2.6%	0.5%	4.2%	1.8%
%H		17.7%	8.1%	79.0%	6.5%	71.0%	62.9%
20" - 29"	395	105	48	307	67	240	247
%V	15.1%	9.2%	11.3%	16.4%	8.1%	22.9%	11.6%
%H		26.6%	12.2%	77.7%	17.0%	60.8%	62.5%
30" - 39"	1022	401	170	754	304	450	803
%V	39.1%	35.1%	40.1%	40.2%	36.8%	42.9%	37.8%
%H		39.2%	16.6%	73.8%	29.7%	44.0%	78.6%
40" and over	1116	619	199	747	444	303	1025
%V	42.7%	54.2%	46.9%	39.9%	53.8%	28.9%	48.2%
%H		55.5%	17.8%	66.9%	39.8%	27.2%	91.8%
Don't know	20	6	2	18	6	11	10
%V	0.8%	0.5%	0.5%	1.0%	0.7%	1.0%	0.5%
%H		30.0%	10.0%	90.0%	30.0%	55.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2614	1142	424	1874	825	1049	2125
%H		43.7%	16.2%	71.7%	31.6%	40.1%	81.3%
PVR	1658	970	323	1093	710	383	1516
%V	63.4%	84.9%	76.2%	58.3%	86.1%	36.5%	71.3%
%H		58.5%	19.5%	65.9%	42.8%	23.1%	91.4%
DVDR	118	45	19	89	35	54	99
%V	4.5%	3.9%	4.5%	4.7%	4.2%	5.1%	4.7%
%H		38.1%	16.1%	75.4%	29.7%	45.8%	83.9%
VCR	64	25	6	52	18	34	40
%V	2.4%	2.2%	1.4%	2.8%	2.2%	3.2%	1.9%
%H		39.1%	9.4%	81.3%	28.1%	53.1%	62.5%
Any recorder	1732	987	331	1153	722	432	1561
%V	66.3%	86.4%	78.1%	61.5%	87.5%	41.2%	73.5%
%H		57.0%	19.1%	66.6%	41.7%	24.9%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2614	1142	424	1874	825	1049	2125
%H		43.7%	16.2%	71.7%	31.6%	40.1%	81.3%
Receives HDTV (via STB or built-in reception)	1462	791	315	977	607	370	1327
%V	55.9%	69.3%	74.3%	52.1%	73.6%	35.3%	62.4%
%H		54.1%	21.5%	66.8%	41.5%	25.3%	90.8%
DVD/Blu-ray player or recorder	1985	920	327	1425	677	748	1690
%V	75.9%	80.6%	77.1%	76.0%	82.1%	71.3%	79.5%
%H		46.3%	16.5%	71.8%	34.1%	37.7%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2692	1483	477	2046	1292	755	2478
%H		55.1%	17.7%	76.0%	48.0%	28.0%	92.1%
Under 20"	833	413	121	686	389	297	747
%V	30.9%	27.8%	25.4%	33.5%	30.1%	39.3%	30.1%
%H		49.6%	14.5%	82.4%	46.7%	35.7%	89.7%
20" - 29"	913	489	172	700	432	268	830
%V	33.9%	33.0%	36.1%	34.2%	33.4%	35.5%	33.5%
%H		53.6%	18.8%	76.7%	47.3%	29.4%	90.9%
30" - 39"	643	395	119	445	308	137	607
%V	23.9%	26.6%	24.9%	21.7%	23.8%	18.1%	24.5%
%H		61.4%	18.5%	69.2%	47.9%	21.3%	94.4%
40" and over	272	169	55	188	139	49	263
%V	10.1%	11.4%	11.5%	9.2%	10.8%	6.5%	10.6%
%H		62.1%	20.2%	69.1%	51.1%	18.0%	96.7%
Don't know	31	17	10	27	23	4	30
%V	1.2%	1.1%	2.1%	1.3%	1.8%	0.5%	1.2%
%H		54.8%	32.3%	87.1%	74.2%	12.9%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2692	1483	477	2046	1292	755	2478
%H		55.1%	17.7%	76.0%	48.0%	28.0%	92.1%
PVR	611	428	135	356	301	55	594
%V	22.7%	28.9%	28.3%	17.4%	23.3%	7.3%	24.0%
%H		70.0%	22.1%	58.3%	49.3%	9.0%	97.2%
DVDR	37	20	5	30	17	13	35
%V	1.4%	1.3%	1.0%	1.5%	1.3%	1.7%	1.4%
%H		54.1%	13.5%	81.1%	45.9%	35.1%	94.6%
VCR	23	13	1	20	10	10	20
%V	0.9%	0.9%	0.2%	1.0%	0.8%	1.3%	0.8%
%H		56.5%	4.3%	87.0%	43.5%	43.5%	87.0%
Any recorder	652	446	140	391	318	74	630
%V	24.2%	30.1%	29.4%	19.1%	24.6%	9.8%	25.4%
%H		68.4%	21.5%	60.0%	48.8%	11.3%	96.6%

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	2692	1483	477	2046	1292	755	2478
%H		55.1%	17.7%	76.0%	48.0%	28.0%	92.1%
Receives HDTV (via STB or built-in reception)	685	396	162	479	339	141	654
%V	25.4%	26.7%	34.0%	23.4%	26.2%	18.7%	26.4%
%H		57.8%	23.6%	69.9%	49.5%	20.6%	95.5%
DVD/Blu-ray player or recorder	1034	583	188	818	547	271	970
%V	38.4%	39.3%	39.4%	40.0%	42.3%	35.9%	39.1%
%H		56.4%	18.2%	79.1%	52.9%	26.2%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6447	6197	2992	1120	4305	2224	2081	5707
%H		96.1%	46.4%	17.4%	66.8%	34.5%	32.3%	88.5%
Total Children	1182	1148	659	212	729	446	283	1140
%V	18.3%	18.5%	22.0%	18.9%	16.9%	20.1%	13.6%	20.0%
%H		97.1%	55.8%	17.9%	61.7%	37.7%	23.9%	96.4%
0 - 3	309	299	161	58	180	101	80	295
%V	4.8%	4.8%	5.4%	5.2%	4.2%	4.5%	3.8%	5.2%
%H		96.8%	52.1%	18.8%	58.3%	32.7%	25.9%	95.5%
4 - 15	873	850	498	154	549	345	204	845
%V	13.5%	13.7%	16.6%	13.8%	12.8%	15.5%	9.8%	14.8%
%H		97.4%	57.0%	17.6%	62.9%	39.5%	23.4%	96.8%
4 - 9	444	433	257	69	280	171	109	429
%V	6.9%	7.0%	8.6%	6.2%	6.5%	7.7%	5.2%	7.5%
%H		97.5%	57.9%	15.5%	63.1%	38.5%	24.5%	96.6%
10 - 15	428	417	242	85	269	174	95	416
%V	6.6%	6.7%	8.1%	7.6%	6.2%	7.8%	4.6%	7.3%
%H		97.4%	56.5%	19.9%	62.9%	40.7%	22.2%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6447	6197	2992	1120	4305	2224	2081	5707
%H		96.1%	46.4%	17.4%	66.8%	34.5%	32.3%	88.5%
Total Adults (16+)	5265	5048	2332	908	3576	1779	1797	4567
%V	81.7%	81.5%	77.9%	81.1%	83.1%	80.0%	86.4%	80.0%
%H		95.9%	44.3%	17.2%	67.9%	33.8%	34.1%	86.7%
16 - 19	303	294	144	61	207	124	83	288
%V	4.7%	4.7%	4.8%	5.4%	4.8%	5.6%	4.0%	5.0%
%H		97.0%	47.5%	20.1%	68.3%	40.9%	27.4%	95.0%
20 - 24	386	358	137	91	237	119	118	363
%V	6.0%	5.8%	4.6%	8.1%	5.5%	5.4%	5.7%	6.4%
%H		92.7%	35.5%	23.6%	61.4%	30.8%	30.6%	94.0%
25 - 34	768	717	370	145	447	248	199	727
%V	11.9%	11.6%	12.4%	12.9%	10.4%	11.2%	9.6%	12.7%
%H		93.4%	48.2%	18.9%	58.2%	32.3%	25.9%	94.7%
35 - 44	807	775	430	146	492	286	206	773
%V	12.5%	12.5%	14.4%	13.0%	11.4%	12.9%	9.9%	13.5%
%H		96.0%	53.3%	18.1%	61.0%	35.4%	25.5%	95.8%
45 - 54	969	934	461	191	647	367	280	895
%V	15.0%	15.1%	15.4%	17.1%	15.0%	16.5%	13.5%	15.7%
%H		96.4%	47.6%	19.7%	66.8%	37.9%	28.9%	92.4%
55 - 64	761	735	325	128	539	254	285	679
%V	11.8%	11.9%	10.9%	11.4%	12.5%	11.4%	13.7%	11.9%
%H		96.6%	42.7%	16.8%	70.8%	33.4%	37.5%	89.2%
65+	1272	1235	465	146	1006	380	626	843
%V	19.7%	19.9%	15.5%	13.0%	23.4%	17.1%	30.1%	14.8%
%H		97.1%	36.6%	11.5%	79.1%	29.9%	49.2%	66.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5265	5048	2332	908	3576	1779	1797	4567
%H		95.9%	44.3%	17.2%	67.9%	33.8%	34.1%	86.7%
AB	1747	1692	827	277	1178	586	592	1663
%V	33.2%	33.5%	35.5%	30.5%	32.9%	32.9%	32.9%	36.4%
%H		96.9%	47.3%	15.9%	67.4%	33.5%	33.9%	95.2%
C1	1580	1487	675	285	1090	570	521	1408
%V	30.0%	29.5%	28.9%	31.4%	30.5%	32.0%	29.0%	30.8%
%H		94.1%	42.7%	18.0%	69.0%	36.1%	33.0%	89.1%
C2	1089	1069	535	210	751	424	327	958
%V	20.7%	21.2%	22.9%	23.1%	21.0%	23.8%	18.2%	21.0%
%H		98.2%	49.1%	19.3%	69.0%	38.9%	30.0%	88.0%
D	548	523	207	105	346	143	203	400
%V	10.4%	10.4%	8.9%	11.6%	9.7%	8.0%	11.3%	8.8%
%H		95.4%	37.8%	19.2%	63.1%	26.1%	37.0%	73.0%
E	302	277	89	30	210	56	154	138
%V	5.7%	5.5%	3.8%	3.3%	5.9%	3.1%	8.6%	3.0%
%H		91.7%	29.5%	9.9%	69.5%	18.5%	51.0%	45.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5265	5048	2332	908	3576	1779	1797	4567
%H		95.9%	44.3%	17.2%	67.9%	33.8%	34.1%	86.7%
Working full time	2420	2327	1185	488	1534	874	660	2299
%V	46.0%	46.1%	50.8%	53.7%	42.9%	49.1%	36.7%	50.3%
%H		96.2%	49.0%	20.2%	63.4%	36.1%	27.3%	95.0%
Working part time	584	571	288	106	395	218	177	546
%V	11.1%	11.3%	12.3%	11.7%	11.0%	12.3%	9.8%	12.0%
%H		97.8%	49.3%	18.2%	67.6%	37.3%	30.3%	93.5%
Not working	2260	2151	859	314	1647	687	960	1723
%V	42.9%	42.6%	36.8%	34.6%	46.1%	38.6%	53.4%	37.7%
%H		95.2%	38.0%	13.9%	72.9%	30.4%	42.5%	76.2%
Housewife/Houseperson	2750	2622	1143	425	1877	826	1051	2222
%V	52.2%	51.9%	49.0%	46.8%	52.5%	46.4%	58.5%	48.7%
%H		95.3%	41.6%	15.5%	68.3%	30.0%	38.2%	80.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2559	2452	1151	454	1718	883	836	2270
%H		95.8%	45.0%	17.7%	67.1%	34.5%	32.7%	88.7%
16 - 19	167	163	85	29	114	69	45	161
%V	6.5%	6.6%	7.4%	6.4%	6.6%	7.8%	5.4%	7.1%
%H		97.6%	50.9%	17.4%	68.3%	41.3%	26.9%	96.4%
20 - 24	187	171	64	42	113	58	55	175
%V	7.3%	7.0%	5.6%	9.3%	6.6%	6.6%	6.6%	7.7%
%H		91.4%	34.2%	22.5%	60.4%	31.0%	29.4%	93.6%
25 - 34	384	364	186	73	225	121	104	363
%V	15.0%	14.8%	16.2%	16.1%	13.1%	13.7%	12.4%	16.0%
%H		94.8%	48.4%	19.0%	58.6%	31.5%	27.1%	94.5%
35 - 44	397	376	214	72	233	142	91	380
%V	15.5%	15.3%	18.6%	15.9%	13.6%	16.1%	10.9%	16.7%
%H		94.7%	53.9%	18.1%	58.7%	35.8%	22.9%	95.7%
45 - 54	484	464	226	103	317	185	133	447
%V	18.9%	18.9%	19.6%	22.7%	18.5%	21.0%	15.9%	19.7%
%H		95.9%	46.7%	21.3%	65.5%	38.2%	27.5%	92.4%
55 - 64	372	360	156	66	264	123	141	333
%V	14.5%	14.7%	13.6%	14.5%	15.4%	13.9%	16.9%	14.7%
%H		96.8%	41.9%	17.7%	71.0%	33.1%	37.9%	89.5%
65+	568	553	220	68	452	186	266	411
%V	22.2%	22.6%	19.1%	15.0%	26.3%	21.1%	31.8%	18.1%
%H		97.4%	38.7%	12.0%	79.6%	32.7%	46.8%	72.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2559	2452	1151	454	1718	883	836	2270
%H		95.8%	45.0%	17.7%	67.1%	34.5%	32.7%	88.7%
AB	882	854	426	143	584	296	288	845
%V	34.5%	34.8%	37.0%	31.5%	34.0%	33.5%	34.4%	37.2%
%H		96.8%	48.3%	16.2%	66.2%	33.6%	32.7%	95.8%
C1	735	691	317	136	507	278	229	681
%V	28.7%	28.2%	27.5%	30.0%	29.5%	31.5%	27.4%	30.0%
%H		94.0%	43.1%	18.5%	69.0%	37.8%	31.2%	92.7%
C2	573	562	279	112	392	220	172	505
%V	22.4%	22.9%	24.2%	24.7%	22.8%	24.9%	20.6%	22.2%
%H		98.1%	48.7%	19.5%	68.4%	38.4%	30.0%	88.1%
D	252	241	96	51	155	66	89	188
%V	9.8%	9.8%	8.3%	11.2%	9.0%	7.5%	10.6%	8.3%
%H		95.6%	38.1%	20.2%	61.5%	26.2%	35.3%	74.6%
E	118	104	33	12	80	23	57	52
%V	4.6%	4.2%	2.9%	2.6%	4.7%	2.6%	6.8%	2.3%
%H		88.1%	28.0%	10.2%	67.8%	19.5%	48.3%	44.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2559	2452	1151	454	1718	883	836	2270
%H		95.8%	45.0%	17.7%	67.1%	34.5%	32.7%	88.7%
Working full time	1482	1428	748	290	933	539	394	1411
%V	57.9%	58.2%	65.0%	63.9%	54.3%	61.0%	47.1%	62.2%
%H		96.4%	50.5%	19.6%	63.0%	36.4%	26.6%	95.2%
Working part time	108	106	48	22	70	37	34	97
%V	4.2%	4.3%	4.2%	4.8%	4.1%	4.2%	4.1%	4.3%
%H		98.1%	44.4%	20.4%	64.8%	34.3%	31.5%	89.8%
Not working	969	917	354	141	715	307	408	762
%V	37.9%	37.4%	30.8%	31.1%	41.6%	34.8%	48.8%	33.6%
%H		94.6%	36.5%	14.6%	73.8%	31.7%	42.1%	78.6%
Housewife/Houseperson	529	485	173	76	338	107	231	377
%V	20.7%	19.8%	15.0%	16.7%	19.7%	12.1%	27.6%	16.6%
%H		91.7%	32.7%	14.4%	63.9%	20.2%	43.7%	71.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2706	2596	1182	454	1858	896	962	2297
%H		95.9%	43.7%	16.8%	68.7%	33.1%	35.6%	84.9%
16 - 19	136	130	59	32	93	55	38	127
%V	5.0%	5.0%	5.0%	7.0%	5.0%	6.1%	4.0%	5.5%
%H		95.6%	43.4%	23.5%	68.4%	40.4%	27.9%	93.4%
20 - 24	200	187	73	48	124	61	63	187
%V	7.4%	7.2%	6.2%	10.6%	6.7%	6.8%	6.5%	8.1%
%H		93.5%	36.5%	24.0%	62.0%	30.5%	31.5%	93.5%
25 - 34	384	353	184	72	222	127	95	364
%V	14.2%	13.6%	15.6%	15.9%	11.9%	14.2%	9.9%	15.8%
%H		91.9%	47.9%	18.8%	57.8%	33.1%	24.7%	94.8%
35 - 44	410	399	216	74	259	144	114	393
%V	15.2%	15.4%	18.3%	16.3%	13.9%	16.1%	11.9%	17.1%
%H		97.3%	52.7%	18.0%	63.2%	35.1%	27.8%	95.9%
45 - 54	484	470	236	88	330	183	147	449
%V	17.9%	18.1%	20.0%	19.4%	17.8%	20.4%	15.3%	19.5%
%H		97.1%	48.8%	18.2%	68.2%	37.8%	30.4%	92.8%
55 - 64	388	375	169	62	275	131	144	346
%V	14.3%	14.4%	14.3%	13.7%	14.8%	14.6%	15.0%	15.1%
%H		96.6%	43.6%	16.0%	70.9%	33.8%	37.1%	89.2%
65+	705	683	244	78	554	194	360	432
%V	26.1%	26.3%	20.6%	17.2%	29.8%	21.7%	37.4%	18.8%
%H		96.9%	34.6%	11.1%	78.6%	27.5%	51.1%	61.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2706	2596	1182	454	1858	896	962	2297
%H		95.9%	43.7%	16.8%	68.7%	33.1%	35.6%	84.9%
AB	865	839	401	135	594	290	304	819
%V	32.0%	32.3%	33.9%	29.7%	32.0%	32.4%	31.6%	35.7%
%H		97.0%	46.4%	15.6%	68.7%	33.5%	35.1%	94.7%
C1	845	795	357	149	583	292	291	727
%V	31.2%	30.6%	30.2%	32.8%	31.4%	32.6%	30.2%	31.6%
%H		94.1%	42.2%	17.6%	69.0%	34.6%	34.4%	86.0%
C2	516	507	256	98	359	203	155	453
%V	19.1%	19.5%	21.7%	21.6%	19.3%	22.7%	16.1%	19.7%
%H		98.3%	49.6%	19.0%	69.6%	39.3%	30.0%	87.8%
D	297	283	112	54	191	77	114	213
%V	11.0%	10.9%	9.5%	11.9%	10.3%	8.6%	11.9%	9.3%
%H		95.3%	37.7%	18.2%	64.3%	25.9%	38.4%	71.7%
E	184	172	56	18	130	33	97	86
%V	6.8%	6.6%	4.7%	4.0%	7.0%	3.7%	10.1%	3.7%
%H		93.5%	30.4%	9.8%	70.7%	17.9%	52.7%	46.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South, South East and Channel Islands

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2706	2596	1182	454	1858	896	962	2297
%H		95.9%	43.7%	16.8%	68.7%	33.1%	35.6%	84.9%
Working full time	938	898	438	198	601	335	266	888
%V	34.7%	34.6%	37.1%	43.6%	32.3%	37.4%	27.7%	38.7%
%H		95.7%	46.7%	21.1%	64.1%	35.7%	28.4%	94.7%
Working part time	477	465	240	83	324	181	144	449
%V	17.6%	17.9%	20.3%	18.3%	17.4%	20.2%	15.0%	19.5%
%H		97.5%	50.3%	17.4%	67.9%	37.9%	30.2%	94.1%
Not working	1291	1234	504	173	932	380	552	961
%V	47.7%	47.5%	42.6%	38.1%	50.2%	42.4%	57.4%	41.8%
%H		95.6%	39.0%	13.4%	72.2%	29.4%	42.8%	74.4%
Housewife/Houseperson	2222	2137	970	350	1539	719	821	1845
%V	82.1%	82.3%	82.1%	77.1%	82.8%	80.2%	85.3%	80.3%
%H		96.2%	43.7%	15.8%	69.3%	32.4%	36.9%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2023	1923	889	250	1438	660	778	1632
%H (All HH)		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%
%H (TV HH)			46.2%	13.0%	74.8%	34.3%	40.5%	
AB	560	541	259	79	398	193	205	527
%V	27.7%	28.1%	29.1%	31.6%	27.7%	29.2%	26.3%	32.3%
%H (All HH)		96.6%	46.3%	14.1%	71.1%	34.5%	36.6%	94.1%
%H (TV HH)			47.9%	14.6%	73.6%	35.7%	37.9%	
C1	565	535	243	71	402	185	217	483
%V	27.9%	27.8%	27.3%	28.4%	28.0%	28.0%	27.9%	29.6%
%H (All HH)		94.7%	43.0%	12.6%	71.2%	32.7%	38.4%	85.5%
%H (TV HH)			45.4%	13.3%	75.1%	34.6%	40.6%	
C2	428	410	206	52	313	163	150	351
%V	21.2%	21.3%	23.2%	20.8%	21.8%	24.7%	19.3%	21.5%
%H (All HH)		95.8%	48.1%	12.1%	73.1%	38.1%	35.0%	82.0%
%H (TV HH)			50.2%	12.7%	76.3%	39.8%	36.6%	
D	278	253	112	32	181	74	107	185
%V	13.7%	13.2%	12.6%	12.8%	12.6%	11.2%	13.8%	11.3%
%H (All HH)		91.0%	40.3%	11.5%	65.1%	26.6%	38.5%	66.5%
%H (TV HH)			44.3%	12.6%	71.5%	29.2%	42.3%	
E	194	183	69	15	144	44	99	85
%V	9.6%	9.5%	7.8%	6.0%	10.0%	6.7%	12.7%	5.2%
%H (All HH)		94.3%	35.6%	7.7%	74.2%	22.7%	51.0%	43.8%
%H (TV HH)			37.7%	8.2%	78.7%	24.0%	54.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2023	1923	889	250	1438	660	778	1632
%H (All HH)		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%
%H (TV HH)			46.2%	13.0%	74.8%	34.3%	40.5%	
Under 25	72	60	27	6	43	19	24	61
%V	3.6%	3.1%	3.0%	2.4%	3.0%	2.9%	3.1%	3.7%
%H (All HH)		83.3%	37.5%	8.3%	59.7%	26.4%	33.3%	84.7%
%H (TV HH)			45.0%	10.0%	71.7%	31.7%	40.0%	
25 - 34	294	271	145	38	164	86	78	276
%V	14.5%	14.1%	16.3%	15.2%	11.4%	13.0%	10.0%	16.9%
%H (All HH)		92.2%	49.3%	12.9%	55.8%	29.3%	26.5%	93.9%
%H (TV HH)			53.5%	14.0%	60.5%	31.7%	28.8%	
35 - 44	358	344	196	56	222	129	93	334
%V	17.7%	17.9%	22.0%	22.4%	15.4%	19.5%	12.0%	20.5%
%H (All HH)		96.1%	54.7%	15.6%	62.0%	36.0%	26.0%	93.3%
%H (TV HH)			57.0%	16.3%	64.5%	37.5%	27.0%	
45 - 54	385	372	187	64	273	152	121	347
%V	19.0%	19.3%	21.0%	25.6%	19.0%	23.0%	15.6%	21.3%
%H (All HH)		96.6%	48.6%	16.6%	70.9%	39.5%	31.4%	90.1%
%H (TV HH)			50.3%	17.2%	73.4%	40.9%	32.5%	
55 - 64	334	322	144	39	255	115	140	291
%V	16.5%	16.7%	16.2%	15.6%	17.7%	17.4%	18.0%	17.8%
%H (All HH)		96.4%	43.1%	11.7%	76.3%	34.4%	41.9%	87.1%
%H (TV HH)			44.7%	12.1%	79.2%	35.7%	43.5%	
65 +	581	554	190	47	481	159	321	322
%V	28.7%	28.8%	21.4%	18.8%	33.4%	24.1%	41.3%	19.7%
%H (All HH)		95.4%	32.7%	8.1%	82.8%	27.4%	55.2%	55.4%
%H (TV HH)			34.3%	8.5%	86.8%	28.7%	57.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

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	2023	1923	889	250	1438	660	778	1632
%H (All HH)		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%
%H (TV HH)			46.2%	13.0%	74.8%	34.3%	40.5%	
1	577	530	158	45	425	101	323	320
%V	28.5%	27.6%	17.8%	18.0%	29.6%	15.3%	41.5%	19.6%
%H (All HH)		91.9%	27.4%	7.8%	73.7%	17.5%	56.0%	55.5%
%H (TV HH)			29.8%	8.5%	80.2%	19.1%	60.9%	
2	738	711	336	86	552	262	290	634
%V	36.5%	37.0%	37.8%	34.4%	38.4%	39.7%	37.3%	38.8%
%H (All HH)		96.3%	45.5%	11.7%	74.8%	35.5%	39.3%	85.9%
%H (TV HH)			47.3%	12.1%	77.6%	36.8%	40.8%	
3	314	300	167	56	196	120	76	296
%V	15.5%	15.6%	18.8%	22.4%	13.6%	18.2%	9.8%	18.1%
%H (All HH)		95.5%	53.2%	17.8%	62.4%	38.2%	24.2%	94.3%
%H (TV HH)			55.7%	18.7%	65.3%	40.0%	25.3%	
4	264	258	148	43	188	123	65	257
%V	13.0%	13.4%	16.6%	17.2%	13.1%	18.6%	8.4%	15.7%
%H (All HH)		97.7%	56.1%	16.3%	71.2%	46.6%	24.6%	97.3%
%H (TV HH)			57.4%	16.7%	72.9%	47.7%	25.2%	
5+	130	124	80	21	78	54	24	125
%V	6.4%	6.4%	9.0%	8.4%	5.4%	8.2%	3.1%	7.7%
%H (All HH)		95.4%	61.5%	16.2%	60.0%	41.5%	18.5%	96.2%
%H (TV HH)			64.5%	16.9%	62.9%	43.5%	19.4%	
Average HH size	2.35	2.37	2.65	2.69	2.29	2.68	1.95	2.56

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2023	1923	889	250	1438	660	778	1632
%H (All HH)		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%
%H (TV HH)			46.2%	13.0%	74.8%	34.3%	40.5%	
Without	1522	1438	605	169	1115	451	664	1154
%V	75.2%	74.8%	68.1%	67.6%	77.5%	68.3%	85.3%	70.7%
%H (All HH)		94.5%	39.8%	11.1%	73.3%	29.6%	43.6%	75.8%
%H (TV HH)			42.1%	11.8%	77.5%	31.4%	46.2%	
With	502	485	284	81	323	209	114	478
%V	24.8%	25.2%	31.9%	32.4%	22.5%	31.7%	14.7%	29.3%
%H (All HH)		96.6%	56.6%	16.1%	64.3%	41.6%	22.7%	95.2%
%H (TV HH)			58.6%	16.7%	66.6%	43.1%	23.5%	
0 - 3	204	195	122	28	122	80	42	192
%V	10.1%	10.1%	13.7%	11.2%	8.5%	12.1%	5.4%	11.8%
%H (All HH)		95.6%	59.8%	13.7%	59.8%	39.2%	20.6%	94.1%
%H (TV HH)			62.6%	14.4%	62.6%	41.0%	21.5%	
4 - 9	270	262	153	40	167	102	66	263
%V	13.3%	13.6%	17.2%	16.0%	11.6%	15.5%	8.5%	16.1%
%H (All HH)		97.0%	56.7%	14.8%	61.9%	37.8%	24.4%	97.4%
%H (TV HH)			58.4%	15.3%	63.7%	38.9%	25.2%	
10 - 15	232	226	137	42	160	113	47	222
%V	11.5%	11.8%	15.4%	16.8%	11.1%	17.1%	6.0%	13.6%
%H (All HH)		97.4%	59.1%	18.1%	69.0%	48.7%	20.3%	95.7%
%H (TV HH)			60.6%	18.6%	70.8%	50.0%	20.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2023	1923	889	250	1438	660	778	1632
%H (All HH)		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%
%H (TV HH)			46.2%	13.0%	74.8%	34.3%	40.5%	
1	773	773	288	80	521	127	394	554
%V	38.2%	40.2%	32.4%	32.0%	36.2%	19.2%	50.6%	33.9%
%H (All HH)		100.0%	37.3%	10.3%	67.4%	16.4%	51.0%	71.7%
%H (TV HH)			37.3%	10.3%	67.4%	16.4%	51.0%	
2	645	645	302	101	489	248	241	536
%V	31.9%	33.5%	34.0%	40.4%	34.0%	37.6%	31.0%	32.8%
%H (All HH)		100.0%	46.8%	15.7%	75.8%	38.4%	37.4%	83.1%
%H (TV HH)			46.8%	15.7%	75.8%	38.4%	37.4%	
3	305	305	169	40	249	152	97	281
%V	15.1%	15.9%	19.0%	16.0%	17.3%	23.0%	12.5%	17.2%
%H (All HH)		100.0%	55.4%	13.1%	81.6%	49.8%	31.8%	92.1%
%H (TV HH)			55.4%	13.1%	81.6%	49.8%	31.8%	
4	128	128	81	21	113	82	30	123
%V	6.3%	6.7%	9.1%	8.4%	7.9%	12.4%	3.9%	7.5%
%H (All HH)		100.0%	63.3%	16.4%	88.3%	64.1%	23.4%	96.1%
%H (TV HH)			63.3%	16.4%	88.3%	64.1%	23.4%	
5+	73	73	49	8	67	51	16	70
%V	3.6%	3.8%	5.5%	3.2%	4.7%	7.7%	2.1%	4.3%
%H (All HH)		100.0%	67.1%	11.0%	91.8%	69.9%	21.9%	95.9%
%H (TV HH)			67.1%	11.0%	91.8%	69.9%	21.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2023	1923	889	250	1438	660	778	1632
%H (All HH)		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%
%H (TV HH)			46.2%	13.0%	74.8%	34.3%	40.5%	
Under 20"	545	545	246	64	465	229	236	458
%V	26.9%	28.3%	27.7%	25.6%	32.3%	34.7%	30.3%	28.1%
%H (All HH)		100.0%	45.1%	11.7%	85.3%	42.0%	43.3%	84.0%
%H (TV HH)			45.1%	11.7%	85.3%	42.0%	43.3%	
20" - 29"	729	729	320	95	596	281	315	584
%V	36.0%	37.9%	36.0%	38.0%	41.4%	42.6%	40.5%	35.8%
%H (All HH)		100.0%	43.9%	13.0%	81.8%	38.5%	43.2%	80.1%
%H (TV HH)			43.9%	13.0%	81.8%	38.5%	43.2%	
30" - 39"	1003	1003	472	148	767	386	381	825
%V	49.6%	52.2%	53.1%	59.2%	53.3%	58.5%	49.0%	50.6%
%H (All HH)		100.0%	47.1%	14.8%	76.5%	38.5%	38.0%	82.3%
%H (TV HH)			47.1%	14.8%	76.5%	38.5%	38.0%	
40" and over	835	835	506	117	588	375	212	763
%V	41.3%	43.4%	56.9%	46.8%	40.9%	56.8%	27.2%	46.8%
%H (All HH)		100.0%	60.6%	14.0%	70.4%	44.9%	25.4%	91.4%
%H (TV HH)			60.6%	14.0%	70.4%	44.9%	25.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2023	1923	889	250	1438	660	778	1632
%V (All HH)		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%
%H (TV HH)			46.2%	13.0%	74.8%	34.3%	40.5%	
Main living room	1896	1896	878	248	1420	653	767	1542
%V	93.7%	98.6%	98.8%	99.2%	98.7%	98.9%	98.6%	94.5%
%H (All HH)		100.0%	46.3%	13.1%	74.9%	34.4%	40.5%	81.3%
%H (TV HH)			46.3%	13.1%	74.9%	34.4%	40.5%	
Kitchen	269	269	143	26	239	140	99	237
%V	13.3%	14.0%	16.1%	10.4%	16.6%	21.2%	12.7%	14.5%
%H (All HH)		100.0%	53.2%	9.7%	88.8%	52.0%	36.8%	88.1%
%H (TV HH)			53.2%	9.7%	88.8%	52.0%	36.8%	
Adult's bedroom	848	848	455	127	692	422	270	754
%V	41.9%	44.1%	51.2%	50.8%	48.1%	63.9%	34.7%	46.2%
%H (All HH)		100.0%	53.7%	15.0%	81.6%	49.8%	31.8%	88.9%
%H (TV HH)			53.7%	15.0%	81.6%	49.8%	31.8%	
Child's bedroom	200	200	118	39	151	110	41	194
%V	9.9%	10.4%	13.3%	15.6%	10.5%	16.7%	5.3%	11.9%
%H (All HH)		100.0%	59.0%	19.5%	75.5%	55.0%	20.5%	97.0%
%H (TV HH)			59.0%	19.5%	75.5%	55.0%	20.5%	
Other bedroom	98	98	66	12	78	57	21	90
%V	4.8%	5.1%	7.4%	4.8%	5.4%	8.6%	2.7%	5.5%
%H (All HH)		100.0%	67.3%	12.2%	79.6%	58.2%	21.4%	91.8%
%H (TV HH)			67.3%	12.2%	79.6%	58.2%	21.4%	
Second living/dining room	154	154	78	24	127	72	55	138
%V	7.6%	8.0%	8.8%	9.6%	8.8%	10.9%	7.1%	8.5%
%H (All HH)		100.0%	50.6%	15.6%	82.5%	46.8%	35.7%	89.6%
%H (TV HH)			50.6%	15.6%	82.5%	46.8%	35.7%	
Study/office	46	46	28	4	40	26	15	46
%V	2.3%	2.4%	3.1%	1.6%	2.8%	3.9%	1.9%	2.8%
%H (All HH)		100.0%	60.9%	8.7%	87.0%	56.5%	32.6%	100.0%
%H (TV HH)			60.9%	8.7%	87.0%	56.5%	32.6%	
TV room	19	19	10	3	12	6	6	19
%V	0.9%	1.0%	1.1%	1.2%	0.8%	0.9%	0.8%	1.2%
%H (All HH)		100.0%	52.6%	15.8%	63.2%	31.6%	31.6%	100.0%
%H (TV HH)			52.6%	15.8%	63.2%	31.6%	31.6%	
Conservatory	43	43	31	3	36	27	9	39
%V	2.1%	2.2%	3.5%	1.2%	2.5%	4.1%	1.2%	2.4%
%H (All HH)		100.0%	72.1%	7.0%	83.7%	62.8%	20.9%	90.7%
%H (TV HH)			72.1%	7.0%	83.7%	62.8%	20.9%	
Attic or loft room	5	5	1	2	4	2	2	5
%V	0.2%	0.3%	0.1%	0.8%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	20.0%	40.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			20.0%	40.0%	80.0%	40.0%	40.0%	
No specific location	4	4	3	0	3	1	2	4
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	25.0%	50.0%	100.0%
%H (TV HH)			75.0%	0.0%	75.0%	25.0%	50.0%	
Other	28	28	13	4	24	14	11	23
%V	1.4%	1.5%	1.5%	1.6%	1.7%	2.1%	1.4%	1.4%
%H (All HH)		100.0%	46.4%	14.3%	85.7%	50.0%	39.3%	82.1%
%H (TV HH)			46.4%	14.3%	85.7%	50.0%	39.3%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2023	1923	889	250	1438	660	778	1632
%H (All HH)		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%
%H (TV HH)			46.2%	13.0%	74.8%	34.3%	40.5%	
Any DSAT provider	889	889	889	13	529	529	0	800
%V	43.9%	46.2%	100.0%	5.2%	36.8%	80.2%	0.0%	49.0%
%H (All HH)			100.0%	1.5%	59.5%	59.5%	0.0%	90.0%
%H (TV HH)			100.0%	1.5%	59.5%	59.5%	0.0%	
Sky with subcription	713	713	713	6	422	422	0	654
%V	35.2%	37.1%	80.2%	2.4%	29.3%	63.9%	0.0%	40.1%
%H (All HH)			100.0%	0.8%	59.2%	59.2%	0.0%	91.7%
%H (TV HH)			100.0%	0.8%	59.2%	59.2%	0.0%	
Sky without subscription	55	55	55	1	35	35	0	41
%V	2.7%	2.9%	6.2%	0.4%	2.4%	5.3%	0.0%	2.5%
%H (All HH)			100.0%	1.8%	63.6%	63.6%	0.0%	74.5%
%H (TV HH)			100.0%	1.8%	63.6%	63.6%	0.0%	
Freesat	130	130	130	5	87	87	0	111
%V	6.4%	6.8%	14.6%	2.0%	6.1%	13.2%	0.0%	6.8%
%H (All HH)			100.0%	3.8%	66.9%	66.9%	0.0%	85.4%
%H (TV HH)			100.0%	3.8%	66.9%	66.9%	0.0%	
Other satellite provider	28	28	28	0	13	13	0	27
%V	1.4%	1.5%	3.1%	0.0%	0.9%	2.0%	0.0%	1.7%
%H (All HH)			100.0%	0.0%	46.4%	46.4%	0.0%	96.4%
%H (TV HH)			100.0%	0.0%	46.4%	46.4%	0.0%	
DCAB	250	250	13	250	138	138	0	231
%V	12.4%	13.0%	1.5%	100.0%	9.6%	20.9%	0.0%	14.2%
%H (All HH)			5.2%	100.0%	55.2%	55.2%	0.0%	92.4%
%H (TV HH)			5.2%	100.0%	55.2%	55.2%	0.0%	
DTT	1438	1438	529	138	1438	660	778	1119
%V	71.1%	74.8%	59.5%	55.2%	100.0%	100.0%	100.0%	68.6%
%H (All HH)		100.0%	36.8%	9.6%	100.0%	45.9%	54.1%	77.8%
%H (TV HH)			36.8%	9.6%	100.0%	45.9%	54.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2023	1923	889	250	1438	660	778	1632
%H (All HH)		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%
%H (TV HH)			46.2%	13.0%	74.8%	34.3%	40.5%	
PVR	1211	1211	750	208	823	559	264	1105
%V	59.9%	63.0%	84.4%	83.2%	57.2%	84.7%	33.9%	67.7%
%H (All HH)		100.0%	61.9%	17.2%	68.0%	46.2%	21.8%	91.2%
%H (TV HH)			61.9%	17.2%	68.0%	46.2%	21.8%	
DVDR	144	144	65	15	114	49	66	126
%V	7.1%	7.5%	7.3%	6.0%	7.9%	7.4%	8.5%	7.7%
%H (All HH)		100.0%	45.1%	10.4%	79.2%	34.0%	45.8%	87.5%
%H (TV HH)			45.1%	10.4%	79.2%	34.0%	45.8%	
VCR	101	101	39	11	88	36	52	74
%V	5.0%	5.3%	4.4%	4.4%	6.1%	5.5%	6.7%	4.5%
%H (All HH)		100.0%	38.6%	10.9%	87.1%	35.6%	51.5%	73.3%
%H (TV HH)			38.6%	10.9%	87.1%	35.6%	51.5%	
Any recorder	1292	1292	767	214	894	572	322	1155
%V	63.9%	67.2%	86.3%	85.6%	62.2%	86.7%	41.4%	70.8%
%H (All HH)		100.0%	59.4%	16.6%	69.2%	44.3%	24.9%	89.4%
%H (TV HH)			59.4%	16.6%	69.2%	44.3%	24.9%	
Receives HDTV (via STB or built-in reception)	1103	1103	599	198	803	489	315	994
%V	54.5%	57.4%	67.4%	79.2%	55.8%	74.1%	40.5%	60.9%
%H (All HH)		100.0%	54.3%	18.0%	72.8%	44.3%	28.6%	90.1%
%H (TV HH)			54.3%	18.0%	72.8%	44.3%	28.6%	
DVD/Blu-ray player or recorder	1384	1384	702	190	1010	511	499	1202
%V	68.4%	72.0%	79.0%	76.0%	70.2%	77.4%	64.1%	73.7%
%H (All HH)		100.0%	50.7%	13.7%	73.0%	36.9%	36.1%	86.8%
%H (TV HH)			50.7%	13.7%	73.0%	36.9%	36.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2023	1923	889	250	1438	660	778	1632
%V (All HH)		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%
%H (TV HH)			46.2%	13.0%	74.8%	34.3%	40.5%	
Has broadband internet	1632	1564	800	231	1119	591	528	1632
%V	80.7%	81.3%	90.0%	92.4%	77.8%	89.5%	67.9%	100.0%
%H (All HH)		95.8%	49.0%	14.2%	68.6%	36.2%	32.4%	100.0%
%H (TV HH)			51.2%	14.8%	71.5%	37.8%	33.8%	
Number of computers (PCs and laptops)								
0	343	314	79	23	274	61	213	27
%V	17.0%	16.3%	8.9%	9.2%	19.1%	9.2%	27.4%	1.7%
%H (All HH)		91.5%	23.0%	6.7%	79.9%	17.8%	62.1%	7.9%
%H (TV HH)			25.2%	7.3%	87.3%	19.4%	67.8%	
1	549	514	227	47	388	152	236	495
%V	27.1%	26.7%	25.5%	18.8%	27.0%	23.0%	30.3%	30.3%
%H (All HH)		93.6%	41.3%	8.6%	70.7%	27.7%	43.0%	90.2%
%H (TV HH)			44.2%	9.1%	75.5%	29.6%	45.9%	
2	497	477	246	66	335	175	161	480
%V	24.6%	24.8%	27.7%	26.4%	23.3%	26.5%	20.7%	29.4%
%H (All HH)		96.0%	49.5%	13.3%	67.4%	35.2%	32.4%	96.6%
%H (TV HH)			51.6%	13.8%	70.2%	36.7%	33.8%	
3	287	280	146	49	202	117	85	285
%V	14.2%	14.6%	16.4%	19.6%	14.0%	17.7%	10.9%	17.5%
%H (All HH)		97.6%	50.9%	17.1%	70.4%	40.8%	29.6%	99.3%
%H (TV HH)			52.1%	17.5%	72.1%	41.8%	30.4%	
4	171	165	92	29	116	72	44	169
%V	8.5%	8.6%	10.3%	11.6%	8.1%	10.9%	5.7%	10.4%
%H (All HH)		96.5%	53.8%	17.0%	67.8%	42.1%	25.7%	98.8%
%H (TV HH)			55.8%	17.6%	70.3%	43.6%	26.7%	
5+	176	173	99	36	123	84	39	176
%V	8.7%	9.0%	11.1%	14.4%	8.6%	12.7%	5.0%	10.8%
%H (All HH)		98.3%	56.3%	20.5%	69.9%	47.7%	22.2%	100.0%
%H (TV HH)			57.2%	20.8%	71.1%	48.6%	22.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV East of England
Set level data
Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3876	1982	529	3051	1680	1371	3333
%H		51.1%	13.6%	78.7%	43.3%	35.4%	86.0%
Under 20"	736	347	84	639	332	307	630
%V	19.0%	17.5%	15.9%	20.9%	19.8%	22.4%	18.9%
%H		47.1%	11.4%	86.8%	45.1%	41.7%	85.6%
20" - 29"	932	423	122	778	390	387	764
%V	24.0%	21.3%	23.1%	25.5%	23.2%	28.2%	22.9%
%H		45.4%	13.1%	83.5%	41.8%	41.5%	82.0%
30" - 39"	1187	583	178	916	491	426	1000
%V	30.6%	29.4%	33.6%	30.0%	29.2%	31.1%	30.0%
%H		49.1%	15.0%	77.2%	41.4%	35.9%	84.2%
40" and over	993	620	138	693	456	237	919
%V	25.6%	31.3%	26.1%	22.7%	27.1%	17.3%	27.6%
%H		62.4%	13.9%	69.8%	45.9%	23.9%	92.5%
Don't know	29	9	7	24	10	14	20
%V	0.7%	0.5%	1.3%	0.8%	0.6%	1.0%	0.6%
%H		31.0%	24.1%	82.8%	34.5%	48.3%	69.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3876	1982	529	3051	1680	1371	3333
%H		51.1%	13.6%	78.7%	43.3%	35.4%	86.0%
Main living room	1910	886	249	1432	659	772	1551
%V	49.3%	44.7%	47.1%	46.9%	39.2%	56.3%	46.5%
%H		46.4%	13.0%	75.0%	34.5%	40.4%	81.2%
Kitchen	270	143	26	239	140	100	238
%V	7.0%	7.2%	4.9%	7.8%	8.3%	7.3%	7.1%
%H		53.0%	9.6%	88.5%	51.9%	37.0%	88.1%
Adult's bedroom	1007	545	146	830	508	322	901
%V	26.0%	27.5%	27.6%	27.2%	30.2%	23.5%	27.0%
%H		54.1%	14.5%	82.4%	50.4%	32.0%	89.5%
Child's bedroom	277	167	56	213	159	54	268
%V	7.1%	8.4%	10.6%	7.0%	9.5%	3.9%	8.0%
%H		60.3%	20.2%	76.9%	57.4%	19.5%	96.8%
Other bedroom	108	74	12	86	64	22	98
%V	2.8%	3.7%	2.3%	2.8%	3.8%	1.6%	2.9%
%H		68.5%	11.1%	79.6%	59.3%	20.4%	90.7%
Second living/dining room	155	79	24	128	73	55	139
%V	4.0%	4.0%	4.5%	4.2%	4.3%	4.0%	4.2%
%H		51.0%	15.5%	82.6%	47.1%	35.5%	89.7%
Study/office	48	29	4	42	26	15	46
%V	1.2%	1.5%	0.8%	1.4%	1.5%	1.1%	1.4%
%H		60.4%	8.3%	87.5%	54.2%	31.3%	95.8%
TV room	19	10	3	12	6	6	19
%V	0.5%	0.5%	0.6%	0.4%	0.4%	0.4%	0.6%
%H		52.6%	15.8%	63.2%	31.6%	31.6%	100.0%
Conservatory	43	31	3	36	27	9	39
%V	1.1%	1.6%	0.6%	1.2%	1.6%	0.7%	1.2%
%H		72.1%	7.0%	83.7%	62.8%	20.9%	90.7%
Attic or loft room	5	1	2	4	2	2	5
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.1%	0.2%
%H		20.0%	40.0%	80.0%	40.0%	40.0%	100.0%
No specific location	4	3	0	3	1	2	4
%V	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		75.0%	0.0%	75.0%	25.0%	50.0%	100.0%
Other	30	13	4	26	14	12	24
%V	0.8%	0.7%	0.8%	0.9%	0.8%	0.9%	0.7%
%H		43.3%	13.3%	86.7%	46.7%	40.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3876	1982	529	3051	1680	1371	3333
%H		51.1%	13.6%	78.7%	43.3%	35.4%	86.0%
PVR	1615	1053	286	1081	785	296	1496
%V	41.7%	53.1%	54.1%	35.4%	46.7%	21.6%	44.9%
%H		65.2%	17.7%	66.9%	48.6%	18.3%	92.6%
DVDR	159	74	18	126	56	70	140
%V	4.1%	3.7%	3.4%	4.1%	3.3%	5.1%	4.2%
%H		46.5%	11.3%	79.2%	35.2%	44.0%	88.1%
VCR	110	44	12	97	41	55	82
%V	2.8%	2.2%	2.3%	3.2%	2.4%	4.0%	2.5%
%H		40.0%	10.9%	88.2%	37.3%	50.0%	74.5%
Any recorder	1730	1086	299	1180	815	365	1577
%V	44.6%	54.8%	56.5%	38.7%	48.5%	26.6%	47.3%
%H		62.8%	17.3%	68.2%	47.1%	21.1%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	3876	1982	529	3051	1680	1371	3333
%H		51.1%	13.6%	78.7%	43.3%	35.4%	86.0%
Receives HDTV (via STB or built-in reception)	1532	845	285	1132	717	415	1395
%V	39.5%	42.6%	53.9%	37.1%	42.7%	30.3%	41.9%
%H		55.2%	18.6%	73.9%	46.8%	27.1%	91.1%
DVD/Blu-ray player or recorder	1952	1037	279	1479	831	649	1735
%V	50.4%	52.3%	52.7%	48.5%	49.5%	47.3%	52.1%
%H		53.1%	14.3%	75.8%	42.6%	33.2%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1920	889	250	1437	660	777	1561
%H		46.3%	13.0%	74.8%	34.4%	40.5%	81.3%
Under 20"	57	12	5	46	7	39	36
%V	3.0%	1.3%	2.0%	3.2%	1.1%	5.0%	2.3%
%H		21.1%	8.8%	80.7%	12.3%	68.4%	63.2%
20" - 29"	302	82	24	249	55	194	199
%V	15.7%	9.2%	9.6%	17.3%	8.3%	25.0%	12.7%
%H		27.2%	7.9%	82.5%	18.2%	64.2%	65.9%
30" - 39"	742	301	110	569	238	331	580
%V	38.6%	33.9%	44.0%	39.6%	36.1%	42.6%	37.2%
%H		40.6%	14.8%	76.7%	32.1%	44.6%	78.2%
40" and over	803	490	109	561	357	204	733
%V	41.8%	55.1%	43.6%	39.0%	54.1%	26.3%	47.0%
%H		61.0%	13.6%	69.9%	44.5%	25.4%	91.3%
Don't know	15	4	2	12	3	9	12
%V	0.8%	0.4%	0.8%	0.8%	0.5%	1.2%	0.8%
%H		26.7%	13.3%	80.0%	20.0%	60.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1920	889	250	1437	660	777	1561
%H		46.3%	13.0%	74.8%	34.4%	40.5%	81.3%
PVR	1191	742	207	804	550	253	1086
%V	62.0%	83.5%	82.8%	55.9%	83.3%	32.6%	69.6%
%H		62.3%	17.4%	67.5%	46.2%	21.2%	91.2%
DVDR	126	57	10	100	40	60	111
%V	6.6%	6.4%	4.0%	7.0%	6.1%	7.7%	7.1%
%H		45.2%	7.9%	79.4%	31.7%	47.6%	88.1%
VCR	86	34	6	74	28	47	59
%V	4.5%	3.8%	2.4%	5.1%	4.2%	6.0%	3.8%
%H		39.5%	7.0%	86.0%	32.6%	54.7%	68.6%
Any recorder	1271	760	212	873	563	310	1137
%V	66.2%	85.5%	84.8%	60.8%	85.3%	39.9%	72.8%
%H		59.8%	16.7%	68.7%	44.3%	24.4%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1920	889	250	1437	660	777	1561
%H		46.3%	13.0%	74.8%	34.4%	40.5%	81.3%
Receives HDTV (via STB or built-in reception)	1074	588	193	777	476	301	968
%V	55.9%	66.1%	77.2%	54.1%	72.1%	38.7%	62.0%
%H		54.7%	18.0%	72.3%	44.3%	28.0%	90.1%
DVD/Blu-ray player or recorder	1272	648	174	914	457	457	1102
%V	66.3%	72.9%	69.6%	63.6%	69.2%	58.8%	70.6%
%H		50.9%	13.7%	71.9%	35.9%	35.9%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1956	1093	279	1613	1019	594	1772
%H		55.9%	14.3%	82.5%	52.1%	30.4%	90.6%
Under 20"	678	335	80	593	326	268	593
%V	34.7%	30.6%	28.7%	36.8%	32.0%	45.1%	33.5%
%H		49.4%	11.8%	87.5%	48.1%	39.5%	87.5%
20" - 29"	629	341	97	529	335	194	564
%V	32.2%	31.2%	34.8%	32.8%	32.9%	32.7%	31.8%
%H		54.2%	15.4%	84.1%	53.3%	30.8%	89.7%
30" - 39"	444	282	68	347	253	94	420
%V	22.7%	25.8%	24.4%	21.5%	24.8%	15.8%	23.7%
%H		63.5%	15.3%	78.2%	57.0%	21.2%	94.6%
40" and over	189	130	29	132	99	33	186
%V	9.7%	11.9%	10.4%	8.2%	9.7%	5.6%	10.5%
%H		68.8%	15.3%	69.8%	52.4%	17.5%	98.4%
Don't know	14	5	5	12	7	5	8
%V	0.7%	0.5%	1.8%	0.7%	0.7%	0.8%	0.5%
%H		35.7%	35.7%	85.7%	50.0%	35.7%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1956	1093	279	1613	1019	594	1772
%H		55.9%	14.3%	82.5%	52.1%	30.4%	90.6%
PVR	424	311	80	277	235	43	410
%V	21.7%	28.5%	28.7%	17.2%	23.1%	7.2%	23.1%
%H		73.3%	18.9%	65.3%	55.4%	10.1%	96.7%
DVDR	33	16	7	26	16	10	28
%V	1.7%	1.5%	2.5%	1.6%	1.6%	1.7%	1.6%
%H		48.5%	21.2%	78.8%	48.5%	30.3%	84.8%
VCR	24	10	5	22	13	9	23
%V	1.2%	0.9%	1.8%	1.4%	1.3%	1.5%	1.3%
%H		41.7%	20.8%	91.7%	54.2%	37.5%	95.8%
Any recorder	459	326	87	307	252	55	440
%V	23.5%	29.8%	31.2%	19.0%	24.7%	9.3%	24.8%
%H		71.0%	19.0%	66.9%	54.9%	12.0%	95.9%

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	1956	1093	279	1613	1019	594	1772
%H		55.9%	14.3%	82.5%	52.1%	30.4%	90.6%
Receives HDTV (via STB or built-in reception)	458	257	91	354	240	114	427
%V	23.4%	23.5%	32.6%	21.9%	23.6%	19.2%	24.1%
%H		56.1%	19.9%	77.3%	52.4%	24.9%	93.2%
DVD/Blu-ray player or recorder	679	389	106	565	374	192	633
%V	34.7%	35.6%	38.0%	35.0%	36.7%	32.3%	35.7%
%H		57.3%	15.6%	83.2%	55.1%	28.3%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4751	4554	2353	671	3287	1770	1518	4178
%H		95.9%	49.5%	14.1%	69.2%	37.3%	32.0%	87.9%
Total Children	902	875	522	142	577	372	205	865
%V	19.0%	19.2%	22.2%	21.2%	17.6%	21.0%	13.5%	20.7%
%H		97.0%	57.9%	15.7%	64.0%	41.2%	22.7%	95.9%
0 - 3	238	228	141	34	145	94	51	223
%V	5.0%	5.0%	6.0%	5.1%	4.4%	5.3%	3.4%	5.3%
%H		95.8%	59.2%	14.3%	60.9%	39.5%	21.4%	93.7%
4 - 15	665	646	381	108	432	278	154	642
%V	14.0%	14.2%	16.2%	16.1%	13.1%	15.7%	10.1%	15.4%
%H		97.1%	57.3%	16.2%	65.0%	41.8%	23.2%	96.5%
4 - 9	355	344	203	54	213	127	86	347
%V	7.5%	7.6%	8.6%	8.0%	6.5%	7.2%	5.7%	8.3%
%H		96.9%	57.2%	15.2%	60.0%	35.8%	24.2%	97.7%
10 - 15	309	302	179	54	219	151	69	295
%V	6.5%	6.6%	7.6%	8.0%	6.7%	8.5%	4.5%	7.1%
%H		97.7%	57.9%	17.5%	70.9%	48.9%	22.3%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4751	4554	2353	671	3287	1770	1518	4178
%H		95.9%	49.5%	14.1%	69.2%	37.3%	32.0%	87.9%
Total Adults (16+)	3849	3680	1831	530	2710	1398	1312	3313
%V	81.0%	80.8%	77.8%	79.0%	82.4%	79.0%	86.4%	79.3%
%H		95.6%	47.6%	13.8%	70.4%	36.3%	34.1%	86.1%
16 - 19	215	206	114	43	142	95	47	204
%V	4.5%	4.5%	4.8%	6.4%	4.3%	5.4%	3.1%	4.9%
%H		95.8%	53.0%	20.0%	66.0%	44.2%	21.9%	94.9%
20 - 24	263	240	124	33	176	98	78	246
%V	5.5%	5.3%	5.3%	4.9%	5.4%	5.5%	5.1%	5.9%
%H		91.3%	47.1%	12.5%	66.9%	37.3%	29.7%	93.5%
25 - 34	596	551	303	91	329	182	147	566
%V	12.5%	12.1%	12.9%	13.6%	10.0%	10.3%	9.7%	13.5%
%H		92.4%	50.8%	15.3%	55.2%	30.5%	24.7%	95.0%
35 - 44	622	598	345	95	393	233	160	584
%V	13.1%	13.1%	14.7%	14.2%	12.0%	13.2%	10.5%	14.0%
%H		96.1%	55.5%	15.3%	63.2%	37.5%	25.7%	93.9%
45 - 54	676	658	352	112	479	283	196	624
%V	14.2%	14.4%	15.0%	16.7%	14.6%	16.0%	12.9%	14.9%
%H		97.3%	52.1%	16.6%	70.9%	41.9%	29.0%	92.3%
55 - 64	569	555	252	77	446	219	228	508
%V	12.0%	12.2%	10.7%	11.5%	13.6%	12.4%	15.0%	12.2%
%H		97.5%	44.3%	13.5%	78.4%	38.5%	40.1%	89.3%
65+	907	870	341	79	745	289	457	581
%V	19.1%	19.1%	14.5%	11.8%	22.7%	16.3%	30.1%	13.9%
%H		95.9%	37.6%	8.7%	82.1%	31.9%	50.4%	64.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3849	3680	1831	530	2710	1398	1312	3313
%H		95.6%	47.6%	13.8%	70.4%	36.3%	34.1%	86.1%
AB	1121	1090	547	177	800	430	370	1074
%V	29.1%	29.6%	29.9%	33.4%	29.5%	30.8%	28.2%	32.4%
%H		97.2%	48.8%	15.8%	71.4%	38.4%	33.0%	95.8%
C1	1080	1021	508	143	763	398	366	970
%V	28.1%	27.7%	27.7%	27.0%	28.2%	28.5%	27.9%	29.3%
%H		94.5%	47.0%	13.2%	70.6%	36.9%	33.9%	89.8%
C2	862	833	428	120	622	344	279	745
%V	22.4%	22.6%	23.4%	22.6%	23.0%	24.6%	21.3%	22.5%
%H		96.6%	49.7%	13.9%	72.2%	39.9%	32.4%	86.4%
D	521	482	244	67	331	162	170	389
%V	13.5%	13.1%	13.3%	12.6%	12.2%	11.6%	13.0%	11.7%
%H		92.5%	46.8%	12.9%	63.5%	31.1%	32.6%	74.7%
E	265	253	104	22	194	65	129	134
%V	6.9%	6.9%	5.7%	4.2%	7.2%	4.6%	9.8%	4.0%
%H		95.5%	39.2%	8.3%	73.2%	24.5%	48.7%	50.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3849	3680	1831	530	2710	1398	1312	3313
%H		95.6%	47.6%	13.8%	70.4%	36.3%	34.1%	86.1%
Working full time	1770	1691	913	274	1173	673	500	1664
%V	46.0%	46.0%	49.9%	51.7%	43.3%	48.1%	38.1%	50.2%
%H		95.5%	51.6%	15.5%	66.3%	38.0%	28.2%	94.0%
Working part time	414	406	213	70	292	172	120	393
%V	10.8%	11.0%	11.6%	13.2%	10.8%	12.3%	9.1%	11.9%
%H		98.1%	51.4%	16.9%	70.5%	41.5%	29.0%	94.9%
Not working	1664	1583	705	186	1245	553	693	1255
%V	43.2%	43.0%	38.5%	35.1%	45.9%	39.6%	52.8%	37.9%
%H		95.1%	42.4%	11.2%	74.8%	33.2%	41.6%	75.4%
Housewife/Houseperson	2023	1923	889	250	1438	660	778	1632
%V	52.6%	52.3%	48.6%	47.2%	53.1%	47.2%	59.3%	49.3%
%H		95.1%	43.9%	12.4%	71.1%	32.6%	38.5%	80.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1889	1798	931	257	1307	704	603	1649
%H		95.2%	49.3%	13.6%	69.2%	37.3%	31.9%	87.3%
16 - 19	116	112	63	22	74	49	25	112
%V	6.1%	6.2%	6.8%	8.6%	5.7%	7.0%	4.1%	6.8%
%H		96.6%	54.3%	19.0%	63.8%	42.2%	21.6%	96.6%
20 - 24	131	116	61	20	86	52	33	123
%V	6.9%	6.5%	6.6%	7.8%	6.6%	7.4%	5.5%	7.5%
%H		88.5%	46.6%	15.3%	65.6%	39.7%	25.2%	93.9%
25 - 34	289	265	149	43	157	91	66	274
%V	15.3%	14.7%	16.0%	16.7%	12.0%	12.9%	10.9%	16.6%
%H		91.7%	51.6%	14.9%	54.3%	31.5%	22.8%	94.8%
35 - 44	313	301	174	44	195	111	84	289
%V	16.6%	16.7%	18.7%	17.1%	14.9%	15.8%	13.9%	17.5%
%H		96.2%	55.6%	14.1%	62.3%	35.5%	26.8%	92.3%
45 - 54	335	325	184	50	236	144	92	314
%V	17.7%	18.1%	19.8%	19.5%	18.1%	20.5%	15.3%	19.0%
%H		97.0%	54.9%	14.9%	70.4%	43.0%	27.5%	93.7%
55 - 64	279	272	122	39	220	108	112	244
%V	14.8%	15.1%	13.1%	15.2%	16.8%	15.3%	18.6%	14.8%
%H		97.5%	43.7%	14.0%	78.9%	38.7%	40.1%	87.5%
65+	426	405	178	40	340	149	191	291
%V	22.6%	22.5%	19.1%	15.6%	26.0%	21.2%	31.7%	17.6%
%H		95.1%	41.8%	9.4%	79.8%	35.0%	44.8%	68.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1889	1798	931	257	1307	704	603	1649
%H		95.2%	49.3%	13.6%	69.2%	37.3%	31.9%	87.3%
AB	555	540	283	87	390	218	172	533
%V	29.4%	30.0%	30.4%	33.9%	29.8%	31.0%	28.5%	32.3%
%H		97.3%	51.0%	15.7%	70.3%	39.3%	31.0%	96.0%
C1	506	473	249	67	349	194	154	462
%V	26.8%	26.3%	26.7%	26.1%	26.7%	27.6%	25.5%	28.0%
%H		93.5%	49.2%	13.2%	69.0%	38.3%	30.4%	91.3%
C2	467	451	235	65	333	186	148	402
%V	24.7%	25.1%	25.2%	25.3%	25.5%	26.4%	24.5%	24.4%
%H		96.6%	50.3%	13.9%	71.3%	39.8%	31.7%	86.1%
D	256	234	126	32	160	84	75	195
%V	13.6%	13.0%	13.5%	12.5%	12.2%	11.9%	12.4%	11.8%
%H		91.4%	49.2%	12.5%	62.5%	32.8%	29.3%	76.2%
E	105	99	39	6	76	22	54	57
%V	5.6%	5.5%	4.2%	2.3%	5.8%	3.1%	9.0%	3.5%
%H		94.3%	37.1%	5.7%	72.4%	21.0%	51.4%	54.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1889	1798	931	257	1307	704	603	1649
%H		95.2%	49.3%	13.6%	69.2%	37.3%	31.9%	87.3%
Working full time	1131	1081	598	171	743	434	309	1058
%V	59.9%	60.1%	64.2%	66.5%	56.8%	61.6%	51.2%	64.2%
%H		95.6%	52.9%	15.1%	65.7%	38.4%	27.3%	93.5%
Working part time	70	68	32	12	51	28	23	67
%V	3.7%	3.8%	3.4%	4.7%	3.9%	4.0%	3.8%	4.1%
%H		97.1%	45.7%	17.1%	72.9%	40.0%	32.9%	95.7%
Not working	687	649	302	74	513	241	271	523
%V	36.4%	36.1%	32.4%	28.8%	39.3%	34.2%	44.9%	31.7%
%H		94.5%	44.0%	10.8%	74.7%	35.1%	39.4%	76.1%
Housewife/Houseperson	404	368	163	36	267	103	164	282
%V	21.4%	20.5%	17.5%	14.0%	20.4%	14.6%	27.2%	17.1%
%H		91.1%	40.3%	8.9%	66.1%	25.5%	40.6%	69.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1960	1882	900	273	1403	694	709	1664
%H		96.0%	45.9%	13.9%	71.6%	35.4%	36.2%	84.9%
16 - 19	99	94	51	21	68	46	23	92
%V	5.1%	5.0%	5.7%	7.7%	4.8%	6.6%	3.2%	5.5%
%H		94.9%	51.5%	21.2%	68.7%	46.5%	23.2%	92.9%
20 - 24	132	124	62	14	90	46	44	123
%V	6.7%	6.6%	6.9%	5.1%	6.4%	6.6%	6.2%	7.4%
%H		93.9%	47.0%	10.6%	68.2%	34.8%	33.3%	93.2%
25 - 34	307	286	154	48	172	91	81	292
%V	15.7%	15.2%	17.1%	17.6%	12.3%	13.1%	11.4%	17.5%
%H		93.2%	50.2%	15.6%	56.0%	29.6%	26.4%	95.1%
35 - 44	310	298	171	51	198	122	76	294
%V	15.8%	15.8%	19.0%	18.7%	14.1%	17.6%	10.7%	17.7%
%H		96.1%	55.2%	16.5%	63.9%	39.4%	24.5%	94.8%
45 - 54	341	333	168	62	243	139	105	310
%V	17.4%	17.7%	18.7%	22.7%	17.3%	20.0%	14.8%	18.6%
%H		97.7%	49.3%	18.2%	71.3%	40.8%	30.8%	90.9%
55 - 64	290	283	130	38	226	111	115	264
%V	14.8%	15.0%	14.4%	13.9%	16.1%	16.0%	16.2%	15.9%
%H		97.6%	44.8%	13.1%	77.9%	38.3%	39.7%	91.0%
65+	481	464	163	39	405	140	265	289
%V	24.5%	24.7%	18.1%	14.3%	28.9%	20.2%	37.4%	17.4%
%H		96.5%	33.9%	8.1%	84.2%	29.1%	55.1%	60.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1960	1882	900	273	1403	694	709	1664
%H		96.0%	45.9%	13.9%	71.6%	35.4%	36.2%	84.9%
AB	566	550	264	90	410	212	198	542
%V	28.9%	29.2%	29.3%	33.0%	29.2%	30.5%	27.9%	32.6%
%H		97.2%	46.6%	15.9%	72.4%	37.5%	35.0%	95.8%
C1	574	548	259	76	415	203	211	508
%V	29.3%	29.1%	28.8%	27.8%	29.6%	29.3%	29.8%	30.5%
%H		95.5%	45.1%	13.2%	72.3%	35.4%	36.8%	88.5%
C2	395	383	194	55	289	158	131	343
%V	20.2%	20.4%	21.6%	20.1%	20.6%	22.8%	18.5%	20.6%
%H		97.0%	49.1%	13.9%	73.2%	40.0%	33.2%	86.8%
D	265	248	118	35	172	78	94	194
%V	13.5%	13.2%	13.1%	12.8%	12.3%	11.2%	13.3%	11.7%
%H		93.6%	44.5%	13.2%	64.9%	29.4%	35.5%	73.2%
E	160	154	65	17	118	43	75	78
%V	8.2%	8.2%	7.2%	6.2%	8.4%	6.2%	10.6%	4.7%
%H		96.3%	40.6%	10.6%	73.8%	26.9%	46.9%	48.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV East of England

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1960	1882	900	273	1403	694	709	1664
%H		96.0%	45.9%	13.9%	71.6%	35.4%	36.2%	84.9%
Working full time	639	610	316	103	430	239	191	606
%V	32.6%	32.4%	35.1%	37.7%	30.6%	34.4%	26.9%	36.4%
%H		95.5%	49.5%	16.1%	67.3%	37.4%	29.9%	94.8%
Working part time	344	338	181	58	240	144	97	326
%V	17.6%	18.0%	20.1%	21.2%	17.1%	20.7%	13.7%	19.6%
%H		98.3%	52.6%	16.9%	69.8%	41.9%	28.2%	94.8%
Not working	977	934	403	112	733	311	421	732
%V	49.8%	49.6%	44.8%	41.0%	52.2%	44.8%	59.4%	44.0%
%H		95.6%	41.2%	11.5%	75.0%	31.8%	43.1%	74.9%
Housewife/Houseperson	1619	1554	726	214	1171	557	614	1350
%V	82.6%	82.6%	80.7%	78.4%	83.5%	80.3%	86.6%	81.1%
%H		96.0%	44.8%	13.2%	72.3%	34.4%	37.9%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	795	756	303	69	584	206	378	630
%H (All HH)		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%
%H (TV HH)			40.1%	9.1%	77.2%	27.2%	50.0%	
AB	206	199	83	14	152	51	101	187
%V	25.9%	26.3%	27.4%	20.3%	26.0%	24.8%	26.7%	29.7%
%H (All HH)		96.6%	40.3%	6.8%	73.8%	24.8%	49.0%	90.8%
%H (TV HH)			41.7%	7.0%	76.4%	25.6%	50.8%	
C1	225	213	80	23	167	58	109	187
%V	28.3%	28.2%	26.4%	33.3%	28.6%	28.2%	28.8%	29.7%
%H (All HH)		94.7%	35.6%	10.2%	74.2%	25.8%	48.4%	83.1%
%H (TV HH)			37.6%	10.8%	78.4%	27.2%	51.2%	
C2	184	177	83	15	137	60	77	146
%V	23.1%	23.4%	27.4%	21.7%	23.5%	29.1%	20.4%	23.2%
%H (All HH)		96.2%	45.1%	8.2%	74.5%	32.6%	41.8%	79.3%
%H (TV HH)			46.9%	8.5%	77.4%	33.9%	43.5%	
D	110	101	36	9	76	22	54	73
%V	13.8%	13.4%	11.9%	13.0%	13.0%	10.7%	14.3%	11.6%
%H (All HH)		91.8%	32.7%	8.2%	69.1%	20.0%	49.1%	66.4%
%H (TV HH)			35.6%	8.9%	75.2%	21.8%	53.5%	
E	70	66	21	8	51	16	36	37
%V	8.8%	8.7%	6.9%	11.6%	8.7%	7.8%	9.5%	5.9%
%H (All HH)		94.3%	30.0%	11.4%	72.9%	22.9%	51.4%	52.9%
%H (TV HH)			31.8%	12.1%	77.3%	24.2%	54.5%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	795	756	303	69	584	206	378	630
%V (All HH)		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%
%H (TV HH)			40.1%	9.1%	77.2%	27.2%	50.0%	
Under 25	32	27	8	4	20	4	15	29
%V	4.0%	3.6%	2.6%	5.8%	3.4%	1.9%	4.0%	4.6%
%H (All HH)		84.4%	25.0%	12.5%	62.5%	12.5%	46.9%	90.6%
%H (TV HH)			29.6%	14.8%	74.1%	14.8%	55.6%	
25 - 34	94	86	37	11	57	22	35	86
%V	11.8%	11.4%	12.2%	15.9%	9.8%	10.7%	9.3%	13.7%
%H (All HH)		91.5%	39.4%	11.7%	60.6%	23.4%	37.2%	91.5%
%H (TV HH)			43.0%	12.8%	66.3%	25.6%	40.7%	
35 - 44	126	120	53	17	85	37	48	115
%V	15.8%	15.9%	17.5%	24.6%	14.6%	18.0%	12.7%	18.3%
%H (All HH)		95.2%	42.1%	13.5%	67.5%	29.4%	38.1%	91.3%
%H (TV HH)			44.2%	14.2%	70.8%	30.8%	40.0%	
45 - 54	133	124	59	13	95	45	50	120
%V	16.7%	16.4%	19.5%	18.8%	16.3%	21.8%	13.2%	19.0%
%H (All HH)		93.2%	44.4%	9.8%	71.4%	33.8%	37.6%	90.2%
%H (TV HH)			47.6%	10.5%	76.6%	36.3%	40.3%	
55 - 64	141	138	62	11	107	42	65	127
%V	17.7%	18.3%	20.5%	15.9%	18.3%	20.4%	17.2%	20.2%
%H (All HH)		97.9%	44.0%	7.8%	75.9%	29.8%	46.1%	90.1%
%H (TV HH)			44.9%	8.0%	77.5%	30.4%	47.1%	
65 +	268	261	85	13	220	57	163	154
%V	33.7%	34.5%	28.1%	18.8%	37.7%	27.7%	43.1%	24.4%
%H (All HH)		97.4%	31.7%	4.9%	82.1%	21.3%	60.8%	57.5%
%H (TV HH)			32.6%	5.0%	84.3%	21.8%	62.5%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	795	756	303	69	584	206	378	630
%H (All HH)		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%
%H (TV HH)			40.1%	9.1%	77.2%	27.2%	50.0%	
1	248	230	64	15	189	39	150	134
%V	31.2%	30.4%	21.1%	21.7%	32.4%	18.9%	39.7%	21.3%
%H (All HH)		92.7%	25.8%	6.0%	76.2%	15.7%	60.5%	54.0%
%H (TV HH)			27.8%	6.5%	82.2%	17.0%	65.2%	
2	295	284	112	23	223	77	146	256
%V	37.1%	37.6%	37.0%	33.3%	38.2%	37.4%	38.6%	40.6%
%H (All HH)		96.3%	38.0%	7.8%	75.6%	26.1%	49.5%	86.8%
%H (TV HH)			39.4%	8.1%	78.5%	27.1%	51.4%	
3	121	119	58	17	86	44	42	115
%V	15.2%	15.7%	19.1%	24.6%	14.7%	21.4%	11.1%	18.3%
%H (All HH)		98.3%	47.9%	14.0%	71.1%	36.4%	34.7%	95.0%
%H (TV HH)			48.7%	14.3%	72.3%	37.0%	35.3%	
4	89	85	49	9	58	33	26	86
%V	11.2%	11.2%	16.2%	13.0%	9.9%	16.0%	6.9%	13.7%
%H (All HH)		95.5%	55.1%	10.1%	65.2%	37.1%	29.2%	96.6%
%H (TV HH)			57.6%	10.6%	68.2%	38.8%	30.6%	
5+	40	39	21	4	27	13	14	39
%V	5.0%	5.2%	6.9%	5.8%	4.6%	6.3%	3.7%	6.2%
%H (All HH)		97.5%	52.5%	10.0%	67.5%	32.5%	35.0%	97.5%
%H (TV HH)			53.8%	10.3%	69.2%	33.3%	35.9%	
Average HH size	2.24	2.26	2.54	2.48	2.18	2.56	1.98	2.45

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	795	756	303	69	584	206	378	630
%H (All HH)		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%
%H (TV HH)			40.1%	9.1%	77.2%	27.2%	50.0%	
Without	609	576	216	45	460	148	311	453
%V	76.6%	76.2%	71.3%	65.2%	78.8%	71.8%	82.3%	71.9%
%H (All HH)		94.6%	35.5%	7.4%	75.5%	24.3%	51.1%	74.4%
%H (TV HH)			37.5%	7.8%	79.9%	25.7%	54.0%	
With	186	181	87	24	125	58	66	177
%V	23.4%	23.9%	28.7%	34.8%	21.4%	28.2%	17.5%	28.1%
%H (All HH)		97.3%	46.8%	12.9%	67.2%	31.2%	35.5%	95.2%
%H (TV HH)			48.1%	13.3%	69.1%	32.0%	36.5%	
0 - 3	73	71	34	8	47	20	27	68
%V	9.2%	9.4%	11.2%	11.6%	8.0%	9.7%	7.1%	10.8%
%H (All HH)		97.3%	46.6%	11.0%	64.4%	27.4%	37.0%	93.2%
%H (TV HH)			47.9%	11.3%	66.2%	28.2%	38.0%	
4 - 9	89	86	44	11	58	29	29	85
%V	11.2%	11.4%	14.5%	15.9%	9.9%	14.1%	7.7%	13.5%
%H (All HH)		96.6%	49.4%	12.4%	65.2%	32.6%	32.6%	95.5%
%H (TV HH)			51.2%	12.8%	67.4%	33.7%	33.7%	
10 - 15	85	82	40	11	57	27	30	82
%V	10.7%	10.8%	13.2%	15.9%	9.8%	13.1%	7.9%	13.0%
%H (All HH)		96.5%	47.1%	12.9%	67.1%	31.8%	35.3%	96.5%
%H (TV HH)			48.8%	13.4%	69.5%	32.9%	36.6%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	795	756	303	69	584	206	378	630
%H (All HH)		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%
%H (TV HH)			40.1%	9.1%	77.2%	27.2%	50.0%	
1	306	306	99	23	215	37	178	219
%V	38.5%	40.5%	32.7%	33.3%	36.8%	18.0%	47.1%	34.8%
%H (All HH)		100.0%	32.4%	7.5%	70.3%	12.1%	58.2%	71.6%
%H (TV HH)			32.4%	7.5%	70.3%	12.1%	58.2%	
2	277	277	115	23	220	83	137	224
%V	34.8%	36.6%	38.0%	33.3%	37.7%	40.3%	36.2%	35.6%
%H (All HH)		100.0%	41.5%	8.3%	79.4%	30.0%	49.5%	80.9%
%H (TV HH)			41.5%	8.3%	79.4%	30.0%	49.5%	
3	112	112	54	15	96	52	43	100
%V	14.1%	14.8%	17.8%	21.7%	16.4%	25.2%	11.4%	15.9%
%H (All HH)		100.0%	48.2%	13.4%	85.7%	46.4%	38.4%	89.3%
%H (TV HH)			48.2%	13.4%	85.7%	46.4%	38.4%	
4	43	43	23	4	36	21	15	41
%V	5.4%	5.7%	7.6%	5.8%	6.2%	10.2%	4.0%	6.5%
%H (All HH)		100.0%	53.5%	9.3%	83.7%	48.8%	34.9%	95.3%
%H (TV HH)			53.5%	9.3%	83.7%	48.8%	34.9%	
5+	19	19	12	3	17	13	4	18
%V	2.4%	2.5%	4.0%	4.3%	2.9%	6.3%	1.1%	2.9%
%H (All HH)		100.0%	63.2%	15.8%	89.5%	68.4%	21.1%	94.7%
%H (TV HH)			63.2%	15.8%	89.5%	68.4%	21.1%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	795	756	303	69	584	206	378	630
%V (All HH)		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%
%H (TV HH)			40.1%	9.1%	77.2%	27.2%	50.0%	
Under 20"	208	208	85	18	171	67	104	174
%V	26.2%	27.5%	28.1%	26.1%	29.3%	32.5%	27.5%	27.6%
%H (All HH)		100.0%	40.9%	8.7%	82.2%	32.2%	50.0%	83.7%
%H (TV HH)			40.9%	8.7%	82.2%	32.2%	50.0%	
20" - 29"	317	317	119	25	269	99	170	245
%V	39.9%	41.9%	39.3%	36.2%	46.1%	48.1%	45.0%	38.9%
%H (All HH)		100.0%	37.5%	7.9%	84.9%	31.2%	53.6%	77.3%
%H (TV HH)			37.5%	7.9%	84.9%	31.2%	53.6%	
30" - 39"	409	409	172	39	326	128	198	337
%V	51.4%	54.1%	56.8%	56.5%	55.8%	62.1%	52.4%	53.5%
%H (All HH)		100.0%	42.1%	9.5%	79.7%	31.3%	48.4%	82.4%
%H (TV HH)			42.1%	9.5%	79.7%	31.3%	48.4%	
40" and over	276	276	148	36	196	105	91	249
%V	34.7%	36.5%	48.8%	52.2%	33.6%	51.0%	24.1%	39.5%
%H (All HH)		100.0%	53.6%	13.0%	71.0%	38.0%	33.0%	90.2%
%H (TV HH)			53.6%	13.0%	71.0%	38.0%	33.0%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	795	756	303	69	584	206	378	630
%V (All HH)		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%
%H (TV HH)			40.1%	9.1%	77.2%	27.2%	50.0%	
Main living room	745	745	301	68	576	206	371	596
%V	93.7%	98.5%	99.3%	98.6%	98.6%	100.0%	98.1%	94.6%
%H (All HH)		100.0%	40.4%	9.1%	77.3%	27.7%	49.8%	80.0%
%H (TV HH)			40.4%	9.1%	77.3%	27.7%	49.8%	
Kitchen	103	103	46	6	92	41	51	87
%V	13.0%	13.6%	15.2%	8.7%	15.8%	19.9%	13.5%	13.8%
%H (All HH)		100.0%	44.7%	5.8%	89.3%	39.8%	49.5%	84.5%
%H (TV HH)			44.7%	5.8%	89.3%	39.8%	49.5%	
Adult's bedroom	329	329	151	39	271	133	138	280
%V	41.4%	43.5%	49.8%	56.5%	46.4%	64.6%	36.5%	44.4%
%H (All HH)		100.0%	45.9%	11.9%	82.4%	40.4%	41.9%	85.1%
%H (TV HH)			45.9%	11.9%	82.4%	40.4%	41.9%	
Child's bedroom	64	64	32	11	46	26	20	60
%V	8.1%	8.5%	10.6%	15.9%	7.9%	12.6%	5.3%	9.5%
%H (All HH)		100.0%	50.0%	17.2%	71.9%	40.6%	31.3%	93.8%
%H (TV HH)			50.0%	17.2%	71.9%	40.6%	31.3%	
Other bedroom	32	32	19	3	27	17	10	30
%V	4.0%	4.2%	6.3%	4.3%	4.6%	8.3%	2.6%	4.8%
%H (All HH)		100.0%	59.4%	9.4%	84.4%	53.1%	31.3%	93.8%
%H (TV HH)			59.4%	9.4%	84.4%	53.1%	31.3%	
Second living/dining room	61	61	28	4	52	24	28	51
%V	7.7%	8.1%	9.2%	5.8%	8.9%	11.7%	7.4%	8.1%
%H (All HH)		100.0%	45.9%	6.6%	85.2%	39.3%	45.9%	83.6%
%H (TV HH)			45.9%	6.6%	85.2%	39.3%	45.9%	
Study/office	12	12	7	1	10	7	4	12
%V	1.5%	1.6%	2.3%	1.4%	1.7%	3.4%	1.1%	1.9%
%H (All HH)		100.0%	58.3%	8.3%	83.3%	58.3%	33.3%	100.0%
%H (TV HH)			58.3%	8.3%	83.3%	58.3%	33.3%	
TV room	2	2	1	0	1	0	0	2
%V	0.3%	0.3%	0.3%	0.0%	0.2%	0.0%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	0.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	0.0%	0.0%	
Conservatory	13	13	8	1	11	6	5	13
%V	1.6%	1.7%	2.6%	1.4%	1.9%	2.9%	1.3%	2.1%
%H (All HH)		100.0%	61.5%	7.7%	84.6%	46.2%	38.5%	100.0%
%H (TV HH)			61.5%	7.7%	84.6%	46.2%	38.5%	
Attic or loft room	2	2	1	0	2	1	0	2
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.5%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	0.0%	
No specific location	2	2	0	0	2	0	2	1
%V	0.3%	0.3%	0.0%	0.0%	0.3%	0.0%	0.5%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	50.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	6	6	3	1	5	3	2	6
%V	0.8%	0.8%	1.0%	1.4%	0.9%	1.5%	0.5%	1.0%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	795	756	303	69	584	206	378	630
%H (All HH)		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%
%H (TV HH)			40.1%	9.1%	77.2%	27.2%	50.0%	
Any DSAT provider	303	303	303	2	168	168	0	268
%V	38.1%	40.1%	100.0%	2.9%	28.8%	81.6%	0.0%	42.5%
%H (All HH)			100.0%	0.7%	55.4%	55.4%	0.0%	88.4%
%H (TV HH)			100.0%	0.7%	55.4%	55.4%	0.0%	
Sky with subscription	243	243	243	0	135	135	0	220
%V	30.6%	32.1%	80.2%	0.0%	23.1%	65.5%	0.0%	34.9%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	90.5%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
Sky without subscription	18	18	18	1	9	9	0	13
%V	2.3%	2.4%	5.9%	1.4%	1.5%	4.4%	0.0%	2.1%
%H (All HH)			100.0%	5.6%	50.0%	50.0%	0.0%	72.2%
%H (TV HH)			100.0%	5.6%	50.0%	50.0%	0.0%	
Freesat	48	48	48	1	28	28	0	40
%V	6.0%	6.3%	15.8%	1.4%	4.8%	13.6%	0.0%	6.3%
%H (All HH)			100.0%	2.1%	58.3%	58.3%	0.0%	83.3%
%H (TV HH)			100.0%	2.1%	58.3%	58.3%	0.0%	
Other satellite provider	3	3	3	0	2	2	0	3
%V	0.4%	0.4%	1.0%	0.0%	0.3%	1.0%	0.0%	0.5%
%H (All HH)			100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
DCAB	69	69	2	69	39	39	0	62
%V	8.7%	9.1%	0.7%	100.0%	6.7%	18.9%	0.0%	9.8%
%H (All HH)			2.9%	100.0%	56.5%	56.5%	0.0%	89.9%
%H (TV HH)			2.9%	100.0%	56.5%	56.5%	0.0%	
DTT	584	584	168	39	584	206	378	455
%V	73.5%	77.2%	55.4%	56.5%	100.0%	100.0%	100.0%	72.2%
%H (All HH)		100.0%	28.8%	6.7%	100.0%	35.3%	64.7%	77.9%
%H (TV HH)			28.8%	6.7%	100.0%	35.3%	64.7%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	795	756	303	69	584	206	378	630
%H (All HH)		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%
%H (TV HH)			40.1%	9.1%	77.2%	27.2%	50.0%	
PVR	483	483	264	56	350	186	164	429
%V	60.8%	63.9%	87.1%	81.2%	59.9%	90.3%	43.4%	68.1%
%H (All HH)		100.0%	54.7%	11.6%	72.5%	38.5%	34.0%	88.8%
%H (TV HH)			54.7%	11.6%	72.5%	38.5%	34.0%	
DVDR	37	37	15	3	32	13	19	32
%V	4.7%	4.9%	5.0%	4.3%	5.5%	6.3%	5.0%	5.1%
%H (All HH)		100.0%	40.5%	8.1%	86.5%	35.1%	51.4%	86.5%
%H (TV HH)			40.5%	8.1%	86.5%	35.1%	51.4%	
VCR	13	13	4	1	11	3	8	8
%V	1.6%	1.7%	1.3%	1.4%	1.9%	1.5%	2.1%	1.3%
%H (All HH)		100.0%	30.8%	7.7%	84.6%	23.1%	61.5%	61.5%
%H (TV HH)			30.8%	7.7%	84.6%	23.1%	61.5%	
Any recorder	500	500	265	56	365	187	178	438
%V	62.9%	66.1%	87.5%	81.2%	62.5%	90.8%	47.1%	69.5%
%H (All HH)		100.0%	53.0%	11.2%	73.0%	37.4%	35.6%	87.6%
%H (TV HH)			53.0%	11.2%	73.0%	37.4%	35.6%	
Receives HDTV (via STB or built-in reception)	408	408	215	55	294	154	140	365
%V	51.3%	54.0%	71.0%	79.7%	50.3%	74.8%	37.0%	57.9%
%H (All HH)		100.0%	52.7%	13.5%	72.1%	37.7%	34.3%	89.5%
%H (TV HH)			52.7%	13.5%	72.1%	37.7%	34.3%	
DVD/Blu-ray player or recorder	637	637	265	61	499	188	311	526
%V	80.1%	84.3%	87.5%	88.4%	85.4%	91.3%	82.3%	83.5%
%H (All HH)		100.0%	41.6%	9.6%	78.3%	29.5%	48.8%	82.6%
%H (TV HH)			41.6%	9.6%	78.3%	29.5%	48.8%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	795	756	303	69	584	206	378	630
%V		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%
%H (All HH)			40.1%	9.1%	77.2%	27.2%	50.0%	
%H (TV HH)								
Has broadband internet	630	603	268	62	455	186	268	630
%V	79.2%	79.8%	88.4%	89.9%	77.9%	90.3%	70.9%	100.0%
%H (All HH)		95.7%	42.5%	9.8%	72.2%	29.5%	42.5%	100.0%
%H (TV HH)			44.4%	10.3%	75.5%	30.8%	44.4%	
Number of computers (PCs and laptops)								
0	151	142	35	6	118	19	99	11
%V	19.0%	18.8%	11.6%	8.7%	20.2%	9.2%	26.2%	1.7%
%H (All HH)		94.0%	23.2%	4.0%	78.1%	12.6%	65.6%	7.3%
%H (TV HH)			24.6%	4.2%	83.1%	13.4%	69.7%	
1	235	217	76	20	171	52	119	216
%V	29.6%	28.7%	25.1%	29.0%	29.3%	25.2%	31.5%	34.3%
%H (All HH)		92.3%	32.3%	8.5%	72.8%	22.1%	50.6%	91.9%
%H (TV HH)			35.0%	9.2%	78.8%	24.0%	54.8%	
2	186	181	71	19	137	48	88	180
%V	23.4%	23.9%	23.4%	27.5%	23.5%	23.3%	23.3%	28.6%
%H (All HH)		97.3%	38.2%	10.2%	73.7%	25.8%	47.3%	96.8%
%H (TV HH)			39.2%	10.5%	75.7%	26.5%	48.6%	
3	104	102	55	9	74	36	38	104
%V	13.1%	13.5%	18.2%	13.0%	12.7%	17.5%	10.1%	16.5%
%H (All HH)		98.1%	52.9%	8.7%	71.2%	34.6%	36.5%	100.0%
%H (TV HH)			53.9%	8.8%	72.5%	35.3%	37.3%	
4	59	57	31	7	39	21	19	59
%V	7.4%	7.5%	10.2%	10.1%	6.7%	10.2%	5.0%	9.4%
%H (All HH)		96.6%	52.5%	11.9%	66.1%	35.6%	32.2%	100.0%
%H (TV HH)			54.4%	12.3%	68.4%	36.8%	33.3%	
5+	60	57	35	8	44	29	15	60
%V	7.5%	7.5%	11.6%	11.6%	7.5%	14.1%	4.0%	9.5%
%H (All HH)		95.0%	58.3%	13.3%	73.3%	48.3%	25.0%	100.0%
%H (TV HH)			61.4%	14.0%	77.2%	50.9%	26.3%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1467	647	147	1176	510	666	1228
%H		44.1%	10.0%	80.2%	34.8%	45.4%	83.7%
Under 20"	267	113	23	223	93	130	224
%V	18.2%	17.5%	15.6%	19.0%	18.2%	19.5%	18.2%
%H		42.3%	8.6%	83.5%	34.8%	48.7%	83.9%
20" - 29"	397	150	32	341	128	213	312
%V	27.1%	23.2%	21.8%	29.0%	25.1%	32.0%	25.4%
%H		37.8%	8.1%	85.9%	32.2%	53.7%	78.6%
30" - 39"	473	205	50	376	158	218	394
%V	32.2%	31.7%	34.0%	32.0%	31.0%	32.7%	32.1%
%H		43.3%	10.6%	79.5%	33.4%	46.1%	83.3%
40" and over	325	179	42	233	130	103	295
%V	22.2%	27.7%	28.6%	19.8%	25.5%	15.5%	24.0%
%H		55.1%	12.9%	71.7%	40.0%	31.7%	90.8%
Don't know	5	0	0	4	0	4	2
%V	0.3%	0.0%	0.0%	0.3%	0.0%	0.6%	0.2%
%H		0.0%	0.0%	80.0%	0.0%	80.0%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1467	647	147	1176	510	666	1228
%H		44.1%	10.0%	80.2%	34.8%	45.4%	83.7%
Main living room	751	304	69	582	208	374	600
%V	51.2%	47.0%	46.9%	49.5%	40.8%	56.2%	48.9%
%H		40.5%	9.2%	77.5%	27.7%	49.8%	79.9%
Kitchen	103	46	6	93	41	52	87
%V	7.0%	7.1%	4.1%	7.9%	8.0%	7.8%	7.1%
%H		44.7%	5.8%	90.3%	39.8%	50.5%	84.5%
Adult's bedroom	385	183	46	319	163	156	331
%V	26.2%	28.3%	31.3%	27.1%	32.0%	23.4%	27.0%
%H		47.5%	11.9%	82.9%	42.3%	40.5%	86.0%
Child's bedroom	90	42	15	66	35	31	85
%V	6.1%	6.5%	10.2%	5.6%	6.9%	4.7%	6.9%
%H		46.7%	16.7%	73.3%	38.9%	34.4%	94.4%
Other bedroom	36	21	3	32	20	12	35
%V	2.5%	3.2%	2.0%	2.7%	3.9%	1.8%	2.9%
%H		58.3%	8.3%	88.9%	55.6%	33.3%	97.2%
Second living/dining room	62	28	4	53	24	29	52
%V	4.2%	4.3%	2.7%	4.5%	4.7%	4.4%	4.2%
%H		45.2%	6.5%	85.5%	38.7%	46.8%	83.9%
Study/office	13	7	1	11	7	4	13
%V	0.9%	1.1%	0.7%	0.9%	1.4%	0.6%	1.1%
%H		53.8%	7.7%	84.6%	53.8%	30.8%	100.0%
TV room	2	1	0	1	0	0	2
%V	0.1%	0.2%	0.0%	0.1%	0.0%	0.0%	0.2%
%H		50.0%	0.0%	50.0%	0.0%	0.0%	100.0%
Conservatory	14	9	1	12	7	5	13
%V	1.0%	1.4%	0.7%	1.0%	1.4%	0.8%	1.1%
%H		64.3%	7.1%	85.7%	50.0%	35.7%	92.9%
Attic or loft room	2	1	0	2	1	0	2
%V	0.1%	0.2%	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	3	0	0	2	0	2	1
%V	0.2%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	66.7%	0.0%	66.7%	33.3%
Other	6	3	1	5	3	2	6
%V	0.4%	0.5%	0.7%	0.4%	0.6%	0.3%	0.5%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1467	647	147	1176	510	666	1228
%H		44.1%	10.0%	80.2%	34.8%	45.4%	83.7%
PVR	613	355	78	433	251	182	549
%V	41.8%	54.9%	53.1%	36.8%	49.2%	27.3%	44.7%
%H		57.9%	12.7%	70.6%	40.9%	29.7%	89.6%
DVDR	41	17	3	36	15	21	36
%V	2.8%	2.6%	2.0%	3.1%	2.9%	3.2%	2.9%
%H		41.5%	7.3%	87.8%	36.6%	51.2%	87.8%
VCR	14	4	1	12	4	8	8
%V	1.0%	0.6%	0.7%	1.0%	0.8%	1.2%	0.7%
%H		28.6%	7.1%	85.7%	28.6%	57.1%	57.1%
Any recorder	635	357	79	454	254	200	564
%V	43.3%	55.2%	53.7%	38.6%	49.8%	30.0%	45.9%
%H		56.2%	12.4%	71.5%	40.0%	31.5%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1467	647	147	1176	510	666	1228
%H		44.1%	10.0%	80.2%	34.8%	45.4%	83.7%
Receives HDTV (via STB or built-in reception)	548	294	80	396	218	177	492
%V	37.4%	45.4%	54.4%	33.7%	42.7%	26.6%	40.1%
%H		53.6%	14.6%	72.3%	39.8%	32.3%	89.8%
DVD/Blu-ray player or recorder	901	404	92	729	323	407	765
%V	61.4%	62.4%	62.6%	62.0%	63.3%	61.1%	62.3%
%H		44.8%	10.2%	80.9%	35.8%	45.2%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	755	303	69	584	206	377	602
%H		40.1%	9.1%	77.4%	27.3%	49.9%	79.7%
Under 20"	21	4	1	17	2	16	13
%V	2.8%	1.3%	1.4%	2.9%	1.0%	4.2%	2.2%
%H		19.0%	4.8%	81.0%	9.5%	76.2%	61.9%
20" - 29"	145	38	5	121	22	99	94
%V	19.2%	12.5%	7.2%	20.7%	10.7%	26.3%	15.6%
%H		26.2%	3.4%	83.4%	15.2%	68.3%	64.8%
30" - 39"	320	116	29	254	81	173	252
%V	42.4%	38.3%	42.0%	43.5%	39.3%	45.9%	41.9%
%H		36.3%	9.1%	79.4%	25.3%	54.1%	78.8%
40" and over	268	145	34	190	102	89	242
%V	35.5%	47.9%	49.3%	32.5%	49.5%	23.6%	40.2%
%H		54.1%	12.7%	70.9%	38.1%	33.2%	90.3%
Don't know	1	0	0	0	0	0	0
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	755	303	69	584	206	377	602
%H		40.1%	9.1%	77.4%	27.3%	49.9%	79.7%
PVR	475	260	56	342	183	159	421
%V	62.9%	85.8%	81.2%	58.6%	88.8%	42.2%	69.9%
%H		54.7%	11.8%	72.0%	38.5%	33.5%	88.6%
DVDR	33	13	2	29	11	18	28
%V	4.4%	4.3%	2.9%	5.0%	5.3%	4.8%	4.7%
%H		39.4%	6.1%	87.9%	33.3%	54.5%	84.8%
VCR	11	4	1	9	3	6	6
%V	1.5%	1.3%	1.4%	1.5%	1.5%	1.6%	1.0%
%H		36.4%	9.1%	81.8%	27.3%	54.5%	54.5%
Any recorder	491	262	56	357	184	173	430
%V	65.0%	86.5%	81.2%	61.1%	89.3%	45.9%	71.4%
%H		53.4%	11.4%	72.7%	37.5%	35.2%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	755	303	69	584	206	377	602
%H		40.1%	9.1%	77.4%	27.3%	49.9%	79.7%
Receives HDTV (via STB or built-in reception)	399	211	54	285	150	135	356
%V	52.8%	69.6%	78.3%	48.8%	72.8%	35.8%	59.1%
%H		52.9%	13.5%	71.4%	37.6%	33.8%	89.2%
DVD/Blu-ray player or recorder	602	253	57	469	178	292	497
%V	79.7%	83.5%	82.6%	80.3%	86.4%	77.5%	82.6%
%H		42.0%	9.5%	77.9%	29.6%	48.5%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	711	343	78	593	304	289	626
%H		48.2%	11.0%	83.4%	42.8%	40.6%	88.0%
Under 20"	246	109	22	206	92	114	211
%V	34.6%	31.8%	28.2%	34.7%	30.3%	39.4%	33.7%
%H		44.3%	8.9%	83.7%	37.4%	46.3%	85.8%
20" - 29"	252	111	27	219	106	113	218
%V	35.4%	32.4%	34.6%	36.9%	34.9%	39.1%	34.8%
%H		44.0%	10.7%	86.9%	42.1%	44.8%	86.5%
30" - 39"	153	89	21	122	77	45	142
%V	21.5%	25.9%	26.9%	20.6%	25.3%	15.6%	22.7%
%H		58.2%	13.7%	79.7%	50.3%	29.4%	92.8%
40" and over	57	34	8	43	29	14	53
%V	8.0%	9.9%	10.3%	7.3%	9.5%	4.8%	8.5%
%H		59.6%	14.0%	75.4%	50.9%	24.6%	93.0%
Don't know	4	0	0	3	0	3	2
%V	0.6%	0.0%	0.0%	0.5%	0.0%	1.0%	0.3%
%H		0.0%	0.0%	75.0%	0.0%	75.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	711	343	78	593	304	289	626
%H		48.2%	11.0%	83.4%	42.8%	40.6%	88.0%
PVR	138	94	22	91	68	23	128
%V	19.4%	27.4%	28.2%	15.3%	22.4%	8.0%	20.4%
%H		68.1%	15.9%	65.9%	49.3%	16.7%	92.8%
DVDR	8	4	1	7	4	3	8
%V	1.1%	1.2%	1.3%	1.2%	1.3%	1.0%	1.3%
%H		50.0%	12.5%	87.5%	50.0%	37.5%	100.0%
VCR	3	1	1	3	1	2	2
%V	0.4%	0.3%	1.3%	0.5%	0.3%	0.7%	0.3%
%H		33.3%	33.3%	100.0%	33.3%	66.7%	66.7%
Any recorder	144	95	23	97	70	27	134
%V	20.3%	27.7%	29.5%	16.4%	23.0%	9.3%	21.4%
%H		66.0%	16.0%	67.4%	48.6%	18.8%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: 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	711	343	78	593	304	289	626
%H		48.2%	11.0%	83.4%	42.8%	40.6%	88.0%
Receives HDTV (via STB or built-in reception)	150	83	27	111	69	42	136
%V	21.1%	24.2%	34.6%	18.7%	22.7%	14.5%	21.7%
%H		55.3%	18.0%	74.0%	46.0%	28.0%	90.7%
DVD/Blu-ray player or recorder	300	151	35	260	145	115	268
%V	42.2%	44.0%	44.9%	43.8%	47.7%	39.8%	42.8%
%H		50.3%	11.7%	86.7%	48.3%	38.3%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1780	1706	770	170	1276	528	748	1545
%H		95.8%	43.3%	9.6%	71.7%	29.7%	42.0%	86.8%
Total Children	317	308	156	36	207	97	110	304
%V	17.8%	18.1%	20.3%	21.2%	16.2%	18.4%	14.7%	19.7%
%H		97.2%	49.2%	11.4%	65.3%	30.6%	34.7%	95.9%
0 - 3	87	85	43	9	54	23	31	81
%V	4.9%	5.0%	5.6%	5.3%	4.2%	4.4%	4.1%	5.2%
%H		97.7%	49.4%	10.3%	62.1%	26.4%	35.6%	93.1%
4 - 15	230	223	113	27	153	74	79	223
%V	12.9%	13.1%	14.7%	15.9%	12.0%	14.0%	10.6%	14.4%
%H		97.0%	49.1%	11.7%	66.5%	32.2%	34.3%	97.0%
4 - 9	118	114	58	14	77	38	39	113
%V	6.6%	6.7%	7.5%	8.2%	6.0%	7.2%	5.2%	7.3%
%H		96.6%	49.2%	11.9%	65.3%	32.2%	33.1%	95.8%
10 - 15	113	109	54	14	75	36	40	110
%V	6.3%	6.4%	7.0%	8.2%	5.9%	6.8%	5.3%	7.1%
%H		96.5%	47.8%	12.4%	66.4%	31.9%	35.4%	97.3%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1780	1706	770	170	1276	528	748	1545
%H		95.8%	43.3%	9.6%	71.7%	29.7%	42.0%	86.8%
Total Adults (16+)	1463	1398	614	134	1070	432	638	1241
%V	82.2%	81.9%	79.7%	78.8%	83.9%	81.8%	85.3%	80.3%
%H		95.6%	42.0%	9.2%	73.1%	29.5%	43.6%	84.8%
16 - 19	75	71	35	10	54	28	26	71
%V	4.2%	4.2%	4.5%	5.9%	4.2%	5.3%	3.5%	4.6%
%H		94.7%	46.7%	13.3%	72.0%	37.3%	34.7%	94.7%
20 - 24	99	89	41	9	68	30	38	93
%V	5.6%	5.2%	5.3%	5.3%	5.3%	5.7%	5.1%	6.0%
%H		89.9%	41.4%	9.1%	68.7%	30.3%	38.4%	93.9%
25 - 34	194	177	87	20	120	55	65	181
%V	10.9%	10.4%	11.3%	11.8%	9.4%	10.4%	8.7%	11.7%
%H		91.2%	44.8%	10.3%	61.9%	28.4%	33.5%	93.3%
35 - 44	220	211	95	30	150	65	85	205
%V	12.4%	12.4%	12.3%	17.6%	11.8%	12.3%	11.4%	13.3%
%H		95.9%	43.2%	13.6%	68.2%	29.5%	38.6%	93.2%
45 - 54	231	219	105	25	165	80	85	212
%V	13.0%	12.8%	13.6%	14.7%	12.9%	15.2%	11.4%	13.7%
%H		94.8%	45.5%	10.8%	71.4%	34.6%	36.8%	91.8%
55 - 64	230	225	106	18	173	72	100	211
%V	12.9%	13.2%	13.8%	10.6%	13.6%	13.6%	13.4%	13.7%
%H		97.8%	46.1%	7.8%	75.2%	31.3%	43.5%	91.7%
65+	414	406	146	22	340	102	238	268
%V	23.3%	23.8%	19.0%	12.9%	26.6%	19.3%	31.8%	17.3%
%H		98.1%	35.3%	5.3%	82.1%	24.6%	57.5%	64.7%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1463	1398	614	134	1070	432	638	1241
%H		95.6%	42.0%	9.2%	73.1%	29.5%	43.6%	84.8%
AB	412	397	171	29	305	110	195	383
%V	28.2%	28.4%	27.9%	21.6%	28.5%	25.5%	30.6%	30.9%
%H		96.4%	41.5%	7.0%	74.0%	26.7%	47.3%	93.0%
C1	395	374	159	44	289	119	170	346
%V	27.0%	26.8%	25.9%	32.8%	27.0%	27.5%	26.6%	27.9%
%H		94.7%	40.3%	11.1%	73.2%	30.1%	43.0%	87.6%
C2	367	354	179	30	273	132	142	311
%V	25.1%	25.3%	29.2%	22.4%	25.5%	30.6%	22.3%	25.1%
%H		96.5%	48.8%	8.2%	74.4%	36.0%	38.7%	84.7%
D	190	177	71	19	128	44	84	140
%V	13.0%	12.7%	11.6%	14.2%	12.0%	10.2%	13.2%	11.3%
%H		93.2%	37.4%	10.0%	67.4%	23.2%	44.2%	73.7%
E	99	95	35	11	74	27	47	62
%V	6.8%	6.8%	5.7%	8.2%	6.9%	6.3%	7.4%	5.0%
%H		96.0%	35.4%	11.1%	74.7%	27.3%	47.5%	62.6%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1463	1398	614	134	1070	432	638	1241
%H		95.6%	42.0%	9.2%	73.1%	29.5%	43.6%	84.8%
Working full time	584	560	270	62	411	189	222	550
%V	39.9%	40.1%	44.0%	46.3%	38.4%	43.8%	34.8%	44.3%
%H		95.9%	46.2%	10.6%	70.4%	32.4%	38.0%	94.2%
Working part time	196	181	81	19	138	59	79	181
%V	13.4%	12.9%	13.2%	14.2%	12.9%	13.7%	12.4%	14.6%
%H		92.3%	41.3%	9.7%	70.4%	30.1%	40.3%	92.3%
Not working	684	657	264	53	521	184	337	511
%V	46.8%	47.0%	43.0%	39.6%	48.7%	42.6%	52.8%	41.2%
%H		96.1%	38.6%	7.7%	76.2%	26.9%	49.3%	74.7%
Housewife/Houseperson	795	756	303	69	584	206	378	630
%V	54.3%	54.1%	49.3%	51.5%	54.6%	47.7%	59.2%	50.8%
%H		95.1%	38.1%	8.7%	73.5%	25.9%	47.5%	79.2%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	708	671	306	66	508	214	293	605
%H		94.8%	43.2%	9.3%	71.8%	30.2%	41.4%	85.5%
16 - 19	39	37	17	6	28	14	14	37
%V	5.5%	5.5%	5.6%	9.1%	5.5%	6.5%	4.8%	6.1%
%H		94.9%	43.6%	15.4%	71.8%	35.9%	35.9%	94.9%
20 - 24	53	48	21	5	37	16	21	51
%V	7.5%	7.2%	6.9%	7.6%	7.3%	7.5%	7.2%	8.4%
%H		90.6%	39.6%	9.4%	69.8%	30.2%	39.6%	96.2%
25 - 34	93	84	44	9	57	28	29	88
%V	13.1%	12.5%	14.4%	13.6%	11.2%	13.1%	9.9%	14.5%
%H		90.3%	47.3%	9.7%	61.3%	30.1%	31.2%	94.6%
35 - 44	108	102	44	14	73	29	44	98
%V	15.3%	15.2%	14.4%	21.2%	14.4%	13.6%	15.0%	16.2%
%H		94.4%	40.7%	13.0%	67.6%	26.9%	40.7%	90.7%
45 - 54	114	108	51	13	79	38	41	102
%V	16.1%	16.1%	16.7%	19.7%	15.6%	17.8%	14.0%	16.9%
%H		94.7%	44.7%	11.4%	69.3%	33.3%	36.0%	89.5%
55 - 64	105	102	51	8	79	35	44	95
%V	14.8%	15.2%	16.7%	12.1%	15.6%	16.4%	15.0%	15.7%
%H		97.1%	48.6%	7.6%	75.2%	33.3%	41.9%	90.5%
65+	195	191	78	11	155	54	101	135
%V	27.5%	28.5%	25.5%	16.7%	30.5%	25.2%	34.5%	22.3%
%H		97.9%	40.0%	5.6%	79.5%	27.7%	51.8%	69.2%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	708	671	306	66	508	214	293	605
%H		94.8%	43.2%	9.3%	71.8%	30.2%	41.4%	85.5%
AB	208	200	86	16	155	57	97	195
%V	29.4%	29.8%	28.1%	24.2%	30.5%	26.6%	33.1%	32.2%
%H		96.2%	41.3%	7.7%	74.5%	27.4%	46.6%	93.8%
C1	180	168	78	21	125	58	68	158
%V	25.4%	25.0%	25.5%	31.8%	24.6%	27.1%	23.2%	26.1%
%H		93.3%	43.3%	11.7%	69.4%	32.2%	37.8%	87.8%
C2	195	188	94	15	146	69	76	163
%V	27.5%	28.0%	30.7%	22.7%	28.7%	32.2%	25.9%	26.9%
%H		96.4%	48.2%	7.7%	74.9%	35.4%	39.0%	83.6%
D	87	78	32	10	54	19	35	64
%V	12.3%	11.6%	10.5%	15.2%	10.6%	8.9%	11.9%	10.6%
%H		89.7%	36.8%	11.5%	62.1%	21.8%	40.2%	73.6%
E	38	37	16	4	28	11	17	25
%V	5.4%	5.5%	5.2%	6.1%	5.5%	5.1%	5.8%	4.1%
%H		97.4%	42.1%	10.5%	73.7%	28.9%	44.7%	65.8%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	708	671	306	66	508	214	293	605
%H		94.8%	43.2%	9.3%	71.8%	30.2%	41.4%	85.5%
Working full time	366	351	170	39	258	119	139	342
%V	51.7%	52.3%	55.6%	59.1%	50.8%	55.6%	47.4%	56.5%
%H		95.9%	46.4%	10.7%	70.5%	32.5%	38.0%	93.4%
Working part time	49	42	21	4	31	14	17	44
%V	6.9%	6.3%	6.9%	6.1%	6.1%	6.5%	5.8%	7.3%
%H		85.7%	42.9%	8.2%	63.3%	28.6%	34.7%	89.8%
Not working	292	278	115	24	219	81	138	219
%V	41.2%	41.4%	37.6%	36.4%	43.1%	37.9%	47.1%	36.2%
%H		95.2%	39.4%	8.2%	75.0%	27.7%	47.3%	75.0%
Housewife/Houseperson	181	167	66	12	130	42	88	124
%V	25.6%	24.9%	21.6%	18.2%	25.6%	19.6%	30.0%	20.5%
%H		92.3%	36.5%	6.6%	71.8%	23.2%	48.6%	68.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	756	727	309	68	562	217	344	636
%H		96.2%	40.9%	9.0%	74.3%	28.7%	45.5%	84.1%
16 - 19	36	34	18	4	26	14	13	34
%V	4.8%	4.7%	5.8%	5.9%	4.6%	6.5%	3.8%	5.3%
%H		94.4%	50.0%	11.1%	72.2%	38.9%	36.1%	94.4%
20 - 24	46	41	20	5	31	14	17	42
%V	6.1%	5.6%	6.5%	7.4%	5.5%	6.5%	4.9%	6.6%
%H		89.1%	43.5%	10.9%	67.4%	30.4%	37.0%	91.3%
25 - 34	101	94	43	11	64	27	37	93
%V	13.4%	12.9%	13.9%	16.2%	11.4%	12.4%	10.8%	14.6%
%H		93.1%	42.6%	10.9%	63.4%	26.7%	36.6%	92.1%
35 - 44	112	109	51	16	77	36	41	107
%V	14.8%	15.0%	16.5%	23.5%	13.7%	16.6%	11.9%	16.8%
%H		97.3%	45.5%	14.3%	68.8%	32.1%	36.6%	95.5%
45 - 54	117	111	54	12	86	41	44	110
%V	15.5%	15.3%	17.5%	17.6%	15.3%	18.9%	12.8%	17.3%
%H		94.9%	46.2%	10.3%	73.5%	35.0%	37.6%	94.0%
55 - 64	125	123	55	10	94	37	57	116
%V	16.5%	16.9%	17.8%	14.7%	16.7%	17.1%	16.6%	18.2%
%H		98.4%	44.0%	8.0%	75.2%	29.6%	45.6%	92.8%
65+	219	215	68	11	185	48	137	133
%V	29.0%	29.6%	22.0%	16.2%	32.9%	22.1%	39.8%	20.9%
%H		98.2%	31.1%	5.0%	84.5%	21.9%	62.6%	60.7%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	756	727	309	68	562	217	344	636
%H		96.2%	40.9%	9.0%	74.3%	28.7%	45.5%	84.1%
AB	203	197	85	14	150	53	97	189
%V	26.9%	27.1%	27.5%	20.6%	26.7%	24.4%	28.2%	29.7%
%H		97.0%	41.9%	6.9%	73.9%	26.1%	47.8%	93.1%
C1	216	207	80	23	164	62	102	187
%V	28.6%	28.5%	25.9%	33.8%	29.2%	28.6%	29.7%	29.4%
%H		95.8%	37.0%	10.6%	75.9%	28.7%	47.2%	86.6%
C2	172	166	85	15	127	62	65	148
%V	22.8%	22.8%	27.5%	22.1%	22.6%	28.6%	18.9%	23.3%
%H		96.5%	49.4%	8.7%	73.8%	36.0%	37.8%	86.0%
D	104	99	39	9	74	25	49	76
%V	13.8%	13.6%	12.6%	13.2%	13.2%	11.5%	14.2%	11.9%
%H		95.2%	37.5%	8.7%	71.2%	24.0%	47.1%	73.1%
E	61	58	20	7	46	16	31	36
%V	8.1%	8.0%	6.5%	10.3%	8.2%	7.4%	9.0%	5.7%
%H		95.1%	32.8%	11.5%	75.4%	26.2%	50.8%	59.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	756	727	309	68	562	217	344	636
%H		96.2%	40.9%	9.0%	74.3%	28.7%	45.5%	84.1%
Working full time	218	209	100	24	153	70	83	208
%V	28.8%	28.7%	32.4%	35.3%	27.2%	32.3%	24.1%	32.7%
%H		95.9%	45.9%	11.0%	70.2%	32.1%	38.1%	95.4%
Working part time	147	139	60	15	107	44	62	137
%V	19.4%	19.1%	19.4%	22.1%	19.0%	20.3%	18.0%	21.5%
%H		94.6%	40.8%	10.2%	72.8%	29.9%	42.2%	93.2%
Not working	391	379	149	29	302	103	199	291
%V	51.7%	52.1%	48.2%	42.6%	53.7%	47.5%	57.8%	45.8%
%H		96.9%	38.1%	7.4%	77.2%	26.3%	50.9%	74.4%
Housewife/Houseperson	614	589	237	57	454	164	290	506
%V	81.2%	81.0%	76.7%	83.8%	80.8%	75.6%	84.3%	79.6%
%H		95.9%	38.6%	9.3%	73.9%	26.7%	47.2%	82.4%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV Ulster

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
AB	142	137	81	12	102	57	45	129
%V	19.5%	19.6%	22.4%	20.0%	20.1%	24.6%	16.3%	24.4%
%H (All HH)		96.5%	57.0%	8.5%	71.8%	40.1%	31.7%	90.8%
%H (TV HH)			59.1%	8.8%	74.5%	41.6%	32.8%	
C1	170	165	83	16	121	57	65	140
%V	23.3%	23.6%	22.9%	26.7%	23.8%	24.6%	23.6%	26.5%
%H (All HH)		97.1%	48.8%	9.4%	71.2%	33.5%	38.2%	82.4%
%H (TV HH)			50.3%	9.7%	73.3%	34.5%	39.4%	
C2	144	139	77	10	101	50	51	113
%V	19.8%	19.9%	21.3%	16.7%	19.9%	21.6%	18.5%	21.4%
%H (All HH)		96.5%	53.5%	6.9%	70.1%	34.7%	35.4%	78.5%
%H (TV HH)			55.4%	7.2%	72.7%	36.0%	36.7%	
D	132	126	66	10	86	38	48	88
%V	18.1%	18.0%	18.2%	16.7%	16.9%	16.4%	17.4%	16.6%
%H (All HH)		95.5%	50.0%	7.6%	65.2%	28.8%	36.4%	66.7%
%H (TV HH)			52.4%	7.9%	68.3%	30.2%	38.1%	
E	140	134	54	12	98	30	67	60
%V	19.2%	19.1%	14.9%	20.0%	19.3%	12.9%	24.3%	11.3%
%H (All HH)		95.7%	38.6%	8.6%	70.0%	21.4%	47.9%	42.9%
%H (TV HH)			40.3%	9.0%	73.1%	22.4%	50.0%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%V (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Under 25	23	21	11	3	13	5	8	19
%V	3.2%	3.0%	3.0%	5.0%	2.6%	2.2%	2.9%	3.6%
%H (All HH)		91.3%	47.8%	13.0%	56.5%	21.7%	34.8%	82.6%
%H (TV HH)			52.4%	14.3%	61.9%	23.8%	38.1%	
25 - 34	117	112	66	11	68	35	33	102
%V	16.0%	16.0%	18.2%	18.3%	13.4%	15.1%	12.0%	19.3%
%H (All HH)		95.7%	56.4%	9.4%	58.1%	29.9%	28.2%	87.2%
%H (TV HH)			58.9%	9.8%	60.7%	31.3%	29.5%	
35 - 44	137	132	82	11	85	47	38	123
%V	18.8%	18.9%	22.7%	18.3%	16.7%	20.3%	13.8%	23.3%
%H (All HH)		96.4%	59.9%	8.0%	62.0%	34.3%	27.7%	89.8%
%H (TV HH)			62.1%	8.3%	64.4%	35.6%	28.8%	
45 - 54	146	142	81	12	105	56	49	128
%V	20.0%	20.3%	22.4%	20.0%	20.7%	24.1%	17.8%	24.2%
%H (All HH)		97.3%	55.5%	8.2%	71.9%	38.4%	33.6%	87.7%
%H (TV HH)			57.0%	8.5%	73.9%	39.4%	34.5%	
55 - 64	121	117	61	11	90	44	45	88
%V	16.6%	16.7%	16.9%	18.3%	17.7%	19.0%	16.3%	16.6%
%H (All HH)		96.7%	50.4%	9.1%	74.4%	36.4%	37.2%	72.7%
%H (TV HH)			52.1%	9.4%	76.9%	37.6%	38.5%	
65 +	184	176	61	13	148	44	103	70
%V	25.2%	25.1%	16.9%	21.7%	29.1%	19.0%	37.3%	13.2%
%H (All HH)		95.7%	33.2%	7.1%	80.4%	23.9%	56.0%	38.0%
%H (TV HH)			34.7%	7.4%	84.1%	25.0%	58.5%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
1	214	197	62	16	155	38	118	92
%V	29.4%	28.1%	17.1%	26.7%	30.5%	16.4%	42.8%	17.4%
%H (All HH)		92.1%	29.0%	7.5%	72.4%	17.8%	55.1%	43.0%
%H (TV HH)			31.5%	8.1%	78.7%	19.3%	59.9%	
2	215	209	112	20	152	75	77	160
%V	29.5%	29.9%	30.9%	33.3%	29.9%	32.3%	27.9%	30.2%
%H (All HH)		97.2%	52.1%	9.3%	70.7%	34.9%	35.8%	74.4%
%H (TV HH)			53.6%	9.6%	72.7%	35.9%	36.8%	
3	119	115	70	11	78	43	35	106
%V	16.3%	16.4%	19.3%	18.3%	15.4%	18.5%	12.7%	20.0%
%H (All HH)		96.6%	58.8%	9.2%	65.5%	36.1%	29.4%	89.1%
%H (TV HH)			60.9%	9.6%	67.8%	37.4%	30.4%	
4	110	109	71	8	74	46	28	104
%V	15.1%	15.6%	19.6%	13.3%	14.6%	19.8%	10.1%	19.7%
%H (All HH)		99.1%	64.5%	7.3%	67.3%	41.8%	25.5%	94.5%
%H (TV HH)			65.1%	7.3%	67.9%	42.2%	25.7%	
5+	71	69	46	5	49	31	18	68
%V	9.7%	9.9%	12.7%	8.3%	9.6%	13.4%	6.5%	12.9%
%H (All HH)		97.2%	64.8%	7.0%	69.0%	43.7%	25.4%	95.8%
%H (TV HH)			66.7%	7.2%	71.0%	44.9%	26.1%	
Average HH size	2.50	2.53	2.84	2.50	2.46	2.86	2.13	2.85

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Without	518	493	227	43	374	152	222	334
%V	71.1%	70.4%	62.7%	71.7%	73.6%	65.5%	80.4%	63.1%
%H (All HH)		95.2%	43.8%	8.3%	72.2%	29.3%	42.9%	64.5%
%H (TV HH)			46.0%	8.7%	75.9%	30.8%	45.0%	
With	211	207	134	17	134	80	54	195
%V	28.9%	29.6%	37.0%	28.3%	26.4%	34.5%	19.6%	36.9%
%H (All HH)		98.1%	63.5%	8.1%	63.5%	37.9%	25.6%	92.4%
%H (TV HH)			64.7%	8.2%	64.7%	38.6%	26.1%	
0 - 3	79	78	51	7	47	28	19	72
%V	10.8%	11.1%	14.1%	11.7%	9.3%	12.1%	6.9%	13.6%
%H (All HH)		98.7%	64.6%	8.9%	59.5%	35.4%	24.1%	91.1%
%H (TV HH)			65.4%	9.0%	60.3%	35.9%	24.4%	
4 - 9	111	108	73	8	70	44	26	103
%V	15.2%	15.4%	20.2%	13.3%	13.8%	19.0%	9.4%	19.5%
%H (All HH)		97.3%	65.8%	7.2%	63.1%	39.6%	23.4%	92.8%
%H (TV HH)			67.6%	7.4%	64.8%	40.7%	24.1%	
10 - 15	106	104	70	8	70	43	27	100
%V	14.5%	14.9%	19.3%	13.3%	13.8%	18.5%	9.8%	18.9%
%H (All HH)		98.1%	66.0%	7.5%	66.0%	40.6%	25.5%	94.3%
%H (TV HH)			67.3%	7.7%	67.3%	41.3%	26.0%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
1	262	262	105	23	175	45	130	155
%V	35.9%	37.4%	29.0%	38.3%	34.4%	19.4%	47.1%	29.3%
%H (All HH)		100.0%	40.1%	8.8%	66.8%	17.2%	49.6%	59.2%
%H (TV HH)			40.1%	8.8%	66.8%	17.2%	49.6%	
2	272	272	145	23	200	96	104	207
%V	37.3%	38.9%	40.1%	38.3%	39.4%	41.4%	37.7%	39.1%
%H (All HH)		100.0%	53.3%	8.5%	73.5%	35.3%	38.2%	76.1%
%H (TV HH)			53.3%	8.5%	73.5%	35.3%	38.2%	
3	103	103	66	9	81	53	28	94
%V	14.1%	14.7%	18.2%	15.0%	15.9%	22.8%	10.1%	17.8%
%H (All HH)		100.0%	64.1%	8.7%	78.6%	51.5%	27.2%	91.3%
%H (TV HH)			64.1%	8.7%	78.6%	51.5%	27.2%	
4	41	41	29	3	33	24	9	38
%V	5.6%	5.9%	8.0%	5.0%	6.5%	10.3%	3.3%	7.2%
%H (All HH)		100.0%	70.7%	7.3%	80.5%	58.5%	22.0%	92.7%
%H (TV HH)			70.7%	7.3%	80.5%	58.5%	22.0%	
5+	22	22	17	1	19	15	4	21
%V	3.0%	3.1%	4.7%	1.7%	3.7%	6.5%	1.4%	4.0%
%H (All HH)		100.0%	77.3%	4.5%	86.4%	68.2%	18.2%	95.5%
%H (TV HH)			77.3%	4.5%	86.4%	68.2%	18.2%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV Ulster
Household level data
Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Under 20"	121	121	61	9	105	53	51	92
%V	16.6%	17.3%	16.9%	15.0%	20.7%	22.8%	18.5%	17.4%
%H (All HH)		100.0%	50.4%	7.4%	86.8%	43.8%	42.1%	76.0%
%H (TV HH)			50.4%	7.4%	86.8%	43.8%	42.1%	
20" - 29"	293	293	147	21	226	101	125	212
%V	40.2%	41.9%	40.6%	35.0%	44.5%	43.5%	45.3%	40.1%
%H (All HH)		100.0%	50.2%	7.2%	77.1%	34.5%	42.7%	72.4%
%H (TV HH)			50.2%	7.2%	77.1%	34.5%	42.7%	
30" - 39"	399	399	218	35	289	143	146	308
%V	54.7%	57.0%	60.2%	58.3%	56.9%	61.6%	52.9%	58.2%
%H (All HH)		100.0%	54.6%	8.8%	72.4%	35.8%	36.6%	77.2%
%H (TV HH)			54.6%	8.8%	72.4%	35.8%	36.6%	
40" and over	309	309	201	27	217	136	81	267
%V	42.4%	44.1%	55.5%	45.0%	42.7%	58.6%	29.3%	50.5%
%H (All HH)		100.0%	65.0%	8.7%	70.2%	44.0%	26.2%	86.4%
%H (TV HH)			65.0%	8.7%	70.2%	44.0%	26.2%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Ulster

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Main living room	687	687	357	59	498	229	269	504
%V	94.2%	98.1%	98.6%	98.3%	98.0%	98.7%	97.5%	95.3%
%H (All HH)		100.0%	52.0%	8.6%	72.5%	33.3%	39.2%	73.4%
%H (TV HH)			52.0%	8.6%	72.5%	33.3%	39.2%	
Kitchen	151	151	85	7	127	68	60	121
%V	20.7%	21.6%	23.5%	11.7%	25.0%	29.3%	21.7%	22.9%
%H (All HH)		100.0%	56.3%	4.6%	84.1%	45.0%	39.7%	80.1%
%H (TV HH)			56.3%	4.6%	84.1%	45.0%	39.7%	
Adult's bedroom	255	255	154	24	194	117	77	211
%V	35.0%	36.4%	42.5%	40.0%	38.2%	50.4%	27.9%	39.9%
%H (All HH)		100.0%	60.4%	9.4%	76.1%	45.9%	30.2%	82.7%
%H (TV HH)			60.4%	9.4%	76.1%	45.9%	30.2%	
Child's bedroom	67	67	49	5	51	37	14	63
%V	9.2%	9.6%	13.5%	8.3%	10.0%	15.9%	5.1%	11.9%
%H (All HH)		100.0%	73.1%	7.5%	76.1%	55.2%	20.9%	94.0%
%H (TV HH)			73.1%	7.5%	76.1%	55.2%	20.9%	
Other bedroom	26	26	18	3	22	17	5	23
%V	3.6%	3.7%	5.0%	5.0%	4.3%	7.3%	1.8%	4.3%
%H (All HH)		100.0%	69.2%	11.5%	84.6%	65.4%	19.2%	88.5%
%H (TV HH)			69.2%	11.5%	84.6%	65.4%	19.2%	
Second living/dining room	107	107	67	9	76	45	30	97
%V	14.7%	15.3%	18.5%	15.0%	15.0%	19.4%	10.9%	18.3%
%H (All HH)		100.0%	62.6%	8.4%	71.0%	42.1%	28.0%	90.7%
%H (TV HH)			62.6%	8.4%	71.0%	42.1%	28.0%	
Study/office	8	8	5	1	6	4	2	7
%V	1.1%	1.1%	1.4%	1.7%	1.2%	1.7%	0.7%	1.3%
%H (All HH)		100.0%	62.5%	12.5%	75.0%	50.0%	25.0%	87.5%
%H (TV HH)			62.5%	12.5%	75.0%	50.0%	25.0%	
TV room	9	9	6	1	7	5	2	9
%V	1.2%	1.3%	1.7%	1.7%	1.4%	2.2%	0.7%	1.7%
%H (All HH)		100.0%	66.7%	11.1%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			66.7%	11.1%	77.8%	55.6%	22.2%	
Conservatory	13	13	8	1	11	7	5	12
%V	1.8%	1.9%	2.2%	1.7%	2.2%	3.0%	1.8%	2.3%
%H (All HH)		100.0%	61.5%	7.7%	84.6%	53.8%	38.5%	92.3%
%H (TV HH)			61.5%	7.7%	84.6%	53.8%	38.5%	
Attic or loft room	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.4%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
No specific location	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%	
Other	6	6	5	0	5	3	1	6
%V	0.8%	0.9%	1.4%	0.0%	1.0%	1.3%	0.4%	1.1%
%H (All HH)		100.0%	83.3%	0.0%	83.3%	50.0%	16.7%	100.0%
%H (TV HH)			83.3%	0.0%	83.3%	50.0%	16.7%	

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

DATA PERIOD: ANNUAL

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ITV Ulster

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
Any DSAT provider	362	362	362	3	205	205	0	310
%V	49.7%	51.7%	100.0%	5.0%	40.4%	88.4%	0.0%	58.6%
%H (All HH)			100.0%	0.8%	56.6%	56.6%	0.0%	85.6%
%H (TV HH)			100.0%	0.8%	56.6%	56.6%	0.0%	
Sky with subcription	316	316	316	2	180	180	0	275
%V	43.3%	45.1%	87.3%	3.3%	35.4%	77.6%	0.0%	52.0%
%H (All HH)			100.0%	0.6%	57.0%	57.0%	0.0%	87.0%
%H (TV HH)			100.0%	0.6%	57.0%	57.0%	0.0%	
Sky without subscription	20	20	20	0	13	13	0	15
%V	2.7%	2.9%	5.5%	0.0%	2.6%	5.6%	0.0%	2.8%
%H (All HH)			100.0%	0.0%	65.0%	65.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	65.0%	65.0%	0.0%	
Freesat	24	24	24	0	15	15	0	19
%V	3.3%	3.4%	6.6%	0.0%	3.0%	6.5%	0.0%	3.6%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	79.2%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
Other satellite provider	13	13	13	0	4	4	0	11
%V	1.8%	1.9%	3.6%	0.0%	0.8%	1.7%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	30.8%	30.8%	0.0%	84.6%
%H (TV HH)			100.0%	0.0%	30.8%	30.8%	0.0%	
DCAB	60	60	3	60	29	29	0	51
%V	8.2%	8.6%	0.8%	100.0%	5.7%	12.5%	0.0%	9.6%
%H (All HH)			5.0%	100.0%	48.3%	48.3%	0.0%	85.0%
%H (TV HH)			5.0%	100.0%	48.3%	48.3%	0.0%	
DTT	508	508	205	29	508	232	276	349
%V	69.7%	72.6%	56.6%	48.3%	100.0%	100.0%	100.0%	66.0%
%H (All HH)		100.0%	40.4%	5.7%	100.0%	45.7%	54.3%	68.7%
%H (TV HH)			40.4%	5.7%	100.0%	45.7%	54.3%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Ulster

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%H (All HH)		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (TV HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
PVR	371	371	290	43	231	191	40	326
%V	50.9%	53.0%	80.1%	71.7%	45.5%	82.3%	14.5%	61.6%
%H (All HH)		100.0%	78.2%	11.6%	62.3%	51.5%	10.8%	87.9%
%H (TV HH)			78.2%	11.6%	62.3%	51.5%	10.8%	
DVDR	22	22	14	3	16	10	6	19
%V	3.0%	3.1%	3.9%	5.0%	3.1%	4.3%	2.2%	3.6%
%H (All HH)		100.0%	63.6%	13.6%	72.7%	45.5%	27.3%	86.4%
%H (TV HH)			63.6%	13.6%	72.7%	45.5%	27.3%	
VCR	11	11	6	1	9	5	4	8
%V	1.5%	1.6%	1.7%	1.7%	1.8%	2.2%	1.4%	1.5%
%H (All HH)		100.0%	54.5%	9.1%	81.8%	45.5%	36.4%	72.7%
%H (TV HH)			54.5%	9.1%	81.8%	45.5%	36.4%	
Any recorder	383	383	294	44	241	194	47	334
%V	52.5%	54.7%	81.2%	73.3%	47.4%	83.6%	17.0%	63.1%
%H (All HH)		100.0%	76.8%	11.5%	62.9%	50.7%	12.3%	87.2%
%H (TV HH)			76.8%	11.5%	62.9%	50.7%	12.3%	
Receives HDTV (via STB or built-in reception)	322	322	206	34	220	136	84	273
%V	44.2%	46.0%	56.9%	56.7%	43.3%	58.6%	30.4%	51.6%
%H (All HH)		100.0%	64.0%	10.6%	68.3%	42.2%	26.1%	84.8%
%H (TV HH)			64.0%	10.6%	68.3%	42.2%	26.1%	
DVD/Blu-ray player or recorder	506	506	279	46	367	186	181	400
%V	69.4%	72.3%	77.1%	76.7%	72.2%	80.2%	65.6%	75.6%
%H (All HH)		100.0%	55.1%	9.1%	72.5%	36.8%	35.8%	79.1%
%H (TV HH)			55.1%	9.1%	72.5%	36.8%	35.8%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	729	700	362	60	508	232	276	529
%V		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%
%H (All HH)			51.7%	8.6%	72.6%	33.1%	39.4%	
%H (TV HH)								
Has broadband internet	529	514	310	51	349	198	151	529
%V	72.6%	73.4%	85.6%	85.0%	68.7%	85.3%	54.7%	100.0%
%H (All HH)		97.2%	58.6%	9.6%	66.0%	37.4%	28.5%	100.0%
%H (TV HH)			60.3%	9.9%	67.9%	38.5%	29.4%	
Number of computers (PCs and laptops)								
0	195	182	54	10	153	35	118	20
%V	26.7%	26.0%	14.9%	16.7%	30.1%	15.1%	42.8%	3.8%
%H (All HH)		93.3%	27.7%	5.1%	78.5%	17.9%	60.5%	10.3%
%H (TV HH)			29.7%	5.5%	84.1%	19.2%	64.8%	
1	236	227	125	20	154	72	82	217
%V	32.4%	32.4%	34.5%	33.3%	30.3%	31.0%	29.7%	41.0%
%H (All HH)		96.2%	53.0%	8.5%	65.3%	30.5%	34.7%	91.9%
%H (TV HH)			55.1%	8.8%	67.8%	31.7%	36.1%	
2	157	153	91	17	103	59	44	153
%V	21.5%	21.9%	25.1%	28.3%	20.3%	25.4%	15.9%	28.9%
%H (All HH)		97.5%	58.0%	10.8%	65.6%	37.6%	28.0%	97.5%
%H (TV HH)			59.5%	11.1%	67.3%	38.6%	28.8%	
3	69	67	45	5	45	28	17	68
%V	9.5%	9.6%	12.4%	8.3%	8.9%	12.1%	6.2%	12.9%
%H (All HH)		97.1%	65.2%	7.2%	65.2%	40.6%	24.6%	98.6%
%H (TV HH)			67.2%	7.5%	67.2%	41.8%	25.4%	
4	37	37	27	3	28	21	7	37
%V	5.1%	5.3%	7.5%	5.0%	5.5%	9.1%	2.5%	7.0%
%H (All HH)		100.0%	73.0%	8.1%	75.7%	56.8%	18.9%	100.0%
%H (TV HH)			73.0%	8.1%	75.7%	56.8%	18.9%	
5+	35	33	20	5	25	17	8	35
%V	4.8%	4.7%	5.5%	8.3%	4.9%	7.3%	2.9%	6.6%
%H (All HH)		94.3%	57.1%	14.3%	71.4%	48.6%	22.9%	100.0%
%H (TV HH)			60.6%	15.2%	75.8%	51.5%	24.2%	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	800	116	1055	571	484	1118
%H		57.1%	8.3%	75.4%	40.8%	34.6%	79.9%
Under 20"	149	80	10	130	70	60	116
%V	10.6%	10.0%	8.6%	12.3%	12.3%	12.4%	10.4%
%H		53.7%	6.7%	87.2%	47.0%	40.3%	77.9%
20" - 29"	381	199	26	296	141	155	283
%V	27.2%	24.9%	22.4%	28.1%	24.7%	32.0%	25.3%
%H		52.2%	6.8%	77.7%	37.0%	40.7%	74.3%
30" - 39"	481	269	44	352	185	167	381
%V	34.4%	33.6%	37.9%	33.4%	32.4%	34.5%	34.1%
%H		55.9%	9.1%	73.2%	38.5%	34.7%	79.2%
40" and over	366	242	32	258	165	93	322
%V	26.1%	30.3%	27.6%	24.5%	28.9%	19.2%	28.8%
%H		66.1%	8.7%	70.5%	45.1%	25.4%	88.0%
Don't know	22	10	4	19	10	9	15
%V	1.6%	1.3%	3.4%	1.8%	1.8%	1.9%	1.3%
%H		45.5%	18.2%	86.4%	45.5%	40.9%	68.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	800	116	1055	571	484	1118
%H		57.1%	8.3%	75.4%	40.8%	34.6%	79.9%
Main living room	692	360	60	502	231	271	507
%V	49.4%	45.0%	51.7%	47.6%	40.5%	56.0%	45.3%
%H		52.0%	8.7%	72.5%	33.4%	39.2%	73.3%
Kitchen	151	85	7	127	68	60	121
%V	10.8%	10.6%	6.0%	12.0%	11.9%	12.4%	10.8%
%H		56.3%	4.6%	84.1%	45.0%	39.7%	80.1%
Adult's bedroom	292	178	27	221	134	87	244
%V	20.9%	22.3%	23.3%	20.9%	23.5%	18.0%	21.8%
%H		61.0%	9.2%	75.7%	45.9%	29.8%	83.6%
Child's bedroom	88	64	6	68	50	18	83
%V	6.3%	8.0%	5.2%	6.4%	8.8%	3.7%	7.4%
%H		72.7%	6.8%	77.3%	56.8%	20.5%	94.3%
Other bedroom	31	21	4	27	20	6	28
%V	2.2%	2.6%	3.4%	2.6%	3.5%	1.2%	2.5%
%H		67.7%	12.9%	87.1%	64.5%	19.4%	90.3%
Second living/dining room	109	69	9	78	46	31	99
%V	7.8%	8.6%	7.8%	7.4%	8.1%	6.4%	8.9%
%H		63.3%	8.3%	71.6%	42.2%	28.4%	90.8%
Study/office	8	5	1	7	5	2	8
%V	0.6%	0.6%	0.9%	0.7%	0.9%	0.4%	0.7%
%H		62.5%	12.5%	87.5%	62.5%	25.0%	100.0%
TV room	9	6	1	7	5	2	9
%V	0.6%	0.8%	0.9%	0.7%	0.9%	0.4%	0.8%
%H		66.7%	11.1%	77.8%	55.6%	22.2%	100.0%
Conservatory	13	8	1	11	7	5	12
%V	0.9%	1.0%	0.9%	1.0%	1.2%	1.0%	1.1%
%H		61.5%	7.7%	84.6%	53.8%	38.5%	92.3%
Attic or loft room	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%
No specific location	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%
Other	6	5	0	5	3	1	6
%V	0.4%	0.6%	0.0%	0.5%	0.5%	0.2%	0.5%
%H		83.3%	0.0%	83.3%	50.0%	16.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	800	116	1055	571	484	1118
%H		57.1%	8.3%	75.4%	40.8%	34.6%	79.9%
PVR	518	422	56	302	259	43	465
%V	37.0%	52.8%	48.3%	28.6%	45.4%	8.9%	41.6%
%H		81.5%	10.8%	58.3%	50.0%	8.3%	89.8%
DVDR	25	15	3	18	12	6	21
%V	1.8%	1.9%	2.6%	1.7%	2.1%	1.2%	1.9%
%H		60.0%	12.0%	72.0%	48.0%	24.0%	84.0%
VCR	12	6	1	10	5	5	9
%V	0.9%	0.8%	0.9%	0.9%	0.9%	1.0%	0.8%
%H		50.0%	8.3%	83.3%	41.7%	41.7%	75.0%
Any recorder	536	430	57	317	265	52	478
%V	38.3%	53.8%	49.1%	30.0%	46.4%	10.7%	42.8%
%H		80.2%	10.6%	59.1%	49.4%	9.7%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1400	800	116	1055	571	484	1118
%H		57.1%	8.3%	75.4%	40.8%	34.6%	79.9%
Receives HDTV (via STB or built-in reception)	487	320	48	330	206	123	426
%V	34.8%	40.0%	41.4%	31.3%	36.1%	25.4%	38.1%
%H		65.7%	9.9%	67.8%	42.3%	25.3%	87.5%
DVD/Blu-ray player or recorder	693	407	63	509	285	224	575
%V	49.5%	50.9%	54.3%	48.2%	49.9%	46.3%	51.4%
%H		58.7%	9.1%	73.4%	41.1%	32.3%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	361	60	508	232	276	512
%H		51.7%	8.6%	72.8%	33.2%	39.5%	73.4%
Under 20"	12	3	1	10	2	8	6
%V	1.7%	0.8%	1.7%	2.0%	0.9%	2.9%	1.2%
%H		25.0%	8.3%	83.3%	16.7%	66.7%	50.0%
20" - 29"	103	32	6	83	18	65	51
%V	14.8%	8.9%	10.0%	16.3%	7.8%	23.6%	10.0%
%H		31.1%	5.8%	80.6%	17.5%	63.1%	49.5%
30" - 39"	280	132	26	203	82	121	197
%V	40.1%	36.6%	43.3%	40.0%	35.3%	43.8%	38.5%
%H		47.1%	9.3%	72.5%	29.3%	43.2%	70.4%
40" and over	294	191	26	204	127	77	254
%V	42.1%	52.9%	43.3%	40.2%	54.7%	27.9%	49.6%
%H		65.0%	8.8%	69.4%	43.2%	26.2%	86.4%
Don't know	8	3	1	7	2	5	4
%V	1.1%	0.8%	1.7%	1.4%	0.9%	1.8%	0.8%
%H		37.5%	12.5%	87.5%	25.0%	62.5%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	361	60	508	232	276	512
%H		51.7%	8.6%	72.8%	33.2%	39.5%	73.4%
PVR	363	285	43	224	187	37	320
%V	52.0%	78.9%	71.7%	44.1%	80.6%	13.4%	62.5%
%H		78.5%	11.8%	61.7%	51.5%	10.2%	88.2%
DVDR	18	10	2	12	7	5	14
%V	2.6%	2.8%	3.3%	2.4%	3.0%	1.8%	2.7%
%H		55.6%	11.1%	66.7%	38.9%	27.8%	77.8%
VCR	9	5	0	8	4	4	6
%V	1.3%	1.4%	0.0%	1.6%	1.7%	1.4%	1.2%
%H		55.6%	0.0%	88.9%	44.4%	44.4%	66.7%
Any recorder	375	289	43	233	189	44	327
%V	53.7%	80.1%	71.7%	45.9%	81.5%	15.9%	63.9%
%H		77.1%	11.5%	62.1%	50.4%	11.7%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: 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	698	361	60	508	232	276	512
%H		51.7%	8.6%	72.8%	33.2%	39.5%	73.4%
Receives HDTV (via STB or built-in reception)	308	200	32	208	130	78	262
%V	44.1%	55.4%	53.3%	40.9%	56.0%	28.3%	51.2%
%H		64.9%	10.4%	67.5%	42.2%	25.3%	85.1%
DVD/Blu-ray player or recorder	469	257	44	338	169	169	369
%V	67.2%	71.2%	73.3%	66.5%	72.8%	61.2%	72.1%
%H		54.8%	9.4%	72.1%	36.0%	36.0%	78.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	702	439	56	547	339	208	606
%H		62.5%	8.0%	77.9%	48.3%	29.6%	86.3%
Under 20"	138	77	9	120	68	52	110
%V	19.7%	17.5%	16.1%	21.9%	20.1%	25.0%	18.2%
%H		55.8%	6.5%	87.0%	49.3%	37.7%	79.7%
20" - 29"	278	167	21	214	123	91	232
%V	39.6%	38.0%	37.5%	39.1%	36.3%	43.8%	38.3%
%H		60.1%	7.6%	77.0%	44.2%	32.7%	83.5%
30" - 39"	201	138	18	148	103	45	184
%V	28.6%	31.4%	32.1%	27.1%	30.4%	21.6%	30.4%
%H		68.7%	9.0%	73.6%	51.2%	22.4%	91.5%
40" and over	72	50	6	54	38	16	67
%V	10.3%	11.4%	10.7%	9.9%	11.2%	7.7%	11.1%
%H		69.4%	8.3%	75.0%	52.8%	22.2%	93.1%
Don't know	14	7	3	12	7	4	11
%V	2.0%	1.6%	5.4%	2.2%	2.1%	1.9%	1.8%
%H		50.0%	21.4%	85.7%	50.0%	28.6%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	702	439	56	547	339	208	606
%H		62.5%	8.0%	77.9%	48.3%	29.6%	86.3%
PVR	154	137	13	78	72	6	145
%V	21.9%	31.2%	23.2%	14.3%	21.2%	2.9%	23.9%
%H		89.0%	8.4%	50.6%	46.8%	3.9%	94.2%
DVDR	7	5	1	6	5	1	7
%V	1.0%	1.1%	1.8%	1.1%	1.5%	0.5%	1.2%
%H		71.4%	14.3%	85.7%	71.4%	14.3%	100.0%
VCR	3	1	0	2	1	1	3
%V	0.4%	0.2%	0.0%	0.4%	0.3%	0.5%	0.5%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
Any recorder	161	141	14	84	76	8	151
%V	22.9%	32.1%	25.0%	15.4%	22.4%	3.8%	24.9%
%H		87.6%	8.7%	52.2%	47.2%	5.0%	93.8%

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	702	439	56	547	339	208	606
%H		62.5%	8.0%	77.9%	48.3%	29.6%	86.3%
Receives HDTV (via STB or built-in reception)	179	120	16	121	77	45	163
%V	25.5%	27.3%	28.6%	22.1%	22.7%	21.6%	26.9%
%H		67.0%	8.9%	67.6%	43.0%	25.1%	91.1%
DVD/Blu-ray player or recorder	224	150	19	171	116	55	207
%V	31.9%	34.2%	33.9%	31.3%	34.2%	26.4%	34.2%
%H		67.0%	8.5%	76.3%	51.8%	24.6%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1824	1770	1028	150	1252	664	588	1509
%H		97.0%	56.4%	8.2%	68.6%	36.4%	32.2%	82.7%
Total Children	387	380	250	31	251	153	98	362
%V	21.2%	21.5%	24.3%	20.7%	20.0%	23.0%	16.7%	24.0%
%H		98.2%	64.6%	8.0%	64.9%	39.5%	25.3%	93.5%
0 - 3	96	94	60	10	57	34	24	87
%V	5.3%	5.3%	5.8%	6.7%	4.6%	5.1%	4.1%	5.8%
%H		97.9%	62.5%	10.4%	59.4%	35.4%	25.0%	90.6%
4 - 15	292	286	190	21	194	119	74	275
%V	16.0%	16.2%	18.5%	14.0%	15.5%	17.9%	12.6%	18.2%
%H		97.9%	65.1%	7.2%	66.4%	40.8%	25.3%	94.2%
4 - 9	151	148	100	11	97	62	35	142
%V	8.3%	8.4%	9.7%	7.3%	7.7%	9.3%	6.0%	9.4%
%H		98.0%	66.2%	7.3%	64.2%	41.1%	23.2%	94.0%
10 - 15	141	139	90	10	96	58	39	134
%V	7.7%	7.9%	8.8%	6.7%	7.7%	8.7%	6.6%	8.9%
%H		98.6%	63.8%	7.1%	68.1%	41.1%	27.7%	95.0%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1824	1770	1028	150	1252	664	588	1509
%H		97.0%	56.4%	8.2%	68.6%	36.4%	32.2%	82.7%
Total Adults (16+)	1436	1390	778	119	1002	511	490	1147
%V	78.7%	78.5%	75.7%	79.3%	80.0%	77.0%	83.3%	76.0%
%H		96.8%	54.2%	8.3%	69.8%	35.6%	34.1%	79.9%
16 - 19	97	95	64	8	66	42	24	91
%V	5.3%	5.4%	6.2%	5.3%	5.3%	6.3%	4.1%	6.0%
%H		97.9%	66.0%	8.2%	68.0%	43.3%	24.7%	93.8%
20 - 24	110	104	61	9	74	40	35	100
%V	6.0%	5.9%	5.9%	6.0%	5.9%	6.0%	6.0%	6.6%
%H		94.5%	55.5%	8.2%	67.3%	36.4%	31.8%	90.9%
25 - 34	251	242	148	24	155	87	68	223
%V	13.8%	13.7%	14.4%	16.0%	12.4%	13.1%	11.6%	14.8%
%H		96.4%	59.0%	9.6%	61.8%	34.7%	27.1%	88.8%
35 - 44	240	232	146	21	151	87	64	216
%V	13.2%	13.1%	14.2%	14.0%	12.1%	13.1%	10.9%	14.3%
%H		96.7%	60.8%	8.8%	62.9%	36.3%	26.7%	90.0%
45 - 54	257	251	147	19	184	100	84	231
%V	14.1%	14.2%	14.3%	12.7%	14.7%	15.1%	14.3%	15.3%
%H		97.7%	57.2%	7.4%	71.6%	38.9%	32.7%	89.9%
55 - 64	202	197	107	18	151	79	72	158
%V	11.1%	11.1%	10.4%	12.0%	12.1%	11.9%	12.2%	10.5%
%H		97.5%	53.0%	8.9%	74.8%	39.1%	35.6%	78.2%
65+	278	268	105	21	220	77	144	128
%V	15.2%	15.1%	10.2%	14.0%	17.6%	11.6%	24.5%	8.5%
%H		96.4%	37.8%	7.6%	79.1%	27.7%	51.8%	46.0%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1436	1390	778	119	1002	511	490	1147
%H		96.8%	54.2%	8.3%	69.8%	35.6%	34.1%	79.9%
AB	312	303	189	25	224	134	90	291
%V	21.7%	21.8%	24.3%	21.0%	22.4%	26.2%	18.4%	25.4%
%H		97.1%	60.6%	8.0%	71.8%	42.9%	28.8%	93.3%
C1	347	336	180	34	247	127	120	302
%V	24.2%	24.2%	23.1%	28.6%	24.7%	24.9%	24.5%	26.3%
%H		96.8%	51.9%	9.8%	71.2%	36.6%	34.6%	87.0%
C2	313	306	181	21	221	118	104	261
%V	21.8%	22.0%	23.3%	17.6%	22.1%	23.1%	21.2%	22.8%
%H		97.8%	57.8%	6.7%	70.6%	37.7%	33.2%	83.4%
D	262	252	142	21	169	83	86	196
%V	18.2%	18.1%	18.3%	17.6%	16.9%	16.2%	17.6%	17.1%
%H		96.2%	54.2%	8.0%	64.5%	31.7%	32.8%	74.8%
E	202	194	86	18	141	51	90	97
%V	14.1%	14.0%	11.1%	15.1%	14.1%	10.0%	18.4%	8.5%
%H		96.0%	42.6%	8.9%	69.8%	25.2%	44.6%	48.0%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1436	1390	778	119	1002	511	490	1147
%H		96.8%	54.2%	8.3%	69.8%	35.6%	34.1%	79.9%
Working full time	619	600	364	50	422	238	184	559
%V	43.1%	43.2%	46.8%	42.0%	42.1%	46.6%	37.6%	48.7%
%H		96.9%	58.8%	8.1%	68.2%	38.4%	29.7%	90.3%
Working part time	141	137	81	13	97	55	42	126
%V	9.8%	9.9%	10.4%	10.9%	9.7%	10.8%	8.6%	11.0%
%H		97.2%	57.4%	9.2%	68.8%	39.0%	29.8%	89.4%
Not working	677	653	333	56	483	219	264	463
%V	47.1%	47.0%	42.8%	47.1%	48.2%	42.9%	53.9%	40.4%
%H		96.5%	49.2%	8.3%	71.3%	32.3%	39.0%	68.4%
Housewife/Houseperson	729	700	362	60	508	232	276	529
%V	50.8%	50.4%	46.5%	50.4%	50.7%	45.4%	56.3%	46.1%
%H		96.0%	49.7%	8.2%	69.7%	31.8%	37.9%	72.6%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	379	57	479	248	231	563
%H		96.1%	54.5%	8.2%	68.8%	35.6%	33.2%	80.9%
16 - 19	49	47	33	3	32	20	11	46
%V	7.0%	7.0%	8.7%	5.3%	6.7%	8.1%	4.8%	8.2%
%H		95.9%	67.3%	6.1%	65.3%	40.8%	22.4%	93.9%
20 - 24	55	53	30	5	37	20	17	50
%V	7.9%	7.9%	7.9%	8.8%	7.7%	8.1%	7.4%	8.9%
%H		96.4%	54.5%	9.1%	67.3%	36.4%	30.9%	90.9%
25 - 34	124	118	72	12	78	44	34	111
%V	17.8%	17.6%	19.0%	21.1%	16.3%	17.7%	14.7%	19.7%
%H		95.2%	58.1%	9.7%	62.9%	35.5%	27.4%	89.5%
35 - 44	117	113	70	12	72	41	31	104
%V	16.8%	16.9%	18.5%	21.1%	15.0%	16.5%	13.4%	18.5%
%H		96.6%	59.8%	10.3%	61.5%	35.0%	26.5%	88.9%
45 - 54	127	122	70	8	89	46	43	111
%V	18.2%	18.2%	18.5%	14.0%	18.6%	18.5%	18.6%	19.7%
%H		96.1%	55.1%	6.3%	70.1%	36.2%	33.9%	87.4%
55 - 64	100	96	52	8	75	37	38	77
%V	14.4%	14.3%	13.7%	14.0%	15.7%	14.9%	16.5%	13.7%
%H		96.0%	52.0%	8.0%	75.0%	37.0%	38.0%	77.0%
65+	124	120	53	10	96	38	57	65
%V	17.8%	17.9%	14.0%	17.5%	20.0%	15.3%	24.7%	11.5%
%H		96.8%	42.7%	8.1%	77.4%	30.6%	46.0%	52.4%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	379	57	479	248	231	563
%H		96.1%	54.5%	8.2%	68.8%	35.6%	33.2%	80.9%
AB	152	148	94	12	108	65	43	144
%V	21.8%	22.1%	24.8%	21.1%	22.5%	26.2%	18.6%	25.6%
%H		97.4%	61.8%	7.9%	71.1%	42.8%	28.3%	94.7%
C1	161	156	85	17	112	60	53	142
%V	23.1%	23.3%	22.4%	29.8%	23.4%	24.2%	22.9%	25.2%
%H		96.9%	52.8%	10.6%	69.6%	37.3%	32.9%	88.2%
C2	169	163	95	12	119	62	56	139
%V	24.3%	24.4%	25.1%	21.1%	24.8%	25.0%	24.2%	24.7%
%H		96.4%	56.2%	7.1%	70.4%	36.7%	33.1%	82.2%
D	128	122	70	11	81	42	40	99
%V	18.4%	18.2%	18.5%	19.3%	16.9%	16.9%	17.3%	17.6%
%H		95.3%	54.7%	8.6%	63.3%	32.8%	31.3%	77.3%
E	85	81	35	6	59	19	40	40
%V	12.2%	12.1%	9.2%	10.5%	12.3%	7.7%	17.3%	7.1%
%H		95.3%	41.2%	7.1%	69.4%	22.4%	47.1%	47.1%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	696	669	379	57	479	248	231	563
%H		96.1%	54.5%	8.2%	68.8%	35.6%	33.2%	80.9%
Working full time	383	370	224	31	258	143	114	344
%V	55.0%	55.3%	59.1%	54.4%	53.9%	57.7%	49.4%	61.1%
%H		96.6%	58.5%	8.1%	67.4%	37.3%	29.8%	89.8%
Working part time	29	27	15	3	22	12	10	24
%V	4.2%	4.0%	4.0%	5.3%	4.6%	4.8%	4.3%	4.3%
%H		93.1%	51.7%	10.3%	75.9%	41.4%	34.5%	82.8%
Not working	284	272	141	24	200	92	107	196
%V	40.8%	40.7%	37.2%	42.1%	41.8%	37.1%	46.3%	34.8%
%H		95.8%	49.6%	8.5%	70.4%	32.4%	37.7%	69.0%
Housewife/Houseperson	142	129	55	10	94	31	63	80
%V	20.4%	19.3%	14.5%	17.5%	19.6%	12.5%	27.3%	14.2%
%H		90.8%	38.7%	7.0%	66.2%	21.8%	44.4%	56.3%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	721	399	62	523	264	259	584
%H		97.3%	53.8%	8.4%	70.6%	35.6%	35.0%	78.8%
16 - 19	49	48	31	5	34	22	12	45
%V	6.6%	6.7%	7.8%	8.1%	6.5%	8.3%	4.6%	7.7%
%H		98.0%	63.3%	10.2%	69.4%	44.9%	24.5%	91.8%
20 - 24	55	52	31	4	37	20	17	50
%V	7.4%	7.2%	7.8%	6.5%	7.1%	7.6%	6.6%	8.6%
%H		94.5%	56.4%	7.3%	67.3%	36.4%	30.9%	90.9%
25 - 34	128	124	76	13	77	43	34	113
%V	17.3%	17.2%	19.0%	21.0%	14.7%	16.3%	13.1%	19.3%
%H		96.9%	59.4%	10.2%	60.2%	33.6%	26.6%	88.3%
35 - 44	123	119	77	9	78	46	33	112
%V	16.6%	16.5%	19.3%	14.5%	14.9%	17.4%	12.7%	19.2%
%H		96.7%	62.6%	7.3%	63.4%	37.4%	26.8%	91.1%
45 - 54	131	129	77	11	95	54	41	120
%V	17.7%	17.9%	19.3%	17.7%	18.2%	20.5%	15.8%	20.5%
%H		98.5%	58.8%	8.4%	72.5%	41.2%	31.3%	91.6%
55 - 64	102	100	56	10	76	41	35	81
%V	13.8%	13.9%	14.0%	16.1%	14.5%	15.5%	13.5%	13.9%
%H		98.0%	54.9%	9.8%	74.5%	40.2%	34.3%	79.4%
65+	153	148	52	11	124	38	86	63
%V	20.6%	20.5%	13.0%	17.7%	23.7%	14.4%	33.2%	10.8%
%H		96.7%	34.0%	7.2%	81.0%	24.8%	56.2%	41.2%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	721	399	62	523	264	259	584
%H		97.3%	53.8%	8.4%	70.6%	35.6%	35.0%	78.8%
AB	160	155	95	13	116	69	48	147
%V	21.6%	21.5%	23.8%	21.0%	22.2%	26.1%	18.5%	25.2%
%H		96.9%	59.4%	8.1%	72.5%	43.1%	30.0%	91.9%
C1	186	180	95	17	134	67	67	160
%V	25.1%	25.0%	23.8%	27.4%	25.6%	25.4%	25.9%	27.4%
%H		96.8%	51.1%	9.1%	72.0%	36.0%	36.0%	86.0%
C2	144	142	86	10	102	55	47	123
%V	19.4%	19.7%	21.6%	16.1%	19.5%	20.8%	18.1%	21.1%
%H		98.6%	59.7%	6.9%	70.8%	38.2%	32.6%	85.4%
D	134	130	72	11	88	41	47	97
%V	18.1%	18.0%	18.0%	17.7%	16.8%	15.5%	18.1%	16.6%
%H		97.0%	53.7%	8.2%	65.7%	30.6%	35.1%	72.4%
E	117	113	51	12	82	32	50	57
%V	15.8%	15.7%	12.8%	19.4%	15.7%	12.1%	19.3%	9.8%
%H		96.6%	43.6%	10.3%	70.1%	27.4%	42.7%	48.7%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Ulster

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	721	399	62	523	264	259	584
%H		97.3%	53.8%	8.4%	70.6%	35.6%	35.0%	78.8%
Working full time	236	230	141	19	164	95	69	215
%V	31.8%	31.9%	35.3%	30.6%	31.4%	36.0%	26.6%	36.8%
%H		97.5%	59.7%	8.1%	69.5%	40.3%	29.2%	91.1%
Working part time	112	110	66	10	75	42	33	102
%V	15.1%	15.3%	16.5%	16.1%	14.3%	15.9%	12.7%	17.5%
%H		98.2%	58.9%	8.9%	67.0%	37.5%	29.5%	91.1%
Not working	393	381	193	33	283	126	157	267
%V	53.0%	52.8%	48.4%	53.2%	54.1%	47.7%	60.6%	45.7%
%H		96.9%	49.1%	8.4%	72.0%	32.1%	39.9%	67.9%
Housewife/Houseperson	587	570	307	50	414	201	213	450
%V	79.2%	79.1%	76.9%	80.6%	79.2%	76.1%	82.2%	77.1%
%H		97.1%	52.3%	8.5%	70.5%	34.2%	36.3%	76.7%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	279	151	1	225	101	124	209
%H (All HH)		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%
%H (TV HH)			54.1%	0.4%	80.6%	36.2%	44.4%	
AB	70	69	38	1	55	24	30	61
%V	24.2%	24.7%	25.2%	100.0%	24.4%	23.8%	24.2%	29.2%
%H (All HH)		98.6%	54.3%	1.4%	78.6%	34.3%	42.9%	87.1%
%H (TV HH)			55.1%	1.4%	79.7%	34.8%	43.5%	
C1	69	68	35	0	55	24	31	53
%V	23.9%	24.4%	23.2%	0.0%	24.4%	23.8%	25.0%	25.4%
%H (All HH)		98.6%	50.7%	0.0%	79.7%	34.8%	44.9%	76.8%
%H (TV HH)			51.5%	0.0%	80.9%	35.3%	45.6%	
C2	65	63	40	1	49	26	23	51
%V	22.5%	22.6%	26.5%	100.0%	21.8%	25.7%	18.5%	24.4%
%H (All HH)		96.9%	61.5%	1.5%	75.4%	40.0%	35.4%	78.5%
%H (TV HH)			63.5%	1.6%	77.8%	41.3%	36.5%	
D	50	49	25	0	39	18	21	31
%V	17.3%	17.6%	16.6%	0.0%	17.3%	17.8%	16.9%	14.8%
%H (All HH)		98.0%	50.0%	0.0%	78.0%	36.0%	42.0%	62.0%
%H (TV HH)			51.0%	0.0%	79.6%	36.7%	42.9%	
E	34	31	13	0	27	9	18	12
%V	11.8%	11.1%	8.6%	0.0%	12.0%	8.9%	14.5%	5.7%
%H (All HH)		91.2%	38.2%	0.0%	79.4%	26.5%	52.9%	35.3%
%H (TV HH)			41.9%	0.0%	87.1%	29.0%	58.1%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	279	151	1	225	101	124	209
%V		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%
%H (All HH)			54.1%	0.4%	80.6%	36.2%	44.4%	
%H (TV HH)								
Under 25	9	8	5	0	7	4	3	5
%V	3.1%	2.9%	3.3%	0.0%	3.1%	4.0%	2.4%	2.4%
%H (All HH)		88.9%	55.6%	0.0%	77.8%	44.4%	33.3%	55.6%
%H (TV HH)			62.5%	0.0%	87.5%	50.0%	37.5%	
25 - 34	39	39	28	0	27	18	9	34
%V	13.5%	14.0%	18.5%	0.0%	12.0%	17.8%	7.3%	16.3%
%H (All HH)		100.0%	71.8%	0.0%	69.2%	46.2%	23.1%	87.2%
%H (TV HH)			71.8%	0.0%	69.2%	46.2%	23.1%	
35 - 44	36	34	24	1	25	16	9	32
%V	12.5%	12.2%	15.9%	100.0%	11.1%	15.8%	7.3%	15.3%
%H (All HH)		94.4%	66.7%	2.8%	69.4%	44.4%	25.0%	88.9%
%H (TV HH)			70.6%	2.9%	73.5%	47.1%	26.5%	
45 - 54	53	51	30	0	41	20	21	47
%V	18.3%	18.3%	19.9%	0.0%	18.2%	19.8%	16.9%	22.5%
%H (All HH)		96.2%	56.6%	0.0%	77.4%	37.7%	39.6%	88.7%
%H (TV HH)			58.8%	0.0%	80.4%	39.2%	41.2%	
55 - 64	48	48	28	0	40	21	20	40
%V	16.6%	17.2%	18.5%	0.0%	17.8%	20.8%	16.1%	19.1%
%H (All HH)		100.0%	58.3%	0.0%	83.3%	43.8%	41.7%	83.3%
%H (TV HH)			58.3%	0.0%	83.3%	43.8%	41.7%	
65 +	104	100	36	1	85	23	63	52
%V	36.0%	35.8%	23.8%	100.0%	37.8%	22.8%	50.8%	24.9%
%H (All HH)		96.2%	34.6%	1.0%	81.7%	22.1%	60.6%	50.0%
%H (TV HH)			36.0%	1.0%	85.0%	23.0%	63.0%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV Border
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Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	279	151	1	225	101	124	209
%H (All HH)		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%
%H (TV HH)			54.1%	0.4%	80.6%	36.2%	44.4%	
1	97	91	31	0	76	18	58	44
%V	33.6%	32.6%	20.5%	0.0%	33.8%	17.8%	46.8%	21.1%
%H (All HH)		93.8%	32.0%	0.0%	78.4%	18.6%	59.8%	45.4%
%H (TV HH)			34.1%	0.0%	83.5%	19.8%	63.7%	
2	110	108	60	1	87	40	48	90
%V	38.1%	38.7%	39.7%	100.0%	38.7%	39.6%	38.7%	43.1%
%H (All HH)		98.2%	54.5%	0.9%	79.1%	36.4%	43.6%	81.8%
%H (TV HH)			55.6%	0.9%	80.6%	37.0%	44.4%	
3	34	32	26	1	24	17	7	31
%V	11.8%	11.5%	17.2%	100.0%	10.7%	16.8%	5.6%	14.8%
%H (All HH)		94.1%	76.5%	2.9%	70.6%	50.0%	20.6%	91.2%
%H (TV HH)			81.3%	3.1%	75.0%	53.1%	21.9%	
4	34	34	24	0	28	19	8	32
%V	11.8%	12.2%	15.9%	0.0%	12.4%	18.8%	6.5%	15.3%
%H (All HH)		100.0%	70.6%	0.0%	82.4%	55.9%	23.5%	94.1%
%H (TV HH)			70.6%	0.0%	82.4%	55.9%	23.5%	
5+	14	13	10	0	10	7	3	13
%V	4.8%	4.7%	6.6%	0.0%	4.4%	6.9%	2.4%	6.2%
%H (All HH)		92.9%	71.4%	0.0%	71.4%	50.0%	21.4%	92.9%
%H (TV HH)			76.9%	0.0%	76.9%	53.8%	23.1%	
Average HH size	2.16	2.18	2.49	2.53	2.16	2.60	1.80	2.44

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	279	151	1	225	101	124	209
%H (All HH)		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%
%H (TV HH)			54.1%	0.4%	80.6%	36.2%	44.4%	
Without	219	211	98	1	175	64	110	145
%V	75.8%	75.6%	64.9%	100.0%	77.8%	63.4%	88.7%	69.4%
%H (All HH)		96.3%	44.7%	0.5%	79.9%	29.2%	50.2%	66.2%
%H (TV HH)			46.4%	0.5%	82.9%	30.3%	52.1%	
With	69	68	53	1	50	36	14	64
%V	23.9%	24.4%	35.1%	100.0%	22.2%	35.6%	11.3%	30.6%
%H (All HH)		98.6%	76.8%	1.4%	72.5%	52.2%	20.3%	92.8%
%H (TV HH)			77.9%	1.5%	73.5%	52.9%	20.6%	
0 - 3	28	28	21	0	21	14	7	24
%V	9.7%	10.0%	13.9%	0.0%	9.3%	13.9%	5.6%	11.5%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	85.7%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	
4 - 9	39	39	30	1	30	22	8	37
%V	13.5%	14.0%	19.9%	100.0%	13.3%	21.8%	6.5%	17.7%
%H (All HH)		100.0%	76.9%	2.6%	76.9%	56.4%	20.5%	94.9%
%H (TV HH)			76.9%	2.6%	76.9%	56.4%	20.5%	
10 - 15	31	30	23	0	22	16	5	29
%V	10.7%	10.8%	15.2%	0.0%	9.8%	15.8%	4.0%	13.9%
%H (All HH)		96.8%	74.2%	0.0%	71.0%	51.6%	16.1%	93.5%
%H (TV HH)			76.7%	0.0%	73.3%	53.3%	16.7%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	279	151	1	225	101	124	209
%H (All HH)		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%
%H (TV HH)			54.1%	0.4%	80.6%	36.2%	44.4%	
1	110	110	41	1	89	23	67	66
%V	38.1%	39.4%	27.2%	100.0%	39.6%	22.8%	54.0%	31.6%
%H (All HH)		100.0%	37.3%	0.9%	80.9%	20.9%	60.9%	60.0%
%H (TV HH)			37.3%	0.9%	80.9%	20.9%	60.9%	
2	97	97	57	1	75	36	39	73
%V	33.6%	34.8%	37.7%	100.0%	33.3%	35.6%	31.5%	34.9%
%H (All HH)		100.0%	58.8%	1.0%	77.3%	37.1%	40.2%	75.3%
%H (TV HH)			58.8%	1.0%	77.3%	37.1%	40.2%	
3	47	47	32	0	40	25	15	41
%V	16.3%	16.8%	21.2%	0.0%	17.8%	24.8%	12.1%	19.6%
%H (All HH)		100.0%	68.1%	0.0%	85.1%	53.2%	31.9%	87.2%
%H (TV HH)			68.1%	0.0%	85.1%	53.2%	31.9%	
4	17	17	14	0	15	12	3	17
%V	5.9%	6.1%	9.3%	0.0%	6.7%	11.9%	2.4%	8.1%
%H (All HH)		100.0%	82.4%	0.0%	88.2%	70.6%	17.6%	100.0%
%H (TV HH)			82.4%	0.0%	88.2%	70.6%	17.6%	
5+	7	7	7	0	6	6	0	7
%V	2.4%	2.5%	4.6%	0.0%	2.7%	5.9%	0.0%	3.3%
%H (All HH)		100.0%	100.0%	0.0%	85.7%	85.7%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	85.7%	85.7%	0.0%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	279	151	1	225	101	124	209
%H (All HH)		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%
%H (TV HH)			54.1%	0.4%	80.6%	36.2%	44.4%	
Under 20"	81	81	46	0	70	35	35	66
%V	28.0%	29.0%	30.5%	0.0%	31.1%	34.7%	28.2%	31.6%
%H (All HH)		100.0%	56.8%	0.0%	86.4%	43.2%	43.2%	81.5%
%H (TV HH)			56.8%	0.0%	86.4%	43.2%	43.2%	
20" - 29"	108	108	53	0	92	38	54	77
%V	37.4%	38.7%	35.1%	0.0%	40.9%	37.6%	43.5%	36.8%
%H (All HH)		100.0%	49.1%	0.0%	85.2%	35.2%	50.0%	71.3%
%H (TV HH)			49.1%	0.0%	85.2%	35.2%	50.0%	
30" - 39"	155	155	90	1	123	59	63	118
%V	53.6%	55.6%	59.6%	100.0%	54.7%	58.4%	50.8%	56.5%
%H (All HH)		100.0%	58.1%	0.6%	79.4%	38.1%	40.6%	76.1%
%H (TV HH)			58.1%	0.6%	79.4%	38.1%	40.6%	
40" and over	107	107	78	0	84	55	29	89
%V	37.0%	38.4%	51.7%	0.0%	37.3%	54.5%	23.4%	42.6%
%H (All HH)		100.0%	72.9%	0.0%	78.5%	51.4%	27.1%	83.2%
%H (TV HH)			72.9%	0.0%	78.5%	51.4%	27.1%	

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

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	279	151	1	225	101	124	209
%V (All HH)		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%
%H (TV HH)			54.1%	0.4%	80.6%	36.2%	44.4%	
Main living room	273	273	149	1	223	100	123	199
%V	94.5%	97.8%	98.7%	100.0%	99.1%	99.0%	99.2%	95.2%
%H (All HH)		100.0%	54.6%	0.4%	81.7%	36.6%	45.1%	72.9%
%H (TV HH)			54.6%	0.4%	81.7%	36.6%	45.1%	
Kitchen	47	47	29	0	41	23	18	37
%V	16.3%	16.8%	19.2%	0.0%	18.2%	22.8%	14.5%	17.7%
%H (All HH)		100.0%	61.7%	0.0%	87.2%	48.9%	38.3%	78.7%
%H (TV HH)			61.7%	0.0%	87.2%	48.9%	38.3%	
Adult's bedroom	110	110	75	1	90	57	33	92
%V	38.1%	39.4%	49.7%	100.0%	40.0%	56.4%	26.6%	44.0%
%H (All HH)		100.0%	68.2%	0.9%	81.8%	51.8%	30.0%	83.6%
%H (TV HH)			68.2%	0.9%	81.8%	51.8%	30.0%	
Child's bedroom	39	39	34	0	30	24	6	35
%V	13.5%	14.0%	22.5%	0.0%	13.3%	23.8%	4.8%	16.7%
%H (All HH)		100.0%	87.2%	0.0%	76.9%	61.5%	15.4%	89.7%
%H (TV HH)			87.2%	0.0%	76.9%	61.5%	15.4%	
Other bedroom	6	6	4	0	6	4	2	5
%V	2.1%	2.2%	2.6%	0.0%	2.7%	4.0%	1.6%	2.4%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	83.3%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
Second living/dining room	31	31	19	0	24	12	11	26
%V	10.7%	11.1%	12.6%	0.0%	10.7%	11.9%	8.9%	12.4%
%H (All HH)		100.0%	61.3%	0.0%	77.4%	38.7%	35.5%	83.9%
%H (TV HH)			61.3%	0.0%	77.4%	38.7%	35.5%	
Study/office	3	3	2	0	3	2	1	3
%V	1.0%	1.1%	1.3%	0.0%	1.3%	2.0%	0.8%	1.4%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
TV room	5	5	3	0	5	2	2	5
%V	1.7%	1.8%	2.0%	0.0%	2.2%	2.0%	1.6%	2.4%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	100.0%	40.0%	40.0%	
Conservatory	7	7	3	0	6	2	4	7
%V	2.4%	2.5%	2.0%	0.0%	2.7%	2.0%	3.2%	3.3%
%H (All HH)		100.0%	42.9%	0.0%	85.7%	28.6%	57.1%	100.0%
%H (TV HH)			42.9%	0.0%	85.7%	28.6%	57.1%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.3%	0.4%	0.7%	0.0%	0.4%	1.0%	0.0%	0.5%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	1	1	1	0	1	1	0	1
%V	0.3%	0.4%	0.7%	0.0%	0.4%	1.0%	0.0%	0.5%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	279	151	1	225	101	124	209
%H (All HH)		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%
%H (TV HH)			54.1%	0.4%	80.6%	36.2%	44.4%	
Any DSAT provider	151	151	151	1	101	101	0	130
%V	52.2%	54.1%	100.0%	100.0%	44.9%	100.0%	0.0%	62.2%
%H (All HH)			100.0%	0.7%	66.9%	66.9%	0.0%	86.1%
%H (TV HH)			100.0%	0.7%	66.9%	66.9%	0.0%	
Sky with subscription	121	121	121	1	84	84	0	106
%V	41.9%	43.4%	80.1%	100.0%	37.3%	83.2%	0.0%	50.7%
%H (All HH)			100.0%	0.8%	69.4%	69.4%	0.0%	87.6%
%H (TV HH)			100.0%	0.8%	69.4%	69.4%	0.0%	
Sky without subscription	11	11	11	0	6	6	0	8
%V	3.8%	3.9%	7.3%	0.0%	2.7%	5.9%	0.0%	3.8%
%H (All HH)			100.0%	0.0%	54.5%	54.5%	0.0%	72.7%
%H (TV HH)			100.0%	0.0%	54.5%	54.5%	0.0%	
Freesat	19	19	19	0	11	11	0	18
%V	6.6%	6.8%	12.6%	0.0%	4.9%	10.9%	0.0%	8.6%
%H (All HH)			100.0%	0.0%	57.9%	57.9%	0.0%	94.7%
%H (TV HH)			100.0%	0.0%	57.9%	57.9%	0.0%	
Other satellite provider	2	2	2	0	2	2	0	2
%V	0.7%	0.7%	1.3%	0.0%	0.9%	2.0%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
DCAB	1	1	1	1	0	0	0	1
%V	0.3%	0.4%	0.7%	100.0%	0.0%	0.0%	0.0%	0.5%
%H (All HH)			100.0%	100.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	100.0%	0.0%	0.0%	0.0%	
DTT	225	225	101	0	225	101	124	158
%V	77.9%	80.6%	66.9%	0.0%	100.0%	100.0%	100.0%	75.6%
%H (All HH)		100.0%	44.9%	0.0%	100.0%	44.9%	55.1%	70.2%
%H (TV HH)			44.9%	0.0%	100.0%	44.9%	55.1%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	279	151	1	225	101	124	209
%H (All HH)		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%
%H (TV HH)			54.1%	0.4%	80.6%	36.2%	44.4%	
PVR	176	176	133	1	133	91	42	148
%V	60.9%	63.1%	88.1%	100.0%	59.1%	90.1%	33.9%	70.8%
%H (All HH)		100.0%	75.6%	0.6%	75.6%	51.7%	23.9%	84.1%
%H (TV HH)			75.6%	0.6%	75.6%	51.7%	23.9%	
DVDR	8	8	4	0	6	1	4	7
%V	2.8%	2.9%	2.6%	0.0%	2.7%	1.0%	3.2%	3.3%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	12.5%	50.0%	87.5%
%H (TV HH)			50.0%	0.0%	75.0%	12.5%	50.0%	
VCR	4	4	0	0	4	0	4	0
%V	1.4%	1.4%	0.0%	0.0%	1.8%	0.0%	3.2%	0.0%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Any recorder	181	181	134	1	138	91	47	150
%V	62.6%	64.9%	88.7%	100.0%	61.3%	90.1%	37.9%	71.8%
%H (All HH)		100.0%	74.0%	0.6%	76.2%	50.3%	26.0%	82.9%
%H (TV HH)			74.0%	0.6%	76.2%	50.3%	26.0%	
Receives HDTV (via STB or built-in reception)	115	115	93	1	84	63	21	102
%V	39.8%	41.2%	61.6%	100.0%	37.3%	62.4%	16.9%	48.8%
%H (All HH)		100.0%	80.9%	0.9%	73.0%	54.8%	18.3%	88.7%
%H (TV HH)			80.9%	0.9%	73.0%	54.8%	18.3%	
DVD/Blu-ray player or recorder	220	220	126	1	183	90	93	175
%V	76.1%	78.9%	83.4%	100.0%	81.3%	89.1%	75.0%	83.7%
%H (All HH)		100.0%	57.3%	0.5%	83.2%	40.9%	42.3%	79.5%
%H (TV HH)			57.3%	0.5%	83.2%	40.9%	42.3%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	289	279	151	1	225	101	124	209
%V (All HH)		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%
%H (TV HH)			54.1%	0.4%	80.6%	36.2%	44.4%	
Has broadband internet	209	203	130	1	158	88	70	209
%V	72.3%	72.8%	86.1%	100.0%	70.2%	87.1%	56.5%	100.0%
%H (All HH)		97.1%	62.2%	0.5%	75.6%	42.1%	33.5%	100.0%
%H (TV HH)			64.0%	0.5%	77.8%	43.3%	34.5%	
Number of computers (PCs and laptops)								
0	73	69	16	0	62	11	52	2
%V	25.3%	24.7%	10.6%	0.0%	27.6%	10.9%	41.9%	1.0%
%H (All HH)		94.5%	21.9%	0.0%	84.9%	15.1%	71.2%	2.7%
%H (TV HH)			23.2%	0.0%	89.9%	15.9%	75.4%	
1	85	83	45	1	65	30	35	79
%V	29.4%	29.7%	29.8%	100.0%	28.9%	29.7%	28.2%	37.8%
%H (All HH)		97.6%	52.9%	1.2%	76.5%	35.3%	41.2%	92.9%
%H (TV HH)			54.2%	1.2%	78.3%	36.1%	42.2%	
2	72	69	44	0	55	30	25	70
%V	24.9%	24.7%	29.1%	0.0%	24.4%	29.7%	20.2%	33.5%
%H (All HH)		95.8%	61.1%	0.0%	76.4%	41.7%	34.7%	97.2%
%H (TV HH)			63.8%	0.0%	79.7%	43.5%	36.2%	
3	38	37	29	1	28	20	8	36
%V	13.1%	13.3%	19.2%	100.0%	12.4%	19.8%	6.5%	17.2%
%H (All HH)		97.4%	76.3%	2.6%	73.7%	52.6%	21.1%	94.7%
%H (TV HH)			78.4%	2.7%	75.7%	54.1%	21.6%	
4	12	12	10	0	9	7	2	12
%V	4.2%	4.3%	6.6%	0.0%	4.0%	6.9%	1.6%	5.7%
%H (All HH)		100.0%	83.3%	0.0%	75.0%	58.3%	16.7%	100.0%
%H (TV HH)			83.3%	0.0%	75.0%	58.3%	16.7%	
5+	10	9	6	0	6	3	3	10
%V	3.5%	3.2%	4.0%	0.0%	2.7%	3.0%	2.4%	4.8%
%H (All HH)		90.0%	60.0%	0.0%	60.0%	30.0%	30.0%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	552	344	2	451	247	204	438
%H		62.3%	0.4%	81.7%	44.7%	37.0%	79.3%
Under 20"	102	61	0	88	48	40	85
%V	18.5%	17.7%	0.0%	19.5%	19.4%	19.6%	19.4%
%H		59.8%	0.0%	86.3%	47.1%	39.2%	83.3%
20" - 29"	140	75	0	119	56	64	103
%V	25.4%	21.8%	0.0%	26.4%	22.7%	31.4%	23.5%
%H		53.6%	0.0%	85.0%	40.0%	45.7%	73.6%
30" - 39"	179	109	2	141	73	68	139
%V	32.4%	31.7%	100.0%	31.3%	29.6%	33.3%	31.7%
%H		60.9%	1.1%	78.8%	40.8%	38.0%	77.7%
40" and over	127	96	0	99	69	31	108
%V	23.0%	27.9%	0.0%	22.0%	27.9%	15.2%	24.7%
%H		75.6%	0.0%	78.0%	54.3%	24.4%	85.0%
Don't know	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%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	552	344	2	451	247	204	438
%H		62.3%	0.4%	81.7%	44.7%	37.0%	79.3%
Main living room	275	150	1	224	102	123	200
%V	49.8%	43.6%	50.0%	49.7%	41.3%	60.3%	45.7%
%H		54.5%	0.4%	81.5%	37.1%	44.7%	72.7%
Kitchen	47	29	0	41	23	18	37
%V	8.5%	8.4%	0.0%	9.1%	9.3%	8.8%	8.4%
%H		61.7%	0.0%	87.2%	48.9%	38.3%	78.7%
Adult's bedroom	126	89	1	104	69	36	108
%V	22.8%	25.9%	50.0%	23.1%	27.9%	17.6%	24.7%
%H		70.6%	0.8%	82.5%	54.8%	28.6%	85.7%
Child's bedroom	51	43	0	38	31	7	46
%V	9.2%	12.5%	0.0%	8.4%	12.6%	3.4%	10.5%
%H		84.3%	0.0%	74.5%	60.8%	13.7%	90.2%
Other bedroom	6	4	0	6	4	2	5
%V	1.1%	1.2%	0.0%	1.3%	1.6%	1.0%	1.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	83.3%
Second living/dining room	31	19	0	24	12	11	26
%V	5.6%	5.5%	0.0%	5.3%	4.9%	5.4%	5.9%
%H		61.3%	0.0%	77.4%	38.7%	35.5%	83.9%
Study/office	3	2	0	3	2	1	3
%V	0.5%	0.6%	0.0%	0.7%	0.8%	0.5%	0.7%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
TV room	5	3	0	5	2	2	5
%V	0.9%	0.9%	0.0%	1.1%	0.8%	1.0%	1.1%
%H		60.0%	0.0%	100.0%	40.0%	40.0%	100.0%
Conservatory	7	3	0	6	2	4	7
%V	1.3%	0.9%	0.0%	1.3%	0.8%	2.0%	1.6%
%H		42.9%	0.0%	85.7%	28.6%	57.1%	100.0%
Attic or loft room	1	1	0	1	1	0	1
%V	0.2%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	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%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	552	344	2	451	247	204	438
%H		62.3%	0.4%	81.7%	44.7%	37.0%	79.3%
PVR	218	173	2	155	111	44	188
%V	39.5%	50.3%	100.0%	34.4%	44.9%	21.6%	42.9%
%H		79.4%	0.9%	71.1%	50.9%	20.2%	86.2%
DVDR	8	4	0	6	1	4	7
%V	1.4%	1.2%	0.0%	1.3%	0.4%	2.0%	1.6%
%H		50.0%	0.0%	75.0%	12.5%	50.0%	87.5%
VCR	4	0	0	4	0	4	0
%V	0.7%	0.0%	0.0%	0.9%	0.0%	2.0%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Any recorder	223	173	2	160	111	49	190
%V	40.4%	50.3%	100.0%	35.5%	44.9%	24.0%	43.4%
%H		77.6%	0.9%	71.7%	49.8%	22.0%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	552	344	2	451	247	204	438
%H		62.3%	0.4%	81.7%	44.7%	37.0%	79.3%
Receives HDTV (via STB or built-in reception)	143	117	1	102	76	26	130
%V	25.9%	34.0%	50.0%	22.6%	30.8%	12.7%	29.7%
%H		81.8%	0.7%	71.3%	53.1%	18.2%	90.9%
DVD/Blu-ray player or recorder	310	196	1	263	149	114	258
%V	56.2%	57.0%	50.0%	58.3%	60.3%	55.9%	58.9%
%H		63.2%	0.3%	84.8%	48.1%	36.8%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	277	151	1	225	101	124	202
%H		54.5%	0.4%	81.2%	36.5%	44.8%	72.9%
Under 20"	8	2	0	6	1	5	5
%V	2.9%	1.3%	0.0%	2.7%	1.0%	4.0%	2.5%
%H		25.0%	0.0%	75.0%	12.5%	62.5%	62.5%
20" - 29"	45	11	0	40	6	34	25
%V	16.2%	7.3%	0.0%	17.8%	5.9%	27.4%	12.4%
%H		24.4%	0.0%	88.9%	13.3%	75.6%	55.6%
30" - 39"	121	63	1	98	41	57	85
%V	43.7%	41.7%	100.0%	43.6%	40.6%	46.0%	42.1%
%H		52.1%	0.8%	81.0%	33.9%	47.1%	70.2%
40" and over	103	74	0	80	52	28	86
%V	37.2%	49.0%	0.0%	35.6%	51.5%	22.6%	42.6%
%H		71.8%	0.0%	77.7%	50.5%	27.2%	83.5%
Don't know	2	1	0	1	1	1	1
%V	0.7%	0.7%	0.0%	0.4%	1.0%	0.8%	0.5%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	277	151	1	225	101	124	202
%H		54.5%	0.4%	81.2%	36.5%	44.8%	72.9%
PVR	171	130	1	130	89	40	143
%V	61.7%	86.1%	100.0%	57.8%	88.1%	32.3%	70.8%
%H		76.0%	0.6%	76.0%	52.0%	23.4%	83.6%
DVDR	8	4	0	5	1	4	7
%V	2.9%	2.6%	0.0%	2.2%	1.0%	3.2%	3.5%
%H		50.0%	0.0%	62.5%	12.5%	50.0%	87.5%
VCR	4	0	0	4	0	4	0
%V	1.4%	0.0%	0.0%	1.8%	0.0%	3.2%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Any recorder	176	130	1	134	89	45	145
%V	63.5%	86.1%	100.0%	59.6%	88.1%	36.3%	71.8%
%H		73.9%	0.6%	76.1%	50.6%	25.6%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	277	151	1	225	101	124	202
%H		54.5%	0.4%	81.2%	36.5%	44.8%	72.9%
Receives HDTV (via STB or built-in reception)	110	89	1	81	60	21	99
%V	39.7%	58.9%	100.0%	36.0%	59.4%	16.9%	49.0%
%H		80.9%	0.9%	73.6%	54.5%	19.1%	90.0%
DVD/Blu-ray player or recorder	210	121	1	174	85	88	167
%V	75.8%	80.1%	100.0%	77.3%	84.2%	71.0%	82.7%
%H		57.6%	0.5%	82.9%	40.5%	41.9%	79.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	275	193	1	226	147	79	236
%H		70.2%	0.4%	82.2%	53.5%	28.7%	85.8%
Under 20"	94	59	0	82	47	35	80
%V	34.2%	30.6%	0.0%	36.3%	32.0%	44.3%	33.9%
%H		62.8%	0.0%	87.2%	50.0%	37.2%	85.1%
20" - 29"	95	64	0	79	49	30	78
%V	34.5%	33.2%	0.0%	35.0%	33.3%	38.0%	33.1%
%H		67.4%	0.0%	83.2%	51.6%	31.6%	82.1%
30" - 39"	58	46	1	43	32	11	54
%V	21.1%	23.8%	100.0%	19.0%	21.8%	13.9%	22.9%
%H		79.3%	1.7%	74.1%	55.2%	19.0%	93.1%
40" and over	24	22	0	19	17	3	22
%V	8.7%	11.4%	0.0%	8.4%	11.6%	3.8%	9.3%
%H		91.7%	0.0%	79.2%	70.8%	12.5%	91.7%
Don't know	2	2	0	2	2	1	2
%V	0.7%	1.0%	0.0%	0.9%	1.4%	1.3%	0.8%
%H		100.0%	0.0%	100.0%	100.0%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	275	193	1	226	147	79	236
%H		70.2%	0.4%	82.2%	53.5%	28.7%	85.8%
PVR	47	43	1	25	22	4	45
%V	17.1%	22.3%	100.0%	11.1%	15.0%	5.1%	19.1%
%H		91.5%	2.1%	53.2%	46.8%	8.5%	95.7%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	47	43	1	26	22	4	45
%V	17.1%	22.3%	100.0%	11.5%	15.0%	5.1%	19.1%
%H		91.5%	2.1%	55.3%	46.8%	8.5%	95.7%

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	275	193	1	226	147	79	236
%H		70.2%	0.4%	82.2%	53.5%	28.7%	85.8%
Receives HDTV (via STB or built-in reception)	33	29	1	21	16	5	31
%V	12.0%	15.0%	100.0%	9.3%	10.9%	6.3%	13.1%
%H		87.9%	3.0%	63.6%	48.5%	15.2%	93.9%
DVD/Blu-ray player or recorder	100	75	0	89	64	25	91
%V	36.4%	38.9%	0.0%	39.4%	43.5%	31.6%	38.6%
%H		75.0%	0.0%	89.0%	64.0%	25.0%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	625	609	377	3	486	262	224	510
%H		97.4%	60.3%	0.5%	77.8%	41.9%	35.8%	81.6%
Total Children	124	121	93	1	93	67	26	114
%V	19.8%	19.9%	24.7%	33.3%	19.1%	25.6%	11.6%	22.4%
%H		97.6%	75.0%	0.8%	75.0%	54.0%	21.0%	91.9%
0 - 3	34	34	25	0	26	17	9	29
%V	5.4%	5.6%	6.6%	0.0%	5.3%	6.5%	4.0%	5.7%
%H		100.0%	73.5%	0.0%	76.5%	50.0%	26.5%	85.3%
4 - 15	90	87	68	1	67	50	17	85
%V	14.4%	14.3%	18.0%	33.3%	13.8%	19.1%	7.6%	16.7%
%H		96.7%	75.6%	1.1%	74.4%	55.6%	18.9%	94.4%
4 - 9	49	48	37	1	37	28	9	46
%V	7.8%	7.9%	9.8%	33.3%	7.6%	10.7%	4.0%	9.0%
%H		98.0%	75.5%	2.0%	75.5%	57.1%	18.4%	93.9%
10 - 15	41	39	31	0	30	22	8	39
%V	6.6%	6.4%	8.2%	0.0%	6.2%	8.4%	3.6%	7.6%
%H		95.1%	75.6%	0.0%	73.2%	53.7%	19.5%	95.1%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	625	609	377	3	486	262	224	510
%H		97.4%	60.3%	0.5%	77.8%	41.9%	35.8%	81.6%
Total Adults (16+)	501	488	284	2	394	195	198	396
%V	80.2%	80.1%	75.3%	66.7%	81.1%	74.4%	88.4%	77.6%
%H		97.4%	56.7%	0.4%	78.6%	38.9%	39.5%	79.0%
16 - 19	21	20	13	1	17	10	7	18
%V	3.4%	3.3%	3.4%	33.3%	3.5%	3.8%	3.1%	3.5%
%H		95.2%	61.9%	4.8%	81.0%	47.6%	33.3%	85.7%
20 - 24	26	25	16	0	21	12	9	17
%V	4.2%	4.1%	4.2%	0.0%	4.3%	4.6%	4.0%	3.3%
%H		96.2%	61.5%	0.0%	80.8%	46.2%	34.6%	65.4%
25 - 34	71	71	52	0	53	36	17	64
%V	11.4%	11.7%	13.8%	0.0%	10.9%	13.7%	7.6%	12.5%
%H		100.0%	73.2%	0.0%	74.6%	50.7%	23.9%	90.1%
35 - 44	62	60	42	1	43	28	16	58
%V	9.9%	9.9%	11.1%	33.3%	8.8%	10.7%	7.1%	11.4%
%H		96.8%	67.7%	1.6%	69.4%	45.2%	25.8%	93.5%
45 - 54	95	91	56	0	73	39	34	86
%V	15.2%	14.9%	14.9%	0.0%	15.0%	14.9%	15.2%	16.9%
%H		95.8%	58.9%	0.0%	76.8%	41.1%	35.8%	90.5%
55 - 64	74	73	44	0	60	31	29	64
%V	11.8%	12.0%	11.7%	0.0%	12.3%	11.8%	12.9%	12.5%
%H		98.6%	59.5%	0.0%	81.1%	41.9%	39.2%	86.5%
65+	152	149	60	1	126	39	87	89
%V	24.3%	24.5%	15.9%	33.3%	25.9%	14.9%	38.8%	17.5%
%H		98.0%	39.5%	0.7%	82.9%	25.7%	57.2%	58.6%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	501	488	284	2	394	195	198	396
%H		97.4%	56.7%	0.4%	78.6%	38.9%	39.5%	79.0%
AB	131	128	73	1	103	50	54	120
%V	26.1%	26.2%	25.7%	50.0%	26.1%	25.6%	27.3%	30.3%
%H		97.7%	55.7%	0.8%	78.6%	38.2%	41.2%	91.6%
C1	119	117	65	0	97	46	52	97
%V	23.8%	24.0%	22.9%	0.0%	24.6%	23.6%	26.3%	24.5%
%H		98.3%	54.6%	0.0%	81.5%	38.7%	43.7%	81.5%
C2	127	124	83	1	96	55	40	106
%V	25.3%	25.4%	29.2%	50.0%	24.4%	28.2%	20.2%	26.8%
%H		97.6%	65.4%	0.8%	75.6%	43.3%	31.5%	83.5%
D	80	78	45	0	62	32	30	55
%V	16.0%	16.0%	15.8%	0.0%	15.7%	16.4%	15.2%	13.9%
%H		97.5%	56.3%	0.0%	77.5%	40.0%	37.5%	68.8%
E	44	41	18	0	35	12	23	18
%V	8.8%	8.4%	6.3%	0.0%	8.9%	6.2%	11.6%	4.5%
%H		93.2%	40.9%	0.0%	79.5%	27.3%	52.3%	40.9%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	501	488	284	2	394	195	198	396
%H		97.4%	56.7%	0.4%	78.6%	38.9%	39.5%	79.0%
Working full time	205	201	136	1	156	93	62	187
%V	40.9%	41.2%	47.9%	50.0%	39.6%	47.7%	31.3%	47.2%
%H		98.0%	66.3%	0.5%	76.1%	45.4%	30.2%	91.2%
Working part time	68	65	40	1	54	29	25	61
%V	13.6%	13.3%	14.1%	50.0%	13.7%	14.9%	12.6%	15.4%
%H		95.6%	58.8%	1.5%	79.4%	42.6%	36.8%	89.7%
Not working	229	221	107	1	184	73	111	148
%V	45.7%	45.3%	37.7%	50.0%	46.7%	37.4%	56.1%	37.4%
%H		96.5%	46.7%	0.4%	80.3%	31.9%	48.5%	64.6%
Housewife/Houseperson	289	279	151	1	225	101	124	209
%V	57.7%	57.2%	53.2%	50.0%	57.1%	51.8%	62.6%	52.8%
%H		96.5%	52.2%	0.3%	77.9%	34.9%	42.9%	72.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	235	229	140	1	181	94	87	190
%H		97.4%	59.6%	0.4%	77.0%	40.0%	37.0%	80.9%
16 - 19	12	12	8	0	9	5	4	11
%V	5.1%	5.2%	5.7%	0.0%	5.0%	5.3%	4.6%	5.8%
%H		100.0%	66.7%	0.0%	75.0%	41.7%	33.3%	91.7%
20 - 24	13	13	7	0	11	5	6	9
%V	5.5%	5.7%	5.0%	0.0%	6.1%	5.3%	6.9%	4.7%
%H		100.0%	53.8%	0.0%	84.6%	38.5%	46.2%	69.2%
25 - 34	34	34	26	0	26	18	8	30
%V	14.5%	14.8%	18.6%	0.0%	14.4%	19.1%	9.2%	15.8%
%H		100.0%	76.5%	0.0%	76.5%	52.9%	23.5%	88.2%
35 - 44	29	28	19	0	21	12	8	28
%V	12.3%	12.2%	13.6%	0.0%	11.6%	12.8%	9.2%	14.7%
%H		96.6%	65.5%	0.0%	72.4%	41.4%	27.6%	96.6%
45 - 54	49	47	30	0	37	20	17	43
%V	20.9%	20.5%	21.4%	0.0%	20.4%	21.3%	19.5%	22.6%
%H		95.9%	61.2%	0.0%	75.5%	40.8%	34.7%	87.8%
55 - 64	34	34	21	0	27	14	13	29
%V	14.5%	14.8%	15.0%	0.0%	14.9%	14.9%	14.9%	15.3%
%H		100.0%	61.8%	0.0%	79.4%	41.2%	38.2%	85.3%
65+	62	61	29	1	50	19	31	40
%V	26.4%	26.6%	20.7%	100.0%	27.6%	20.2%	35.6%	21.1%
%H		98.4%	46.8%	1.6%	80.6%	30.6%	50.0%	64.5%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	235	229	140	1	181	94	87	190
%H		97.4%	59.6%	0.4%	77.0%	40.0%	37.0%	80.9%
AB	67	65	40	1	52	27	25	63
%V	28.5%	28.4%	28.6%	100.0%	28.7%	28.7%	28.7%	33.2%
%H		97.0%	59.7%	1.5%	77.6%	40.3%	37.3%	94.0%
C1	48	48	29	0	40	21	20	40
%V	20.4%	21.0%	20.7%	0.0%	22.1%	22.3%	23.0%	21.1%
%H		100.0%	60.4%	0.0%	83.3%	43.8%	41.7%	83.3%
C2	66	64	42	0	50	28	21	55
%V	28.1%	27.9%	30.0%	0.0%	27.6%	29.8%	24.1%	28.9%
%H		97.0%	63.6%	0.0%	75.8%	42.4%	31.8%	83.3%
D	36	35	21	0	25	13	12	26
%V	15.3%	15.3%	15.0%	0.0%	13.8%	13.8%	13.8%	13.7%
%H		97.2%	58.3%	0.0%	69.4%	36.1%	33.3%	72.2%
E	18	16	8	0	14	5	9	7
%V	7.7%	7.0%	5.7%	0.0%	7.7%	5.3%	10.3%	3.7%
%H		88.9%	44.4%	0.0%	77.8%	27.8%	50.0%	38.9%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	235	229	140	1	181	94	87	190
%H		97.4%	59.6%	0.4%	77.0%	40.0%	37.0%	80.9%
Working full time	132	130	89	0	101	61	40	119
%V	56.2%	56.8%	63.6%	0.0%	55.8%	64.9%	46.0%	62.6%
%H		98.5%	67.4%	0.0%	76.5%	46.2%	30.3%	90.2%
Working part time	12	11	5	0	8	2	6	9
%V	5.1%	4.8%	3.6%	0.0%	4.4%	2.1%	6.9%	4.7%
%H		91.7%	41.7%	0.0%	66.7%	16.7%	50.0%	75.0%
Not working	90	88	46	1	71	31	40	62
%V	38.3%	38.4%	32.9%	100.0%	39.2%	33.0%	46.0%	32.6%
%H		97.8%	51.1%	1.1%	78.9%	34.4%	44.4%	68.9%
Housewife/Houseperson	54	52	29	0	39	16	23	33
%V	23.0%	22.7%	20.7%	0.0%	21.5%	17.0%	26.4%	17.4%
%H		96.3%	53.7%	0.0%	72.2%	29.6%	42.6%	61.1%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	267	259	144	2	213	101	112	205
%H		97.0%	53.9%	0.7%	79.8%	37.8%	41.9%	76.8%
16 - 19	8	8	5	1	8	4	3	7
%V	3.0%	3.1%	3.5%	50.0%	3.8%	4.0%	2.7%	3.4%
%H		100.0%	62.5%	12.5%	100.0%	50.0%	37.5%	87.5%
20 - 24	13	12	9	0	10	7	3	8
%V	4.9%	4.6%	6.3%	0.0%	4.7%	6.9%	2.7%	3.9%
%H		92.3%	69.2%	0.0%	76.9%	53.8%	23.1%	61.5%
25 - 34	38	37	27	0	27	19	9	34
%V	14.2%	14.3%	18.8%	0.0%	12.7%	18.8%	8.0%	16.6%
%H		97.4%	71.1%	0.0%	71.1%	50.0%	23.7%	89.5%
35 - 44	33	31	23	1	23	16	7	30
%V	12.4%	12.0%	16.0%	50.0%	10.8%	15.8%	6.3%	14.6%
%H		93.9%	69.7%	3.0%	69.7%	48.5%	21.2%	90.9%
45 - 54	46	44	27	0	35	18	17	42
%V	17.2%	17.0%	18.8%	0.0%	16.4%	17.8%	15.2%	20.5%
%H		95.7%	58.7%	0.0%	76.1%	39.1%	37.0%	91.3%
55 - 64	40	39	23	0	33	17	16	35
%V	15.0%	15.1%	16.0%	0.0%	15.5%	16.8%	14.3%	17.1%
%H		97.5%	57.5%	0.0%	82.5%	42.5%	40.0%	87.5%
65+	90	88	30	1	76	20	56	49
%V	33.7%	34.0%	20.8%	50.0%	35.7%	19.8%	50.0%	23.9%
%H		97.8%	33.3%	1.1%	84.4%	22.2%	62.2%	54.4%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	267	259	144	2	213	101	112	205
%H		97.0%	53.9%	0.7%	79.8%	37.8%	41.9%	76.8%
AB	64	63	33	1	51	22	29	57
%V	24.0%	24.3%	22.9%	50.0%	23.9%	21.8%	25.9%	27.8%
%H		98.4%	51.6%	1.6%	79.7%	34.4%	45.3%	89.1%
C1	70	69	36	0	57	25	32	57
%V	26.2%	26.6%	25.0%	0.0%	26.8%	24.8%	28.6%	27.8%
%H		98.6%	51.4%	0.0%	81.4%	35.7%	45.7%	81.4%
C2	61	59	40	1	46	27	19	51
%V	22.8%	22.8%	27.8%	50.0%	21.6%	26.7%	17.0%	24.9%
%H		96.7%	65.6%	1.6%	75.4%	44.3%	31.1%	83.6%
D	44	43	23	0	37	19	18	29
%V	16.5%	16.6%	16.0%	0.0%	17.4%	18.8%	16.1%	14.1%
%H		97.7%	52.3%	0.0%	84.1%	43.2%	40.9%	65.9%
E	26	25	11	0	21	7	14	11
%V	9.7%	9.7%	7.6%	0.0%	9.9%	6.9%	12.5%	5.4%
%H		96.2%	42.3%	0.0%	80.8%	26.9%	53.8%	42.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Border

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	267	259	144	2	213	101	112	205
%H		97.0%	53.9%	0.7%	79.8%	37.8%	41.9%	76.8%
Working full time	73	72	47	1	55	32	23	68
%V	27.3%	27.8%	32.6%	50.0%	25.8%	31.7%	20.5%	33.2%
%H		98.6%	64.4%	1.4%	75.3%	43.8%	31.5%	93.2%
Working part time	56	54	35	1	45	27	18	51
%V	21.0%	20.8%	24.3%	50.0%	21.1%	26.7%	16.1%	24.9%
%H		96.4%	62.5%	1.8%	80.4%	48.2%	32.1%	91.1%
Not working	138	133	61	1	113	42	70	86
%V	51.7%	51.4%	42.4%	50.0%	53.1%	41.6%	62.5%	42.0%
%H		96.4%	44.2%	0.7%	81.9%	30.4%	50.7%	62.3%
Housewife/Houseperson	234	227	122	1	186	84	102	176
%V	87.6%	87.6%	84.7%	50.0%	87.3%	83.2%	91.1%	85.9%
%H		97.0%	52.1%	0.4%	79.5%	35.9%	43.6%	75.2%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV HTV West
Household level data
Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	994	948	347	151	748	301	448	781
%H (All HH)		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%
%H (TV HH)			36.6%	15.9%	78.9%	31.8%	47.3%	
AB	285	271	86	55	219	86	133	263
%V	28.7%	28.6%	24.8%	36.4%	29.3%	28.6%	29.7%	33.7%
%H (All HH)		95.1%	30.2%	19.3%	76.8%	30.2%	46.7%	92.3%
%H (TV HH)			31.7%	20.3%	80.8%	31.7%	49.1%	
C1	266	249	96	46	189	83	105	228
%V	26.8%	26.3%	27.7%	30.5%	25.3%	27.6%	23.4%	29.2%
%H (All HH)		93.6%	36.1%	17.3%	71.1%	31.2%	39.5%	85.7%
%H (TV HH)			38.6%	18.5%	75.9%	33.3%	42.2%	
C2	203	198	88	20	161	72	89	161
%V	20.4%	20.9%	25.4%	13.2%	21.5%	23.9%	19.9%	20.6%
%H (All HH)		97.5%	43.3%	9.9%	79.3%	35.5%	43.8%	79.3%
%H (TV HH)			44.4%	10.1%	81.3%	36.4%	44.9%	
D	156	150	51	24	114	41	73	96
%V	15.7%	15.8%	14.7%	15.9%	15.2%	13.6%	16.3%	12.3%
%H (All HH)		96.2%	32.7%	15.4%	73.1%	26.3%	46.8%	61.5%
%H (TV HH)			34.0%	16.0%	76.0%	27.3%	48.7%	
E	84	79	26	6	65	18	48	33
%V	8.5%	8.3%	7.5%	4.0%	8.7%	6.0%	10.7%	4.2%
%H (All HH)		94.0%	31.0%	7.1%	77.4%	21.4%	57.1%	39.3%
%H (TV HH)			32.9%	7.6%	82.3%	22.8%	60.8%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	994	948	347	151	748	301	448	781
%V (All HH)		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%
%H (TV HH)			36.6%	15.9%	78.9%	31.8%	47.3%	
Under 25	37	34	12	6	25	10	14	32
%V	3.7%	3.6%	3.5%	4.0%	3.3%	3.3%	3.1%	4.1%
%H (All HH)		91.9%	32.4%	16.2%	67.6%	27.0%	37.8%	86.5%
%H (TV HH)			35.3%	17.6%	73.5%	29.4%	41.2%	
25 - 34	139	130	63	17	98	51	47	131
%V	14.0%	13.7%	18.2%	11.3%	13.1%	16.9%	10.5%	16.8%
%H (All HH)		93.5%	45.3%	12.2%	70.5%	36.7%	33.8%	94.2%
%H (TV HH)			48.5%	13.1%	75.4%	39.2%	36.2%	
35 - 44	161	156	66	40	103	54	49	147
%V	16.2%	16.5%	19.0%	26.5%	13.8%	17.9%	10.9%	18.8%
%H (All HH)		96.9%	41.0%	24.8%	64.0%	33.5%	30.4%	91.3%
%H (TV HH)			42.3%	25.6%	66.0%	34.6%	31.4%	
45 - 54	191	185	71	32	140	56	83	170
%V	19.2%	19.5%	20.5%	21.2%	18.7%	18.6%	18.5%	21.8%
%H (All HH)		96.9%	37.2%	16.8%	73.3%	29.3%	43.5%	89.0%
%H (TV HH)			38.4%	17.3%	75.7%	30.3%	44.9%	
55 - 64	163	156	62	23	127	55	72	138
%V	16.4%	16.5%	17.9%	15.2%	17.0%	18.3%	16.1%	17.7%
%H (All HH)		95.7%	38.0%	14.1%	77.9%	33.7%	44.2%	84.7%
%H (TV HH)			39.7%	14.7%	81.4%	35.3%	46.2%	
65 +	302	288	73	33	255	73	182	162
%V	30.4%	30.4%	21.0%	21.9%	34.1%	24.3%	40.6%	20.7%
%H (All HH)		95.4%	24.2%	10.9%	84.4%	24.2%	60.3%	53.6%
%H (TV HH)			25.3%	11.5%	88.5%	25.3%	63.2%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	994	948	347	151	748	301	448	781
%H (All HH)		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%
%H (TV HH)			36.6%	15.9%	78.9%	31.8%	47.3%	
1	303	281	65	27	232	43	189	156
%V	30.5%	29.6%	18.7%	17.9%	31.0%	14.3%	42.2%	20.0%
%H (All HH)		92.7%	21.5%	8.9%	76.6%	14.2%	62.4%	51.5%
%H (TV HH)			23.1%	9.6%	82.6%	15.3%	67.3%	
2	355	343	127	63	280	127	153	307
%V	35.7%	36.2%	36.6%	41.7%	37.4%	42.2%	34.2%	39.3%
%H (All HH)		96.6%	35.8%	17.7%	78.9%	35.8%	43.1%	86.5%
%H (TV HH)			37.0%	18.4%	81.6%	37.0%	44.6%	
3	136	127	60	24	92	49	43	127
%V	13.7%	13.4%	17.3%	15.9%	12.3%	16.3%	9.6%	16.3%
%H (All HH)		93.4%	44.1%	17.6%	67.6%	36.0%	31.6%	93.4%
%H (TV HH)			47.2%	18.9%	72.4%	38.6%	33.9%	
4	140	137	65	29	101	59	42	136
%V	14.1%	14.5%	18.7%	19.2%	13.5%	19.6%	9.4%	17.4%
%H (All HH)		97.9%	46.4%	20.7%	72.1%	42.1%	30.0%	97.1%
%H (TV HH)			47.4%	21.2%	73.7%	43.1%	30.7%	
5+	60	59	30	8	44	23	21	56
%V	6.0%	6.2%	8.6%	5.3%	5.9%	7.6%	4.7%	7.2%
%H (All HH)		98.3%	50.0%	13.3%	73.3%	38.3%	35.0%	93.3%
%H (TV HH)			50.8%	13.6%	74.6%	39.0%	35.6%	
Average HH size	2.31	2.33	2.64	2.53	2.28	2.67	2.01	2.54

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	994	948	347	151	748	301	448	781
%H (All HH)		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%
%H (TV HH)			36.6%	15.9%	78.9%	31.8%	47.3%	
Without	765	724	238	106	590	212	379	564
%V	77.0%	76.4%	68.6%	70.2%	78.9%	70.4%	84.6%	72.2%
%H (All HH)		94.6%	31.1%	13.9%	77.1%	27.7%	49.5%	73.7%
%H (TV HH)			32.9%	14.6%	81.5%	29.3%	52.3%	
With	228	225	109	45	158	89	69	218
%V	22.9%	23.7%	31.4%	29.8%	21.1%	29.6%	15.4%	27.9%
%H (All HH)		98.7%	47.8%	19.7%	69.3%	39.0%	30.3%	95.6%
%H (TV HH)			48.4%	20.0%	70.2%	39.6%	30.7%	
0 - 3	94	94	44	19	65	37	28	88
%V	9.5%	9.9%	12.7%	12.6%	8.7%	12.3%	6.3%	11.3%
%H (All HH)		100.0%	46.8%	20.2%	69.1%	39.4%	29.8%	93.6%
%H (TV HH)			46.8%	20.2%	69.1%	39.4%	29.8%	
4 - 9	111	108	61	19	72	47	26	104
%V	11.2%	11.4%	17.6%	12.6%	9.6%	15.6%	5.8%	13.3%
%H (All HH)		97.3%	55.0%	17.1%	64.9%	42.3%	23.4%	93.7%
%H (TV HH)			56.5%	17.6%	66.7%	43.5%	24.1%	
10 - 15	103	101	52	21	71	42	30	100
%V	10.4%	10.7%	15.0%	13.9%	9.5%	14.0%	6.7%	12.8%
%H (All HH)		98.1%	50.5%	20.4%	68.9%	40.8%	29.1%	97.1%
%H (TV HH)			51.5%	20.8%	70.3%	41.6%	29.7%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	994	948	347	151	748	301	448	781
%H (All HH)		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%
%H (TV HH)			36.6%	15.9%	78.9%	31.8%	47.3%	
1	399	399	95	53	292	49	243	278
%V	40.1%	42.1%	27.4%	35.1%	39.0%	16.3%	54.2%	35.6%
%H (All HH)		100.0%	23.8%	13.3%	73.2%	12.3%	60.9%	69.7%
%H (TV HH)			23.8%	13.3%	73.2%	12.3%	60.9%	
2	320	320	132	55	258	123	135	259
%V	32.2%	33.8%	38.0%	36.4%	34.5%	40.9%	30.1%	33.2%
%H (All HH)		100.0%	41.3%	17.2%	80.6%	38.4%	42.2%	80.9%
%H (TV HH)			41.3%	17.2%	80.6%	38.4%	42.2%	
3	137	137	68	25	114	68	46	126
%V	13.8%	14.5%	19.6%	16.6%	15.2%	22.6%	10.3%	16.1%
%H (All HH)		100.0%	49.6%	18.2%	83.2%	49.6%	33.6%	92.0%
%H (TV HH)			49.6%	18.2%	83.2%	49.6%	33.6%	
4	66	66	37	13	59	43	16	63
%V	6.6%	7.0%	10.7%	8.6%	7.9%	14.3%	3.6%	8.1%
%H (All HH)		100.0%	56.1%	19.7%	89.4%	65.2%	24.2%	95.5%
%H (TV HH)			56.1%	19.7%	89.4%	65.2%	24.2%	
5+	27	27	15	6	25	18	7	27
%V	2.7%	2.8%	4.3%	4.0%	3.3%	6.0%	1.6%	3.5%
%H (All HH)		100.0%	55.6%	22.2%	92.6%	66.7%	25.9%	100.0%
%H (TV HH)			55.6%	22.2%	92.6%	66.7%	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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV HTV West
Household level data
Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	994	948	347	151	748	301	448	781
%H (All HH)		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%
%H (TV HH)			36.6%	15.9%	78.9%	31.8%	47.3%	
Under 20"	229	229	90	31	200	93	108	193
%V	23.0%	24.2%	25.9%	20.5%	26.7%	30.9%	24.1%	24.7%
%H (All HH)		100.0%	39.3%	13.5%	87.3%	40.6%	47.2%	84.3%
%H (TV HH)			39.3%	13.5%	87.3%	40.6%	47.2%	
20" - 29"	403	403	141	66	336	141	195	319
%V	40.5%	42.5%	40.6%	43.7%	44.9%	46.8%	43.5%	40.8%
%H (All HH)		100.0%	35.0%	16.4%	83.4%	35.0%	48.4%	79.2%
%H (TV HH)			35.0%	16.4%	83.4%	35.0%	48.4%	
30" - 39"	508	508	200	86	410	186	224	419
%V	51.1%	53.6%	57.6%	57.0%	54.8%	61.8%	50.0%	53.6%
%H (All HH)		100.0%	39.4%	16.9%	80.7%	36.6%	44.1%	82.5%
%H (TV HH)			39.4%	16.9%	80.7%	36.6%	44.1%	
40" and over	376	376	193	69	274	159	115	329
%V	37.8%	39.7%	55.6%	45.7%	36.6%	52.8%	25.7%	42.1%
%H (All HH)		100.0%	51.3%	18.4%	72.9%	42.3%	30.6%	87.5%
%H (TV HH)			51.3%	18.4%	72.9%	42.3%	30.6%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	994	948	347	151	748	301	448	781
%V (All HH)		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%
%H (TV HH)			36.6%	15.9%	78.9%	31.8%	47.3%	
Main living room	937	937	346	151	739	300	439	746
%V	94.3%	98.8%	99.7%	100.0%	98.8%	99.7%	98.0%	95.5%
%H (All HH)		100.0%	36.9%	16.1%	78.9%	32.0%	46.9%	79.6%
%H (TV HH)			36.9%	16.1%	78.9%	32.0%	46.9%	
Kitchen	114	114	48	23	103	59	44	105
%V	11.5%	12.0%	13.8%	15.2%	13.8%	19.6%	9.8%	13.4%
%H (All HH)		100.0%	42.1%	20.2%	90.4%	51.8%	38.6%	92.1%
%H (TV HH)			42.1%	20.2%	90.4%	51.8%	38.6%	
Adult's bedroom	399	399	190	74	333	196	138	345
%V	40.1%	42.1%	54.8%	49.0%	44.5%	65.1%	30.8%	44.2%
%H (All HH)		100.0%	47.6%	18.5%	83.5%	49.1%	34.6%	86.5%
%H (TV HH)			47.6%	18.5%	83.5%	49.1%	34.6%	
Child's bedroom	90	90	52	17	70	49	21	87
%V	9.1%	9.5%	15.0%	11.3%	9.4%	16.3%	4.7%	11.1%
%H (All HH)		100.0%	57.8%	18.9%	77.8%	54.4%	23.3%	96.7%
%H (TV HH)			57.8%	18.9%	77.8%	54.4%	23.3%	
Other bedroom	55	55	29	11	44	27	17	51
%V	5.5%	5.8%	8.4%	7.3%	5.9%	9.0%	3.8%	6.5%
%H (All HH)		100.0%	52.7%	20.0%	80.0%	49.1%	30.9%	92.7%
%H (TV HH)			52.7%	20.0%	80.0%	49.1%	30.9%	
Second living/dining room	90	90	37	17	82	44	38	75
%V	9.1%	9.5%	10.7%	11.3%	11.0%	14.6%	8.5%	9.6%
%H (All HH)		100.0%	41.1%	18.9%	91.1%	48.9%	42.2%	83.3%
%H (TV HH)			41.1%	18.9%	91.1%	48.9%	42.2%	
Study/office	22	22	7	3	20	8	13	21
%V	2.2%	2.3%	2.0%	2.0%	2.7%	2.7%	2.9%	2.7%
%H (All HH)		100.0%	31.8%	13.6%	90.9%	36.4%	59.1%	95.5%
%H (TV HH)			31.8%	13.6%	90.9%	36.4%	59.1%	
TV room	5	5	3	0	5	3	2	5
%V	0.5%	0.5%	0.9%	0.0%	0.7%	1.0%	0.4%	0.6%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%	
Conservatory	20	20	8	2	18	9	9	19
%V	2.0%	2.1%	2.3%	1.3%	2.4%	3.0%	2.0%	2.4%
%H (All HH)		100.0%	40.0%	10.0%	90.0%	45.0%	45.0%	95.0%
%H (TV HH)			40.0%	10.0%	90.0%	45.0%	45.0%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
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	6	6	3	1	5	3	2	6
%V	0.6%	0.6%	0.9%	0.7%	0.7%	1.0%	0.4%	0.8%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	33.3%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	994	948	347	151	748	301	448	781
%H (All HH)		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%
%H (TV HH)			36.6%	15.9%	78.9%	31.8%	47.3%	
Any DSAT provider	347	347	347	7	216	216	0	305
%V	34.9%	36.6%	100.0%	4.6%	28.9%	71.8%	0.0%	39.1%
%H (All HH)			100.0%	2.0%	62.2%	62.2%	0.0%	87.9%
%H (TV HH)			100.0%	2.0%	62.2%	62.2%	0.0%	
Sky with subcription	268	268	268	3	176	176	0	244
%V	27.0%	28.3%	77.2%	2.0%	23.5%	58.5%	0.0%	31.2%
%H (All HH)			100.0%	1.1%	65.7%	65.7%	0.0%	91.0%
%H (TV HH)			100.0%	1.1%	65.7%	65.7%	0.0%	
Sky without subscription	20	20	20	1	12	12	0	16
%V	2.0%	2.1%	5.8%	0.7%	1.6%	4.0%	0.0%	2.0%
%H (All HH)			100.0%	5.0%	60.0%	60.0%	0.0%	80.0%
%H (TV HH)			100.0%	5.0%	60.0%	60.0%	0.0%	
Freesat	64	64	64	2	32	32	0	52
%V	6.4%	6.8%	18.4%	1.3%	4.3%	10.6%	0.0%	6.7%
%H (All HH)			100.0%	3.1%	50.0%	50.0%	0.0%	81.3%
%H (TV HH)			100.0%	3.1%	50.0%	50.0%	0.0%	
Other satellite provider	8	8	8	0	2	2	0	5
%V	0.8%	0.8%	2.3%	0.0%	0.3%	0.7%	0.0%	0.6%
%H (All HH)			100.0%	0.0%	25.0%	25.0%	0.0%	62.5%
%H (TV HH)			100.0%	0.0%	25.0%	25.0%	0.0%	
DCAB	151	151	7	151	89	89	0	136
%V	15.2%	15.9%	2.0%	100.0%	11.9%	29.6%	0.0%	17.4%
%H (All HH)			4.6%	100.0%	58.9%	58.9%	0.0%	90.1%
%H (TV HH)			4.6%	100.0%	58.9%	58.9%	0.0%	
DTT	748	748	216	89	748	301	448	576
%V	75.3%	78.9%	62.2%	58.9%	100.0%	100.0%	100.0%	73.8%
%H (All HH)		100.0%	28.9%	11.9%	100.0%	40.2%	59.9%	77.0%
%H (TV HH)			28.9%	11.9%	100.0%	40.2%	59.9%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	994	948	347	151	748	301	448	781
%H (All HH)		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%
%H (TV HH)			36.6%	15.9%	78.9%	31.8%	47.3%	
PVR	592	592	296	125	441	263	178	531
%V	59.6%	62.4%	85.3%	82.8%	59.0%	87.4%	39.7%	68.0%
%H (All HH)		100.0%	50.0%	21.1%	74.5%	44.4%	30.1%	89.7%
%H (TV HH)			50.0%	21.1%	74.5%	44.4%	30.1%	
DVDR	30	30	9	3	25	7	17	23
%V	3.0%	3.2%	2.6%	2.0%	3.3%	2.3%	3.8%	2.9%
%H (All HH)		100.0%	30.0%	10.0%	83.3%	23.3%	56.7%	76.7%
%H (TV HH)			30.0%	10.0%	83.3%	23.3%	56.7%	
VCR	25	25	11	4	22	12	10	14
%V	2.5%	2.6%	3.2%	2.6%	2.9%	4.0%	2.2%	1.8%
%H (All HH)		100.0%	44.0%	16.0%	88.0%	48.0%	40.0%	56.0%
%H (TV HH)			44.0%	16.0%	88.0%	48.0%	40.0%	
Any recorder	615	615	301	127	461	268	193	544
%V	61.9%	64.9%	86.7%	84.1%	61.6%	89.0%	43.1%	69.7%
%H (All HH)		100.0%	48.9%	20.7%	75.0%	43.6%	31.4%	88.5%
%H (TV HH)			48.9%	20.7%	75.0%	43.6%	31.4%	
Receives HDTV (via STB or built-in reception)	542	542	242	129	413	236	177	471
%V	54.5%	57.2%	69.7%	85.4%	55.2%	78.4%	39.5%	60.3%
%H (All HH)		100.0%	44.6%	23.8%	76.2%	43.5%	32.7%	86.9%
%H (TV HH)			44.6%	23.8%	76.2%	43.5%	32.7%	
DVD/Blu-ray player or recorder	770	770	296	130	615	268	348	641
%V	77.5%	81.2%	85.3%	86.1%	82.2%	89.0%	77.7%	82.1%
%H (All HH)		100.0%	38.4%	16.9%	79.9%	34.8%	45.2%	83.2%
%H (TV HH)			38.4%	16.9%	79.9%	34.8%	45.2%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	994	948	347	151	748	301	448	781
%V		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%
%H (All HH)			36.6%	15.9%	78.9%	31.8%	47.3%	
%H (TV HH)								
Has broadband internet	781	753	305	136	576	268	308	781
%V	78.6%	79.4%	87.9%	90.1%	77.0%	89.0%	68.8%	100.0%
%H (All HH)		96.4%	39.1%	17.4%	73.8%	34.3%	39.4%	100.0%
%H (TV HH)			40.5%	18.1%	76.5%	35.6%	40.9%	
Number of computers (PCs and laptops)								
0	192	180	39	16	158	33	126	10
%V	19.3%	19.0%	11.2%	10.6%	21.1%	11.0%	28.1%	1.3%
%H (All HH)		93.8%	20.3%	8.3%	82.3%	17.2%	65.6%	5.2%
%H (TV HH)			21.7%	8.9%	87.8%	18.3%	70.0%	
1	290	277	96	34	218	74	144	264
%V	29.2%	29.2%	27.7%	22.5%	29.1%	24.6%	32.1%	33.8%
%H (All HH)		95.5%	33.1%	11.7%	75.2%	25.5%	49.7%	91.0%
%H (TV HH)			34.7%	12.3%	78.7%	26.7%	52.0%	
2	218	208	85	46	154	78	76	215
%V	21.9%	21.9%	24.5%	30.5%	20.6%	25.9%	17.0%	27.5%
%H (All HH)		95.4%	39.0%	21.1%	70.6%	35.8%	34.9%	98.6%
%H (TV HH)			40.9%	22.1%	74.0%	37.5%	36.5%	
3	124	120	51	26	93	48	45	123
%V	12.5%	12.7%	14.7%	17.2%	12.4%	15.9%	10.0%	15.7%
%H (All HH)		96.8%	41.1%	21.0%	75.0%	38.7%	36.3%	99.2%
%H (TV HH)			42.5%	21.7%	77.5%	40.0%	37.5%	
4	78	74	38	12	56	31	25	77
%V	7.8%	7.8%	11.0%	7.9%	7.5%	10.3%	5.6%	9.9%
%H (All HH)		94.9%	48.7%	15.4%	71.8%	39.7%	32.1%	98.7%
%H (TV HH)			51.4%	16.2%	75.7%	41.9%	33.8%	
5+	91	89	39	17	70	37	33	91
%V	9.2%	9.4%	11.2%	11.3%	9.4%	12.3%	7.4%	11.7%
%H (All HH)		97.8%	42.9%	18.7%	76.9%	40.7%	36.3%	100.0%
%H (TV HH)			43.8%	19.1%	78.7%	41.6%	37.1%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1856	787	320	1519	764	755	1569
%H		42.4%	17.2%	81.8%	41.2%	40.7%	84.5%
Under 20"	283	110	44	249	120	129	246
%V	15.2%	14.0%	13.8%	16.4%	15.7%	17.1%	15.7%
%H		38.9%	15.5%	88.0%	42.4%	45.6%	86.9%
20" - 29"	513	189	85	438	201	237	416
%V	27.6%	24.0%	26.6%	28.8%	26.3%	31.4%	26.5%
%H		36.8%	16.6%	85.4%	39.2%	46.2%	81.1%
30" - 39"	609	249	112	503	250	254	511
%V	32.8%	31.6%	35.0%	33.1%	32.7%	33.6%	32.6%
%H		40.9%	18.4%	82.6%	41.1%	41.7%	83.9%
40" and over	441	236	79	320	192	129	391
%V	23.8%	30.0%	24.7%	21.1%	25.1%	17.1%	24.9%
%H		53.5%	17.9%	72.6%	43.5%	29.3%	88.7%
Don't know	9	3	0	8	2	6	5
%V	0.5%	0.4%	0.0%	0.5%	0.3%	0.8%	0.3%
%H		33.3%	0.0%	88.9%	22.2%	66.7%	55.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1856	787	320	1519	764	755	1569
%H		42.4%	17.2%	81.8%	41.2%	40.7%	84.5%
Main living room	941	348	151	743	301	442	749
%V	50.7%	44.2%	47.2%	48.9%	39.4%	58.5%	47.7%
%H		37.0%	16.0%	79.0%	32.0%	47.0%	79.6%
Kitchen	114	48	23	103	59	44	105
%V	6.1%	6.1%	7.2%	6.8%	7.7%	5.8%	6.7%
%H		42.1%	20.2%	90.4%	51.8%	38.6%	92.1%
Adult's bedroom	468	225	86	395	235	160	410
%V	25.2%	28.6%	26.9%	26.0%	30.8%	21.2%	26.1%
%H		48.1%	18.4%	84.4%	50.2%	34.2%	87.6%
Child's bedroom	126	73	26	97	71	26	121
%V	6.8%	9.3%	8.1%	6.4%	9.3%	3.4%	7.7%
%H		57.9%	20.6%	77.0%	56.3%	20.6%	96.0%
Other bedroom	62	33	12	49	30	19	56
%V	3.3%	4.2%	3.8%	3.2%	3.9%	2.5%	3.6%
%H		53.2%	19.4%	79.0%	48.4%	30.6%	90.3%
Second living/dining room	91	37	17	83	44	39	76
%V	4.9%	4.7%	5.3%	5.5%	5.8%	5.2%	4.8%
%H		40.7%	18.7%	91.2%	48.4%	42.9%	83.5%
Study/office	23	7	3	21	8	13	22
%V	1.2%	0.9%	0.9%	1.4%	1.0%	1.7%	1.4%
%H		30.4%	13.0%	91.3%	34.8%	56.5%	95.7%
TV room	5	3	0	5	3	2	5
%V	0.3%	0.4%	0.0%	0.3%	0.4%	0.3%	0.3%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
Conservatory	20	8	2	18	9	9	19
%V	1.1%	1.0%	0.6%	1.2%	1.2%	1.2%	1.2%
%H		40.0%	10.0%	90.0%	45.0%	45.0%	95.0%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	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	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	6	3	1	5	3	2	6
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1856	787	320	1519	764	755	1569
%H		42.4%	17.2%	81.8%	41.2%	40.7%	84.5%
PVR	778	415	170	582	377	205	711
%V	41.9%	52.7%	53.1%	38.3%	49.3%	27.2%	45.3%
%H		53.3%	21.9%	74.8%	48.5%	26.3%	91.4%
DVDR	31	10	3	26	8	18	25
%V	1.7%	1.3%	0.9%	1.7%	1.0%	2.4%	1.6%
%H		32.3%	9.7%	83.9%	25.8%	58.1%	80.6%
VCR	26	12	4	23	13	10	16
%V	1.4%	1.5%	1.3%	1.5%	1.7%	1.3%	1.0%
%H		46.2%	15.4%	88.5%	50.0%	38.5%	61.5%
Any recorder	808	423	174	609	387	222	730
%V	43.5%	53.7%	54.4%	40.1%	50.7%	29.4%	46.5%
%H		52.4%	21.5%	75.4%	47.9%	27.5%	90.3%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1856	787	320	1519	764	755	1569
%H		42.4%	17.2%	81.8%	41.2%	40.7%	84.5%
Receives HDTV (via STB or built-in reception)	808	373	203	640	396	243	725
%V	43.5%	47.4%	63.4%	42.1%	51.8%	32.2%	46.2%
%H		46.2%	25.1%	79.2%	49.0%	30.1%	89.7%
DVD/Blu-ray player or recorder	1124	485	200	920	471	449	971
%V	60.6%	61.6%	62.5%	60.6%	61.6%	59.5%	61.9%
%H		43.1%	17.8%	81.9%	41.9%	39.9%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	347	151	748	301	447	751
%H		36.7%	16.0%	79.1%	31.8%	47.3%	79.4%
Under 20"	24	2	2	22	2	20	15
%V	2.5%	0.6%	1.3%	2.9%	0.7%	4.5%	2.0%
%H		8.3%	8.3%	91.7%	8.3%	83.3%	62.5%
20" - 29"	177	35	18	155	33	122	116
%V	18.7%	10.1%	11.9%	20.7%	11.0%	27.3%	15.4%
%H		19.8%	10.2%	87.6%	18.6%	68.9%	65.5%
30" - 39"	384	124	65	311	115	196	305
%V	40.6%	35.7%	43.0%	41.6%	38.2%	43.8%	40.6%
%H		32.3%	16.9%	81.0%	29.9%	51.0%	79.4%
40" and over	359	185	66	258	150	108	313
%V	37.9%	53.3%	43.7%	34.5%	49.8%	24.2%	41.7%
%H		51.5%	18.4%	71.9%	41.8%	30.1%	87.2%
Don't know	2	1	0	2	1	1	1
%V	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	946	347	151	748	301	447	751
%H		36.7%	16.0%	79.1%	31.8%	47.3%	79.4%
PVR	576	291	121	426	256	170	518
%V	60.9%	83.9%	80.1%	57.0%	85.0%	38.0%	69.0%
%H		50.5%	21.0%	74.0%	44.4%	29.5%	89.9%
DVDR	25	7	3	20	5	15	19
%V	2.6%	2.0%	2.0%	2.7%	1.7%	3.4%	2.5%
%H		28.0%	12.0%	80.0%	20.0%	60.0%	76.0%
VCR	20	9	2	18	9	9	11
%V	2.1%	2.6%	1.3%	2.4%	3.0%	2.0%	1.5%
%H		45.0%	10.0%	90.0%	45.0%	45.0%	55.0%
Any recorder	598	297	123	448	262	185	530
%V	63.2%	85.6%	81.5%	59.9%	87.0%	41.4%	70.6%
%H		49.7%	20.6%	74.9%	43.8%	30.9%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	946	347	151	748	301	447	751
%H		36.7%	16.0%	79.1%	31.8%	47.3%	79.4%
Receives HDTV (via STB or built-in reception)	521	234	125	393	225	167	456
%V	55.1%	67.4%	82.8%	52.5%	74.8%	37.4%	60.7%
%H		44.9%	24.0%	75.4%	43.2%	32.1%	87.5%
DVD/Blu-ray player or recorder	727	279	126	575	248	326	604
%V	76.8%	80.4%	83.4%	76.9%	82.4%	72.9%	80.4%
%H		38.4%	17.3%	79.1%	34.1%	44.8%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	909	440	169	771	464	308	818
%H		48.4%	18.6%	84.8%	51.0%	33.9%	90.0%
Under 20"	260	109	42	227	118	110	231
%V	28.6%	24.8%	24.9%	29.4%	25.4%	35.7%	28.2%
%H		41.9%	16.2%	87.3%	45.4%	42.3%	88.8%
20" - 29"	337	154	67	283	167	115	299
%V	37.1%	35.0%	39.6%	36.7%	36.0%	37.3%	36.6%
%H		45.7%	19.9%	84.0%	49.6%	34.1%	88.7%
30" - 39"	224	125	47	193	135	58	206
%V	24.6%	28.4%	27.8%	25.0%	29.1%	18.8%	25.2%
%H		55.8%	21.0%	86.2%	60.3%	25.9%	92.0%
40" and over	82	51	13	62	42	20	77
%V	9.0%	11.6%	7.7%	8.0%	9.1%	6.5%	9.4%
%H		62.2%	15.9%	75.6%	51.2%	24.4%	93.9%
Don't know	7	2	0	6	2	4	4
%V	0.8%	0.5%	0.0%	0.8%	0.4%	1.3%	0.5%
%H		28.6%	0.0%	85.7%	28.6%	57.1%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Set level data

Table 13.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	909	440	169	771	464	308	818
%H		48.4%	18.6%	84.8%	51.0%	33.9%	90.0%
PVR	202	123	49	155	121	35	193
%V	22.2%	28.0%	29.0%	20.1%	26.1%	11.4%	23.6%
%H		60.9%	24.3%	76.7%	59.9%	17.3%	95.5%
DVDR	6	2	1	6	3	2	6
%V	0.7%	0.5%	0.6%	0.8%	0.6%	0.6%	0.7%
%H		33.3%	16.7%	100.0%	50.0%	33.3%	100.0%
VCR	6	3	2	5	4	1	5
%V	0.7%	0.7%	1.2%	0.6%	0.9%	0.3%	0.6%
%H		50.0%	33.3%	83.3%	66.7%	16.7%	83.3%
Any recorder	210	127	51	161	124	37	199
%V	23.1%	28.9%	30.2%	20.9%	26.7%	12.0%	24.3%
%H		60.5%	24.3%	76.7%	59.0%	17.6%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: 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	909	440	169	771	464	308	818
%H		48.4%	18.6%	84.8%	51.0%	33.9%	90.0%
Receives HDTV (via STB or built-in reception)	288	139	77	247	171	76	269
%V	31.7%	31.6%	45.6%	32.0%	36.9%	24.7%	32.9%
%H		48.3%	26.7%	85.8%	59.4%	26.4%	93.4%
DVD/Blu-ray player or recorder	396	206	74	345	223	123	367
%V	43.6%	46.8%	43.8%	44.7%	48.1%	39.9%	44.9%
%H		52.0%	18.7%	87.1%	56.3%	31.1%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2298	2213	916	382	1704	802	902	1988
%H		96.3%	39.9%	16.6%	74.2%	34.9%	39.3%	86.5%
Total Children	405	400	204	78	275	160	115	383
%V	17.6%	18.1%	22.3%	20.4%	16.1%	20.0%	12.7%	19.3%
%H		98.8%	50.4%	19.3%	67.9%	39.5%	28.4%	94.6%
0 - 3	116	116	53	23	85	48	37	108
%V	5.0%	5.2%	5.8%	6.0%	5.0%	6.0%	4.1%	5.4%
%H		100.0%	45.7%	19.8%	73.3%	41.4%	31.9%	93.1%
4 - 15	289	284	151	55	190	112	78	275
%V	12.6%	12.8%	16.5%	14.4%	11.2%	14.0%	8.6%	13.8%
%H		98.3%	52.2%	19.0%	65.7%	38.8%	27.0%	95.2%
4 - 9	150	148	82	24	96	58	37	140
%V	6.5%	6.7%	9.0%	6.3%	5.6%	7.2%	4.1%	7.0%
%H		98.7%	54.7%	16.0%	64.0%	38.7%	24.7%	93.3%
10 - 15	138	137	69	31	94	54	40	135
%V	6.0%	6.2%	7.5%	8.1%	5.5%	6.7%	4.4%	6.8%
%H		99.3%	50.0%	22.5%	68.1%	39.1%	29.0%	97.8%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2298	2213	916	382	1704	802	902	1988
%H		96.3%	39.9%	16.6%	74.2%	34.9%	39.3%	86.5%
Total Adults (16+)	1893	1813	711	304	1429	642	787	1605
%V	82.4%	81.9%	77.6%	79.6%	83.9%	80.0%	87.3%	80.7%
%H		95.8%	37.6%	16.1%	75.5%	33.9%	41.6%	84.8%
16 - 19	121	118	47	23	96	50	46	119
%V	5.3%	5.3%	5.1%	6.0%	5.6%	6.2%	5.1%	6.0%
%H		97.5%	38.8%	19.0%	79.3%	41.3%	38.0%	98.3%
20 - 24	146	134	47	23	101	43	57	137
%V	6.4%	6.1%	5.1%	6.0%	5.9%	5.4%	6.3%	6.9%
%H		91.8%	32.2%	15.8%	69.2%	29.5%	39.0%	93.8%
25 - 34	285	267	131	37	199	104	95	265
%V	12.4%	12.1%	14.3%	9.7%	11.7%	13.0%	10.5%	13.3%
%H		93.7%	46.0%	13.0%	69.8%	36.5%	33.3%	93.0%
35 - 44	275	269	123	63	184	104	80	260
%V	12.0%	12.2%	13.4%	16.5%	10.8%	13.0%	8.9%	13.1%
%H		97.8%	44.7%	22.9%	66.9%	37.8%	29.1%	94.5%
45 - 54	339	327	134	65	242	111	131	312
%V	14.8%	14.8%	14.6%	17.0%	14.2%	13.8%	14.5%	15.7%
%H		96.5%	39.5%	19.2%	71.4%	32.7%	38.6%	92.0%
55 - 64	281	271	101	45	230	103	127	243
%V	12.2%	12.2%	11.0%	11.8%	13.5%	12.8%	14.1%	12.2%
%H		96.4%	35.9%	16.0%	81.9%	36.7%	45.2%	86.5%
65+	446	427	128	49	377	127	250	271
%V	19.4%	19.3%	14.0%	12.8%	22.1%	15.8%	27.7%	13.6%
%H		95.7%	28.7%	11.0%	84.5%	28.5%	56.1%	60.8%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1893	1813	711	304	1429	642	787	1605
%H		95.8%	37.6%	16.1%	75.5%	33.9%	41.6%	84.8%
AB	571	545	186	111	441	189	251	540
%V	30.2%	30.1%	26.2%	36.5%	30.9%	29.4%	31.9%	33.6%
%H		95.4%	32.6%	19.4%	77.2%	33.1%	44.0%	94.6%
C1	519	490	198	96	368	178	190	470
%V	27.4%	27.0%	27.8%	31.6%	25.8%	27.7%	24.1%	29.3%
%H		94.4%	38.2%	18.5%	70.9%	34.3%	36.6%	90.6%
C2	412	405	190	43	330	161	169	347
%V	21.8%	22.3%	26.7%	14.1%	23.1%	25.1%	21.5%	21.6%
%H		98.3%	46.1%	10.4%	80.1%	39.1%	41.0%	84.2%
D	280	268	103	44	203	87	116	195
%V	14.8%	14.8%	14.5%	14.5%	14.2%	13.6%	14.7%	12.1%
%H		95.7%	36.8%	15.7%	72.5%	31.1%	41.4%	69.6%
E	112	105	34	10	88	27	61	52
%V	5.9%	5.8%	4.8%	3.3%	6.2%	4.2%	7.8%	3.2%
%H		93.8%	30.4%	8.9%	78.6%	24.1%	54.5%	46.4%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1893	1813	711	304	1429	642	787	1605
%H		95.8%	37.6%	16.1%	75.5%	33.9%	41.6%	84.8%
Working full time	860	827	362	169	609	316	293	812
%V	45.4%	45.6%	50.9%	55.6%	42.6%	49.2%	37.2%	50.6%
%H		96.2%	42.1%	19.7%	70.8%	36.7%	34.1%	94.4%
Working part time	245	234	102	46	175	89	86	223
%V	12.9%	12.9%	14.3%	15.1%	12.2%	13.9%	10.9%	13.9%
%H		95.5%	41.6%	18.8%	71.4%	36.3%	35.1%	91.0%
Not working	787	752	247	90	645	237	408	569
%V	41.6%	41.5%	34.7%	29.6%	45.1%	36.9%	51.8%	35.5%
%H		95.6%	31.4%	11.4%	82.0%	30.1%	51.8%	72.3%
Housewife/Houseperson	994	948	347	151	748	301	448	781
%V	52.5%	52.3%	48.8%	49.7%	52.3%	46.9%	56.9%	48.7%
%H		95.4%	34.9%	15.2%	75.3%	30.3%	45.1%	78.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	926	881	356	148	688	319	369	791
%H		95.1%	38.4%	16.0%	74.3%	34.4%	39.8%	85.4%
16 - 19	60	57	23	14	44	25	19	58
%V	6.5%	6.5%	6.5%	9.5%	6.4%	7.8%	5.1%	7.3%
%H		95.0%	38.3%	23.3%	73.3%	41.7%	31.7%	96.7%
20 - 24	74	68	24	9	52	23	29	70
%V	8.0%	7.7%	6.7%	6.1%	7.6%	7.2%	7.9%	8.8%
%H		91.9%	32.4%	12.2%	70.3%	31.1%	39.2%	94.6%
25 - 34	143	131	63	18	96	49	48	131
%V	15.4%	14.9%	17.7%	12.2%	14.0%	15.4%	13.0%	16.6%
%H		91.6%	44.1%	12.6%	67.1%	34.3%	33.6%	91.6%
35 - 44	139	137	63	27	95	50	44	128
%V	15.0%	15.6%	17.7%	18.2%	13.8%	15.7%	11.9%	16.2%
%H		98.6%	45.3%	19.4%	68.3%	36.0%	31.7%	92.1%
45 - 54	163	157	67	32	112	53	59	149
%V	17.6%	17.8%	18.8%	21.6%	16.3%	16.6%	16.0%	18.8%
%H		96.3%	41.1%	19.6%	68.7%	32.5%	36.2%	91.4%
55 - 64	141	135	51	22	118	55	63	123
%V	15.2%	15.3%	14.3%	14.9%	17.2%	17.2%	17.1%	15.5%
%H		95.7%	36.2%	15.6%	83.7%	39.0%	44.7%	87.2%
65+	206	197	65	26	171	66	106	133
%V	22.2%	22.4%	18.3%	17.6%	24.9%	20.7%	28.7%	16.8%
%H		95.6%	31.6%	12.6%	83.0%	32.0%	51.5%	64.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	926	881	356	148	688	319	369	791
%H		95.1%	38.4%	16.0%	74.3%	34.4%	39.8%	85.4%
AB	284	268	98	55	215	97	117	268
%V	30.7%	30.4%	27.5%	37.2%	31.3%	30.4%	31.7%	33.9%
%H		94.4%	34.5%	19.4%	75.7%	34.2%	41.2%	94.4%
C1	241	226	95	45	165	85	81	221
%V	26.0%	25.7%	26.7%	30.4%	24.0%	26.6%	22.0%	27.9%
%H		93.8%	39.4%	18.7%	68.5%	35.3%	33.6%	91.7%
C2	223	219	103	23	178	86	92	183
%V	24.1%	24.9%	28.9%	15.5%	25.9%	27.0%	24.9%	23.1%
%H		98.2%	46.2%	10.3%	79.8%	38.6%	41.3%	82.1%
D	139	130	50	20	98	41	57	100
%V	15.0%	14.8%	14.0%	13.5%	14.2%	12.9%	15.4%	12.6%
%H		93.5%	36.0%	14.4%	70.5%	29.5%	41.0%	71.9%
E	39	38	10	5	33	11	22	19
%V	4.2%	4.3%	2.8%	3.4%	4.8%	3.4%	6.0%	2.4%
%H		97.4%	25.6%	12.8%	84.6%	28.2%	56.4%	48.7%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	926	881	356	148	688	319	369	791
%H		95.1%	38.4%	16.0%	74.3%	34.4%	39.8%	85.4%
Working full time	536	518	231	102	380	198	182	502
%V	57.9%	58.8%	64.9%	68.9%	55.2%	62.1%	49.3%	63.5%
%H		96.6%	43.1%	19.0%	70.9%	36.9%	34.0%	93.7%
Working part time	55	48	21	6	39	18	21	44
%V	5.9%	5.4%	5.9%	4.1%	5.7%	5.6%	5.7%	5.6%
%H		87.3%	38.2%	10.9%	70.9%	32.7%	38.2%	80.0%
Not working	335	315	104	41	269	104	165	245
%V	36.2%	35.8%	29.2%	27.7%	39.1%	32.6%	44.7%	31.0%
%H		94.0%	31.0%	12.2%	80.3%	31.0%	49.3%	73.1%
Housewife/Houseperson	233	214	76	29	164	56	107	159
%V	25.2%	24.3%	21.3%	19.6%	23.8%	17.6%	29.0%	20.1%
%H		91.8%	32.6%	12.4%	70.4%	24.0%	45.9%	68.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	967	932	355	156	741	323	418	813
%H		96.4%	36.7%	16.1%	76.6%	33.4%	43.2%	84.1%
16 - 19	62	60	25	9	52	26	26	61
%V	6.4%	6.4%	7.0%	5.8%	7.0%	8.0%	6.2%	7.5%
%H		96.8%	40.3%	14.5%	83.9%	41.9%	41.9%	98.4%
20 - 24	72	66	23	14	49	21	28	67
%V	7.4%	7.1%	6.5%	9.0%	6.6%	6.5%	6.7%	8.2%
%H		91.7%	31.9%	19.4%	68.1%	29.2%	38.9%	93.1%
25 - 34	142	136	67	19	103	55	48	134
%V	14.7%	14.6%	18.9%	12.2%	13.9%	17.0%	11.5%	16.5%
%H		95.8%	47.2%	13.4%	72.5%	38.7%	33.8%	94.4%
35 - 44	136	132	59	36	90	54	36	132
%V	14.1%	14.2%	16.6%	23.1%	12.1%	16.7%	8.6%	16.2%
%H		97.1%	43.4%	26.5%	66.2%	39.7%	26.5%	97.1%
45 - 54	176	170	67	32	130	58	72	163
%V	18.2%	18.2%	18.9%	20.5%	17.5%	18.0%	17.2%	20.0%
%H		96.6%	38.1%	18.2%	73.9%	33.0%	40.9%	92.6%
55 - 64	140	136	50	23	112	48	65	120
%V	14.5%	14.6%	14.1%	14.7%	15.1%	14.9%	15.6%	14.8%
%H		97.1%	35.7%	16.4%	80.0%	34.3%	46.4%	85.7%
65+	240	230	64	23	206	62	144	138
%V	24.8%	24.7%	18.0%	14.7%	27.8%	19.2%	34.4%	17.0%
%H		95.8%	26.7%	9.6%	85.8%	25.8%	60.0%	57.5%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	967	932	355	156	741	323	418	813
%H		96.4%	36.7%	16.1%	76.6%	33.4%	43.2%	84.1%
AB	287	277	88	57	226	92	134	272
%V	29.7%	29.7%	24.8%	36.5%	30.5%	28.5%	32.1%	33.5%
%H		96.5%	30.7%	19.9%	78.7%	32.1%	46.7%	94.8%
C1	278	264	103	51	203	94	109	249
%V	28.7%	28.3%	29.0%	32.7%	27.4%	29.1%	26.1%	30.6%
%H		95.0%	37.1%	18.3%	73.0%	33.8%	39.2%	89.6%
C2	188	186	87	20	152	75	77	164
%V	19.4%	20.0%	24.5%	12.8%	20.5%	23.2%	18.4%	20.2%
%H		98.9%	46.3%	10.6%	80.9%	39.9%	41.0%	87.2%
D	141	139	53	24	105	46	59	95
%V	14.6%	14.9%	14.9%	15.4%	14.2%	14.2%	14.1%	11.7%
%H		98.6%	37.6%	17.0%	74.5%	32.6%	41.8%	67.4%
E	73	67	24	5	55	16	39	33
%V	7.5%	7.2%	6.8%	3.2%	7.4%	5.0%	9.3%	4.1%
%H		91.8%	32.9%	6.8%	75.3%	21.9%	53.4%	45.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV West

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	967	932	355	156	741	323	418	813
%H		96.4%	36.7%	16.1%	76.6%	33.4%	43.2%	84.1%
Working full time	324	309	131	67	229	119	110	310
%V	33.5%	33.2%	36.9%	42.9%	30.9%	36.8%	26.3%	38.1%
%H		95.4%	40.4%	20.7%	70.7%	36.7%	34.0%	95.7%
Working part time	190	187	82	40	136	71	64	179
%V	19.6%	20.1%	23.1%	25.6%	18.4%	22.0%	15.3%	22.0%
%H		98.4%	43.2%	21.1%	71.6%	37.4%	33.7%	94.2%
Not working	453	437	143	49	376	133	243	324
%V	46.8%	46.9%	40.3%	31.4%	50.7%	41.2%	58.1%	39.9%
%H		96.5%	31.6%	10.8%	83.0%	29.4%	53.6%	71.5%
Housewife/Houseperson	760	734	270	122	584	244	340	622
%V	78.6%	78.8%	76.1%	78.2%	78.8%	75.5%	81.3%	76.5%
%H		96.6%	35.5%	16.1%	76.8%	32.1%	44.7%	81.8%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
AB	267	259	155	26	170	92	77	235
%V	20.2%	20.5%	21.4%	21.5%	20.9%	22.9%	18.7%	24.3%
%H (All HH)		97.0%	58.1%	9.7%	63.7%	34.5%	28.8%	88.0%
%H (TV HH)			59.8%	10.0%	65.6%	35.5%	29.7%	
C1	320	304	166	33	194	95	99	262
%V	24.2%	24.0%	23.0%	27.3%	23.9%	23.6%	24.0%	27.1%
%H (All HH)		95.0%	51.9%	10.3%	60.6%	29.7%	30.9%	81.9%
%H (TV HH)			54.6%	10.9%	63.8%	31.3%	32.6%	
C2	326	315	194	26	200	108	92	241
%V	24.7%	24.9%	26.8%	21.5%	24.6%	26.9%	22.3%	24.9%
%H (All HH)		96.6%	59.5%	8.0%	61.3%	33.1%	28.2%	73.9%
%H (TV HH)			61.6%	8.3%	63.5%	34.3%	29.2%	
D	237	228	128	23	141	65	76	148
%V	17.9%	18.0%	17.7%	19.0%	17.3%	16.2%	18.4%	15.3%
%H (All HH)		96.2%	54.0%	9.7%	59.5%	27.4%	32.1%	62.4%
%H (TV HH)			56.1%	10.1%	61.8%	28.5%	33.3%	
E	171	160	79	13	108	42	66	79
%V	12.9%	12.6%	10.9%	10.7%	13.3%	10.4%	16.0%	8.2%
%H (All HH)		93.6%	46.2%	7.6%	63.2%	24.6%	38.6%	46.2%
%H (TV HH)			49.4%	8.1%	67.5%	26.3%	41.3%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Under 25	64	56	27	7	29	11	18	53
%V	4.8%	4.4%	3.7%	5.8%	3.6%	2.7%	4.4%	5.5%
%H (All HH)		87.5%	42.2%	10.9%	45.3%	17.2%	28.1%	82.8%
%H (TV HH)			48.2%	12.5%	51.8%	19.6%	32.1%	
25 - 34	180	171	107	17	94	52	42	155
%V	13.6%	13.5%	14.8%	14.0%	11.6%	12.9%	10.2%	16.0%
%H (All HH)		95.0%	59.4%	9.4%	52.2%	28.9%	23.3%	86.1%
%H (TV HH)			62.6%	9.9%	55.0%	30.4%	24.6%	
35 - 44	201	193	123	20	118	71	47	179
%V	15.2%	15.3%	17.0%	16.5%	14.5%	17.7%	11.4%	18.5%
%H (All HH)		96.0%	61.2%	10.0%	58.7%	35.3%	23.4%	89.1%
%H (TV HH)			63.7%	10.4%	61.1%	36.8%	24.4%	
45 - 54	251	242	156	25	155	94	62	210
%V	19.0%	19.1%	21.6%	20.7%	19.1%	23.4%	15.0%	21.7%
%H (All HH)		96.4%	62.2%	10.0%	61.8%	37.5%	24.7%	83.7%
%H (TV HH)			64.5%	10.3%	64.0%	38.8%	25.6%	
55 - 64	229	221	128	20	146	74	72	179
%V	17.3%	17.5%	17.7%	16.5%	18.0%	18.4%	17.5%	18.5%
%H (All HH)		96.5%	55.9%	8.7%	63.8%	32.3%	31.4%	78.2%
%H (TV HH)			57.9%	9.0%	66.1%	33.5%	32.6%	
65 +	394	382	181	31	271	100	171	188
%V	29.8%	30.2%	25.0%	25.6%	33.3%	24.9%	41.5%	19.5%
%H (All HH)		97.0%	45.9%	7.9%	68.8%	25.4%	43.4%	47.7%
%H (TV HH)			47.4%	8.1%	70.9%	26.2%	44.8%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
1	415	384	164	31	260	73	187	196
%V	31.4%	30.4%	22.7%	25.6%	32.0%	18.2%	45.4%	20.3%
%H (All HH)		92.5%	39.5%	7.5%	62.7%	17.6%	45.1%	47.2%
%H (TV HH)			42.7%	8.1%	67.7%	19.0%	48.7%	
2	451	437	264	42	282	152	129	355
%V	34.1%	34.5%	36.5%	34.7%	34.7%	37.8%	31.3%	36.7%
%H (All HH)		96.9%	58.5%	9.3%	62.5%	33.7%	28.6%	78.7%
%H (TV HH)			60.4%	9.6%	64.5%	34.8%	29.5%	
3	211	206	134	22	128	80	48	185
%V	16.0%	16.3%	18.5%	18.2%	15.7%	19.9%	11.7%	19.2%
%H (All HH)		97.6%	63.5%	10.4%	60.7%	37.9%	22.7%	87.7%
%H (TV HH)			65.0%	10.7%	62.1%	38.8%	23.3%	
4	158	156	110	18	92	65	27	150
%V	12.0%	12.3%	15.2%	14.9%	11.3%	16.2%	6.6%	15.5%
%H (All HH)		98.7%	69.6%	11.4%	58.2%	41.1%	17.1%	94.9%
%H (TV HH)			70.5%	11.5%	59.0%	41.7%	17.3%	
5+	86	82	52	9	51	31	20	80
%V	6.5%	6.5%	7.2%	7.4%	6.3%	7.7%	4.9%	8.3%
%H (All HH)		95.3%	60.5%	10.5%	59.3%	36.0%	23.3%	93.0%
%H (TV HH)			63.4%	11.0%	62.2%	37.8%	24.4%	
Average HH size	2.31	2.33	2.50	2.47	2.28	2.60	1.96	2.58

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Without	997	948	512	89	629	288	341	676
%V	75.5%	74.9%	70.8%	73.6%	77.4%	71.6%	82.8%	70.0%
%H (All HH)		95.1%	51.4%	8.9%	63.1%	28.9%	34.2%	67.8%
%H (TV HH)			54.0%	9.4%	66.4%	30.4%	36.0%	
With	324	317	211	32	184	114	70	289
%V	24.5%	25.1%	29.2%	26.4%	22.6%	28.4%	17.0%	29.9%
%H (All HH)		97.8%	65.1%	9.9%	56.8%	35.2%	21.6%	89.2%
%H (TV HH)			66.6%	10.1%	58.0%	36.0%	22.1%	
0 - 3	124	119	76	14	63	35	28	105
%V	9.4%	9.4%	10.5%	11.6%	7.7%	8.7%	6.8%	10.9%
%H (All HH)		96.0%	61.3%	11.3%	50.8%	28.2%	22.6%	84.7%
%H (TV HH)			63.9%	11.8%	52.9%	29.4%	23.5%	
4 - 9	164	160	109	17	91	59	32	145
%V	12.4%	12.6%	15.1%	14.0%	11.2%	14.7%	7.8%	15.0%
%H (All HH)		97.6%	66.5%	10.4%	55.5%	36.0%	19.5%	88.4%
%H (TV HH)			68.1%	10.6%	56.9%	36.9%	20.0%	
10 - 15	153	151	102	14	95	61	33	144
%V	11.6%	11.9%	14.1%	11.6%	11.7%	15.2%	8.0%	14.9%
%H (All HH)		98.7%	66.7%	9.2%	62.1%	39.9%	21.6%	94.1%
%H (TV HH)			67.5%	9.3%	62.9%	40.4%	21.9%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
1	451	451	211	43	241	54	188	278
%V	34.1%	35.7%	29.2%	35.5%	29.6%	13.4%	45.6%	28.8%
%H (All HH)		100.0%	46.8%	9.5%	53.4%	12.0%	41.7%	61.6%
%H (TV HH)			46.8%	9.5%	53.4%	12.0%	41.7%	
2	447	447	256	41	301	152	148	331
%V	33.8%	35.3%	35.4%	33.9%	37.0%	37.8%	35.9%	34.3%
%H (All HH)		100.0%	57.3%	9.2%	67.3%	34.0%	33.1%	74.0%
%H (TV HH)			57.3%	9.2%	67.3%	34.0%	33.1%	
3	224	224	151	22	160	108	52	189
%V	17.0%	17.7%	20.9%	18.2%	19.7%	26.9%	12.6%	19.6%
%H (All HH)		100.0%	67.4%	9.8%	71.4%	48.2%	23.2%	84.4%
%H (TV HH)			67.4%	9.8%	71.4%	48.2%	23.2%	
4	96	96	68	11	73	55	18	91
%V	7.3%	7.6%	9.4%	9.1%	9.0%	13.7%	4.4%	9.4%
%H (All HH)		100.0%	70.8%	11.5%	76.0%	57.3%	18.8%	94.8%
%H (TV HH)			70.8%	11.5%	76.0%	57.3%	18.8%	
5+	46	46	37	3	38	32	6	45
%V	3.5%	3.6%	5.1%	2.5%	4.7%	8.0%	1.5%	4.7%
%H (All HH)		100.0%	80.4%	6.5%	82.6%	69.6%	13.0%	97.8%
%H (TV HH)			80.4%	6.5%	82.6%	69.6%	13.0%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%V (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%V (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Under 20"	321	321	192	24	237	133	104	243
%V	24.3%	25.4%	26.6%	19.8%	29.2%	33.1%	25.2%	25.2%
%H (All HH)		100.0%	59.8%	7.5%	73.8%	41.4%	32.4%	75.7%
%H (TV HH)			59.8%	7.5%	73.8%	41.4%	32.4%	
20" - 29"	500	500	291	44	364	202	163	365
%V	37.9%	39.5%	40.2%	36.4%	44.8%	50.2%	39.6%	37.8%
%H (All HH)		100.0%	58.2%	8.8%	72.8%	40.4%	32.6%	73.0%
%H (TV HH)			58.2%	8.8%	72.8%	40.4%	32.6%	
30" - 39"	716	716	414	71	474	246	228	541
%V	54.2%	56.6%	57.3%	58.7%	58.3%	61.2%	55.3%	56.0%
%H (All HH)		100.0%	57.8%	9.9%	66.2%	34.4%	31.8%	75.6%
%H (TV HH)			57.8%	9.9%	66.2%	34.4%	31.8%	
40" and over	570	570	386	60	345	222	123	487
%V	43.1%	45.1%	53.4%	49.6%	42.4%	55.2%	29.9%	50.4%
%H (All HH)		100.0%	67.7%	10.5%	60.5%	38.9%	21.6%	85.4%
%H (TV HH)			67.7%	10.5%	60.5%	38.9%	21.6%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%V (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Main living room	1249	1249	717	120	803	398	405	923
%V	94.5%	98.7%	99.2%	99.2%	98.8%	99.0%	98.3%	95.5%
%H (All HH)		100.0%	57.4%	9.6%	64.3%	31.9%	32.4%	73.9%
%H (TV HH)			57.4%	9.6%	64.3%	31.9%	32.4%	
Kitchen	181	181	114	11	145	89	56	143
%V	13.7%	14.3%	15.8%	9.1%	17.8%	22.1%	13.6%	14.8%
%H (All HH)		100.0%	63.0%	6.1%	80.1%	49.2%	30.9%	79.0%
%H (TV HH)			63.0%	6.1%	80.1%	49.2%	30.9%	
Adult's bedroom	582	582	368	59	414	259	155	475
%V	44.1%	46.0%	50.9%	48.8%	50.9%	64.4%	37.6%	49.2%
%H (All HH)		100.0%	63.2%	10.1%	71.1%	44.5%	26.6%	81.6%
%H (TV HH)			63.2%	10.1%	71.1%	44.5%	26.6%	
Child's bedroom	147	147	103	16	97	69	28	133
%V	11.1%	11.6%	14.2%	13.2%	11.9%	17.2%	6.8%	13.8%
%H (All HH)		100.0%	70.1%	10.9%	66.0%	46.9%	19.0%	90.5%
%H (TV HH)			70.1%	10.9%	66.0%	46.9%	19.0%	
Other bedroom	73	73	52	5	51	37	15	64
%V	5.5%	5.8%	7.2%	4.1%	6.3%	9.2%	3.6%	6.6%
%H (All HH)		100.0%	71.2%	6.8%	69.9%	50.7%	20.5%	87.7%
%H (TV HH)			71.2%	6.8%	69.9%	50.7%	20.5%	
Second living/dining room	161	161	107	15	118	79	39	131
%V	12.2%	12.7%	14.8%	12.4%	14.5%	19.7%	9.5%	13.6%
%H (All HH)		100.0%	66.5%	9.3%	73.3%	49.1%	24.2%	81.4%
%H (TV HH)			66.5%	9.3%	73.3%	49.1%	24.2%	
Study/office	12	12	9	1	9	7	2	11
%V	0.9%	0.9%	1.2%	0.8%	1.1%	1.7%	0.5%	1.1%
%H (All HH)		100.0%	75.0%	8.3%	75.0%	58.3%	16.7%	91.7%
%H (TV HH)			75.0%	8.3%	75.0%	58.3%	16.7%	
TV room	8	8	6	1	5	4	1	8
%V	0.6%	0.6%	0.8%	0.8%	0.6%	1.0%	0.2%	0.8%
%H (All HH)		100.0%	75.0%	12.5%	62.5%	50.0%	12.5%	100.0%
%H (TV HH)			75.0%	12.5%	62.5%	50.0%	12.5%	
Conservatory	25	25	18	2	20	14	6	23
%V	1.9%	2.0%	2.5%	1.7%	2.5%	3.5%	1.5%	2.4%
%H (All HH)		100.0%	72.0%	8.0%	80.0%	56.0%	24.0%	92.0%
%H (TV HH)			72.0%	8.0%	80.0%	56.0%	24.0%	
Attic or loft room	4	4	2	1	3	2	0	4
%V	0.3%	0.3%	0.3%	0.8%	0.4%	0.5%	0.0%	0.4%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	0.0%	
No specific location	2	2	2	0	1	1	0	1
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Other	9	9	7	0	7	5	2	9
%V	0.7%	0.7%	1.0%	0.0%	0.9%	1.2%	0.5%	0.9%
%H (All HH)		100.0%	77.8%	0.0%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			77.8%	0.0%	77.8%	55.6%	22.2%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Any DSAT provider	723	723	723	6	353	353	0	587
%V	54.7%	57.2%	100.0%	5.0%	43.4%	87.8%	0.0%	60.8%
%H (All HH)			100.0%	0.8%	48.8%	48.8%	0.0%	81.2%
%H (TV HH)			100.0%	0.8%	48.8%	48.8%	0.0%	
Sky with subcription	594	594	594	2	289	289	0	496
%V	45.0%	47.0%	82.2%	1.7%	35.5%	71.9%	0.0%	51.3%
%H (All HH)			100.0%	0.3%	48.7%	48.7%	0.0%	83.5%
%H (TV HH)			100.0%	0.3%	48.7%	48.7%	0.0%	
Sky without subscription	70	70	70	2	33	33	0	45
%V	5.3%	5.5%	9.7%	1.7%	4.1%	8.2%	0.0%	4.7%
%H (All HH)			100.0%	2.9%	47.1%	47.1%	0.0%	64.3%
%H (TV HH)			100.0%	2.9%	47.1%	47.1%	0.0%	
Freesat	65	65	65	2	31	31	0	51
%V	4.9%	5.1%	9.0%	1.7%	3.8%	7.7%	0.0%	5.3%
%H (All HH)			100.0%	3.1%	47.7%	47.7%	0.0%	78.5%
%H (TV HH)			100.0%	3.1%	47.7%	47.7%	0.0%	
Other satellite provider	10	10	10	0	6	6	0	9
%V	0.8%	0.8%	1.4%	0.0%	0.7%	1.5%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
DCAB	121	121	6	121	51	51	0	102
%V	9.2%	9.6%	0.8%	100.0%	6.3%	12.7%	0.0%	10.6%
%H (All HH)			5.0%	100.0%	42.1%	42.1%	0.0%	84.3%
%H (TV HH)			5.0%	100.0%	42.1%	42.1%	0.0%	
DTT	813	813	353	51	813	402	412	577
%V	61.5%	64.3%	48.8%	42.1%	100.0%	100.0%	100.0%	59.7%
%H (All HH)		100.0%	43.4%	6.3%	100.0%	49.4%	50.7%	71.0%
%H (TV HH)			43.4%	6.3%	100.0%	49.4%	50.7%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
PVR	803	803	579	101	464	338	126	687
%V	60.8%	63.5%	80.1%	83.5%	57.1%	84.1%	30.6%	71.1%
%H (All HH)		100.0%	72.1%	12.6%	57.8%	42.1%	15.7%	85.6%
%H (TV HH)			72.1%	12.6%	57.8%	42.1%	15.7%	
DVDR	65	65	36	7	47	25	22	51
%V	4.9%	5.1%	5.0%	5.8%	5.8%	6.2%	5.3%	5.3%
%H (All HH)		100.0%	55.4%	10.8%	72.3%	38.5%	33.8%	78.5%
%H (TV HH)			55.4%	10.8%	72.3%	38.5%	33.8%	
VCR	29	29	15	4	22	11	11	18
%V	2.2%	2.3%	2.1%	3.3%	2.7%	2.7%	2.7%	1.9%
%H (All HH)		100.0%	51.7%	13.8%	75.9%	37.9%	37.9%	62.1%
%H (TV HH)			51.7%	13.8%	75.9%	37.9%	37.9%	
Any recorder	835	835	590	103	490	345	146	707
%V	63.2%	66.0%	81.6%	85.1%	60.3%	85.8%	35.4%	73.2%
%H (All HH)		100.0%	70.7%	12.3%	58.7%	41.3%	17.5%	84.7%
%H (TV HH)			70.7%	12.3%	58.7%	41.3%	17.5%	
Receives HDTV (via STB or built-in reception)	604	604	406	84	361	243	118	523
%V	45.7%	47.7%	56.2%	69.4%	44.4%	60.4%	28.6%	54.1%
%H (All HH)		100.0%	67.2%	13.9%	59.8%	40.2%	19.5%	86.6%
%H (TV HH)			67.2%	13.9%	59.8%	40.2%	19.5%	
DVD/Blu-ray player or recorder	1007	1007	599	101	658	352	306	781
%V	76.2%	79.6%	82.8%	83.5%	80.9%	87.6%	74.3%	80.8%
%H (All HH)		100.0%	59.5%	10.0%	65.3%	35.0%	30.4%	77.6%
%H (TV HH)			59.5%	10.0%	65.3%	35.0%	30.4%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%V		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (All HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
%H (TV HH)								
Has broadband internet	966	934	587	102	577	339	238	966
%V	73.1%	73.8%	81.2%	84.3%	71.0%	84.3%	57.8%	100.0%
%H (All HH)		96.7%	60.8%	10.6%	59.7%	35.1%	24.6%	100.0%
%H (TV HH)			62.8%	10.9%	61.8%	36.3%	25.5%	
Number of computers (PCs and laptops)								
0	321	302	123	20	211	54	159	18
%V	24.3%	23.9%	17.0%	16.5%	26.0%	13.4%	38.6%	1.9%
%H (All HH)		94.1%	38.3%	6.2%	65.7%	16.8%	49.5%	5.6%
%H (TV HH)			40.7%	6.6%	69.9%	17.9%	52.6%	
1	402	379	216	35	236	112	124	365
%V	30.4%	30.0%	29.9%	28.9%	29.0%	27.9%	30.1%	37.8%
%H (All HH)		94.3%	53.7%	8.7%	58.7%	27.9%	30.8%	90.8%
%H (TV HH)			57.0%	9.2%	62.3%	29.6%	32.7%	
2	287	281	179	30	180	109	71	276
%V	21.7%	22.2%	24.8%	24.8%	22.1%	27.1%	17.2%	28.6%
%H (All HH)		97.9%	62.4%	10.5%	62.7%	38.0%	24.7%	96.2%
%H (TV HH)			63.7%	10.7%	64.1%	38.8%	25.3%	
3	147	144	96	15	86	55	32	146
%V	11.1%	11.4%	13.3%	12.4%	10.6%	13.7%	7.8%	15.1%
%H (All HH)		98.0%	65.3%	10.2%	58.5%	37.4%	21.8%	99.3%
%H (TV HH)			66.7%	10.4%	59.7%	38.2%	22.2%	
4	80	78	52	9	49	34	15	79
%V	6.1%	6.2%	7.2%	7.4%	6.0%	8.5%	3.6%	8.2%
%H (All HH)		97.5%	65.0%	11.3%	61.3%	42.5%	18.8%	98.8%
%H (TV HH)			66.7%	11.5%	62.8%	43.6%	19.2%	
5+	83	81	56	12	50	39	11	83
%V	6.3%	6.4%	7.7%	9.9%	6.2%	9.7%	2.7%	8.6%
%H (All HH)		97.6%	67.5%	14.5%	60.2%	47.0%	13.3%	100.0%
%H (TV HH)			69.1%	14.8%	61.7%	48.1%	13.6%	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
Under 20"	409	250	31	306	178	128	316
%V	15.4%	15.2%	12.2%	16.8%	16.5%	17.2%	15.0%
%H		61.1%	7.6%	74.8%	43.5%	31.3%	77.3%
20" - 29"	648	391	58	484	288	196	495
%V	24.4%	23.8%	22.7%	26.6%	26.7%	26.3%	23.4%
%H		60.3%	9.0%	74.7%	44.4%	30.2%	76.4%
30" - 39"	877	520	90	588	324	264	683
%V	33.1%	31.6%	35.3%	32.3%	30.1%	35.5%	32.3%
%H		59.3%	10.3%	67.0%	36.9%	30.1%	77.9%
40" and over	680	466	73	419	278	141	591
%V	25.7%	28.3%	28.6%	23.0%	25.8%	19.0%	28.0%
%H		68.5%	10.7%	61.6%	40.9%	20.7%	86.9%
Don't know	37	18	3	24	8	16	28
%V	1.4%	1.1%	1.2%	1.3%	0.7%	2.2%	1.3%
%H		48.6%	8.1%	64.9%	21.6%	43.2%	75.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
Main living room	1257	721	120	808	401	408	929
%V	47.4%	43.9%	47.1%	44.4%	37.2%	54.8%	44.0%
%H		57.4%	9.5%	64.3%	31.9%	32.5%	73.9%
Kitchen	181	114	11	146	89	57	144
%V	6.8%	6.9%	4.3%	8.0%	8.3%	7.7%	6.8%
%H		63.0%	6.1%	80.7%	49.2%	31.5%	79.6%
Adult's bedroom	697	447	75	504	329	176	583
%V	26.3%	27.2%	29.4%	27.7%	30.5%	23.7%	27.6%
%H		64.1%	10.8%	72.3%	47.2%	25.3%	83.6%
Child's bedroom	199	143	22	131	98	33	184
%V	7.5%	8.7%	8.6%	7.2%	9.1%	4.4%	8.7%
%H		71.9%	11.1%	65.8%	49.2%	16.6%	92.5%
Other bedroom	92	66	6	66	47	19	82
%V	3.5%	4.0%	2.4%	3.6%	4.4%	2.6%	3.9%
%H		71.7%	6.5%	71.7%	51.1%	20.7%	89.1%
Second living/dining room	164	109	16	120	80	40	134
%V	6.2%	6.6%	6.3%	6.6%	7.4%	5.4%	6.3%
%H		66.5%	9.8%	73.2%	48.8%	24.4%	81.7%
Study/office	13	9	1	10	7	2	12
%V	0.5%	0.5%	0.4%	0.5%	0.6%	0.3%	0.6%
%H		69.2%	7.7%	76.9%	53.8%	15.4%	92.3%
TV room	8	6	1	5	4	1	8
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%	0.4%
%H		75.0%	12.5%	62.5%	50.0%	12.5%	100.0%
Conservatory	25	18	2	20	14	6	23
%V	0.9%	1.1%	0.8%	1.1%	1.3%	0.8%	1.1%
%H		72.0%	8.0%	80.0%	56.0%	24.0%	92.0%
Attic or loft room	4	3	1	3	2	0	4
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.0%	0.2%
%H		75.0%	25.0%	75.0%	50.0%	0.0%	100.0%
No specific location	2	2	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
Other	9	7	0	7	5	2	9
%V	0.3%	0.4%	0.0%	0.4%	0.5%	0.3%	0.4%
%H		77.8%	0.0%	77.8%	55.6%	22.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
PVR	1063	791	135	593	449	144	928
%V	40.1%	48.1%	52.9%	32.6%	41.7%	19.4%	43.9%
%H		74.4%	12.7%	55.8%	42.2%	13.5%	87.3%
DVDR	72	40	7	52	27	25	56
%V	2.7%	2.4%	2.7%	2.9%	2.5%	3.4%	2.7%
%H		55.6%	9.7%	72.2%	37.5%	34.7%	77.8%
VCR	32	17	5	24	13	11	19
%V	1.2%	1.0%	2.0%	1.3%	1.2%	1.5%	0.9%
%H		53.1%	15.6%	75.0%	40.6%	34.4%	59.4%
Any recorder	1113	814	138	635	468	167	962
%V	42.0%	49.5%	54.1%	34.9%	43.5%	22.4%	45.5%
%H		73.1%	12.4%	57.1%	42.0%	15.0%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: 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	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
Receives HDTV (via STB or built-in reception)	829	560	123	504	351	153	730
%V	31.3%	34.1%	48.2%	27.7%	32.6%	20.6%	34.6%
%H		67.6%	14.8%	60.8%	42.3%	18.5%	88.1%
DVD/Blu-ray player or recorder	1517	954	151	1050	636	414	1238
%V	57.2%	58.0%	59.2%	57.7%	59.1%	55.6%	58.6%
%H		62.9%	10.0%	69.2%	41.9%	27.3%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1262	722	121	813	402	411	931
%H		57.2%	9.6%	64.4%	31.9%	32.6%	73.8%
Under 20"	24	7	1	19	3	15	12
%V	1.9%	1.0%	0.8%	2.3%	0.7%	3.6%	1.3%
%H		29.2%	4.2%	79.2%	12.5%	62.5%	50.0%
20" - 29"	172	72	14	120	37	83	92
%V	13.6%	10.0%	11.6%	14.8%	9.2%	20.2%	9.9%
%H		41.9%	8.1%	69.8%	21.5%	48.3%	53.5%
30" - 39"	514	271	48	342	150	192	357
%V	40.7%	37.5%	39.7%	42.1%	37.3%	46.7%	38.3%
%H		52.7%	9.3%	66.5%	29.2%	37.4%	69.5%
40" and over	544	368	58	327	210	117	464
%V	43.1%	51.0%	47.9%	40.2%	52.2%	28.5%	49.8%
%H		67.6%	10.7%	60.1%	38.6%	21.5%	85.3%
Don't know	9	4	1	5	1	4	7
%V	0.7%	0.6%	0.8%	0.6%	0.2%	1.0%	0.8%
%H		44.4%	11.1%	55.6%	11.1%	44.4%	77.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1262	722	121	813	402	411	931
%H		57.2%	9.6%	64.4%	31.9%	32.6%	73.8%
PVR	781	565	100	446	326	120	669
%V	61.9%	78.3%	82.6%	54.9%	81.1%	29.2%	71.9%
%H		72.3%	12.8%	57.1%	41.7%	15.4%	85.7%
DVDR	54	29	5	39	20	19	41
%V	4.3%	4.0%	4.1%	4.8%	5.0%	4.6%	4.4%
%H		53.7%	9.3%	72.2%	37.0%	35.2%	75.9%
VCR	23	9	4	16	7	10	13
%V	1.8%	1.2%	3.3%	2.0%	1.7%	2.4%	1.4%
%H		39.1%	17.4%	69.6%	30.4%	43.5%	56.5%
Any recorder	812	576	101	472	334	137	689
%V	64.3%	79.8%	83.5%	58.1%	83.1%	33.3%	74.0%
%H		70.9%	12.4%	58.1%	41.1%	16.9%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: 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	1262	722	121	813	402	411	931
%H		57.2%	9.6%	64.4%	31.9%	32.6%	73.8%
Receives HDTV (via STB or built-in reception)	581	392	81	342	231	111	503
%V	46.0%	54.3%	66.9%	42.1%	57.5%	27.0%	54.0%
%H		67.5%	13.9%	58.9%	39.8%	19.1%	86.6%
DVD/Blu-ray player or recorder	929	549	93	600	315	285	719
%V	73.6%	76.0%	76.9%	73.8%	78.4%	69.3%	77.2%
%H		59.1%	10.0%	64.6%	33.9%	30.7%	77.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Set level data

Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1388	922	134	1009	675	333	1181
%H		66.4%	9.7%	72.7%	48.6%	24.0%	85.1%
Under 20"	385	243	30	287	174	113	304
%V	27.7%	26.4%	22.4%	28.4%	25.8%	33.9%	25.7%
%H		63.1%	7.8%	74.5%	45.2%	29.4%	79.0%
20" - 29"	476	319	45	364	251	112	403
%V	34.3%	34.6%	33.6%	36.1%	37.2%	33.6%	34.1%
%H		67.0%	9.5%	76.5%	52.7%	23.5%	84.7%
30" - 39"	363	249	43	246	174	72	326
%V	26.2%	27.0%	32.1%	24.4%	25.8%	21.6%	27.6%
%H		68.6%	11.8%	67.8%	47.9%	19.8%	89.8%
40" and over	136	98	15	92	68	24	127
%V	9.8%	10.6%	11.2%	9.1%	10.1%	7.2%	10.8%
%H		72.1%	11.0%	67.6%	50.0%	17.6%	93.4%
Don't know	28	13	2	20	7	12	22
%V	2.0%	1.4%	1.5%	2.0%	1.0%	3.6%	1.9%
%H		46.4%	7.1%	71.4%	25.0%	42.9%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1388	922	134	1009	675	333	1181
%H		66.4%	9.7%	72.7%	48.6%	24.0%	85.1%
PVR	282	226	35	147	123	24	259
%V	20.3%	24.5%	26.1%	14.6%	18.2%	7.2%	21.9%
%H		80.1%	12.4%	52.1%	43.6%	8.5%	91.8%
DVDR	17	11	2	12	7	5	15
%V	1.2%	1.2%	1.5%	1.2%	1.0%	1.5%	1.3%
%H		64.7%	11.8%	70.6%	41.2%	29.4%	88.2%
VCR	10	7	1	8	6	2	7
%V	0.7%	0.8%	0.7%	0.8%	0.9%	0.6%	0.6%
%H		70.0%	10.0%	80.0%	60.0%	20.0%	70.0%
Any recorder	301	239	37	163	134	30	274
%V	21.7%	25.9%	27.6%	16.2%	19.9%	9.0%	23.2%
%H		79.4%	12.3%	54.2%	44.5%	10.0%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1388	922	134	1009	675	333	1181
%H		66.4%	9.7%	72.7%	48.6%	24.0%	85.1%
Receives HDTV (via STB or built-in reception)	248	168	42	162	120	42	227
%V	17.9%	18.2%	31.3%	16.1%	17.8%	12.6%	19.2%
%H		67.7%	16.9%	65.3%	48.4%	16.9%	91.5%
DVD/Blu-ray player or recorder	588	405	58	450	321	129	518
%V	42.4%	43.9%	43.3%	44.6%	47.6%	38.7%	43.9%
%H		68.9%	9.9%	76.5%	54.6%	21.9%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3047	2942	1809	299	1853	1045	807	2490
%H		96.6%	59.4%	9.8%	60.8%	34.3%	26.5%	81.7%
Total Children	559	545	364	56	318	198	119	504
%V	18.3%	18.5%	20.1%	18.7%	17.2%	18.9%	14.7%	20.2%
%H		97.5%	65.1%	10.0%	56.9%	35.4%	21.3%	90.2%
0 - 3	148	143	91	17	74	41	33	127
%V	4.9%	4.9%	5.0%	5.7%	4.0%	3.9%	4.1%	5.1%
%H		96.6%	61.5%	11.5%	50.0%	27.7%	22.3%	85.8%
4 - 15	411	403	273	40	243	158	86	377
%V	13.5%	13.7%	15.1%	13.4%	13.1%	15.1%	10.7%	15.1%
%H		98.1%	66.4%	9.7%	59.1%	38.4%	20.9%	91.7%
4 - 9	208	204	139	21	117	75	42	188
%V	6.8%	6.9%	7.7%	7.0%	6.3%	7.2%	5.2%	7.6%
%H		98.1%	66.8%	10.1%	56.3%	36.1%	20.2%	90.4%
10 - 15	203	199	134	19	126	82	44	189
%V	6.7%	6.8%	7.4%	6.4%	6.8%	7.8%	5.5%	7.6%
%H		98.0%	66.0%	9.4%	62.1%	40.4%	21.7%	93.1%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3047	2942	1809	299	1853	1045	807	2490
%H		96.6%	59.4%	9.8%	60.8%	34.3%	26.5%	81.7%
Total Adults (16+)	2488	2396	1445	243	1535	847	688	1986
%V	81.7%	81.4%	79.9%	81.3%	82.8%	81.1%	85.3%	79.8%
%H		96.3%	58.1%	9.8%	61.7%	34.0%	27.7%	79.8%
16 - 19	136	132	84	18	86	58	28	127
%V	4.5%	4.5%	4.6%	6.0%	4.6%	5.6%	3.5%	5.1%
%H		97.1%	61.8%	13.2%	63.2%	42.6%	20.6%	93.4%
20 - 24	211	195	109	23	116	63	54	188
%V	6.9%	6.6%	6.0%	7.7%	6.3%	6.0%	6.7%	7.6%
%H		92.4%	51.7%	10.9%	55.0%	29.9%	25.6%	89.1%
25 - 34	375	357	228	37	204	120	83	329
%V	12.3%	12.1%	12.6%	12.4%	11.0%	11.5%	10.3%	13.2%
%H		95.2%	60.8%	9.9%	54.4%	32.0%	22.1%	87.7%
35 - 44	361	348	225	39	209	130	79	324
%V	11.8%	11.8%	12.4%	13.0%	11.3%	12.4%	9.8%	13.0%
%H		96.4%	62.3%	10.8%	57.9%	36.0%	21.9%	89.8%
45 - 54	430	416	273	45	269	168	101	374
%V	14.1%	14.1%	15.1%	15.1%	14.5%	16.1%	12.5%	15.0%
%H		96.7%	63.5%	10.5%	62.6%	39.1%	23.5%	87.0%
55 - 64	377	366	224	31	239	130	110	311
%V	12.4%	12.4%	12.4%	10.4%	12.9%	12.4%	13.6%	12.5%
%H		97.1%	59.4%	8.2%	63.4%	34.5%	29.2%	82.5%
65+	597	582	302	49	411	179	233	334
%V	19.6%	19.8%	16.7%	16.4%	22.2%	17.1%	28.9%	13.4%
%H		97.5%	50.6%	8.2%	68.8%	30.0%	39.0%	55.9%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2488	2396	1445	243	1535	847	688	1986
%H		96.3%	58.1%	9.8%	61.7%	34.0%	27.7%	79.8%
AB	530	517	322	55	341	201	139	484
%V	21.3%	21.6%	22.3%	22.6%	22.2%	23.7%	20.2%	24.4%
%H		97.5%	60.8%	10.4%	64.3%	37.9%	26.2%	91.3%
C1	620	589	333	67	376	201	175	539
%V	24.9%	24.6%	23.0%	27.6%	24.5%	23.7%	25.4%	27.1%
%H		95.0%	53.7%	10.8%	60.6%	32.4%	28.2%	86.9%
C2	650	632	410	58	402	242	160	521
%V	26.1%	26.4%	28.4%	23.9%	26.2%	28.6%	23.3%	26.2%
%H		97.2%	63.1%	8.9%	61.8%	37.2%	24.6%	80.2%
D	439	423	256	41	259	133	126	310
%V	17.6%	17.7%	17.7%	16.9%	16.9%	15.7%	18.3%	15.6%
%H		96.4%	58.3%	9.3%	59.0%	30.3%	28.7%	70.6%
E	250	236	124	22	158	70	88	132
%V	10.0%	9.8%	8.6%	9.1%	10.3%	8.3%	12.8%	6.6%
%H		94.4%	49.6%	8.8%	63.2%	28.0%	35.2%	52.8%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2488	2396	1445	243	1535	847	688	1986
%H		96.3%	58.1%	9.8%	61.7%	34.0%	27.7%	79.8%
Working full time	1075	1043	685	106	641	397	244	976
%V	43.2%	43.5%	47.4%	43.6%	41.8%	46.9%	35.5%	49.1%
%H		97.0%	63.7%	9.9%	59.6%	36.9%	22.7%	90.8%
Working part time	222	215	129	25	138	77	61	189
%V	8.9%	9.0%	8.9%	10.3%	9.0%	9.1%	8.9%	9.5%
%H		96.8%	58.1%	11.3%	62.2%	34.7%	27.5%	85.1%
Not working	1191	1139	631	113	757	373	383	822
%V	47.9%	47.5%	43.7%	46.5%	49.3%	44.0%	55.7%	41.4%
%H		95.6%	53.0%	9.5%	63.6%	31.3%	32.2%	69.0%
Housewife/Houseperson	1321	1265	723	121	813	402	412	966
%V	53.1%	52.8%	50.0%	49.8%	53.0%	47.5%	59.9%	48.6%
%H		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1161	719	117	730	418	312	989
%H		95.7%	59.3%	9.6%	60.2%	34.5%	25.7%	81.5%
16 - 19	72	69	46	8	43	30	13	67
%V	5.9%	5.9%	6.4%	6.8%	5.9%	7.2%	4.2%	6.8%
%H		95.8%	63.9%	11.1%	59.7%	41.7%	18.1%	93.1%
20 - 24	105	95	58	10	57	36	21	95
%V	8.7%	8.2%	8.1%	8.5%	7.8%	8.6%	6.7%	9.6%
%H		90.5%	55.2%	9.5%	54.3%	34.3%	20.0%	90.5%
25 - 34	189	179	114	19	100	58	41	166
%V	15.6%	15.4%	15.9%	16.2%	13.7%	13.9%	13.1%	16.8%
%H		94.7%	60.3%	10.1%	52.9%	30.7%	21.7%	87.8%
35 - 44	178	170	108	20	101	61	40	158
%V	14.7%	14.6%	15.0%	17.1%	13.8%	14.6%	12.8%	16.0%
%H		95.5%	60.7%	11.2%	56.7%	34.3%	22.5%	88.8%
45 - 54	210	203	133	22	128	79	49	181
%V	17.3%	17.5%	18.5%	18.8%	17.5%	18.9%	15.7%	18.3%
%H		96.7%	63.3%	10.5%	61.0%	37.6%	23.3%	86.2%
55 - 64	184	178	110	15	116	64	52	152
%V	15.2%	15.3%	15.3%	12.8%	15.9%	15.3%	16.7%	15.4%
%H		96.7%	59.8%	8.2%	63.0%	34.8%	28.3%	82.6%
65+	275	267	150	23	185	90	96	170
%V	22.7%	23.0%	20.9%	19.7%	25.3%	21.5%	30.8%	17.2%
%H		97.1%	54.5%	8.4%	67.3%	32.7%	34.9%	61.8%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1161	719	117	730	418	312	989
%H		95.7%	59.3%	9.6%	60.2%	34.5%	25.7%	81.5%
AB	264	257	164	26	169	103	66	244
%V	21.8%	22.1%	22.8%	22.2%	23.2%	24.6%	21.2%	24.7%
%H		97.3%	62.1%	9.8%	64.0%	39.0%	25.0%	92.4%
C1	295	276	163	32	168	95	72	264
%V	24.3%	23.8%	22.7%	27.4%	23.0%	22.7%	23.1%	26.7%
%H		93.6%	55.3%	10.8%	56.9%	32.2%	24.4%	89.5%
C2	342	331	216	30	208	125	83	273
%V	28.2%	28.5%	30.0%	25.6%	28.5%	29.9%	26.6%	27.6%
%H		96.8%	63.2%	8.8%	60.8%	36.5%	24.3%	79.8%
D	209	201	124	18	121	64	58	152
%V	17.2%	17.3%	17.2%	15.4%	16.6%	15.3%	18.6%	15.4%
%H		96.2%	59.3%	8.6%	57.9%	30.6%	27.8%	72.7%
E	102	96	52	10	63	31	32	57
%V	8.4%	8.3%	7.2%	8.5%	8.6%	7.4%	10.3%	5.8%
%H		94.1%	51.0%	9.8%	61.8%	30.4%	31.4%	55.9%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1161	719	117	730	418	312	989
%H		95.7%	59.3%	9.6%	60.2%	34.5%	25.7%	81.5%
Working full time	648	626	412	63	381	235	146	584
%V	53.4%	53.9%	57.3%	53.8%	52.2%	56.2%	46.8%	59.0%
%H		96.6%	63.6%	9.7%	58.8%	36.3%	22.5%	90.1%
Working part time	49	47	28	5	30	16	14	40
%V	4.0%	4.0%	3.9%	4.3%	4.1%	3.8%	4.5%	4.0%
%H		95.9%	57.1%	10.2%	61.2%	32.7%	28.6%	81.6%
Not working	516	488	278	49	319	168	151	366
%V	42.5%	42.0%	38.7%	41.9%	43.7%	40.2%	48.4%	37.0%
%H		94.6%	53.9%	9.5%	61.8%	32.6%	29.3%	70.9%
Housewife/Houseperson	257	235	122	20	143	55	88	156
%V	21.2%	20.2%	17.0%	17.1%	19.6%	13.2%	28.2%	15.8%
%H		91.4%	47.5%	7.8%	55.6%	21.4%	34.2%	60.7%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1235	726	127	805	429	376	997
%H		96.9%	56.9%	10.0%	63.1%	33.6%	29.5%	78.2%
16 - 19	64	64	39	10	43	28	15	60
%V	5.0%	5.2%	5.4%	7.9%	5.3%	6.5%	4.0%	6.0%
%H		100.0%	60.9%	15.6%	67.2%	43.8%	23.4%	93.8%
20 - 24	106	99	51	13	60	27	33	93
%V	8.3%	8.0%	7.0%	10.2%	7.5%	6.3%	8.8%	9.3%
%H		93.4%	48.1%	12.3%	56.6%	25.5%	31.1%	87.7%
25 - 34	186	178	114	18	104	62	42	163
%V	14.6%	14.4%	15.7%	14.2%	12.9%	14.5%	11.2%	16.3%
%H		95.7%	61.3%	9.7%	55.9%	33.3%	22.6%	87.6%
35 - 44	183	178	117	20	108	69	39	167
%V	14.4%	14.4%	16.1%	15.7%	13.4%	16.1%	10.4%	16.8%
%H		97.3%	63.9%	10.9%	59.0%	37.7%	21.3%	91.3%
45 - 54	219	214	139	23	141	89	52	193
%V	17.2%	17.3%	19.1%	18.1%	17.5%	20.7%	13.8%	19.4%
%H		97.7%	63.5%	10.5%	64.4%	40.6%	23.7%	88.1%
55 - 64	193	188	113	16	124	65	58	159
%V	15.1%	15.2%	15.6%	12.6%	15.4%	15.2%	15.4%	15.9%
%H		97.4%	58.5%	8.3%	64.2%	33.7%	30.1%	82.4%
65+	323	315	152	26	226	89	137	165
%V	25.3%	25.5%	20.9%	20.5%	28.1%	20.7%	36.4%	16.5%
%H		97.5%	47.1%	8.0%	70.0%	27.6%	42.4%	51.1%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1235	726	127	805	429	376	997
%H		96.9%	56.9%	10.0%	63.1%	33.6%	29.5%	78.2%
AB	265	260	158	29	172	99	73	240
%V	20.8%	21.1%	21.8%	22.8%	21.4%	23.1%	19.4%	24.1%
%H		98.1%	59.6%	10.9%	64.9%	37.4%	27.5%	90.6%
C1	325	313	169	36	208	105	103	275
%V	25.5%	25.3%	23.3%	28.3%	25.8%	24.5%	27.4%	27.6%
%H		96.3%	52.0%	11.1%	64.0%	32.3%	31.7%	84.6%
C2	307	300	194	28	193	117	76	248
%V	24.1%	24.3%	26.7%	22.0%	24.0%	27.3%	20.2%	24.9%
%H		97.7%	63.2%	9.1%	62.9%	38.1%	24.8%	80.8%
D	230	222	132	22	137	69	68	158
%V	18.0%	18.0%	18.2%	17.3%	17.0%	16.1%	18.1%	15.8%
%H		96.5%	57.4%	9.6%	59.6%	30.0%	29.6%	68.7%
E	147	140	72	11	94	38	56	76
%V	11.5%	11.3%	9.9%	8.7%	11.7%	8.9%	14.9%	7.6%
%H		95.2%	49.0%	7.5%	63.9%	25.9%	38.1%	51.7%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV HTV Wales

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1235	726	127	805	429	376	997
%H		96.9%	56.9%	10.0%	63.1%	33.6%	29.5%	78.2%
Working full time	426	417	273	43	260	162	98	392
%V	33.4%	33.8%	37.6%	33.9%	32.3%	37.8%	26.1%	39.3%
%H		97.9%	64.1%	10.1%	61.0%	38.0%	23.0%	92.0%
Working part time	173	167	101	19	107	61	46	149
%V	13.6%	13.5%	13.9%	15.0%	13.3%	14.2%	12.2%	14.9%
%H		96.5%	58.4%	11.0%	61.8%	35.3%	26.6%	86.1%
Not working	675	651	352	64	438	205	232	456
%V	52.9%	52.7%	48.5%	50.4%	54.4%	47.8%	61.7%	45.7%
%H		96.4%	52.1%	9.5%	64.9%	30.4%	34.4%	67.6%
Housewife/Houseperson	1064	1030	600	101	670	347	324	809
%V	83.5%	83.4%	82.6%	79.5%	83.2%	80.9%	86.2%	81.1%
%H		96.8%	56.4%	9.5%	63.0%	32.6%	30.5%	76.0%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV Channel Islands

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	73	69	56	1	43	30	12	60
%H (All HH)		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%
%H (TV HH)			81.2%	1.4%	62.3%	43.5%	17.4%	
AB	31	30	27	0	17	14	3	28
%V	42.5%	43.5%	48.2%	0.0%	39.5%	46.7%	25.0%	46.7%
%H (All HH)		96.8%	87.1%	0.0%	54.8%	45.2%	9.7%	90.3%
%H (TV HH)			90.0%	0.0%	56.7%	46.7%	10.0%	
C1	23	21	19	0	13	10	3	20
%V	31.5%	30.4%	33.9%	0.0%	30.2%	33.3%	25.0%	33.3%
%H (All HH)		91.3%	82.6%	0.0%	56.5%	43.5%	13.0%	87.0%
%H (TV HH)			90.5%	0.0%	61.9%	47.6%	14.3%	
C2	12	11	7	0	8	4	4	8
%V	16.4%	15.9%	12.5%	0.0%	18.6%	13.3%	33.3%	13.3%
%H (All HH)		91.7%	58.3%	0.0%	66.7%	33.3%	33.3%	66.7%
%H (TV HH)			63.6%	0.0%	72.7%	36.4%	36.4%	
D	4	4	3	1	3	2	1	3
%V	5.5%	5.8%	5.4%	100.0%	7.0%	6.7%	8.3%	5.0%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	50.0%	25.0%	75.0%
%H (TV HH)			75.0%	25.0%	75.0%	50.0%	25.0%	
E	3	3	1	0	2	0	2	1
%V	4.1%	4.3%	1.8%	0.0%	4.7%	0.0%	16.7%	1.7%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%	33.3%
%H (TV HH)			33.3%	0.0%	66.7%	0.0%	66.7%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	73	69	56	1	43	30	12	60
%V (All HH)		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%
%H (TV HH)			81.2%	1.4%	62.3%	43.5%	17.4%	
Under 25	3	3	1	0	2	0	2	2
%V	4.1%	4.3%	1.8%	0.0%	4.7%	0.0%	16.7%	3.3%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	66.7%	0.0%	66.7%	
25 - 34	5	5	5	0	2	1	1	5
%V	6.8%	7.2%	8.9%	0.0%	4.7%	3.3%	8.3%	8.3%
%H (All HH)		100.0%	100.0%	0.0%	40.0%	20.0%	20.0%	100.0%
%H (TV HH)			100.0%	0.0%	40.0%	20.0%	20.0%	
35 - 44	15	15	15	0	7	7	0	14
%V	20.5%	21.7%	26.8%	0.0%	16.3%	23.3%	0.0%	23.3%
%H (All HH)		100.0%	100.0%	0.0%	46.7%	46.7%	0.0%	93.3%
%H (TV HH)			100.0%	0.0%	46.7%	46.7%	0.0%	
45 - 54	13	12	11	0	6	5	1	13
%V	17.8%	17.4%	19.6%	0.0%	14.0%	16.7%	8.3%	21.7%
%H (All HH)		92.3%	84.6%	0.0%	46.2%	38.5%	7.7%	100.0%
%H (TV HH)			91.7%	0.0%	50.0%	41.7%	8.3%	
55 - 64	17	15	12	0	11	8	4	14
%V	23.3%	21.7%	21.4%	0.0%	25.6%	26.7%	33.3%	23.3%
%H (All HH)		88.2%	70.6%	0.0%	64.7%	47.1%	23.5%	82.4%
%H (TV HH)			80.0%	0.0%	73.3%	53.3%	26.7%	
65 +	19	18	13	1	15	10	5	11
%V	26.0%	26.1%	23.2%	100.0%	34.9%	33.3%	41.7%	18.3%
%H (All HH)		94.7%	68.4%	5.3%	78.9%	52.6%	26.3%	57.9%
%H (TV HH)			72.2%	5.6%	83.3%	55.6%	27.8%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	73	69	56	1	43	30	12	60
%H (All HH)		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%
%H (TV HH)			81.2%	1.4%	62.3%	43.5%	17.4%	
1	19	18	12	1	13	8	5	13
%V	26.0%	26.1%	21.4%	100.0%	30.2%	26.7%	41.7%	21.7%
%H (All HH)		94.7%	63.2%	5.3%	68.4%	42.1%	26.3%	68.4%
%H (TV HH)			66.7%	5.6%	72.2%	44.4%	27.8%	
2	25	24	20	0	14	10	4	19
%V	34.2%	34.8%	35.7%	0.0%	32.6%	33.3%	33.3%	31.7%
%H (All HH)		96.0%	80.0%	0.0%	56.0%	40.0%	16.0%	76.0%
%H (TV HH)			83.3%	0.0%	58.3%	41.7%	16.7%	
3	15	15	12	0	9	7	3	14
%V	20.5%	21.7%	21.4%	0.0%	20.9%	23.3%	25.0%	23.3%
%H (All HH)		100.0%	80.0%	0.0%	60.0%	46.7%	20.0%	93.3%
%H (TV HH)			80.0%	0.0%	60.0%	46.7%	20.0%	
4	10	10	9	0	5	4	1	10
%V	13.7%	14.5%	16.1%	0.0%	11.6%	13.3%	8.3%	16.7%
%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%	
5+	3	3	3	0	1	1	0	3
%V	4.1%	4.3%	5.4%	0.0%	2.3%	3.3%	0.0%	5.0%
%H (All HH)		100.0%	100.0%	0.0%	33.3%	33.3%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	33.3%	33.3%	0.0%	
Average HH size	2.35	2.37	2.49	1.00	2.21	2.34	1.90	2.52

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	73	69	56	1	43	30	12	60
%H (All HH)		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%
%H (TV HH)			81.2%	1.4%	62.3%	43.5%	17.4%	
Without	52	50	40	1	35	25	10	41
%V	71.2%	72.5%	71.4%	100.0%	81.4%	83.3%	83.3%	68.3%
%H (All HH)		96.2%	76.9%	1.9%	67.3%	48.1%	19.2%	78.8%
%H (TV HH)			80.0%	2.0%	70.0%	50.0%	20.0%	
With	20	19	17	0	8	5	3	19
%V	27.4%	27.5%	30.4%	0.0%	18.6%	16.7%	25.0%	31.7%
%H (All HH)		95.0%	85.0%	0.0%	40.0%	25.0%	15.0%	95.0%
%H (TV HH)			89.5%	0.0%	42.1%	26.3%	15.8%	
0 - 3	8	7	5	0	3	1	2	7
%V	11.0%	10.1%	8.9%	0.0%	7.0%	3.3%	16.7%	11.7%
%H (All HH)		87.5%	62.5%	0.0%	37.5%	12.5%	25.0%	87.5%
%H (TV HH)			71.4%	0.0%	42.9%	14.3%	28.6%	
4 - 9	9	9	9	0	3	3	0	9
%V	12.3%	13.0%	16.1%	0.0%	7.0%	10.0%	0.0%	15.0%
%H (All HH)		100.0%	100.0%	0.0%	33.3%	33.3%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	33.3%	33.3%	0.0%	
10 - 15	7	7	7	0	4	3	1	7
%V	9.6%	10.1%	12.5%	0.0%	9.3%	10.0%	8.3%	11.7%
%H (All HH)		100.0%	100.0%	0.0%	57.1%	42.9%	14.3%	100.0%
%H (TV HH)			100.0%	0.0%	57.1%	42.9%	14.3%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	73	69	56	1	43	30	12	60
%H (All HH)		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%
%H (TV HH)			81.2%	1.4%	62.3%	43.5%	17.4%	
1	19	19	10	1	13	5	8	12
%V	26.0%	27.5%	17.9%	100.0%	30.2%	16.7%	66.7%	20.0%
%H (All HH)		100.0%	52.6%	5.3%	68.4%	26.3%	42.1%	63.2%
%H (TV HH)			52.6%	5.3%	68.4%	26.3%	42.1%	
2	21	21	17	0	12	8	4	17
%V	28.8%	30.4%	30.4%	0.0%	27.9%	26.7%	33.3%	28.3%
%H (All HH)		100.0%	81.0%	0.0%	57.1%	38.1%	19.0%	81.0%
%H (TV HH)			81.0%	0.0%	57.1%	38.1%	19.0%	
3	17	17	16	0	10	10	1	15
%V	23.3%	24.6%	28.6%	0.0%	23.3%	33.3%	8.3%	25.0%
%H (All HH)		100.0%	94.1%	0.0%	58.8%	58.8%	5.9%	88.2%
%H (TV HH)			94.1%	0.0%	58.8%	58.8%	5.9%	
4	10	10	10	0	5	5	0	10
%V	13.7%	14.5%	17.9%	0.0%	11.6%	16.7%	0.0%	16.7%
%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%	
5+	4	4	4	0	2	2	0	4
%V	5.5%	5.8%	7.1%	0.0%	4.7%	6.7%	0.0%	6.7%
%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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	73	69	56	1	43	30	12	60
%H (All HH)		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%
%H (TV HH)			81.2%	1.4%	62.3%	43.5%	17.4%	
Under 20"	26	26	24	0	17	15	2	22
%V	35.6%	37.7%	42.9%	0.0%	39.5%	50.0%	16.7%	36.7%
%H (All HH)		100.0%	92.3%	0.0%	65.4%	57.7%	7.7%	84.6%
%H (TV HH)			92.3%	0.0%	65.4%	57.7%	7.7%	
20" - 29"	23	23	17	1	15	10	5	17
%V	31.5%	33.3%	30.4%	100.0%	34.9%	33.3%	41.7%	28.3%
%H (All HH)		100.0%	73.9%	4.3%	65.2%	43.5%	21.7%	73.9%
%H (TV HH)			73.9%	4.3%	65.2%	43.5%	21.7%	
30" - 39"	30	30	26	0	16	12	5	26
%V	41.1%	43.5%	46.4%	0.0%	37.2%	40.0%	41.7%	43.3%
%H (All HH)		100.0%	86.7%	0.0%	53.3%	40.0%	16.7%	86.7%
%H (TV HH)			86.7%	0.0%	53.3%	40.0%	16.7%	
40" and over	47	47	42	0	26	21	5	42
%V	64.4%	68.1%	75.0%	0.0%	60.5%	70.0%	41.7%	70.0%
%H (All HH)		100.0%	89.4%	0.0%	55.3%	44.7%	10.6%	89.4%
%H (TV HH)			89.4%	0.0%	55.3%	44.7%	10.6%	

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

DATA PERIOD: ANNUAL

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ITV Channel Islands

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	73	69	56	1	43	30	12	60
%V (All HH)		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%
%H (TV HH)			81.2%	1.4%	62.3%	43.5%	17.4%	
Main living room	68	68	55	1	42	30	12	56
%V	93.2%	98.6%	98.2%	100.0%	97.7%	100.0%	100.0%	93.3%
%H (All HH)		100.0%	80.9%	1.5%	61.8%	44.1%	17.6%	82.4%
%H (TV HH)			80.9%	1.5%	61.8%	44.1%	17.6%	
Kitchen	19	19	18	0	11	10	1	17
%V	26.0%	27.5%	32.1%	0.0%	25.6%	33.3%	8.3%	28.3%
%H (All HH)		100.0%	94.7%	0.0%	57.9%	52.6%	5.3%	89.5%
%H (TV HH)			94.7%	0.0%	57.9%	52.6%	5.3%	
Adult's bedroom	41	41	36	0	25	21	5	36
%V	56.2%	59.4%	64.3%	0.0%	58.1%	70.0%	41.7%	60.0%
%H (All HH)		100.0%	87.8%	0.0%	61.0%	51.2%	12.2%	87.8%
%H (TV HH)			87.8%	0.0%	61.0%	51.2%	12.2%	
Child's bedroom	8	8	8	0	3	3	0	8
%V	11.0%	11.6%	14.3%	0.0%	7.0%	10.0%	0.0%	13.3%
%H (All HH)		100.0%	100.0%	0.0%	37.5%	37.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	37.5%	37.5%	0.0%	
Other bedroom	3	3	3	0	2	2	0	3
%V	4.1%	4.3%	5.4%	0.0%	4.7%	6.7%	0.0%	5.0%
%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%	
Second living/dining room	6	6	6	0	6	5	1	6
%V	8.2%	8.7%	10.7%	0.0%	14.0%	16.7%	8.3%	10.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	83.3%	16.7%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	83.3%	16.7%	
Study/office	5	5	5	0	3	3	0	5
%V	6.8%	7.2%	8.9%	0.0%	7.0%	10.0%	0.0%	8.3%
%H (All HH)		100.0%	100.0%	0.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
TV room	1	1	1	0	0	0	0	1
%V	1.4%	1.4%	1.8%	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	1	1	1	0	1	1	0	0
%V	1.4%	1.4%	1.8%	0.0%	2.3%	3.3%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Attic or loft room	1	1	1	0	0	0	0	1
%V	1.4%	1.4%	1.8%	0.0%	0.0%	0.0%	0.0%	1.7%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	1	1	1	0	1	1	0	1
%V	1.4%	1.4%	1.8%	0.0%	2.3%	3.3%	0.0%	1.7%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Channel Islands

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	73	69	56	1	43	30	12	60
%H (All HH)		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%
%H (TV HH)			81.2%	1.4%	62.3%	43.5%	17.4%	
Any DSAT provider	56	56	56	0	30	30	0	50
%V	76.7%	81.2%	100.0%	0.0%	69.8%	100.0%	0.0%	83.3%
%H (All HH)			100.0%	0.0%	53.6%	53.6%	0.0%	89.3%
%H (TV HH)			100.0%	0.0%	53.6%	53.6%	0.0%	
Sky with subscription	44	44	44	0	23	23	0	39
%V	60.3%	63.8%	78.6%	0.0%	53.5%	76.7%	0.0%	65.0%
%H (All HH)			100.0%	0.0%	52.3%	52.3%	0.0%	88.6%
%H (TV HH)			100.0%	0.0%	52.3%	52.3%	0.0%	
Sky without subscription	5	5	5	0	3	3	0	4
%V	6.8%	7.2%	8.9%	0.0%	7.0%	10.0%	0.0%	6.7%
%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%	
Freesat	10	10	10	0	5	5	0	9
%V	13.7%	14.5%	17.9%	0.0%	11.6%	16.7%	0.0%	15.0%
%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%	
Other satellite provider	5	5	5	0	3	3	0	5
%V	6.8%	7.2%	8.9%	0.0%	7.0%	10.0%	0.0%	8.3%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
DCAB	1	1	0	1	1	1	0	0
%V	1.4%	1.4%	0.0%	100.0%	2.3%	3.3%	0.0%	0.0%
%H (All HH)			0.0%	100.0%	100.0%	100.0%	0.0%	0.0%
%H (TV HH)			0.0%	100.0%	100.0%	100.0%	0.0%	
DTT	43	43	30	1	43	30	12	32
%V	58.9%	62.3%	53.6%	100.0%	100.0%	100.0%	100.0%	53.3%
%H (All HH)		100.0%	69.8%	2.3%	100.0%	69.8%	27.9%	74.4%
%H (TV HH)			69.8%	2.3%	100.0%	69.8%	27.9%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	73	69	56	1	43	30	12	60
%H (All HH)		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%
%H (TV HH)			81.2%	1.4%	62.3%	43.5%	17.4%	
PVR	48	48	45	0	28	25	3	43
%V	65.8%	69.6%	80.4%	0.0%	65.1%	83.3%	25.0%	71.7%
%H (All HH)		100.0%	93.8%	0.0%	58.3%	52.1%	6.3%	89.6%
%H (TV HH)			93.8%	0.0%	58.3%	52.1%	6.3%	
DVDR	1	1	1	0	1	1	0	0
%V	1.4%	1.4%	1.8%	0.0%	2.3%	3.3%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
VCR	2	2	1	0	2	1	1	1
%V	2.7%	2.9%	1.8%	0.0%	4.7%	3.3%	8.3%	1.7%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Any recorder	50	50	46	0	30	26	4	44
%V	68.5%	72.5%	82.1%	0.0%	69.8%	86.7%	33.3%	73.3%
%H (All HH)		100.0%	92.0%	0.0%	60.0%	52.0%	8.0%	88.0%
%H (TV HH)			92.0%	0.0%	60.0%	52.0%	8.0%	
Receives HDTV (via STB or built-in reception)	42	42	36	0	25	19	6	38
%V	57.5%	60.9%	64.3%	0.0%	58.1%	63.3%	50.0%	63.3%
%H (All HH)		100.0%	85.7%	0.0%	59.5%	45.2%	14.3%	90.5%
%H (TV HH)			85.7%	0.0%	59.5%	45.2%	14.3%	
DVD/Blu-ray player or recorder	53	53	46	0	33	26	7	47
%V	72.6%	76.8%	82.1%	0.0%	76.7%	86.7%	58.3%	78.3%
%H (All HH)		100.0%	86.8%	0.0%	62.3%	49.1%	13.2%	88.7%
%H (TV HH)			86.8%	0.0%	62.3%	49.1%	13.2%	

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

DATA PERIOD: ANNUAL

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ITV Channel Islands

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	73	69	56	1	43	30	12	60
%V (All HH)		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%
%H (TV HH)			81.2%	1.4%	62.3%	43.5%	17.4%	
Has broadband internet	60	56	50	0	32	25	6	60
%V	82.2%	81.2%	89.3%	0.0%	74.4%	83.3%	50.0%	100.0%
%H (All HH)		93.3%	83.3%	0.0%	53.3%	41.7%	10.0%	100.0%
%H (TV HH)			89.3%	0.0%	57.1%	44.6%	10.7%	
Number of computers (PCs and laptops)								
0	7	7	2	1	7	2	4	0
%V	9.6%	10.1%	3.6%	100.0%	16.3%	6.7%	33.3%	0.0%
%H (All HH)		100.0%	28.6%	14.3%	100.0%	28.6%	57.1%	0.0%
%H (TV HH)			28.6%	14.3%	100.0%	28.6%	57.1%	
1	14	12	9	0	8	5	3	10
%V	19.2%	17.4%	16.1%	0.0%	18.6%	16.7%	25.0%	16.7%
%H (All HH)		85.7%	64.3%	0.0%	57.1%	35.7%	21.4%	71.4%
%H (TV HH)			75.0%	0.0%	66.7%	41.7%	25.0%	
2	17	16	12	0	9	5	4	17
%V	23.3%	23.2%	21.4%	0.0%	20.9%	16.7%	33.3%	28.3%
%H (All HH)		94.1%	70.6%	0.0%	52.9%	29.4%	23.5%	100.0%
%H (TV HH)			75.0%	0.0%	56.3%	31.3%	25.0%	
3	13	13	13	0	7	6	1	13
%V	17.8%	18.8%	23.2%	0.0%	16.3%	20.0%	8.3%	21.7%
%H (All HH)		100.0%	100.0%	0.0%	53.8%	46.2%	7.7%	100.0%
%H (TV HH)			100.0%	0.0%	53.8%	46.2%	7.7%	
4	12	12	12	0	9	9	1	12
%V	16.4%	17.4%	21.4%	0.0%	20.9%	30.0%	8.3%	20.0%
%H (All HH)		100.0%	100.0%	0.0%	75.0%	75.0%	8.3%	100.0%
%H (TV HH)			100.0%	0.0%	75.0%	75.0%	8.3%	
5+	8	8	8	0	3	3	0	8
%V	11.0%	11.6%	14.3%	0.0%	7.0%	10.0%	0.0%	13.3%
%H (All HH)		100.0%	100.0%	0.0%	37.5%	37.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	37.5%	37.5%	0.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	169	150	1	101	83	18	148
%H		88.8%	0.6%	59.8%	49.1%	10.7%	87.6%
Under 20"	38	35	0	26	24	3	32
%V	22.5%	23.3%	0.0%	25.7%	28.9%	16.7%	21.6%
%H		92.1%	0.0%	68.4%	63.2%	7.9%	84.2%
20" - 29"	30	24	1	18	13	5	24
%V	17.8%	16.0%	100.0%	17.8%	15.7%	27.8%	16.2%
%H		80.0%	3.3%	60.0%	43.3%	16.7%	80.0%
30" - 39"	42	37	0	21	16	5	37
%V	24.9%	24.7%	0.0%	20.8%	19.3%	27.8%	25.0%
%H		88.1%	0.0%	50.0%	38.1%	11.9%	88.1%
40" and over	60	54	0	36	30	6	54
%V	35.5%	36.0%	0.0%	35.6%	36.1%	33.3%	36.5%
%H		90.0%	0.0%	60.0%	50.0%	10.0%	90.0%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	169	150	1	101	83	18	148
%H		88.8%	0.6%	59.8%	49.1%	10.7%	87.6%
Main living room	68	55	1	42	30	12	56
%V	40.2%	36.7%	100.0%	41.6%	36.1%	66.7%	37.8%
%H		80.9%	1.5%	61.8%	44.1%	17.6%	82.4%
Kitchen	19	18	0	11	10	1	17
%V	11.2%	12.0%	0.0%	10.9%	12.0%	5.6%	11.5%
%H		94.7%	0.0%	57.9%	52.6%	5.3%	89.5%
Adult's bedroom	52	47	0	32	27	5	47
%V	30.8%	31.3%	0.0%	31.7%	32.5%	27.8%	31.8%
%H		90.4%	0.0%	61.5%	51.9%	9.6%	90.4%
Child's bedroom	10	10	0	3	3	0	10
%V	5.9%	6.7%	0.0%	3.0%	3.6%	0.0%	6.8%
%H		100.0%	0.0%	30.0%	30.0%	0.0%	100.0%
Other bedroom	4	4	0	4	4	0	4
%V	2.4%	2.7%	0.0%	4.0%	4.8%	0.0%	2.7%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Second living/dining room	6	6	0	6	5	1	6
%V	3.6%	4.0%	0.0%	5.9%	6.0%	5.6%	4.1%
%H		100.0%	0.0%	100.0%	83.3%	16.7%	100.0%
Study/office	5	5	0	3	3	0	5
%V	3.0%	3.3%	0.0%	3.0%	3.6%	0.0%	3.4%
%H		100.0%	0.0%	60.0%	60.0%	0.0%	100.0%
TV room	1	1	0	0	0	0	1
%V	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.7%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Conservatory	1	1	0	1	1	0	0
%V	0.6%	0.7%	0.0%	1.0%	1.2%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	0.0%
Attic or loft room	1	1	0	0	0	0	1
%V	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.7%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	1	1	0	1	1	0	1
%V	0.6%	0.7%	0.0%	1.0%	1.2%	0.0%	0.7%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	169	150	1	101	83	18	148
%H		88.8%	0.6%	59.8%	49.1%	10.7%	87.6%
PVR	104	101	0	58	55	3	98
%V	61.5%	67.3%	0.0%	57.4%	66.3%	16.7%	66.2%
%H		97.1%	0.0%	55.8%	52.9%	2.9%	94.2%
DVDR	1	1	0	1	1	0	0
%V	0.6%	0.7%	0.0%	1.0%	1.2%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	0.0%
VCR	2	1	0	2	1	1	1
%V	1.2%	0.7%	0.0%	2.0%	1.2%	5.6%	0.7%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	106	103	0	60	57	4	99
%V	62.7%	68.7%	0.0%	59.4%	68.7%	22.2%	66.9%
%H		97.2%	0.0%	56.6%	53.8%	3.8%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: 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	169	150	1	101	83	18	148
%H		88.8%	0.6%	59.8%	49.1%	10.7%	87.6%
Receives HDTV (via STB or built-in reception)	83	77	0	47	41	6	79
%V	49.1%	51.3%	0.0%	46.5%	49.4%	33.3%	53.4%
%H		92.8%	0.0%	56.6%	49.4%	7.2%	95.2%
DVD/Blu-ray player or recorder	86	79	0	54	47	8	77
%V	50.9%	52.7%	0.0%	53.5%	56.6%	44.4%	52.0%
%H		91.9%	0.0%	62.8%	54.7%	9.3%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	69	56	1	43	30	12	56
%H		81.2%	1.4%	62.3%	43.5%	17.4%	81.2%
Under 20"	1	1	0	0	0	0	1
%V	1.4%	1.8%	0.0%	0.0%	0.0%	0.0%	1.8%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
20" - 29"	8	5	1	6	3	3	3
%V	11.6%	8.9%	100.0%	14.0%	10.0%	25.0%	5.4%
%H		62.5%	12.5%	75.0%	37.5%	37.5%	37.5%
30" - 39"	15	10	0	11	6	5	11
%V	21.7%	17.9%	0.0%	25.6%	20.0%	41.7%	19.6%
%H		66.7%	0.0%	73.3%	40.0%	33.3%	73.3%
40" and over	46	41	0	26	21	5	41
%V	66.7%	73.2%	0.0%	60.5%	70.0%	41.7%	73.2%
%H		89.1%	0.0%	56.5%	45.7%	10.9%	89.1%
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		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	69	56	1	43	30	12	56
%H		81.2%	1.4%	62.3%	43.5%	17.4%	81.2%
PVR	48	45	0	28	25	3	43
%V	69.6%	80.4%	0.0%	65.1%	83.3%	25.0%	76.8%
%H		93.8%	0.0%	58.3%	52.1%	6.3%	89.6%
DVDR	1	1	0	1	1	0	0
%V	1.4%	1.8%	0.0%	2.3%	3.3%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	0.0%
VCR	2	1	0	2	1	1	1
%V	2.9%	1.8%	0.0%	4.7%	3.3%	8.3%	1.8%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	50	46	0	30	26	4	44
%V	72.5%	82.1%	0.0%	69.8%	86.7%	33.3%	78.6%
%H		92.0%	0.0%	60.0%	52.0%	8.0%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: 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	69	56	1	43	30	12	56
%H		81.2%	1.4%	62.3%	43.5%	17.4%	81.2%
Receives HDTV (via STB or built-in reception)	41	36	0	24	19	5	37
%V	59.4%	64.3%	0.0%	55.8%	63.3%	41.7%	66.1%
%H		87.8%	0.0%	58.5%	46.3%	12.2%	90.2%
DVD/Blu-ray player or recorder	50	44	0	32	26	6	43
%V	72.5%	78.6%	0.0%	74.4%	86.7%	50.0%	76.8%
%H		88.0%	0.0%	64.0%	52.0%	12.0%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	99	94	0	58	53	5	92
%H		94.9%	0.0%	58.6%	53.5%	5.1%	92.9%
Under 20"	37	34	0	26	24	3	32
%V	37.4%	36.2%	-	44.8%	45.3%	60.0%	34.8%
%H		91.9%	0.0%	70.3%	64.9%	8.1%	86.5%
20" - 29"	22	20	0	12	10	2	21
%V	22.2%	21.3%	-	20.7%	18.9%	40.0%	22.8%
%H		90.9%	0.0%	54.5%	45.5%	9.1%	95.5%
30" - 39"	27	27	0	10	10	0	26
%V	27.3%	28.7%	-	17.2%	18.9%	0.0%	28.3%
%H		100.0%	0.0%	37.0%	37.0%	0.0%	96.3%
40" and over	14	13	0	10	9	1	13
%V	14.1%	13.8%	-	17.2%	17.0%	20.0%	14.1%
%H		92.9%	0.0%	71.4%	64.3%	7.1%	92.9%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	99	94	0	58	53	5	92
%H		94.9%	0.0%	58.6%	53.5%	5.1%	92.9%
PVR	57	57	0	30	30	0	55
%V	57.6%	60.6%	-	51.7%	56.6%	0.0%	59.8%
%H		100.0%	0.0%	52.6%	52.6%	0.0%	96.5%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	57	57	0	30	30	0	55
%V	57.6%	60.6%	-	51.7%	56.6%	0.0%	59.8%
%H		100.0%	0.0%	52.6%	52.6%	0.0%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: 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	99	94	0	58	53	5	92
%H		94.9%	0.0%	58.6%	53.5%	5.1%	92.9%
Receives HDTV (via STB or built-in reception)	42	41	0	23	22	1	42
%V	42.4%	43.6%	-	39.7%	41.5%	20.0%	45.7%
%H		97.6%	0.0%	54.8%	52.4%	2.4%	100.0%
DVD/Blu-ray player or recorder	36	35	0	22	21	1	33
%V	36.4%	37.2%	-	37.9%	39.6%	20.0%	35.9%
%H		97.2%	0.0%	61.1%	58.3%	2.8%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	171	164	140	1	95	71	24	150
%H		95.9%	81.9%	0.6%	55.6%	41.5%	14.0%	87.7%
Total Children	31	29	26	0	14	10	4	29
%V	18.1%	17.7%	18.6%	0.0%	14.7%	14.1%	16.7%	19.3%
%H		93.5%	83.9%	0.0%	45.2%	32.3%	12.9%	93.5%
0 - 3	8	8	5	0	4	2	2	8
%V	4.7%	4.9%	3.6%	0.0%	4.2%	2.8%	8.3%	5.3%
%H		100.0%	62.5%	0.0%	50.0%	25.0%	25.0%	100.0%
4 - 15	22	22	20	0	10	9	1	22
%V	12.9%	13.4%	14.3%	0.0%	10.5%	12.7%	4.2%	14.7%
%H		100.0%	90.9%	0.0%	45.5%	40.9%	4.5%	100.0%
4 - 9	10	9	9	0	3	3	0	9
%V	5.8%	5.5%	6.4%	0.0%	3.2%	4.2%	0.0%	6.0%
%H		90.0%	90.0%	0.0%	30.0%	30.0%	0.0%	90.0%
10 - 15	12	12	11	0	7	5	1	12
%V	7.0%	7.3%	7.9%	0.0%	7.4%	7.0%	4.2%	8.0%
%H		100.0%	91.7%	0.0%	58.3%	41.7%	8.3%	100.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	171	164	140	1	95	71	24	150
%H		95.9%	81.9%	0.6%	55.6%	41.5%	14.0%	87.7%
Total Adults (16+)	140	135	114	1	81	61	20	121
%V	81.9%	82.3%	81.4%	100.0%	85.3%	85.9%	83.3%	80.7%
%H		96.4%	81.4%	0.7%	57.9%	43.6%	14.3%	86.4%
16 - 19	6	5	5	0	3	3	0	6
%V	3.5%	3.0%	3.6%	0.0%	3.2%	4.2%	0.0%	4.0%
%H		83.3%	83.3%	0.0%	50.0%	50.0%	0.0%	100.0%
20 - 24	13	13	10	0	8	4	4	11
%V	7.6%	7.9%	7.1%	0.0%	8.4%	5.6%	16.7%	7.3%
%H		100.0%	76.9%	0.0%	61.5%	30.8%	30.8%	84.6%
25 - 34	16	16	13	0	7	4	3	16
%V	9.4%	9.8%	9.3%	0.0%	7.4%	5.6%	12.5%	10.7%
%H		100.0%	81.3%	0.0%	43.8%	25.0%	18.8%	100.0%
35 - 44	26	24	24	0	11	11	1	24
%V	15.2%	14.6%	17.1%	0.0%	11.6%	15.5%	4.2%	16.0%
%H		92.3%	92.3%	0.0%	42.3%	42.3%	3.8%	92.3%
45 - 54	26	26	24	0	14	12	2	26
%V	15.2%	15.9%	17.1%	0.0%	14.7%	16.9%	8.3%	17.3%
%H		100.0%	92.3%	0.0%	53.8%	46.2%	7.7%	100.0%
55 - 64	22	20	16	0	15	10	4	19
%V	12.9%	12.2%	11.4%	0.0%	15.8%	14.1%	16.7%	12.7%
%H		90.9%	72.7%	0.0%	68.2%	45.5%	18.2%	86.4%
65+	31	30	23	1	23	17	7	19
%V	18.1%	18.3%	16.4%	100.0%	24.2%	23.9%	29.2%	12.7%
%H		96.8%	74.2%	3.2%	74.2%	54.8%	22.6%	61.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	140	135	114	1	81	61	20	121
%H		96.4%	81.4%	0.7%	57.9%	43.6%	14.3%	86.4%
AB	65	65	60	0	35	30	5	61
%V	46.4%	48.1%	52.6%	0.0%	43.2%	49.2%	25.0%	50.4%
%H		100.0%	92.3%	0.0%	53.8%	46.2%	7.7%	93.8%
C1	44	41	36	0	25	20	5	39
%V	31.4%	30.4%	31.6%	0.0%	30.9%	32.8%	25.0%	32.2%
%H		93.2%	81.8%	0.0%	56.8%	45.5%	11.4%	88.6%
C2	22	20	14	0	15	9	6	15
%V	15.7%	14.8%	12.3%	0.0%	18.5%	14.8%	30.0%	12.4%
%H		90.9%	63.6%	0.0%	68.2%	40.9%	27.3%	68.2%
D	6	6	4	1	4	3	1	5
%V	4.3%	4.4%	3.5%	100.0%	4.9%	4.9%	5.0%	4.1%
%H		100.0%	66.7%	16.7%	66.7%	50.0%	16.7%	83.3%
E	3	3	1	0	3	0	3	1
%V	2.1%	2.2%	0.9%	0.0%	3.7%	0.0%	15.0%	0.8%
%H		100.0%	33.3%	0.0%	100.0%	0.0%	100.0%	33.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	140	135	114	1	81	61	20	121
%H		96.4%	81.4%	0.7%	57.9%	43.6%	14.3%	86.4%
Working full time	81	76	68	0	41	33	8	77
%V	57.9%	56.3%	59.6%	0.0%	50.6%	54.1%	40.0%	63.6%
%H		93.8%	84.0%	0.0%	50.6%	40.7%	9.9%	95.1%
Working part time	10	10	10	0	5	4	1	9
%V	7.1%	7.4%	8.8%	0.0%	6.2%	6.6%	5.0%	7.4%
%H		100.0%	100.0%	0.0%	50.0%	40.0%	10.0%	90.0%
Not working	49	49	36	1	35	24	12	35
%V	35.0%	36.3%	31.6%	100.0%	43.2%	39.3%	60.0%	28.9%
%H		100.0%	73.5%	2.0%	71.4%	49.0%	24.5%	71.4%
Housewife/Houseperson	73	69	56	1	43	30	12	60
%V	52.1%	51.1%	49.1%	100.0%	53.1%	49.2%	60.0%	49.6%
%H		94.5%	76.7%	1.4%	58.9%	41.1%	16.4%	82.2%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	69	68	59	0	39	30	9	61
%H		98.6%	85.5%	0.0%	56.5%	43.5%	13.0%	88.4%
16 - 19	4	4	4	0	3	3	0	4
%V	5.8%	5.9%	6.8%	-	7.7%	10.0%	0.0%	6.6%
%H		100.0%	100.0%	0.0%	75.0%	75.0%	0.0%	100.0%
20 - 24	6	6	5	0	3	2	1	6
%V	8.7%	8.8%	8.5%	-	7.7%	6.7%	11.1%	9.8%
%H		100.0%	83.3%	0.0%	50.0%	33.3%	16.7%	100.0%
25 - 34	9	9	7	0	4	2	2	9
%V	13.0%	13.2%	11.9%	-	10.3%	6.7%	22.2%	14.8%
%H		100.0%	77.8%	0.0%	44.4%	22.2%	22.2%	100.0%
35 - 44	11	11	11	0	5	5	0	11
%V	15.9%	16.2%	18.6%	-	12.8%	16.7%	0.0%	18.0%
%H		100.0%	100.0%	0.0%	45.5%	45.5%	0.0%	100.0%
45 - 54	16	16	15	0	9	7	1	16
%V	23.2%	23.5%	25.4%	-	23.1%	23.3%	11.1%	26.2%
%H		100.0%	93.8%	0.0%	56.3%	43.8%	6.3%	100.0%
55 - 64	7	7	6	0	5	4	1	6
%V	10.1%	10.3%	10.2%	-	12.8%	13.3%	11.1%	9.8%
%H		100.0%	85.7%	0.0%	71.4%	57.1%	14.3%	85.7%
65+	14	14	11	0	11	8	4	9
%V	20.3%	20.6%	18.6%	-	28.2%	26.7%	44.4%	14.8%
%H		100.0%	78.6%	0.0%	78.6%	57.1%	28.6%	64.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	69	68	59	0	39	30	9	61
%H		98.6%	85.5%	0.0%	56.5%	43.5%	13.0%	88.4%
AB	37	37	34	0	19	16	3	35
%V	53.6%	54.4%	57.6%	-	48.7%	53.3%	33.3%	57.4%
%H		100.0%	91.9%	0.0%	51.4%	43.2%	8.1%	94.6%
C1	18	18	15	0	12	9	3	16
%V	26.1%	26.5%	25.4%	-	30.8%	30.0%	33.3%	26.2%
%H		100.0%	83.3%	0.0%	66.7%	50.0%	16.7%	88.9%
C2	11	10	9	0	7	5	2	9
%V	15.9%	14.7%	15.3%	-	17.9%	16.7%	22.2%	14.8%
%H		90.9%	81.8%	0.0%	63.6%	45.5%	18.2%	81.8%
D	2	2	1	0	1	1	1	2
%V	2.9%	2.9%	1.7%	-	2.6%	3.3%	11.1%	3.3%
%H		100.0%	50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
E	1	1	0	0	1	0	1	0
%V	1.4%	1.5%	0.0%	-	2.6%	0.0%	11.1%	0.0%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	69	68	59	0	39	30	9	61
%H		98.6%	85.5%	0.0%	56.5%	43.5%	13.0%	88.4%
Working full time	48	47	43	0	23	20	4	47
%V	69.6%	69.1%	72.9%	-	59.0%	66.7%	44.4%	77.0%
%H		97.9%	89.6%	0.0%	47.9%	41.7%	8.3%	97.9%
Working part time	1	1	1	0	1	1	0	1
%V	1.4%	1.5%	1.7%	-	2.6%	3.3%	0.0%	1.6%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Not working	20	20	15	0	15	10	5	13
%V	29.0%	29.4%	25.4%	-	38.5%	33.3%	55.6%	21.3%
%H		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	65.0%
Housewife/Houseperson	12	12	9	0	8	5	3	10
%V	17.4%	17.6%	15.3%	-	20.5%	16.7%	33.3%	16.4%
%H		100.0%	75.0%	0.0%	66.7%	41.7%	25.0%	83.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	72	67	55	1	42	30	11	60
%H		93.1%	76.4%	1.4%	58.3%	41.7%	15.3%	83.3%
16 - 19	2	1	1	0	1	1	0	2
%V	2.8%	1.5%	1.8%	0.0%	2.4%	3.3%	0.0%	3.3%
%H		50.0%	50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
20 - 24	7	7	4	0	5	2	3	5
%V	9.7%	10.4%	7.3%	0.0%	11.9%	6.7%	27.3%	8.3%
%H		100.0%	57.1%	0.0%	71.4%	28.6%	42.9%	71.4%
25 - 34	7	6	5	0	3	2	1	7
%V	9.7%	9.0%	9.1%	0.0%	7.1%	6.7%	9.1%	11.7%
%H		85.7%	71.4%	0.0%	42.9%	28.6%	14.3%	100.0%
35 - 44	14	14	13	0	7	6	1	13
%V	19.4%	20.9%	23.6%	0.0%	16.7%	20.0%	9.1%	21.7%
%H		100.0%	92.9%	0.0%	50.0%	42.9%	7.1%	92.9%
45 - 54	10	9	9	0	5	5	1	10
%V	13.9%	13.4%	16.4%	0.0%	11.9%	16.7%	9.1%	16.7%
%H		90.0%	90.0%	0.0%	50.0%	50.0%	10.0%	100.0%
55 - 64	15	13	10	0	9	6	3	13
%V	20.8%	19.4%	18.2%	0.0%	21.4%	20.0%	27.3%	21.7%
%H		86.7%	66.7%	0.0%	60.0%	40.0%	20.0%	86.7%
65+	17	16	12	1	12	9	3	10
%V	23.6%	23.9%	21.8%	100.0%	28.6%	30.0%	27.3%	16.7%
%H		94.1%	70.6%	5.9%	70.6%	52.9%	17.6%	58.8%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Channel Islands

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	72	67	55	1	42	30	11	60
%H		93.1%	76.4%	1.4%	58.3%	41.7%	15.3%	83.3%
AB	28	28	25	0	16	13	2	27
%V	38.9%	41.8%	45.5%	0.0%	38.1%	43.3%	18.2%	45.0%
%H		100.0%	89.3%	0.0%	57.1%	46.4%	7.1%	96.4%
C1	26	23	21	0	13	11	2	23
%V	36.1%	34.3%	38.2%	0.0%	31.0%	36.7%	18.2%	38.3%
%H		88.5%	80.8%	0.0%	50.0%	42.3%	7.7%	88.5%
C2	10	10	6	0	8	4	4	6
%V	13.9%	14.9%	10.9%	0.0%	19.0%	13.3%	36.4%	10.0%
%H		100.0%	60.0%	0.0%	80.0%	40.0%	40.0%	60.0%
D	4	4	3	1	3	2	1	3
%V	5.6%	6.0%	5.5%	100.0%	7.1%	6.7%	9.1%	5.0%
%H		100.0%	75.0%	25.0%	75.0%	50.0%	25.0%	75.0%
E	3	3	1	0	2	0	2	1
%V	4.2%	4.5%	1.8%	0.0%	4.8%	0.0%	18.2%	1.7%
%H		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%	33.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	72	67	55	1	42	30	11	60
%H		93.1%	76.4%	1.4%	58.3%	41.7%	15.3%	83.3%
Working full time	33	29	25	0	18	14	4	30
%V	45.8%	43.3%	45.5%	0.0%	42.9%	46.7%	36.4%	50.0%
%H		87.9%	75.8%	0.0%	54.5%	42.4%	12.1%	90.9%
Working part time	10	10	9	0	4	3	1	8
%V	13.9%	14.9%	16.4%	0.0%	9.5%	10.0%	9.1%	13.3%
%H		100.0%	90.0%	0.0%	40.0%	30.0%	10.0%	80.0%
Not working	29	28	21	1	20	13	7	22
%V	40.3%	41.8%	38.2%	100.0%	47.6%	43.3%	63.6%	36.7%
%H		96.6%	72.4%	3.4%	69.0%	44.8%	24.1%	75.9%
Housewife/Houseperson	61	58	47	1	35	25	10	50
%V	84.7%	86.6%	85.5%	100.0%	83.3%	83.3%	90.9%	83.3%
%H		95.1%	77.0%	1.6%	57.4%	41.0%	16.4%	82.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV Scotland

Household level data

Table 16.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2313	2169	942	360	1543	708	835	1753
%H (All HH)		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%
%H (TV HH)			43.4%	16.6%	71.1%	32.6%	38.5%	
AB	565	530	252	84	378	187	191	524
%V	24.4%	24.4%	26.8%	23.3%	24.5%	26.4%	22.9%	29.9%
%H (All HH)		93.8%	44.6%	14.9%	66.9%	33.1%	33.8%	92.7%
%H (TV HH)			47.5%	15.8%	71.3%	35.3%	36.0%	
C1	632	583	269	104	399	206	193	532
%V	27.3%	26.9%	28.6%	28.9%	25.9%	29.1%	23.1%	30.3%
%H (All HH)		92.2%	42.6%	16.5%	63.1%	32.6%	30.5%	84.2%
%H (TV HH)			46.1%	17.8%	68.4%	35.3%	33.1%	
C2	424	412	202	71	292	157	135	340
%V	18.3%	19.0%	21.4%	19.7%	18.9%	22.2%	16.2%	19.4%
%H (All HH)		97.2%	47.6%	16.7%	68.9%	37.0%	31.8%	80.2%
%H (TV HH)			49.0%	17.2%	70.9%	38.1%	32.8%	
D	373	350	134	67	251	109	142	237
%V	16.1%	16.1%	14.2%	18.6%	16.3%	15.4%	17.0%	13.5%
%H (All HH)		93.8%	35.9%	18.0%	67.3%	29.2%	38.1%	63.5%
%H (TV HH)			38.3%	19.1%	71.7%	31.1%	40.6%	
E	319	295	84	34	224	50	174	121
%V	13.8%	13.6%	8.9%	9.4%	14.5%	7.1%	20.8%	6.9%
%H (All HH)		92.5%	26.3%	10.7%	70.2%	15.7%	54.5%	37.9%
%H (TV HH)			28.5%	11.5%	75.9%	16.9%	59.0%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Household level data

Table 16.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2313	2169	942	360	1543	708	835	1753
%V		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%
%H (All HH)			43.4%	16.6%	71.1%	32.6%	38.5%	
%H (TV HH)								
Under 25	112	90	31	16	54	21	33	89
%V	4.8%	4.1%	3.3%	4.4%	3.5%	3.0%	4.0%	5.1%
%H (All HH)		80.4%	27.7%	14.3%	48.2%	18.8%	29.5%	79.5%
%H (TV HH)			34.4%	17.8%	60.0%	23.3%	36.7%	
25 - 34	349	312	162	54	186	102	84	310
%V	15.1%	14.4%	17.2%	15.0%	12.1%	14.4%	10.1%	17.7%
%H (All HH)		89.4%	46.4%	15.5%	53.3%	29.2%	24.1%	88.8%
%H (TV HH)			51.9%	17.3%	59.6%	32.7%	26.9%	
35 - 44	385	365	194	59	244	138	107	347
%V	16.6%	16.8%	20.6%	16.4%	15.8%	19.5%	12.8%	19.8%
%H (All HH)		94.8%	50.4%	15.3%	63.4%	35.8%	27.8%	90.1%
%H (TV HH)			53.2%	16.2%	66.8%	37.8%	29.3%	
45 - 54	456	439	220	89	305	178	127	402
%V	19.7%	20.2%	23.4%	24.7%	19.8%	25.1%	15.2%	22.9%
%H (All HH)		96.3%	48.2%	19.5%	66.9%	39.0%	27.9%	88.2%
%H (TV HH)			50.1%	20.3%	69.5%	40.5%	28.9%	
55 - 64	395	374	164	66	270	128	142	315
%V	17.1%	17.2%	17.4%	18.3%	17.5%	18.1%	17.0%	18.0%
%H (All HH)		94.7%	41.5%	16.7%	68.4%	32.4%	35.9%	79.7%
%H (TV HH)			43.9%	17.6%	72.2%	34.2%	38.0%	
65 +	616	589	171	77	484	142	342	291
%V	26.6%	27.2%	18.2%	21.4%	31.4%	20.1%	41.0%	16.6%
%H (All HH)		95.6%	27.8%	12.5%	78.6%	23.1%	55.5%	47.2%
%H (TV HH)			29.0%	13.1%	82.2%	24.1%	58.1%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Household level data

Table 16.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2313	2169	942	360	1543	708	835	1753
%H (All HH)		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%
%H (TV HH)			43.4%	16.6%	71.1%	32.6%	38.5%	
1	835	764	215	107	578	152	426	435
%V	36.1%	35.2%	22.8%	29.7%	37.5%	21.5%	51.0%	24.8%
%H (All HH)		91.5%	25.7%	12.8%	69.2%	18.2%	51.0%	52.1%
%H (TV HH)			28.1%	14.0%	75.7%	19.9%	55.8%	
2	770	729	335	122	529	266	263	639
%V	33.3%	33.6%	35.6%	33.9%	34.3%	37.6%	31.5%	36.5%
%H (All HH)		94.7%	43.5%	15.8%	68.7%	34.5%	34.2%	83.0%
%H (TV HH)			46.0%	16.7%	72.6%	36.5%	36.1%	
3	325	307	167	68	198	129	69	309
%V	14.1%	14.2%	17.7%	18.9%	12.8%	18.2%	8.3%	17.6%
%H (All HH)		94.5%	51.4%	20.9%	60.9%	39.7%	21.2%	95.1%
%H (TV HH)			54.4%	22.1%	64.5%	42.0%	22.5%	
4	275	264	161	44	172	117	55	265
%V	11.9%	12.2%	17.1%	12.2%	11.1%	16.5%	6.6%	15.1%
%H (All HH)		96.0%	58.5%	16.0%	62.5%	42.5%	20.0%	96.4%
%H (TV HH)			61.0%	16.7%	65.2%	44.3%	20.8%	
5+	109	106	64	19	66	43	22	106
%V	4.7%	4.9%	6.8%	5.3%	4.3%	6.1%	2.6%	6.0%
%H (All HH)		97.2%	58.7%	17.4%	60.6%	39.4%	20.2%	97.2%
%H (TV HH)			60.4%	17.9%	62.3%	40.6%	20.8%	
Average HH size	2.17	2.20	2.52	2.31	2.12	2.50	1.80	2.43

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Household level data

Table 16.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2313	2169	942	360	1543	708	835	1753
%H (All HH)		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%
%H (TV HH)			43.4%	16.6%	71.1%	32.6%	38.5%	
Without	1781	1657	642	268	1221	502	720	1252
%V	77.0%	76.4%	68.2%	74.4%	79.1%	70.9%	86.2%	71.4%
%H (All HH)		93.0%	36.0%	15.0%	68.6%	28.2%	40.4%	70.3%
%H (TV HH)			38.7%	16.2%	73.7%	30.3%	43.5%	
With	531	512	301	92	322	206	116	502
%V	23.0%	23.6%	32.0%	25.6%	20.9%	29.1%	13.9%	28.6%
%H (All HH)		96.4%	56.7%	17.3%	60.6%	38.8%	21.8%	94.5%
%H (TV HH)			58.8%	18.0%	62.9%	40.2%	22.7%	
0 - 3	195	182	117	32	107	74	33	180
%V	8.4%	8.4%	12.4%	8.9%	6.9%	10.5%	4.0%	10.3%
%H (All HH)		93.3%	60.0%	16.4%	54.9%	37.9%	16.9%	92.3%
%H (TV HH)			64.3%	17.6%	58.8%	40.7%	18.1%	
4 - 9	249	242	137	43	152	91	61	233
%V	10.8%	11.2%	14.5%	11.9%	9.9%	12.9%	7.3%	13.3%
%H (All HH)		97.2%	55.0%	17.3%	61.0%	36.5%	24.5%	93.6%
%H (TV HH)			56.6%	17.8%	62.8%	37.6%	25.2%	
10 - 15	255	251	146	44	165	106	59	248
%V	11.0%	11.6%	15.5%	12.2%	10.7%	15.0%	7.1%	14.1%
%H (All HH)		98.4%	57.3%	17.3%	64.7%	41.6%	23.1%	97.3%
%H (TV HH)			58.2%	17.5%	65.7%	42.2%	23.5%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Household level data

Table 16.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2313	2169	942	360	1543	708	835	1753
%H (All HH)		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%
%H (TV HH)			43.4%	16.6%	71.1%	32.6%	38.5%	
1	832	832	251	128	538	115	423	525
%V	36.0%	38.4%	26.6%	35.6%	34.9%	16.2%	50.7%	29.9%
%H (All HH)		100.0%	30.2%	15.4%	64.7%	13.8%	50.8%	63.1%
%H (TV HH)			30.2%	15.4%	64.7%	13.8%	50.8%	
2	757	757	341	132	560	279	281	588
%V	32.7%	34.9%	36.2%	36.7%	36.3%	39.4%	33.7%	33.5%
%H (All HH)		100.0%	45.0%	17.4%	74.0%	36.9%	37.1%	77.7%
%H (TV HH)			45.0%	17.4%	74.0%	36.9%	37.1%	
3	377	377	218	65	285	189	96	345
%V	16.3%	17.4%	23.1%	18.1%	18.5%	26.7%	11.5%	19.7%
%H (All HH)		100.0%	57.8%	17.2%	75.6%	50.1%	25.5%	91.5%
%H (TV HH)			57.8%	17.2%	75.6%	50.1%	25.5%	
4	138	138	88	26	105	81	24	133
%V	6.0%	6.4%	9.3%	7.2%	6.8%	11.4%	2.9%	7.6%
%H (All HH)		100.0%	63.8%	18.8%	76.1%	58.7%	17.4%	96.4%
%H (TV HH)			63.8%	18.8%	76.1%	58.7%	17.4%	
5+	65	65	43	10	55	43	12	64
%V	2.8%	3.0%	4.6%	2.8%	3.6%	6.1%	1.4%	3.7%
%H (All HH)		100.0%	66.2%	15.4%	84.6%	66.2%	18.5%	98.5%
%H (TV HH)			66.2%	15.4%	84.6%	66.2%	18.5%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Household level data

Table 16.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2313	2169	942	360	1543	708	835	1753
%H (All HH)		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%
%H (TV HH)			43.4%	16.6%	71.1%	32.6%	38.5%	
Under 20"	491	491	226	80	395	212	183	386
%V	21.2%	22.6%	24.0%	22.2%	25.6%	29.9%	21.9%	22.0%
%H (All HH)		100.0%	46.0%	16.3%	80.4%	43.2%	37.3%	78.6%
%H (TV HH)			46.0%	16.3%	80.4%	43.2%	37.3%	
20" - 29"	793	793	354	118	625	314	312	604
%V	34.3%	36.6%	37.6%	32.8%	40.5%	44.4%	37.4%	34.5%
%H (All HH)		100.0%	44.6%	14.9%	78.8%	39.6%	39.3%	76.2%
%H (TV HH)			44.6%	14.9%	78.8%	39.6%	39.3%	
30" - 39"	1213	1213	548	209	867	423	444	953
%V	52.4%	55.9%	58.2%	58.1%	56.2%	59.7%	53.2%	54.4%
%H (All HH)		100.0%	45.2%	17.2%	71.5%	34.9%	36.6%	78.6%
%H (TV HH)			45.2%	17.2%	71.5%	34.9%	36.6%	
40" and over	1041	1041	567	187	709	431	278	905
%V	45.0%	48.0%	60.2%	51.9%	45.9%	60.9%	33.3%	51.6%
%H (All HH)		100.0%	54.5%	18.0%	68.1%	41.4%	26.7%	86.9%
%H (TV HH)			54.5%	18.0%	68.1%	41.4%	26.7%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Household level data

Table 16.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2313	2169	942	360	1543	708	835	1753
%V (All HH)		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%
%H (TV HH)			43.4%	16.6%	71.1%	32.6%	38.5%	
Main living room	2127	2127	929	356	1513	700	813	1621
%V	92.0%	98.1%	98.6%	98.9%	98.1%	98.9%	97.4%	92.5%
%H (All HH)		100.0%	43.7%	16.7%	71.1%	32.9%	38.2%	76.2%
%H (TV HH)			43.7%	16.7%	71.1%	32.9%	38.2%	
Kitchen	243	243	123	34	213	127	86	213
%V	10.5%	11.2%	13.1%	9.4%	13.8%	17.9%	10.3%	12.2%
%H (All HH)		100.0%	50.6%	14.0%	87.7%	52.3%	35.4%	87.7%
%H (TV HH)			50.6%	14.0%	87.7%	52.3%	35.4%	
Adult's bedroom	1006	1006	520	183	768	469	299	843
%V	43.5%	46.4%	55.2%	50.8%	49.8%	66.2%	35.8%	48.1%
%H (All HH)		100.0%	51.7%	18.2%	76.3%	46.6%	29.7%	83.8%
%H (TV HH)			51.7%	18.2%	76.3%	46.6%	29.7%	
Child's bedroom	281	281	178	46	187	130	56	263
%V	12.1%	13.0%	18.9%	12.8%	12.1%	18.4%	6.7%	15.0%
%H (All HH)		100.0%	63.3%	16.4%	66.5%	46.3%	19.9%	93.6%
%H (TV HH)			63.3%	16.4%	66.5%	46.3%	19.9%	
Other bedroom	116	116	69	16	85	53	31	105
%V	5.0%	5.3%	7.3%	4.4%	5.5%	7.5%	3.7%	6.0%
%H (All HH)		100.0%	59.5%	13.8%	73.3%	45.7%	26.7%	90.5%
%H (TV HH)			59.5%	13.8%	73.3%	45.7%	26.7%	
Second living/dining room	175	175	105	25	131	84	48	162
%V	7.6%	8.1%	11.1%	6.9%	8.5%	11.9%	5.7%	9.2%
%H (All HH)		100.0%	60.0%	14.3%	74.9%	48.0%	27.4%	92.6%
%H (TV HH)			60.0%	14.3%	74.9%	48.0%	27.4%	
Study/office	26	26	15	3	20	11	8	26
%V	1.1%	1.2%	1.6%	0.8%	1.3%	1.6%	1.0%	1.5%
%H (All HH)		100.0%	57.7%	11.5%	76.9%	42.3%	30.8%	100.0%
%H (TV HH)			57.7%	11.5%	76.9%	42.3%	30.8%	
TV room	25	25	15	3	19	13	7	24
%V	1.1%	1.2%	1.6%	0.8%	1.2%	1.8%	0.8%	1.4%
%H (All HH)		100.0%	60.0%	12.0%	76.0%	52.0%	28.0%	96.0%
%H (TV HH)			60.0%	12.0%	76.0%	52.0%	28.0%	
Conservatory	34	34	18	5	28	16	12	31
%V	1.5%	1.6%	1.9%	1.4%	1.8%	2.3%	1.4%	1.8%
%H (All HH)		100.0%	52.9%	14.7%	82.4%	47.1%	35.3%	91.2%
%H (TV HH)			52.9%	14.7%	82.4%	47.1%	35.3%	
Attic or loft room	4	4	2	1	3	2	1	4
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%	
No specific location	3	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
Other	20	20	10	3	19	11	7	20
%V	0.9%	0.9%	1.1%	0.8%	1.2%	1.6%	0.8%	1.1%
%H (All HH)		100.0%	50.0%	15.0%	95.0%	55.0%	35.0%	100.0%
%H (TV HH)			50.0%	15.0%	95.0%	55.0%	35.0%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Household level data

Table 16.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2313	2169	942	360	1543	708	835	1753
%H (All HH)		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%
%H (TV HH)			43.4%	16.6%	71.1%	32.6%	38.5%	
Any DSAT provider	942	942	942	9	537	537	0	826
%V	40.7%	43.4%	100.0%	2.5%	34.8%	75.8%	0.0%	47.1%
%H (All HH)			100.0%	1.0%	57.0%	57.0%	0.0%	87.7%
%H (TV HH)			100.0%	1.0%	57.0%	57.0%	0.0%	
Sky with subcription	808	808	808	5	463	463	0	722
%V	34.9%	37.3%	85.8%	1.4%	30.0%	65.4%	0.0%	41.2%
%H (All HH)			100.0%	0.6%	57.3%	57.3%	0.0%	89.4%
%H (TV HH)			100.0%	0.6%	57.3%	57.3%	0.0%	
Sky without subscription	39	39	39	2	22	22	0	29
%V	1.7%	1.8%	4.1%	0.6%	1.4%	3.1%	0.0%	1.7%
%H (All HH)			100.0%	5.1%	56.4%	56.4%	0.0%	74.4%
%H (TV HH)			100.0%	5.1%	56.4%	56.4%	0.0%	
Freesat	96	96	96	2	48	48	0	76
%V	4.2%	4.4%	10.2%	0.6%	3.1%	6.8%	0.0%	4.3%
%H (All HH)			100.0%	2.1%	50.0%	50.0%	0.0%	79.2%
%H (TV HH)			100.0%	2.1%	50.0%	50.0%	0.0%	
Other satellite provider	34	34	34	0	18	18	0	29
%V	1.5%	1.6%	3.6%	0.0%	1.2%	2.5%	0.0%	1.7%
%H (All HH)			100.0%	0.0%	52.9%	52.9%	0.0%	85.3%
%H (TV HH)			100.0%	0.0%	52.9%	52.9%	0.0%	
DCAB	360	360	9	360	177	177	0	306
%V	15.6%	16.6%	1.0%	100.0%	11.5%	25.0%	0.0%	17.5%
%H (All HH)			2.5%	100.0%	49.2%	49.2%	0.0%	85.0%
%H (TV HH)			2.5%	100.0%	49.2%	49.2%	0.0%	
DTT	1543	1543	537	177	1543	708	835	1120
%V	66.7%	71.1%	57.0%	49.2%	100.0%	100.0%	100.0%	63.9%
%H (All HH)		100.0%	34.8%	11.5%	100.0%	45.9%	54.1%	72.6%
%H (TV HH)			34.8%	11.5%	100.0%	45.9%	54.1%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Household level data

Table 16.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2313	2169	942	360	1543	708	835	1753
%H (All HH)		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%
%H (TV HH)			43.4%	16.6%	71.1%	32.6%	38.5%	
PVR	1327	1327	809	284	852	612	239	1162
%V	57.4%	61.2%	85.9%	78.9%	55.2%	86.4%	28.6%	66.3%
%H (All HH)		100.0%	61.0%	21.4%	64.2%	46.1%	18.0%	87.6%
%H (TV HH)			61.0%	21.4%	64.2%	46.1%	18.0%	
DVDR	77	77	35	12	58	27	30	64
%V	3.3%	3.6%	3.7%	3.3%	3.8%	3.8%	3.6%	3.7%
%H (All HH)		100.0%	45.5%	15.6%	75.3%	35.1%	39.0%	83.1%
%H (TV HH)			45.5%	15.6%	75.3%	35.1%	39.0%	
VCR	67	67	16	14	55	18	37	43
%V	2.9%	3.1%	1.7%	3.9%	3.6%	2.5%	4.4%	2.5%
%H (All HH)		100.0%	23.9%	20.9%	82.1%	26.9%	55.2%	64.2%
%H (TV HH)			23.9%	20.9%	82.1%	26.9%	55.2%	
Any recorder	1388	1388	822	287	905	621	284	1197
%V	60.0%	64.0%	87.3%	79.7%	58.7%	87.7%	34.0%	68.3%
%H (All HH)		100.0%	59.2%	20.7%	65.2%	44.7%	20.5%	86.2%
%H (TV HH)			59.2%	20.7%	65.2%	44.7%	20.5%	
Receives HDTV (via STB or built-in reception)	1137	1137	638	258	758	512	246	1002
%V	49.2%	52.4%	67.7%	71.7%	49.1%	72.3%	29.5%	57.2%
%H (All HH)		100.0%	56.1%	22.7%	66.7%	45.0%	21.6%	88.1%
%H (TV HH)			56.1%	22.7%	66.7%	45.0%	21.6%	
DVD/Blu-ray player or recorder	1744	1744	789	309	1264	622	642	1389
%V	75.4%	80.4%	83.8%	85.8%	81.9%	87.9%	76.9%	79.2%
%H (All HH)		100.0%	45.2%	17.7%	72.5%	35.7%	36.8%	79.6%
%H (TV HH)			45.2%	17.7%	72.5%	35.7%	36.8%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Household level data

Table 16.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2313	2169	942	360	1543	708	835	1753
%V		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%
%H (All HH)			43.4%	16.6%	71.1%	32.6%	38.5%	
%H (TV HH)								
Has broadband internet	1753	1655	826	306	1120	624	496	1753
%V	75.8%	76.3%	87.7%	85.0%	72.6%	88.1%	59.4%	100.0%
%H (All HH)		94.4%	47.1%	17.5%	63.9%	35.6%	28.3%	100.0%
%H (TV HH)			49.9%	18.5%	67.7%	37.7%	30.0%	
Number of computers (PCs and laptops)								
0	529	489	110	53	401	77	324	40
%V	22.9%	22.5%	11.7%	14.7%	26.0%	10.9%	38.8%	2.3%
%H (All HH)		92.4%	20.8%	10.0%	75.8%	14.6%	61.2%	7.6%
%H (TV HH)			22.5%	10.8%	82.0%	15.7%	66.3%	
1	647	604	257	109	422	195	227	594
%V	28.0%	27.8%	27.3%	30.3%	27.3%	27.5%	27.2%	33.9%
%H (All HH)		93.4%	39.7%	16.8%	65.2%	30.1%	35.1%	91.8%
%H (TV HH)			42.5%	18.0%	69.9%	32.3%	37.6%	
2	509	473	242	89	315	181	134	498
%V	22.0%	21.8%	25.7%	24.7%	20.4%	25.6%	16.0%	28.4%
%H (All HH)		92.9%	47.5%	17.5%	61.9%	35.6%	26.3%	97.8%
%H (TV HH)			51.2%	18.8%	66.6%	38.3%	28.3%	
3	290	279	144	47	191	111	80	287
%V	12.5%	12.9%	15.3%	13.1%	12.4%	15.7%	9.6%	16.4%
%H (All HH)		96.2%	49.7%	16.2%	65.9%	38.3%	27.6%	99.0%
%H (TV HH)			51.6%	16.8%	68.5%	39.8%	28.7%	
4	179	173	98	31	111	70	40	177
%V	7.7%	8.0%	10.4%	8.6%	7.2%	9.9%	4.8%	10.1%
%H (All HH)		96.6%	54.7%	17.3%	62.0%	39.1%	22.3%	98.9%
%H (TV HH)			56.6%	17.9%	64.2%	40.5%	23.1%	
5+	159	151	91	30	104	74	30	157
%V	6.9%	7.0%	9.7%	8.3%	6.7%	10.5%	3.6%	9.0%
%H (All HH)		95.0%	57.2%	18.9%	65.4%	46.5%	18.9%	98.7%
%H (TV HH)			60.3%	19.9%	68.9%	49.0%	19.9%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Set level data

Table 16.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4386	2182	740	3237	1805	1432	3619
%H		49.7%	16.9%	73.8%	41.2%	32.6%	82.5%
Under 20"	614	291	99	498	277	221	495
%V	14.0%	13.3%	13.4%	15.4%	15.3%	15.4%	13.7%
%H		47.4%	16.1%	81.1%	45.1%	36.0%	80.6%
20" - 29"	986	457	147	785	413	372	776
%V	22.5%	20.9%	19.9%	24.3%	22.9%	26.0%	21.4%
%H		46.3%	14.9%	79.6%	41.9%	37.7%	78.7%
30" - 39"	1482	709	254	1068	559	509	1201
%V	33.8%	32.5%	34.3%	33.0%	31.0%	35.5%	33.2%
%H		47.8%	17.1%	72.1%	37.7%	34.3%	81.0%
40" and over	1263	715	230	861	551	310	1118
%V	28.8%	32.8%	31.1%	26.6%	30.5%	21.6%	30.9%
%H		56.6%	18.2%	68.2%	43.6%	24.5%	88.5%
Don't know	40	10	9	25	6	20	30
%V	0.9%	0.5%	1.2%	0.8%	0.3%	1.4%	0.8%
%H		25.0%	22.5%	62.5%	15.0%	50.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Set level data

Table 16.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4386	2182	740	3237	1805	1432	3619
%H		49.7%	16.9%	73.8%	41.2%	32.6%	82.5%
Main living room	2137	934	357	1519	703	816	1629
%V	48.7%	42.8%	48.2%	46.9%	38.9%	57.0%	45.0%
%H		43.7%	16.7%	71.1%	32.9%	38.2%	76.2%
Kitchen	244	123	34	214	127	86	213
%V	5.6%	5.6%	4.6%	6.6%	7.0%	6.0%	5.9%
%H		50.4%	13.9%	87.7%	52.0%	35.2%	87.3%
Adult's bedroom	1219	643	233	941	603	339	1040
%V	27.8%	29.5%	31.5%	29.1%	33.4%	23.7%	28.7%
%H		52.7%	19.1%	77.2%	49.5%	27.8%	85.3%
Child's bedroom	353	225	59	231	161	70	334
%V	8.0%	10.3%	8.0%	7.1%	8.9%	4.9%	9.2%
%H		63.7%	16.7%	65.4%	45.6%	19.8%	94.6%
Other bedroom	133	82	17	97	63	34	123
%V	3.0%	3.8%	2.3%	3.0%	3.5%	2.4%	3.4%
%H		61.7%	12.8%	72.9%	47.4%	25.6%	92.5%
Second living/dining room	179	109	25	135	87	48	166
%V	4.1%	5.0%	3.4%	4.2%	4.8%	3.4%	4.6%
%H		60.9%	14.0%	75.4%	48.6%	26.8%	92.7%
Study/office	26	15	3	20	11	8	26
%V	0.6%	0.7%	0.4%	0.6%	0.6%	0.6%	0.7%
%H		57.7%	11.5%	76.9%	42.3%	30.8%	100.0%
TV room	25	15	3	19	13	7	24
%V	0.6%	0.7%	0.4%	0.6%	0.7%	0.5%	0.7%
%H		60.0%	12.0%	76.0%	52.0%	28.0%	96.0%
Conservatory	34	18	5	28	16	12	31
%V	0.8%	0.8%	0.7%	0.9%	0.9%	0.8%	0.9%
%H		52.9%	14.7%	82.4%	47.1%	35.3%	91.2%
Attic or loft room	4	2	1	3	2	1	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
No specific location	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
Other	28	14	3	26	15	11	28
%V	0.6%	0.6%	0.4%	0.8%	0.8%	0.8%	0.8%
%H		50.0%	10.7%	92.9%	53.6%	39.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4386	2182	740	3237	1805	1432	3619
%H		49.7%	16.9%	73.8%	41.2%	32.6%	82.5%
PVR	1790	1137	400	1092	828	264	1607
%V	40.8%	52.1%	54.1%	33.7%	45.9%	18.4%	44.4%
%H		63.5%	22.3%	61.0%	46.3%	14.7%	89.8%
DVDR	82	37	13	62	29	33	69
%V	1.9%	1.7%	1.8%	1.9%	1.6%	2.3%	1.9%
%H		45.1%	15.9%	75.6%	35.4%	40.2%	84.1%
VCR	71	16	15	58	19	39	44
%V	1.6%	0.7%	2.0%	1.8%	1.1%	2.7%	1.2%
%H		22.5%	21.1%	81.7%	26.8%	54.9%	62.0%
Any recorder	1871	1157	406	1163	844	319	1657
%V	42.7%	53.0%	54.9%	35.9%	46.8%	22.3%	45.8%
%H		61.8%	21.7%	62.2%	45.1%	17.0%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4386	2182	740	3237	1805	1432	3619
%H		49.7%	16.9%	73.8%	41.2%	32.6%	82.5%
Receives HDTV (via STB or built-in reception)	1601	920	379	1062	752	311	1448
%V	36.5%	42.2%	51.2%	32.8%	41.7%	21.7%	40.0%
%H		57.5%	23.7%	66.3%	47.0%	19.4%	90.4%
DVD/Blu-ray player or recorder	2597	1279	473	1949	1102	846	2170
%V	59.2%	58.6%	63.9%	60.2%	61.1%	59.1%	60.0%
%H		49.2%	18.2%	75.0%	42.4%	32.6%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Set level data

Table 16.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2164	942	360	1541	708	833	1651
%H		43.5%	16.6%	71.2%	32.7%	38.5%	76.3%
Under 20"	35	5	1	29	2	28	19
%V	1.6%	0.5%	0.3%	1.9%	0.3%	3.4%	1.2%
%H		14.3%	2.9%	82.9%	5.7%	80.0%	54.3%
20" - 29"	269	69	29	216	51	165	144
%V	12.4%	7.3%	8.1%	14.0%	7.2%	19.8%	8.7%
%H		25.7%	10.8%	80.3%	19.0%	61.3%	53.5%
30" - 39"	840	321	142	608	243	365	607
%V	38.8%	34.1%	39.4%	39.5%	34.3%	43.8%	36.8%
%H		38.2%	16.9%	72.4%	28.9%	43.5%	72.3%
40" and over	1000	542	182	676	409	267	867
%V	46.2%	57.5%	50.6%	43.9%	57.8%	32.1%	52.5%
%H		54.2%	18.2%	67.6%	40.9%	26.7%	86.7%
Don't know	20	5	5	11	3	8	13
%V	0.9%	0.5%	1.4%	0.7%	0.4%	1.0%	0.8%
%H		25.0%	25.0%	55.0%	15.0%	40.0%	65.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Set level data

Table 16.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2164	942	360	1541	708	833	1651
%H		43.5%	16.6%	71.2%	32.7%	38.5%	76.3%
PVR	1294	793	279	824	597	228	1133
%V	59.8%	84.2%	77.5%	53.5%	84.3%	27.4%	68.6%
%H		61.3%	21.6%	63.7%	46.1%	17.6%	87.6%
DVDR	64	28	11	48	23	25	52
%V	3.0%	3.0%	3.1%	3.1%	3.2%	3.0%	3.1%
%H		43.8%	17.2%	75.0%	35.9%	39.1%	81.3%
VCR	58	13	13	46	14	32	36
%V	2.7%	1.4%	3.6%	3.0%	2.0%	3.8%	2.2%
%H		22.4%	22.4%	79.3%	24.1%	55.2%	62.1%
Any recorder	1354	806	282	876	605	271	1167
%V	62.6%	85.6%	78.3%	56.8%	85.5%	32.5%	70.7%
%H		59.5%	20.8%	64.7%	44.7%	20.0%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2164	942	360	1541	708	833	1651
%H		43.5%	16.6%	71.2%	32.7%	38.5%	76.3%
Receives HDTV (via STB or built-in reception)	1102	619	254	728	493	235	972
%V	50.9%	65.7%	70.6%	47.2%	69.6%	28.2%	58.9%
%H		56.2%	23.0%	66.1%	44.7%	21.3%	88.2%
DVD/Blu-ray player or recorder	1624	720	288	1171	560	611	1284
%V	75.0%	76.4%	80.0%	76.0%	79.1%	73.3%	77.8%
%H		44.3%	17.7%	72.1%	34.5%	37.6%	79.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Set level data

Table 16.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2222	1240	380	1696	1097	599	1968
%H		55.8%	17.1%	76.3%	49.4%	27.0%	88.6%
Under 20"	579	287	98	468	275	193	475
%V	26.1%	23.1%	25.8%	27.6%	25.1%	32.2%	24.1%
%H		49.6%	16.9%	80.8%	47.5%	33.3%	82.0%
20" - 29"	717	388	119	569	362	207	631
%V	32.3%	31.3%	31.3%	33.5%	33.0%	34.6%	32.1%
%H		54.1%	16.6%	79.4%	50.5%	28.9%	88.0%
30" - 39"	642	387	112	460	316	144	594
%V	28.9%	31.2%	29.5%	27.1%	28.8%	24.0%	30.2%
%H		60.3%	17.4%	71.7%	49.2%	22.4%	92.5%
40" and over	264	173	48	185	142	43	250
%V	11.9%	14.0%	12.6%	10.9%	12.9%	7.2%	12.7%
%H		65.5%	18.2%	70.1%	53.8%	16.3%	94.7%
Don't know	21	5	4	14	3	11	17
%V	0.9%	0.4%	1.1%	0.8%	0.3%	1.8%	0.9%
%H		23.8%	19.0%	66.7%	14.3%	52.4%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Set level data

Table 16.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2222	1240	380	1696	1097	599	1968
%H		55.8%	17.1%	76.3%	49.4%	27.0%	88.6%
PVR	495	344	121	267	231	36	474
%V	22.3%	27.7%	31.8%	15.7%	21.1%	6.0%	24.1%
%H		69.5%	24.4%	53.9%	46.7%	7.3%	95.8%
DVDR	18	9	2	14	6	7	17
%V	0.8%	0.7%	0.5%	0.8%	0.5%	1.2%	0.9%
%H		50.0%	11.1%	77.8%	33.3%	38.9%	94.4%
VCR	13	3	2	12	4	7	8
%V	0.6%	0.2%	0.5%	0.7%	0.4%	1.2%	0.4%
%H		23.1%	15.4%	92.3%	30.8%	53.8%	61.5%
Any recorder	517	351	124	286	238	48	490
%V	23.3%	28.3%	32.6%	16.9%	21.7%	8.0%	24.9%
%H		67.9%	24.0%	55.3%	46.0%	9.3%	94.8%

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	2222	1240	380	1696	1097	599	1968
%H		55.8%	17.1%	76.3%	49.4%	27.0%	88.6%
Receives HDTV (via STB or built-in reception)	499	302	125	335	258	76	476
%V	22.5%	24.4%	32.9%	19.8%	23.5%	12.7%	24.2%
%H		60.5%	25.1%	67.1%	51.7%	15.2%	95.4%
DVD/Blu-ray player or recorder	973	558	185	778	543	235	886
%V	43.8%	45.0%	48.7%	45.9%	49.5%	39.2%	45.0%
%H		57.3%	19.0%	80.0%	55.8%	24.2%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Scotland

Individual level data

Table 16.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5030	4766	2377	831	3270	1770	1500	4267
%H		94.8%	47.3%	16.5%	65.0%	35.2%	29.8%	84.8%
Total Children	876	847	505	145	531	339	192	830
%V	17.4%	17.8%	21.2%	17.4%	16.2%	19.2%	12.8%	19.5%
%H		96.7%	57.6%	16.6%	60.6%	38.7%	21.9%	94.7%
0 - 3	230	214	140	37	121	84	38	213
%V	4.6%	4.5%	5.9%	4.5%	3.7%	4.7%	2.5%	5.0%
%H		93.0%	60.9%	16.1%	52.6%	36.5%	16.5%	92.6%
4 - 15	646	633	366	108	409	255	154	617
%V	12.8%	13.3%	15.4%	13.0%	12.5%	14.4%	10.3%	14.5%
%H		98.0%	56.7%	16.7%	63.3%	39.5%	23.8%	95.5%
4 - 9	326	316	179	56	197	118	79	306
%V	6.5%	6.6%	7.5%	6.7%	6.0%	6.7%	5.3%	7.2%
%H		96.9%	54.9%	17.2%	60.4%	36.2%	24.2%	93.9%
10 - 15	321	317	186	52	212	137	75	311
%V	6.4%	6.7%	7.8%	6.3%	6.5%	7.7%	5.0%	7.3%
%H		98.8%	57.9%	16.2%	66.0%	42.7%	23.4%	96.9%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Individual level data

Table 16.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5030	4766	2377	831	3270	1770	1500	4267
%H		94.8%	47.3%	16.5%	65.0%	35.2%	29.8%	84.8%
Total Adults (16+)	4154	3918	1872	686	2739	1431	1308	3436
%V	82.6%	82.2%	78.8%	82.6%	83.8%	80.8%	87.2%	80.5%
%H		94.3%	45.1%	16.5%	65.9%	34.4%	31.5%	82.7%
16 - 19	219	210	116	34	139	85	54	204
%V	4.4%	4.4%	4.9%	4.1%	4.3%	4.8%	3.6%	4.8%
%H		95.9%	53.0%	15.5%	63.5%	38.8%	24.7%	93.2%
20 - 24	347	297	139	62	188	113	75	320
%V	6.9%	6.2%	5.8%	7.5%	5.7%	6.4%	5.0%	7.5%
%H		85.6%	40.1%	17.9%	54.2%	32.6%	21.6%	92.2%
25 - 34	680	620	339	117	378	228	150	624
%V	13.5%	13.0%	14.3%	14.1%	11.6%	12.9%	10.0%	14.6%
%H		91.2%	49.9%	17.2%	55.6%	33.5%	22.1%	91.8%
35 - 44	649	615	337	102	404	236	168	597
%V	12.9%	12.9%	14.2%	12.3%	12.4%	13.3%	11.2%	14.0%
%H		94.8%	51.9%	15.7%	62.2%	36.4%	25.9%	92.0%
45 - 54	752	729	381	145	505	305	200	680
%V	15.0%	15.3%	16.0%	17.4%	15.4%	17.2%	13.3%	15.9%
%H		96.9%	50.7%	19.3%	67.2%	40.6%	26.6%	90.4%
55 - 64	636	609	291	103	444	231	213	529
%V	12.6%	12.8%	12.2%	12.4%	13.6%	13.1%	14.2%	12.4%
%H		95.8%	45.8%	16.2%	69.8%	36.3%	33.5%	83.2%
65+	871	839	269	123	681	232	448	482
%V	17.3%	17.6%	11.3%	14.8%	20.8%	13.1%	29.9%	11.3%
%H		96.3%	30.9%	14.1%	78.2%	26.6%	51.4%	55.3%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Scotland

Individual level data

Table 16.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4154	3918	1872	686	2739	1431	1308	3436
%H		94.3%	45.1%	16.5%	65.9%	34.4%	31.5%	82.7%
AB	1093	1040	532	174	729	399	330	1041
%V	26.3%	26.5%	28.4%	25.4%	26.6%	27.9%	25.2%	30.3%
%H		95.2%	48.7%	15.9%	66.7%	36.5%	30.2%	95.2%
C1	1188	1094	544	200	745	427	318	1054
%V	28.6%	27.9%	29.1%	29.2%	27.2%	29.8%	24.3%	30.7%
%H		92.1%	45.8%	16.8%	62.7%	35.9%	26.8%	88.7%
C2	825	804	418	143	564	326	238	705
%V	19.9%	20.5%	22.3%	20.8%	20.6%	22.8%	18.2%	20.5%
%H		97.5%	50.7%	17.3%	68.4%	39.5%	28.8%	85.5%
D	645	609	262	124	422	209	212	465
%V	15.5%	15.5%	14.0%	18.1%	15.4%	14.6%	16.2%	13.5%
%H		94.4%	40.6%	19.2%	65.4%	32.4%	32.9%	72.1%
E	402	373	116	46	279	70	209	172
%V	9.7%	9.5%	6.2%	6.7%	10.2%	4.9%	16.0%	5.0%
%H		92.8%	28.9%	11.4%	69.4%	17.4%	52.0%	42.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Individual level data

Table 16.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4154	3918	1872	686	2739	1431	1308	3436
%H		94.3%	45.1%	16.5%	65.9%	34.4%	31.5%	82.7%
Working full time	1935	1853	1010	350	1236	767	469	1803
%V	46.6%	47.3%	54.0%	51.0%	45.1%	53.6%	35.9%	52.5%
%H		95.8%	52.2%	18.1%	63.9%	39.6%	24.2%	93.2%
Working part time	407	396	209	64	277	158	119	369
%V	9.8%	10.1%	11.2%	9.3%	10.1%	11.0%	9.1%	10.7%
%H		97.3%	51.4%	15.7%	68.1%	38.8%	29.2%	90.7%
Not working	1812	1669	653	272	1226	507	719	1264
%V	43.6%	42.6%	34.9%	39.7%	44.8%	35.4%	55.0%	36.8%
%H		92.1%	36.0%	15.0%	67.7%	28.0%	39.7%	69.8%
Housewife/Houseperson	2313	2169	942	360	1543	708	835	1753
%V	55.7%	55.4%	50.3%	52.5%	56.3%	49.5%	63.8%	51.0%
%H		93.8%	40.7%	15.6%	66.7%	30.6%	36.1%	75.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Individual level data

Table 16.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1994	1874	916	330	1292	695	597	1655
%H		94.0%	45.9%	16.5%	64.8%	34.9%	29.9%	83.0%
16 - 19	109	106	58	18	69	42	27	104
%V	5.5%	5.7%	6.3%	5.5%	5.3%	6.0%	4.5%	6.3%
%H		97.2%	53.2%	16.5%	63.3%	38.5%	24.8%	95.4%
20 - 24	170	151	69	30	95	58	37	156
%V	8.5%	8.1%	7.5%	9.1%	7.4%	8.3%	6.2%	9.4%
%H		88.8%	40.6%	17.6%	55.9%	34.1%	21.8%	91.8%
25 - 34	333	304	171	53	190	118	72	303
%V	16.7%	16.2%	18.7%	16.1%	14.7%	17.0%	12.1%	18.3%
%H		91.3%	51.4%	15.9%	57.1%	35.4%	21.6%	91.0%
35 - 44	318	297	157	48	191	105	86	286
%V	15.9%	15.8%	17.1%	14.5%	14.8%	15.1%	14.4%	17.3%
%H		93.4%	49.4%	15.1%	60.1%	33.0%	27.0%	89.9%
45 - 54	365	349	181	67	238	139	99	321
%V	18.3%	18.6%	19.8%	20.3%	18.4%	20.0%	16.6%	19.4%
%H		95.6%	49.6%	18.4%	65.2%	38.1%	27.1%	87.9%
55 - 64	308	292	142	53	215	118	97	246
%V	15.4%	15.6%	15.5%	16.1%	16.6%	17.0%	16.2%	14.9%
%H		94.8%	46.1%	17.2%	69.8%	38.3%	31.5%	79.9%
65+	391	374	137	60	293	116	178	240
%V	19.6%	20.0%	15.0%	18.2%	22.7%	16.7%	29.8%	14.5%
%H		95.7%	35.0%	15.3%	74.9%	29.7%	45.5%	61.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Individual level data

Table 16.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1994	1874	916	330	1292	695	597	1655
%H		94.0%	45.9%	16.5%	64.8%	34.9%	29.9%	83.0%
AB	535	505	271	83	349	199	151	515
%V	26.8%	26.9%	29.6%	25.2%	27.0%	28.6%	25.3%	31.1%
%H		94.4%	50.7%	15.5%	65.2%	37.2%	28.2%	96.3%
C1	534	500	257	91	334	200	134	478
%V	26.8%	26.7%	28.1%	27.6%	25.9%	28.8%	22.4%	28.9%
%H		93.6%	48.1%	17.0%	62.5%	37.5%	25.1%	89.5%
C2	441	427	222	76	299	173	126	370
%V	22.1%	22.8%	24.2%	23.0%	23.1%	24.9%	21.1%	22.4%
%H		96.8%	50.3%	17.2%	67.8%	39.2%	28.6%	83.9%
D	301	280	118	60	192	96	96	217
%V	15.1%	14.9%	12.9%	18.2%	14.9%	13.8%	16.1%	13.1%
%H		93.0%	39.2%	19.9%	63.8%	31.9%	31.9%	72.1%
E	182	162	48	20	117	27	90	74
%V	9.1%	8.6%	5.2%	6.1%	9.1%	3.9%	15.1%	4.5%
%H		89.0%	26.4%	11.0%	64.3%	14.8%	49.5%	40.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Individual level data

Table 16.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1994	1874	916	330	1292	695	597	1655
%H		94.0%	45.9%	16.5%	64.8%	34.9%	29.9%	83.0%
Working full time	1148	1092	612	194	723	454	270	1060
%V	57.6%	58.3%	66.8%	58.8%	56.0%	65.3%	45.2%	64.0%
%H		95.1%	53.3%	16.9%	63.0%	39.5%	23.5%	92.3%
Working part time	81	79	32	12	62	28	34	68
%V	4.1%	4.2%	3.5%	3.6%	4.8%	4.0%	5.7%	4.1%
%H		97.5%	39.5%	14.8%	76.5%	34.6%	42.0%	84.0%
Not working	764	704	272	123	506	213	293	527
%V	38.3%	37.6%	29.7%	37.3%	39.2%	30.6%	49.1%	31.8%
%H		92.1%	35.6%	16.1%	66.2%	27.9%	38.4%	69.0%
Housewife/Houseperson	534	477	172	71	335	119	216	329
%V	26.8%	25.5%	18.8%	21.5%	25.9%	17.1%	36.2%	19.9%
%H		89.3%	32.2%	13.3%	62.7%	22.3%	40.4%	61.6%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Individual level data

Table 16.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2160	2044	956	356	1448	736	711	1782
%H		94.6%	44.3%	16.5%	67.0%	34.1%	32.9%	82.5%
16 - 19	109	104	58	16	70	44	26	101
%V	5.0%	5.1%	6.1%	4.5%	4.8%	6.0%	3.7%	5.7%
%H		95.4%	53.2%	14.7%	64.2%	40.4%	23.9%	92.7%
20 - 24	178	146	70	32	93	55	37	164
%V	8.2%	7.1%	7.3%	9.0%	6.4%	7.5%	5.2%	9.2%
%H		82.0%	39.3%	18.0%	52.2%	30.9%	20.8%	92.1%
25 - 34	347	315	168	63	189	111	78	321
%V	16.1%	15.4%	17.6%	17.7%	13.1%	15.1%	11.0%	18.0%
%H		90.8%	48.4%	18.2%	54.5%	32.0%	22.5%	92.5%
35 - 44	331	318	180	54	213	131	82	311
%V	15.3%	15.6%	18.8%	15.2%	14.7%	17.8%	11.5%	17.5%
%H		96.1%	54.4%	16.3%	64.4%	39.6%	24.8%	94.0%
45 - 54	387	380	200	78	266	166	100	360
%V	17.9%	18.6%	20.9%	21.9%	18.4%	22.6%	14.1%	20.2%
%H		98.2%	51.7%	20.2%	68.7%	42.9%	25.8%	93.0%
55 - 64	328	316	149	50	229	113	116	283
%V	15.2%	15.5%	15.6%	14.0%	15.8%	15.4%	16.3%	15.9%
%H		96.3%	45.4%	15.2%	69.8%	34.5%	35.4%	86.3%
65+	480	465	132	63	388	117	271	242
%V	22.2%	22.7%	13.8%	17.7%	26.8%	15.9%	38.1%	13.6%
%H		96.9%	27.5%	13.1%	80.8%	24.4%	56.5%	50.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Individual level data

Table 16.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2160	2044	956	356	1448	736	711	1782
%H		94.6%	44.3%	16.5%	67.0%	34.1%	32.9%	82.5%
AB	558	535	261	91	380	200	180	525
%V	25.8%	26.2%	27.3%	25.6%	26.2%	27.2%	25.3%	29.5%
%H		95.9%	46.8%	16.3%	68.1%	35.8%	32.3%	94.1%
C1	654	593	288	108	411	227	185	576
%V	30.3%	29.0%	30.1%	30.3%	28.4%	30.8%	26.0%	32.3%
%H		90.7%	44.0%	16.5%	62.8%	34.7%	28.3%	88.1%
C2	384	376	196	67	265	153	112	334
%V	17.8%	18.4%	20.5%	18.8%	18.3%	20.8%	15.8%	18.7%
%H		97.9%	51.0%	17.4%	69.0%	39.8%	29.2%	87.0%
D	344	328	144	64	230	113	116	248
%V	15.9%	16.0%	15.1%	18.0%	15.9%	15.4%	16.3%	13.9%
%H		95.3%	41.9%	18.6%	66.9%	32.8%	33.7%	72.1%
E	220	211	68	26	162	43	119	98
%V	10.2%	10.3%	7.1%	7.3%	11.2%	5.8%	16.7%	5.5%
%H		95.9%	30.9%	11.8%	73.6%	19.5%	54.1%	44.5%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Scotland

Individual level data

Table 16.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2160	2044	956	356	1448	736	711	1782
%H		94.6%	44.3%	16.5%	67.0%	34.1%	32.9%	82.5%
Working full time	787	761	398	156	513	313	200	743
%V	36.4%	37.2%	41.6%	43.8%	35.4%	42.5%	28.1%	41.7%
%H		96.7%	50.6%	19.8%	65.2%	39.8%	25.4%	94.4%
Working part time	325	318	177	52	215	130	85	302
%V	15.0%	15.6%	18.5%	14.6%	14.8%	17.7%	12.0%	16.9%
%H		97.8%	54.5%	16.0%	66.2%	40.0%	26.2%	92.9%
Not working	1048	965	381	148	720	293	426	737
%V	48.5%	47.2%	39.9%	41.6%	49.7%	39.8%	59.9%	41.4%
%H		92.1%	36.4%	14.1%	68.7%	28.0%	40.6%	70.3%
Housewife/Houseperson	1779	1692	771	289	1208	589	619	1424
%V	82.4%	82.8%	80.6%	81.2%	83.4%	80.0%	87.1%	79.9%
%H		95.1%	43.3%	16.2%	67.9%	33.1%	34.8%	80.0%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Household level data

Table 17.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2314	2213	1069	272	1562	702	859	1747
%H (All HH)		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%
%H (TV HH)			48.3%	12.3%	70.6%	31.7%	38.8%	
AB	551	530	240	82	389	179	211	498
%V	23.8%	23.9%	22.5%	30.1%	24.9%	25.5%	24.6%	28.5%
%H (All HH)		96.2%	43.6%	14.9%	70.6%	32.5%	38.3%	90.4%
%H (TV HH)			45.3%	15.5%	73.4%	33.8%	39.8%	
C1	586	553	262	79	383	178	205	490
%V	25.3%	25.0%	24.5%	29.0%	24.5%	25.4%	23.9%	28.0%
%H (All HH)		94.4%	44.7%	13.5%	65.4%	30.4%	35.0%	83.6%
%H (TV HH)			47.4%	14.3%	69.3%	32.2%	37.1%	
C2	529	513	282	46	361	180	181	402
%V	22.9%	23.2%	26.4%	16.9%	23.1%	25.6%	21.1%	23.0%
%H (All HH)		97.0%	53.3%	8.7%	68.2%	34.0%	34.2%	76.0%
%H (TV HH)			55.0%	9.0%	70.4%	35.1%	35.3%	
D	394	378	180	46	255	106	149	244
%V	17.0%	17.1%	16.8%	16.9%	16.3%	15.1%	17.3%	14.0%
%H (All HH)		95.9%	45.7%	11.7%	64.7%	26.9%	37.8%	61.9%
%H (TV HH)			47.6%	12.2%	67.5%	28.0%	39.4%	
E	255	239	105	19	174	60	114	112
%V	11.0%	10.8%	9.8%	7.0%	11.1%	8.5%	13.3%	6.4%
%H (All HH)		93.7%	41.2%	7.5%	68.2%	23.5%	44.7%	43.9%
%H (TV HH)			43.9%	7.9%	72.8%	25.1%	47.7%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Household level data

Table 17.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2314	2213	1069	272	1562	702	859	1747
%H (All HH)		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%
%H (TV HH)			48.3%	12.3%	70.6%	31.7%	38.8%	
Under 25	101	90	39	13	54	21	33	85
%V	4.4%	4.1%	3.6%	4.8%	3.5%	3.0%	3.8%	4.9%
%H (All HH)		89.1%	38.6%	12.9%	53.5%	20.8%	32.7%	84.2%
%H (TV HH)			43.3%	14.4%	60.0%	23.3%	36.7%	
25 - 34	320	301	170	34	192	103	89	287
%V	13.8%	13.6%	15.9%	12.5%	12.3%	14.7%	10.4%	16.4%
%H (All HH)		94.1%	53.1%	10.6%	60.0%	32.2%	27.8%	89.7%
%H (TV HH)			56.5%	11.3%	63.8%	34.2%	29.6%	
35 - 44	362	349	189	60	221	125	96	327
%V	15.6%	15.8%	17.7%	22.1%	14.1%	17.8%	11.2%	18.7%
%H (All HH)		96.4%	52.2%	16.6%	61.0%	34.5%	26.5%	90.3%
%H (TV HH)			54.2%	17.2%	63.3%	35.8%	27.5%	
45 - 54	442	426	227	57	295	150	145	381
%V	19.1%	19.2%	21.2%	21.0%	18.9%	21.4%	16.9%	21.8%
%H (All HH)		96.4%	51.4%	12.9%	66.7%	33.9%	32.8%	86.2%
%H (TV HH)			53.3%	13.4%	69.2%	35.2%	34.0%	
55 - 64	392	377	190	43	273	129	144	317
%V	16.9%	17.0%	17.8%	15.8%	17.5%	18.4%	16.8%	18.1%
%H (All HH)		96.2%	48.5%	11.0%	69.6%	32.9%	36.7%	80.9%
%H (TV HH)			50.4%	11.4%	72.4%	34.2%	38.2%	
65 +	696	670	254	65	526	174	352	351
%V	30.1%	30.3%	23.8%	23.9%	33.7%	24.8%	41.0%	20.1%
%H (All HH)		96.3%	36.5%	9.3%	75.6%	25.0%	50.6%	50.4%
%H (TV HH)			37.9%	9.7%	78.5%	26.0%	52.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Household level data

Table 17.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2314	2213	1069	272	1562	702	859	1747
%H (All HH)		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%
%H (TV HH)			48.3%	12.3%	70.6%	31.7%	38.8%	
1	717	665	229	58	492	116	376	352
%V	31.0%	30.0%	21.4%	21.3%	31.5%	16.5%	43.8%	20.1%
%H (All HH)		92.7%	31.9%	8.1%	68.6%	16.2%	52.4%	49.1%
%H (TV HH)			34.4%	8.7%	74.0%	17.4%	56.5%	
2	806	780	391	105	562	279	283	663
%V	34.8%	35.2%	36.6%	38.6%	36.0%	39.7%	32.9%	38.0%
%H (All HH)		96.8%	48.5%	13.0%	69.7%	34.6%	35.1%	82.3%
%H (TV HH)			50.1%	13.5%	72.1%	35.8%	36.3%	
3	347	334	193	45	221	129	92	312
%V	15.0%	15.1%	18.1%	16.5%	14.1%	18.4%	10.7%	17.9%
%H (All HH)		96.3%	55.6%	13.0%	63.7%	37.2%	26.5%	89.9%
%H (TV HH)			57.8%	13.5%	66.2%	38.6%	27.5%	
4	298	293	175	47	193	124	69	285
%V	12.9%	13.2%	16.4%	17.3%	12.4%	17.7%	8.0%	16.3%
%H (All HH)		98.3%	58.7%	15.8%	64.8%	41.6%	23.2%	95.6%
%H (TV HH)			59.7%	16.0%	65.9%	42.3%	23.5%	
5+	146	142	81	17	95	54	41	135
%V	6.3%	6.4%	7.6%	6.3%	6.1%	7.7%	4.8%	7.7%
%H (All HH)		97.3%	55.5%	11.6%	65.1%	37.0%	28.1%	92.5%
%H (TV HH)			57.0%	12.0%	66.9%	38.0%	28.9%	
Average HH size	2.31	2.33	2.55	2.51	2.28	2.63	1.99	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Household level data

Table 17.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2314	2213	1069	272	1562	702	859	1747
%H (All HH)		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%
%H (TV HH)			48.3%	12.3%	70.6%	31.7%	38.8%	
Without	1762	1672	750	195	1220	499	720	1240
%V	76.1%	75.6%	70.2%	71.7%	78.1%	71.1%	83.8%	71.0%
%H (All HH)		94.9%	42.6%	11.1%	69.2%	28.3%	40.9%	70.4%
%H (TV HH)			44.9%	11.7%	73.0%	29.8%	43.1%	
With	552	542	320	77	342	203	139	507
%V	23.9%	24.5%	29.9%	28.3%	21.9%	28.9%	16.2%	29.0%
%H (All HH)		98.2%	58.0%	13.9%	62.0%	36.8%	25.2%	91.8%
%H (TV HH)			59.0%	14.2%	63.1%	37.5%	25.6%	
0 - 3	217	213	121	33	128	72	56	193
%V	9.4%	9.6%	11.3%	12.1%	8.2%	10.3%	6.5%	11.0%
%H (All HH)		98.2%	55.8%	15.2%	59.0%	33.2%	25.8%	88.9%
%H (TV HH)			56.8%	15.5%	60.1%	33.8%	26.3%	
4 - 9	274	268	170	35	163	106	57	249
%V	11.8%	12.1%	15.9%	12.9%	10.4%	15.1%	6.6%	14.3%
%H (All HH)		97.8%	62.0%	12.8%	59.5%	38.7%	20.8%	90.9%
%H (TV HH)			63.4%	13.1%	60.8%	39.6%	21.3%	
10 - 15	256	252	154	36	166	103	63	244
%V	11.1%	11.4%	14.4%	13.2%	10.6%	14.7%	7.3%	14.0%
%H (All HH)		98.4%	60.2%	14.1%	64.8%	40.2%	24.6%	95.3%
%H (TV HH)			61.1%	14.3%	65.9%	40.9%	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Household level data

Table 17.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2314	2213	1069	272	1562	702	859	1747
%H (All HH)		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%
%H (TV HH)			48.3%	12.3%	70.6%	31.7%	38.8%	
1	850	850	306	96	534	103	431	556
%V	36.7%	38.4%	28.6%	35.3%	34.2%	14.7%	50.2%	31.8%
%H (All HH)		100.0%	36.0%	11.3%	62.8%	12.1%	50.7%	65.4%
%H (TV HH)			36.0%	11.3%	62.8%	12.1%	50.7%	
2	767	767	388	96	559	276	283	590
%V	33.1%	34.7%	36.3%	35.3%	35.8%	39.3%	32.9%	33.8%
%H (All HH)		100.0%	50.6%	12.5%	72.9%	36.0%	36.9%	76.9%
%H (TV HH)			50.6%	12.5%	72.9%	36.0%	36.9%	
3	361	361	219	47	275	176	98	315
%V	15.6%	16.3%	20.5%	17.3%	17.6%	25.1%	11.4%	18.0%
%H (All HH)		100.0%	60.7%	13.0%	76.2%	48.8%	27.1%	87.3%
%H (TV HH)			60.7%	13.0%	76.2%	48.8%	27.1%	
4	162	162	105	24	132	97	34	154
%V	7.0%	7.3%	9.8%	8.8%	8.5%	13.8%	4.0%	8.8%
%H (All HH)		100.0%	64.8%	14.8%	81.5%	59.9%	21.0%	95.1%
%H (TV HH)			64.8%	14.8%	81.5%	59.9%	21.0%	
5+	73	73	51	9	63	50	13	72
%V	3.2%	3.3%	4.8%	3.3%	4.0%	7.1%	1.5%	4.1%
%H (All HH)		100.0%	69.9%	12.3%	86.3%	68.5%	17.8%	98.6%
%H (TV HH)			69.9%	12.3%	86.3%	68.5%	17.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Household level data

Table 17.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2314	2213	1069	272	1562	702	859	1747
%H (All HH)		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%
%H (TV HH)			48.3%	12.3%	70.6%	31.7%	38.8%	
Under 20"	550	550	282	55	437	226	211	436
%V	23.8%	24.9%	26.4%	20.2%	28.0%	32.2%	24.6%	25.0%
%H (All HH)		100.0%	51.3%	10.0%	79.5%	41.1%	38.4%	79.3%
%H (TV HH)			51.3%	10.0%	79.5%	41.1%	38.4%	
20" - 29"	903	903	431	110	701	342	358	684
%V	39.0%	40.8%	40.3%	40.4%	44.9%	48.7%	41.7%	39.2%
%H (All HH)		100.0%	47.7%	12.2%	77.6%	37.9%	39.6%	75.7%
%H (TV HH)			47.7%	12.2%	77.6%	37.9%	39.6%	
30" - 39"	1224	1224	613	157	884	432	452	960
%V	52.9%	55.3%	57.3%	57.7%	56.6%	61.5%	52.6%	55.0%
%H (All HH)		100.0%	50.1%	12.8%	72.2%	35.3%	36.9%	78.4%
%H (TV HH)			50.1%	12.8%	72.2%	35.3%	36.9%	
40" and over	946	946	578	129	619	381	238	816
%V	40.9%	42.7%	54.1%	47.4%	39.6%	54.3%	27.7%	46.7%
%H (All HH)		100.0%	61.1%	13.6%	65.4%	40.3%	25.2%	86.3%
%H (TV HH)			61.1%	13.6%	65.4%	40.3%	25.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Household level data

Table 17.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2314	2213	1069	272	1562	702	859	1747
%V (All HH)		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%
%H (TV HH)			48.3%	12.3%	70.6%	31.7%	38.8%	
Main living room	2186	2186	1063	271	1543	698	844	1669
%V	94.5%	98.8%	99.4%	99.6%	98.8%	99.4%	98.3%	95.5%
%H (All HH)		100.0%	48.6%	12.4%	70.6%	31.9%	38.6%	76.3%
%H (TV HH)			48.6%	12.4%	70.6%	31.9%	38.6%	
Kitchen	295	295	162	34	248	148	100	247
%V	12.7%	13.3%	15.2%	12.5%	15.9%	21.1%	11.6%	14.1%
%H (All HH)		100.0%	54.9%	11.5%	84.1%	50.2%	33.9%	83.7%
%H (TV HH)			54.9%	11.5%	84.1%	50.2%	33.9%	
Adult's bedroom	981	981	558	133	747	455	293	820
%V	42.4%	44.3%	52.2%	48.9%	47.8%	64.8%	34.1%	46.9%
%H (All HH)		100.0%	56.9%	13.6%	76.1%	46.4%	29.9%	83.6%
%H (TV HH)			56.9%	13.6%	76.1%	46.4%	29.9%	
Child's bedroom	238	238	155	33	167	118	49	220
%V	10.3%	10.8%	14.5%	12.1%	10.7%	16.8%	5.7%	12.6%
%H (All HH)		100.0%	65.1%	13.9%	70.2%	49.6%	20.6%	92.4%
%H (TV HH)			65.1%	13.9%	70.2%	49.6%	20.6%	
Other bedroom	128	128	81	16	96	64	32	115
%V	5.5%	5.8%	7.6%	5.9%	6.1%	9.1%	3.7%	6.6%
%H (All HH)		100.0%	63.3%	12.5%	75.0%	50.0%	25.0%	89.8%
%H (TV HH)			63.3%	12.5%	75.0%	50.0%	25.0%	
Second living/dining room	251	251	144	32	200	123	78	206
%V	10.8%	11.3%	13.5%	11.8%	12.8%	17.5%	9.1%	11.8%
%H (All HH)		100.0%	57.4%	12.7%	79.7%	49.0%	31.1%	82.1%
%H (TV HH)			57.4%	12.7%	79.7%	49.0%	31.1%	
Study/office	34	34	16	4	29	14	15	32
%V	1.5%	1.5%	1.5%	1.5%	1.9%	2.0%	1.7%	1.8%
%H (All HH)		100.0%	47.1%	11.8%	85.3%	41.2%	44.1%	94.1%
%H (TV HH)			47.1%	11.8%	85.3%	41.2%	44.1%	
TV room	13	13	9	1	10	7	3	12
%V	0.6%	0.6%	0.8%	0.4%	0.6%	1.0%	0.3%	0.7%
%H (All HH)		100.0%	69.2%	7.7%	76.9%	53.8%	23.1%	92.3%
%H (TV HH)			69.2%	7.7%	76.9%	53.8%	23.1%	
Conservatory	45	45	26	4	38	23	15	42
%V	1.9%	2.0%	2.4%	1.5%	2.4%	3.3%	1.7%	2.4%
%H (All HH)		100.0%	57.8%	8.9%	84.4%	51.1%	33.3%	93.3%
%H (TV HH)			57.8%	8.9%	84.4%	51.1%	33.3%	
Attic or loft room	5	5	4	1	4	3	0	5
%V	0.2%	0.2%	0.4%	0.4%	0.3%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	80.0%	20.0%	80.0%	60.0%	0.0%	100.0%
%H (TV HH)			80.0%	20.0%	80.0%	60.0%	0.0%	
No specific location	2	2	2	0	1	1	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Other	15	15	10	1	12	8	4	15
%V	0.6%	0.7%	0.9%	0.4%	0.8%	1.1%	0.5%	0.9%
%H (All HH)		100.0%	66.7%	6.7%	80.0%	53.3%	26.7%	100.0%
%H (TV HH)			66.7%	6.7%	80.0%	53.3%	26.7%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Household level data

Table 17.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2314	2213	1069	272	1562	702	859	1747
%H (All HH)		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%
%H (TV HH)			48.3%	12.3%	70.6%	31.7%	38.8%	
Any DSAT provider	1069	1069	1069	13	569	569	0	892
%V	46.2%	48.3%	100.0%	4.8%	36.4%	81.1%	0.0%	51.1%
%H (All HH)			100.0%	1.2%	53.2%	53.2%	0.0%	83.4%
%H (TV HH)			100.0%	1.2%	53.2%	53.2%	0.0%	
Sky with subcription	862	862	862	5	466	466	0	741
%V	37.3%	39.0%	80.6%	1.8%	29.8%	66.4%	0.0%	42.4%
%H (All HH)			100.0%	0.6%	54.1%	54.1%	0.0%	86.0%
%H (TV HH)			100.0%	0.6%	54.1%	54.1%	0.0%	
Sky without subscription	90	90	90	2	45	45	0	61
%V	3.9%	4.1%	8.4%	0.7%	2.9%	6.4%	0.0%	3.5%
%H (All HH)			100.0%	2.2%	50.0%	50.0%	0.0%	67.8%
%H (TV HH)			100.0%	2.2%	50.0%	50.0%	0.0%	
Freesat	129	129	129	4	63	63	0	103
%V	5.6%	5.8%	12.1%	1.5%	4.0%	9.0%	0.0%	5.9%
%H (All HH)			100.0%	3.1%	48.8%	48.8%	0.0%	79.8%
%H (TV HH)			100.0%	3.1%	48.8%	48.8%	0.0%	
Other satellite provider	18	18	18	0	8	8	0	13
%V	0.8%	0.8%	1.7%	0.0%	0.5%	1.1%	0.0%	0.7%
%H (All HH)			100.0%	0.0%	44.4%	44.4%	0.0%	72.2%
%H (TV HH)			100.0%	0.0%	44.4%	44.4%	0.0%	
DCAB	272	272	13	272	140	140	0	238
%V	11.8%	12.3%	1.2%	100.0%	9.0%	19.9%	0.0%	13.6%
%H (All HH)			4.8%	100.0%	51.5%	51.5%	0.0%	87.5%
%H (TV HH)			4.8%	100.0%	51.5%	51.5%	0.0%	
DTT	1562	1562	569	140	1562	702	859	1153
%V	67.5%	70.6%	53.2%	51.5%	100.0%	100.0%	100.0%	66.0%
%H (All HH)		100.0%	36.4%	9.0%	100.0%	44.9%	55.0%	73.8%
%H (TV HH)			36.4%	9.0%	100.0%	44.9%	55.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Household level data

Table 17.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2314	2213	1069	272	1562	702	859	1747
%H (All HH)		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%
%H (TV HH)			48.3%	12.3%	70.6%	31.7%	38.8%	
PVR	1395	1395	875	226	905	601	304	1218
%V	60.3%	63.0%	81.9%	83.1%	57.9%	85.6%	35.4%	69.7%
%H (All HH)		100.0%	62.7%	16.2%	64.9%	43.1%	21.8%	87.3%
%H (TV HH)			62.7%	16.2%	64.9%	43.1%	21.8%	
DVDR	95	95	45	10	72	32	40	75
%V	4.1%	4.3%	4.2%	3.7%	4.6%	4.6%	4.7%	4.3%
%H (All HH)		100.0%	47.4%	10.5%	75.8%	33.7%	42.1%	78.9%
%H (TV HH)			47.4%	10.5%	75.8%	33.7%	42.1%	
VCR	54	54	26	8	44	23	21	32
%V	2.3%	2.4%	2.4%	2.9%	2.8%	3.3%	2.4%	1.8%
%H (All HH)		100.0%	48.1%	14.8%	81.5%	42.6%	38.9%	59.3%
%H (TV HH)			48.1%	14.8%	81.5%	42.6%	38.9%	
Any recorder	1450	1450	891	230	951	613	339	1251
%V	62.7%	65.5%	83.3%	84.6%	60.9%	87.3%	39.5%	71.6%
%H (All HH)		100.0%	61.4%	15.9%	65.6%	42.3%	23.4%	86.3%
%H (TV HH)			61.4%	15.9%	65.6%	42.3%	23.4%	
Receives HDTV (via STB or built-in reception)	1146	1146	648	213	773	478	295	995
%V	49.5%	51.8%	60.6%	78.3%	49.5%	68.1%	34.3%	57.0%
%H (All HH)		100.0%	56.5%	18.6%	67.5%	41.7%	25.7%	86.8%
%H (TV HH)			56.5%	18.6%	67.5%	41.7%	25.7%	
DVD/Blu-ray player or recorder	1777	1777	895	231	1274	620	654	1422
%V	76.8%	80.3%	83.7%	84.9%	81.6%	88.3%	76.1%	81.4%
%H (All HH)		100.0%	50.4%	13.0%	71.7%	34.9%	36.8%	80.0%
%H (TV HH)			50.4%	13.0%	71.7%	34.9%	36.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Household level data

Table 17.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2314	2213	1069	272	1562	702	859	1747
%V		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%
%H (All HH)			48.3%	12.3%	70.6%	31.7%	38.8%	
%H (TV HH)								
Has broadband internet	1747	1687	892	238	1153	607	547	1747
%V	75.5%	76.2%	83.4%	87.5%	73.8%	86.5%	63.7%	100.0%
%H (All HH)		96.6%	51.1%	13.6%	66.0%	34.7%	31.3%	100.0%
%H (TV HH)			52.9%	14.1%	68.3%	36.0%	32.4%	
Number of computers (PCs and laptops)								
0	512	481	161	36	370	86	283	28
%V	22.1%	21.7%	15.1%	13.2%	23.7%	12.3%	32.9%	1.6%
%H (All HH)		93.9%	31.4%	7.0%	72.3%	16.8%	55.3%	5.5%
%H (TV HH)			33.5%	7.5%	76.9%	17.9%	58.8%	
1	692	656	312	69	454	185	268	629
%V	29.9%	29.6%	29.2%	25.4%	29.1%	26.4%	31.2%	36.0%
%H (All HH)		94.8%	45.1%	10.0%	65.6%	26.7%	38.7%	90.9%
%H (TV HH)			47.6%	10.5%	69.2%	28.2%	40.9%	
2	505	488	264	76	334	188	146	491
%V	21.8%	22.1%	24.7%	27.9%	21.4%	26.8%	17.0%	28.1%
%H (All HH)		96.6%	52.3%	15.0%	66.1%	37.2%	28.9%	97.2%
%H (TV HH)			54.1%	15.6%	68.4%	38.5%	29.9%	
3	272	265	147	41	179	102	77	269
%V	11.8%	12.0%	13.8%	15.1%	11.5%	14.5%	9.0%	15.4%
%H (All HH)		97.4%	54.0%	15.1%	65.8%	37.5%	28.3%	98.9%
%H (TV HH)			55.5%	15.5%	67.5%	38.5%	29.1%	
4	158	152	90	21	106	65	40	157
%V	6.8%	6.9%	8.4%	7.7%	6.8%	9.3%	4.7%	9.0%
%H (All HH)		96.2%	57.0%	13.3%	67.1%	41.1%	25.3%	99.4%
%H (TV HH)			59.2%	13.8%	69.7%	42.8%	26.3%	
5+	175	170	95	29	120	76	44	174
%V	7.6%	7.7%	8.9%	10.7%	7.7%	10.8%	5.1%	10.0%
%H (All HH)		97.1%	54.3%	16.6%	68.6%	43.4%	25.1%	99.4%
%H (TV HH)			55.9%	17.1%	70.6%	44.7%	25.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Set level data

Table 17.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4507	2432	575	3340	1841	1499	3681
%H		54.0%	12.8%	74.1%	40.8%	33.3%	81.7%
Under 20"	692	360	74	555	298	257	562
%V	15.4%	14.8%	12.9%	16.6%	16.2%	17.1%	15.3%
%H		52.0%	10.7%	80.2%	43.1%	37.1%	81.2%
20" - 29"	1162	580	144	922	489	433	910
%V	25.8%	23.8%	25.0%	27.6%	26.6%	28.9%	24.7%
%H		49.9%	12.4%	79.3%	42.1%	37.3%	78.3%
30" - 39"	1486	769	202	1092	574	517	1194
%V	33.0%	31.6%	35.1%	32.7%	31.2%	34.5%	32.4%
%H		51.7%	13.6%	73.5%	38.6%	34.8%	80.3%
40" and over	1121	702	152	739	469	270	981
%V	24.9%	28.9%	26.4%	22.1%	25.5%	18.0%	26.7%
%H		62.6%	13.6%	65.9%	41.8%	24.1%	87.5%
Don't know	46	21	3	33	11	22	33
%V	1.0%	0.9%	0.5%	1.0%	0.6%	1.5%	0.9%
%H		45.7%	6.5%	71.7%	23.9%	47.8%	71.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Set level data

Table 17.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4507	2432	575	3340	1841	1499	3681
%H		54.0%	12.8%	74.1%	40.8%	33.3%	81.7%
Main living room	2198	1069	271	1551	702	850	1677
%V	48.8%	44.0%	47.1%	46.4%	38.1%	56.7%	45.6%
%H		48.6%	12.3%	70.6%	31.9%	38.7%	76.3%
Kitchen	295	163	34	249	148	100	248
%V	6.5%	6.7%	5.9%	7.5%	8.0%	6.7%	6.7%
%H		55.3%	11.5%	84.4%	50.2%	33.9%	84.1%
Adult's bedroom	1165	672	160	899	564	336	993
%V	25.8%	27.6%	27.8%	26.9%	30.6%	22.4%	27.0%
%H		57.7%	13.7%	77.2%	48.4%	28.8%	85.2%
Child's bedroom	325	216	48	228	169	60	306
%V	7.2%	8.9%	8.3%	6.8%	9.2%	4.0%	8.3%
%H		66.5%	14.8%	70.2%	52.0%	18.5%	94.2%
Other bedroom	154	99	18	114	77	37	138
%V	3.4%	4.1%	3.1%	3.4%	4.2%	2.5%	3.7%
%H		64.3%	11.7%	74.0%	50.0%	24.0%	89.6%
Second living/dining room	255	146	32	203	124	79	210
%V	5.7%	6.0%	5.6%	6.1%	6.7%	5.3%	5.7%
%H		57.3%	12.5%	79.6%	48.6%	31.0%	82.4%
Study/office	35	16	4	30	16	15	34
%V	0.8%	0.7%	0.7%	0.9%	0.9%	1.0%	0.9%
%H		45.7%	11.4%	85.7%	45.7%	42.9%	97.1%
TV room	13	9	1	10	7	3	12
%V	0.3%	0.4%	0.2%	0.3%	0.4%	0.2%	0.3%
%H		69.2%	7.7%	76.9%	53.8%	23.1%	92.3%
Conservatory	45	26	4	38	23	15	42
%V	1.0%	1.1%	0.7%	1.1%	1.2%	1.0%	1.1%
%H		57.8%	8.9%	84.4%	51.1%	33.3%	93.3%
Attic or loft room	5	4	1	4	3	0	5
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		80.0%	20.0%	80.0%	60.0%	0.0%	100.0%
No specific location	2	2	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
Other	15	10	1	12	8	4	15
%V	0.3%	0.4%	0.2%	0.4%	0.4%	0.3%	0.4%
%H		66.7%	6.7%	80.0%	53.3%	26.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Set level data

Table 17.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4507	2432	575	3340	1841	1499	3681
%H		54.0%	12.8%	74.1%	40.8%	33.3%	81.7%
PVR	1841	1206	304	1175	826	349	1639
%V	40.8%	49.6%	52.9%	35.2%	44.9%	23.3%	44.5%
%H		65.5%	16.5%	63.8%	44.9%	19.0%	89.0%
DVDR	103	50	10	78	35	43	81
%V	2.3%	2.1%	1.7%	2.3%	1.9%	2.9%	2.2%
%H		48.5%	9.7%	75.7%	34.0%	41.7%	78.6%
VCR	58	29	9	48	26	22	35
%V	1.3%	1.2%	1.6%	1.4%	1.4%	1.5%	1.0%
%H		50.0%	15.5%	82.8%	44.8%	37.9%	60.3%
Any recorder	1921	1238	312	1244	854	389	1692
%V	42.6%	50.9%	54.3%	37.2%	46.4%	26.0%	46.0%
%H		64.4%	16.2%	64.8%	44.5%	20.2%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4507	2432	575	3340	1841	1499	3681
%H		54.0%	12.8%	74.1%	40.8%	33.3%	81.7%
Receives HDTV (via STB or built-in reception)	1638	933	326	1144	748	397	1455
%V	36.3%	38.4%	56.7%	34.3%	40.6%	26.5%	39.5%
%H		57.0%	19.9%	69.8%	45.7%	24.2%	88.8%
DVD/Blu-ray player or recorder	2641	1440	351	1970	1107	863	2208
%V	58.6%	59.2%	61.0%	59.0%	60.1%	57.6%	60.0%
%H		54.5%	13.3%	74.6%	41.9%	32.7%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Set level data

Table 17.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2209	1069	272	1560	702	858	1683
%H		48.4%	12.3%	70.6%	31.8%	38.8%	76.2%
Under 20"	48	9	3	40	6	35	27
%V	2.2%	0.8%	1.1%	2.6%	0.9%	4.1%	1.6%
%H		18.8%	6.3%	83.3%	12.5%	72.9%	56.3%
20" - 29"	349	107	32	276	70	205	208
%V	15.8%	10.0%	11.8%	17.7%	10.0%	23.9%	12.4%
%H		30.7%	9.2%	79.1%	20.1%	58.7%	59.6%
30" - 39"	898	395	113	653	265	388	662
%V	40.7%	37.0%	41.5%	41.9%	37.7%	45.2%	39.3%
%H		44.0%	12.6%	72.7%	29.5%	43.2%	73.7%
40" and over	903	553	123	585	360	225	777
%V	40.9%	51.7%	45.2%	37.5%	51.3%	26.2%	46.2%
%H		61.2%	13.6%	64.8%	39.9%	24.9%	86.0%
Don't know	11	5	1	7	2	5	8
%V	0.5%	0.5%	0.4%	0.4%	0.3%	0.6%	0.5%
%H		45.5%	9.1%	63.6%	18.2%	45.5%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Set level data

Table 17.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2209	1069	272	1560	702	858	1683
%H		48.4%	12.3%	70.6%	31.8%	38.8%	76.2%
PVR	1356	856	221	873	583	290	1187
%V	61.4%	80.1%	81.3%	56.0%	83.0%	33.8%	70.5%
%H		63.1%	16.3%	64.4%	43.0%	21.4%	87.5%
DVDR	80	36	8	60	25	35	60
%V	3.6%	3.4%	2.9%	3.8%	3.6%	4.1%	3.6%
%H		45.0%	10.0%	75.0%	31.3%	43.8%	75.0%
VCR	43	18	6	35	16	19	24
%V	1.9%	1.7%	2.2%	2.2%	2.3%	2.2%	1.4%
%H		41.9%	14.0%	81.4%	37.2%	44.2%	55.8%
Any recorder	1410	873	224	919	596	323	1219
%V	63.8%	81.7%	82.4%	58.9%	84.9%	37.6%	72.4%
%H		61.9%	15.9%	65.2%	42.3%	22.9%	86.5%

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	2209	1069	272	1560	702	858	1683
%H		48.4%	12.3%	70.6%	31.8%	38.8%	76.2%
Receives HDTV (via STB or built-in reception)	1102	627	207	735	457	279	959
%V	49.9%	58.7%	76.1%	47.1%	65.1%	32.5%	57.0%
%H		56.9%	18.8%	66.7%	41.5%	25.3%	87.0%
DVD/Blu-ray player or recorder	1657	828	219	1175	564	611	1323
%V	75.0%	77.5%	80.5%	75.3%	80.3%	71.2%	78.6%
%H		50.0%	13.2%	70.9%	34.0%	36.9%	79.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Set level data

Table 17.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2298	1363	303	1780	1139	641	1999
%H		59.3%	13.2%	77.5%	49.6%	27.9%	87.0%
Under 20"	645	352	72	514	292	222	535
%V	28.1%	25.8%	23.8%	28.9%	25.6%	34.6%	26.8%
%H		54.6%	11.2%	79.7%	45.3%	34.4%	82.9%
20" - 29"	813	473	112	647	419	228	702
%V	35.4%	34.7%	37.0%	36.3%	36.8%	35.6%	35.1%
%H		58.2%	13.8%	79.6%	51.5%	28.0%	86.3%
30" - 39"	587	374	89	439	309	129	532
%V	25.5%	27.4%	29.4%	24.7%	27.1%	20.1%	26.6%
%H		63.7%	15.2%	74.8%	52.6%	22.0%	90.6%
40" and over	218	149	28	154	110	45	204
%V	9.5%	10.9%	9.2%	8.7%	9.7%	7.0%	10.2%
%H		68.3%	12.8%	70.6%	50.5%	20.6%	93.6%
Don't know	34	16	2	26	9	17	26
%V	1.5%	1.2%	0.7%	1.5%	0.8%	2.7%	1.3%
%H		47.1%	5.9%	76.5%	26.5%	50.0%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Set level data

Table 17.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2298	1363	303	1780	1139	641	1999
%H		59.3%	13.2%	77.5%	49.6%	27.9%	87.0%
PVR	484	350	84	302	243	59	452
%V	21.1%	25.7%	27.7%	17.0%	21.3%	9.2%	22.6%
%H		72.3%	17.4%	62.4%	50.2%	12.2%	93.4%
DVDR	23	13	3	18	10	8	21
%V	1.0%	1.0%	1.0%	1.0%	0.9%	1.2%	1.1%
%H		56.5%	13.0%	78.3%	43.5%	34.8%	91.3%
VCR	16	11	3	13	10	3	12
%V	0.7%	0.8%	1.0%	0.7%	0.9%	0.5%	0.6%
%H		68.8%	18.8%	81.3%	62.5%	18.8%	75.0%
Any recorder	511	365	88	325	258	67	473
%V	22.2%	26.8%	29.0%	18.3%	22.7%	10.5%	23.7%
%H		71.4%	17.2%	63.6%	50.5%	13.1%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.20: 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	2298	1363	303	1780	1139	641	1999
%H		59.3%	13.2%	77.5%	49.6%	27.9%	87.0%
Receives HDTV (via STB or built-in reception)	536	307	119	409	291	118	496
%V	23.3%	22.5%	39.3%	23.0%	25.5%	18.4%	24.8%
%H		57.3%	22.2%	76.3%	54.3%	22.0%	92.5%
DVD/Blu-ray player or recorder	984	612	132	795	543	252	885
%V	42.8%	44.9%	43.6%	44.7%	47.7%	39.3%	44.3%
%H		62.2%	13.4%	80.8%	55.2%	25.6%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Individual level data

Table 17.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5345	5155	2724	682	3557	1848	1709	4479
%H		96.4%	51.0%	12.8%	66.5%	34.6%	32.0%	83.8%
Total Children	964	946	568	134	593	358	235	887
%V	18.0%	18.4%	20.9%	19.6%	16.7%	19.4%	13.8%	19.8%
%H		98.1%	58.9%	13.9%	61.5%	37.1%	24.4%	92.0%
0 - 3	264	259	144	40	160	89	71	235
%V	4.9%	5.0%	5.3%	5.9%	4.5%	4.8%	4.2%	5.2%
%H		98.1%	54.5%	15.2%	60.6%	33.7%	26.9%	89.0%
4 - 15	700	687	424	94	433	269	164	652
%V	13.1%	13.3%	15.6%	13.8%	12.2%	14.6%	9.6%	14.6%
%H		98.1%	60.6%	13.4%	61.9%	38.4%	23.4%	93.1%
4 - 9	359	352	221	44	213	133	79	328
%V	6.7%	6.8%	8.1%	6.5%	6.0%	7.2%	4.6%	7.3%
%H		98.1%	61.6%	12.3%	59.3%	37.0%	22.0%	91.4%
10 - 15	341	335	203	50	220	136	84	324
%V	6.4%	6.5%	7.5%	7.3%	6.2%	7.4%	4.9%	7.2%
%H		98.2%	59.5%	14.7%	64.5%	39.9%	24.6%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Individual level data

Table 17.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5345	5155	2724	682	3557	1848	1709	4479
%H		96.4%	51.0%	12.8%	66.5%	34.6%	32.0%	83.8%
Total Adults (16+)	4381	4209	2156	547	2964	1489	1475	3591
%V	82.0%	81.6%	79.1%	80.2%	83.3%	80.6%	86.3%	80.2%
%H		96.1%	49.2%	12.5%	67.7%	34.0%	33.7%	82.0%
16 - 19	258	250	132	41	182	108	74	246
%V	4.8%	4.8%	4.8%	6.0%	5.1%	5.8%	4.3%	5.5%
%H		96.9%	51.2%	15.9%	70.5%	41.9%	28.7%	95.3%
20 - 24	356	329	157	46	217	106	111	324
%V	6.7%	6.4%	5.8%	6.7%	6.1%	5.7%	6.5%	7.2%
%H		92.4%	44.1%	12.9%	61.0%	29.8%	31.2%	91.0%
25 - 34	659	625	359	74	403	224	179	593
%V	12.3%	12.1%	13.2%	10.9%	11.3%	12.1%	10.5%	13.2%
%H		94.8%	54.5%	11.2%	61.2%	34.0%	27.2%	90.0%
35 - 44	637	616	348	102	393	234	159	584
%V	11.9%	11.9%	12.8%	15.0%	11.0%	12.7%	9.3%	13.0%
%H		96.7%	54.6%	16.0%	61.7%	36.7%	25.0%	91.7%
45 - 54	769	744	406	109	511	279	232	686
%V	14.4%	14.4%	14.9%	16.0%	14.4%	15.1%	13.6%	15.3%
%H		96.7%	52.8%	14.2%	66.4%	36.3%	30.2%	89.2%
55 - 64	658	637	325	76	470	232	237	553
%V	12.3%	12.4%	11.9%	11.1%	13.2%	12.6%	13.9%	12.3%
%H		96.8%	49.4%	11.6%	71.4%	35.3%	36.0%	84.0%
65+	1044	1009	430	98	789	306	483	605
%V	19.5%	19.6%	15.8%	14.4%	22.2%	16.6%	28.3%	13.5%
%H		96.6%	41.2%	9.4%	75.6%	29.3%	46.3%	58.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Individual level data

Table 17.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4381	4209	2156	547	2964	1489	1475	3591
%H		96.1%	49.2%	12.5%	67.7%	34.0%	33.7%	82.0%
AB	1101	1061	508	167	781	391	391	1024
%V	25.1%	25.2%	23.6%	30.5%	26.3%	26.3%	26.5%	28.5%
%H		96.4%	46.1%	15.2%	70.9%	35.5%	35.5%	93.0%
C1	1138	1079	530	163	744	379	365	1009
%V	26.0%	25.6%	24.6%	29.8%	25.1%	25.5%	24.7%	28.1%
%H		94.8%	46.6%	14.3%	65.4%	33.3%	32.1%	88.7%
C2	1061	1037	600	101	731	403	329	868
%V	24.2%	24.6%	27.8%	18.5%	24.7%	27.1%	22.3%	24.2%
%H		97.7%	56.6%	9.5%	68.9%	38.0%	31.0%	81.8%
D	719	691	359	84	462	220	242	505
%V	16.4%	16.4%	16.7%	15.4%	15.6%	14.8%	16.4%	14.1%
%H		96.1%	49.9%	11.7%	64.3%	30.6%	33.7%	70.2%
E	362	341	158	32	245	97	148	185
%V	8.3%	8.1%	7.3%	5.9%	8.3%	6.5%	10.0%	5.2%
%H		94.2%	43.6%	8.8%	67.7%	26.8%	40.9%	51.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Individual level data

Table 17.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4381	4209	2156	547	2964	1489	1475	3591
%H		96.1%	49.2%	12.5%	67.7%	34.0%	33.7%	82.0%
Working full time	1935	1870	1047	274	1250	713	536	1788
%V	44.2%	44.4%	48.6%	50.1%	42.2%	47.9%	36.3%	49.8%
%H		96.6%	54.1%	14.2%	64.6%	36.8%	27.7%	92.4%
Working part time	467	449	231	70	313	166	147	412
%V	10.7%	10.7%	10.7%	12.8%	10.6%	11.1%	10.0%	11.5%
%H		96.1%	49.5%	15.0%	67.0%	35.5%	31.5%	88.2%
Not working	1978	1890	877	203	1402	610	792	1391
%V	45.1%	44.9%	40.7%	37.1%	47.3%	41.0%	53.7%	38.7%
%H		95.6%	44.3%	10.3%	70.9%	30.8%	40.0%	70.3%
Housewife/Houseperson	2314	2213	1069	272	1562	702	859	1747
%V	52.8%	52.6%	49.6%	49.7%	52.7%	47.1%	58.2%	48.6%
%H		95.6%	46.2%	11.8%	67.5%	30.3%	37.1%	75.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Individual level data

Table 17.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2139	2042	1075	265	1418	738	680	1781
%H		95.5%	50.3%	12.4%	66.3%	34.5%	31.8%	83.3%
16 - 19	132	126	68	22	87	55	33	125
%V	6.2%	6.2%	6.3%	8.3%	6.1%	7.5%	4.9%	7.0%
%H		95.5%	51.5%	16.7%	65.9%	41.7%	25.0%	94.7%
20 - 24	179	163	83	20	109	58	50	165
%V	8.4%	8.0%	7.7%	7.5%	7.7%	7.9%	7.4%	9.3%
%H		91.1%	46.4%	11.2%	60.9%	32.4%	27.9%	92.2%
25 - 34	331	310	177	37	196	107	89	297
%V	15.5%	15.2%	16.5%	14.0%	13.8%	14.5%	13.1%	16.7%
%H		93.7%	53.5%	11.2%	59.2%	32.3%	26.9%	89.7%
35 - 44	318	307	171	46	195	111	84	285
%V	14.9%	15.0%	15.9%	17.4%	13.8%	15.0%	12.4%	16.0%
%H		96.5%	53.8%	14.5%	61.3%	34.9%	26.4%	89.6%
45 - 54	373	360	200	54	240	132	108	330
%V	17.4%	17.6%	18.6%	20.4%	16.9%	17.9%	15.9%	18.5%
%H		96.5%	53.6%	14.5%	64.3%	35.4%	29.0%	88.5%
55 - 64	325	313	161	37	234	120	114	275
%V	15.2%	15.3%	15.0%	14.0%	16.5%	16.3%	16.8%	15.4%
%H		96.3%	49.5%	11.4%	72.0%	36.9%	35.1%	84.6%
65+	481	464	214	49	357	155	202	302
%V	22.5%	22.7%	19.9%	18.5%	25.2%	21.0%	29.7%	17.0%
%H		96.5%	44.5%	10.2%	74.2%	32.2%	42.0%	62.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Individual level data

Table 17.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2139	2042	1075	265	1418	738	680	1781
%H		95.5%	50.3%	12.4%	66.3%	34.5%	31.8%	83.3%
AB	548	525	262	81	383	200	184	512
%V	25.6%	25.7%	24.4%	30.6%	27.0%	27.1%	27.1%	28.7%
%H		95.8%	47.8%	14.8%	69.9%	36.5%	33.6%	93.4%
C1	536	502	258	77	333	180	153	485
%V	25.1%	24.6%	24.0%	29.1%	23.5%	24.4%	22.5%	27.2%
%H		93.7%	48.1%	14.4%	62.1%	33.6%	28.5%	90.5%
C2	566	551	318	53	386	211	176	456
%V	26.5%	27.0%	29.6%	20.0%	27.2%	28.6%	25.9%	25.6%
%H		97.3%	56.2%	9.4%	68.2%	37.3%	31.1%	80.6%
D	348	330	174	38	219	105	114	252
%V	16.3%	16.2%	16.2%	14.3%	15.4%	14.2%	16.8%	14.1%
%H		94.8%	50.0%	10.9%	62.9%	30.2%	32.8%	72.4%
E	142	134	62	16	96	42	54	76
%V	6.6%	6.6%	5.8%	6.0%	6.8%	5.7%	7.9%	4.3%
%H		94.4%	43.7%	11.3%	67.6%	29.6%	38.0%	53.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Individual level data

Table 17.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2139	2042	1075	265	1418	738	680	1781
%H		95.5%	50.3%	12.4%	66.3%	34.5%	31.8%	83.3%
Working full time	1184	1144	644	164	761	432	328	1086
%V	55.4%	56.0%	59.9%	61.9%	53.7%	58.5%	48.2%	61.0%
%H		96.6%	54.4%	13.9%	64.3%	36.5%	27.7%	91.7%
Working part time	104	95	49	11	69	34	36	84
%V	4.9%	4.7%	4.6%	4.2%	4.9%	4.6%	5.3%	4.7%
%H		91.3%	47.1%	10.6%	66.3%	32.7%	34.6%	80.8%
Not working	850	803	382	89	588	272	316	611
%V	39.7%	39.3%	35.5%	33.6%	41.5%	36.9%	46.5%	34.3%
%H		94.5%	44.9%	10.5%	69.2%	32.0%	37.2%	71.9%
Housewife/Houseperson	490	449	199	49	307	111	195	316
%V	22.9%	22.0%	18.5%	18.5%	21.7%	15.0%	28.7%	17.7%
%H		91.6%	40.6%	10.0%	62.7%	22.7%	39.8%	64.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Individual level data

Table 17.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2241	2168	1081	283	1546	752	795	1811
%H		96.7%	48.2%	12.6%	69.0%	33.6%	35.5%	80.8%
16 - 19	126	124	63	19	95	53	41	121
%V	5.6%	5.7%	5.8%	6.7%	6.1%	7.0%	5.2%	6.7%
%H		98.4%	50.0%	15.1%	75.4%	42.1%	32.5%	96.0%
20 - 24	177	166	74	27	108	48	60	159
%V	7.9%	7.7%	6.8%	9.5%	7.0%	6.4%	7.5%	8.8%
%H		93.8%	41.8%	15.3%	61.0%	27.1%	33.9%	89.8%
25 - 34	328	315	181	37	207	117	90	296
%V	14.6%	14.5%	16.7%	13.1%	13.4%	15.6%	11.3%	16.3%
%H		96.0%	55.2%	11.3%	63.1%	35.7%	27.4%	90.2%
35 - 44	319	310	177	56	198	123	75	299
%V	14.2%	14.3%	16.4%	19.8%	12.8%	16.4%	9.4%	16.5%
%H		97.2%	55.5%	17.6%	62.1%	38.6%	23.5%	93.7%
45 - 54	396	384	206	56	271	147	124	355
%V	17.7%	17.7%	19.1%	19.8%	17.5%	19.5%	15.6%	19.6%
%H		97.0%	52.0%	14.1%	68.4%	37.1%	31.3%	89.6%
55 - 64	333	324	164	39	236	113	123	278
%V	14.9%	14.9%	15.2%	13.8%	15.3%	15.0%	15.5%	15.4%
%H		97.3%	49.2%	11.7%	70.9%	33.9%	36.9%	83.5%
65+	563	545	216	49	432	151	281	303
%V	25.1%	25.1%	20.0%	17.3%	27.9%	20.1%	35.3%	16.7%
%H		96.8%	38.4%	8.7%	76.7%	26.8%	49.9%	53.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Individual level data

Table 17.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2241	2168	1081	283	1546	752	795	1811
%H		96.7%	48.2%	12.6%	69.0%	33.6%	35.5%	80.8%
AB	553	536	246	86	398	191	207	512
%V	24.7%	24.7%	22.8%	30.4%	25.7%	25.4%	26.0%	28.3%
%H		96.9%	44.5%	15.6%	72.0%	34.5%	37.4%	92.6%
C1	602	577	272	87	411	199	212	524
%V	26.9%	26.6%	25.2%	30.7%	26.6%	26.5%	26.7%	28.9%
%H		95.8%	45.2%	14.5%	68.3%	33.1%	35.2%	87.0%
C2	496	486	282	48	345	192	153	413
%V	22.1%	22.4%	26.1%	17.0%	22.3%	25.5%	19.2%	22.8%
%H		98.0%	56.9%	9.7%	69.6%	38.7%	30.8%	83.3%
D	371	361	185	47	242	115	127	253
%V	16.6%	16.7%	17.1%	16.6%	15.7%	15.3%	16.0%	14.0%
%H		97.3%	49.9%	12.7%	65.2%	31.0%	34.2%	68.2%
E	220	207	96	16	150	55	95	109
%V	9.8%	9.5%	8.9%	5.7%	9.7%	7.3%	11.9%	6.0%
%H		94.1%	43.6%	7.3%	68.2%	25.0%	43.2%	49.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Wales and West

Individual level data

Table 17.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2241	2168	1081	283	1546	752	795	1811
%H		96.7%	48.2%	12.6%	69.0%	33.6%	35.5%	80.8%
Working full time	751	726	404	110	489	281	208	703
%V	33.5%	33.5%	37.4%	38.9%	31.6%	37.4%	26.2%	38.8%
%H		96.7%	53.8%	14.6%	65.1%	37.4%	27.7%	93.6%
Working part time	363	354	182	59	243	132	111	328
%V	16.2%	16.3%	16.8%	20.8%	15.7%	17.6%	14.0%	18.1%
%H		97.5%	50.1%	16.3%	66.9%	36.4%	30.6%	90.4%
Not working	1128	1087	495	113	814	338	476	780
%V	50.3%	50.1%	45.8%	39.9%	52.7%	44.9%	59.9%	43.1%
%H		96.4%	43.9%	10.0%	72.2%	30.0%	42.2%	69.1%
Housewife/Houseperson	1824	1764	871	223	1255	591	664	1431
%V	81.4%	81.4%	80.6%	78.8%	81.2%	78.6%	83.5%	79.0%
%H		96.7%	47.8%	12.2%	68.8%	32.4%	36.4%	78.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV West Macro
Household level data
Table 18.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3109	2970	1373	341	2146	909	1237	2376
%H (All HH)		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%
%H (TV HH)			46.2%	11.5%	72.3%	30.6%	41.6%	
AB	757	729	323	96	541	229	312	685
%V	24.3%	24.5%	23.5%	28.2%	25.2%	25.2%	25.2%	28.8%
%H (All HH)		96.3%	42.7%	12.7%	71.5%	30.3%	41.2%	90.5%
%H (TV HH)			44.3%	13.2%	74.2%	31.4%	42.8%	
C1	812	766	343	102	550	236	314	677
%V	26.1%	25.8%	25.0%	29.9%	25.6%	26.0%	25.4%	28.5%
%H (All HH)		94.3%	42.2%	12.6%	67.7%	29.1%	38.7%	83.4%
%H (TV HH)			44.8%	13.3%	71.8%	30.8%	41.0%	
C2	712	690	366	61	498	239	258	548
%V	22.9%	23.2%	26.7%	17.9%	23.2%	26.3%	20.9%	23.1%
%H (All HH)		96.9%	51.4%	8.6%	69.9%	33.6%	36.2%	77.0%
%H (TV HH)			53.0%	8.8%	72.2%	34.6%	37.4%	
D	504	479	216	55	332	128	204	317
%V	16.2%	16.1%	15.7%	16.1%	15.5%	14.1%	16.5%	13.3%
%H (All HH)		95.0%	42.9%	10.9%	65.9%	25.4%	40.5%	62.9%
%H (TV HH)			45.1%	11.5%	69.3%	26.7%	42.6%	
E	325	305	126	26	225	76	149	149
%V	10.5%	10.3%	9.2%	7.6%	10.5%	8.4%	12.0%	6.3%
%H (All HH)		93.8%	38.8%	8.0%	69.2%	23.4%	45.8%	45.8%
%H (TV HH)			41.3%	8.5%	73.8%	24.9%	48.9%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Household level data

Table 18.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3109	2970	1373	341	2146	909	1237	2376
%V (All HH)		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%
%H (TV HH)			46.2%	11.5%	72.3%	30.6%	41.6%	
Under 25	133	117	47	17	74	26	48	113
%V	4.3%	3.9%	3.4%	5.0%	3.4%	2.9%	3.9%	4.8%
%H (All HH)		88.0%	35.3%	12.8%	55.6%	19.5%	36.1%	85.0%
%H (TV HH)			40.2%	14.5%	63.2%	22.2%	41.0%	
25 - 34	414	387	208	45	249	125	124	372
%V	13.3%	13.0%	15.1%	13.2%	11.6%	13.8%	10.0%	15.7%
%H (All HH)		93.5%	50.2%	10.9%	60.1%	30.2%	30.0%	89.9%
%H (TV HH)			53.7%	11.6%	64.3%	32.3%	32.0%	
35 - 44	488	469	242	77	306	162	144	442
%V	15.7%	15.8%	17.6%	22.6%	14.3%	17.8%	11.6%	18.6%
%H (All HH)		96.1%	49.6%	15.8%	62.7%	33.2%	29.5%	90.6%
%H (TV HH)			51.6%	16.4%	65.2%	34.5%	30.7%	
45 - 54	575	551	286	70	390	195	195	501
%V	18.5%	18.6%	20.8%	20.5%	18.2%	21.5%	15.8%	21.1%
%H (All HH)		95.8%	49.7%	12.2%	67.8%	33.9%	33.9%	87.1%
%H (TV HH)			51.9%	12.7%	70.8%	35.4%	35.4%	
55 - 64	534	515	252	54	380	170	210	444
%V	17.2%	17.3%	18.4%	15.8%	17.7%	18.7%	17.0%	18.7%
%H (All HH)		96.4%	47.2%	10.1%	71.2%	31.8%	39.3%	83.1%
%H (TV HH)			48.9%	10.5%	73.8%	33.0%	40.8%	
65 +	964	931	339	78	746	231	515	504
%V	31.0%	31.3%	24.7%	22.9%	34.8%	25.4%	41.6%	21.2%
%H (All HH)		96.6%	35.2%	8.1%	77.4%	24.0%	53.4%	52.3%
%H (TV HH)			36.4%	8.4%	80.1%	24.8%	55.3%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Household level data

Table 18.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3109	2970	1373	341	2146	909	1237	2376
%H (All HH)		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%
%H (TV HH)			46.2%	11.5%	72.3%	30.6%	41.6%	
1	966	895	293	73	681	156	525	486
%V	31.1%	30.1%	21.3%	21.4%	31.7%	17.2%	42.4%	20.5%
%H (All HH)		92.7%	30.3%	7.6%	70.5%	16.1%	54.3%	50.3%
%H (TV HH)			32.7%	8.2%	76.1%	17.4%	58.7%	
2	1102	1064	503	128	785	356	429	919
%V	35.4%	35.8%	36.6%	37.5%	36.6%	39.2%	34.7%	38.7%
%H (All HH)		96.6%	45.6%	11.6%	71.2%	32.3%	38.9%	83.4%
%H (TV HH)			47.3%	12.0%	73.8%	33.5%	40.3%	
3	468	452	251	63	307	173	134	426
%V	15.1%	15.2%	18.3%	18.5%	14.3%	19.0%	10.8%	17.9%
%H (All HH)		96.6%	53.6%	13.5%	65.6%	37.0%	28.6%	91.0%
%H (TV HH)			55.5%	13.9%	67.9%	38.3%	29.6%	
4	387	377	224	56	252	157	95	372
%V	12.4%	12.7%	16.3%	16.4%	11.7%	17.3%	7.7%	15.7%
%H (All HH)		97.4%	57.9%	14.5%	65.1%	40.6%	24.5%	96.1%
%H (TV HH)			59.4%	14.9%	66.8%	41.6%	25.2%	
5+	186	181	102	20	122	67	55	174
%V	6.0%	6.1%	7.4%	5.9%	5.7%	7.4%	4.4%	7.3%
%H (All HH)		97.3%	54.8%	10.8%	65.6%	36.0%	29.6%	93.5%
%H (TV HH)			56.4%	11.0%	67.4%	37.0%	30.4%	
Average HH size	2.29	2.31	2.55	2.50	2.25	2.62	1.99	2.53

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Household level data

Table 18.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3109	2970	1373	341	2146	909	1237	2376
%H (All HH)		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%
%H (TV HH)			46.2%	11.5%	72.3%	30.6%	41.6%	
Without	2371	2247	966	240	1679	648	1031	1693
%V	76.3%	75.7%	70.4%	70.4%	78.2%	71.3%	83.3%	71.3%
%H (All HH)		94.8%	40.7%	10.1%	70.8%	27.3%	43.5%	71.4%
%H (TV HH)			43.0%	10.7%	74.7%	28.8%	45.9%	
With	738	722	407	101	467	261	206	684
%V	23.7%	24.3%	29.6%	29.6%	21.8%	28.7%	16.7%	28.8%
%H (All HH)		97.8%	55.1%	13.7%	63.3%	35.4%	27.9%	92.7%
%H (TV HH)			56.4%	14.0%	64.7%	36.1%	28.5%	
0 - 3	290	284	155	40	175	92	83	260
%V	9.3%	9.6%	11.3%	11.7%	8.2%	10.1%	6.7%	10.9%
%H (All HH)		97.9%	53.4%	13.8%	60.3%	31.7%	28.6%	89.7%
%H (TV HH)			54.6%	14.1%	61.6%	32.4%	29.2%	
4 - 9	363	354	214	46	222	135	86	334
%V	11.7%	11.9%	15.6%	13.5%	10.3%	14.9%	7.0%	14.1%
%H (All HH)		97.5%	59.0%	12.7%	61.2%	37.2%	23.7%	92.0%
%H (TV HH)			60.5%	13.0%	62.7%	38.1%	24.3%	
10 - 15	341	333	194	47	222	130	92	325
%V	11.0%	11.2%	14.1%	13.8%	10.3%	14.3%	7.4%	13.7%
%H (All HH)		97.7%	56.9%	13.8%	65.1%	38.1%	27.0%	95.3%
%H (TV HH)			58.3%	14.1%	66.7%	39.0%	27.6%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Household level data

Table 18.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3109	2970	1373	341	2146	909	1237	2376
%H (All HH)		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%
%H (TV HH)			46.2%	11.5%	72.3%	30.6%	41.6%	
1	1155	1155	405	119	749	140	609	775
%V	37.2%	38.9%	29.5%	34.9%	34.9%	15.4%	49.2%	32.6%
%H (All HH)		100.0%	35.1%	10.3%	64.8%	12.1%	52.7%	67.1%
%H (TV HH)			35.1%	10.3%	64.8%	12.1%	52.7%	
2	1044	1044	503	119	779	359	420	814
%V	33.6%	35.2%	36.6%	34.9%	36.3%	39.5%	34.0%	34.3%
%H (All HH)		100.0%	48.2%	11.4%	74.6%	34.4%	40.2%	78.0%
%H (TV HH)			48.2%	11.4%	74.6%	34.4%	40.2%	
3	473	473	273	62	370	229	142	414
%V	15.2%	15.9%	19.9%	18.2%	17.2%	25.2%	11.5%	17.4%
%H (All HH)		100.0%	57.7%	13.1%	78.2%	48.4%	30.0%	87.5%
%H (TV HH)			57.7%	13.1%	78.2%	48.4%	30.0%	
4	205	205	128	28	168	118	49	195
%V	6.6%	6.9%	9.3%	8.2%	7.8%	13.0%	4.0%	8.2%
%H (All HH)		100.0%	62.4%	13.7%	82.0%	57.6%	23.9%	95.1%
%H (TV HH)			62.4%	13.7%	82.0%	57.6%	23.9%	
5+	92	92	63	12	80	63	17	90
%V	3.0%	3.1%	4.6%	3.5%	3.7%	6.9%	1.4%	3.8%
%H (All HH)		100.0%	68.5%	13.0%	87.0%	68.5%	18.5%	97.8%
%H (TV HH)			68.5%	13.0%	87.0%	68.5%	18.5%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Household level data

Table 18.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3109	2970	1373	341	2146	909	1237	2376
%H (All HH)		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%
%H (TV HH)			46.2%	11.5%	72.3%	30.6%	41.6%	
Under 20"	758	758	366	73	608	293	315	610
%V	24.4%	25.5%	26.7%	21.4%	28.3%	32.2%	25.5%	25.7%
%H (All HH)		100.0%	48.3%	9.6%	80.2%	38.7%	41.6%	80.5%
%H (TV HH)			48.3%	9.6%	80.2%	38.7%	41.6%	
20" - 29"	1220	1220	550	135	969	441	528	929
%V	39.2%	41.1%	40.1%	39.6%	45.2%	48.5%	42.7%	39.1%
%H (All HH)		100.0%	45.1%	11.1%	79.4%	36.1%	43.3%	76.1%
%H (TV HH)			45.1%	11.1%	79.4%	36.1%	43.3%	
30" - 39"	1633	1633	785	196	1210	560	650	1296
%V	52.5%	55.0%	57.2%	57.5%	56.4%	61.6%	52.5%	54.5%
%H (All HH)		100.0%	48.1%	12.0%	74.1%	34.3%	39.8%	79.4%
%H (TV HH)			48.1%	12.0%	74.1%	34.3%	39.8%	
40" and over	1222	1222	726	165	815	486	329	1064
%V	39.3%	41.1%	52.9%	48.4%	38.0%	53.5%	26.6%	44.8%
%H (All HH)		100.0%	59.4%	13.5%	66.7%	39.8%	26.9%	87.1%
%H (TV HH)			59.4%	13.5%	66.7%	39.8%	26.9%	

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

DATA PERIOD: ANNUAL

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ITV West Macro

Household level data

Table 18.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3109	2970	1373	341	2146	909	1237	2376
%H (All HH)		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%
%H (TV HH)			46.2%	11.5%	72.3%	30.6%	41.6%	
Main living room	2931	2931	1365	339	2119	904	1215	2264
%V	94.3%	98.7%	99.4%	99.4%	98.7%	99.4%	98.2%	95.3%
%H (All HH)		100.0%	46.6%	11.6%	72.3%	30.8%	41.5%	77.2%
%H (TV HH)			46.6%	11.6%	72.3%	30.8%	41.5%	
Kitchen	398	398	208	40	340	189	151	334
%V	12.8%	13.4%	15.1%	11.7%	15.8%	20.8%	12.2%	14.1%
%H (All HH)		100.0%	52.3%	10.1%	85.4%	47.5%	37.9%	83.9%
%H (TV HH)			52.3%	10.1%	85.4%	47.5%	37.9%	
Adult's bedroom	1310	1310	710	172	1019	588	431	1100
%V	42.1%	44.1%	51.7%	50.4%	47.5%	64.7%	34.8%	46.3%
%H (All HH)		100.0%	54.2%	13.1%	77.8%	44.9%	32.9%	84.0%
%H (TV HH)			54.2%	13.1%	77.8%	44.9%	32.9%	
Child's bedroom	302	302	187	44	213	144	69	280
%V	9.7%	10.2%	13.6%	12.9%	9.9%	15.8%	5.6%	11.8%
%H (All HH)		100.0%	61.9%	14.6%	70.5%	47.7%	22.8%	92.7%
%H (TV HH)			61.9%	14.6%	70.5%	47.7%	22.8%	
Other bedroom	160	160	100	19	123	81	42	145
%V	5.1%	5.4%	7.3%	5.6%	5.7%	8.9%	3.4%	6.1%
%H (All HH)		100.0%	62.5%	11.9%	76.9%	50.6%	26.3%	90.6%
%H (TV HH)			62.5%	11.9%	76.9%	50.6%	26.3%	
Second living/dining room	312	312	173	36	253	147	106	258
%V	10.0%	10.5%	12.6%	10.6%	11.8%	16.2%	8.6%	10.9%
%H (All HH)		100.0%	55.4%	11.5%	81.1%	47.1%	34.0%	82.7%
%H (TV HH)			55.4%	11.5%	81.1%	47.1%	34.0%	
Study/office	46	46	22	5	39	21	19	44
%V	1.5%	1.5%	1.6%	1.5%	1.8%	2.3%	1.5%	1.9%
%H (All HH)		100.0%	47.8%	10.9%	84.8%	45.7%	41.3%	95.7%
%H (TV HH)			47.8%	10.9%	84.8%	45.7%	41.3%	
TV room	15	15	10	1	10	7	3	14
%V	0.5%	0.5%	0.7%	0.3%	0.5%	0.8%	0.2%	0.6%
%H (All HH)		100.0%	66.7%	6.7%	66.7%	46.7%	20.0%	93.3%
%H (TV HH)			66.7%	6.7%	66.7%	46.7%	20.0%	
Conservatory	58	58	34	5	49	29	20	55
%V	1.9%	2.0%	2.5%	1.5%	2.3%	3.2%	1.6%	2.3%
%H (All HH)		100.0%	58.6%	8.6%	84.5%	50.0%	34.5%	94.8%
%H (TV HH)			58.6%	8.6%	84.5%	50.0%	34.5%	
Attic or loft room	6	6	5	1	6	5	1	6
%V	0.2%	0.2%	0.4%	0.3%	0.3%	0.6%	0.1%	0.3%
%H (All HH)		100.0%	83.3%	16.7%	100.0%	83.3%	16.7%	100.0%
%H (TV HH)			83.3%	16.7%	100.0%	83.3%	16.7%	
No specific location	4	4	2	0	3	1	2	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			50.0%	0.0%	75.0%	25.0%	50.0%	
Other	21	21	13	2	17	11	6	20
%V	0.7%	0.7%	0.9%	0.6%	0.8%	1.2%	0.5%	0.8%
%H (All HH)		100.0%	61.9%	9.5%	81.0%	52.4%	28.6%	95.2%
%H (TV HH)			61.9%	9.5%	81.0%	52.4%	28.6%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV West Macro

Household level data

Table 18.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3109	2970	1373	341	2146	909	1237	2376
%H (All HH)		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%
%H (TV HH)			46.2%	11.5%	72.3%	30.6%	41.6%	
Any DSAT provider	1373	1373	1373	14	738	738	0	1160
%V	44.2%	46.2%	100.0%	4.1%	34.4%	81.2%	0.0%	48.8%
%H (All HH)			100.0%	1.0%	53.8%	53.8%	0.0%	84.5%
%H (TV HH)			100.0%	1.0%	53.8%	53.8%	0.0%	
Sky with subcription	1105	1105	1105	5	600	600	0	961
%V	35.5%	37.2%	80.5%	1.5%	28.0%	66.0%	0.0%	40.4%
%H (All HH)			100.0%	0.5%	54.3%	54.3%	0.0%	87.0%
%H (TV HH)			100.0%	0.5%	54.3%	54.3%	0.0%	
Sky without subscription	108	108	108	3	54	54	0	75
%V	3.5%	3.6%	7.9%	0.9%	2.5%	5.9%	0.0%	3.2%
%H (All HH)			100.0%	2.8%	50.0%	50.0%	0.0%	69.4%
%H (TV HH)			100.0%	2.8%	50.0%	50.0%	0.0%	
Freesat	177	177	177	5	91	91	0	142
%V	5.7%	6.0%	12.9%	1.5%	4.2%	10.0%	0.0%	6.0%
%H (All HH)			100.0%	2.8%	51.4%	51.4%	0.0%	80.2%
%H (TV HH)			100.0%	2.8%	51.4%	51.4%	0.0%	
Other satellite provider	21	21	21	0	10	10	0	16
%V	0.7%	0.7%	1.5%	0.0%	0.5%	1.1%	0.0%	0.7%
%H (All HH)			100.0%	0.0%	47.6%	47.6%	0.0%	76.2%
%H (TV HH)			100.0%	0.0%	47.6%	47.6%	0.0%	
DCAB	341	341	14	341	179	179	0	300
%V	11.0%	11.5%	1.0%	100.0%	8.3%	19.7%	0.0%	12.6%
%H (All HH)			4.1%	100.0%	52.5%	52.5%	0.0%	88.0%
%H (TV HH)			4.1%	100.0%	52.5%	52.5%	0.0%	
DTT	2146	2146	738	179	2146	909	1237	1608
%V	69.0%	72.3%	53.8%	52.5%	100.0%	100.0%	100.0%	67.7%
%H (All HH)		100.0%	34.4%	8.3%	100.0%	42.4%	57.6%	74.9%
%H (TV HH)			34.4%	8.3%	100.0%	42.4%	57.6%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Household level data

Table 18.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3109	2970	1373	341	2146	909	1237	2376
%H (All HH)		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%
%H (TV HH)			46.2%	11.5%	72.3%	30.6%	41.6%	
PVR	1878	1878	1138	283	1255	787	468	1647
%V	60.4%	63.2%	82.9%	83.0%	58.5%	86.6%	37.8%	69.3%
%H (All HH)		100.0%	60.6%	15.1%	66.8%	41.9%	24.9%	87.7%
%H (TV HH)			60.6%	15.1%	66.8%	41.9%	24.9%	
DVDR	132	132	60	13	104	45	58	106
%V	4.2%	4.4%	4.4%	3.8%	4.8%	5.0%	4.7%	4.5%
%H (All HH)		100.0%	45.5%	9.8%	78.8%	34.1%	43.9%	80.3%
%H (TV HH)			45.5%	9.8%	78.8%	34.1%	43.9%	
VCR	67	67	29	9	55	26	29	40
%V	2.2%	2.3%	2.1%	2.6%	2.6%	2.9%	2.3%	1.7%
%H (All HH)		100.0%	43.3%	13.4%	82.1%	38.8%	43.3%	59.7%
%H (TV HH)			43.3%	13.4%	82.1%	38.8%	43.3%	
Any recorder	1950	1950	1156	287	1316	799	517	1690
%V	62.7%	65.7%	84.2%	84.2%	61.3%	87.9%	41.8%	71.1%
%H (All HH)		100.0%	59.3%	14.7%	67.5%	41.0%	26.5%	86.7%
%H (TV HH)			59.3%	14.7%	67.5%	41.0%	26.5%	
Receives HDTV (via STB or built-in reception)	1555	1555	864	268	1067	632	435	1359
%V	50.0%	52.4%	62.9%	78.6%	49.7%	69.5%	35.2%	57.2%
%H (All HH)		100.0%	55.6%	17.2%	68.6%	40.6%	28.0%	87.4%
%H (TV HH)			55.6%	17.2%	68.6%	40.6%	28.0%	
DVD/Blu-ray player or recorder	2413	2413	1160	292	1773	809	964	1948
%V	77.6%	81.2%	84.5%	85.6%	82.6%	89.0%	77.9%	82.0%
%H (All HH)		100.0%	48.1%	12.1%	73.5%	33.5%	40.0%	80.7%
%H (TV HH)			48.1%	12.1%	73.5%	33.5%	40.0%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Household level data

Table 18.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3109	2970	1373	341	2146	909	1237	2376
%V (All HH)		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%
%H (TV HH)			46.2%	11.5%	72.3%	30.6%	41.6%	
Has broadband internet	2376	2289	1160	300	1608	793	815	2376
%V	76.4%	77.1%	84.5%	88.0%	74.9%	87.2%	65.9%	100.0%
%H (All HH)		96.3%	48.8%	12.6%	67.7%	33.4%	34.3%	100.0%
%H (TV HH)			50.7%	13.1%	70.2%	34.6%	35.6%	
Number of computers (PCs and laptops)								
0	663	624	197	42	489	106	383	38
%V	21.3%	21.0%	14.3%	12.3%	22.8%	11.7%	31.0%	1.6%
%H (All HH)		94.1%	29.7%	6.3%	73.8%	16.0%	57.8%	5.7%
%H (TV HH)			31.6%	6.7%	78.4%	17.0%	61.4%	
1	927	873	389	90	625	238	387	845
%V	29.8%	29.4%	28.3%	26.4%	29.1%	26.2%	31.3%	35.6%
%H (All HH)		94.2%	42.0%	9.7%	67.4%	25.7%	41.7%	91.2%
%H (TV HH)			44.6%	10.3%	71.6%	27.3%	44.3%	
2	691	670	335	95	471	236	235	671
%V	22.2%	22.6%	24.4%	27.9%	21.9%	26.0%	19.0%	28.2%
%H (All HH)		97.0%	48.5%	13.7%	68.2%	34.2%	34.0%	97.1%
%H (TV HH)			50.0%	14.2%	70.3%	35.2%	35.1%	
3	376	367	202	50	253	139	114	373
%V	12.1%	12.4%	14.7%	14.7%	11.8%	15.3%	9.2%	15.7%
%H (All HH)		97.6%	53.7%	13.3%	67.3%	37.0%	30.3%	99.2%
%H (TV HH)			55.0%	13.6%	68.9%	37.9%	31.1%	
4	218	209	121	28	145	86	59	216
%V	7.0%	7.0%	8.8%	8.2%	6.8%	9.5%	4.8%	9.1%
%H (All HH)		95.9%	55.5%	12.8%	66.5%	39.4%	27.1%	99.1%
%H (TV HH)			57.9%	13.4%	69.4%	41.1%	28.2%	
5+	235	227	129	36	164	105	59	234
%V	7.6%	7.6%	9.4%	10.6%	7.6%	11.6%	4.8%	9.8%
%H (All HH)		96.6%	54.9%	15.3%	69.8%	44.7%	25.1%	99.6%
%H (TV HH)			56.8%	15.9%	72.2%	46.3%	26.0%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV West Macro
Set level data
Table 18.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5973	3078	721	4516	2351	2165	4909
%H		51.5%	12.1%	75.6%	39.4%	36.2%	82.2%
Under 20"	959	473	97	778	391	387	786
%V	16.1%	15.4%	13.5%	17.2%	16.6%	17.9%	16.0%
%H		49.3%	10.1%	81.1%	40.8%	40.4%	82.0%
20" - 29"	1558	730	176	1263	617	645	1223
%V	26.1%	23.7%	24.4%	28.0%	26.2%	29.8%	24.9%
%H		46.9%	11.3%	81.1%	39.6%	41.4%	78.5%
30" - 39"	1959	974	253	1468	732	736	1588
%V	32.8%	31.6%	35.1%	32.5%	31.1%	34.0%	32.3%
%H		49.7%	12.9%	74.9%	37.4%	37.6%	81.1%
40" and over	1446	881	193	972	600	372	1276
%V	24.2%	28.6%	26.8%	21.5%	25.5%	17.2%	26.0%
%H		60.9%	13.3%	67.2%	41.5%	25.7%	88.2%
Don't know	51	21	3	36	11	25	36
%V	0.9%	0.7%	0.4%	0.8%	0.5%	1.2%	0.7%
%H		41.2%	5.9%	70.6%	21.6%	49.0%	70.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Set level data

Table 18.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5973	3078	721	4516	2351	2165	4909
%H		51.5%	12.1%	75.6%	39.4%	36.2%	82.2%
Main living room	2949	1373	340	2133	910	1223	2278
%V	49.4%	44.6%	47.2%	47.2%	38.7%	56.5%	46.4%
%H		46.6%	11.5%	72.3%	30.9%	41.5%	77.2%
Kitchen	399	209	40	341	190	152	335
%V	6.7%	6.8%	5.5%	7.6%	8.1%	7.0%	6.8%
%H		52.4%	10.0%	85.5%	47.6%	38.1%	84.0%
Adult's bedroom	1550	854	206	1219	727	492	1324
%V	26.0%	27.7%	28.6%	27.0%	30.9%	22.7%	27.0%
%H		55.1%	13.3%	78.6%	46.9%	31.7%	85.4%
Child's bedroom	415	258	64	294	203	91	391
%V	6.9%	8.4%	8.9%	6.5%	8.6%	4.2%	8.0%
%H		62.2%	15.4%	70.8%	48.9%	21.9%	94.2%
Other bedroom	190	120	21	146	97	50	174
%V	3.2%	3.9%	2.9%	3.2%	4.1%	2.3%	3.5%
%H		63.2%	11.1%	76.8%	51.1%	26.3%	91.6%
Second living/dining room	317	175	36	256	148	108	262
%V	5.3%	5.7%	5.0%	5.7%	6.3%	5.0%	5.3%
%H		55.2%	11.4%	80.8%	46.7%	34.1%	82.6%
Study/office	48	24	6	42	23	19	46
%V	0.8%	0.8%	0.8%	0.9%	1.0%	0.9%	0.9%
%H		50.0%	12.5%	87.5%	47.9%	39.6%	95.8%
TV room	15	10	1	10	7	3	14
%V	0.3%	0.3%	0.1%	0.2%	0.3%	0.1%	0.3%
%H		66.7%	6.7%	66.7%	46.7%	20.0%	93.3%
Conservatory	59	35	5	50	30	20	56
%V	1.0%	1.1%	0.7%	1.1%	1.3%	0.9%	1.1%
%H		59.3%	8.5%	84.7%	50.8%	33.9%	94.9%
Attic or loft room	7	5	1	6	5	1	7
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		71.4%	14.3%	85.7%	71.4%	14.3%	100.0%
No specific location	5	2	0	3	1	2	3
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		40.0%	0.0%	60.0%	20.0%	40.0%	60.0%
Other	21	13	2	17	11	6	20
%V	0.4%	0.4%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		61.9%	9.5%	81.0%	52.4%	28.6%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Set level data

Table 18.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5973	3078	721	4516	2351	2165	4909
%H		51.5%	12.1%	75.6%	39.4%	36.2%	82.2%
PVR	2453	1560	383	1608	1077	531	2189
%V	41.1%	50.7%	53.1%	35.6%	45.8%	24.5%	44.6%
%H		63.6%	15.6%	65.6%	43.9%	21.6%	89.2%
DVDR	144	67	13	113	50	64	117
%V	2.4%	2.2%	1.8%	2.5%	2.1%	3.0%	2.4%
%H		46.5%	9.0%	78.5%	34.7%	44.4%	81.3%
VCR	72	33	10	60	30	29	44
%V	1.2%	1.1%	1.4%	1.3%	1.3%	1.3%	0.9%
%H		45.8%	13.9%	83.3%	41.7%	40.3%	61.1%
Any recorder	2556	1595	391	1697	1108	589	2256
%V	42.8%	51.8%	54.2%	37.6%	47.1%	27.2%	46.0%
%H		62.4%	15.3%	66.4%	43.3%	23.0%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5973	3078	721	4516	2351	2165	4909
%H		51.5%	12.1%	75.6%	39.4%	36.2%	82.2%
Receives HDTV (via STB or built-in reception)	2186	1227	407	1540	966	574	1948
%V	36.6%	39.9%	56.4%	34.1%	41.1%	26.5%	39.7%
%H		56.1%	18.6%	70.4%	44.2%	26.3%	89.1%
DVD/Blu-ray player or recorder	3542	1844	443	2699	1430	1269	2973
%V	59.3%	59.9%	61.4%	59.8%	60.8%	58.6%	60.6%
%H		52.1%	12.5%	76.2%	40.4%	35.8%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Set level data

Table 18.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2964	1372	341	2144	908	1236	2284
%H		46.3%	11.5%	72.3%	30.6%	41.7%	77.1%
Under 20"	68	12	3	58	7	50	40
%V	2.3%	0.9%	0.9%	2.7%	0.8%	4.0%	1.8%
%H		17.6%	4.4%	85.3%	10.3%	73.5%	58.8%
20" - 29"	494	145	37	397	92	304	302
%V	16.7%	10.6%	10.9%	18.5%	10.1%	24.6%	13.2%
%H		29.4%	7.5%	80.4%	18.6%	61.5%	61.1%
30" - 39"	1218	511	142	907	345	562	914
%V	41.1%	37.2%	41.6%	42.3%	38.0%	45.5%	40.0%
%H		42.0%	11.7%	74.5%	28.3%	46.1%	75.0%
40" and over	1171	698	158	775	461	314	1019
%V	39.5%	50.9%	46.3%	36.1%	50.8%	25.4%	44.6%
%H		59.6%	13.5%	66.2%	39.4%	26.8%	87.0%
Don't know	12	5	1	7	2	5	8
%V	0.4%	0.4%	0.3%	0.3%	0.2%	0.4%	0.4%
%H		41.7%	8.3%	58.3%	16.7%	41.7%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Set level data

Table 18.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2964	1372	341	2144	908	1236	2284
%H		46.3%	11.5%	72.3%	30.6%	41.7%	77.1%
PVR	1832	1117	277	1215	766	449	1608
%V	61.8%	81.4%	81.2%	56.7%	84.4%	36.3%	70.4%
%H		61.0%	15.1%	66.3%	41.8%	24.5%	87.8%
DVDR	113	50	10	88	35	53	88
%V	3.8%	3.6%	2.9%	4.1%	3.9%	4.3%	3.9%
%H		44.2%	8.8%	77.9%	31.0%	46.9%	77.9%
VCR	53	22	7	44	19	25	30
%V	1.8%	1.6%	2.1%	2.1%	2.1%	2.0%	1.3%
%H		41.5%	13.2%	83.0%	35.8%	47.2%	56.6%
Any recorder	1901	1135	280	1276	780	496	1649
%V	64.1%	82.7%	82.1%	59.5%	85.9%	40.1%	72.2%
%H		59.7%	14.7%	67.1%	41.0%	26.1%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.17: 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	2964	1372	341	2144	908	1236	2284
%H		46.3%	11.5%	72.3%	30.6%	41.7%	77.1%
Receives HDTV (via STB or built-in reception)	1501	838	261	1020	607	414	1316
%V	50.6%	61.1%	76.5%	47.6%	66.9%	33.5%	57.6%
%H		55.8%	17.4%	68.0%	40.4%	27.6%	87.7%
DVD/Blu-ray player or recorder	2258	1081	276	1644	741	903	1821
%V	76.2%	78.8%	80.9%	76.7%	81.6%	73.1%	79.7%
%H		47.9%	12.2%	72.8%	32.8%	40.0%	80.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Set level data

Table 18.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3009	1706	381	2373	1443	930	2625
%H		56.7%	12.7%	78.9%	48.0%	30.9%	87.2%
Under 20"	891	461	93	720	384	336	746
%V	29.6%	27.0%	24.4%	30.3%	26.6%	36.1%	28.4%
%H		51.7%	10.4%	80.8%	43.1%	37.7%	83.7%
20" - 29"	1065	584	139	866	525	341	921
%V	35.4%	34.2%	36.5%	36.5%	36.4%	36.7%	35.1%
%H		54.8%	13.1%	81.3%	49.3%	32.0%	86.5%
30" - 39"	741	462	111	561	386	174	674
%V	24.6%	27.1%	29.1%	23.6%	26.7%	18.7%	25.7%
%H		62.3%	15.0%	75.7%	52.1%	23.5%	91.0%
40" and over	275	183	36	197	138	59	257
%V	9.1%	10.7%	9.4%	8.3%	9.6%	6.3%	9.8%
%H		66.5%	13.1%	71.6%	50.2%	21.5%	93.5%
Don't know	38	16	2	29	9	20	27
%V	1.3%	0.9%	0.5%	1.2%	0.6%	2.2%	1.0%
%H		42.1%	5.3%	76.3%	23.7%	52.6%	71.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Set level data

Table 18.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3009	1706	381	2373	1443	930	2625
%H		56.7%	12.7%	78.9%	48.0%	30.9%	87.2%
PVR	622	444	106	393	311	82	580
%V	20.7%	26.0%	27.8%	16.6%	21.6%	8.8%	22.1%
%H		71.4%	17.0%	63.2%	50.0%	13.2%	93.2%
DVDR	31	17	3	25	14	11	28
%V	1.0%	1.0%	0.8%	1.1%	1.0%	1.2%	1.1%
%H		54.8%	9.7%	80.6%	45.2%	35.5%	90.3%
VCR	19	11	4	15	11	4	14
%V	0.6%	0.6%	1.0%	0.6%	0.8%	0.4%	0.5%
%H		57.9%	21.1%	78.9%	57.9%	21.1%	73.7%
Any recorder	655	460	111	422	328	94	607
%V	21.8%	27.0%	29.1%	17.8%	22.7%	10.1%	23.1%
%H		70.2%	16.9%	64.4%	50.1%	14.4%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3009	1706	381	2373	1443	930	2625
%H		56.7%	12.7%	78.9%	48.0%	30.9%	87.2%
Receives HDTV (via STB or built-in reception)	685	389	146	520	360	160	632
%V	22.8%	22.8%	38.3%	21.9%	24.9%	17.2%	24.1%
%H		56.8%	21.3%	75.9%	52.6%	23.4%	92.3%
DVD/Blu-ray player or recorder	1284	763	167	1055	688	367	1153
%V	42.7%	44.7%	43.8%	44.5%	47.7%	39.5%	43.9%
%H		59.4%	13.0%	82.2%	53.6%	28.6%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Individual level data

Table 18.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7125	6861	3495	852	4833	2376	2457	6023
%H		96.3%	49.1%	12.0%	67.8%	33.3%	34.5%	84.5%
Total Children	1281	1254	724	170	799	455	344	1191
%V	18.0%	18.3%	20.7%	20.0%	16.5%	19.1%	14.0%	19.8%
%H		97.9%	56.5%	13.3%	62.4%	35.5%	26.9%	93.0%
0 - 3	351	344	188	49	214	112	102	316
%V	4.9%	5.0%	5.4%	5.8%	4.4%	4.7%	4.2%	5.2%
%H		98.0%	53.6%	14.0%	61.0%	31.9%	29.1%	90.0%
4 - 15	930	910	536	122	586	343	242	875
%V	13.1%	13.3%	15.3%	14.3%	12.1%	14.4%	9.8%	14.5%
%H		97.8%	57.6%	13.1%	63.0%	36.9%	26.0%	94.1%
4 - 9	476	465	279	58	290	172	119	441
%V	6.7%	6.8%	8.0%	6.8%	6.0%	7.2%	4.8%	7.3%
%H		97.7%	58.6%	12.2%	60.9%	36.1%	25.0%	92.6%
10 - 15	454	445	257	64	296	172	124	434
%V	6.4%	6.5%	7.4%	7.5%	6.1%	7.2%	5.0%	7.2%
%H		98.0%	56.6%	14.1%	65.2%	37.9%	27.3%	95.6%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Individual level data

Table 18.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7125	6861	3495	852	4833	2376	2457	6023
%H		96.3%	49.1%	12.0%	67.8%	33.3%	34.5%	84.5%
Total Adults (16+)	5844	5607	2771	681	4034	1921	2113	4833
%V	82.0%	81.7%	79.3%	79.9%	83.5%	80.9%	86.0%	80.2%
%H		95.9%	47.4%	11.7%	69.0%	32.9%	36.2%	82.7%
16 - 19	332	321	167	51	236	136	100	317
%V	4.7%	4.7%	4.8%	6.0%	4.9%	5.7%	4.1%	5.3%
%H		96.7%	50.3%	15.4%	71.1%	41.0%	30.1%	95.5%
20 - 24	455	418	197	55	285	136	149	417
%V	6.4%	6.1%	5.6%	6.5%	5.9%	5.7%	6.1%	6.9%
%H		91.9%	43.3%	12.1%	62.6%	29.9%	32.7%	91.6%
25 - 34	853	802	445	94	523	279	244	774
%V	12.0%	11.7%	12.7%	11.0%	10.8%	11.7%	9.9%	12.9%
%H		94.0%	52.2%	11.0%	61.3%	32.7%	28.6%	90.7%
35 - 44	857	827	443	132	543	298	244	789
%V	12.0%	12.1%	12.7%	15.5%	11.2%	12.5%	9.9%	13.1%
%H		96.5%	51.7%	15.4%	63.4%	34.8%	28.5%	92.1%
45 - 54	1000	962	511	135	676	359	317	898
%V	14.0%	14.0%	14.6%	15.8%	14.0%	15.1%	12.9%	14.9%
%H		96.2%	51.1%	13.5%	67.6%	35.9%	31.7%	89.8%
55 - 64	888	862	431	94	642	305	338	765
%V	12.5%	12.6%	12.3%	11.0%	13.3%	12.8%	13.8%	12.7%
%H		97.1%	48.5%	10.6%	72.3%	34.3%	38.1%	86.1%
65+	1458	1415	576	121	1128	408	721	873
%V	20.5%	20.6%	16.5%	14.2%	23.3%	17.2%	29.3%	14.5%
%H		97.1%	39.5%	8.3%	77.4%	28.0%	49.5%	59.9%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Individual level data

Table 18.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5844	5607	2771	681	4034	1921	2113	4833
%H		95.9%	47.4%	11.7%	69.0%	32.9%	36.2%	82.7%
AB	1512	1459	679	196	1086	501	585	1408
%V	25.9%	26.0%	24.5%	28.8%	26.9%	26.1%	27.7%	29.1%
%H		96.5%	44.9%	13.0%	71.8%	33.1%	38.7%	93.1%
C1	1534	1453	689	208	1034	498	535	1355
%V	26.2%	25.9%	24.9%	30.5%	25.6%	25.9%	25.3%	28.0%
%H		94.7%	44.9%	13.6%	67.4%	32.5%	34.9%	88.3%
C2	1428	1391	779	131	1005	534	470	1179
%V	24.4%	24.8%	28.1%	19.2%	24.9%	27.8%	22.2%	24.4%
%H		97.4%	54.6%	9.2%	70.4%	37.4%	32.9%	82.6%
D	909	868	430	103	590	264	326	645
%V	15.6%	15.5%	15.5%	15.1%	14.6%	13.7%	15.4%	13.3%
%H		95.5%	47.3%	11.3%	64.9%	29.0%	35.9%	71.0%
E	461	436	194	43	319	124	196	246
%V	7.9%	7.8%	7.0%	6.3%	7.9%	6.5%	9.3%	5.1%
%H		94.6%	42.1%	9.3%	69.2%	26.9%	42.5%	53.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Individual level data

Table 18.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5844	5607	2771	681	4034	1921	2113	4833
%H		95.9%	47.4%	11.7%	69.0%	32.9%	36.2%	82.7%
Working full time	2519	2430	1317	337	1661	902	758	2338
%V	43.1%	43.3%	47.5%	49.5%	41.2%	47.0%	35.9%	48.4%
%H		96.5%	52.3%	13.4%	65.9%	35.8%	30.1%	92.8%
Working part time	663	630	312	89	450	225	226	593
%V	11.3%	11.2%	11.3%	13.1%	11.2%	11.7%	10.7%	12.3%
%H		95.0%	47.1%	13.4%	67.9%	33.9%	34.1%	89.4%
Not working	2662	2547	1141	256	1923	794	1129	1902
%V	45.6%	45.4%	41.2%	37.6%	47.7%	41.3%	53.4%	39.4%
%H		95.7%	42.9%	9.6%	72.2%	29.8%	42.4%	71.5%
Housewife/Houseperson	3109	2970	1373	341	2146	909	1237	2376
%V	53.2%	53.0%	49.5%	50.1%	53.2%	47.3%	58.5%	49.2%
%H		95.5%	44.2%	11.0%	69.0%	29.2%	39.8%	76.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV West Macro

Individual level data

Table 18.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2847	2713	1381	330	1926	952	974	2386
%H		95.3%	48.5%	11.6%	67.7%	33.4%	34.2%	83.8%
16 - 19	171	163	86	28	115	69	46	162
%V	6.0%	6.0%	6.2%	8.5%	6.0%	7.2%	4.7%	6.8%
%H		95.3%	50.3%	16.4%	67.3%	40.4%	26.9%	94.7%
20 - 24	232	211	104	24	146	74	72	216
%V	8.1%	7.8%	7.5%	7.3%	7.6%	7.8%	7.4%	9.1%
%H		90.9%	44.8%	10.3%	62.9%	31.9%	31.0%	93.1%
25 - 34	425	394	221	46	253	135	118	385
%V	14.9%	14.5%	16.0%	13.9%	13.1%	14.2%	12.1%	16.1%
%H		92.7%	52.0%	10.8%	59.5%	31.8%	27.8%	90.6%
35 - 44	426	409	215	61	268	140	128	383
%V	15.0%	15.1%	15.6%	18.5%	13.9%	14.7%	13.1%	16.1%
%H		96.0%	50.5%	14.3%	62.9%	32.9%	30.0%	89.9%
45 - 54	487	467	251	67	319	170	149	432
%V	17.1%	17.2%	18.2%	20.3%	16.6%	17.9%	15.3%	18.1%
%H		95.9%	51.5%	13.8%	65.5%	34.9%	30.6%	88.7%
55 - 64	430	415	212	45	313	155	158	370
%V	15.1%	15.3%	15.4%	13.6%	16.3%	16.3%	16.2%	15.5%
%H		96.5%	49.3%	10.5%	72.8%	36.0%	36.7%	86.0%
65+	676	654	293	60	512	209	303	438
%V	23.7%	24.1%	21.2%	18.2%	26.6%	22.0%	31.1%	18.4%
%H		96.7%	43.3%	8.9%	75.7%	30.9%	44.8%	64.8%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Individual level data

Table 18.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2847	2713	1381	330	1926	952	974	2386
%H		95.3%	48.5%	11.6%	67.7%	33.4%	34.2%	83.8%
AB	756	725	348	97	538	257	281	706
%V	26.6%	26.7%	25.2%	29.4%	27.9%	27.0%	28.9%	29.6%
%H		95.9%	46.0%	12.8%	71.2%	34.0%	37.2%	93.4%
C1	715	670	337	98	458	238	221	644
%V	25.1%	24.7%	24.4%	29.7%	23.8%	25.0%	22.7%	27.0%
%H		93.7%	47.1%	13.7%	64.1%	33.3%	30.9%	90.1%
C2	761	739	412	69	532	280	252	619
%V	26.7%	27.2%	29.8%	20.9%	27.6%	29.4%	25.9%	25.9%
%H		97.1%	54.1%	9.1%	69.9%	36.8%	33.1%	81.3%
D	435	409	206	47	273	124	150	316
%V	15.3%	15.1%	14.9%	14.2%	14.2%	13.0%	15.4%	13.2%
%H		94.0%	47.4%	10.8%	62.8%	28.5%	34.5%	72.6%
E	180	170	78	20	124	53	70	101
%V	6.3%	6.3%	5.6%	6.1%	6.4%	5.6%	7.2%	4.2%
%H		94.4%	43.3%	11.1%	68.9%	29.4%	38.9%	56.1%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Individual level data

Table 18.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2847	2713	1381	330	1926	952	974	2386
%H		95.3%	48.5%	11.6%	67.7%	33.4%	34.2%	83.8%
Working full time	1550	1495	813	203	1018	551	467	1428
%V	54.4%	55.1%	58.9%	61.5%	52.9%	57.9%	47.9%	59.8%
%H		96.5%	52.5%	13.1%	65.7%	35.5%	30.1%	92.1%
Working part time	154	137	70	14	100	48	52	128
%V	5.4%	5.0%	5.1%	4.2%	5.2%	5.0%	5.3%	5.4%
%H		89.0%	45.5%	9.1%	64.9%	31.2%	33.8%	83.1%
Not working	1143	1081	497	113	807	353	454	830
%V	40.1%	39.8%	36.0%	34.2%	41.9%	37.1%	46.6%	34.8%
%H		94.6%	43.5%	9.9%	70.6%	30.9%	39.7%	72.6%
Housewife/Houseperson	671	616	265	61	437	154	283	439
%V	23.6%	22.7%	19.2%	18.5%	22.7%	16.2%	29.1%	18.4%
%H		91.8%	39.5%	9.1%	65.1%	23.0%	42.2%	65.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Individual level data

Table 18.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2997	2894	1390	351	2108	969	1139	2447
%H		96.6%	46.4%	11.7%	70.3%	32.3%	38.0%	81.6%
16 - 19	162	158	81	23	121	67	54	155
%V	5.4%	5.5%	5.8%	6.6%	5.7%	6.9%	4.7%	6.3%
%H		97.5%	50.0%	14.2%	74.7%	41.4%	33.3%	95.7%
20 - 24	223	207	94	31	139	62	77	201
%V	7.4%	7.2%	6.8%	8.8%	6.6%	6.4%	6.8%	8.2%
%H		92.8%	42.2%	13.9%	62.3%	27.8%	34.5%	90.1%
25 - 34	428	409	224	48	270	144	126	390
%V	14.3%	14.1%	16.1%	13.7%	12.8%	14.9%	11.1%	15.9%
%H		95.6%	52.3%	11.2%	63.1%	33.6%	29.4%	91.1%
35 - 44	431	418	228	71	275	158	117	406
%V	14.4%	14.4%	16.4%	20.2%	13.0%	16.3%	10.3%	16.6%
%H		97.0%	52.9%	16.5%	63.8%	36.7%	27.1%	94.2%
45 - 54	513	495	260	68	356	188	168	466
%V	17.1%	17.1%	18.7%	19.4%	16.9%	19.4%	14.7%	19.0%
%H		96.5%	50.7%	13.3%	69.4%	36.6%	32.7%	90.8%
55 - 64	458	447	219	49	330	150	180	394
%V	15.3%	15.4%	15.8%	14.0%	15.7%	15.5%	15.8%	16.1%
%H		97.6%	47.8%	10.7%	72.1%	32.8%	39.3%	86.0%
65+	782	760	284	60	617	199	418	436
%V	26.1%	26.3%	20.4%	17.1%	29.3%	20.5%	36.7%	17.8%
%H		97.2%	36.3%	7.7%	78.9%	25.4%	53.5%	55.8%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Individual level data

Table 18.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2997	2894	1390	351	2108	969	1139	2447
%H		96.6%	46.4%	11.7%	70.3%	32.3%	38.0%	81.6%
AB	756	734	330	99	548	244	304	701
%V	25.2%	25.4%	23.7%	28.2%	26.0%	25.2%	26.7%	28.6%
%H		97.1%	43.7%	13.1%	72.5%	32.3%	40.2%	92.7%
C1	818	783	352	110	576	261	315	711
%V	27.3%	27.1%	25.3%	31.3%	27.3%	26.9%	27.7%	29.1%
%H		95.7%	43.0%	13.4%	70.4%	31.9%	38.5%	86.9%
C2	667	652	367	63	472	254	218	560
%V	22.3%	22.5%	26.4%	17.9%	22.4%	26.2%	19.1%	22.9%
%H		97.8%	55.0%	9.4%	70.8%	38.1%	32.7%	84.0%
D	474	460	224	56	316	140	176	329
%V	15.8%	15.9%	16.1%	16.0%	15.0%	14.4%	15.5%	13.4%
%H		97.0%	47.3%	11.8%	66.7%	29.5%	37.1%	69.4%
E	281	266	116	23	196	70	125	145
%V	9.4%	9.2%	8.3%	6.6%	9.3%	7.2%	11.0%	5.9%
%H		94.7%	41.3%	8.2%	69.8%	24.9%	44.5%	51.6%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV West Macro

Individual level data

Table 18.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2997	2894	1390	351	2108	969	1139	2447
%H		96.6%	46.4%	11.7%	70.3%	32.3%	38.0%	81.6%
Working full time	968	935	504	134	642	351	291	910
%V	32.3%	32.3%	36.3%	38.2%	30.5%	36.2%	25.5%	37.2%
%H		96.6%	52.1%	13.8%	66.3%	36.3%	30.1%	94.0%
Working part time	510	493	243	75	350	177	173	465
%V	17.0%	17.0%	17.5%	21.4%	16.6%	18.3%	15.2%	19.0%
%H		96.7%	47.6%	14.7%	68.6%	34.7%	33.9%	91.2%
Not working	1519	1466	644	143	1116	442	674	1072
%V	50.7%	50.7%	46.3%	40.7%	52.9%	45.6%	59.2%	43.8%
%H		96.5%	42.4%	9.4%	73.5%	29.1%	44.4%	70.6%
Housewife/Houseperson	2438	2353	1108	280	1709	755	954	1937
%V	81.3%	81.3%	79.7%	79.8%	81.1%	77.9%	83.8%	79.2%
%H		96.5%	45.4%	11.5%	70.1%	31.0%	39.1%	79.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data
Table 19.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7070	6749	2828	1051	5060	2215	2845	5385
%H (All HH)		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%
%H (TV HH)			41.9%	15.6%	75.0%	32.8%	42.2%	
AB	1742	1679	722	258	1268	568	700	1588
%V	24.6%	24.9%	25.5%	24.5%	25.1%	25.6%	24.6%	29.5%
%H (All HH)		96.4%	41.4%	14.8%	72.8%	32.6%	40.2%	91.2%
%H (TV HH)			43.0%	15.4%	75.5%	33.8%	41.7%	
C1	1847	1749	720	315	1307	603	704	1543
%V	26.1%	25.9%	25.5%	30.0%	25.8%	27.2%	24.7%	28.7%
%H (All HH)		94.7%	39.0%	17.1%	70.8%	32.6%	38.1%	83.5%
%H (TV HH)			41.2%	18.0%	74.7%	34.5%	40.3%	
C2	1555	1507	697	231	1125	551	574	1212
%V	22.0%	22.3%	24.6%	22.0%	22.2%	24.9%	20.2%	22.5%
%H (All HH)		96.9%	44.8%	14.9%	72.3%	35.4%	36.9%	77.9%
%H (TV HH)			46.3%	15.3%	74.7%	36.6%	38.1%	
D	1125	1069	441	159	776	311	464	702
%V	15.9%	15.8%	15.6%	15.1%	15.3%	14.0%	16.3%	13.0%
%H (All HH)		95.0%	39.2%	14.1%	69.0%	27.6%	41.2%	62.4%
%H (TV HH)			41.3%	14.9%	72.6%	29.1%	43.4%	
E	802	746	248	88	584	182	403	339
%V	11.3%	11.1%	8.8%	8.4%	11.5%	8.2%	14.2%	6.3%
%H (All HH)		93.0%	30.9%	11.0%	72.8%	22.7%	50.2%	42.3%
%H (TV HH)			33.2%	11.8%	78.3%	24.4%	54.0%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Household level data

Table 19.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7070	6749	2828	1051	5060	2215	2845	5385
%V		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%
%H (All HH)			41.9%	15.6%	75.0%	32.8%	42.2%	
%H (TV HH)								
Under 25	319	275	88	50	188	67	121	266
%V	4.5%	4.1%	3.1%	4.8%	3.7%	3.0%	4.3%	4.9%
%H (All HH)		86.2%	27.6%	15.7%	58.9%	21.0%	37.9%	83.4%
%H (TV HH)			32.0%	18.2%	68.4%	24.4%	44.0%	
25 - 34	1007	937	463	161	622	327	295	902
%V	14.2%	13.9%	16.4%	15.3%	12.3%	14.8%	10.4%	16.8%
%H (All HH)		93.0%	46.0%	16.0%	61.8%	32.5%	29.3%	89.6%
%H (TV HH)			49.4%	17.2%	66.4%	34.9%	31.5%	
35 - 44	1161	1116	549	225	763	426	336	1056
%V	16.4%	16.5%	19.4%	21.4%	15.1%	19.2%	11.8%	19.6%
%H (All HH)		96.1%	47.3%	19.4%	65.7%	36.7%	28.9%	91.0%
%H (TV HH)			49.2%	20.2%	68.4%	38.2%	30.1%	
45 - 54	1335	1282	614	221	963	511	452	1171
%V	18.9%	19.0%	21.7%	21.0%	19.0%	23.1%	15.9%	21.7%
%H (All HH)		96.0%	46.0%	16.6%	72.1%	38.3%	33.9%	87.7%
%H (TV HH)			47.9%	17.2%	75.1%	39.9%	35.3%	
55 - 64	1184	1143	499	174	867	395	472	963
%V	16.7%	16.9%	17.6%	16.6%	17.1%	17.8%	16.6%	17.9%
%H (All HH)		96.5%	42.1%	14.7%	73.2%	33.4%	39.9%	81.3%
%H (TV HH)			43.7%	15.2%	75.9%	34.6%	41.3%	
65 +	2064	1996	615	220	1657	489	1167	1028
%V	29.2%	29.6%	21.7%	20.9%	32.7%	22.1%	41.0%	19.1%
%H (All HH)		96.7%	29.8%	10.7%	80.3%	23.7%	56.5%	49.8%
%H (TV HH)			30.8%	11.0%	83.0%	24.5%	58.5%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV MidWest

Household level data

Table 19.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7070	6749	2828	1051	5060	2215	2845	5385
%H (All HH)		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%
%H (TV HH)			41.9%	15.6%	75.0%	32.8%	42.2%	
1	2146	1985	555	214	1581	376	1205	1062
%V	30.4%	29.4%	19.6%	20.4%	31.2%	17.0%	42.4%	19.7%
%H (All HH)		92.5%	25.9%	10.0%	73.7%	17.5%	56.2%	49.5%
%H (TV HH)			28.0%	10.8%	79.6%	18.9%	60.7%	
2	2451	2368	1001	384	1808	828	979	2012
%V	34.7%	35.1%	35.4%	36.5%	35.7%	37.4%	34.4%	37.4%
%H (All HH)		96.6%	40.8%	15.7%	73.8%	33.8%	39.9%	82.1%
%H (TV HH)			42.3%	16.2%	76.4%	35.0%	41.3%	
3	1080	1044	532	197	742	432	310	993
%V	15.3%	15.5%	18.8%	18.7%	14.7%	19.5%	10.9%	18.4%
%H (All HH)		96.7%	49.3%	18.2%	68.7%	40.0%	28.7%	91.9%
%H (TV HH)			51.0%	18.9%	71.1%	41.4%	29.7%	
4	917	892	488	171	624	392	232	874
%V	13.0%	13.2%	17.3%	16.3%	12.3%	17.7%	8.2%	16.2%
%H (All HH)		97.3%	53.2%	18.6%	68.0%	42.7%	25.3%	95.3%
%H (TV HH)			54.7%	19.2%	70.0%	43.9%	26.0%	
5+	475	461	252	87	305	186	119	444
%V	6.7%	6.8%	8.9%	8.3%	6.0%	8.4%	4.2%	8.2%
%H (All HH)		97.1%	53.1%	18.3%	64.2%	39.2%	25.1%	93.5%
%H (TV HH)			54.7%	18.9%	66.2%	40.3%	25.8%	
Average HH size	2.34	2.36	2.65	2.59	2.29	2.67	1.99	2.60

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Household level data

Table 19.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7070	6749	2828	1051	5060	2215	2845	5385
%H (All HH)		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%
%H (TV HH)			41.9%	15.6%	75.0%	32.8%	42.2%	
Without	5289	5011	1916	720	3889	1528	2361	3738
%V	74.8%	74.2%	67.8%	68.5%	76.9%	69.0%	83.0%	69.4%
%H (All HH)		94.7%	36.2%	13.6%	73.5%	28.9%	44.6%	70.7%
%H (TV HH)			38.2%	14.4%	77.6%	30.5%	47.1%	
With	1782	1738	912	331	1170	687	484	1647
%V	25.2%	25.8%	32.2%	31.5%	23.1%	31.0%	17.0%	30.6%
%H (All HH)		97.5%	51.2%	18.6%	65.7%	38.6%	27.2%	92.4%
%H (TV HH)			52.5%	19.0%	67.3%	39.5%	27.8%	
0 - 3	704	686	356	126	445	249	196	630
%V	10.0%	10.2%	12.6%	12.0%	8.8%	11.2%	6.9%	11.7%
%H (All HH)		97.4%	50.6%	17.9%	63.2%	35.4%	27.8%	89.5%
%H (TV HH)			51.9%	18.4%	64.9%	36.3%	28.6%	
4 - 9	890	864	487	152	569	351	218	816
%V	12.6%	12.8%	17.2%	14.5%	11.2%	15.8%	7.7%	15.2%
%H (All HH)		97.1%	54.7%	17.1%	63.9%	39.4%	24.5%	91.7%
%H (TV HH)			56.4%	17.6%	65.9%	40.6%	25.2%	
10 - 15	827	809	431	161	563	343	219	789
%V	11.7%	12.0%	15.2%	15.3%	11.1%	15.5%	7.7%	14.7%
%H (All HH)		97.8%	52.1%	19.5%	68.1%	41.5%	26.5%	95.4%
%H (TV HH)			53.3%	19.9%	69.6%	42.4%	27.1%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Household level data

Table 19.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7070	6749	2828	1051	5060	2215	2845	5385
%H (All HH)		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%
%H (TV HH)			41.9%	15.6%	75.0%	32.8%	42.2%	
1	2740	2740	900	356	1864	431	1433	1801
%V	38.8%	40.6%	31.8%	33.9%	36.8%	19.5%	50.4%	33.4%
%H (All HH)		100.0%	32.8%	13.0%	68.0%	15.7%	52.3%	65.7%
%H (TV HH)			32.8%	13.0%	68.0%	15.7%	52.3%	
2	2309	2309	1005	368	1782	840	943	1817
%V	32.7%	34.2%	35.5%	35.0%	35.2%	37.9%	33.1%	33.7%
%H (All HH)		100.0%	43.5%	15.9%	77.2%	36.4%	40.8%	78.7%
%H (TV HH)			43.5%	15.9%	77.2%	36.4%	40.8%	
3	1060	1060	544	200	868	540	328	952
%V	15.0%	15.7%	19.2%	19.0%	17.2%	24.4%	11.5%	17.7%
%H (All HH)		100.0%	51.3%	18.9%	81.9%	50.9%	30.9%	89.8%
%H (TV HH)			51.3%	18.9%	81.9%	50.9%	30.9%	
4	433	433	253	86	365	266	99	413
%V	6.1%	6.4%	8.9%	8.2%	7.2%	12.0%	3.5%	7.7%
%H (All HH)		100.0%	58.4%	19.9%	84.3%	61.4%	22.9%	95.4%
%H (TV HH)			58.4%	19.9%	84.3%	61.4%	22.9%	
5+	206	206	127	41	180	138	41	201
%V	2.9%	3.1%	4.5%	3.9%	3.6%	6.2%	1.4%	3.7%
%H (All HH)		100.0%	61.7%	19.9%	87.4%	67.0%	19.9%	97.6%
%H (TV HH)			61.7%	19.9%	87.4%	67.0%	19.9%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Household level data

Table 19.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7070	6749	2828	1051	5060	2215	2845	5385
%H (All HH)		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%
%H (TV HH)			41.9%	15.6%	75.0%	32.8%	42.2%	
Under 20"	1659	1659	708	255	1379	680	699	1338
%V	23.5%	24.6%	25.0%	24.3%	27.3%	30.7%	24.6%	24.8%
%H (All HH)		100.0%	42.7%	15.4%	83.1%	41.0%	42.1%	80.7%
%H (TV HH)			42.7%	15.4%	83.1%	41.0%	42.1%	
20" - 29"	2645	2645	1076	401	2156	988	1167	2011
%V	37.4%	39.2%	38.0%	38.2%	42.6%	44.6%	41.0%	37.3%
%H (All HH)		100.0%	40.7%	15.2%	81.5%	37.4%	44.1%	76.0%
%H (TV HH)			40.7%	15.2%	81.5%	37.4%	44.1%	
30" - 39"	3616	3616	1575	573	2773	1306	1467	2845
%V	51.1%	53.6%	55.7%	54.5%	54.8%	59.0%	51.6%	52.8%
%H (All HH)		100.0%	43.6%	15.8%	76.7%	36.1%	40.6%	78.7%
%H (TV HH)			43.6%	15.8%	76.7%	36.1%	40.6%	
40" and over	2817	2817	1517	532	2001	1223	778	2484
%V	39.8%	41.7%	53.6%	50.6%	39.5%	55.2%	27.3%	46.1%
%H (All HH)		100.0%	53.9%	18.9%	71.0%	43.4%	27.6%	88.2%
%H (TV HH)			53.9%	18.9%	71.0%	43.4%	27.6%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Household level data

Table 19.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7070	6749	2828	1051	5060	2215	2845	5385
%H (All HH)		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%
%H (TV HH)			41.9%	15.6%	75.0%	32.8%	42.2%	
Main living room	6657	6657	2805	1044	4997	2201	2796	5118
%V	94.2%	98.6%	99.2%	99.3%	98.8%	99.4%	98.3%	95.0%
%H (All HH)		100.0%	42.1%	15.7%	75.1%	33.1%	42.0%	76.9%
%H (TV HH)			42.1%	15.7%	75.1%	33.1%	42.0%	
Kitchen	850	850	405	128	738	414	324	714
%V	12.0%	12.6%	14.3%	12.2%	14.6%	18.7%	11.4%	13.3%
%H (All HH)		100.0%	47.6%	15.1%	86.8%	48.7%	38.1%	84.0%
%H (TV HH)			47.6%	15.1%	86.8%	48.7%	38.1%	
Adult's bedroom	2890	2890	1395	534	2336	1356	979	2458
%V	40.9%	42.8%	49.3%	50.8%	46.2%	61.2%	34.4%	45.6%
%H (All HH)		100.0%	48.3%	18.5%	80.8%	46.9%	33.9%	85.1%
%H (TV HH)			48.3%	18.5%	80.8%	46.9%	33.9%	
Child's bedroom	692	692	385	148	529	369	160	651
%V	9.8%	10.3%	13.6%	14.1%	10.5%	16.7%	5.6%	12.1%
%H (All HH)		100.0%	55.6%	21.4%	76.4%	53.3%	23.1%	94.1%
%H (TV HH)			55.6%	21.4%	76.4%	53.3%	23.1%	
Other bedroom	329	329	179	64	264	174	90	297
%V	4.7%	4.9%	6.3%	6.1%	5.2%	7.9%	3.2%	5.5%
%H (All HH)		100.0%	54.4%	19.5%	80.2%	52.9%	27.4%	90.3%
%H (TV HH)			54.4%	19.5%	80.2%	52.9%	27.4%	
Second living/dining room	723	723	374	116	584	345	239	609
%V	10.2%	10.7%	13.2%	11.0%	11.5%	15.6%	8.4%	11.3%
%H (All HH)		100.0%	51.7%	16.0%	80.8%	47.7%	33.1%	84.2%
%H (TV HH)			51.7%	16.0%	80.8%	47.7%	33.1%	
Study/office	100	100	48	15	80	43	37	96
%V	1.4%	1.5%	1.7%	1.4%	1.6%	1.9%	1.3%	1.8%
%H (All HH)		100.0%	48.0%	15.0%	80.0%	43.0%	37.0%	96.0%
%H (TV HH)			48.0%	15.0%	80.0%	43.0%	37.0%	
TV room	37	37	22	6	28	19	9	36
%V	0.5%	0.5%	0.8%	0.6%	0.6%	0.9%	0.3%	0.7%
%H (All HH)		100.0%	59.5%	16.2%	75.7%	51.4%	24.3%	97.3%
%H (TV HH)			59.5%	16.2%	75.7%	51.4%	24.3%	
Conservatory	150	150	80	22	128	78	50	142
%V	2.1%	2.2%	2.8%	2.1%	2.5%	3.5%	1.8%	2.6%
%H (All HH)		100.0%	53.3%	14.7%	85.3%	52.0%	33.3%	94.7%
%H (TV HH)			53.3%	14.7%	85.3%	52.0%	33.3%	
Attic or loft room	15	15	8	3	13	8	5	15
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	53.3%	20.0%	86.7%	53.3%	33.3%	100.0%
%H (TV HH)			53.3%	20.0%	86.7%	53.3%	33.3%	
No specific location	6	6	4	0	4	2	2	5
%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%	66.7%	33.3%	33.3%	83.3%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
Other	47	47	26	7	38	23	15	44
%V	0.7%	0.7%	0.9%	0.7%	0.8%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	55.3%	14.9%	80.9%	48.9%	31.9%	93.6%
%H (TV HH)			55.3%	14.9%	80.9%	48.9%	31.9%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Table 19.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7070	6749	2828	1051	5060	2215	2845	5385
%H (All HH)		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%
%H (TV HH)			41.9%	15.6%	75.0%	32.8%	42.2%	
Any DSAT provider	2828	2828	2828	48	1615	1615	0	2429
%V	40.0%	41.9%	100.0%	4.6%	31.9%	72.9%	0.0%	45.1%
%H (All HH)			100.0%	1.7%	57.1%	57.1%	0.0%	85.9%
%H (TV HH)			100.0%	1.7%	57.1%	57.1%	0.0%	
Sky with subcription	2271	2271	2271	22	1314	1314	0	2001
%V	32.1%	33.6%	80.3%	2.1%	26.0%	59.3%	0.0%	37.2%
%H (All HH)			100.0%	1.0%	57.9%	57.9%	0.0%	88.1%
%H (TV HH)			100.0%	1.0%	57.9%	57.9%	0.0%	
Sky without subscription	223	223	223	11	116	116	0	161
%V	3.2%	3.3%	7.9%	1.0%	2.3%	5.2%	0.0%	3.0%
%H (All HH)			100.0%	4.9%	52.0%	52.0%	0.0%	72.2%
%H (TV HH)			100.0%	4.9%	52.0%	52.0%	0.0%	
Freesat	355	355	355	12	199	199	0	288
%V	5.0%	5.3%	12.6%	1.1%	3.9%	9.0%	0.0%	5.3%
%H (All HH)			100.0%	3.4%	56.1%	56.1%	0.0%	81.1%
%H (TV HH)			100.0%	3.4%	56.1%	56.1%	0.0%	
Other satellite provider	68	68	68	2	34	34	0	58
%V	1.0%	1.0%	2.4%	0.2%	0.7%	1.5%	0.0%	1.1%
%H (All HH)			100.0%	2.9%	50.0%	50.0%	0.0%	85.3%
%H (TV HH)			100.0%	2.9%	50.0%	50.0%	0.0%	
DCAB	1051	1051	48	1051	630	630	0	926
%V	14.9%	15.6%	1.7%	100.0%	12.5%	28.4%	0.0%	17.2%
%H (All HH)			4.6%	100.0%	59.9%	59.9%	0.0%	88.1%
%H (TV HH)			4.6%	100.0%	59.9%	59.9%	0.0%	
DTT	5060	5060	1615	630	5060	2215	2845	3755
%V	71.6%	75.0%	57.1%	59.9%	100.0%	100.0%	100.0%	69.7%
%H (All HH)		100.0%	31.9%	12.5%	100.0%	43.8%	56.2%	74.2%
%H (TV HH)			31.9%	12.5%	100.0%	43.8%	56.2%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV MidWest

Household level data

Table 19.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7070	6749	2828	1051	5060	2215	2845	5385
%H (All HH)		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%
%H (TV HH)			41.9%	15.6%	75.0%	32.8%	42.2%	
PVR	4125	4125	2338	828	2870	1877	993	3624
%V	58.3%	61.1%	82.7%	78.8%	56.7%	84.7%	34.9%	67.3%
%H (All HH)		100.0%	56.7%	20.1%	69.6%	45.5%	24.1%	87.9%
%H (TV HH)			56.7%	20.1%	69.6%	45.5%	24.1%	
DVDR	282	282	119	35	223	93	130	234
%V	4.0%	4.2%	4.2%	3.3%	4.4%	4.2%	4.6%	4.3%
%H (All HH)		100.0%	42.2%	12.4%	79.1%	33.0%	46.1%	83.0%
%H (TV HH)			42.2%	12.4%	79.1%	33.0%	46.1%	
VCR	165	165	60	21	141	55	86	95
%V	2.3%	2.4%	2.1%	2.0%	2.8%	2.5%	3.0%	1.8%
%H (All HH)		100.0%	36.4%	12.7%	85.5%	33.3%	52.1%	57.6%
%H (TV HH)			36.4%	12.7%	85.5%	33.3%	52.1%	
Any recorder	4298	4298	2371	840	3022	1900	1122	3725
%V	60.8%	63.7%	83.8%	79.9%	59.7%	85.8%	39.4%	69.2%
%H (All HH)		100.0%	55.2%	19.5%	70.3%	44.2%	26.1%	86.7%
%H (TV HH)			55.2%	19.5%	70.3%	44.2%	26.1%	
Receives HDTV (via STB or built-in reception)	3634	3634	1854	778	2623	1583	1040	3198
%V	51.4%	53.8%	65.6%	74.0%	51.8%	71.5%	36.6%	59.4%
%H (All HH)		100.0%	51.0%	21.4%	72.2%	43.6%	28.6%	88.0%
%H (TV HH)			51.0%	21.4%	72.2%	43.6%	28.6%	
DVD/Blu-ray player or recorder	5306	5306	2326	862	4027	1886	2141	4294
%V	75.0%	78.6%	82.2%	82.0%	79.6%	85.1%	75.3%	79.7%
%H (All HH)		100.0%	43.8%	16.2%	75.9%	35.5%	40.4%	80.9%
%H (TV HH)			43.8%	16.2%	75.9%	35.5%	40.4%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 19.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7070	6749	2828	1051	5060	2215	2845	5385
%H (All HH)		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%
%H (TV HH)			41.9%	15.6%	75.0%	32.8%	42.2%	
Has broadband internet	5385	5183	2429	926	3755	1946	1809	5385
%V	76.2%	76.8%	85.9%	88.1%	74.2%	87.9%	63.6%	100.0%
%H (All HH)		96.2%	45.1%	17.2%	69.7%	36.1%	33.6%	100.0%
%H (TV HH)			46.9%	17.9%	72.4%	37.5%	34.9%	
Number of computers (PCs and laptops)								
0	1536	1439	375	124	1186	249	937	97
%V	21.7%	21.3%	13.3%	11.8%	23.4%	11.2%	32.9%	1.8%
%H (All HH)		93.7%	24.4%	8.1%	77.2%	16.2%	61.0%	6.3%
%H (TV HH)			26.1%	8.6%	82.4%	17.3%	65.1%	
1	2117	1999	801	298	1485	600	885	1927
%V	29.9%	29.6%	28.3%	28.4%	29.3%	27.1%	31.1%	35.8%
%H (All HH)		94.4%	37.8%	14.1%	70.1%	28.3%	41.8%	91.0%
%H (TV HH)			40.1%	14.9%	74.3%	30.0%	44.3%	
2	1563	1518	708	284	1095	576	519	1519
%V	22.1%	22.5%	25.0%	27.0%	21.6%	26.0%	18.2%	28.2%
%H (All HH)		97.1%	45.3%	18.2%	70.1%	36.9%	33.2%	97.2%
%H (TV HH)			46.6%	18.7%	72.1%	37.9%	34.2%	
3	870	842	433	157	596	345	251	864
%V	12.3%	12.5%	15.3%	14.9%	11.8%	15.6%	8.8%	16.0%
%H (All HH)		96.8%	49.8%	18.0%	68.5%	39.7%	28.9%	99.3%
%H (TV HH)			51.4%	18.6%	70.8%	41.0%	29.8%	
4	474	458	240	86	335	203	132	472
%V	6.7%	6.8%	8.5%	8.2%	6.6%	9.2%	4.6%	8.8%
%H (All HH)		96.6%	50.6%	18.1%	70.7%	42.8%	27.8%	99.6%
%H (TV HH)			52.4%	18.8%	73.1%	44.3%	28.8%	
5+	509	493	272	101	362	242	121	507
%V	7.2%	7.3%	9.6%	9.6%	7.2%	10.9%	4.3%	9.4%
%H (All HH)		96.9%	53.4%	19.8%	71.1%	47.5%	23.8%	99.6%
%H (TV HH)			55.2%	20.5%	73.4%	49.1%	24.5%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	13382	6232	2256	10462	5536	4926	11023
%H		46.6%	16.9%	78.2%	41.4%	36.8%	82.4%
Under 20"	2095	909	339	1760	905	855	1724
%V	15.7%	14.6%	15.0%	16.8%	16.3%	17.4%	15.6%
%H		43.4%	16.2%	84.0%	43.2%	40.8%	82.3%
20" - 29"	3385	1436	530	2799	1378	1421	2657
%V	25.3%	23.0%	23.5%	26.8%	24.9%	28.8%	24.1%
%H		42.4%	15.7%	82.7%	40.7%	42.0%	78.5%
30" - 39"	4335	1952	718	3349	1679	1670	3500
%V	32.4%	31.3%	31.8%	32.0%	30.3%	33.9%	31.8%
%H		45.0%	16.6%	77.3%	38.7%	38.5%	80.7%
40" and over	3335	1849	630	2371	1496	875	2979
%V	24.9%	29.7%	27.9%	22.7%	27.0%	17.8%	27.0%
%H		55.4%	18.9%	71.1%	44.9%	26.2%	89.3%
Don't know	232	87	39	183	79	105	164
%V	1.7%	1.4%	1.7%	1.7%	1.4%	2.1%	1.5%
%H		37.5%	16.8%	78.9%	34.1%	45.3%	70.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Set level data

Table 19.12: 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	13382	6232	2256	10462	5536	4926	11023
%H		46.6%	16.9%	78.2%	41.4%	36.8%	82.4%
Main living room	6691	2821	1049	5022	2212	2810	5145
%V	50.0%	45.3%	46.5%	48.0%	40.0%	57.0%	46.7%
%H		42.2%	15.7%	75.1%	33.1%	42.0%	76.9%
Kitchen	854	407	129	742	416	326	718
%V	6.4%	6.5%	5.7%	7.1%	7.5%	6.6%	6.5%
%H		47.7%	15.1%	86.9%	48.7%	38.2%	84.1%
Adult's bedroom	3419	1697	634	2780	1670	1110	2958
%V	25.5%	27.2%	28.1%	26.6%	30.2%	22.5%	26.8%
%H		49.6%	18.5%	81.3%	48.8%	32.5%	86.5%
Child's bedroom	926	520	194	712	500	212	878
%V	6.9%	8.3%	8.6%	6.8%	9.0%	4.3%	8.0%
%H		56.2%	21.0%	76.9%	54.0%	22.9%	94.8%
Other bedroom	393	216	81	318	215	103	358
%V	2.9%	3.5%	3.6%	3.0%	3.9%	2.1%	3.2%
%H		55.0%	20.6%	80.9%	54.7%	26.2%	91.1%
Second living/dining room	731	379	118	590	348	242	617
%V	5.5%	6.1%	5.2%	5.6%	6.3%	4.9%	5.6%
%H		51.8%	16.1%	80.7%	47.6%	33.1%	84.4%
Study/office	106	52	15	83	45	38	102
%V	0.8%	0.8%	0.7%	0.8%	0.8%	0.8%	0.9%
%H		49.1%	14.2%	78.3%	42.5%	35.8%	96.2%
TV room	37	22	6	28	19	9	36
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.2%	0.3%
%H		59.5%	16.2%	75.7%	51.4%	24.3%	97.3%
Conservatory	152	81	22	130	79	51	144
%V	1.1%	1.3%	1.0%	1.2%	1.4%	1.0%	1.3%
%H		53.3%	14.5%	85.5%	52.0%	33.6%	94.7%
Attic or loft room	16	8	3	13	8	5	15
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	18.8%	81.3%	50.0%	31.3%	93.8%
No specific location	7	4	0	4	2	2	5
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		57.1%	0.0%	57.1%	28.6%	28.6%	71.4%
Other	50	27	7	40	24	17	47
%V	0.4%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%
%H		54.0%	14.0%	80.0%	48.0%	34.0%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Set level data

Table 19.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13382	6232	2256	10462	5536	4926	11023
%H		46.6%	16.9%	78.2%	41.4%	36.8%	82.4%
PVR	5333	3169	1102	3634	2518	1116	4764
%V	39.9%	50.9%	48.8%	34.7%	45.5%	22.7%	43.2%
%H		59.4%	20.7%	68.1%	47.2%	20.9%	89.3%
DVDR	309	135	37	242	104	138	258
%V	2.3%	2.2%	1.6%	2.3%	1.9%	2.8%	2.3%
%H		43.7%	12.0%	78.3%	33.7%	44.7%	83.5%
VCR	173	65	22	148	59	89	100
%V	1.3%	1.0%	1.0%	1.4%	1.1%	1.8%	0.9%
%H		37.6%	12.7%	85.5%	34.1%	51.4%	57.8%
Any recorder	5566	3230	1124	3840	2572	1268	4911
%V	41.6%	51.8%	49.8%	36.7%	46.5%	25.7%	44.6%
%H		58.0%	20.2%	69.0%	46.2%	22.8%	88.2%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13382	6232	2256	10462	5536	4926	11023
%H		46.6%	16.9%	78.2%	41.4%	36.8%	82.4%
Receives HDTV (via STB or built-in reception)	5113	2634	1160	3764	2382	1382	4584
%V	38.2%	42.3%	51.4%	36.0%	43.0%	28.1%	41.6%
%H		51.5%	22.7%	73.6%	46.6%	27.0%	89.7%
DVD/Blu-ray player or recorder	7697	3624	1313	6028	3211	2817	6473
%V	57.5%	58.2%	58.2%	57.6%	58.0%	57.2%	58.7%
%H		47.1%	17.1%	78.3%	41.7%	36.6%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	6736	2826	1050	5055	2214	2841	5172
%H		42.0%	15.6%	75.0%	32.9%	42.2%	76.8%
Under 20"	154	22	9	127	13	115	85
%V	2.3%	0.8%	0.9%	2.5%	0.6%	4.0%	1.6%
%H		14.3%	5.8%	82.5%	8.4%	74.7%	55.2%
20" - 29"	1067	277	113	868	202	666	639
%V	15.8%	9.8%	10.8%	17.2%	9.1%	23.4%	12.4%
%H		26.0%	10.6%	81.3%	18.9%	62.4%	59.9%
30" - 39"	2712	1038	398	2078	808	1270	2004
%V	40.3%	36.7%	37.9%	41.1%	36.5%	44.7%	38.7%
%H		38.3%	14.7%	76.6%	29.8%	46.8%	73.9%
40" and over	2703	1459	513	1908	1168	740	2384
%V	40.1%	51.6%	48.9%	37.7%	52.8%	26.0%	46.1%
%H		54.0%	19.0%	70.6%	43.2%	27.4%	88.2%
Don't know	100	30	17	73	22	51	60
%V	1.5%	1.1%	1.6%	1.4%	1.0%	1.8%	1.2%
%H		30.0%	17.0%	73.0%	22.0%	51.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Set level data

Table 19.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6736	2826	1050	5055	2214	2841	5172
%H		42.0%	15.6%	75.0%	32.9%	42.2%	76.8%
PVR	4031	2297	813	2790	1834	956	3545
%V	59.8%	81.3%	77.4%	55.2%	82.8%	33.7%	68.5%
%H		57.0%	20.2%	69.2%	45.5%	23.7%	87.9%
DVDR	245	99	26	193	73	120	199
%V	3.6%	3.5%	2.5%	3.8%	3.3%	4.2%	3.8%
%H		40.4%	10.6%	78.8%	29.8%	49.0%	81.2%
VCR	135	46	14	114	39	75	73
%V	2.0%	1.6%	1.3%	2.3%	1.8%	2.6%	1.4%
%H		34.1%	10.4%	84.4%	28.9%	55.6%	54.1%
Any recorder	4199	2331	821	2939	1858	1081	3642
%V	62.3%	82.5%	78.2%	58.1%	83.9%	38.0%	70.4%
%H		55.5%	19.6%	70.0%	44.2%	25.7%	86.7%

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6736	2826	1050	5055	2214	2841	5172
%H		42.0%	15.6%	75.0%	32.9%	42.2%	76.8%
Receives HDTV (via STB or built-in reception)	3507	1804	755	2511	1526	985	3092
%V	52.1%	63.8%	71.9%	49.7%	68.9%	34.7%	59.8%
%H		51.4%	21.5%	71.6%	43.5%	28.1%	88.2%
DVD/Blu-ray player or recorder	4973	2169	809	3747	1730	2017	4012
%V	73.8%	76.8%	77.0%	74.1%	78.1%	71.0%	77.6%
%H		43.6%	16.3%	75.3%	34.8%	40.6%	80.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Set level data

Table 19.18: 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	6646	3406	1206	5407	3323	2085	5851
%H		51.2%	18.1%	81.4%	50.0%	31.4%	88.0%
Under 20"	1941	887	330	1632	892	741	1639
%V	29.2%	26.0%	27.4%	30.2%	26.8%	35.5%	28.0%
%H		45.7%	17.0%	84.1%	46.0%	38.2%	84.4%
20" - 29"	2318	1159	417	1931	1176	755	2019
%V	34.9%	34.0%	34.6%	35.7%	35.4%	36.2%	34.5%
%H		50.0%	18.0%	83.3%	50.7%	32.6%	87.1%
30" - 39"	1623	914	320	1271	871	400	1496
%V	24.4%	26.8%	26.5%	23.5%	26.2%	19.2%	25.6%
%H		56.3%	19.7%	78.3%	53.7%	24.6%	92.2%
40" and over	631	389	117	463	328	135	595
%V	9.5%	11.4%	9.7%	8.6%	9.9%	6.5%	10.2%
%H		61.6%	18.5%	73.4%	52.0%	21.4%	94.3%
Don't know	132	56	23	110	56	54	103
%V	2.0%	1.6%	1.9%	2.0%	1.7%	2.6%	1.8%
%H		42.4%	17.4%	83.3%	42.4%	40.9%	78.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Set level data

Table 19.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6646	3406	1206	5407	3323	2085	5851
%H		51.2%	18.1%	81.4%	50.0%	31.4%	88.0%
PVR	1302	872	289	844	684	160	1219
%V	19.6%	25.6%	24.0%	15.6%	20.6%	7.7%	20.8%
%H		67.0%	22.2%	64.8%	52.5%	12.3%	93.6%
DVDR	63	36	11	49	31	19	58
%V	0.9%	1.1%	0.9%	0.9%	0.9%	0.9%	1.0%
%H		57.1%	17.5%	77.8%	49.2%	30.2%	92.1%
VCR	38	18	8	34	21	13	27
%V	0.6%	0.5%	0.7%	0.6%	0.6%	0.6%	0.5%
%H		47.4%	21.1%	89.5%	55.3%	34.2%	71.1%
Any recorder	1367	899	303	901	714	187	1269
%V	20.6%	26.4%	25.1%	16.7%	21.5%	9.0%	21.7%
%H		65.8%	22.2%	65.9%	52.2%	13.7%	92.8%

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	6646	3406	1206	5407	3323	2085	5851
%H		51.2%	18.1%	81.4%	50.0%	31.4%	88.0%
Receives HDTV (via STB or built-in reception)	1606	830	406	1253	856	397	1492
%V	24.2%	24.4%	33.7%	23.2%	25.8%	19.0%	25.5%
%H		51.7%	25.3%	78.0%	53.3%	24.7%	92.9%
DVD/Blu-ray player or recorder	2724	1455	503	2280	1480	800	2460
%V	41.0%	42.7%	41.7%	42.2%	44.5%	38.4%	42.0%
%H		53.4%	18.5%	83.7%	54.3%	29.4%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Individual level data

Table 19.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16543	15922	7488	2718	11572	5916	5656	13982
%H		96.2%	45.3%	16.4%	70.0%	35.8%	34.2%	84.5%
Total Children	3139	3063	1658	561	2040	1214	826	2894
%V	19.0%	19.2%	22.1%	20.6%	17.6%	20.5%	14.6%	20.7%
%H		97.6%	52.8%	17.9%	65.0%	38.7%	26.3%	92.2%
0 - 3	844	823	422	150	538	297	241	752
%V	5.1%	5.2%	5.6%	5.5%	4.6%	5.0%	4.3%	5.4%
%H		97.5%	50.0%	17.8%	63.7%	35.2%	28.6%	89.1%
4 - 15	2295	2240	1236	411	1502	917	585	2142
%V	13.9%	14.1%	16.5%	15.1%	13.0%	15.5%	10.3%	15.3%
%H		97.6%	53.9%	17.9%	65.4%	40.0%	25.5%	93.3%
4 - 9	1203	1171	664	199	767	470	297	1102
%V	7.3%	7.4%	8.9%	7.3%	6.6%	7.9%	5.3%	7.9%
%H		97.3%	55.2%	16.5%	63.8%	39.1%	24.7%	91.6%
10 - 15	1092	1069	572	212	735	447	288	1039
%V	6.6%	6.7%	7.6%	7.8%	6.4%	7.6%	5.1%	7.4%
%H		97.9%	52.4%	19.4%	67.3%	40.9%	26.4%	95.1%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Individual level data

Table 19.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16543	15922	7488	2718	11572	5916	5656	13982
%H		96.2%	45.3%	16.4%	70.0%	35.8%	34.2%	84.5%
Total Adults (16+)	13404	12859	5830	2157	9532	4702	4830	11088
%V	81.0%	80.8%	77.9%	79.4%	82.4%	79.5%	85.4%	79.3%
%H		95.9%	43.5%	16.1%	71.1%	35.1%	36.0%	82.7%
16 - 19	780	756	367	159	565	335	230	738
%V	4.7%	4.7%	4.9%	5.8%	4.9%	5.7%	4.1%	5.3%
%H		96.9%	47.1%	20.4%	72.4%	42.9%	29.5%	94.6%
20 - 24	1083	984	424	189	696	355	341	993
%V	6.5%	6.2%	5.7%	7.0%	6.0%	6.0%	6.0%	7.1%
%H		90.9%	39.2%	17.5%	64.3%	32.8%	31.5%	91.7%
25 - 34	2082	1948	992	356	1293	729	565	1899
%V	12.6%	12.2%	13.2%	13.1%	11.2%	12.3%	10.0%	13.6%
%H		93.6%	47.6%	17.1%	62.1%	35.0%	27.1%	91.2%
35 - 44	2051	1982	1012	389	1350	776	574	1892
%V	12.4%	12.4%	13.5%	14.3%	11.7%	13.1%	10.1%	13.5%
%H		96.6%	49.3%	19.0%	65.8%	37.8%	28.0%	92.2%
45 - 54	2331	2257	1122	405	1684	941	744	2103
%V	14.1%	14.2%	15.0%	14.9%	14.6%	15.9%	13.2%	15.0%
%H		96.8%	48.1%	17.4%	72.2%	40.4%	31.9%	90.2%
55 - 64	1952	1894	854	307	1442	703	739	1657
%V	11.8%	11.9%	11.4%	11.3%	12.5%	11.9%	13.1%	11.9%
%H		97.0%	43.8%	15.7%	73.9%	36.0%	37.9%	84.9%
65+	3125	3039	1060	351	2502	863	1638	1805
%V	18.9%	19.1%	14.2%	12.9%	21.6%	14.6%	29.0%	12.9%
%H		97.2%	33.9%	11.2%	80.1%	27.6%	52.4%	57.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Individual level data

Table 19.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13404	12859	5830	2157	9532	4702	4830	11088
%H		95.9%	43.5%	16.1%	71.1%	35.1%	36.0%	82.7%
AB	3486	3368	1542	541	2538	1245	1292	3261
%V	26.0%	26.2%	26.4%	25.1%	26.6%	26.5%	26.7%	29.4%
%H		96.6%	44.2%	15.5%	72.8%	35.7%	37.1%	93.5%
C1	3544	3363	1488	647	2483	1279	1204	3132
%V	26.4%	26.2%	25.5%	30.0%	26.0%	27.2%	24.9%	28.2%
%H		94.9%	42.0%	18.3%	70.1%	36.1%	34.0%	88.4%
C2	3162	3078	1496	507	2286	1218	1068	2640
%V	23.6%	23.9%	25.7%	23.5%	24.0%	25.9%	22.1%	23.8%
%H		97.3%	47.3%	16.0%	72.3%	38.5%	33.8%	83.5%
D	2071	1978	913	318	1400	660	740	1476
%V	15.5%	15.4%	15.7%	14.7%	14.7%	14.0%	15.3%	13.3%
%H		95.5%	44.1%	15.4%	67.6%	31.9%	35.7%	71.3%
E	1142	1072	390	145	825	300	525	578
%V	8.5%	8.3%	6.7%	6.7%	8.7%	6.4%	10.9%	5.2%
%H		93.9%	34.2%	12.7%	72.2%	26.3%	46.0%	50.6%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Individual level data

Table 19.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13404	12859	5830	2157	9532	4702	4830	11088
%H		95.9%	43.5%	16.1%	71.1%	35.1%	36.0%	82.7%
Working full time	5918	5718	2849	1078	4078	2301	1777	5502
%V	44.2%	44.5%	48.9%	50.0%	42.8%	48.9%	36.8%	49.6%
%H		96.6%	48.1%	18.2%	68.9%	38.9%	30.0%	93.0%
Working part time	1448	1392	658	251	1017	534	483	1312
%V	10.8%	10.8%	11.3%	11.6%	10.7%	11.4%	10.0%	11.8%
%H		96.1%	45.4%	17.3%	70.2%	36.9%	33.4%	90.6%
Not working	6039	5749	2324	828	4437	1867	2570	4273
%V	45.1%	44.7%	39.9%	38.4%	46.5%	39.7%	53.2%	38.5%
%H		95.2%	38.5%	13.7%	73.5%	30.9%	42.6%	70.8%
Housewife/Houseperson	7070	6749	2828	1051	5060	2215	2845	5385
%V	52.7%	52.5%	48.5%	48.7%	53.1%	47.1%	58.9%	48.6%
%H		95.5%	40.0%	14.9%	71.6%	31.3%	40.2%	76.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Individual level data

Table 19.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6552	6248	2914	1065	4573	2337	2236	5512
%H		95.4%	44.5%	16.3%	69.8%	35.7%	34.1%	84.1%
16 - 19	401	387	188	90	279	171	108	381
%V	6.1%	6.2%	6.5%	8.5%	6.1%	7.3%	4.8%	6.9%
%H		96.5%	46.9%	22.4%	69.6%	42.6%	26.9%	95.0%
20 - 24	550	495	222	88	349	185	164	511
%V	8.4%	7.9%	7.6%	8.3%	7.6%	7.9%	7.3%	9.3%
%H		90.0%	40.4%	16.0%	63.5%	33.6%	29.8%	92.9%
25 - 34	1035	960	490	181	630	361	269	948
%V	15.8%	15.4%	16.8%	17.0%	13.8%	15.4%	12.0%	17.2%
%H		92.8%	47.3%	17.5%	60.9%	34.9%	26.0%	91.6%
35 - 44	1011	972	495	182	661	371	290	918
%V	15.4%	15.6%	17.0%	17.1%	14.5%	15.9%	13.0%	16.7%
%H		96.1%	49.0%	18.0%	65.4%	36.7%	28.7%	90.8%
45 - 54	1147	1103	558	199	808	455	352	1023
%V	17.5%	17.7%	19.1%	18.7%	17.7%	19.5%	15.7%	18.6%
%H		96.2%	48.6%	17.3%	70.4%	39.7%	30.7%	89.2%
55 - 64	963	929	418	154	713	354	359	815
%V	14.7%	14.9%	14.3%	14.5%	15.6%	15.1%	16.1%	14.8%
%H		96.5%	43.4%	16.0%	74.0%	36.8%	37.3%	84.6%
65+	1446	1403	543	170	1132	440	693	916
%V	22.1%	22.5%	18.6%	16.0%	24.8%	18.8%	31.0%	16.6%
%H		97.0%	37.6%	11.8%	78.3%	30.4%	47.9%	63.3%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Individual level data

Table 19.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6552	6248	2914	1065	4573	2337	2236	5512
%H		95.4%	44.5%	16.3%	69.8%	35.7%	34.1%	84.1%
AB	1750	1685	786	277	1256	631	625	1645
%V	26.7%	27.0%	27.0%	26.0%	27.5%	27.0%	28.0%	29.8%
%H		96.3%	44.9%	15.8%	71.8%	36.1%	35.7%	94.0%
C1	1659	1559	727	304	1122	614	508	1493
%V	25.3%	25.0%	24.9%	28.5%	24.5%	26.3%	22.7%	27.1%
%H		94.0%	43.8%	18.3%	67.6%	37.0%	30.6%	90.0%
C2	1693	1642	791	268	1216	641	575	1394
%V	25.8%	26.3%	27.1%	25.2%	26.6%	27.4%	25.7%	25.3%
%H		97.0%	46.7%	15.8%	71.8%	37.9%	34.0%	82.3%
D	994	941	451	153	657	323	334	733
%V	15.2%	15.1%	15.5%	14.4%	14.4%	13.8%	14.9%	13.3%
%H		94.7%	45.4%	15.4%	66.1%	32.5%	33.6%	73.7%
E	457	421	159	62	322	128	193	246
%V	7.0%	6.7%	5.5%	5.8%	7.0%	5.5%	8.6%	4.5%
%H		92.1%	34.8%	13.6%	70.5%	28.0%	42.2%	53.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Individual level data

Table 19.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6552	6248	2914	1065	4573	2337	2236	5512
%H		95.4%	44.5%	16.3%	69.8%	35.7%	34.1%	84.1%
Working full time	3686	3554	1782	670	2520	1428	1092	3414
%V	56.3%	56.9%	61.2%	62.9%	55.1%	61.1%	48.8%	61.9%
%H		96.4%	48.3%	18.2%	68.4%	38.7%	29.6%	92.6%
Working part time	305	282	130	41	205	97	107	256
%V	4.7%	4.5%	4.5%	3.8%	4.5%	4.2%	4.8%	4.6%
%H		92.5%	42.6%	13.4%	67.2%	31.8%	35.1%	83.9%
Not working	2561	2412	1001	353	1848	812	1036	1843
%V	39.1%	38.6%	34.4%	33.1%	40.4%	34.7%	46.3%	33.4%
%H		94.2%	39.1%	13.8%	72.2%	31.7%	40.5%	72.0%
Housewife/Houseperson	1505	1383	517	188	1029	368	661	977
%V	23.0%	22.1%	17.7%	17.7%	22.5%	15.7%	29.6%	17.7%
%H		91.9%	34.4%	12.5%	68.4%	24.5%	43.9%	64.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Individual level data

Table 19.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6852	6611	2916	1092	4959	2365	2594	5576
%H		96.5%	42.6%	15.9%	72.4%	34.5%	37.9%	81.4%
16 - 19	379	369	179	68	287	165	122	358
%V	5.5%	5.6%	6.1%	6.2%	5.8%	7.0%	4.7%	6.4%
%H		97.4%	47.2%	17.9%	75.7%	43.5%	32.2%	94.5%
20 - 24	533	489	201	101	346	170	177	482
%V	7.8%	7.4%	6.9%	9.2%	7.0%	7.2%	6.8%	8.6%
%H		91.7%	37.7%	18.9%	64.9%	31.9%	33.2%	90.4%
25 - 34	1047	988	502	175	663	368	296	951
%V	15.3%	14.9%	17.2%	16.0%	13.4%	15.6%	11.4%	17.1%
%H		94.4%	47.9%	16.7%	63.3%	35.1%	28.3%	90.8%
35 - 44	1040	1010	517	207	689	406	283	974
%V	15.2%	15.3%	17.7%	19.0%	13.9%	17.2%	10.9%	17.5%
%H		97.1%	49.7%	19.9%	66.3%	39.0%	27.2%	93.7%
45 - 54	1185	1154	564	207	877	485	391	1080
%V	17.3%	17.5%	19.3%	19.0%	17.7%	20.5%	15.1%	19.4%
%H		97.4%	47.6%	17.5%	74.0%	40.9%	33.0%	91.1%
55 - 64	990	965	436	153	728	349	380	842
%V	14.4%	14.6%	15.0%	14.0%	14.7%	14.8%	14.6%	15.1%
%H		97.5%	44.0%	15.5%	73.5%	35.3%	38.4%	85.1%
65+	1679	1636	517	181	1369	423	946	889
%V	24.5%	24.7%	17.7%	16.6%	27.6%	17.9%	36.5%	15.9%
%H		97.4%	30.8%	10.8%	81.5%	25.2%	56.3%	52.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Individual level data

Table 19.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6852	6611	2916	1092	4959	2365	2594	5576
%H		96.5%	42.6%	15.9%	72.4%	34.5%	37.9%	81.4%
AB	1736	1683	757	264	1282	615	667	1615
%V	25.3%	25.5%	26.0%	24.2%	25.9%	26.0%	25.7%	29.0%
%H		96.9%	43.6%	15.2%	73.8%	35.4%	38.4%	93.0%
C1	1886	1804	761	343	1360	665	696	1639
%V	27.5%	27.3%	26.1%	31.4%	27.4%	28.1%	26.8%	29.4%
%H		95.7%	40.3%	18.2%	72.1%	35.3%	36.9%	86.9%
C2	1469	1436	705	238	1071	577	494	1246
%V	21.4%	21.7%	24.2%	21.8%	21.6%	24.4%	19.0%	22.3%
%H		97.8%	48.0%	16.2%	72.9%	39.3%	33.6%	84.8%
D	1077	1037	463	165	743	337	406	743
%V	15.7%	15.7%	15.9%	15.1%	15.0%	14.2%	15.7%	13.3%
%H		96.3%	43.0%	15.3%	69.0%	31.3%	37.7%	69.0%
E	685	651	231	83	503	172	331	332
%V	10.0%	9.8%	7.9%	7.6%	10.1%	7.3%	12.8%	6.0%
%H		95.0%	33.7%	12.1%	73.4%	25.1%	48.3%	48.5%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV MidWest

Individual level data

Table 19.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6852	6611	2916	1092	4959	2365	2594	5576
%H		96.5%	42.6%	15.9%	72.4%	34.5%	37.9%	81.4%
Working full time	2233	2164	1066	407	1558	874	685	2088
%V	32.6%	32.7%	36.6%	37.3%	31.4%	37.0%	26.4%	37.4%
%H		96.9%	47.7%	18.2%	69.8%	39.1%	30.7%	93.5%
Working part time	1143	1110	528	209	812	436	375	1056
%V	16.7%	16.8%	18.1%	19.1%	16.4%	18.4%	14.5%	18.9%
%H		97.1%	46.2%	18.3%	71.0%	38.1%	32.8%	92.4%
Not working	3477	3337	1322	476	2589	1055	1534	2431
%V	50.7%	50.5%	45.3%	43.6%	52.2%	44.6%	59.1%	43.6%
%H		96.0%	38.0%	13.7%	74.5%	30.3%	44.1%	69.9%
Housewife/Houseperson	5565	5366	2311	863	4031	1847	2183	4409
%V	81.2%	81.2%	79.3%	79.0%	81.3%	78.1%	84.2%	79.1%
%H		96.4%	41.5%	15.5%	72.4%	33.2%	39.2%	79.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV South and South East

Household level data

Table 20.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2677	2552	1087	425	1834	796	1039	2162
%H (All HH)		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%
%H (TV HH)			42.6%	16.7%	71.9%	31.2%	40.7%	
AB	833	800	363	128	568	258	311	775
%V	31.1%	31.3%	33.4%	30.1%	31.0%	32.4%	29.9%	35.8%
%H (All HH)		96.0%	43.6%	15.4%	68.2%	31.0%	37.3%	93.0%
%H (TV HH)			45.4%	16.0%	71.0%	32.3%	38.9%	
C1	789	746	322	125	553	253	300	663
%V	29.5%	29.2%	29.6%	29.4%	30.2%	31.8%	28.9%	30.7%
%H (All HH)		94.6%	40.8%	15.8%	70.1%	32.1%	38.0%	84.0%
%H (TV HH)			43.2%	16.8%	74.1%	33.9%	40.2%	
C2	512	500	240	93	353	182	171	429
%V	19.1%	19.6%	22.1%	21.9%	19.2%	22.9%	16.5%	19.8%
%H (All HH)		97.7%	46.9%	18.2%	68.9%	35.5%	33.4%	83.8%
%H (TV HH)			48.0%	18.6%	70.6%	36.4%	34.2%	
D	319	305	103	58	207	69	138	206
%V	11.9%	12.0%	9.5%	13.6%	11.3%	8.7%	13.3%	9.5%
%H (All HH)		95.6%	32.3%	18.2%	64.9%	21.6%	43.3%	64.6%
%H (TV HH)			33.8%	19.0%	67.9%	22.6%	45.2%	
E	224	201	58	22	153	33	119	89
%V	8.4%	7.9%	5.3%	5.2%	8.3%	4.1%	11.5%	4.1%
%H (All HH)		89.7%	25.9%	9.8%	68.3%	14.7%	53.1%	39.7%
%H (TV HH)			28.9%	10.9%	76.1%	16.4%	59.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Household level data

Table 20.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2677	2552	1087	425	1834	796	1039	2162
%H (All HH)		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%
%H (TV HH)			42.6%	16.7%	71.9%	31.2%	40.7%	
Under 25	95	84	22	15	58	15	43	82
%V	3.5%	3.3%	2.0%	3.5%	3.2%	1.9%	4.1%	3.8%
%H (All HH)		88.4%	23.2%	15.8%	61.1%	15.8%	45.3%	86.3%
%H (TV HH)			26.2%	17.9%	69.0%	17.9%	51.2%	
25 - 34	349	327	170	66	199	109	89	328
%V	13.0%	12.8%	15.6%	15.5%	10.9%	13.7%	8.6%	15.2%
%H (All HH)		93.7%	48.7%	18.9%	57.0%	31.2%	25.5%	94.0%
%H (TV HH)			52.0%	20.2%	60.9%	33.3%	27.2%	
35 - 44	440	421	222	81	266	143	124	418
%V	16.4%	16.5%	20.4%	19.1%	14.5%	18.0%	11.9%	19.3%
%H (All HH)		95.7%	50.5%	18.4%	60.5%	32.5%	28.2%	95.0%
%H (TV HH)			52.7%	19.2%	63.2%	34.0%	29.5%	
45 - 54	537	509	245	98	357	190	167	485
%V	20.1%	19.9%	22.5%	23.1%	19.5%	23.9%	16.1%	22.4%
%H (All HH)		94.8%	45.6%	18.2%	66.5%	35.4%	31.1%	90.3%
%H (TV HH)			48.1%	19.3%	70.1%	37.3%	32.8%	
55 - 64	444	425	171	75	317	137	180	382
%V	16.6%	16.7%	15.7%	17.6%	17.3%	17.2%	17.3%	17.7%
%H (All HH)		95.7%	38.5%	16.9%	71.4%	30.9%	40.5%	86.0%
%H (TV HH)			40.2%	17.6%	74.6%	32.2%	42.4%	
65 +	814	785	257	91	638	201	437	468
%V	30.4%	30.8%	23.6%	21.4%	34.8%	25.3%	42.1%	21.6%
%H (All HH)		96.4%	31.6%	11.2%	78.4%	24.7%	53.7%	57.5%
%H (TV HH)			32.7%	11.6%	81.3%	25.6%	55.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Household level data

Table 20.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2677	2552	1087	425	1834	796	1039	2162
%H (All HH)		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%
%H (TV HH)			42.6%	16.7%	71.9%	31.2%	40.7%	
1	814	749	216	94	570	134	436	455
%V	30.4%	29.3%	19.9%	22.1%	31.1%	16.8%	42.0%	21.0%
%H (All HH)		92.0%	26.5%	11.5%	70.0%	16.5%	53.6%	55.9%
%H (TV HH)			28.8%	12.6%	76.1%	17.9%	58.2%	
2	927	893	384	136	672	298	374	803
%V	34.6%	35.0%	35.3%	32.0%	36.6%	37.4%	36.0%	37.1%
%H (All HH)		96.3%	41.4%	14.7%	72.5%	32.1%	40.3%	86.6%
%H (TV HH)			43.0%	15.2%	75.3%	33.4%	41.9%	
3	394	385	209	72	251	147	104	371
%V	14.7%	15.1%	19.2%	16.9%	13.7%	18.5%	10.0%	17.2%
%H (All HH)		97.7%	53.0%	18.3%	63.7%	37.3%	26.4%	94.2%
%H (TV HH)			54.3%	18.7%	65.2%	38.2%	27.0%	
4	356	346	184	85	213	135	78	351
%V	13.3%	13.6%	16.9%	20.0%	11.6%	17.0%	7.5%	16.2%
%H (All HH)		97.2%	51.7%	23.9%	59.8%	37.9%	21.9%	98.6%
%H (TV HH)			53.2%	24.6%	61.6%	39.0%	22.5%	
5+	187	179	94	37	129	83	46	182
%V	7.0%	7.0%	8.6%	8.7%	7.0%	10.4%	4.4%	8.4%
%H (All HH)		95.7%	50.3%	19.8%	69.0%	44.4%	24.6%	97.3%
%H (TV HH)			52.5%	20.7%	72.1%	46.4%	25.7%	
Average HH size	2.34	2.36	2.62	2.64	2.30	2.71	1.98	2.57

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Household level data

Table 20.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2677	2552	1087	425	1834	796	1039	2162
%H (All HH)		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%
%H (TV HH)			42.6%	16.7%	71.9%	31.2%	40.7%	
Without	2006	1900	718	300	1420	543	877	1516
%V	74.9%	74.5%	66.1%	70.6%	77.4%	68.2%	84.4%	70.1%
%H (All HH)		94.7%	35.8%	15.0%	70.8%	27.1%	43.7%	75.6%
%H (TV HH)			37.8%	15.8%	74.7%	28.6%	46.2%	
With	672	652	369	124	414	252	162	646
%V	25.1%	25.5%	33.9%	29.2%	22.6%	31.7%	15.6%	29.9%
%H (All HH)		97.0%	54.9%	18.5%	61.6%	37.5%	24.1%	96.1%
%H (TV HH)			56.6%	19.0%	63.5%	38.7%	24.8%	
0 - 3	253	246	133	47	149	84	66	242
%V	9.5%	9.6%	12.2%	11.1%	8.1%	10.6%	6.4%	11.2%
%H (All HH)		97.2%	52.6%	18.6%	58.9%	33.2%	26.1%	95.7%
%H (TV HH)			54.1%	19.1%	60.6%	34.1%	26.8%	
4 - 9	324	316	184	52	207	126	82	313
%V	12.1%	12.4%	16.9%	12.2%	11.3%	15.8%	7.9%	14.5%
%H (All HH)		97.5%	56.8%	16.0%	63.9%	38.9%	25.3%	96.6%
%H (TV HH)			58.2%	16.5%	65.5%	39.9%	25.9%	
10 - 15	313	303	176	63	197	131	66	303
%V	11.7%	11.9%	16.2%	14.8%	10.7%	16.5%	6.4%	14.0%
%H (All HH)		96.8%	56.2%	20.1%	62.9%	41.9%	21.1%	96.8%
%H (TV HH)			58.1%	20.8%	65.0%	43.2%	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Household level data

Table 20.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2677	2552	1087	425	1834	796	1039	2162
%H (All HH)		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%
%H (TV HH)			42.6%	16.7%	71.9%	31.2%	40.7%	
1	1027	1027	319	153	695	151	544	720
%V	38.4%	40.2%	29.3%	36.0%	37.9%	19.0%	52.4%	33.3%
%H (All HH)		100.0%	31.1%	14.9%	67.7%	14.7%	53.0%	70.1%
%H (TV HH)			31.1%	14.9%	67.7%	14.7%	53.0%	
2	851	851	384	148	604	287	317	711
%V	31.8%	33.3%	35.3%	34.8%	32.9%	36.1%	30.5%	32.9%
%H (All HH)		100.0%	45.1%	17.4%	71.0%	33.7%	37.3%	83.5%
%H (TV HH)			45.1%	17.4%	71.0%	33.7%	37.3%	
3	412	412	226	63	324	197	127	386
%V	15.4%	16.1%	20.8%	14.8%	17.7%	24.7%	12.2%	17.9%
%H (All HH)		100.0%	54.9%	15.3%	78.6%	47.8%	30.8%	93.7%
%H (TV HH)			54.9%	15.3%	78.6%	47.8%	30.8%	
4	177	177	103	44	143	110	33	173
%V	6.6%	6.9%	9.5%	10.4%	7.8%	13.8%	3.2%	8.0%
%H (All HH)		100.0%	58.2%	24.9%	80.8%	62.1%	18.6%	97.7%
%H (TV HH)			58.2%	24.9%	80.8%	62.1%	18.6%	
5+	86	86	54	16	68	51	17	85
%V	3.2%	3.4%	5.0%	3.8%	3.7%	6.4%	1.6%	3.9%
%H (All HH)		100.0%	62.8%	18.6%	79.1%	59.3%	19.8%	98.8%
%H (TV HH)			62.8%	18.6%	79.1%	59.3%	19.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Household level data

Table 20.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2677	2552	1087	425	1834	796	1039	2162
%H (All HH)		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%
%H (TV HH)			42.6%	16.7%	71.9%	31.2%	40.7%	
Under 20"	668	668	296	104	546	279	268	577
%V	25.0%	26.2%	27.2%	24.5%	29.8%	35.1%	25.8%	26.7%
%H (All HH)		100.0%	44.3%	15.6%	81.7%	41.8%	40.1%	86.4%
%H (TV HH)			44.3%	15.6%	81.7%	41.8%	40.1%	
20" - 29"	1012	1012	430	167	778	356	422	810
%V	37.8%	39.7%	39.6%	39.3%	42.4%	44.7%	40.6%	37.5%
%H (All HH)		100.0%	42.5%	16.5%	76.9%	35.2%	41.7%	80.0%
%H (TV HH)			42.5%	16.5%	76.9%	35.2%	41.7%	
30" - 39"	1385	1385	620	248	1006	486	520	1154
%V	51.7%	54.3%	57.0%	58.4%	54.9%	61.1%	50.0%	53.4%
%H (All HH)		100.0%	44.8%	17.9%	72.6%	35.1%	37.5%	83.3%
%H (TV HH)			44.8%	17.9%	72.6%	35.1%	37.5%	
40" and over	1099	1099	591	206	747	440	307	1014
%V	41.1%	43.1%	54.4%	48.5%	40.7%	55.3%	29.5%	46.9%
%H (All HH)		100.0%	53.8%	18.7%	68.0%	40.0%	27.9%	92.3%
%H (TV HH)			53.8%	18.7%	68.0%	40.0%	27.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV South and South East

Household level data

Table 20.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2677	2552	1087	425	1834	796	1039	2162
%V (All HH)		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%
%H (TV HH)			42.6%	16.7%	71.9%	31.2%	40.7%	
Main living room	2522	2522	1081	420	1815	792	1023	2048
%V	94.2%	98.8%	99.4%	98.8%	99.0%	99.5%	98.5%	94.7%
%H (All HH)		100.0%	42.9%	16.7%	72.0%	31.4%	40.6%	81.2%
%H (TV HH)			42.9%	16.7%	72.0%	31.4%	40.6%	
Kitchen	334	334	169	49	289	168	121	306
%V	12.5%	13.1%	15.5%	11.5%	15.8%	21.1%	11.6%	14.2%
%H (All HH)		100.0%	50.6%	14.7%	86.5%	50.3%	36.2%	91.6%
%H (TV HH)			50.6%	14.7%	86.5%	50.3%	36.2%	
Adult's bedroom	1149	1149	591	213	863	512	352	1021
%V	42.9%	45.0%	54.4%	50.1%	47.1%	64.3%	33.9%	47.2%
%H (All HH)		100.0%	51.4%	18.5%	75.1%	44.6%	30.6%	88.9%
%H (TV HH)			51.4%	18.5%	75.1%	44.6%	30.6%	
Child's bedroom	231	231	136	48	166	116	50	220
%V	8.6%	9.1%	12.5%	11.3%	9.1%	14.6%	4.8%	10.2%
%H (All HH)		100.0%	58.9%	20.8%	71.9%	50.2%	21.6%	95.2%
%H (TV HH)			58.9%	20.8%	71.9%	50.2%	21.6%	
Other bedroom	142	142	74	28	105	64	41	138
%V	5.3%	5.6%	6.8%	6.6%	5.7%	8.0%	3.9%	6.4%
%H (All HH)		100.0%	52.1%	19.7%	73.9%	45.1%	28.9%	97.2%
%H (TV HH)			52.1%	19.7%	73.9%	45.1%	28.9%	
Second living/dining room	212	212	117	38	162	103	59	197
%V	7.9%	8.3%	10.8%	8.9%	8.8%	12.9%	5.7%	9.1%
%H (All HH)		100.0%	55.2%	17.9%	76.4%	48.6%	27.8%	92.9%
%H (TV HH)			55.2%	17.9%	76.4%	48.6%	27.8%	
Study/office	63	63	32	8	49	26	23	59
%V	2.4%	2.5%	2.9%	1.9%	2.7%	3.3%	2.2%	2.7%
%H (All HH)		100.0%	50.8%	12.7%	77.8%	41.3%	36.5%	93.7%
%H (TV HH)			50.8%	12.7%	77.8%	41.3%	36.5%	
TV room	27	27	14	7	18	10	7	25
%V	1.0%	1.1%	1.3%	1.6%	1.0%	1.3%	0.7%	1.2%
%H (All HH)		100.0%	51.9%	25.9%	66.7%	37.0%	25.9%	92.6%
%H (TV HH)			51.9%	25.9%	66.7%	37.0%	25.9%	
Conservatory	60	60	38	6	49	32	17	56
%V	2.2%	2.4%	3.5%	1.4%	2.7%	4.0%	1.6%	2.6%
%H (All HH)		100.0%	63.3%	10.0%	81.7%	53.3%	28.3%	93.3%
%H (TV HH)			63.3%	10.0%	81.7%	53.3%	28.3%	
Attic or loft room	6	6	3	2	5	4	1	6
%V	0.2%	0.2%	0.3%	0.5%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	50.0%	33.3%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			50.0%	33.3%	83.3%	66.7%	16.7%	
No specific location	3	3	1	1	3	2	0	3
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.3%	0.0%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	0.0%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	0.0%	
Other	24	24	12	4	17	9	8	24
%V	0.9%	0.9%	1.1%	0.9%	0.9%	1.1%	0.8%	1.1%
%H (All HH)		100.0%	50.0%	16.7%	70.8%	37.5%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	70.8%	37.5%	33.3%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Household level data

Table 20.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2677	2552	1087	425	1834	796	1039	2162
%H (All HH)		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%
%H (TV HH)			42.6%	16.7%	71.9%	31.2%	40.7%	
Any DSAT provider	1087	1087	1087	20	607	607	0	986
%V	40.6%	42.6%	100.0%	4.7%	33.1%	76.3%	0.0%	45.6%
%H (All HH)			100.0%	1.8%	55.8%	55.8%	0.0%	90.7%
%H (TV HH)			100.0%	1.8%	55.8%	55.8%	0.0%	
Sky with subcription	881	881	881	10	488	488	0	813
%V	32.9%	34.5%	81.0%	2.4%	26.6%	61.3%	0.0%	37.6%
%H (All HH)			100.0%	1.1%	55.4%	55.4%	0.0%	92.3%
%H (TV HH)			100.0%	1.1%	55.4%	55.4%	0.0%	
Sky without subscription	47	47	47	4	29	29	0	41
%V	1.8%	1.8%	4.3%	0.9%	1.6%	3.6%	0.0%	1.9%
%H (All HH)			100.0%	8.5%	61.7%	61.7%	0.0%	87.2%
%H (TV HH)			100.0%	8.5%	61.7%	61.7%	0.0%	
Freesat	180	180	180	8	104	104	0	153
%V	6.7%	7.1%	16.6%	1.9%	5.7%	13.1%	0.0%	7.1%
%H (All HH)			100.0%	4.4%	57.8%	57.8%	0.0%	85.0%
%H (TV HH)			100.0%	4.4%	57.8%	57.8%	0.0%	
Other satellite provider	24	24	24	3	14	14	0	20
%V	0.9%	0.9%	2.2%	0.7%	0.8%	1.8%	0.0%	0.9%
%H (All HH)			100.0%	12.5%	58.3%	58.3%	0.0%	83.3%
%H (TV HH)			100.0%	12.5%	58.3%	58.3%	0.0%	
DCAB	425	425	20	425	199	199	0	385
%V	15.9%	16.7%	1.8%	100.0%	10.9%	25.0%	0.0%	17.8%
%H (All HH)			4.7%	100.0%	46.8%	46.8%	0.0%	90.6%
%H (TV HH)			4.7%	100.0%	46.8%	46.8%	0.0%	
DTT	1834	1834	607	199	1834	796	1039	1442
%V	68.5%	71.9%	55.8%	46.8%	100.0%	100.0%	100.0%	66.7%
%H (All HH)		100.0%	33.1%	10.9%	100.0%	43.4%	56.7%	78.6%
%H (TV HH)			33.1%	10.9%	100.0%	43.4%	56.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV South and South East

Household level data

Table 20.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2677	2552	1087	425	1834	796	1039	2162
%H (All HH)		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%
%H (TV HH)			42.6%	16.7%	71.9%	31.2%	40.7%	
PVR	1639	1639	936	325	1088	692	395	1499
%V	61.2%	64.2%	86.1%	76.5%	59.3%	86.9%	38.0%	69.3%
%H (All HH)		100.0%	57.1%	19.8%	66.4%	42.2%	24.1%	91.5%
%H (TV HH)			57.1%	19.8%	66.4%	42.2%	24.1%	
DVDR	140	140	57	24	107	47	60	120
%V	5.2%	5.5%	5.2%	5.6%	5.8%	5.9%	5.8%	5.6%
%H (All HH)		100.0%	40.7%	17.1%	76.4%	33.6%	42.9%	85.7%
%H (TV HH)			40.7%	17.1%	76.4%	33.6%	42.9%	
VCR	78	78	30	6	63	21	41	53
%V	2.9%	3.1%	2.8%	1.4%	3.4%	2.6%	3.9%	2.5%
%H (All HH)		100.0%	38.5%	7.7%	80.8%	26.9%	52.6%	67.9%
%H (TV HH)			38.5%	7.7%	80.8%	26.9%	52.6%	
Any recorder	1716	1716	952	334	1152	703	448	1547
%V	64.1%	67.2%	87.6%	78.6%	62.8%	88.3%	43.1%	71.6%
%H (All HH)		100.0%	55.5%	19.5%	67.1%	41.0%	26.1%	90.2%
%H (TV HH)			55.5%	19.5%	67.1%	41.0%	26.1%	
Receives HDTV (via STB or built-in reception)	1447	1447	767	321	972	597	375	1314
%V	54.1%	56.7%	70.6%	75.5%	53.0%	75.0%	36.1%	60.8%
%H (All HH)		100.0%	53.0%	22.2%	67.2%	41.3%	25.9%	90.8%
%H (TV HH)			53.0%	22.2%	67.2%	41.3%	25.9%	
DVD/Blu-ray player or recorder	2029	2029	920	345	1469	696	773	1732
%V	75.8%	79.5%	84.6%	81.2%	80.1%	87.4%	74.4%	80.1%
%H (All HH)		100.0%	45.3%	17.0%	72.4%	34.3%	38.1%	85.4%
%H (TV HH)			45.3%	17.0%	72.4%	34.3%	38.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Household level data

Table 20.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2677	2552	1087	425	1834	796	1039	2162
%V		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%
%H (All HH)			42.6%	16.7%	71.9%	31.2%	40.7%	
%H (TV HH)								
Has broadband internet	2162	2075	986	385	1442	736	707	2162
%V	80.8%	81.3%	90.7%	90.6%	78.6%	92.5%	68.0%	100.0%
%H (All HH)		96.0%	45.6%	17.8%	66.7%	34.0%	32.7%	100.0%
%H (TV HH)			47.5%	18.6%	69.5%	35.5%	34.1%	
Number of computers (PCs and laptops)								
0	464	432	88	39	351	52	300	28
%V	17.3%	16.9%	8.1%	9.2%	19.1%	6.5%	28.9%	1.3%
%H (All HH)		93.1%	19.0%	8.4%	75.6%	11.2%	64.7%	6.0%
%H (TV HH)			20.4%	9.0%	81.3%	12.0%	69.4%	
1	708	661	258	97	483	180	304	652
%V	26.4%	25.9%	23.7%	22.8%	26.3%	22.6%	29.3%	30.2%
%H (All HH)		93.4%	36.4%	13.7%	68.2%	25.4%	42.9%	92.1%
%H (TV HH)			39.0%	14.7%	73.1%	27.2%	46.0%	
2	638	618	300	118	430	223	208	627
%V	23.8%	24.2%	27.6%	27.8%	23.4%	28.0%	20.0%	29.0%
%H (All HH)		96.9%	47.0%	18.5%	67.4%	35.0%	32.6%	98.3%
%H (TV HH)			48.5%	19.1%	69.6%	36.1%	33.7%	
3	378	366	191	74	240	138	101	374
%V	14.1%	14.3%	17.6%	17.4%	13.1%	17.3%	9.7%	17.3%
%H (All HH)		96.8%	50.5%	19.6%	63.5%	36.5%	26.7%	98.9%
%H (TV HH)			52.2%	20.2%	65.6%	37.7%	27.6%	
4	218	213	111	42	152	91	61	214
%V	8.1%	8.3%	10.2%	9.9%	8.3%	11.4%	5.9%	9.9%
%H (All HH)		97.7%	50.9%	19.3%	69.7%	41.7%	28.0%	98.2%
%H (TV HH)			52.1%	19.7%	71.4%	42.7%	28.6%	
5+	271	263	140	55	177	112	66	268
%V	10.1%	10.3%	12.9%	12.9%	9.7%	14.1%	6.4%	12.4%
%H (All HH)		97.0%	51.7%	20.3%	65.3%	41.3%	24.4%	98.9%
%H (TV HH)			53.2%	20.9%	67.3%	42.6%	25.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Set level data

Table 20.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5137	2475	900	3820	2034	1786	4455
%H		48.2%	17.5%	74.4%	39.6%	34.8%	86.7%
Under 20"	857	389	126	709	370	339	754
%V	16.7%	15.7%	14.0%	18.6%	18.2%	19.0%	16.9%
%H		45.4%	14.7%	82.7%	43.2%	39.6%	88.0%
20" - 29"	1278	570	219	989	486	503	1053
%V	24.9%	23.0%	24.3%	25.9%	23.9%	28.2%	23.6%
%H		44.6%	17.1%	77.4%	38.0%	39.4%	82.4%
30" - 39"	1623	758	289	1177	595	582	1373
%V	31.6%	30.6%	32.1%	30.8%	29.3%	32.6%	30.8%
%H		46.7%	17.8%	72.5%	36.7%	35.9%	84.6%
40" and over	1328	733	254	900	553	346	1235
%V	25.9%	29.6%	28.2%	23.6%	27.2%	19.4%	27.7%
%H		55.2%	19.1%	67.8%	41.6%	26.1%	93.0%
Don't know	52	24	11	45	30	16	40
%V	1.0%	1.0%	1.2%	1.2%	1.5%	0.9%	0.9%
%H		46.2%	21.2%	86.5%	57.7%	30.8%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Set level data

Table 20.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5137	2475	900	3820	2034	1786	4455
%H		48.2%	17.5%	74.4%	39.6%	34.8%	86.7%
Main living room	2545	1088	423	1831	796	1035	2065
%V	49.5%	44.0%	47.0%	47.9%	39.1%	58.0%	46.4%
%H		42.8%	16.6%	71.9%	31.3%	40.7%	81.1%
Kitchen	334	169	49	289	168	121	306
%V	6.5%	6.8%	5.4%	7.6%	8.3%	6.8%	6.9%
%H		50.6%	14.7%	86.5%	50.3%	36.2%	91.6%
Adult's bedroom	1371	719	260	1045	644	401	1237
%V	26.7%	29.1%	28.9%	27.4%	31.7%	22.5%	27.8%
%H		52.4%	19.0%	76.2%	47.0%	29.2%	90.2%
Child's bedroom	317	191	68	221	158	64	306
%V	6.2%	7.7%	7.6%	5.8%	7.8%	3.6%	6.9%
%H		60.3%	21.5%	69.7%	49.8%	20.2%	96.5%
Other bedroom	167	86	34	125	78	47	163
%V	3.3%	3.5%	3.8%	3.3%	3.8%	2.6%	3.7%
%H		51.5%	20.4%	74.9%	46.7%	28.1%	97.6%
Second living/dining room	215	119	38	165	105	60	201
%V	4.2%	4.8%	4.2%	4.3%	5.2%	3.4%	4.5%
%H		55.3%	17.7%	76.7%	48.8%	27.9%	93.5%
Study/office	63	33	8	49	26	23	60
%V	1.2%	1.3%	0.9%	1.3%	1.3%	1.3%	1.3%
%H		52.4%	12.7%	77.8%	41.3%	36.5%	95.2%
TV room	28	14	7	18	11	7	26
%V	0.5%	0.6%	0.8%	0.5%	0.5%	0.4%	0.6%
%H		50.0%	25.0%	64.3%	39.3%	25.0%	92.9%
Conservatory	60	38	6	49	32	17	56
%V	1.2%	1.5%	0.7%	1.3%	1.6%	1.0%	1.3%
%H		63.3%	10.0%	81.7%	53.3%	28.3%	93.3%
Attic or loft room	6	3	2	5	4	1	6
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	33.3%	83.3%	66.7%	16.7%	100.0%
No specific location	4	3	1	4	3	1	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		75.0%	25.0%	100.0%	75.0%	25.0%	100.0%
Other	26	12	5	18	9	10	26
%V	0.5%	0.5%	0.6%	0.5%	0.4%	0.6%	0.6%
%H		46.2%	19.2%	69.2%	34.6%	38.5%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Set level data

Table 20.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5137	2475	900	3820	2034	1786	4455
%H		48.2%	17.5%	74.4%	39.6%	34.8%	86.7%
PVR	2165	1296	458	1391	956	435	2012
%V	42.1%	52.4%	50.9%	36.4%	47.0%	24.4%	45.2%
%H		59.9%	21.2%	64.2%	44.2%	20.1%	92.9%
DVDR	155	64	25	118	52	67	134
%V	3.0%	2.6%	2.8%	3.1%	2.6%	3.8%	3.0%
%H		41.3%	16.1%	76.1%	33.5%	43.2%	86.5%
VCR	86	36	7	70	27	43	59
%V	1.7%	1.5%	0.8%	1.8%	1.3%	2.4%	1.3%
%H		41.9%	8.1%	81.4%	31.4%	50.0%	68.6%
Any recorder	2277	1330	470	1485	983	502	2091
%V	44.3%	53.7%	52.2%	38.9%	48.3%	28.1%	46.9%
%H		58.4%	20.6%	65.2%	43.2%	22.0%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5137	2475	900	3820	2034	1786	4455
%H		48.2%	17.5%	74.4%	39.6%	34.8%	86.7%
Receives HDTV (via STB or built-in reception)	2064	1111	477	1409	904	505	1903
%V	40.2%	44.9%	53.0%	36.9%	44.4%	28.3%	42.7%
%H		53.8%	23.1%	68.3%	43.8%	24.5%	92.2%
DVD/Blu-ray player or recorder	2932	1424	515	2189	1178	1011	2583
%V	57.1%	57.5%	57.2%	57.3%	57.9%	56.6%	58.0%
%H		48.6%	17.6%	74.7%	40.2%	34.5%	88.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2545	1086	424	1832	795	1037	2068
%H		42.7%	16.7%	72.0%	31.2%	40.7%	81.3%
Under 20"	61	11	5	49	4	44	38
%V	2.4%	1.0%	1.2%	2.7%	0.5%	4.2%	1.8%
%H		18.0%	8.2%	80.3%	6.6%	72.1%	62.3%
20" - 29"	386	101	48	301	64	238	244
%V	15.2%	9.3%	11.3%	16.4%	8.1%	23.0%	11.8%
%H		26.2%	12.4%	78.0%	16.6%	61.7%	63.2%
30" - 39"	1007	391	170	743	297	445	792
%V	39.6%	36.0%	40.1%	40.6%	37.4%	42.9%	38.3%
%H		38.8%	16.9%	73.8%	29.5%	44.2%	78.6%
40" and over	1069	577	199	721	423	298	984
%V	42.0%	53.1%	46.9%	39.4%	53.2%	28.7%	47.6%
%H		54.0%	18.6%	67.4%	39.6%	27.9%	92.0%
Don't know	20	6	2	18	6	11	10
%V	0.8%	0.6%	0.5%	1.0%	0.8%	1.1%	0.5%
%H		30.0%	10.0%	90.0%	30.0%	55.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Set level data

Table 20.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2545	1086	424	1832	795	1037	2068
%H		42.7%	16.7%	72.0%	31.2%	40.7%	81.3%
PVR	1611	925	323	1065	685	380	1473
%V	63.3%	85.2%	76.2%	58.1%	86.2%	36.6%	71.2%
%H		57.4%	20.0%	66.1%	42.5%	23.6%	91.4%
DVDR	118	44	19	88	35	54	99
%V	4.6%	4.1%	4.5%	4.8%	4.4%	5.2%	4.8%
%H		37.3%	16.1%	74.6%	29.7%	45.8%	83.9%
VCR	62	23	6	50	16	33	39
%V	2.4%	2.1%	1.4%	2.7%	2.0%	3.2%	1.9%
%H		37.1%	9.7%	80.6%	25.8%	53.2%	62.9%
Any recorder	1682	941	331	1123	695	428	1517
%V	66.1%	86.6%	78.1%	61.3%	87.4%	41.3%	73.4%
%H		55.9%	19.7%	66.8%	41.3%	25.4%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2545	1086	424	1832	795	1037	2068
%H		42.7%	16.7%	72.0%	31.2%	40.7%	81.3%
Receives HDTV (via STB or built-in reception)	1421	755	315	954	588	365	1290
%V	55.8%	69.5%	74.3%	52.1%	74.0%	35.2%	62.4%
%H		53.1%	22.2%	67.1%	41.4%	25.7%	90.8%
DVD/Blu-ray player or recorder	1934	876	327	1393	652	742	1647
%V	76.0%	80.7%	77.1%	76.0%	82.0%	71.6%	79.6%
%H		45.3%	16.9%	72.0%	33.7%	38.4%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2592	1389	477	1988	1239	750	2386
%H		53.6%	18.4%	76.7%	47.8%	28.9%	92.1%
Under 20"	796	379	121	660	365	294	715
%V	30.7%	27.3%	25.4%	33.2%	29.5%	39.2%	30.0%
%H		47.6%	15.2%	82.9%	45.9%	36.9%	89.8%
20" - 29"	891	470	172	688	422	266	809
%V	34.4%	33.8%	36.1%	34.6%	34.1%	35.5%	33.9%
%H		52.7%	19.3%	77.2%	47.4%	29.9%	90.8%
30" - 39"	616	368	119	435	298	137	581
%V	23.8%	26.5%	24.9%	21.9%	24.1%	18.3%	24.4%
%H		59.7%	19.3%	70.6%	48.4%	22.2%	94.3%
40" and over	258	156	55	179	130	49	250
%V	10.0%	11.2%	11.5%	9.0%	10.5%	6.5%	10.5%
%H		60.5%	21.3%	69.4%	50.4%	19.0%	96.9%
Don't know	31	17	10	27	23	4	30
%V	1.2%	1.2%	2.1%	1.4%	1.9%	0.5%	1.3%
%H		54.8%	32.3%	87.1%	74.2%	12.9%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Set level data

Table 20.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2592	1389	477	1988	1239	750	2386
%H		53.6%	18.4%	76.7%	47.8%	28.9%	92.1%
PVR	554	371	135	326	271	55	539
%V	21.4%	26.7%	28.3%	16.4%	21.9%	7.3%	22.6%
%H		67.0%	24.4%	58.8%	48.9%	9.9%	97.3%
DVDR	37	20	5	30	17	13	35
%V	1.4%	1.4%	1.0%	1.5%	1.4%	1.7%	1.5%
%H		54.1%	13.5%	81.1%	45.9%	35.1%	94.6%
VCR	23	13	1	20	10	10	20
%V	0.9%	0.9%	0.2%	1.0%	0.8%	1.3%	0.8%
%H		56.5%	4.3%	87.0%	43.5%	43.5%	87.0%
Any recorder	595	390	140	361	288	74	575
%V	23.0%	28.1%	29.4%	18.2%	23.2%	9.9%	24.1%
%H		65.5%	23.5%	60.7%	48.4%	12.4%	96.6%

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	2592	1389	477	1988	1239	750	2386
%H		53.6%	18.4%	76.7%	47.8%	28.9%	92.1%
Receives HDTV (via STB or built-in reception)	643	355	162	456	316	140	612
%V	24.8%	25.6%	34.0%	22.9%	25.5%	18.7%	25.6%
%H		55.2%	25.2%	70.9%	49.1%	21.8%	95.2%
DVD/Blu-ray player or recorder	998	548	188	796	526	270	936
%V	38.5%	39.5%	39.4%	40.0%	42.5%	36.0%	39.2%
%H		54.9%	18.8%	79.8%	52.7%	27.1%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 20.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6276	6033	2852	1119	4210	2153	2057	5557
%H		96.1%	45.4%	17.8%	67.1%	34.3%	32.8%	88.5%
Total Children	1151	1119	633	212	715	436	280	1111
%V	18.3%	18.5%	22.2%	18.9%	17.0%	20.3%	13.6%	20.0%
%H		97.2%	55.0%	18.4%	62.1%	37.9%	24.3%	96.5%
0 - 3	301	291	155	58	177	99	78	287
%V	4.8%	4.8%	5.4%	5.2%	4.2%	4.6%	3.8%	5.2%
%H		96.7%	51.5%	19.3%	58.8%	32.9%	25.9%	95.3%
4 - 15	850	828	478	154	539	336	202	823
%V	13.5%	13.7%	16.8%	13.8%	12.8%	15.6%	9.8%	14.8%
%H		97.4%	56.2%	18.1%	63.4%	39.5%	23.8%	96.8%
4 - 9	434	423	248	69	277	168	109	420
%V	6.9%	7.0%	8.7%	6.2%	6.6%	7.8%	5.3%	7.6%
%H		97.5%	57.1%	15.9%	63.8%	38.7%	25.1%	96.8%
10 - 15	416	405	231	85	262	169	94	403
%V	6.6%	6.7%	8.1%	7.6%	6.2%	7.8%	4.6%	7.3%
%H		97.4%	55.5%	20.4%	63.0%	40.6%	22.6%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6276	6033	2852	1119	4210	2153	2057	5557
%H		96.1%	45.4%	17.8%	67.1%	34.3%	32.8%	88.5%
Total Adults (16+)	5125	4913	2218	907	3495	1718	1777	4446
%V	81.7%	81.4%	77.8%	81.1%	83.0%	79.8%	86.4%	80.0%
%H		95.9%	43.3%	17.7%	68.2%	33.5%	34.7%	86.8%
16 - 19	297	288	139	61	204	121	83	282
%V	4.7%	4.8%	4.9%	5.5%	4.8%	5.6%	4.0%	5.1%
%H		97.0%	46.8%	20.5%	68.7%	40.7%	27.9%	94.9%
20 - 24	373	345	127	91	229	115	114	352
%V	5.9%	5.7%	4.5%	8.1%	5.4%	5.3%	5.5%	6.3%
%H		92.5%	34.0%	24.4%	61.4%	30.8%	30.6%	94.4%
25 - 34	752	701	358	145	440	244	196	711
%V	12.0%	11.6%	12.6%	13.0%	10.5%	11.3%	9.5%	12.8%
%H		93.2%	47.6%	19.3%	58.5%	32.4%	26.1%	94.5%
35 - 44	781	750	406	146	481	276	205	748
%V	12.4%	12.4%	14.2%	13.0%	11.4%	12.8%	10.0%	13.5%
%H		96.0%	52.0%	18.7%	61.6%	35.3%	26.2%	95.8%
45 - 54	942	909	438	191	633	355	278	870
%V	15.0%	15.1%	15.4%	17.1%	15.0%	16.5%	13.5%	15.7%
%H		96.5%	46.5%	20.3%	67.2%	37.7%	29.5%	92.4%
55 - 64	739	714	309	128	525	244	281	660
%V	11.8%	11.8%	10.8%	11.4%	12.5%	11.3%	13.7%	11.9%
%H		96.6%	41.8%	17.3%	71.0%	33.0%	38.0%	89.3%
65+	1241	1205	442	146	983	363	619	824
%V	19.8%	20.0%	15.5%	13.0%	23.3%	16.9%	30.1%	14.8%
%H		97.1%	35.6%	11.8%	79.2%	29.3%	49.9%	66.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Individual level data

Table 20.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5125	4913	2218	907	3495	1718	1777	4446
%H		95.9%	43.3%	17.7%	68.2%	33.5%	34.7%	86.8%
AB	1681	1628	767	277	1143	556	587	1602
%V	32.8%	33.1%	34.6%	30.5%	32.7%	32.4%	33.0%	36.0%
%H		96.8%	45.6%	16.5%	68.0%	33.1%	34.9%	95.3%
C1	1536	1446	639	285	1066	550	516	1369
%V	30.0%	29.4%	28.8%	31.4%	30.5%	32.0%	29.0%	30.8%
%H		94.1%	41.6%	18.6%	69.4%	35.8%	33.6%	89.1%
C2	1067	1049	521	210	736	415	321	943
%V	20.8%	21.4%	23.5%	23.2%	21.1%	24.2%	18.1%	21.2%
%H		98.3%	48.8%	19.7%	69.0%	38.9%	30.1%	88.4%
D	542	517	203	105	342	140	202	396
%V	10.6%	10.5%	9.2%	11.6%	9.8%	8.1%	11.4%	8.9%
%H		95.4%	37.5%	19.4%	63.1%	25.8%	37.3%	73.1%
E	298	273	88	30	207	56	151	136
%V	5.8%	5.6%	4.0%	3.3%	5.9%	3.3%	8.5%	3.1%
%H		91.6%	29.5%	10.1%	69.5%	18.8%	50.7%	45.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Individual level data

Table 20.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5125	4913	2218	907	3495	1718	1777	4446
%H		95.9%	43.3%	17.7%	68.2%	33.5%	34.7%	86.8%
Working full time	2340	2251	1118	488	1493	841	652	2222
%V	45.7%	45.8%	50.4%	53.8%	42.7%	49.0%	36.7%	50.0%
%H		96.2%	47.8%	20.9%	63.8%	35.9%	27.9%	95.0%
Working part time	574	561	278	106	390	214	177	537
%V	11.2%	11.4%	12.5%	11.7%	11.2%	12.5%	10.0%	12.1%
%H		97.7%	48.4%	18.5%	67.9%	37.3%	30.8%	93.6%
Not working	2211	2102	822	313	1612	664	948	1687
%V	43.1%	42.8%	37.1%	34.5%	46.1%	38.6%	53.3%	37.9%
%H		95.1%	37.2%	14.2%	72.9%	30.0%	42.9%	76.3%
Housewife/Houseperson	2677	2552	1087	425	1834	796	1039	2162
%V	52.2%	51.9%	49.0%	46.9%	52.5%	46.3%	58.5%	48.6%
%H		95.3%	40.6%	15.9%	68.5%	29.7%	38.8%	80.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2491	2384	1092	454	1679	852	827	2209
%H		95.7%	43.8%	18.2%	67.4%	34.2%	33.2%	88.7%
16 - 19	163	160	82	29	111	66	45	157
%V	6.5%	6.7%	7.5%	6.4%	6.6%	7.7%	5.4%	7.1%
%H		98.2%	50.3%	17.8%	68.1%	40.5%	27.6%	96.3%
20 - 24	180	165	58	42	110	56	54	169
%V	7.2%	6.9%	5.3%	9.3%	6.6%	6.6%	6.5%	7.7%
%H		91.7%	32.2%	23.3%	61.1%	31.1%	30.0%	93.9%
25 - 34	375	355	179	73	221	119	102	354
%V	15.1%	14.9%	16.4%	16.1%	13.2%	14.0%	12.3%	16.0%
%H		94.7%	47.7%	19.5%	58.9%	31.7%	27.2%	94.4%
35 - 44	386	365	203	72	229	137	91	369
%V	15.5%	15.3%	18.6%	15.9%	13.6%	16.1%	11.0%	16.7%
%H		94.6%	52.6%	18.7%	59.3%	35.5%	23.6%	95.6%
45 - 54	468	448	211	103	309	177	132	431
%V	18.8%	18.8%	19.3%	22.7%	18.4%	20.8%	16.0%	19.5%
%H		95.7%	45.1%	22.0%	66.0%	37.8%	28.2%	92.1%
55 - 64	365	353	150	66	259	119	140	327
%V	14.7%	14.8%	13.7%	14.5%	15.4%	14.0%	16.9%	14.8%
%H		96.7%	41.1%	18.1%	71.0%	32.6%	38.4%	89.6%
65+	553	539	209	68	441	178	262	402
%V	22.2%	22.6%	19.1%	15.0%	26.3%	20.9%	31.7%	18.2%
%H		97.5%	37.8%	12.3%	79.7%	32.2%	47.4%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Individual level data

Table 20.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2491	2384	1092	454	1679	852	827	2209
%H		95.7%	43.8%	18.2%	67.4%	34.2%	33.2%	88.7%
AB	845	817	392	143	565	279	286	810
%V	33.9%	34.3%	35.9%	31.5%	33.7%	32.7%	34.6%	36.7%
%H		96.7%	46.4%	16.9%	66.9%	33.0%	33.8%	95.9%
C1	717	673	302	136	496	269	226	665
%V	28.8%	28.2%	27.7%	30.0%	29.5%	31.6%	27.3%	30.1%
%H		93.9%	42.1%	19.0%	69.2%	37.5%	31.5%	92.7%
C2	562	552	271	112	386	216	170	496
%V	22.6%	23.2%	24.8%	24.7%	23.0%	25.4%	20.6%	22.5%
%H		98.2%	48.2%	19.9%	68.7%	38.4%	30.2%	88.3%
D	250	239	94	51	154	66	88	186
%V	10.0%	10.0%	8.6%	11.2%	9.2%	7.7%	10.6%	8.4%
%H		95.6%	37.6%	20.4%	61.6%	26.4%	35.2%	74.4%
E	118	104	33	12	79	23	56	52
%V	4.7%	4.4%	3.0%	2.6%	4.7%	2.7%	6.8%	2.4%
%H		88.1%	28.0%	10.2%	66.9%	19.5%	47.5%	44.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Individual level data

Table 20.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2491	2384	1092	454	1679	852	827	2209
%H		95.7%	43.8%	18.2%	67.4%	34.2%	33.2%	88.7%
Working full time	1434	1381	705	290	909	519	390	1364
%V	57.6%	57.9%	64.6%	63.9%	54.1%	60.9%	47.2%	61.7%
%H		96.3%	49.2%	20.2%	63.4%	36.2%	27.2%	95.1%
Working part time	107	106	48	22	70	36	34	96
%V	4.3%	4.4%	4.4%	4.8%	4.2%	4.2%	4.1%	4.3%
%H		99.1%	44.9%	20.6%	65.4%	33.6%	31.8%	89.7%
Not working	949	897	339	141	700	297	403	749
%V	38.1%	37.6%	31.0%	31.1%	41.7%	34.9%	48.7%	33.9%
%H		94.5%	35.7%	14.9%	73.8%	31.3%	42.5%	78.9%
Housewife/Houseperson	517	473	164	76	330	102	228	367
%V	20.8%	19.8%	15.0%	16.7%	19.7%	12.0%	27.6%	16.6%
%H		91.5%	31.7%	14.7%	63.8%	19.7%	44.1%	71.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Individual level data

Table 20.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2634	2529	1127	454	1816	865	951	2237
%H		96.0%	42.8%	17.2%	68.9%	32.8%	36.1%	84.9%
16 - 19	134	129	58	32	92	55	38	125
%V	5.1%	5.1%	5.1%	7.0%	5.1%	6.4%	4.0%	5.6%
%H		96.3%	43.3%	23.9%	68.7%	41.0%	28.4%	93.3%
20 - 24	192	180	69	48	119	59	60	182
%V	7.3%	7.1%	6.1%	10.6%	6.6%	6.8%	6.3%	8.1%
%H		93.8%	35.9%	25.0%	62.0%	30.7%	31.3%	94.8%
25 - 34	377	346	179	72	220	125	95	357
%V	14.3%	13.7%	15.9%	15.9%	12.1%	14.5%	10.0%	16.0%
%H		91.8%	47.5%	19.1%	58.4%	33.2%	25.2%	94.7%
35 - 44	395	385	203	74	252	138	114	380
%V	15.0%	15.2%	18.0%	16.3%	13.9%	16.0%	12.0%	17.0%
%H		97.5%	51.4%	18.7%	63.8%	34.9%	28.9%	96.2%
45 - 54	474	461	227	88	325	178	146	439
%V	18.0%	18.2%	20.1%	19.4%	17.9%	20.6%	15.4%	19.6%
%H		97.3%	47.9%	18.6%	68.6%	37.6%	30.8%	92.6%
55 - 64	374	362	159	62	266	125	141	333
%V	14.2%	14.3%	14.1%	13.7%	14.6%	14.5%	14.8%	14.9%
%H		96.8%	42.5%	16.6%	71.1%	33.4%	37.7%	89.0%
65+	688	667	232	77	542	185	357	421
%V	26.1%	26.4%	20.6%	17.0%	29.8%	21.4%	37.5%	18.8%
%H		96.9%	33.7%	11.2%	78.8%	26.9%	51.9%	61.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Individual level data

Table 20.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2634	2529	1127	454	1816	865	951	2237
%H		96.0%	42.8%	17.2%	68.9%	32.8%	36.1%	84.9%
AB	836	811	376	135	578	277	302	792
%V	31.7%	32.1%	33.4%	29.7%	31.8%	32.0%	31.8%	35.4%
%H		97.0%	45.0%	16.1%	69.1%	33.1%	36.1%	94.7%
C1	819	772	337	149	570	281	289	704
%V	31.1%	30.5%	29.9%	32.8%	31.4%	32.5%	30.4%	31.5%
%H		94.3%	41.1%	18.2%	69.6%	34.3%	35.3%	86.0%
C2	505	498	250	98	351	199	151	447
%V	19.2%	19.7%	22.2%	21.6%	19.3%	23.0%	15.9%	20.0%
%H		98.6%	49.5%	19.4%	69.5%	39.4%	29.9%	88.5%
D	293	279	109	53	189	75	114	210
%V	11.1%	11.0%	9.7%	11.7%	10.4%	8.7%	12.0%	9.4%
%H		95.2%	37.2%	18.1%	64.5%	25.6%	38.9%	71.7%
E	181	170	56	18	128	33	95	84
%V	6.9%	6.7%	5.0%	4.0%	7.0%	3.8%	10.0%	3.8%
%H		93.9%	30.9%	9.9%	70.7%	18.2%	52.5%	46.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South and South East

Individual level data

Table 20.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2634	2529	1127	454	1816	865	951	2237
%H		96.0%	42.8%	17.2%	68.9%	32.8%	36.1%	84.9%
Working full time	905	869	413	198	583	321	262	858
%V	34.4%	34.4%	36.6%	43.6%	32.1%	37.1%	27.5%	38.4%
%H		96.0%	45.6%	21.9%	64.4%	35.5%	29.0%	94.8%
Working part time	467	455	231	83	320	177	143	441
%V	17.7%	18.0%	20.5%	18.3%	17.6%	20.5%	15.0%	19.7%
%H		97.4%	49.5%	17.8%	68.5%	37.9%	30.6%	94.4%
Not working	1262	1205	483	173	912	367	545	939
%V	47.9%	47.6%	42.9%	38.1%	50.2%	42.4%	57.3%	42.0%
%H		95.5%	38.3%	13.7%	72.3%	29.1%	43.2%	74.4%
Housewife/Houseperson	2161	2079	923	349	1504	694	811	1795
%V	82.0%	82.2%	81.9%	76.9%	82.8%	80.2%	85.3%	80.2%
%H		96.2%	42.7%	16.1%	69.6%	32.1%	37.5%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South East Macro

Household level data

Table 21.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4773	4545	2032	675	3315	1486	1829	3854
%H (All HH)		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%
%H (TV HH)			44.7%	14.9%	72.9%	32.7%	40.2%	
AB	1424	1372	649	207	984	465	518	1331
%V	29.8%	30.2%	31.9%	30.7%	29.7%	31.3%	28.3%	34.5%
%H (All HH)		96.3%	45.6%	14.5%	69.1%	32.7%	36.4%	93.5%
%H (TV HH)			47.3%	15.1%	71.7%	33.9%	37.8%	
C1	1377	1302	584	196	969	449	520	1165
%V	28.8%	28.6%	28.7%	29.0%	29.2%	30.2%	28.4%	30.2%
%H (All HH)		94.6%	42.4%	14.2%	70.4%	32.6%	37.8%	84.6%
%H (TV HH)			44.9%	15.1%	74.4%	34.5%	39.9%	
C2	952	922	452	145	674	349	324	788
%V	19.9%	20.3%	22.2%	21.5%	20.3%	23.5%	17.7%	20.4%
%H (All HH)		96.8%	47.5%	15.2%	70.8%	36.7%	34.0%	82.8%
%H (TV HH)			49.0%	15.7%	73.1%	37.9%	35.1%	
D	601	562	218	90	391	145	246	394
%V	12.6%	12.4%	10.7%	13.3%	11.8%	9.8%	13.4%	10.2%
%H (All HH)		93.5%	36.3%	15.0%	65.1%	24.1%	40.9%	65.6%
%H (TV HH)			38.8%	16.0%	69.6%	25.8%	43.8%	
E	420	387	128	37	298	78	221	176
%V	8.8%	8.5%	6.3%	5.5%	9.0%	5.2%	12.1%	4.6%
%H (All HH)		92.1%	30.5%	8.8%	71.0%	18.6%	52.6%	41.9%
%H (TV HH)			33.1%	9.6%	77.0%	20.2%	57.1%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Household level data

Table 21.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4773	4545	2032	675	3315	1486	1829	3854
%H (All HH)		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%
%H (TV HH)			44.7%	14.9%	72.9%	32.7%	40.2%	
Under 25	170	148	50	20	103	34	69	145
%V	3.6%	3.3%	2.5%	3.0%	3.1%	2.3%	3.8%	3.8%
%H (All HH)		87.1%	29.4%	11.8%	60.6%	20.0%	40.6%	85.3%
%H (TV HH)			33.8%	13.5%	69.6%	23.0%	46.6%	
25 - 34	648	603	320	104	365	196	168	609
%V	13.6%	13.3%	15.7%	15.4%	11.0%	13.2%	9.2%	15.8%
%H (All HH)		93.1%	49.4%	16.0%	56.3%	30.2%	25.9%	94.0%
%H (TV HH)			53.1%	17.2%	60.5%	32.5%	27.9%	
35 - 44	813	780	432	137	496	279	217	766
%V	17.0%	17.2%	21.3%	20.3%	15.0%	18.8%	11.9%	19.9%
%H (All HH)		95.9%	53.1%	16.9%	61.0%	34.3%	26.7%	94.2%
%H (TV HH)			55.4%	17.6%	63.6%	35.8%	27.8%	
45 - 54	935	893	443	162	636	347	289	845
%V	19.6%	19.6%	21.8%	24.0%	19.2%	23.4%	15.8%	21.9%
%H (All HH)		95.5%	47.4%	17.3%	68.0%	37.1%	30.9%	90.4%
%H (TV HH)			49.6%	18.1%	71.2%	38.9%	32.4%	
55 - 64	795	762	327	114	583	260	323	688
%V	16.7%	16.8%	16.1%	16.9%	17.6%	17.5%	17.7%	17.9%
%H (All HH)		95.8%	41.1%	14.3%	73.3%	32.7%	40.6%	86.5%
%H (TV HH)			42.9%	15.0%	76.5%	34.1%	42.4%	
65 +	1414	1358	460	138	1133	370	763	801
%V	29.6%	29.9%	22.6%	20.4%	34.2%	24.9%	41.7%	20.8%
%H (All HH)		96.0%	32.5%	9.8%	80.1%	26.2%	54.0%	56.6%
%H (TV HH)			33.9%	10.2%	83.4%	27.2%	56.2%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Household level data

Table 21.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4773	4545	2032	675	3315	1486	1829	3854
%H (All HH)		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%
%H (TV HH)			44.7%	14.9%	72.9%	32.7%	40.2%	
1	1411	1297	386	139	1008	243	765	788
%V	29.6%	28.5%	19.0%	20.6%	30.4%	16.4%	41.8%	20.4%
%H (All HH)		91.9%	27.4%	9.9%	71.4%	17.2%	54.2%	55.8%
%H (TV HH)			29.8%	10.7%	77.7%	18.7%	59.0%	
2	1691	1628	740	221	1237	570	667	1456
%V	35.4%	35.8%	36.4%	32.7%	37.3%	38.4%	36.5%	37.8%
%H (All HH)		96.3%	43.8%	13.1%	73.2%	33.7%	39.4%	86.1%
%H (TV HH)			45.5%	13.6%	76.0%	35.0%	41.0%	
3	722	699	387	128	457	274	183	681
%V	15.1%	15.4%	19.0%	19.0%	13.8%	18.4%	10.0%	17.7%
%H (All HH)		96.8%	53.6%	17.7%	63.3%	38.0%	25.3%	94.3%
%H (TV HH)			55.4%	18.3%	65.4%	39.2%	26.2%	
4	630	614	342	128	405	261	144	618
%V	13.2%	13.5%	16.8%	19.0%	12.2%	17.6%	7.9%	16.0%
%H (All HH)		97.5%	54.3%	20.3%	64.3%	41.4%	22.9%	98.1%
%H (TV HH)			55.7%	20.8%	66.0%	42.5%	23.5%	
5+	319	306	177	58	208	138	70	310
%V	6.7%	6.7%	8.7%	8.6%	6.3%	9.3%	3.8%	8.0%
%H (All HH)		95.9%	55.5%	18.2%	65.2%	43.3%	21.9%	97.2%
%H (TV HH)			57.8%	19.0%	68.0%	45.1%	22.9%	
Average HH size	2.35	2.37	2.63	2.65	2.29	2.69	1.97	2.57

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Household level data

Table 21.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4773	4545	2032	675	3315	1486	1829	3854
%H (All HH)		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%
%H (TV HH)			44.7%	14.9%	72.9%	32.7%	40.2%	
Without	3580	3389	1362	470	2570	1020	1550	2711
%V	75.0%	74.6%	67.0%	69.6%	77.5%	68.6%	84.7%	70.3%
%H (All HH)		94.7%	38.0%	13.1%	71.8%	28.5%	43.3%	75.7%
%H (TV HH)			40.2%	13.9%	75.8%	30.1%	45.7%	
With	1194	1156	670	205	745	466	279	1143
%V	25.0%	25.4%	33.0%	30.4%	22.5%	31.4%	15.3%	29.7%
%H (All HH)		96.8%	56.1%	17.2%	62.4%	39.0%	23.4%	95.7%
%H (TV HH)			58.0%	17.7%	64.4%	40.3%	24.1%	
0 - 3	466	448	259	75	275	165	110	441
%V	9.8%	9.9%	12.7%	11.1%	8.3%	11.1%	6.0%	11.4%
%H (All HH)		96.1%	55.6%	16.1%	59.0%	35.4%	23.6%	94.6%
%H (TV HH)			57.8%	16.7%	61.4%	36.8%	24.6%	
4 - 9	603	586	346	92	378	230	148	584
%V	12.6%	12.9%	17.0%	13.6%	11.4%	15.5%	8.1%	15.2%
%H (All HH)		97.2%	57.4%	15.3%	62.7%	38.1%	24.5%	96.8%
%H (TV HH)			59.0%	15.7%	64.5%	39.2%	25.3%	
10 - 15	551	537	319	106	360	247	113	532
%V	11.5%	11.8%	15.7%	15.7%	10.9%	16.6%	6.2%	13.8%
%H (All HH)		97.5%	57.9%	19.2%	65.3%	44.8%	20.5%	96.6%
%H (TV HH)			59.4%	19.7%	67.0%	46.0%	21.0%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Household level data

Table 21.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4773	4545	2032	675	3315	1486	1829	3854
%H (All HH)		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%
%H (TV HH)			44.7%	14.9%	72.9%	32.7%	40.2%	
1	1819	1819	618	234	1230	283	946	1286
%V	38.1%	40.0%	30.4%	34.7%	37.1%	19.0%	51.7%	33.4%
%H (All HH)		100.0%	34.0%	12.9%	67.6%	15.6%	52.0%	70.7%
%H (TV HH)			34.0%	12.9%	67.6%	15.6%	52.0%	
2	1516	1516	702	249	1104	542	562	1264
%V	31.8%	33.4%	34.5%	36.9%	33.3%	36.5%	30.7%	32.8%
%H (All HH)		100.0%	46.3%	16.4%	72.8%	35.8%	37.1%	83.4%
%H (TV HH)			46.3%	16.4%	72.8%	35.8%	37.1%	
3	733	733	411	103	583	358	224	682
%V	15.4%	16.1%	20.2%	15.3%	17.6%	24.1%	12.2%	17.7%
%H (All HH)		100.0%	56.1%	14.1%	79.5%	48.8%	30.6%	93.0%
%H (TV HH)			56.1%	14.1%	79.5%	48.8%	30.6%	
4	314	314	194	66	261	198	63	306
%V	6.6%	6.9%	9.5%	9.8%	7.9%	13.3%	3.4%	7.9%
%H (All HH)		100.0%	61.8%	21.0%	83.1%	63.1%	20.1%	97.5%
%H (TV HH)			61.8%	21.0%	83.1%	63.1%	20.1%	
5+	162	162	107	24	138	105	33	158
%V	3.4%	3.6%	5.3%	3.6%	4.2%	7.1%	1.8%	4.1%
%H (All HH)		100.0%	66.0%	14.8%	85.2%	64.8%	20.4%	97.5%
%H (TV HH)			66.0%	14.8%	85.2%	64.8%	20.4%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Household level data

Table 21.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4773	4545	2032	675	3315	1486	1829	3854
%H (All HH)		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%
%H (TV HH)			44.7%	14.9%	72.9%	32.7%	40.2%	
Under 20"	1240	1240	567	168	1028	523	506	1057
%V	26.0%	27.3%	27.9%	24.9%	31.0%	35.2%	27.7%	27.4%
%H (All HH)		100.0%	45.7%	13.5%	82.9%	42.2%	40.8%	85.2%
%H (TV HH)			45.7%	13.5%	82.9%	42.2%	40.8%	
20" - 29"	1764	1764	767	263	1389	647	742	1412
%V	37.0%	38.8%	37.7%	39.0%	41.9%	43.5%	40.6%	36.6%
%H (All HH)		100.0%	43.5%	14.9%	78.7%	36.7%	42.1%	80.0%
%H (TV HH)			43.5%	14.9%	78.7%	36.7%	42.1%	
30" - 39"	2418	2418	1118	397	1790	883	906	2005
%V	50.7%	53.2%	55.0%	58.8%	54.0%	59.4%	49.5%	52.0%
%H (All HH)		100.0%	46.2%	16.4%	74.0%	36.5%	37.5%	82.9%
%H (TV HH)			46.2%	16.4%	74.0%	36.5%	37.5%	
40" and over	1982	1982	1140	322	1360	836	524	1820
%V	41.5%	43.6%	56.1%	47.7%	41.0%	56.3%	28.6%	47.2%
%H (All HH)		100.0%	57.5%	16.2%	68.6%	42.2%	26.4%	91.8%
%H (TV HH)			57.5%	16.2%	68.6%	42.2%	26.4%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Household level data

Table 21.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4773	4545	2032	675	3315	1486	1829	3854
%V (All HH)		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%
%H (TV HH)			44.7%	14.9%	72.9%	32.7%	40.2%	
Main living room	4486	4486	2014	669	3277	1475	1802	3646
%V	94.0%	98.7%	99.1%	99.1%	98.9%	99.3%	98.5%	94.6%
%H (All HH)		100.0%	44.9%	14.9%	73.0%	32.9%	40.2%	81.3%
%H (TV HH)			44.9%	14.9%	73.0%	32.9%	40.2%	
Kitchen	623	623	331	75	538	317	221	560
%V	13.1%	13.7%	16.3%	11.1%	16.2%	21.3%	12.1%	14.5%
%H (All HH)		100.0%	53.1%	12.0%	86.4%	50.9%	35.5%	89.9%
%H (TV HH)			53.1%	12.0%	86.4%	50.9%	35.5%	
Adult's bedroom	2038	2038	1083	340	1581	954	627	1811
%V	42.7%	44.8%	53.3%	50.4%	47.7%	64.2%	34.3%	47.0%
%H (All HH)		100.0%	53.1%	16.7%	77.6%	46.8%	30.8%	88.9%
%H (TV HH)			53.1%	16.7%	77.6%	46.8%	30.8%	
Child's bedroom	439	439	263	88	320	229	91	422
%V	9.2%	9.7%	12.9%	13.0%	9.7%	15.4%	5.0%	10.9%
%H (All HH)		100.0%	59.9%	20.0%	72.9%	52.2%	20.7%	96.1%
%H (TV HH)			59.9%	20.0%	72.9%	52.2%	20.7%	
Other bedroom	244	244	143	40	185	124	62	231
%V	5.1%	5.4%	7.0%	5.9%	5.6%	8.3%	3.4%	6.0%
%H (All HH)		100.0%	58.6%	16.4%	75.8%	50.8%	25.4%	94.7%
%H (TV HH)			58.6%	16.4%	75.8%	50.8%	25.4%	
Second living/dining room	372	372	201	61	294	180	114	342
%V	7.8%	8.2%	9.9%	9.0%	8.9%	12.1%	6.2%	8.9%
%H (All HH)		100.0%	54.0%	16.4%	79.0%	48.4%	30.6%	91.9%
%H (TV HH)			54.0%	16.4%	79.0%	48.4%	30.6%	
Study/office	115	115	66	12	92	55	37	110
%V	2.4%	2.5%	3.2%	1.8%	2.8%	3.7%	2.0%	2.9%
%H (All HH)		100.0%	57.4%	10.4%	80.0%	47.8%	32.2%	95.7%
%H (TV HH)			57.4%	10.4%	80.0%	47.8%	32.2%	
TV room	47	47	25	10	30	17	13	45
%V	1.0%	1.0%	1.2%	1.5%	0.9%	1.1%	0.7%	1.2%
%H (All HH)		100.0%	53.2%	21.3%	63.8%	36.2%	27.7%	95.7%
%H (TV HH)			53.2%	21.3%	63.8%	36.2%	27.7%	
Conservatory	103	103	70	9	85	59	26	96
%V	2.2%	2.3%	3.4%	1.3%	2.6%	4.0%	1.4%	2.5%
%H (All HH)		100.0%	68.0%	8.7%	82.5%	57.3%	25.2%	93.2%
%H (TV HH)			68.0%	8.7%	82.5%	57.3%	25.2%	
Attic or loft room	12	12	5	4	9	6	3	11
%V	0.3%	0.3%	0.2%	0.6%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	41.7%	33.3%	75.0%	50.0%	25.0%	91.7%
%H (TV HH)			41.7%	33.3%	75.0%	50.0%	25.0%	
No specific location	7	7	4	1	5	3	2	6
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	57.1%	14.3%	71.4%	42.9%	28.6%	85.7%
%H (TV HH)			57.1%	14.3%	71.4%	42.9%	28.6%	
Other	52	52	26	7	42	23	19	48
%V	1.1%	1.1%	1.3%	1.0%	1.3%	1.5%	1.0%	1.2%
%H (All HH)		100.0%	50.0%	13.5%	80.8%	44.2%	36.5%	92.3%
%H (TV HH)			50.0%	13.5%	80.8%	44.2%	36.5%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Household level data

Table 21.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4773	4545	2032	675	3315	1486	1829	3854
%H (All HH)		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%
%H (TV HH)			44.7%	14.9%	72.9%	32.7%	40.2%	
Any DSAT provider	2032	2032	2032	32	1165	1165	0	1836
%V	42.6%	44.7%	100.0%	4.7%	35.1%	78.4%	0.0%	47.6%
%H (All HH)			100.0%	1.6%	57.3%	57.3%	0.0%	90.4%
%H (TV HH)			100.0%	1.6%	57.3%	57.3%	0.0%	
Sky with subcription	1639	1639	1639	15	933	933	0	1506
%V	34.3%	36.1%	80.7%	2.2%	28.1%	62.8%	0.0%	39.1%
%H (All HH)			100.0%	0.9%	56.9%	56.9%	0.0%	91.9%
%H (TV HH)			100.0%	0.9%	56.9%	56.9%	0.0%	
Sky without subscription	106	106	106	5	67	67	0	86
%V	2.2%	2.3%	5.2%	0.7%	2.0%	4.5%	0.0%	2.2%
%H (All HH)			100.0%	4.7%	63.2%	63.2%	0.0%	81.1%
%H (TV HH)			100.0%	4.7%	63.2%	63.2%	0.0%	
Freesat	320	320	320	13	197	197	0	273
%V	6.7%	7.0%	15.7%	1.9%	5.9%	13.3%	0.0%	7.1%
%H (All HH)			100.0%	4.1%	61.6%	61.6%	0.0%	85.3%
%H (TV HH)			100.0%	4.1%	61.6%	61.6%	0.0%	
Other satellite provider	57	57	57	3	29	29	0	51
%V	1.2%	1.3%	2.8%	0.4%	0.9%	2.0%	0.0%	1.3%
%H (All HH)			100.0%	5.3%	50.9%	50.9%	0.0%	89.5%
%H (TV HH)			100.0%	5.3%	50.9%	50.9%	0.0%	
DCAB	675	675	32	675	337	337	0	616
%V	14.1%	14.9%	1.6%	100.0%	10.2%	22.7%	0.0%	16.0%
%H (All HH)			4.7%	100.0%	49.9%	49.9%	0.0%	91.3%
%H (TV HH)			4.7%	100.0%	49.9%	49.9%	0.0%	
DTT	3315	3315	1165	337	3315	1486	1829	2593
%V	69.5%	72.9%	57.3%	49.9%	100.0%	100.0%	100.0%	67.3%
%H (All HH)		100.0%	35.1%	10.2%	100.0%	44.8%	55.2%	78.2%
%H (TV HH)			35.1%	10.2%	100.0%	44.8%	55.2%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Household level data

Table 21.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4773	4545	2032	675	3315	1486	1829	3854
%H (All HH)		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%
%H (TV HH)			44.7%	14.9%	72.9%	32.7%	40.2%	
PVR	2898	2898	1731	533	1939	1276	663	2648
%V	60.7%	63.8%	85.2%	79.0%	58.5%	85.9%	36.2%	68.7%
%H (All HH)		100.0%	59.7%	18.4%	66.9%	44.0%	22.9%	91.4%
%H (TV HH)			59.7%	18.4%	66.9%	44.0%	22.9%	
DVDR	285	285	122	39	222	97	125	246
%V	6.0%	6.3%	6.0%	5.8%	6.7%	6.5%	6.8%	6.4%
%H (All HH)		100.0%	42.8%	13.7%	77.9%	34.0%	43.9%	86.3%
%H (TV HH)			42.8%	13.7%	77.9%	34.0%	43.9%	
VCR	181	181	71	17	153	59	94	128
%V	3.8%	4.0%	3.5%	2.5%	4.6%	4.0%	5.1%	3.3%
%H (All HH)		100.0%	39.2%	9.4%	84.5%	32.6%	51.9%	70.7%
%H (TV HH)			39.2%	9.4%	84.5%	32.6%	51.9%	
Any recorder	3058	3058	1765	548	2076	1302	774	2747
%V	64.1%	67.3%	86.9%	81.2%	62.6%	87.6%	42.3%	71.3%
%H (All HH)		100.0%	57.7%	17.9%	67.9%	42.6%	25.3%	89.8%
%H (TV HH)			57.7%	17.9%	67.9%	42.6%	25.3%	
Receives HDTV (via STB or built-in reception)	2592	2592	1403	519	1800	1105	695	2346
%V	54.3%	57.0%	69.0%	76.9%	54.3%	74.4%	38.0%	60.9%
%H (All HH)		100.0%	54.1%	20.0%	69.4%	42.6%	26.8%	90.5%
%H (TV HH)			54.1%	20.0%	69.4%	42.6%	26.8%	
DVD/Blu-ray player or recorder	3466	3466	1668	535	2512	1233	1279	2981
%V	72.6%	76.3%	82.1%	79.3%	75.8%	83.0%	69.9%	77.3%
%H (All HH)		100.0%	48.1%	15.4%	72.5%	35.6%	36.9%	86.0%
%H (TV HH)			48.1%	15.4%	72.5%	35.6%	36.9%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Household level data

Table 21.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	4773	4545	2032	675	3315	1486	1829	3854
%H (All HH)		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%
%H (TV HH)			44.7%	14.9%	72.9%	32.7%	40.2%	
Has broadband internet	3854	3696	1836	616	2593	1352	1241	3854
%V	80.7%	81.3%	90.4%	91.3%	78.2%	91.0%	67.9%	100.0%
%H (All HH)		95.9%	47.6%	16.0%	67.3%	35.1%	32.2%	100.0%
%H (TV HH)			49.7%	16.7%	70.2%	36.6%	33.6%	
Number of computers (PCs and laptops)								
0	814	753	169	62	632	116	516	54
%V	17.1%	16.6%	8.3%	9.2%	19.1%	7.8%	28.2%	1.4%
%H (All HH)		92.5%	20.8%	7.6%	77.6%	14.3%	63.4%	6.6%
%H (TV HH)			22.4%	8.2%	83.9%	15.4%	68.5%	
1	1271	1187	493	144	880	336	543	1157
%V	26.6%	26.1%	24.3%	21.3%	26.5%	22.6%	29.7%	30.0%
%H (All HH)		93.4%	38.8%	11.3%	69.2%	26.4%	42.7%	91.0%
%H (TV HH)			41.5%	12.1%	74.1%	28.3%	45.7%	
2	1153	1111	558	184	775	403	372	1124
%V	24.2%	24.4%	27.5%	27.3%	23.4%	27.1%	20.3%	29.2%
%H (All HH)		96.4%	48.4%	16.0%	67.2%	35.0%	32.3%	97.5%
%H (TV HH)			50.2%	16.6%	69.8%	36.3%	33.5%	
3	678	659	350	123	448	261	187	671
%V	14.2%	14.5%	17.2%	18.2%	13.5%	17.6%	10.2%	17.4%
%H (All HH)		97.2%	51.6%	18.1%	66.1%	38.5%	27.6%	99.0%
%H (TV HH)			53.1%	18.7%	68.0%	39.6%	28.4%	
4	402	390	215	72	278	172	105	396
%V	8.4%	8.6%	10.6%	10.7%	8.4%	11.6%	5.7%	10.3%
%H (All HH)		97.0%	53.5%	17.9%	69.2%	42.8%	26.1%	98.5%
%H (TV HH)			55.1%	18.5%	71.3%	44.1%	26.9%	
5+	454	444	246	92	303	198	104	452
%V	9.5%	9.8%	12.1%	13.6%	9.1%	13.3%	5.7%	11.7%
%H (All HH)		97.8%	54.2%	20.3%	66.7%	43.6%	22.9%	99.6%
%H (TV HH)			55.4%	20.7%	68.2%	44.6%	23.4%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Set level data

Table 21.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9182	4607	1430	6971	3796	3175	7935
%H		50.2%	15.6%	75.9%	41.3%	34.6%	86.4%
Under 20"	1631	771	211	1374	726	649	1416
%V	17.8%	16.7%	14.8%	19.7%	19.1%	20.4%	17.8%
%H		47.3%	12.9%	84.2%	44.5%	39.8%	86.8%
20" - 29"	2239	1018	342	1785	889	895	1841
%V	24.4%	22.1%	23.9%	25.6%	23.4%	28.2%	23.2%
%H		45.5%	15.3%	79.7%	39.7%	40.0%	82.2%
30" - 39"	2851	1378	468	2115	1102	1012	2411
%V	31.0%	29.9%	32.7%	30.3%	29.0%	31.9%	30.4%
%H		48.3%	16.4%	74.2%	38.7%	35.5%	84.6%
40" and over	2380	1407	393	1629	1039	589	2208
%V	25.9%	30.5%	27.5%	23.4%	27.4%	18.6%	27.8%
%H		59.1%	16.5%	68.4%	43.7%	24.7%	92.8%
Don't know	81	32	18	69	40	29	60
%V	0.9%	0.7%	1.3%	1.0%	1.1%	0.9%	0.8%
%H		39.5%	22.2%	85.2%	49.4%	35.8%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Set level data

Table 21.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9182	4607	1430	6971	3796	3175	7935
%H		50.2%	15.6%	75.9%	41.3%	34.6%	86.4%
Main living room	4523	2029	673	3305	1485	1819	3672
%V	49.3%	44.0%	47.1%	47.4%	39.1%	57.3%	46.3%
%H		44.9%	14.9%	73.1%	32.8%	40.2%	81.2%
Kitchen	623	331	75	539	317	221	561
%V	6.8%	7.2%	5.2%	7.7%	8.4%	7.0%	7.1%
%H		53.1%	12.0%	86.5%	50.9%	35.5%	90.0%
Adult's bedroom	2430	1311	406	1906	1179	728	2184
%V	26.5%	28.5%	28.4%	27.3%	31.1%	22.9%	27.5%
%H		54.0%	16.7%	78.4%	48.5%	30.0%	89.9%
Child's bedroom	605	369	124	437	320	117	584
%V	6.6%	8.0%	8.7%	6.3%	8.4%	3.7%	7.4%
%H		61.0%	20.5%	72.2%	52.9%	19.3%	96.5%
Other bedroom	279	165	46	215	146	70	266
%V	3.0%	3.6%	3.2%	3.1%	3.8%	2.2%	3.4%
%H		59.1%	16.5%	77.1%	52.3%	25.1%	95.3%
Second living/dining room	377	203	62	299	183	116	347
%V	4.1%	4.4%	4.3%	4.3%	4.8%	3.7%	4.4%
%H		53.8%	16.4%	79.3%	48.5%	30.8%	92.0%
Study/office	117	67	12	94	55	38	111
%V	1.3%	1.5%	0.8%	1.3%	1.4%	1.2%	1.4%
%H		57.3%	10.3%	80.3%	47.0%	32.5%	94.9%
TV room	48	25	10	30	17	13	45
%V	0.5%	0.5%	0.7%	0.4%	0.4%	0.4%	0.6%
%H		52.1%	20.8%	62.5%	35.4%	27.1%	93.8%
Conservatory	103	70	9	85	59	26	96
%V	1.1%	1.5%	0.6%	1.2%	1.6%	0.8%	1.2%
%H		68.0%	8.7%	82.5%	57.3%	25.2%	93.2%
Attic or loft room	12	5	4	9	6	3	11
%V	0.1%	0.1%	0.3%	0.1%	0.2%	0.1%	0.1%
%H		41.7%	33.3%	75.0%	50.0%	25.0%	91.7%
No specific location	8	5	1	7	5	3	8
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		62.5%	12.5%	87.5%	62.5%	37.5%	100.0%
Other	57	26	9	45	24	22	51
%V	0.6%	0.6%	0.6%	0.6%	0.6%	0.7%	0.6%
%H		45.6%	15.8%	78.9%	42.1%	38.6%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Set level data

Table 21.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9182	4607	1430	6971	3796	3175	7935
%H		50.2%	15.6%	75.9%	41.3%	34.6%	86.4%
PVR	3884	2450	745	2531	1797	734	3606
%V	42.3%	53.2%	52.1%	36.3%	47.3%	23.1%	45.4%
%H		63.1%	19.2%	65.2%	46.3%	18.9%	92.8%
DVDR	315	138	42	245	108	137	274
%V	3.4%	3.0%	2.9%	3.5%	2.8%	4.3%	3.5%
%H		43.8%	13.3%	77.8%	34.3%	43.5%	87.0%
VCR	198	82	18	168	69	99	142
%V	2.2%	1.8%	1.3%	2.4%	1.8%	3.1%	1.8%
%H		41.4%	9.1%	84.8%	34.8%	50.0%	71.7%
Any recorder	4113	2518	769	2725	1855	870	3768
%V	44.8%	54.7%	53.8%	39.1%	48.9%	27.4%	47.5%
%H		61.2%	18.7%	66.3%	45.1%	21.2%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9182	4607	1430	6971	3796	3175	7935
%H		50.2%	15.6%	75.9%	41.3%	34.6%	86.4%
Receives HDTV (via STB or built-in reception)	3678	2032	761	2588	1662	926	3376
%V	40.1%	44.1%	53.2%	37.1%	43.8%	29.2%	42.5%
%H		55.2%	20.7%	70.4%	45.2%	25.2%	91.8%
DVD/Blu-ray player or recorder	4970	2540	794	3723	2055	1668	4395
%V	54.1%	55.1%	55.5%	53.4%	54.1%	52.5%	55.4%
%H		51.1%	16.0%	74.9%	41.3%	33.6%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Set level data

Table 21.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4534	2031	674	3312	1485	1826	3686
%H		44.8%	14.9%	73.0%	32.8%	40.3%	81.3%
Under 20"	119	24	10	95	11	84	75
%V	2.6%	1.2%	1.5%	2.9%	0.7%	4.6%	2.0%
%H		20.2%	8.4%	79.8%	9.2%	70.6%	63.0%
20" - 29"	697	188	73	556	122	434	446
%V	15.4%	9.3%	10.8%	16.8%	8.2%	23.8%	12.1%
%H		27.0%	10.5%	79.8%	17.5%	62.3%	64.0%
30" - 39"	1764	701	280	1323	542	781	1383
%V	38.9%	34.5%	41.5%	39.9%	36.5%	42.8%	37.5%
%H		39.7%	15.9%	75.0%	30.7%	44.3%	78.4%
40" and over	1919	1109	308	1308	801	507	1759
%V	42.3%	54.6%	45.7%	39.5%	53.9%	27.8%	47.7%
%H		57.8%	16.1%	68.2%	41.7%	26.4%	91.7%
Don't know	35	10	3	30	9	20	22
%V	0.8%	0.5%	0.4%	0.9%	0.6%	1.1%	0.6%
%H		28.6%	8.6%	85.7%	25.7%	57.1%	62.9%

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Set level data

Table 21.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4534	2031	674	3312	1485	1826	3686
%H		44.8%	14.9%	73.0%	32.8%	40.3%	81.3%
PVR	2849	1712	530	1897	1261	636	2602
%V	62.8%	84.3%	78.6%	57.3%	84.9%	34.8%	70.6%
%H		60.1%	18.6%	66.6%	44.3%	22.3%	91.3%
DVDR	244	102	30	189	75	114	210
%V	5.4%	5.0%	4.5%	5.7%	5.1%	6.2%	5.7%
%H		41.8%	12.3%	77.5%	30.7%	46.7%	86.1%
VCR	150	59	12	126	45	81	99
%V	3.3%	2.9%	1.8%	3.8%	3.0%	4.4%	2.7%
%H		39.3%	8.0%	84.0%	30.0%	54.0%	66.0%
Any recorder	3003	1746	543	2027	1285	742	2698
%V	66.2%	86.0%	80.6%	61.2%	86.5%	40.6%	73.2%
%H		58.1%	18.1%	67.5%	42.8%	24.7%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4534	2031	674	3312	1485	1826	3686
%H		44.8%	14.9%	73.0%	32.8%	40.3%	81.3%
Receives HDTV (via STB or built-in reception)	2535	1379	508	1755	1083	672	2295
%V	55.9%	67.9%	75.4%	53.0%	72.9%	36.8%	62.3%
%H		54.4%	20.0%	69.2%	42.7%	26.5%	90.5%
DVD/Blu-ray player or recorder	3257	1567	500	2339	1134	1205	2792
%V	71.8%	77.2%	74.2%	70.6%	76.4%	66.0%	75.7%
%H		48.1%	15.4%	71.8%	34.8%	37.0%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Set level data

Table 21.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4648	2576	756	3660	2311	1349	4250
%H		55.4%	16.3%	78.7%	49.7%	29.0%	91.4%
Under 20"	1511	748	201	1280	715	565	1341
%V	32.5%	29.0%	26.6%	35.0%	30.9%	41.9%	31.6%
%H		49.5%	13.3%	84.7%	47.3%	37.4%	88.7%
20" - 29"	1542	830	269	1228	767	461	1394
%V	33.2%	32.2%	35.6%	33.6%	33.2%	34.2%	32.8%
%H		53.8%	17.4%	79.6%	49.7%	29.9%	90.4%
30" - 39"	1087	677	187	792	561	231	1027
%V	23.4%	26.3%	24.7%	21.6%	24.3%	17.1%	24.2%
%H		62.3%	17.2%	72.9%	51.6%	21.3%	94.5%
40" and over	461	299	84	320	238	82	450
%V	9.9%	11.6%	11.1%	8.7%	10.3%	6.1%	10.6%
%H		64.9%	18.2%	69.4%	51.6%	17.8%	97.6%
Don't know	46	22	14	40	31	9	38
%V	1.0%	0.9%	1.9%	1.1%	1.3%	0.7%	0.9%
%H		47.8%	30.4%	87.0%	67.4%	19.6%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Set level data

Table 21.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4648	2576	756	3660	2311	1349	4250
%H		55.4%	16.3%	78.7%	49.7%	29.0%	91.4%
PVR	1035	738	215	634	536	98	1004
%V	22.3%	28.6%	28.4%	17.3%	23.2%	7.3%	23.6%
%H		71.3%	20.8%	61.3%	51.8%	9.5%	97.0%
DVDR	71	36	13	56	33	23	64
%V	1.5%	1.4%	1.7%	1.5%	1.4%	1.7%	1.5%
%H		50.7%	18.3%	78.9%	46.5%	32.4%	90.1%
VCR	48	23	6	42	24	18	43
%V	1.0%	0.9%	0.8%	1.1%	1.0%	1.3%	1.0%
%H		47.9%	12.5%	87.5%	50.0%	37.5%	89.6%
Any recorder	1111	772	226	698	570	129	1070
%V	23.9%	30.0%	29.9%	19.1%	24.7%	9.6%	25.2%
%H		69.5%	20.3%	62.8%	51.3%	11.6%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.20: 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	4648	2576	756	3660	2311	1349	4250
%H		55.4%	16.3%	78.7%	49.7%	29.0%	91.4%
Receives HDTV (via STB or built-in reception)	1143	654	253	833	579	255	1081
%V	24.6%	25.4%	33.5%	22.8%	25.1%	18.9%	25.4%
%H		57.2%	22.1%	72.9%	50.7%	22.3%	94.6%
DVD/Blu-ray player or recorder	1713	972	294	1383	921	463	1603
%V	36.9%	37.7%	38.9%	37.8%	39.9%	34.3%	37.7%
%H		56.7%	17.2%	80.7%	53.8%	27.0%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Individual level data

Table 21.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11198	10751	5345	1791	7592	3994	3598	9885
%H		96.0%	47.7%	16.0%	67.8%	35.7%	32.1%	88.3%
Total Children	2084	2023	1181	354	1306	817	489	2005
%V	18.6%	18.8%	22.1%	19.8%	17.2%	20.5%	13.6%	20.3%
%H		97.1%	56.7%	17.0%	62.7%	39.2%	23.5%	96.2%
0 - 3	547	527	301	91	325	195	131	518
%V	4.9%	4.9%	5.6%	5.1%	4.3%	4.9%	3.6%	5.2%
%H		96.3%	55.0%	16.6%	59.4%	35.6%	23.9%	94.7%
4 - 15	1538	1496	880	262	981	623	358	1487
%V	13.7%	13.9%	16.5%	14.6%	12.9%	15.6%	9.9%	15.0%
%H		97.3%	57.2%	17.0%	63.8%	40.5%	23.3%	96.7%
4 - 9	800	777	459	123	492	298	194	776
%V	7.1%	7.2%	8.6%	6.9%	6.5%	7.5%	5.4%	7.9%
%H		97.1%	57.4%	15.4%	61.5%	37.3%	24.3%	97.0%
10 - 15	738	719	420	139	488	325	164	711
%V	6.6%	6.7%	7.9%	7.8%	6.4%	8.1%	4.6%	7.2%
%H		97.4%	56.9%	18.8%	66.1%	44.0%	22.2%	96.3%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Individual level data

Table 21.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11198	10751	5345	1791	7592	3994	3598	9885
%H		96.0%	47.7%	16.0%	67.8%	35.7%	32.1%	88.3%
Total Adults (16+)	9114	8728	4164	1438	6286	3176	3110	7880
%V	81.4%	81.2%	77.9%	80.3%	82.8%	79.5%	86.4%	79.7%
%H		95.8%	45.7%	15.8%	69.0%	34.8%	34.1%	86.5%
16 - 19	518	500	259	104	349	219	130	492
%V	4.6%	4.7%	4.8%	5.8%	4.6%	5.5%	3.6%	5.0%
%H		96.5%	50.0%	20.1%	67.4%	42.3%	25.1%	95.0%
20 - 24	649	599	260	124	413	217	196	609
%V	5.8%	5.6%	4.9%	6.9%	5.4%	5.4%	5.4%	6.2%
%H		92.3%	40.1%	19.1%	63.6%	33.4%	30.2%	93.8%
25 - 34	1364	1268	674	236	776	430	346	1293
%V	12.2%	11.8%	12.6%	13.2%	10.2%	10.8%	9.6%	13.1%
%H		93.0%	49.4%	17.3%	56.9%	31.5%	25.4%	94.8%
35 - 44	1429	1373	775	241	885	519	365	1357
%V	12.8%	12.8%	14.5%	13.5%	11.7%	13.0%	10.1%	13.7%
%H		96.1%	54.2%	16.9%	61.9%	36.3%	25.5%	95.0%
45 - 54	1644	1592	813	302	1126	650	476	1520
%V	14.7%	14.8%	15.2%	16.9%	14.8%	16.3%	13.2%	15.4%
%H		96.8%	49.5%	18.4%	68.5%	39.5%	29.0%	92.5%
55 - 64	1330	1290	577	205	986	473	513	1187
%V	11.9%	12.0%	10.8%	11.4%	13.0%	11.8%	14.3%	12.0%
%H		97.0%	43.4%	15.4%	74.1%	35.6%	38.6%	89.2%
65+	2180	2105	806	225	1751	669	1083	1423
%V	19.5%	19.6%	15.1%	12.6%	23.1%	16.8%	30.1%	14.4%
%H		96.6%	37.0%	10.3%	80.3%	30.7%	49.7%	65.3%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Individual level data

Table 21.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9114	8728	4164	1438	6286	3176	3110	7880
%H		95.8%	45.7%	15.8%	69.0%	34.8%	34.1%	86.5%
AB	2868	2782	1373	454	1978	1016	962	2737
%V	31.5%	31.9%	33.0%	31.6%	31.5%	32.0%	30.9%	34.7%
%H		97.0%	47.9%	15.8%	69.0%	35.4%	33.5%	95.4%
C1	2659	2508	1183	428	1854	968	886	2378
%V	29.2%	28.7%	28.4%	29.8%	29.5%	30.5%	28.5%	30.2%
%H		94.3%	44.5%	16.1%	69.7%	36.4%	33.3%	89.4%
C2	1951	1903	963	331	1373	767	606	1703
%V	21.4%	21.8%	23.1%	23.0%	21.8%	24.1%	19.5%	21.6%
%H		97.5%	49.4%	17.0%	70.4%	39.3%	31.1%	87.3%
D	1069	1006	451	173	677	305	373	789
%V	11.7%	11.5%	10.8%	12.0%	10.8%	9.6%	12.0%	10.0%
%H		94.1%	42.2%	16.2%	63.3%	28.5%	34.9%	73.8%
E	567	530	193	52	404	121	283	272
%V	6.2%	6.1%	4.6%	3.6%	6.4%	3.8%	9.1%	3.5%
%H		93.5%	34.0%	9.2%	71.3%	21.3%	49.9%	48.0%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV South East Macro
Individual level data
Table 21.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9114	8728	4164	1438	6286	3176	3110	7880
%H		95.8%	45.7%	15.8%	69.0%	34.8%	34.1%	86.5%
Working full time	4191	4017	2099	763	2707	1547	1160	3963
%V	46.0%	46.0%	50.4%	53.1%	43.1%	48.7%	37.3%	50.3%
%H		95.8%	50.1%	18.2%	64.6%	36.9%	27.7%	94.6%
Working part time	998	977	502	175	686	390	297	939
%V	11.0%	11.2%	12.1%	12.2%	10.9%	12.3%	9.5%	11.9%
%H		97.9%	50.3%	17.5%	68.7%	39.1%	29.8%	94.1%
Not working	3925	3734	1564	500	2892	1240	1653	2978
%V	43.1%	42.8%	37.6%	34.8%	46.0%	39.0%	53.2%	37.8%
%H		95.1%	39.8%	12.7%	73.7%	31.6%	42.1%	75.9%
Housewife/Houseperson	4773	4545	2032	675	3315	1486	1829	3854
%V	52.4%	52.1%	48.8%	46.9%	52.7%	46.8%	58.8%	48.9%
%H		95.2%	42.6%	14.1%	69.5%	31.1%	38.3%	80.7%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Individual level data

Table 21.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4448	4250	2082	711	3025	1586	1439	3919
%H		95.5%	46.8%	16.0%	68.0%	35.7%	32.4%	88.1%
16 - 19	283	276	148	51	188	118	70	273
%V	6.4%	6.5%	7.1%	7.2%	6.2%	7.4%	4.9%	7.0%
%H		97.5%	52.3%	18.0%	66.4%	41.7%	24.7%	96.5%
20 - 24	318	287	125	62	198	110	88	299
%V	7.1%	6.8%	6.0%	8.7%	6.5%	6.9%	6.1%	7.6%
%H		90.3%	39.3%	19.5%	62.3%	34.6%	27.7%	94.0%
25 - 34	674	630	336	115	382	212	170	637
%V	15.2%	14.8%	16.1%	16.2%	12.6%	13.4%	11.8%	16.3%
%H		93.5%	49.9%	17.1%	56.7%	31.5%	25.2%	94.5%
35 - 44	710	677	388	116	428	253	175	669
%V	16.0%	15.9%	18.6%	16.3%	14.1%	16.0%	12.2%	17.1%
%H		95.4%	54.6%	16.3%	60.3%	35.6%	24.6%	94.2%
45 - 54	819	789	409	153	553	329	224	761
%V	18.4%	18.6%	19.6%	21.5%	18.3%	20.7%	15.6%	19.4%
%H		96.3%	49.9%	18.7%	67.5%	40.2%	27.4%	92.9%
55 - 64	651	633	278	105	484	231	254	577
%V	14.6%	14.9%	13.4%	14.8%	16.0%	14.6%	17.7%	14.7%
%H		97.2%	42.7%	16.1%	74.3%	35.5%	39.0%	88.6%
65+	994	958	398	108	792	335	457	702
%V	22.3%	22.5%	19.1%	15.2%	26.2%	21.1%	31.8%	17.9%
%H		96.4%	40.0%	10.9%	79.7%	33.7%	46.0%	70.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Individual level data

Table 21.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4448	4250	2082	711	3025	1586	1439	3919
%H		95.5%	46.8%	16.0%	68.0%	35.7%	32.4%	88.1%
AB	1437	1393	709	229	974	513	461	1377
%V	32.3%	32.8%	34.1%	32.2%	32.2%	32.3%	32.0%	35.1%
%H		96.9%	49.3%	15.9%	67.8%	35.7%	32.1%	95.8%
C1	1240	1165	566	202	856	472	384	1143
%V	27.9%	27.4%	27.2%	28.4%	28.3%	29.8%	26.7%	29.2%
%H		94.0%	45.6%	16.3%	69.0%	38.1%	31.0%	92.2%
C2	1041	1013	514	178	726	406	320	907
%V	23.4%	23.8%	24.7%	25.0%	24.0%	25.6%	22.2%	23.1%
%H		97.3%	49.4%	17.1%	69.7%	39.0%	30.7%	87.1%
D	507	475	221	84	314	150	164	383
%V	11.4%	11.2%	10.6%	11.8%	10.4%	9.5%	11.4%	9.8%
%H		93.7%	43.6%	16.6%	61.9%	29.6%	32.3%	75.5%
E	223	204	72	17	156	45	111	109
%V	5.0%	4.8%	3.5%	2.4%	5.2%	2.8%	7.7%	2.8%
%H		91.5%	32.3%	7.6%	70.0%	20.2%	49.8%	48.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Individual level data

Table 21.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4448	4250	2082	711	3025	1586	1439	3919
%H		95.5%	46.8%	16.0%	68.0%	35.7%	32.4%	88.1%
Working full time	2614	2509	1345	462	1676	973	703	2469
%V	58.8%	59.0%	64.6%	65.0%	55.4%	61.3%	48.9%	63.0%
%H		96.0%	51.5%	17.7%	64.1%	37.2%	26.9%	94.5%
Working part time	178	174	80	34	122	65	57	164
%V	4.0%	4.1%	3.8%	4.8%	4.0%	4.1%	4.0%	4.2%
%H		97.8%	44.9%	19.1%	68.5%	36.5%	32.0%	92.1%
Not working	1656	1566	656	215	1228	549	679	1286
%V	37.2%	36.8%	31.5%	30.2%	40.6%	34.6%	47.2%	32.8%
%H		94.6%	39.6%	13.0%	74.2%	33.2%	41.0%	77.7%
Housewife/Houseperson	933	853	336	112	605	210	395	659
%V	21.0%	20.1%	16.1%	15.8%	20.0%	13.2%	27.4%	16.8%
%H		91.4%	36.0%	12.0%	64.8%	22.5%	42.3%	70.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Individual level data

Table 21.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4666	4479	2082	727	3261	1590	1671	3961
%H		96.0%	44.6%	15.6%	69.9%	34.1%	35.8%	84.9%
16 - 19	235	224	110	53	161	101	60	219
%V	5.0%	5.0%	5.3%	7.3%	4.9%	6.4%	3.6%	5.5%
%H		95.3%	46.8%	22.6%	68.5%	43.0%	25.5%	93.2%
20 - 24	331	311	136	62	215	107	108	311
%V	7.1%	6.9%	6.5%	8.5%	6.6%	6.7%	6.5%	7.9%
%H		94.0%	41.1%	18.7%	65.0%	32.3%	32.6%	94.0%
25 - 34	690	638	338	120	394	218	176	655
%V	14.8%	14.2%	16.2%	16.5%	12.1%	13.7%	10.5%	16.5%
%H		92.5%	49.0%	17.4%	57.1%	31.6%	25.5%	94.9%
35 - 44	719	696	388	125	457	266	190	687
%V	15.4%	15.5%	18.6%	17.2%	14.0%	16.7%	11.4%	17.3%
%H		96.8%	54.0%	17.4%	63.6%	37.0%	26.4%	95.5%
45 - 54	825	803	404	149	573	321	252	758
%V	17.7%	17.9%	19.4%	20.5%	17.6%	20.2%	15.1%	19.1%
%H		97.3%	49.0%	18.1%	69.5%	38.9%	30.5%	91.9%
55 - 64	678	658	299	100	501	242	260	610
%V	14.5%	14.7%	14.4%	13.8%	15.4%	15.2%	15.6%	15.4%
%H		97.1%	44.1%	14.7%	73.9%	35.7%	38.3%	90.0%
65+	1186	1147	408	117	959	334	626	721
%V	25.4%	25.6%	19.6%	16.1%	29.4%	21.0%	37.5%	18.2%
%H		96.7%	34.4%	9.9%	80.9%	28.2%	52.8%	60.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Individual level data

Table 21.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4666	4479	2082	727	3261	1590	1671	3961
%H		96.0%	44.6%	15.6%	69.9%	34.1%	35.8%	84.9%
AB	1431	1389	665	225	1004	502	502	1360
%V	30.7%	31.0%	31.9%	30.9%	30.8%	31.6%	30.0%	34.3%
%H		97.1%	46.5%	15.7%	70.2%	35.1%	35.1%	95.0%
C1	1419	1343	617	225	998	495	503	1235
%V	30.4%	30.0%	29.6%	30.9%	30.6%	31.1%	30.1%	31.2%
%H		94.6%	43.5%	15.9%	70.3%	34.9%	35.4%	87.0%
C2	910	890	449	153	648	361	286	796
%V	19.5%	19.9%	21.6%	21.0%	19.9%	22.7%	17.1%	20.1%
%H		97.8%	49.3%	16.8%	71.2%	39.7%	31.4%	87.5%
D	562	531	230	89	363	154	209	406
%V	12.0%	11.9%	11.0%	12.2%	11.1%	9.7%	12.5%	10.2%
%H		94.5%	40.9%	15.8%	64.6%	27.4%	37.2%	72.2%
E	343	326	121	35	248	77	172	164
%V	7.4%	7.3%	5.8%	4.8%	7.6%	4.8%	10.3%	4.1%
%H		95.0%	35.3%	10.2%	72.3%	22.4%	50.1%	47.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV South East Macro

Individual level data

Table 21.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4666	4479	2082	727	3261	1590	1671	3961
%H		96.0%	44.6%	15.6%	69.9%	34.1%	35.8%	84.9%
Working full time	1577	1508	753	301	1031	574	457	1494
%V	33.8%	33.7%	36.2%	41.4%	31.6%	36.1%	27.3%	37.7%
%H		95.6%	47.7%	19.1%	65.4%	36.4%	29.0%	94.7%
Working part time	820	803	421	141	565	325	240	775
%V	17.6%	17.9%	20.2%	19.4%	17.3%	20.4%	14.4%	19.6%
%H		97.9%	51.3%	17.2%	68.9%	39.6%	29.3%	94.5%
Not working	2268	2168	907	285	1664	691	973	1693
%V	48.6%	48.4%	43.6%	39.2%	51.0%	43.5%	58.2%	42.7%
%H		95.6%	40.0%	12.6%	73.4%	30.5%	42.9%	74.6%
Housewife/Houseperson	3841	3692	1696	564	2710	1276	1434	3195
%V	82.3%	82.4%	81.5%	77.6%	83.1%	80.3%	85.8%	80.7%
%H		96.1%	44.2%	14.7%	70.6%	33.2%	37.3%	83.2%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North Macro

Household level data

Table 22.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7248	6946	2943	1016	5438	2482	2956	5394
%H (All HH)		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%
%H (TV HH)			42.4%	14.6%	78.3%	35.7%	42.6%	
AB	1581	1529	736	211	1191	607	584	1423
%V	21.8%	22.0%	25.0%	20.8%	21.9%	24.5%	19.8%	26.4%
%H (All HH)		96.7%	46.6%	13.3%	75.3%	38.4%	36.9%	90.0%
%H (TV HH)			48.1%	13.8%	77.9%	39.7%	38.2%	
C1	1913	1828	796	282	1415	675	741	1583
%V	26.4%	26.3%	27.0%	27.8%	26.0%	27.2%	25.1%	29.3%
%H (All HH)		95.6%	41.6%	14.7%	74.0%	35.3%	38.7%	82.7%
%H (TV HH)			43.5%	15.4%	77.4%	36.9%	40.5%	
C2	1582	1538	699	249	1201	614	587	1212
%V	21.8%	22.1%	23.8%	24.5%	22.1%	24.7%	19.9%	22.5%
%H (All HH)		97.2%	44.2%	15.7%	75.9%	38.8%	37.1%	76.6%
%H (TV HH)			45.4%	16.2%	78.1%	39.9%	38.2%	
D	1184	1131	461	182	873	391	482	762
%V	16.3%	16.3%	15.7%	17.9%	16.1%	15.8%	16.3%	14.1%
%H (All HH)		95.5%	38.9%	15.4%	73.7%	33.0%	40.7%	64.4%
%H (TV HH)			40.8%	16.1%	77.2%	34.6%	42.6%	
E	988	919	251	92	758	195	563	414
%V	13.6%	13.2%	8.5%	9.1%	13.9%	7.9%	19.0%	7.7%
%H (All HH)		93.0%	25.4%	9.3%	76.7%	19.7%	57.0%	41.9%
%H (TV HH)			27.3%	10.0%	82.5%	21.2%	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Household level data

Table 22.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7248	6946	2943	1016	5438	2482	2956	5394
%V (All HH)		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%
%H (TV HH)			42.4%	14.6%	78.3%	35.7%	42.6%	
Under 25	339	301	103	36	205	68	137	267
%V	4.7%	4.3%	3.5%	3.5%	3.8%	2.7%	4.6%	4.9%
%H (All HH)		88.8%	30.4%	10.6%	60.5%	20.1%	40.4%	78.8%
%H (TV HH)			34.2%	12.0%	68.1%	22.6%	45.5%	
25 - 34	1075	1008	548	152	670	376	294	930
%V	14.8%	14.5%	18.6%	15.0%	12.3%	15.1%	9.9%	17.2%
%H (All HH)		93.8%	51.0%	14.1%	62.3%	35.0%	27.3%	86.5%
%H (TV HH)			54.4%	15.1%	66.5%	37.3%	29.2%	
35 - 44	1192	1147	597	183	832	472	361	1060
%V	16.4%	16.5%	20.3%	18.0%	15.3%	19.0%	12.2%	19.7%
%H (All HH)		96.2%	50.1%	15.4%	69.8%	39.6%	30.3%	88.9%
%H (TV HH)			52.0%	16.0%	72.5%	41.2%	31.5%	
45 - 54	1419	1371	654	236	1076	590	485	1217
%V	19.6%	19.7%	22.2%	23.2%	19.8%	23.8%	16.4%	22.6%
%H (All HH)		96.6%	46.1%	16.6%	75.8%	41.6%	34.2%	85.8%
%H (TV HH)			47.7%	17.2%	78.5%	43.0%	35.4%	
55 - 64	1218	1180	480	197	961	453	508	978
%V	16.8%	17.0%	16.3%	19.4%	17.7%	18.3%	17.2%	18.1%
%H (All HH)		96.9%	39.4%	16.2%	78.9%	37.2%	41.7%	80.3%
%H (TV HH)			40.7%	16.7%	81.4%	38.4%	43.1%	
65 +	2006	1940	560	213	1694	523	1170	941
%V	27.7%	27.9%	19.0%	21.0%	31.2%	21.1%	39.6%	17.4%
%H (All HH)		96.7%	27.9%	10.6%	84.4%	26.1%	58.3%	46.9%
%H (TV HH)			28.9%	11.0%	87.3%	27.0%	60.3%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Household level data

Table 22.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7248	6946	2943	1016	5438	2482	2956	5394
%H (All HH)		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%
%H (TV HH)			42.4%	14.6%	78.3%	35.7%	42.6%	
1	2302	2154	582	227	1788	463	1325	1142
%V	31.8%	31.0%	19.8%	22.3%	32.9%	18.7%	44.8%	21.2%
%H (All HH)		93.6%	25.3%	9.9%	77.7%	20.1%	57.6%	49.6%
%H (TV HH)			27.0%	10.5%	83.0%	21.5%	61.5%	
2	2538	2462	1066	361	1957	932	1025	2034
%V	35.0%	35.4%	36.2%	35.5%	36.0%	37.6%	34.7%	37.7%
%H (All HH)		97.0%	42.0%	14.2%	77.1%	36.7%	40.4%	80.1%
%H (TV HH)			43.3%	14.7%	79.5%	37.9%	41.6%	
3	1083	1040	549	200	764	475	289	974
%V	14.9%	15.0%	18.7%	19.7%	14.0%	19.1%	9.8%	18.1%
%H (All HH)		96.0%	50.7%	18.5%	70.5%	43.9%	26.7%	89.9%
%H (TV HH)			52.8%	19.2%	73.5%	45.7%	27.8%	
4	902	880	501	163	644	427	217	849
%V	12.4%	12.7%	17.0%	16.0%	11.8%	17.2%	7.3%	15.7%
%H (All HH)		97.6%	55.5%	18.1%	71.4%	47.3%	24.1%	94.1%
%H (TV HH)			56.9%	18.5%	73.2%	48.5%	24.7%	
5+	423	410	244	65	284	185	99	394
%V	5.8%	5.9%	8.3%	6.4%	5.2%	7.5%	3.3%	7.3%
%H (All HH)		96.9%	57.7%	15.4%	67.1%	43.7%	23.4%	93.1%
%H (TV HH)			59.5%	15.9%	69.3%	45.1%	24.1%	
Average HH size	2.28	2.30	2.62	2.51	2.23	2.61	1.91	2.54

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Household level data

Table 22.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7248	6946	2943	1016	5438	2482	2956	5394
%H (All HH)		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%
%H (TV HH)			42.4%	14.6%	78.3%	35.7%	42.6%	
Without	5443	5187	1948	729	4185	1701	2484	3775
%V	75.1%	74.7%	66.2%	71.8%	77.0%	68.5%	84.0%	70.0%
%H (All HH)		95.3%	35.8%	13.4%	76.9%	31.3%	45.6%	69.4%
%H (TV HH)			37.6%	14.1%	80.7%	32.8%	47.9%	
With	1805	1759	995	287	1253	781	472	1619
%V	24.9%	25.3%	33.8%	28.2%	23.0%	31.5%	16.0%	30.0%
%H (All HH)		97.5%	55.1%	15.9%	69.4%	43.3%	26.1%	89.7%
%H (TV HH)			56.6%	16.3%	71.2%	44.4%	26.8%	
0 - 3	700	679	364	102	470	266	204	600
%V	9.7%	9.8%	12.4%	10.0%	8.6%	10.7%	6.9%	11.1%
%H (All HH)		97.0%	52.0%	14.6%	67.1%	38.0%	29.1%	85.7%
%H (TV HH)			53.6%	15.0%	69.2%	39.2%	30.0%	
4 - 9	916	894	526	139	617	389	228	813
%V	12.6%	12.9%	17.9%	13.7%	11.3%	15.7%	7.7%	15.1%
%H (All HH)		97.6%	57.4%	15.2%	67.4%	42.5%	24.9%	88.8%
%H (TV HH)			58.8%	15.5%	69.0%	43.5%	25.5%	
10 - 15	844	823	470	149	604	398	206	792
%V	11.6%	11.8%	16.0%	14.7%	11.1%	16.0%	7.0%	14.7%
%H (All HH)		97.5%	55.7%	17.7%	71.6%	47.2%	24.4%	93.8%
%H (TV HH)			57.1%	18.1%	73.4%	48.4%	25.0%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Household level data

Table 22.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7248	6946	2943	1016	5438	2482	2956	5394
%H (All HH)		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%
%H (TV HH)			42.4%	14.6%	78.3%	35.7%	42.6%	
1	2654	2654	858	307	1898	456	1442	1658
%V	36.6%	38.2%	29.2%	30.2%	34.9%	18.4%	48.8%	30.7%
%H (All HH)		100.0%	32.3%	11.6%	71.5%	17.2%	54.3%	62.5%
%H (TV HH)			32.3%	11.6%	71.5%	17.2%	54.3%	
2	2453	2453	1070	370	1976	966	1010	1859
%V	33.8%	35.3%	36.4%	36.4%	36.3%	38.9%	34.2%	34.5%
%H (All HH)		100.0%	43.6%	15.1%	80.6%	39.4%	41.2%	75.8%
%H (TV HH)			43.6%	15.1%	80.6%	39.4%	41.2%	
3	1116	1116	587	207	939	608	330	989
%V	15.4%	16.1%	19.9%	20.4%	17.3%	24.5%	11.2%	18.3%
%H (All HH)		100.0%	52.6%	18.5%	84.1%	54.5%	29.6%	88.6%
%H (TV HH)			52.6%	18.5%	84.1%	54.5%	29.6%	
4	470	470	272	83	404	285	120	443
%V	6.5%	6.8%	9.2%	8.2%	7.4%	11.5%	4.1%	8.2%
%H (All HH)		100.0%	57.9%	17.7%	86.0%	60.6%	25.5%	94.3%
%H (TV HH)			57.9%	17.7%	86.0%	60.6%	25.5%	
5+	253	253	155	48	221	167	53	251
%V	3.5%	3.6%	5.3%	4.7%	4.1%	6.7%	1.8%	4.7%
%H (All HH)		100.0%	61.3%	19.0%	87.4%	66.0%	20.9%	99.2%
%H (TV HH)			61.3%	19.0%	87.4%	66.0%	20.9%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Household level data

Table 22.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7248	6946	2943	1016	5438	2482	2956	5394
%H (All HH)		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%
%H (TV HH)			42.4%	14.6%	78.3%	35.7%	42.6%	
Under 20"	1597	1597	685	253	1390	731	659	1272
%V	22.0%	23.0%	23.3%	24.9%	25.6%	29.5%	22.3%	23.6%
%H (All HH)		100.0%	42.9%	15.8%	87.0%	45.8%	41.3%	79.6%
%H (TV HH)			42.9%	15.8%	87.0%	45.8%	41.3%	
20" - 29"	2595	2595	1059	373	2172	1015	1157	1961
%V	35.8%	37.4%	36.0%	36.7%	39.9%	40.9%	39.1%	36.4%
%H (All HH)		100.0%	40.8%	14.4%	83.7%	39.1%	44.6%	75.6%
%H (TV HH)			40.8%	14.4%	83.7%	39.1%	44.6%	
30" - 39"	3808	3808	1607	585	3076	1468	1608	2892
%V	52.5%	54.8%	54.6%	57.6%	56.6%	59.1%	54.4%	53.6%
%H (All HH)		100.0%	42.2%	15.4%	80.8%	38.6%	42.2%	75.9%
%H (TV HH)			42.2%	15.4%	80.8%	38.6%	42.2%	
40" and over	3326	3326	1805	555	2485	1507	978	2840
%V	45.9%	47.9%	61.3%	54.6%	45.7%	60.7%	33.1%	52.7%
%H (All HH)		100.0%	54.3%	16.7%	74.7%	45.3%	29.4%	85.4%
%H (TV HH)			54.3%	16.7%	74.7%	45.3%	29.4%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North Macro

Household level data

Table 22.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7248	6946	2943	1016	5438	2482	2956	5394
%H (All HH)		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%
%H (TV HH)			42.4%	14.6%	78.3%	35.7%	42.6%	
Main living room	6853	6853	2924	1006	5380	2466	2913	5136
%V	94.6%	98.7%	99.4%	99.0%	98.9%	99.4%	98.5%	95.2%
%H (All HH)		100.0%	42.7%	14.7%	78.5%	36.0%	42.5%	74.9%
%H (TV HH)			42.7%	14.7%	78.5%	36.0%	42.5%	
Kitchen	785	785	378	115	711	411	300	658
%V	10.8%	11.3%	12.8%	11.3%	13.1%	16.6%	10.1%	12.2%
%H (All HH)		100.0%	48.2%	14.6%	90.6%	52.4%	38.2%	83.8%
%H (TV HH)			48.2%	14.6%	90.6%	52.4%	38.2%	
Adult's bedroom	3201	3201	1569	550	2651	1568	1083	2655
%V	44.2%	46.1%	53.3%	54.1%	48.7%	63.2%	36.6%	49.2%
%H (All HH)		100.0%	49.0%	17.2%	82.8%	49.0%	33.8%	82.9%
%H (TV HH)			49.0%	17.2%	82.8%	49.0%	33.8%	
Child's bedroom	768	768	448	137	604	418	186	700
%V	10.6%	11.1%	15.2%	13.5%	11.1%	16.8%	6.3%	13.0%
%H (All HH)		100.0%	58.3%	17.8%	78.6%	54.4%	24.2%	91.1%
%H (TV HH)			58.3%	17.8%	78.6%	54.4%	24.2%	
Other bedroom	418	418	220	79	365	242	123	370
%V	5.8%	6.0%	7.5%	7.8%	6.7%	9.8%	4.2%	6.9%
%H (All HH)		100.0%	52.6%	18.9%	87.3%	57.9%	29.4%	88.5%
%H (TV HH)			52.6%	18.9%	87.3%	57.9%	29.4%	
Second living/dining room	700	700	367	116	583	364	218	607
%V	9.7%	10.1%	12.5%	11.4%	10.7%	14.7%	7.4%	11.3%
%H (All HH)		100.0%	52.4%	16.6%	83.3%	52.0%	31.1%	86.7%
%H (TV HH)			52.4%	16.6%	83.3%	52.0%	31.1%	
Study/office	81	81	40	12	63	36	27	78
%V	1.1%	1.2%	1.4%	1.2%	1.2%	1.5%	0.9%	1.4%
%H (All HH)		100.0%	49.4%	14.8%	77.8%	44.4%	33.3%	96.3%
%H (TV HH)			49.4%	14.8%	77.8%	44.4%	33.3%	
TV room	33	33	18	4	26	14	11	32
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.6%	0.4%	0.6%
%H (All HH)		100.0%	54.5%	12.1%	78.8%	42.4%	33.3%	97.0%
%H (TV HH)			54.5%	12.1%	78.8%	42.4%	33.3%	
Conservatory	223	223	115	42	193	125	68	208
%V	3.1%	3.2%	3.9%	4.1%	3.5%	5.0%	2.3%	3.9%
%H (All HH)		100.0%	51.6%	18.8%	86.5%	56.1%	30.5%	93.3%
%H (TV HH)			51.6%	18.8%	86.5%	56.1%	30.5%	
Attic or loft room	22	22	11	5	18	11	7	22
%V	0.3%	0.3%	0.4%	0.5%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	22.7%	81.8%	50.0%	31.8%	100.0%
%H (TV HH)			50.0%	22.7%	81.8%	50.0%	31.8%	
No specific location	11	11	5	0	10	3	6	8
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	45.5%	0.0%	90.9%	27.3%	54.5%	72.7%
%H (TV HH)			45.5%	0.0%	90.9%	27.3%	54.5%	
Other	60	60	32	9	51	31	21	55
%V	0.8%	0.9%	1.1%	0.9%	0.9%	1.2%	0.7%	1.0%
%H (All HH)		100.0%	53.3%	15.0%	85.0%	51.7%	35.0%	91.7%
%H (TV HH)			53.3%	15.0%	85.0%	51.7%	35.0%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Household level data

Table 22.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7248	6946	2943	1016	5438	2482	2956	5394
%H (All HH)		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%
%H (TV HH)			42.4%	14.6%	78.3%	35.7%	42.6%	
Any DSAT provider	2943	2943	2943	47	1906	1906	0	2547
%V	40.6%	42.4%	100.0%	4.6%	35.0%	76.8%	0.0%	47.2%
%H (All HH)			100.0%	1.6%	64.8%	64.8%	0.0%	86.5%
%H (TV HH)			100.0%	1.6%	64.8%	64.8%	0.0%	
Sky with subcription	2473	2473	2473	23	1633	1633	0	2185
%V	34.1%	35.6%	84.0%	2.3%	30.0%	65.8%	0.0%	40.5%
%H (All HH)			100.0%	0.9%	66.0%	66.0%	0.0%	88.4%
%H (TV HH)			100.0%	0.9%	66.0%	66.0%	0.0%	
Sky without subscription	211	211	211	10	121	121	0	154
%V	2.9%	3.0%	7.2%	1.0%	2.2%	4.9%	0.0%	2.9%
%H (All HH)			100.0%	4.7%	57.3%	57.3%	0.0%	73.0%
%H (TV HH)			100.0%	4.7%	57.3%	57.3%	0.0%	
Freesat	261	261	261	11	163	163	0	214
%V	3.6%	3.8%	8.9%	1.1%	3.0%	6.6%	0.0%	4.0%
%H (All HH)			100.0%	4.2%	62.5%	62.5%	0.0%	82.0%
%H (TV HH)			100.0%	4.2%	62.5%	62.5%	0.0%	
Other satellite provider	62	62	62	6	34	34	0	50
%V	0.9%	0.9%	2.1%	0.6%	0.6%	1.4%	0.0%	0.9%
%H (All HH)			100.0%	9.7%	54.8%	54.8%	0.0%	80.6%
%H (TV HH)			100.0%	9.7%	54.8%	54.8%	0.0%	
DCAB	1016	1016	47	1016	601	601	0	906
%V	14.0%	14.6%	1.6%	100.0%	11.1%	24.2%	0.0%	16.8%
%H (All HH)			4.6%	100.0%	59.2%	59.2%	0.0%	89.2%
%H (TV HH)			4.6%	100.0%	59.2%	59.2%	0.0%	
DTT	5438	5438	1906	601	5438	2482	2956	3919
%V	75.0%	78.3%	64.8%	59.2%	100.0%	100.0%	100.0%	72.7%
%H (All HH)		100.0%	35.0%	11.1%	100.0%	45.6%	54.4%	72.1%
%H (TV HH)			35.0%	11.1%	100.0%	45.6%	54.4%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Household level data

Table 22.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7248	6946	2943	1016	5438	2482	2956	5394
%H (All HH)		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%
%H (TV HH)			42.4%	14.6%	78.3%	35.7%	42.6%	
PVR	4316	4316	2538	819	3126	2128	999	3747
%V	59.5%	62.1%	86.2%	80.6%	57.5%	85.7%	33.8%	69.5%
%H (All HH)		100.0%	58.8%	19.0%	72.4%	49.3%	23.1%	86.8%
%H (TV HH)			58.8%	19.0%	72.4%	49.3%	23.1%	
DVDR	263	263	120	34	222	112	110	208
%V	3.6%	3.8%	4.1%	3.3%	4.1%	4.5%	3.7%	3.9%
%H (All HH)		100.0%	45.6%	12.9%	84.4%	42.6%	41.8%	79.1%
%H (TV HH)			45.6%	12.9%	84.4%	42.6%	41.8%	
VCR	234	234	82	28	200	75	125	144
%V	3.2%	3.4%	2.8%	2.8%	3.7%	3.0%	4.2%	2.7%
%H (All HH)		100.0%	35.0%	12.0%	85.5%	32.1%	53.4%	61.5%
%H (TV HH)			35.0%	12.0%	85.5%	32.1%	53.4%	
Any recorder	4518	4518	2576	838	3313	2169	1144	3860
%V	62.3%	65.0%	87.5%	82.5%	60.9%	87.4%	38.7%	71.6%
%H (All HH)		100.0%	57.0%	18.5%	73.3%	48.0%	25.3%	85.4%
%H (TV HH)			57.0%	18.5%	73.3%	48.0%	25.3%	
Receives HDTV (via STB or built-in reception)	3743	3743	2035	759	2800	1813	988	3247
%V	51.6%	53.9%	69.1%	74.7%	51.5%	73.0%	33.4%	60.2%
%H (All HH)		100.0%	54.4%	20.3%	74.8%	48.4%	26.4%	86.7%
%H (TV HH)			54.4%	20.3%	74.8%	48.4%	26.4%	
DVD/Blu-ray player or recorder	5344	5344	2398	818	4244	2090	2154	4228
%V	73.7%	76.9%	81.5%	80.5%	78.0%	84.2%	72.9%	78.4%
%H (All HH)		100.0%	44.9%	15.3%	79.4%	39.1%	40.3%	79.1%
%H (TV HH)			44.9%	15.3%	79.4%	39.1%	40.3%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Household level data

Table 22.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7248	6946	2943	1016	5438	2482	2956	5394
%V (All HH)		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%
%H (TV HH)			42.4%	14.6%	78.3%	35.7%	42.6%	
Has broadband internet	5394	5200	2547	906	3919	2189	1729	5394
%V	74.4%	74.9%	86.5%	89.2%	72.1%	88.2%	58.5%	100.0%
%H (All HH)		96.4%	47.2%	16.8%	72.7%	40.6%	32.1%	100.0%
%H (TV HH)			49.0%	17.4%	75.4%	42.1%	33.3%	
Number of computers (PCs and laptops)								
0	1718	1624	377	119	1405	288	1117	119
%V	23.7%	23.4%	12.8%	11.7%	25.8%	11.6%	37.8%	2.2%
%H (All HH)		94.5%	21.9%	6.9%	81.8%	16.8%	65.0%	6.9%
%H (TV HH)			23.2%	7.3%	86.5%	17.7%	68.8%	
1	2242	2136	891	299	1658	726	932	2042
%V	30.9%	30.8%	30.3%	29.4%	30.5%	29.3%	31.5%	37.9%
%H (All HH)		95.3%	39.7%	13.3%	74.0%	32.4%	41.6%	91.1%
%H (TV HH)			41.7%	14.0%	77.6%	34.0%	43.6%	
2	1525	1473	746	273	1097	642	455	1485
%V	21.0%	21.2%	25.3%	26.9%	20.2%	25.9%	15.4%	27.5%
%H (All HH)		96.6%	48.9%	17.9%	71.9%	42.1%	29.8%	97.4%
%H (TV HH)			50.6%	18.5%	74.5%	43.6%	30.9%	
3	863	836	449	147	625	387	238	856
%V	11.9%	12.0%	15.3%	14.5%	11.5%	15.6%	8.1%	15.9%
%H (All HH)		96.9%	52.0%	17.0%	72.4%	44.8%	27.6%	99.2%
%H (TV HH)			53.7%	17.6%	74.8%	46.3%	28.5%	
4	455	445	244	94	327	221	106	454
%V	6.3%	6.4%	8.3%	9.3%	6.0%	8.9%	3.6%	8.4%
%H (All HH)		97.8%	53.6%	20.7%	71.9%	48.6%	23.3%	99.8%
%H (TV HH)			54.8%	21.1%	73.5%	49.7%	23.8%	
5+	443	433	236	84	326	218	108	438
%V	6.1%	6.2%	8.0%	8.3%	6.0%	8.8%	3.7%	8.1%
%H (All HH)		97.7%	53.3%	19.0%	73.6%	49.2%	24.4%	98.9%
%H (TV HH)			54.5%	19.4%	75.3%	50.3%	24.9%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Set level data

Table 22.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14145	6685	2258	11469	6256	5213	11463
%H		47.3%	16.0%	81.1%	44.2%	36.9%	81.0%
Under 20"	2045	904	337	1790	985	805	1674
%V	14.5%	13.5%	14.9%	15.6%	15.7%	15.4%	14.6%
%H		44.2%	16.5%	87.5%	48.2%	39.4%	81.9%
20" - 29"	3368	1454	491	2853	1432	1421	2627
%V	23.8%	21.8%	21.7%	24.9%	22.9%	27.3%	22.9%
%H		43.2%	14.6%	84.7%	42.5%	42.2%	78.0%
30" - 39"	4634	2043	749	3760	1922	1839	3615
%V	32.8%	30.6%	33.2%	32.8%	30.7%	35.3%	31.5%
%H		44.1%	16.2%	81.1%	41.5%	39.7%	78.0%
40" and over	3971	2226	664	2965	1865	1100	3452
%V	28.1%	33.3%	29.4%	25.9%	29.8%	21.1%	30.1%
%H		56.1%	16.7%	74.7%	47.0%	27.7%	86.9%
Don't know	126	59	17	102	53	49	96
%V	0.9%	0.9%	0.8%	0.9%	0.8%	0.9%	0.8%
%H		46.8%	13.5%	81.0%	42.1%	38.9%	76.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Set level data

Table 22.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14145	6685	2258	11469	6256	5213	11463
%H		47.3%	16.0%	81.1%	44.2%	36.9%	81.0%
Main living room	6891	2942	1010	5406	2477	2929	5168
%V	48.7%	44.0%	44.7%	47.1%	39.6%	56.2%	45.1%
%H		42.7%	14.7%	78.5%	35.9%	42.5%	75.0%
Kitchen	786	378	116	711	411	300	659
%V	5.6%	5.7%	5.1%	6.2%	6.6%	5.8%	5.7%
%H		48.1%	14.8%	90.5%	52.3%	38.2%	83.8%
Adult's bedroom	3801	1909	661	3163	1931	1232	3224
%V	26.9%	28.6%	29.3%	27.6%	30.9%	23.6%	28.1%
%H		50.2%	17.4%	83.2%	50.8%	32.4%	84.8%
Child's bedroom	1033	607	187	802	558	244	952
%V	7.3%	9.1%	8.3%	7.0%	8.9%	4.7%	8.3%
%H		58.8%	18.1%	77.6%	54.0%	23.6%	92.2%
Other bedroom	489	255	94	431	287	144	436
%V	3.5%	3.8%	4.2%	3.8%	4.6%	2.8%	3.8%
%H		52.1%	19.2%	88.1%	58.7%	29.4%	89.2%
Second living/dining room	707	371	118	589	369	220	614
%V	5.0%	5.5%	5.2%	5.1%	5.9%	4.2%	5.4%
%H		52.5%	16.7%	83.3%	52.2%	31.1%	86.8%
Study/office	82	41	12	63	36	27	78
%V	0.6%	0.6%	0.5%	0.5%	0.6%	0.5%	0.7%
%H		50.0%	14.6%	76.8%	43.9%	32.9%	95.1%
TV room	34	19	4	26	15	11	33
%V	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.3%
%H		55.9%	11.8%	76.5%	44.1%	32.4%	97.1%
Conservatory	223	115	42	193	125	68	208
%V	1.6%	1.7%	1.9%	1.7%	2.0%	1.3%	1.8%
%H		51.6%	18.8%	86.5%	56.1%	30.5%	93.3%
Attic or loft room	23	12	5	18	12	7	22
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		52.2%	21.7%	78.3%	52.2%	30.4%	95.7%
No specific location	12	5	0	10	3	7	9
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		41.7%	0.0%	83.3%	25.0%	58.3%	75.0%
Other	65	33	9	56	32	24	60
%V	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%	0.5%
%H		50.8%	13.8%	86.2%	49.2%	36.9%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Set level data

Table 22.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14145	6685	2258	11469	6256	5213	11463
%H		47.3%	16.0%	81.1%	44.2%	36.9%	81.0%
PVR	5588	3424	1118	3922	2813	1108	4946
%V	39.5%	51.2%	49.5%	34.2%	45.0%	21.3%	43.1%
%H		61.3%	20.0%	70.2%	50.3%	19.8%	88.5%
DVDR	288	129	37	245	124	121	228
%V	2.0%	1.9%	1.6%	2.1%	2.0%	2.3%	2.0%
%H		44.8%	12.8%	85.1%	43.1%	42.0%	79.2%
VCR	243	85	28	209	79	130	148
%V	1.7%	1.3%	1.2%	1.8%	1.3%	2.5%	1.3%
%H		35.0%	11.5%	86.0%	32.5%	53.5%	60.9%
Any recorder	5861	3493	1146	4174	2890	1285	5113
%V	41.4%	52.3%	50.8%	36.4%	46.2%	24.6%	44.6%
%H		59.6%	19.6%	71.2%	49.3%	21.9%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.14: 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	14145	6685	2258	11469	6256	5213	11463
%H		47.3%	16.0%	81.1%	44.2%	36.9%	81.0%
Receives HDTV (via STB or built-in reception)	5256	2885	1137	3945	2648	1297	4663
%V	37.2%	43.2%	50.4%	34.4%	42.3%	24.9%	40.7%
%H		54.9%	21.6%	75.1%	50.4%	24.7%	88.7%
DVD/Blu-ray player or recorder	7791	3715	1267	6344	3486	2858	6450
%V	55.1%	55.6%	56.1%	55.3%	55.7%	54.8%	56.3%
%H		47.7%	16.3%	81.4%	44.7%	36.7%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Set level data

Table 22.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6927	2941	1016	5436	2482	2954	5187
%H		42.5%	14.7%	78.5%	35.8%	42.6%	74.9%
Under 20"	111	20	11	88	14	73	56
%V	1.6%	0.7%	1.1%	1.6%	0.6%	2.5%	1.1%
%H		18.0%	9.9%	79.3%	12.6%	65.8%	50.5%
20" - 29"	856	178	82	719	137	582	468
%V	12.4%	6.1%	8.1%	13.2%	5.5%	19.7%	9.0%
%H		20.8%	9.6%	84.0%	16.0%	68.0%	54.7%
30" - 39"	2695	970	383	2190	858	1332	1890
%V	38.9%	33.0%	37.7%	40.3%	34.6%	45.1%	36.4%
%H		36.0%	14.2%	81.3%	31.8%	49.4%	70.1%
40" and over	3210	1751	533	2395	1454	941	2738
%V	46.3%	59.5%	52.5%	44.1%	58.6%	31.9%	52.8%
%H		54.5%	16.6%	74.6%	45.3%	29.3%	85.3%
Don't know	55	22	8	44	19	25	34
%V	0.8%	0.7%	0.8%	0.8%	0.8%	0.8%	0.7%
%H		40.0%	14.5%	80.0%	34.5%	45.5%	61.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Set level data

Table 22.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6927	2941	1016	5436	2482	2954	5187
%H		42.5%	14.7%	78.5%	35.8%	42.6%	74.9%
PVR	4215	2501	802	3039	2088	950	3665
%V	60.8%	85.0%	78.9%	55.9%	84.1%	32.2%	70.7%
%H		59.3%	19.0%	72.1%	49.5%	22.5%	87.0%
DVDR	226	98	29	191	92	99	175
%V	3.3%	3.3%	2.9%	3.5%	3.7%	3.4%	3.4%
%H		43.4%	12.8%	84.5%	40.7%	43.8%	77.4%
VCR	199	67	25	167	59	108	119
%V	2.9%	2.3%	2.5%	3.1%	2.4%	3.7%	2.3%
%H		33.7%	12.6%	83.9%	29.6%	54.3%	59.8%
Any recorder	4410	2539	822	3217	2129	1088	3775
%V	63.7%	86.3%	80.9%	59.2%	85.8%	36.8%	72.8%
%H		57.6%	18.6%	72.9%	48.3%	24.7%	85.6%

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	6927	2941	1016	5436	2482	2954	5187
%H		42.5%	14.7%	78.5%	35.8%	42.6%	74.9%
Receives HDTV (via STB or built-in reception)	3626	1981	746	2699	1763	936	3150
%V	52.3%	67.4%	73.4%	49.7%	71.0%	31.7%	60.7%
%H		54.6%	20.6%	74.4%	48.6%	25.8%	86.9%
DVD/Blu-ray player or recorder	4936	2208	741	3900	1894	2007	3889
%V	71.3%	75.1%	72.9%	71.7%	76.3%	67.9%	75.0%
%H		44.7%	15.0%	79.0%	38.4%	40.7%	78.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Set level data

Table 22.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7218	3744	1242	6034	3774	2260	6277
%H		51.9%	17.2%	83.6%	52.3%	31.3%	87.0%
Under 20"	1934	884	326	1702	971	732	1618
%V	26.8%	23.6%	26.2%	28.2%	25.7%	32.4%	25.8%
%H		45.7%	16.9%	88.0%	50.2%	37.8%	83.7%
20" - 29"	2512	1276	410	2134	1294	839	2159
%V	34.8%	34.1%	33.0%	35.4%	34.3%	37.1%	34.4%
%H		50.8%	16.3%	85.0%	51.5%	33.4%	85.9%
30" - 39"	1939	1072	366	1571	1064	507	1725
%V	26.9%	28.6%	29.5%	26.0%	28.2%	22.4%	27.5%
%H		55.3%	18.9%	81.0%	54.9%	26.1%	89.0%
40" and over	761	475	131	569	411	158	713
%V	10.5%	12.7%	10.5%	9.4%	10.9%	7.0%	11.4%
%H		62.4%	17.2%	74.8%	54.0%	20.8%	93.7%
Don't know	71	37	10	58	34	24	62
%V	1.0%	1.0%	0.8%	1.0%	0.9%	1.1%	1.0%
%H		52.1%	14.1%	81.7%	47.9%	33.8%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Set level data

Table 22.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7218	3744	1242	6034	3774	2260	6277
%H		51.9%	17.2%	83.6%	52.3%	31.3%	87.0%
PVR	1373	923	316	883	725	158	1280
%V	19.0%	24.7%	25.4%	14.6%	19.2%	7.0%	20.4%
%H		67.2%	23.0%	64.3%	52.8%	11.5%	93.2%
DVDR	62	32	8	54	32	23	53
%V	0.9%	0.9%	0.6%	0.9%	0.8%	1.0%	0.8%
%H		51.6%	12.9%	87.1%	51.6%	37.1%	85.5%
VCR	44	19	3	42	20	22	29
%V	0.6%	0.5%	0.2%	0.7%	0.5%	1.0%	0.5%
%H		43.2%	6.8%	95.5%	45.5%	50.0%	65.9%
Any recorder	1451	955	324	957	760	197	1338
%V	20.1%	25.5%	26.1%	15.9%	20.1%	8.7%	21.3%
%H		65.8%	22.3%	66.0%	52.4%	13.6%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7218	3744	1242	6034	3774	2260	6277
%H		51.9%	17.2%	83.6%	52.3%	31.3%	87.0%
Receives HDTV (via STB or built-in reception)	1630	904	391	1247	886	361	1513
%V	22.6%	24.1%	31.5%	20.7%	23.5%	16.0%	24.1%
%H		55.5%	24.0%	76.5%	54.4%	22.1%	92.8%
DVD/Blu-ray player or recorder	2855	1507	526	2444	1592	851	2561
%V	39.6%	40.3%	42.4%	40.5%	42.2%	37.7%	40.8%
%H		52.8%	18.4%	85.6%	55.8%	29.8%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Individual level data

Table 22.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16538	15945	7694	2554	12114	6465	5648	13666
%H		96.4%	46.5%	15.4%	73.2%	39.1%	34.2%	82.6%
Total Children	3113	3037	1734	492	2132	1328	804	2791
%V	18.8%	19.0%	22.5%	19.3%	17.6%	20.5%	14.2%	20.4%
%H		97.6%	55.7%	15.8%	68.5%	42.7%	25.8%	89.7%
0 - 3	817	794	424	117	549	306	243	698
%V	4.9%	5.0%	5.5%	4.6%	4.5%	4.7%	4.3%	5.1%
%H		97.2%	51.9%	14.3%	67.2%	37.5%	29.7%	85.4%
4 - 15	2296	2243	1310	375	1583	1022	561	2093
%V	13.9%	14.1%	17.0%	14.7%	13.1%	15.8%	9.9%	15.3%
%H		97.7%	57.1%	16.3%	68.9%	44.5%	24.4%	91.2%
4 - 9	1202	1173	700	187	799	512	287	1067
%V	7.3%	7.4%	9.1%	7.3%	6.6%	7.9%	5.1%	7.8%
%H		97.6%	58.2%	15.6%	66.5%	42.6%	23.9%	88.8%
10 - 15	1094	1069	610	189	784	510	274	1026
%V	6.6%	6.7%	7.9%	7.4%	6.5%	7.9%	4.9%	7.5%
%H		97.7%	55.8%	17.3%	71.7%	46.6%	25.0%	93.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Individual level data

Table 22.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16538	15945	7694	2554	12114	6465	5648	13666
%H		96.4%	46.5%	15.4%	73.2%	39.1%	34.2%	82.6%
Total Adults (16+)	13425	12908	5960	2062	9982	5138	4844	10874
%V	81.2%	81.0%	77.5%	80.7%	82.4%	79.5%	85.8%	79.6%
%H		96.1%	44.4%	15.4%	74.4%	38.3%	36.1%	81.0%
16 - 19	787	767	405	143	584	365	218	734
%V	4.8%	4.8%	5.3%	5.6%	4.8%	5.6%	3.9%	5.4%
%H		97.5%	51.5%	18.2%	74.2%	46.4%	27.7%	93.3%
20 - 24	1093	1005	445	168	733	384	349	973
%V	6.6%	6.3%	5.8%	6.6%	6.1%	5.9%	6.2%	7.1%
%H		91.9%	40.7%	15.4%	67.1%	35.1%	31.9%	89.0%
25 - 34	2138	2005	1110	331	1358	815	543	1907
%V	12.9%	12.6%	14.4%	13.0%	11.2%	12.6%	9.6%	14.0%
%H		93.8%	51.9%	15.5%	63.5%	38.1%	25.4%	89.2%
35 - 44	2057	1980	1068	333	1425	855	570	1852
%V	12.4%	12.4%	13.9%	13.0%	11.8%	13.2%	10.1%	13.6%
%H		96.3%	51.9%	16.2%	69.3%	41.6%	27.7%	90.0%
45 - 54	2390	2322	1148	414	1811	1040	772	2108
%V	14.5%	14.6%	14.9%	16.2%	14.9%	16.1%	13.7%	15.4%
%H		97.2%	48.0%	17.3%	75.8%	43.5%	32.3%	88.2%
55 - 64	1982	1934	857	328	1558	799	759	1678
%V	12.0%	12.1%	11.1%	12.8%	12.9%	12.4%	13.4%	12.3%
%H		97.6%	43.2%	16.5%	78.6%	40.3%	38.3%	84.7%
65+	2979	2895	926	344	2513	880	1633	1623
%V	18.0%	18.2%	12.0%	13.5%	20.7%	13.6%	28.9%	11.9%
%H		97.2%	31.1%	11.5%	84.4%	29.5%	54.8%	54.5%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Individual level data

Table 22.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13425	12908	5960	2062	9982	5138	4844	10874
%H		96.1%	44.4%	15.4%	74.4%	38.3%	36.1%	81.0%
AB	3125	3025	1555	431	2333	1289	1044	2908
%V	23.3%	23.4%	26.1%	20.9%	23.4%	25.1%	21.6%	26.7%
%H		96.8%	49.8%	13.8%	74.7%	41.2%	33.4%	93.1%
C1	3674	3502	1635	585	2693	1427	1266	3221
%V	27.4%	27.1%	27.4%	28.4%	27.0%	27.8%	26.1%	29.6%
%H		95.3%	44.5%	15.9%	73.3%	38.8%	34.5%	87.7%
C2	3115	3040	1453	535	2355	1304	1051	2548
%V	23.2%	23.6%	24.4%	25.9%	23.6%	25.4%	21.7%	23.4%
%H		97.6%	46.6%	17.2%	75.6%	41.9%	33.7%	81.8%
D	2141	2056	915	371	1559	802	757	1539
%V	15.9%	15.9%	15.4%	18.0%	15.6%	15.6%	15.6%	14.2%
%H		96.0%	42.7%	17.3%	72.8%	37.5%	35.4%	71.9%
E	1369	1285	401	140	1041	316	726	659
%V	10.2%	10.0%	6.7%	6.8%	10.4%	6.2%	15.0%	6.1%
%H		93.9%	29.3%	10.2%	76.0%	23.1%	53.0%	48.1%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Individual level data

Table 22.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13425	12908	5960	2062	9982	5138	4844	10874
%H		96.1%	44.4%	15.4%	74.4%	38.3%	36.1%	81.0%
Working full time	5910	5722	2984	1035	4222	2526	1696	5451
%V	44.0%	44.3%	50.1%	50.2%	42.3%	49.2%	35.0%	50.1%
%H		96.8%	50.5%	17.5%	71.4%	42.7%	28.7%	92.2%
Working part time	1358	1326	687	223	1013	597	416	1231
%V	10.1%	10.3%	11.5%	10.8%	10.1%	11.6%	8.6%	11.3%
%H		97.6%	50.6%	16.4%	74.6%	44.0%	30.6%	90.6%
Not working	6157	5860	2289	803	4747	2015	2732	4192
%V	45.9%	45.4%	38.4%	38.9%	47.6%	39.2%	56.4%	38.6%
%H		95.2%	37.2%	13.0%	77.1%	32.7%	44.4%	68.1%
Housewife/Houseperson	7248	6946	2943	1016	5438	2482	2956	5394
%V	54.0%	53.8%	49.4%	49.3%	54.5%	48.3%	61.0%	49.6%
%H		95.8%	40.6%	14.0%	75.0%	34.2%	40.8%	74.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Individual level data

Table 22.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6553	6259	2972	1002	4806	2555	2251	5404
%H		95.5%	45.4%	15.3%	73.3%	39.0%	34.4%	82.5%
16 - 19	398	390	200	71	301	185	116	377
%V	6.1%	6.2%	6.7%	7.1%	6.3%	7.2%	5.2%	7.0%
%H		98.0%	50.3%	17.8%	75.6%	46.5%	29.1%	94.7%
20 - 24	561	510	225	86	365	195	169	513
%V	8.6%	8.1%	7.6%	8.6%	7.6%	7.6%	7.5%	9.5%
%H		90.9%	40.1%	15.3%	65.1%	34.8%	30.1%	91.4%
25 - 34	1065	987	550	162	678	415	263	955
%V	16.3%	15.8%	18.5%	16.2%	14.1%	16.2%	11.7%	17.7%
%H		92.7%	51.6%	15.2%	63.7%	39.0%	24.7%	89.7%
35 - 44	1016	967	519	167	687	413	275	901
%V	15.5%	15.4%	17.5%	16.7%	14.3%	16.2%	12.2%	16.7%
%H		95.2%	51.1%	16.4%	67.6%	40.6%	27.1%	88.7%
45 - 54	1174	1137	559	197	890	503	387	1013
%V	17.9%	18.2%	18.8%	19.7%	18.5%	19.7%	17.2%	18.7%
%H		96.8%	47.6%	16.8%	75.8%	42.8%	33.0%	86.3%
55 - 64	980	952	443	151	754	392	362	829
%V	15.0%	15.2%	14.9%	15.1%	15.7%	15.3%	16.1%	15.3%
%H		97.1%	45.2%	15.4%	76.9%	40.0%	36.9%	84.6%
65+	1359	1317	474	169	1131	453	679	817
%V	20.7%	21.0%	15.9%	16.9%	23.5%	17.7%	30.2%	15.1%
%H		96.9%	34.9%	12.4%	83.2%	33.3%	50.0%	60.1%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Individual level data

Table 22.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6553	6259	2972	1002	4806	2555	2251	5404
%H		95.5%	45.4%	15.3%	73.3%	39.0%	34.4%	82.5%
AB	1545	1492	794	215	1149	662	487	1453
%V	23.6%	23.8%	26.7%	21.5%	23.9%	25.9%	21.6%	26.9%
%H		96.6%	51.4%	13.9%	74.4%	42.8%	31.5%	94.0%
C1	1717	1625	783	269	1239	686	553	1557
%V	26.2%	26.0%	26.3%	26.8%	25.8%	26.8%	24.6%	28.8%
%H		94.6%	45.6%	15.7%	72.2%	40.0%	32.2%	90.7%
C2	1680	1629	771	279	1260	685	575	1352
%V	25.6%	26.0%	25.9%	27.8%	26.2%	26.8%	25.5%	25.0%
%H		97.0%	45.9%	16.6%	75.0%	40.8%	34.2%	80.5%
D	1028	976	445	182	730	388	342	765
%V	15.7%	15.6%	15.0%	18.2%	15.2%	15.2%	15.2%	14.2%
%H		94.9%	43.3%	17.7%	71.0%	37.7%	33.3%	74.4%
E	583	538	178	57	428	135	294	278
%V	8.9%	8.6%	6.0%	5.7%	8.9%	5.3%	13.1%	5.1%
%H		92.3%	30.5%	9.8%	73.4%	23.2%	50.4%	47.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Individual level data

Table 22.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6553	6259	2972	1002	4806	2555	2251	5404
%H		95.5%	45.4%	15.3%	73.3%	39.0%	34.4%	82.5%
Working full time	3591	3463	1844	609	2549	1548	1001	3301
%V	54.8%	55.3%	62.0%	60.8%	53.0%	60.6%	44.5%	61.1%
%H		96.4%	51.4%	17.0%	71.0%	43.1%	27.9%	91.9%
Working part time	300	290	135	51	212	110	102	265
%V	4.6%	4.6%	4.5%	5.1%	4.4%	4.3%	4.5%	4.9%
%H		96.7%	45.0%	17.0%	70.7%	36.7%	34.0%	88.3%
Not working	2662	2507	992	342	2045	898	1147	1839
%V	40.6%	40.1%	33.4%	34.1%	42.6%	35.1%	51.0%	34.0%
%H		94.2%	37.3%	12.8%	76.8%	33.7%	43.1%	69.1%
Housewife/Houseperson	1594	1468	541	185	1156	437	719	1012
%V	24.3%	23.5%	18.2%	18.5%	24.1%	17.1%	31.9%	18.7%
%H		92.1%	33.9%	11.6%	72.5%	27.4%	45.1%	63.5%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Individual level data

Table 22.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6872	6650	2988	1060	5176	2582	2594	5470
%H		96.8%	43.5%	15.4%	75.3%	37.6%	37.7%	79.6%
16 - 19	389	378	204	72	283	180	103	357
%V	5.7%	5.7%	6.8%	6.8%	5.5%	7.0%	4.0%	6.5%
%H		97.2%	52.4%	18.5%	72.8%	46.3%	26.5%	91.8%
20 - 24	532	495	220	82	369	189	180	460
%V	7.7%	7.4%	7.4%	7.7%	7.1%	7.3%	6.9%	8.4%
%H		93.0%	41.4%	15.4%	69.4%	35.5%	33.8%	86.5%
25 - 34	1073	1018	560	170	680	400	280	953
%V	15.6%	15.3%	18.7%	16.0%	13.1%	15.5%	10.8%	17.4%
%H		94.9%	52.2%	15.8%	63.4%	37.3%	26.1%	88.8%
35 - 44	1041	1013	550	166	738	442	295	951
%V	15.1%	15.2%	18.4%	15.7%	14.3%	17.1%	11.4%	17.4%
%H		97.3%	52.8%	15.9%	70.9%	42.5%	28.3%	91.4%
45 - 54	1215	1186	589	217	922	537	385	1095
%V	17.7%	17.8%	19.7%	20.5%	17.8%	20.8%	14.8%	20.0%
%H		97.6%	48.5%	17.9%	75.9%	44.2%	31.7%	90.1%
55 - 64	1002	982	414	178	804	407	397	849
%V	14.6%	14.8%	13.9%	16.8%	15.5%	15.8%	15.3%	15.5%
%H		98.0%	41.3%	17.8%	80.2%	40.6%	39.6%	84.7%
65+	1621	1579	452	176	1381	427	954	806
%V	23.6%	23.7%	15.1%	16.6%	26.7%	16.5%	36.8%	14.7%
%H		97.4%	27.9%	10.9%	85.2%	26.3%	58.9%	49.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Individual level data

Table 22.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6872	6650	2988	1060	5176	2582	2594	5470
%H		96.8%	43.5%	15.4%	75.3%	37.6%	37.7%	79.6%
AB	1581	1534	761	216	1184	627	557	1455
%V	23.0%	23.1%	25.5%	20.4%	22.9%	24.3%	21.5%	26.6%
%H		97.0%	48.1%	13.7%	74.9%	39.7%	35.2%	92.0%
C1	1957	1877	852	316	1455	741	714	1664
%V	28.5%	28.2%	28.5%	29.8%	28.1%	28.7%	27.5%	30.4%
%H		95.9%	43.5%	16.1%	74.3%	37.9%	36.5%	85.0%
C2	1435	1411	682	256	1095	619	476	1196
%V	20.9%	21.2%	22.8%	24.2%	21.2%	24.0%	18.4%	21.9%
%H		98.3%	47.5%	17.8%	76.3%	43.1%	33.2%	83.3%
D	1113	1080	470	189	829	414	415	774
%V	16.2%	16.2%	15.7%	17.8%	16.0%	16.0%	16.0%	14.1%
%H		97.0%	42.2%	17.0%	74.5%	37.2%	37.3%	69.5%
E	786	747	223	83	613	181	432	381
%V	11.4%	11.2%	7.5%	7.8%	11.8%	7.0%	16.7%	7.0%
%H		95.0%	28.4%	10.6%	78.0%	23.0%	55.0%	48.5%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North Macro

Individual level data

Table 22.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6872	6650	2988	1060	5176	2582	2594	5470
%H		96.8%	43.5%	15.4%	75.3%	37.6%	37.7%	79.6%
Working full time	2319	2260	1140	426	1673	978	695	2150
%V	33.7%	34.0%	38.2%	40.2%	32.3%	37.9%	26.8%	39.3%
%H		97.5%	49.2%	18.4%	72.1%	42.2%	30.0%	92.7%
Working part time	1058	1036	551	172	801	487	314	967
%V	15.4%	15.6%	18.4%	16.2%	15.5%	18.9%	12.1%	17.7%
%H		97.9%	52.1%	16.3%	75.7%	46.0%	29.7%	91.4%
Not working	3495	3354	1297	461	2702	1117	1585	2353
%V	50.9%	50.4%	43.4%	43.5%	52.2%	43.3%	61.1%	43.0%
%H		96.0%	37.1%	13.2%	77.3%	32.0%	45.4%	67.3%
Housewife/Houseperson	5654	5478	2402	831	4281	2045	2236	4382
%V	82.3%	82.4%	80.4%	78.4%	82.7%	79.2%	86.2%	80.1%
%H		96.9%	42.5%	14.7%	75.7%	36.2%	39.5%	77.5%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 23.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3957	3802	1608	535	2972	1334	1638	2889
%H (All HH)		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%
%H (TV HH)			42.3%	14.1%	78.2%	35.1%	43.1%	
AB	819	794	374	101	613	297	316	734
%V	20.7%	20.9%	23.3%	18.9%	20.6%	22.3%	19.3%	25.4%
%H (All HH)		96.9%	45.7%	12.3%	74.8%	36.3%	38.6%	89.6%
%H (TV HH)			47.1%	12.7%	77.2%	37.4%	39.8%	
C1	1016	972	423	147	757	358	399	823
%V	25.7%	25.6%	26.3%	27.5%	25.5%	26.8%	24.4%	28.5%
%H (All HH)		95.7%	41.6%	14.5%	74.5%	35.2%	39.3%	81.0%
%H (TV HH)			43.5%	15.1%	77.9%	36.8%	41.0%	
C2	896	872	397	137	675	343	333	684
%V	22.6%	22.9%	24.7%	25.6%	22.7%	25.7%	20.3%	23.7%
%H (All HH)		97.3%	44.3%	15.3%	75.3%	38.3%	37.2%	76.3%
%H (TV HH)			45.5%	15.7%	77.4%	39.3%	38.2%	
D	655	626	258	102	485	220	265	416
%V	16.6%	16.5%	16.0%	19.1%	16.3%	16.5%	16.2%	14.4%
%H (All HH)		95.6%	39.4%	15.6%	74.0%	33.6%	40.5%	63.5%
%H (TV HH)			41.2%	16.3%	77.5%	35.1%	42.3%	
E	570	538	156	48	441	116	325	233
%V	14.4%	14.2%	9.7%	9.0%	14.8%	8.7%	19.8%	8.1%
%H (All HH)		94.4%	27.4%	8.4%	77.4%	20.4%	57.0%	40.9%
%H (TV HH)			29.0%	8.9%	82.0%	21.6%	60.4%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Household level data

Table 23.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3957	3802	1608	535	2972	1334	1638	2889
%H (All HH)		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%
%H (TV HH)			42.3%	14.1%	78.2%	35.1%	43.1%	
Under 25	193	168	54	20	110	34	76	157
%V	4.9%	4.4%	3.4%	3.7%	3.7%	2.5%	4.6%	5.4%
%H (All HH)		87.0%	28.0%	10.4%	57.0%	17.6%	39.4%	81.3%
%H (TV HH)			32.1%	11.9%	65.5%	20.2%	45.2%	
25 - 34	590	551	312	79	370	215	155	503
%V	14.9%	14.5%	19.4%	14.8%	12.4%	16.1%	9.5%	17.4%
%H (All HH)		93.4%	52.9%	13.4%	62.7%	36.4%	26.3%	85.3%
%H (TV HH)			56.6%	14.3%	67.2%	39.0%	28.1%	
35 - 44	643	625	323	90	446	240	206	562
%V	16.2%	16.4%	20.1%	16.8%	15.0%	18.0%	12.6%	19.5%
%H (All HH)		97.2%	50.2%	14.0%	69.4%	37.3%	32.0%	87.4%
%H (TV HH)			51.7%	14.4%	71.4%	38.4%	33.0%	
45 - 54	770	750	369	122	586	327	259	648
%V	19.5%	19.7%	22.9%	22.8%	19.7%	24.5%	15.8%	22.4%
%H (All HH)		97.4%	47.9%	15.8%	76.1%	42.5%	33.6%	84.2%
%H (TV HH)			49.2%	16.3%	78.1%	43.6%	34.5%	
55 - 64	666	646	247	109	526	232	294	530
%V	16.8%	17.0%	15.4%	20.4%	17.7%	17.4%	17.9%	18.3%
%H (All HH)		97.0%	37.1%	16.4%	79.0%	34.8%	44.1%	79.6%
%H (TV HH)			38.2%	16.9%	81.4%	35.9%	45.5%	
65 +	1094	1061	303	115	934	286	648	489
%V	27.6%	27.9%	18.8%	21.5%	31.4%	21.4%	39.6%	16.9%
%H (All HH)		97.0%	27.7%	10.5%	85.4%	26.1%	59.2%	44.7%
%H (TV HH)			28.6%	10.8%	88.0%	27.0%	61.1%	

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

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Household level data

Table 23.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3957	3802	1608	535	2972	1334	1638	2889
%H (All HH)		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%
%H (TV HH)			42.3%	14.1%	78.2%	35.1%	43.1%	
1	1232	1164	313	114	961	238	723	579
%V	31.1%	30.6%	19.5%	21.3%	32.3%	17.8%	44.1%	20.0%
%H (All HH)		94.5%	25.4%	9.3%	78.0%	19.3%	58.7%	47.0%
%H (TV HH)			26.9%	9.8%	82.6%	20.4%	62.1%	
2	1428	1385	586	207	1102	513	589	1128
%V	36.1%	36.4%	36.4%	38.7%	37.1%	38.5%	36.0%	39.0%
%H (All HH)		97.0%	41.0%	14.5%	77.2%	35.9%	41.2%	79.0%
%H (TV HH)			42.3%	14.9%	79.6%	37.0%	42.5%	
3	588	561	304	97	411	255	156	520
%V	14.9%	14.8%	18.9%	18.1%	13.8%	19.1%	9.5%	18.0%
%H (All HH)		95.4%	51.7%	16.5%	69.9%	43.4%	26.5%	88.4%
%H (TV HH)			54.2%	17.3%	73.3%	45.5%	27.8%	
4	470	460	258	88	338	223	115	439
%V	11.9%	12.1%	16.0%	16.4%	11.4%	16.7%	7.0%	15.2%
%H (All HH)		97.9%	54.9%	18.7%	71.9%	47.4%	24.5%	93.4%
%H (TV HH)			56.1%	19.1%	73.5%	48.5%	25.0%	
5+	238	232	146	29	160	105	55	222
%V	6.0%	6.1%	9.1%	5.4%	5.4%	7.9%	3.4%	7.7%
%H (All HH)		97.5%	61.3%	12.2%	67.2%	44.1%	23.1%	93.3%
%H (TV HH)			62.9%	12.5%	69.0%	45.3%	23.7%	
Average HH size	2.28	2.29	2.63	2.48	2.23	2.62	1.91	2.55

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Household level data

Table 23.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3957	3802	1608	535	2972	1334	1638	2889
%H (All HH)		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%
%H (TV HH)			42.3%	14.1%	78.2%	35.1%	43.1%	
Without	2988	2852	1059	392	2294	910	1384	2032
%V	75.5%	75.0%	65.9%	73.3%	77.2%	68.2%	84.5%	70.3%
%H (All HH)		95.4%	35.4%	13.1%	76.8%	30.5%	46.3%	68.0%
%H (TV HH)			37.1%	13.7%	80.4%	31.9%	48.5%	
With	968	950	549	143	677	424	254	857
%V	24.5%	25.0%	34.1%	26.7%	22.8%	31.8%	15.5%	29.7%
%H (All HH)		98.1%	56.7%	14.8%	69.9%	43.8%	26.2%	88.5%
%H (TV HH)			57.8%	15.1%	71.3%	44.6%	26.7%	
0 - 3	374	366	205	50	254	148	106	318
%V	9.5%	9.6%	12.7%	9.3%	8.5%	11.1%	6.5%	11.0%
%H (All HH)		97.9%	54.8%	13.4%	67.9%	39.6%	28.3%	85.0%
%H (TV HH)			56.0%	13.7%	69.4%	40.4%	29.0%	
4 - 9	492	484	290	72	332	208	124	430
%V	12.4%	12.7%	18.0%	13.5%	11.2%	15.6%	7.6%	14.9%
%H (All HH)		98.4%	58.9%	14.6%	67.5%	42.3%	25.2%	87.4%
%H (TV HH)			59.9%	14.9%	68.6%	43.0%	25.6%	
10 - 15	457	449	263	72	330	216	114	426
%V	11.5%	11.8%	16.4%	13.5%	11.1%	16.2%	7.0%	14.7%
%H (All HH)		98.2%	57.5%	15.8%	72.2%	47.3%	24.9%	93.2%
%H (TV HH)			58.6%	16.0%	73.5%	48.1%	25.4%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Household level data

Table 23.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3957	3802	1608	535	2972	1334	1638	2889
%H (All HH)		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%
%H (TV HH)			42.3%	14.1%	78.2%	35.1%	43.1%	
1	1478	1478	485	164	1055	252	803	908
%V	37.4%	38.9%	30.2%	30.7%	35.5%	18.9%	49.0%	31.4%
%H (All HH)		100.0%	32.8%	11.1%	71.4%	17.1%	54.3%	61.4%
%H (TV HH)			32.8%	11.1%	71.4%	17.1%	54.3%	
2	1304	1304	566	187	1048	500	548	956
%V	33.0%	34.3%	35.2%	35.0%	35.3%	37.5%	33.5%	33.1%
%H (All HH)		100.0%	43.4%	14.3%	80.4%	38.3%	42.0%	73.3%
%H (TV HH)			43.4%	14.3%	80.4%	38.3%	42.0%	
3	621	621	323	117	527	341	186	543
%V	15.7%	16.3%	20.1%	21.9%	17.7%	25.6%	11.4%	18.8%
%H (All HH)		100.0%	52.0%	18.8%	84.9%	54.9%	30.0%	87.4%
%H (TV HH)			52.0%	18.8%	84.9%	54.9%	30.0%	
4	261	261	151	45	225	155	70	246
%V	6.6%	6.9%	9.4%	8.4%	7.6%	11.6%	4.3%	8.5%
%H (All HH)		100.0%	57.9%	17.2%	86.2%	59.4%	26.8%	94.3%
%H (TV HH)			57.9%	17.2%	86.2%	59.4%	26.8%	
5+	138	138	84	23	117	86	31	136
%V	3.5%	3.6%	5.2%	4.3%	3.9%	6.4%	1.9%	4.7%
%H (All HH)		100.0%	60.9%	16.7%	84.8%	62.3%	22.5%	98.6%
%H (TV HH)			60.9%	16.7%	84.8%	62.3%	22.5%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
ITV Yorkshire / North East Macro
Household level data
Table 23.6: Screen size
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3957	3802	1608	535	2972	1334	1638	2889
%H (All HH)		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%
%H (TV HH)			42.3%	14.1%	78.2%	35.1%	43.1%	
Under 20"	913	913	371	159	793	410	383	704
%V	23.1%	24.0%	23.1%	29.7%	26.7%	30.7%	23.4%	24.4%
%H (All HH)		100.0%	40.6%	17.4%	86.9%	44.9%	41.9%	77.1%
%H (TV HH)			40.6%	17.4%	86.9%	44.9%	41.9%	
20" - 29"	1429	1429	594	196	1195	558	637	1070
%V	36.1%	37.6%	36.9%	36.6%	40.2%	41.8%	38.9%	37.0%
%H (All HH)		100.0%	41.6%	13.7%	83.6%	39.0%	44.6%	74.9%
%H (TV HH)			41.6%	13.7%	83.6%	39.0%	44.6%	
30" - 39"	2056	2056	855	304	1660	770	890	1534
%V	52.0%	54.1%	53.2%	56.8%	55.9%	57.7%	54.3%	53.1%
%H (All HH)		100.0%	41.6%	14.8%	80.7%	37.5%	43.3%	74.6%
%H (TV HH)			41.6%	14.8%	80.7%	37.5%	43.3%	
40" and over	1845	1845	1009	290	1379	829	550	1546
%V	46.6%	48.5%	62.7%	54.2%	46.4%	62.1%	33.6%	53.5%
%H (All HH)		100.0%	54.7%	15.7%	74.7%	44.9%	29.8%	83.8%
%H (TV HH)			54.7%	15.7%	74.7%	44.9%	29.8%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Household level data

Table 23.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3957	3802	1608	535	2972	1334	1638	2889
%V (All HH)		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%
%H (TV HH)			42.3%	14.1%	78.2%	35.1%	43.1%	
Main living room	3747	3747	1596	531	2936	1325	1611	2752
%V	94.7%	98.6%	99.3%	99.3%	98.8%	99.3%	98.4%	95.3%
%H (All HH)		100.0%	42.6%	14.2%	78.4%	35.4%	43.0%	73.4%
%H (TV HH)			42.6%	14.2%	78.4%	35.4%	43.0%	
Kitchen	465	465	207	74	420	233	187	381
%V	11.8%	12.2%	12.9%	13.8%	14.1%	17.5%	11.4%	13.2%
%H (All HH)		100.0%	44.5%	15.9%	90.3%	50.1%	40.2%	81.9%
%H (TV HH)			44.5%	15.9%	90.3%	50.1%	40.2%	
Adult's bedroom	1711	1711	840	290	1417	839	578	1399
%V	43.2%	45.0%	52.2%	54.2%	47.7%	62.9%	35.3%	48.4%
%H (All HH)		100.0%	49.1%	16.9%	82.8%	49.0%	33.8%	81.8%
%H (TV HH)			49.1%	16.9%	82.8%	49.0%	33.8%	
Child's bedroom	435	435	254	73	336	227	109	396
%V	11.0%	11.4%	15.8%	13.6%	11.3%	17.0%	6.7%	13.7%
%H (All HH)		100.0%	58.4%	16.8%	77.2%	52.2%	25.1%	91.0%
%H (TV HH)			58.4%	16.8%	77.2%	52.2%	25.1%	
Other bedroom	237	237	124	36	211	132	79	203
%V	6.0%	6.2%	7.7%	6.7%	7.1%	9.9%	4.8%	7.0%
%H (All HH)		100.0%	52.3%	15.2%	89.0%	55.7%	33.3%	85.7%
%H (TV HH)			52.3%	15.2%	89.0%	55.7%	33.3%	
Second living/dining room	326	326	169	50	274	166	109	274
%V	8.2%	8.6%	10.5%	9.3%	9.2%	12.4%	6.7%	9.5%
%H (All HH)		100.0%	51.8%	15.3%	84.0%	50.9%	33.4%	84.0%
%H (TV HH)			51.8%	15.3%	84.0%	50.9%	33.4%	
Study/office	41	41	21	6	28	16	12	38
%V	1.0%	1.1%	1.3%	1.1%	0.9%	1.2%	0.7%	1.3%
%H (All HH)		100.0%	51.2%	14.6%	68.3%	39.0%	29.3%	92.7%
%H (TV HH)			51.2%	14.6%	68.3%	39.0%	29.3%	
TV room	13	13	8	1	10	6	3	12
%V	0.3%	0.3%	0.5%	0.2%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	61.5%	7.7%	76.9%	46.2%	23.1%	92.3%
%H (TV HH)			61.5%	7.7%	76.9%	46.2%	23.1%	
Conservatory	131	131	69	25	114	76	37	121
%V	3.3%	3.4%	4.3%	4.7%	3.8%	5.7%	2.3%	4.2%
%H (All HH)		100.0%	52.7%	19.1%	87.0%	58.0%	28.2%	92.4%
%H (TV HH)			52.7%	19.1%	87.0%	58.0%	28.2%	
Attic or loft room	12	12	6	2	11	7	4	11
%V	0.3%	0.3%	0.4%	0.4%	0.4%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	16.7%	91.7%	58.3%	33.3%	91.7%
%H (TV HH)			50.0%	16.7%	91.7%	58.3%	33.3%	
No specific location	7	7	3	0	7	2	4	5
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.2%	0.2%
%H (All HH)		100.0%	42.9%	0.0%	100.0%	28.6%	57.1%	71.4%
%H (TV HH)			42.9%	0.0%	100.0%	28.6%	57.1%	
Other	41	41	20	6	37	21	16	37
%V	1.0%	1.1%	1.2%	1.1%	1.2%	1.6%	1.0%	1.3%
%H (All HH)		100.0%	48.8%	14.6%	90.2%	51.2%	39.0%	90.2%
%H (TV HH)			48.8%	14.6%	90.2%	51.2%	39.0%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 23.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3957	3802	1608	535	2972	1334	1638	2889
%H (All HH)		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%
%H (TV HH)			42.3%	14.1%	78.2%	35.1%	43.1%	
Any DSAT provider	1608	1608	1608	26	1042	1042	0	1365
%V	40.6%	42.3%	100.0%	4.9%	35.1%	78.1%	0.0%	47.2%
%H (All HH)			100.0%	1.6%	64.8%	64.8%	0.0%	84.9%
%H (TV HH)			100.0%	1.6%	64.8%	64.8%	0.0%	
Sky with subcription	1364	1364	1364	12	908	908	0	1192
%V	34.5%	35.9%	84.8%	2.2%	30.6%	68.1%	0.0%	41.3%
%H (All HH)			100.0%	0.9%	66.6%	66.6%	0.0%	87.4%
%H (TV HH)			100.0%	0.9%	66.6%	66.6%	0.0%	
Sky without subscription	102	102	102	8	57	57	0	68
%V	2.6%	2.7%	6.3%	1.5%	1.9%	4.3%	0.0%	2.4%
%H (All HH)			100.0%	7.8%	55.9%	55.9%	0.0%	66.7%
%H (TV HH)			100.0%	7.8%	55.9%	55.9%	0.0%	
Freesat	144	144	144	6	87	87	0	109
%V	3.6%	3.8%	9.0%	1.1%	2.9%	6.5%	0.0%	3.8%
%H (All HH)			100.0%	4.2%	60.4%	60.4%	0.0%	75.7%
%H (TV HH)			100.0%	4.2%	60.4%	60.4%	0.0%	
Other satellite provider	38	38	38	2	18	18	0	27
%V	1.0%	1.0%	2.4%	0.4%	0.6%	1.3%	0.0%	0.9%
%H (All HH)			100.0%	5.3%	47.4%	47.4%	0.0%	71.1%
%H (TV HH)			100.0%	5.3%	47.4%	47.4%	0.0%	
DCAB	535	535	26	535	302	302	0	480
%V	13.5%	14.1%	1.6%	100.0%	10.2%	22.6%	0.0%	16.6%
%H (All HH)			4.9%	100.0%	56.4%	56.4%	0.0%	89.7%
%H (TV HH)			4.9%	100.0%	56.4%	56.4%	0.0%	
DTT	2972	2972	1042	302	2972	1334	1638	2089
%V	75.1%	78.2%	64.8%	56.4%	100.0%	100.0%	100.0%	72.3%
%H (All HH)		100.0%	35.1%	10.2%	100.0%	44.9%	55.1%	70.3%
%H (TV HH)			35.1%	10.2%	100.0%	44.9%	55.1%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Household level data

Table 23.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3957	3802	1608	535	2972	1334	1638	2889
%H (All HH)		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%
%H (TV HH)			42.3%	14.1%	78.2%	35.1%	43.1%	
PVR	2309	2309	1369	414	1678	1128	550	1981
%V	58.4%	60.7%	85.1%	77.4%	56.5%	84.6%	33.6%	68.6%
%H (All HH)		100.0%	59.3%	17.9%	72.7%	48.9%	23.8%	85.8%
%H (TV HH)			59.3%	17.9%	72.7%	48.9%	23.8%	
DVDR	174	174	80	19	148	74	74	132
%V	4.4%	4.6%	5.0%	3.6%	5.0%	5.5%	4.5%	4.6%
%H (All HH)		100.0%	46.0%	10.9%	85.1%	42.5%	42.5%	75.9%
%H (TV HH)			46.0%	10.9%	85.1%	42.5%	42.5%	
VCR	178	178	66	24	148	60	88	115
%V	4.5%	4.7%	4.1%	4.5%	5.0%	4.5%	5.4%	4.0%
%H (All HH)		100.0%	37.1%	13.5%	83.1%	33.7%	49.4%	64.6%
%H (TV HH)			37.1%	13.5%	83.1%	33.7%	49.4%	
Any recorder	2447	2447	1396	426	1806	1158	648	2057
%V	61.8%	64.4%	86.8%	79.6%	60.8%	86.8%	39.6%	71.2%
%H (All HH)		100.0%	57.0%	17.4%	73.8%	47.3%	26.5%	84.1%
%H (TV HH)			57.0%	17.4%	73.8%	47.3%	26.5%	
Receives HDTV (via STB or built-in reception)	1998	1998	1100	382	1509	971	538	1711
%V	50.5%	52.6%	68.4%	71.4%	50.8%	72.8%	32.8%	59.2%
%H (All HH)		100.0%	55.1%	19.1%	75.5%	48.6%	26.9%	85.6%
%H (TV HH)			55.1%	19.1%	75.5%	48.6%	26.9%	
DVD/Blu-ray player or recorder	2943	2943	1322	436	2335	1136	1198	2286
%V	74.4%	77.4%	82.2%	81.5%	78.6%	85.2%	73.1%	79.1%
%H (All HH)		100.0%	44.9%	14.8%	79.3%	38.6%	40.7%	77.7%
%H (TV HH)			44.9%	14.8%	79.3%	38.6%	40.7%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Household level data

Table 23.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3957	3802	1608	535	2972	1334	1638	2889
%V (All HH)		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%
%H (TV HH)			42.3%	14.1%	78.2%	35.1%	43.1%	
Has broadband internet	2889	2790	1365	480	2089	1157	932	2889
%V	73.0%	73.4%	84.9%	89.7%	70.3%	86.7%	56.9%	100.0%
%H (All HH)		96.6%	47.2%	16.6%	72.3%	40.0%	32.3%	100.0%
%H (TV HH)			48.9%	17.2%	74.9%	41.5%	33.4%	
Number of computers (PCs and laptops)								
0	970	923	230	58	803	173	630	64
%V	24.5%	24.3%	14.3%	10.8%	27.0%	13.0%	38.5%	2.2%
%H (All HH)		95.2%	23.7%	6.0%	82.8%	17.8%	64.9%	6.6%
%H (TV HH)			24.9%	6.3%	87.0%	18.7%	68.3%	
1	1191	1137	471	154	883	378	505	1058
%V	30.1%	29.9%	29.3%	28.8%	29.7%	28.3%	30.8%	36.6%
%H (All HH)		95.5%	39.5%	12.9%	74.1%	31.7%	42.4%	88.8%
%H (TV HH)			41.4%	13.5%	77.7%	33.2%	44.4%	
2	820	793	400	150	588	346	241	796
%V	20.7%	20.9%	24.9%	28.0%	19.8%	25.9%	14.7%	27.6%
%H (All HH)		96.7%	48.8%	18.3%	71.7%	42.2%	29.4%	97.1%
%H (TV HH)			50.4%	18.9%	74.1%	43.6%	30.4%	
3	474	457	243	78	340	205	135	473
%V	12.0%	12.0%	15.1%	14.6%	11.4%	15.4%	8.2%	16.4%
%H (All HH)		96.4%	51.3%	16.5%	71.7%	43.2%	28.5%	99.8%
%H (TV HH)			53.2%	17.1%	74.4%	44.9%	29.5%	
4	250	246	131	53	176	114	61	249
%V	6.3%	6.5%	8.1%	9.9%	5.9%	8.5%	3.7%	8.6%
%H (All HH)		98.4%	52.4%	21.2%	70.4%	45.6%	24.4%	99.6%
%H (TV HH)			53.3%	21.5%	71.5%	46.3%	24.8%	
5+	252	245	133	42	183	117	66	249
%V	6.4%	6.4%	8.3%	7.9%	6.2%	8.8%	4.0%	8.6%
%H (All HH)		97.2%	52.8%	16.7%	72.6%	46.4%	26.2%	98.8%
%H (TV HH)			54.3%	17.1%	74.7%	47.8%	26.9%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Set level data

Table 23.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7731	3642	1189	6260	3362	2898	6165
%H		47.1%	15.4%	81.0%	43.5%	37.5%	79.7%
Under 20"	1175	497	215	1023	561	462	937
%V	15.2%	13.6%	18.1%	16.3%	16.7%	15.9%	15.2%
%H		42.3%	18.3%	87.1%	47.7%	39.3%	79.7%
20" - 29"	1868	822	260	1580	792	788	1452
%V	24.2%	22.6%	21.9%	25.2%	23.6%	27.2%	23.6%
%H		44.0%	13.9%	84.6%	42.4%	42.2%	77.7%
30" - 39"	2465	1075	377	1998	990	1007	1884
%V	31.9%	29.5%	31.7%	31.9%	29.4%	34.7%	30.6%
%H		43.6%	15.3%	81.1%	40.2%	40.9%	76.4%
40" and over	2187	1237	335	1630	1010	620	1865
%V	28.3%	34.0%	28.2%	26.0%	30.0%	21.4%	30.3%
%H		56.6%	15.3%	74.5%	46.2%	28.3%	85.3%
Don't know	36	12	3	30	9	21	27
%V	0.5%	0.3%	0.3%	0.5%	0.3%	0.7%	0.4%
%H		33.3%	8.3%	83.3%	25.0%	58.3%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Set level data

Table 23.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7731	3642	1189	6260	3362	2898	6165
%H		47.1%	15.4%	81.0%	43.5%	37.5%	79.7%
Main living room	3775	1608	535	2955	1332	1624	2775
%V	48.8%	44.2%	45.0%	47.2%	39.6%	56.0%	45.0%
%H		42.6%	14.2%	78.3%	35.3%	43.0%	73.5%
Kitchen	465	207	74	420	233	187	381
%V	6.0%	5.7%	6.2%	6.7%	6.9%	6.5%	6.2%
%H		44.5%	15.9%	90.3%	50.1%	40.2%	81.9%
Adult's bedroom	2036	1028	343	1696	1033	662	1707
%V	26.3%	28.2%	28.8%	27.1%	30.7%	22.8%	27.7%
%H		50.5%	16.8%	83.3%	50.7%	32.5%	83.8%
Child's bedroom	595	353	102	450	305	145	551
%V	7.7%	9.7%	8.6%	7.2%	9.1%	5.0%	8.9%
%H		59.3%	17.1%	75.6%	51.3%	24.4%	92.6%
Other bedroom	281	147	44	253	161	92	245
%V	3.6%	4.0%	3.7%	4.0%	4.8%	3.2%	4.0%
%H		52.3%	15.7%	90.0%	57.3%	32.7%	87.2%
Second living/dining room	330	171	51	277	168	109	278
%V	4.3%	4.7%	4.3%	4.4%	5.0%	3.8%	4.5%
%H		51.8%	15.5%	83.9%	50.9%	33.0%	84.2%
Study/office	42	21	6	29	17	12	39
%V	0.5%	0.6%	0.5%	0.5%	0.5%	0.4%	0.6%
%H		50.0%	14.3%	69.0%	40.5%	28.6%	92.9%
TV room	13	8	1	10	6	3	12
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%
%H		61.5%	7.7%	76.9%	46.2%	23.1%	92.3%
Conservatory	131	69	25	114	76	37	121
%V	1.7%	1.9%	2.1%	1.8%	2.3%	1.3%	2.0%
%H		52.7%	19.1%	87.0%	58.0%	28.2%	92.4%
Attic or loft room	13	6	2	11	7	4	12
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		46.2%	15.4%	84.6%	53.8%	30.8%	92.3%
No specific location	7	3	0	7	2	4	5
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		42.9%	0.0%	100.0%	28.6%	57.1%	71.4%
Other	43	20	6	39	22	17	39
%V	0.6%	0.5%	0.5%	0.6%	0.7%	0.6%	0.6%
%H		46.5%	14.0%	90.7%	51.2%	39.5%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Set level data

Table 23.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7731	3642	1189	6260	3362	2898	6165
%H		47.1%	15.4%	81.0%	43.5%	37.5%	79.7%
PVR	2939	1832	540	2089	1484	605	2571
%V	38.0%	50.3%	45.4%	33.4%	44.1%	20.9%	41.7%
%H		62.3%	18.4%	71.1%	50.5%	20.6%	87.5%
DVDR	192	88	22	165	82	83	147
%V	2.5%	2.4%	1.9%	2.6%	2.4%	2.9%	2.4%
%H		45.8%	11.5%	85.9%	42.7%	43.2%	76.6%
VCR	185	69	24	155	63	92	118
%V	2.4%	1.9%	2.0%	2.5%	1.9%	3.2%	1.9%
%H		37.3%	13.0%	83.8%	34.1%	49.7%	63.8%
Any recorder	3130	1882	558	2267	1540	727	2685
%V	40.5%	51.7%	46.9%	36.2%	45.8%	25.1%	43.6%
%H		60.1%	17.8%	72.4%	49.2%	23.2%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7731	3642	1189	6260	3362	2898	6165
%H		47.1%	15.4%	81.0%	43.5%	37.5%	79.7%
Receives HDTV (via STB or built-in reception)	2771	1543	564	2118	1421	697	2433
%V	35.8%	42.4%	47.4%	33.8%	42.3%	24.1%	39.5%
%H		55.7%	20.4%	76.4%	51.3%	25.2%	87.8%
DVD/Blu-ray player or recorder	4234	2020	660	3459	1877	1581	3449
%V	54.8%	55.5%	55.5%	55.3%	55.8%	54.6%	55.9%
%H		47.7%	15.6%	81.7%	44.3%	37.3%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Set level data

Table 23.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3791	1606	535	2970	1334	1636	2781
%H		42.4%	14.1%	78.3%	35.2%	43.2%	73.4%
Under 20"	70	14	6	55	10	45	32
%V	1.8%	0.9%	1.1%	1.9%	0.7%	2.8%	1.2%
%H		20.0%	8.6%	78.6%	14.3%	64.3%	45.7%
20" - 29"	453	92	38	380	66	315	240
%V	11.9%	5.7%	7.1%	12.8%	4.9%	19.3%	8.6%
%H		20.3%	8.4%	83.9%	14.6%	69.5%	53.0%
30" - 39"	1468	518	213	1189	457	732	1009
%V	38.7%	32.3%	39.8%	40.0%	34.3%	44.7%	36.3%
%H		35.3%	14.5%	81.0%	31.1%	49.9%	68.7%
40" and over	1784	978	278	1333	799	534	1492
%V	47.1%	60.9%	52.0%	44.9%	59.9%	32.6%	53.6%
%H		54.8%	15.6%	74.7%	44.8%	29.9%	83.6%
Don't know	15	4	1	13	3	10	8
%V	0.4%	0.2%	0.2%	0.4%	0.2%	0.6%	0.3%
%H		26.7%	6.7%	86.7%	20.0%	66.7%	53.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Set level data

Table 23.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3791	1606	535	2970	1334	1636	2781
%H		42.4%	14.1%	78.3%	35.2%	43.2%	73.4%
PVR	2250	1350	404	1625	1107	518	1937
%V	59.4%	84.1%	75.5%	54.7%	83.0%	31.7%	69.7%
%H		60.0%	18.0%	72.2%	49.2%	23.0%	86.1%
DVDR	149	66	16	127	61	66	110
%V	3.9%	4.1%	3.0%	4.3%	4.6%	4.0%	4.0%
%H		44.3%	10.7%	85.2%	40.9%	44.3%	73.8%
VCR	151	55	21	123	48	76	96
%V	4.0%	3.4%	3.9%	4.1%	3.6%	4.6%	3.5%
%H		36.4%	13.9%	81.5%	31.8%	50.3%	63.6%
Any recorder	2383	1378	417	1748	1137	611	2011
%V	62.9%	85.8%	77.9%	58.9%	85.2%	37.3%	72.3%
%H		57.8%	17.5%	73.4%	47.7%	25.6%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.17: 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	3791	1606	535	2970	1334	1636	2781
%H		42.4%	14.1%	78.3%	35.2%	43.2%	73.4%
Receives HDTV (via STB or built-in reception)	1933	1074	374	1451	945	507	1657
%V	51.0%	66.9%	69.9%	48.9%	70.8%	31.0%	59.6%
%H		55.6%	19.3%	75.1%	48.9%	26.2%	85.7%
DVD/Blu-ray player or recorder	2716	1218	390	2142	1024	1117	2096
%V	71.6%	75.8%	72.9%	72.1%	76.8%	68.3%	75.4%
%H		44.8%	14.4%	78.9%	37.7%	41.1%	77.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Set level data

Table 23.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3941	2036	654	3290	2028	1262	3384
%H		51.7%	16.6%	83.5%	51.5%	32.0%	85.9%
Under 20"	1105	483	210	968	551	417	905
%V	28.0%	23.7%	32.1%	29.4%	27.2%	33.0%	26.7%
%H		43.7%	19.0%	87.6%	49.9%	37.7%	81.9%
20" - 29"	1415	730	221	1200	727	473	1211
%V	35.9%	35.9%	33.8%	36.5%	35.8%	37.5%	35.8%
%H		51.6%	15.6%	84.8%	51.4%	33.4%	85.6%
30" - 39"	997	557	164	809	533	276	876
%V	25.3%	27.4%	25.1%	24.6%	26.3%	21.9%	25.9%
%H		55.9%	16.4%	81.1%	53.5%	27.7%	87.9%
40" and over	403	259	57	297	211	85	373
%V	10.2%	12.7%	8.7%	9.0%	10.4%	6.7%	11.0%
%H		64.3%	14.1%	73.7%	52.4%	21.1%	92.6%
Don't know	21	7	2	17	6	11	19
%V	0.5%	0.3%	0.3%	0.5%	0.3%	0.9%	0.6%
%H		33.3%	9.5%	81.0%	28.6%	52.4%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Set level data

Table 23.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3941	2036	654	3290	2028	1262	3384
%H		51.7%	16.6%	83.5%	51.5%	32.0%	85.9%
PVR	689	482	135	464	378	86	634
%V	17.5%	23.7%	20.6%	14.1%	18.6%	6.8%	18.7%
%H		70.0%	19.6%	67.3%	54.9%	12.5%	92.0%
DVDR	44	21	5	38	21	17	36
%V	1.1%	1.0%	0.8%	1.2%	1.0%	1.3%	1.1%
%H		47.7%	11.4%	86.4%	47.7%	38.6%	81.8%
VCR	33	14	3	31	16	16	22
%V	0.8%	0.7%	0.5%	0.9%	0.8%	1.3%	0.7%
%H		42.4%	9.1%	93.9%	48.5%	48.5%	66.7%
Any recorder	747	504	141	519	403	117	674
%V	19.0%	24.8%	21.6%	15.8%	19.9%	9.3%	19.9%
%H		67.5%	18.9%	69.5%	53.9%	15.7%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.20: 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	3941	2036	654	3290	2028	1262	3384
%H		51.7%	16.6%	83.5%	51.5%	32.0%	85.9%
Receives HDTV (via STB or built-in reception)	838	469	190	666	476	190	776
%V	21.3%	23.0%	29.1%	20.2%	23.5%	15.1%	22.9%
%H		56.0%	22.7%	79.5%	56.8%	22.7%	92.6%
DVD/Blu-ray player or recorder	1519	802	270	1317	853	464	1353
%V	38.5%	39.4%	41.3%	40.0%	42.1%	36.8%	40.0%
%H		52.8%	17.8%	86.7%	56.2%	30.5%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9029	8722	4229	1329	6617	3491	3126	7359
%H		96.6%	46.8%	14.7%	73.3%	38.7%	34.6%	81.5%
Total Children	1678	1648	967	241	1154	718	436	1485
%V	18.6%	18.9%	22.9%	18.1%	17.4%	20.6%	13.9%	20.2%
%H		98.2%	57.6%	14.4%	68.8%	42.8%	26.0%	88.5%
0 - 3	441	433	240	58	302	173	129	372
%V	4.9%	5.0%	5.7%	4.4%	4.6%	5.0%	4.1%	5.1%
%H		98.2%	54.4%	13.2%	68.5%	39.2%	29.3%	84.4%
4 - 15	1237	1216	727	183	852	545	307	1113
%V	13.7%	13.9%	17.2%	13.8%	12.9%	15.6%	9.8%	15.1%
%H		98.3%	58.8%	14.8%	68.9%	44.1%	24.8%	90.0%
4 - 9	644	633	383	93	428	269	159	560
%V	7.1%	7.3%	9.1%	7.0%	6.5%	7.7%	5.1%	7.6%
%H		98.3%	59.5%	14.4%	66.5%	41.8%	24.7%	87.0%
10 - 15	593	583	344	90	424	277	148	552
%V	6.6%	6.7%	8.1%	6.8%	6.4%	7.9%	4.7%	7.5%
%H		98.3%	58.0%	15.2%	71.5%	46.7%	25.0%	93.1%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9029	8722	4229	1329	6617	3491	3126	7359
%H		96.6%	46.8%	14.7%	73.3%	38.7%	34.6%	81.5%
Total Adults (16+)	7352	7073	3262	1088	5463	2773	2690	5873
%V	81.4%	81.1%	77.1%	81.9%	82.6%	79.4%	86.1%	79.8%
%H		96.2%	44.4%	14.8%	74.3%	37.7%	36.6%	79.9%
16 - 19	449	439	231	75	334	204	130	416
%V	5.0%	5.0%	5.5%	5.6%	5.0%	5.8%	4.2%	5.7%
%H		97.8%	51.4%	16.7%	74.4%	45.4%	29.0%	92.7%
20 - 24	600	545	241	83	395	207	188	545
%V	6.6%	6.2%	5.7%	6.2%	6.0%	5.9%	6.0%	7.4%
%H		90.8%	40.2%	13.8%	65.8%	34.5%	31.3%	90.8%
25 - 34	1161	1077	618	175	732	458	275	1022
%V	12.9%	12.3%	14.6%	13.2%	11.1%	13.1%	8.8%	13.9%
%H		92.8%	53.2%	15.1%	63.0%	39.4%	23.7%	88.0%
35 - 44	1118	1084	593	163	767	446	321	994
%V	12.4%	12.4%	14.0%	12.3%	11.6%	12.8%	10.3%	13.5%
%H		97.0%	53.0%	14.6%	68.6%	39.9%	28.7%	88.9%
45 - 54	1296	1267	630	223	986	570	416	1126
%V	14.4%	14.5%	14.9%	16.8%	14.9%	16.3%	13.3%	15.3%
%H		97.8%	48.6%	17.2%	76.1%	44.0%	32.1%	86.9%
55 - 64	1095	1071	455	180	857	415	442	919
%V	12.1%	12.3%	10.8%	13.5%	13.0%	11.9%	14.1%	12.5%
%H		97.8%	41.6%	16.4%	78.3%	37.9%	40.4%	83.9%
65+	1631	1590	495	188	1391	473	918	852
%V	18.1%	18.2%	11.7%	14.1%	21.0%	13.5%	29.4%	11.6%
%H		97.5%	30.3%	11.5%	85.3%	29.0%	56.3%	52.2%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7352	7073	3262	1088	5463	2773	2690	5873
%H		96.2%	44.4%	14.8%	74.3%	37.7%	36.6%	79.9%
AB	1636	1586	809	213	1211	648	563	1517
%V	22.3%	22.4%	24.8%	19.6%	22.2%	23.4%	20.9%	25.8%
%H		96.9%	49.4%	13.0%	74.0%	39.6%	34.4%	92.7%
C1	1944	1850	860	295	1443	752	691	1683
%V	26.4%	26.2%	26.4%	27.1%	26.4%	27.1%	25.7%	28.7%
%H		95.2%	44.2%	15.2%	74.2%	38.7%	35.5%	86.6%
C2	1770	1725	820	292	1329	724	605	1436
%V	24.1%	24.4%	25.1%	26.8%	24.3%	26.1%	22.5%	24.5%
%H		97.5%	46.3%	16.5%	75.1%	40.9%	34.2%	81.1%
D	1201	1153	515	209	871	449	421	853
%V	16.3%	16.3%	15.8%	19.2%	15.9%	16.2%	15.7%	14.5%
%H		96.0%	42.9%	17.4%	72.5%	37.4%	35.1%	71.0%
E	800	759	258	79	610	200	410	385
%V	10.9%	10.7%	7.9%	7.3%	11.2%	7.2%	15.2%	6.6%
%H		94.9%	32.3%	9.9%	76.3%	25.0%	51.3%	48.1%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7352	7073	3262	1088	5463	2773	2690	5873
%H		96.2%	44.4%	14.8%	74.3%	37.7%	36.6%	79.9%
Working full time	3198	3096	1613	550	2254	1331	924	2928
%V	43.5%	43.8%	49.4%	50.6%	41.3%	48.0%	34.3%	49.9%
%H		96.8%	50.4%	17.2%	70.5%	41.6%	28.9%	91.6%
Working part time	765	748	386	120	571	333	238	687
%V	10.4%	10.6%	11.8%	11.0%	10.5%	12.0%	8.8%	11.7%
%H		97.8%	50.5%	15.7%	74.6%	43.5%	31.1%	89.8%
Not working	3388	3228	1263	418	2637	1110	1528	2258
%V	46.1%	45.6%	38.7%	38.4%	48.3%	40.0%	56.8%	38.4%
%H		95.3%	37.3%	12.3%	77.8%	32.8%	45.1%	66.6%
Housewife/Houseperson	3957	3802	1608	535	2972	1334	1638	2889
%V	53.8%	53.8%	49.3%	49.2%	54.4%	48.1%	60.9%	49.2%
%H		96.1%	40.6%	13.5%	75.1%	33.7%	41.4%	73.0%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3593	3436	1630	530	2634	1383	1250	2937
%H		95.6%	45.4%	14.8%	73.3%	38.5%	34.8%	81.7%
16 - 19	223	220	118	36	171	106	65	212
%V	6.2%	6.4%	7.2%	6.8%	6.5%	7.7%	5.2%	7.2%
%H		98.7%	52.9%	16.1%	76.7%	47.5%	29.1%	95.1%
20 - 24	321	291	125	43	203	106	97	297
%V	8.9%	8.5%	7.7%	8.1%	7.7%	7.7%	7.8%	10.1%
%H		90.7%	38.9%	13.4%	63.2%	33.0%	30.2%	92.5%
25 - 34	577	524	306	87	359	234	125	510
%V	16.1%	15.3%	18.8%	16.4%	13.6%	16.9%	10.0%	17.4%
%H		90.8%	53.0%	15.1%	62.2%	40.6%	21.7%	88.4%
35 - 44	554	531	291	83	371	218	153	486
%V	15.4%	15.5%	17.9%	15.7%	14.1%	15.8%	12.2%	16.5%
%H		95.8%	52.5%	15.0%	67.0%	39.4%	27.6%	87.7%
45 - 54	635	620	300	110	485	271	214	541
%V	17.7%	18.0%	18.4%	20.8%	18.4%	19.6%	17.1%	18.4%
%H		97.6%	47.2%	17.3%	76.4%	42.7%	33.7%	85.2%
55 - 64	538	525	240	78	410	201	210	457
%V	15.0%	15.3%	14.7%	14.7%	15.6%	14.5%	16.8%	15.6%
%H		97.6%	44.6%	14.5%	76.2%	37.4%	39.0%	84.9%
65+	745	725	250	94	634	248	386	433
%V	20.7%	21.1%	15.3%	17.7%	24.1%	17.9%	30.9%	14.7%
%H		97.3%	33.6%	12.6%	85.1%	33.3%	51.8%	58.1%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3593	3436	1630	530	2634	1383	1250	2937
%H		95.6%	45.4%	14.8%	73.3%	38.5%	34.8%	81.7%
AB	804	777	415	110	592	337	255	756
%V	22.4%	22.6%	25.5%	20.8%	22.5%	24.4%	20.4%	25.7%
%H		96.6%	51.6%	13.7%	73.6%	41.9%	31.7%	94.0%
C1	908	860	406	134	666	358	308	817
%V	25.3%	25.0%	24.9%	25.3%	25.3%	25.9%	24.6%	27.8%
%H		94.7%	44.7%	14.8%	73.3%	39.4%	33.9%	90.0%
C2	958	925	439	151	710	381	329	766
%V	26.7%	26.9%	26.9%	28.5%	27.0%	27.5%	26.3%	26.1%
%H		96.6%	45.8%	15.8%	74.1%	39.8%	34.3%	80.0%
D	579	550	254	102	411	221	190	429
%V	16.1%	16.0%	15.6%	19.2%	15.6%	16.0%	15.2%	14.6%
%H		95.0%	43.9%	17.6%	71.0%	38.2%	32.8%	74.1%
E	344	324	116	32	255	85	170	168
%V	9.6%	9.4%	7.1%	6.0%	9.7%	6.1%	13.6%	5.7%
%H		94.2%	33.7%	9.3%	74.1%	24.7%	49.4%	48.8%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3593	3436	1630	530	2634	1383	1250	2937
%H		95.6%	45.4%	14.8%	73.3%	38.5%	34.8%	81.7%
Working full time	1948	1878	1006	324	1360	822	538	1782
%V	54.2%	54.7%	61.7%	61.1%	51.6%	59.4%	43.0%	60.7%
%H		96.4%	51.6%	16.6%	69.8%	42.2%	27.6%	91.5%
Working part time	159	154	72	25	113	58	56	142
%V	4.4%	4.5%	4.4%	4.7%	4.3%	4.2%	4.5%	4.8%
%H		96.9%	45.3%	15.7%	71.1%	36.5%	35.2%	89.3%
Not working	1486	1404	552	181	1160	504	657	1013
%V	41.4%	40.9%	33.9%	34.2%	44.0%	36.4%	52.6%	34.5%
%H		94.5%	37.1%	12.2%	78.1%	33.9%	44.2%	68.2%
Housewife/Houseperson	872	807	288	99	640	237	403	548
%V	24.3%	23.5%	17.7%	18.7%	24.3%	17.1%	32.2%	18.7%
%H		92.5%	33.0%	11.4%	73.4%	27.2%	46.2%	62.8%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3759	3637	1632	558	2829	1390	1439	2937
%H		96.8%	43.4%	14.8%	75.3%	37.0%	38.3%	78.1%
16 - 19	226	218	113	40	163	98	65	205
%V	6.0%	6.0%	6.9%	7.2%	5.8%	7.1%	4.5%	7.0%
%H		96.5%	50.0%	17.7%	72.1%	43.4%	28.8%	90.7%
20 - 24	279	255	115	40	192	101	90	248
%V	7.4%	7.0%	7.0%	7.2%	6.8%	7.3%	6.3%	8.4%
%H		91.4%	41.2%	14.3%	68.8%	36.2%	32.3%	88.9%
25 - 34	584	553	312	88	373	224	149	512
%V	15.5%	15.2%	19.1%	15.8%	13.2%	16.1%	10.4%	17.4%
%H		94.7%	53.4%	15.1%	63.9%	38.4%	25.5%	87.7%
35 - 44	565	553	303	80	396	228	168	507
%V	15.0%	15.2%	18.6%	14.3%	14.0%	16.4%	11.7%	17.3%
%H		97.9%	53.6%	14.2%	70.1%	40.4%	29.7%	89.7%
45 - 54	660	646	330	114	501	299	202	584
%V	17.6%	17.8%	20.2%	20.4%	17.7%	21.5%	14.0%	19.9%
%H		97.9%	50.0%	17.3%	75.9%	45.3%	30.6%	88.5%
55 - 64	557	546	215	102	447	215	232	462
%V	14.8%	15.0%	13.2%	18.3%	15.8%	15.5%	16.1%	15.7%
%H		98.0%	38.6%	18.3%	80.3%	38.6%	41.7%	82.9%
65+	886	866	244	94	757	225	532	419
%V	23.6%	23.8%	15.0%	16.8%	26.8%	16.2%	37.0%	14.3%
%H		97.7%	27.5%	10.6%	85.4%	25.4%	60.0%	47.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3759	3637	1632	558	2829	1390	1439	2937
%H		96.8%	43.4%	14.8%	75.3%	37.0%	38.3%	78.1%
AB	833	809	394	103	619	311	308	760
%V	22.2%	22.2%	24.1%	18.5%	21.9%	22.4%	21.4%	25.9%
%H		97.1%	47.3%	12.4%	74.3%	37.3%	37.0%	91.2%
C1	1036	990	454	161	777	394	383	865
%V	27.6%	27.2%	27.8%	28.9%	27.5%	28.3%	26.6%	29.5%
%H		95.6%	43.8%	15.5%	75.0%	38.0%	37.0%	83.5%
C2	812	800	381	141	619	342	277	670
%V	21.6%	22.0%	23.3%	25.3%	21.9%	24.6%	19.2%	22.8%
%H		98.5%	46.9%	17.4%	76.2%	42.1%	34.1%	82.5%
D	622	603	262	107	460	228	232	424
%V	16.5%	16.6%	16.1%	19.2%	16.3%	16.4%	16.1%	14.4%
%H		96.9%	42.1%	17.2%	74.0%	36.7%	37.3%	68.2%
E	456	435	142	46	354	115	240	217
%V	12.1%	12.0%	8.7%	8.2%	12.5%	8.3%	16.7%	7.4%
%H		95.4%	31.1%	10.1%	77.6%	25.2%	52.6%	47.6%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV Yorkshire / North East Macro

Individual level data

Table 23.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3759	3637	1632	558	2829	1390	1439	2937
%H		96.8%	43.4%	14.8%	75.3%	37.0%	38.3%	78.1%
Working full time	1250	1219	607	226	895	509	386	1146
%V	33.3%	33.5%	37.2%	40.5%	31.6%	36.6%	26.8%	39.0%
%H		97.5%	48.6%	18.1%	71.6%	40.7%	30.9%	91.7%
Working part time	606	594	314	95	458	275	182	545
%V	16.1%	16.3%	19.2%	17.0%	16.2%	19.8%	12.6%	18.6%
%H		98.0%	51.8%	15.7%	75.6%	45.4%	30.0%	89.9%
Not working	1902	1824	711	237	1477	606	871	1245
%V	50.6%	50.2%	43.6%	42.5%	52.2%	43.6%	60.5%	42.4%
%H		95.9%	37.4%	12.5%	77.7%	31.9%	45.8%	65.5%
Housewife/Houseperson	3084	2995	1319	436	2331	1097	1235	2341
%V	82.0%	82.3%	80.8%	78.1%	82.4%	78.9%	85.8%	79.7%
%H		97.1%	42.8%	14.1%	75.6%	35.6%	40.0%	75.9%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North West / Border Macro

Household level data

Table 24.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3292	3144	1335	481	2466	1148	1318	2505
%H (All HH)		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%
%H (TV HH)			42.5%	15.3%	78.4%	36.5%	41.9%	
AB	762	735	362	109	578	310	267	689
%V	23.1%	23.4%	27.1%	22.7%	23.4%	27.0%	20.3%	27.5%
%H (All HH)		96.5%	47.5%	14.3%	75.9%	40.7%	35.0%	90.4%
%H (TV HH)			49.3%	14.8%	78.6%	42.2%	36.3%	
C1	897	856	373	135	658	316	342	760
%V	27.2%	27.2%	27.9%	28.1%	26.7%	27.5%	25.9%	30.3%
%H (All HH)		95.4%	41.6%	15.1%	73.4%	35.2%	38.1%	84.7%
%H (TV HH)			43.6%	15.8%	76.9%	36.9%	40.0%	
C2	686	666	301	113	526	272	254	528
%V	20.8%	21.2%	22.5%	23.5%	21.3%	23.7%	19.3%	21.1%
%H (All HH)		97.1%	43.9%	16.5%	76.7%	39.7%	37.0%	77.0%
%H (TV HH)			45.2%	17.0%	79.0%	40.8%	38.1%	
D	529	505	203	80	388	171	217	346
%V	16.1%	16.1%	15.2%	16.6%	15.7%	14.9%	16.5%	13.8%
%H (All HH)		95.5%	38.4%	15.1%	73.3%	32.3%	41.0%	65.4%
%H (TV HH)			40.2%	15.8%	76.8%	33.9%	43.0%	
E	418	381	95	43	317	79	238	181
%V	12.7%	12.1%	7.1%	8.9%	12.9%	6.9%	18.1%	7.2%
%H (All HH)		91.1%	22.7%	10.3%	75.8%	18.9%	56.9%	43.3%
%H (TV HH)			24.9%	11.3%	83.2%	20.7%	62.5%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Household level data

Table 24.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3292	3144	1335	481	2466	1148	1318	2505
%H (All HH)		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%
%H (TV HH)			42.5%	15.3%	78.4%	36.5%	41.9%	
Under 25	145	133	49	16	94	34	60	111
%V	4.4%	4.2%	3.7%	3.3%	3.8%	3.0%	4.6%	4.4%
%H (All HH)		91.7%	33.8%	11.0%	64.8%	23.4%	41.4%	76.6%
%H (TV HH)			36.8%	12.0%	70.7%	25.6%	45.1%	
25 - 34	485	456	236	72	300	161	139	427
%V	14.7%	14.5%	17.7%	15.0%	12.2%	14.0%	10.5%	17.0%
%H (All HH)		94.0%	48.7%	14.8%	61.9%	33.2%	28.7%	88.0%
%H (TV HH)			51.8%	15.8%	65.8%	35.3%	30.5%	
35 - 44	549	522	274	93	386	231	155	498
%V	16.7%	16.6%	20.5%	19.3%	15.7%	20.1%	11.8%	19.9%
%H (All HH)		95.1%	49.9%	16.9%	70.3%	42.1%	28.2%	90.7%
%H (TV HH)			52.5%	17.8%	73.9%	44.3%	29.7%	
45 - 54	649	621	286	114	490	264	226	569
%V	19.7%	19.8%	21.4%	23.7%	19.9%	23.0%	17.1%	22.7%
%H (All HH)		95.7%	44.1%	17.6%	75.5%	40.7%	34.8%	87.7%
%H (TV HH)			46.1%	18.4%	78.9%	42.5%	36.4%	
55 - 64	553	533	233	88	435	221	214	448
%V	16.8%	17.0%	17.5%	18.3%	17.6%	19.3%	16.2%	17.9%
%H (All HH)		96.4%	42.1%	15.9%	78.7%	40.0%	38.7%	81.0%
%H (TV HH)			43.7%	16.5%	81.6%	41.5%	40.2%	
65 +	911	879	257	98	760	238	522	451
%V	27.7%	28.0%	19.3%	20.4%	30.8%	20.7%	39.6%	18.0%
%H (All HH)		96.5%	28.2%	10.8%	83.4%	26.1%	57.3%	49.5%
%H (TV HH)			29.2%	11.1%	86.5%	27.1%	59.4%	

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

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DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Household level data

Table 24.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3292	3144	1335	481	2466	1148	1318	2505
%H (All HH)		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%
%H (TV HH)			42.5%	15.3%	78.4%	36.5%	41.9%	
1	1070	990	269	114	827	225	602	563
%V	32.5%	31.5%	20.1%	23.7%	33.5%	19.6%	45.7%	22.5%
%H (All HH)		92.5%	25.1%	10.7%	77.3%	21.0%	56.3%	52.6%
%H (TV HH)			27.2%	11.5%	83.5%	22.7%	60.8%	
2	1110	1077	481	154	855	419	436	906
%V	33.7%	34.3%	36.0%	32.0%	34.7%	36.5%	33.1%	36.2%
%H (All HH)		97.0%	43.3%	13.9%	77.0%	37.7%	39.3%	81.6%
%H (TV HH)			44.7%	14.3%	79.4%	38.9%	40.5%	
3	495	479	245	103	353	220	133	454
%V	15.0%	15.2%	18.4%	21.4%	14.3%	19.2%	10.1%	18.1%
%H (All HH)		96.8%	49.5%	20.8%	71.3%	44.4%	26.9%	91.7%
%H (TV HH)			51.1%	21.5%	73.7%	45.9%	27.8%	
4	432	420	242	75	307	204	103	410
%V	13.1%	13.4%	18.1%	15.6%	12.4%	17.8%	7.8%	16.4%
%H (All HH)		97.2%	56.0%	17.4%	71.1%	47.2%	23.8%	94.9%
%H (TV HH)			57.6%	17.9%	73.1%	48.6%	24.5%	
5+	185	177	98	36	124	80	44	172
%V	5.6%	5.6%	7.3%	7.5%	5.0%	7.0%	3.3%	6.9%
%H (All HH)		95.7%	53.0%	19.5%	67.0%	43.2%	23.8%	93.0%
%H (TV HH)			55.4%	20.3%	70.1%	45.2%	24.9%	
Average HH size	2.28	2.30	2.60	2.55	2.23	2.60	1.92	2.52

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Household level data

Table 24.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3292	3144	1335	481	2466	1148	1318	2505
%H (All HH)		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%
%H (TV HH)			42.5%	15.3%	78.4%	36.5%	41.9%	
Without	2455	2335	889	337	1890	791	1099	1743
%V	74.6%	74.3%	66.6%	70.1%	76.6%	68.9%	83.4%	69.6%
%H (All HH)		95.1%	36.2%	13.7%	77.0%	32.2%	44.8%	71.0%
%H (TV HH)			38.1%	14.4%	80.9%	33.9%	47.1%	
With	837	809	446	144	576	357	218	762
%V	25.4%	25.7%	33.4%	29.9%	23.4%	31.1%	16.5%	30.4%
%H (All HH)		96.7%	53.3%	17.2%	68.8%	42.7%	26.0%	91.0%
%H (TV HH)			55.1%	17.8%	71.2%	44.1%	26.9%	
0 - 3	325	313	159	52	216	118	98	282
%V	9.9%	10.0%	11.9%	10.8%	8.8%	10.3%	7.4%	11.3%
%H (All HH)		96.3%	48.9%	16.0%	66.5%	36.3%	30.2%	86.8%
%H (TV HH)			50.8%	16.6%	69.0%	37.7%	31.3%	
4 - 9	424	410	236	66	285	180	105	383
%V	12.9%	13.0%	17.7%	13.7%	11.6%	15.7%	8.0%	15.3%
%H (All HH)		96.7%	55.7%	15.6%	67.2%	42.5%	24.8%	90.3%
%H (TV HH)			57.6%	16.1%	69.5%	43.9%	25.6%	
10 - 15	387	374	208	77	275	182	92	366
%V	11.8%	11.9%	15.6%	16.0%	11.2%	15.9%	7.0%	14.6%
%H (All HH)		96.6%	53.7%	19.9%	71.1%	47.0%	23.8%	94.6%
%H (TV HH)			55.6%	20.6%	73.5%	48.7%	24.6%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Household level data

Table 24.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3292	3144	1335	481	2466	1148	1318	2505
%H (All HH)		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%
%H (TV HH)			42.5%	15.3%	78.4%	36.5%	41.9%	
1	1176	1176	373	144	843	203	639	750
%V	35.7%	37.4%	27.9%	29.9%	34.2%	17.7%	48.5%	29.9%
%H (All HH)		100.0%	31.7%	12.2%	71.7%	17.3%	54.3%	63.8%
%H (TV HH)			31.7%	12.2%	71.7%	17.3%	54.3%	
2	1148	1148	504	183	929	467	462	902
%V	34.9%	36.5%	37.8%	38.0%	37.7%	40.7%	35.1%	36.0%
%H (All HH)		100.0%	43.9%	15.9%	80.9%	40.7%	40.2%	78.6%
%H (TV HH)			43.9%	15.9%	80.9%	40.7%	40.2%	
3	495	495	264	91	412	267	144	446
%V	15.0%	15.7%	19.8%	18.9%	16.7%	23.3%	10.9%	17.8%
%H (All HH)		100.0%	53.3%	18.4%	83.2%	53.9%	29.1%	90.1%
%H (TV HH)			53.3%	18.4%	83.2%	53.9%	29.1%	
4	208	208	122	38	179	129	50	197
%V	6.3%	6.6%	9.1%	7.9%	7.3%	11.2%	3.8%	7.9%
%H (All HH)		100.0%	58.7%	18.3%	86.1%	62.0%	24.0%	94.7%
%H (TV HH)			58.7%	18.3%	86.1%	62.0%	24.0%	
5+	116	116	71	25	103	82	22	115
%V	3.5%	3.7%	5.3%	5.2%	4.2%	7.1%	1.7%	4.6%
%H (All HH)		100.0%	61.2%	21.6%	88.8%	70.7%	19.0%	99.1%
%H (TV HH)			61.2%	21.6%	88.8%	70.7%	19.0%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Household level data

Table 24.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3292	3144	1335	481	2466	1148	1318	2505
%H (All HH)		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%
%H (TV HH)			42.5%	15.3%	78.4%	36.5%	41.9%	
Under 20"	685	685	314	95	598	321	277	568
%V	20.8%	21.8%	23.5%	19.8%	24.2%	28.0%	21.0%	22.7%
%H (All HH)		100.0%	45.8%	13.9%	87.3%	46.9%	40.4%	82.9%
%H (TV HH)			45.8%	13.9%	87.3%	46.9%	40.4%	
20" - 29"	1166	1166	465	177	978	457	521	891
%V	35.4%	37.1%	34.8%	36.8%	39.7%	39.8%	39.5%	35.6%
%H (All HH)		100.0%	39.9%	15.2%	83.9%	39.2%	44.7%	76.4%
%H (TV HH)			39.9%	15.2%	83.9%	39.2%	44.7%	
30" - 39"	1752	1752	753	281	1416	698	718	1358
%V	53.2%	55.7%	56.4%	58.4%	57.4%	60.8%	54.5%	54.2%
%H (All HH)		100.0%	43.0%	16.0%	80.8%	39.8%	41.0%	77.5%
%H (TV HH)			43.0%	16.0%	80.8%	39.8%	41.0%	
40" and over	1481	1481	796	265	1106	677	428	1294
%V	45.0%	47.1%	59.6%	55.1%	44.8%	59.0%	32.5%	51.7%
%H (All HH)		100.0%	53.7%	17.9%	74.7%	45.7%	28.9%	87.4%
%H (TV HH)			53.7%	17.9%	74.7%	45.7%	28.9%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Household level data

Table 24.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3292	3144	1335	481	2466	1148	1318	2505
%V (All HH)		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%
%H (TV HH)			42.5%	15.3%	78.4%	36.5%	41.9%	
Main living room	3106	3106	1327	476	2444	1142	1302	2383
%V	94.3%	98.8%	99.4%	99.0%	99.1%	99.5%	98.8%	95.1%
%H (All HH)		100.0%	42.7%	15.3%	78.7%	36.8%	41.9%	76.7%
%H (TV HH)			42.7%	15.3%	78.7%	36.8%	41.9%	
Kitchen	321	321	171	41	290	178	113	277
%V	9.8%	10.2%	12.8%	8.5%	11.8%	15.5%	8.6%	11.1%
%H (All HH)		100.0%	53.3%	12.8%	90.3%	55.5%	35.2%	86.3%
%H (TV HH)			53.3%	12.8%	90.3%	55.5%	35.2%	
Adult's bedroom	1491	1491	729	260	1234	729	505	1256
%V	45.3%	47.4%	54.6%	54.1%	50.0%	63.5%	38.3%	50.1%
%H (All HH)		100.0%	48.9%	17.4%	82.8%	48.9%	33.9%	84.2%
%H (TV HH)			48.9%	17.4%	82.8%	48.9%	33.9%	
Child's bedroom	333	333	194	63	268	192	76	304
%V	10.1%	10.6%	14.5%	13.1%	10.9%	16.7%	5.8%	12.1%
%H (All HH)		100.0%	58.3%	18.9%	80.5%	57.7%	22.8%	91.3%
%H (TV HH)			58.3%	18.9%	80.5%	57.7%	22.8%	
Other bedroom	181	181	97	42	154	110	44	167
%V	5.5%	5.8%	7.3%	8.7%	6.2%	9.6%	3.3%	6.7%
%H (All HH)		100.0%	53.6%	23.2%	85.1%	60.8%	24.3%	92.3%
%H (TV HH)			53.6%	23.2%	85.1%	60.8%	24.3%	
Second living/dining room	373	373	198	66	308	198	110	333
%V	11.3%	11.9%	14.8%	13.7%	12.5%	17.2%	8.3%	13.3%
%H (All HH)		100.0%	53.1%	17.7%	82.6%	53.1%	29.5%	89.3%
%H (TV HH)			53.1%	17.7%	82.6%	53.1%	29.5%	
Study/office	40	40	20	6	34	20	15	40
%V	1.2%	1.3%	1.5%	1.2%	1.4%	1.7%	1.1%	1.6%
%H (All HH)		100.0%	50.0%	15.0%	85.0%	50.0%	37.5%	100.0%
%H (TV HH)			50.0%	15.0%	85.0%	50.0%	37.5%	
TV room	20	20	10	2	16	8	8	20
%V	0.6%	0.6%	0.7%	0.4%	0.6%	0.7%	0.6%	0.8%
%H (All HH)		100.0%	50.0%	10.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			50.0%	10.0%	80.0%	40.0%	40.0%	
Conservatory	92	92	46	18	80	49	30	86
%V	2.8%	2.9%	3.4%	3.7%	3.2%	4.3%	2.3%	3.4%
%H (All HH)		100.0%	50.0%	19.6%	87.0%	53.3%	32.6%	93.5%
%H (TV HH)			50.0%	19.6%	87.0%	53.3%	32.6%	
Attic or loft room	10	10	6	3	7	4	3	10
%V	0.3%	0.3%	0.4%	0.6%	0.3%	0.3%	0.2%	0.4%
%H (All HH)		100.0%	60.0%	30.0%	70.0%	40.0%	30.0%	100.0%
%H (TV HH)			60.0%	30.0%	70.0%	40.0%	30.0%	
No specific location	4	4	1	0	3	1	2	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	25.0%	0.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			25.0%	0.0%	75.0%	25.0%	50.0%	
Other	19	19	12	3	14	10	5	18
%V	0.6%	0.6%	0.9%	0.6%	0.6%	0.9%	0.4%	0.7%
%H (All HH)		100.0%	63.2%	15.8%	73.7%	52.6%	26.3%	94.7%
%H (TV HH)			63.2%	15.8%	73.7%	52.6%	26.3%	

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

DATA PERIOD: ANNUAL

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Table 24.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3292	3144	1335	481	2466	1148	1318	2505
%H (All HH)		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%
%H (TV HH)			42.5%	15.3%	78.4%	36.5%	41.9%	
Any DSAT provider	1335	1335	1335	21	864	864	0	1182
%V	40.6%	42.5%	100.0%	4.4%	35.0%	75.3%	0.0%	47.2%
%H (All HH)			100.0%	1.6%	64.7%	64.7%	0.0%	88.5%
%H (TV HH)			100.0%	1.6%	64.7%	64.7%	0.0%	
Sky with subcription	1109	1109	1109	11	725	725	0	992
%V	33.7%	35.3%	83.1%	2.3%	29.4%	63.2%	0.0%	39.6%
%H (All HH)			100.0%	1.0%	65.4%	65.4%	0.0%	89.4%
%H (TV HH)			100.0%	1.0%	65.4%	65.4%	0.0%	
Sky without subscription	109	109	109	3	63	63	0	86
%V	3.3%	3.5%	8.2%	0.6%	2.6%	5.5%	0.0%	3.4%
%H (All HH)			100.0%	2.8%	57.8%	57.8%	0.0%	78.9%
%H (TV HH)			100.0%	2.8%	57.8%	57.8%	0.0%	
Freesat	117	117	117	5	76	76	0	104
%V	3.6%	3.7%	8.8%	1.0%	3.1%	6.6%	0.0%	4.2%
%H (All HH)			100.0%	4.3%	65.0%	65.0%	0.0%	88.9%
%H (TV HH)			100.0%	4.3%	65.0%	65.0%	0.0%	
Other satellite provider	25	25	25	4	15	15	0	23
%V	0.8%	0.8%	1.9%	0.8%	0.6%	1.3%	0.0%	0.9%
%H (All HH)			100.0%	16.0%	60.0%	60.0%	0.0%	92.0%
%H (TV HH)			100.0%	16.0%	60.0%	60.0%	0.0%	
DCAB	481	481	21	481	299	299	0	427
%V	14.6%	15.3%	1.6%	100.0%	12.1%	26.0%	0.0%	17.0%
%H (All HH)			4.4%	100.0%	62.2%	62.2%	0.0%	88.8%
%H (TV HH)			4.4%	100.0%	62.2%	62.2%	0.0%	
DTT	2466	2466	864	299	2466	1148	1318	1830
%V	74.9%	78.4%	64.7%	62.2%	100.0%	100.0%	100.0%	73.1%
%H (All HH)		100.0%	35.0%	12.1%	100.0%	46.6%	53.4%	74.2%
%H (TV HH)			35.0%	12.1%	100.0%	46.6%	53.4%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Household level data

Table 24.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3292	3144	1335	481	2466	1148	1318	2505
%H (All HH)		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%
%H (TV HH)			42.5%	15.3%	78.4%	36.5%	41.9%	
PVR	2007	2007	1169	404	1449	1000	449	1766
%V	61.0%	63.8%	87.6%	84.0%	58.8%	87.1%	34.1%	70.5%
%H (All HH)		100.0%	58.2%	20.1%	72.2%	49.8%	22.4%	88.0%
%H (TV HH)			58.2%	20.1%	72.2%	49.8%	22.4%	
DVDR	90	90	40	14	74	38	36	76
%V	2.7%	2.9%	3.0%	2.9%	3.0%	3.3%	2.7%	3.0%
%H (All HH)		100.0%	44.4%	15.6%	82.2%	42.2%	40.0%	84.4%
%H (TV HH)			44.4%	15.6%	82.2%	42.2%	40.0%	
VCR	56	56	16	4	52	16	37	29
%V	1.7%	1.8%	1.2%	0.8%	2.1%	1.4%	2.8%	1.2%
%H (All HH)		100.0%	28.6%	7.1%	92.9%	28.6%	66.1%	51.8%
%H (TV HH)			28.6%	7.1%	92.9%	28.6%	66.1%	
Any recorder	2071	2071	1179	412	1507	1011	496	1803
%V	62.9%	65.9%	88.3%	85.7%	61.1%	88.1%	37.6%	72.0%
%H (All HH)		100.0%	56.9%	19.9%	72.8%	48.8%	23.9%	87.1%
%H (TV HH)			56.9%	19.9%	72.8%	48.8%	23.9%	
Receives HDTV (via STB or built-in reception)	1745	1745	935	377	1291	842	450	1536
%V	53.0%	55.5%	70.0%	78.4%	52.4%	73.3%	34.1%	61.3%
%H (All HH)		100.0%	53.6%	21.6%	74.0%	48.3%	25.8%	88.0%
%H (TV HH)			53.6%	21.6%	74.0%	48.3%	25.8%	
DVD/Blu-ray player or recorder	2401	2401	1075	381	1910	954	956	1942
%V	72.9%	76.4%	80.5%	79.2%	77.5%	83.1%	72.5%	77.5%
%H (All HH)		100.0%	44.8%	15.9%	79.6%	39.7%	39.8%	80.9%
%H (TV HH)			44.8%	15.9%	79.6%	39.7%	39.8%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Household level data

Table 24.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3292	3144	1335	481	2466	1148	1318	2505
%V		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%
%H (All HH)			42.5%	15.3%	78.4%	36.5%	41.9%	
%H (TV HH)								
Has broadband internet	2505	2410	1182	427	1830	1032	797	2505
%V	76.1%	76.7%	88.5%	88.8%	74.2%	89.9%	60.5%	100.0%
%H (All HH)		96.2%	47.2%	17.0%	73.1%	41.2%	31.8%	100.0%
%H (TV HH)			49.0%	17.7%	75.9%	42.8%	33.1%	
Number of computers (PCs and laptops)								
0	750	700	147	61	602	115	487	55
%V	22.8%	22.3%	11.0%	12.7%	24.4%	10.0%	36.9%	2.2%
%H (All HH)		93.3%	19.6%	8.1%	80.3%	15.3%	64.9%	7.3%
%H (TV HH)			21.0%	8.7%	86.0%	16.4%	69.6%	
1	1052	999	421	145	775	348	427	985
%V	32.0%	31.8%	31.5%	30.1%	31.4%	30.3%	32.4%	39.3%
%H (All HH)		95.0%	40.0%	13.8%	73.7%	33.1%	40.6%	93.6%
%H (TV HH)			42.1%	14.5%	77.6%	34.8%	42.7%	
2	705	679	346	122	510	295	214	689
%V	21.4%	21.6%	25.9%	25.4%	20.7%	25.7%	16.2%	27.5%
%H (All HH)		96.3%	49.1%	17.3%	72.3%	41.8%	30.4%	97.7%
%H (TV HH)			51.0%	18.0%	75.1%	43.4%	31.5%	
3	389	379	206	69	285	182	103	383
%V	11.8%	12.1%	15.4%	14.3%	11.6%	15.9%	7.8%	15.3%
%H (All HH)		97.4%	53.0%	17.7%	73.3%	46.8%	26.5%	98.5%
%H (TV HH)			54.4%	18.2%	75.2%	48.0%	27.2%	
4	205	199	113	41	151	106	45	205
%V	6.2%	6.3%	8.5%	8.5%	6.1%	9.2%	3.4%	8.2%
%H (All HH)		97.1%	55.1%	20.0%	73.7%	51.7%	22.0%	100.0%
%H (TV HH)			56.8%	20.6%	75.9%	53.3%	22.6%	
5+	191	188	103	42	143	101	42	189
%V	5.8%	6.0%	7.7%	8.7%	5.8%	8.8%	3.2%	7.5%
%H (All HH)		98.4%	53.9%	22.0%	74.9%	52.9%	22.0%	99.0%
%H (TV HH)			54.8%	22.3%	76.1%	53.7%	22.3%	

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

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Set level data

Table 24.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6413	3043	1069	5209	2894	2315	5298
%H		47.5%	16.7%	81.2%	45.1%	36.1%	82.6%
Under 20"	870	407	121	767	424	343	736
%V	13.6%	13.4%	11.3%	14.7%	14.7%	14.8%	13.9%
%H		46.8%	13.9%	88.2%	48.7%	39.4%	84.6%
20" - 29"	1499	632	231	1273	640	633	1176
%V	23.4%	20.8%	21.6%	24.4%	22.1%	27.3%	22.2%
%H		42.2%	15.4%	84.9%	42.7%	42.2%	78.5%
30" - 39"	2169	968	372	1763	931	831	1730
%V	33.8%	31.8%	34.8%	33.8%	32.2%	35.9%	32.7%
%H		44.6%	17.2%	81.3%	42.9%	38.3%	79.8%
40" and over	1785	989	330	1335	855	480	1587
%V	27.8%	32.5%	30.9%	25.6%	29.5%	20.7%	30.0%
%H		55.4%	18.5%	74.8%	47.9%	26.9%	88.9%
Don't know	90	47	15	72	44	28	69
%V	1.4%	1.5%	1.4%	1.4%	1.5%	1.2%	1.3%
%H		52.2%	16.7%	80.0%	48.9%	31.1%	76.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Set level data

Table 24.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6413	3043	1069	5209	2894	2315	5298
%H		47.5%	16.7%	81.2%	45.1%	36.1%	82.6%
Main living room	3115	1334	476	2451	1145	1305	2393
%V	48.6%	43.8%	44.5%	47.1%	39.6%	56.4%	45.2%
%H		42.8%	15.3%	78.7%	36.8%	41.9%	76.8%
Kitchen	321	171	41	291	178	113	277
%V	5.0%	5.6%	3.8%	5.6%	6.2%	4.9%	5.2%
%H		53.3%	12.8%	90.7%	55.5%	35.2%	86.3%
Adult's bedroom	1765	881	318	1467	898	570	1517
%V	27.5%	29.0%	29.7%	28.2%	31.0%	24.6%	28.6%
%H		49.9%	18.0%	83.1%	50.9%	32.3%	85.9%
Child's bedroom	437	254	84	352	253	100	402
%V	6.8%	8.3%	7.9%	6.8%	8.7%	4.3%	7.6%
%H		58.1%	19.2%	80.5%	57.9%	22.9%	92.0%
Other bedroom	208	108	50	178	126	52	191
%V	3.2%	3.5%	4.7%	3.4%	4.4%	2.2%	3.6%
%H		51.9%	24.0%	85.6%	60.6%	25.0%	91.8%
Second living/dining room	377	199	67	312	201	110	337
%V	5.9%	6.5%	6.3%	6.0%	6.9%	4.8%	6.4%
%H		52.8%	17.8%	82.8%	53.3%	29.2%	89.4%
Study/office	40	20	6	34	20	15	40
%V	0.6%	0.7%	0.6%	0.7%	0.7%	0.6%	0.8%
%H		50.0%	15.0%	85.0%	50.0%	37.5%	100.0%
TV room	21	11	2	17	9	8	21
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.3%	0.4%
%H		52.4%	9.5%	81.0%	42.9%	38.1%	100.0%
Conservatory	92	46	18	80	49	30	86
%V	1.4%	1.5%	1.7%	1.5%	1.7%	1.3%	1.6%
%H		50.0%	19.6%	87.0%	53.3%	32.6%	93.5%
Attic or loft room	10	6	3	7	4	3	10
%V	0.2%	0.2%	0.3%	0.1%	0.1%	0.1%	0.2%
%H		60.0%	30.0%	70.0%	40.0%	30.0%	100.0%
No specific location	4	1	0	4	1	3	3
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	75.0%
Other	22	12	3	18	10	7	21
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%
%H		54.5%	13.6%	81.8%	45.5%	31.8%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Set level data

Table 24.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6413	3043	1069	5209	2894	2315	5298
%H		47.5%	16.7%	81.2%	45.1%	36.1%	82.6%
PVR	2649	1592	579	1833	1329	504	2375
%V	41.3%	52.3%	54.2%	35.2%	45.9%	21.8%	44.8%
%H		60.1%	21.9%	69.2%	50.2%	19.0%	89.7%
DVDR	96	42	16	80	42	38	82
%V	1.5%	1.4%	1.5%	1.5%	1.5%	1.6%	1.5%
%H		43.8%	16.7%	83.3%	43.8%	39.6%	85.4%
VCR	58	16	4	54	16	39	30
%V	0.9%	0.5%	0.4%	1.0%	0.6%	1.7%	0.6%
%H		27.6%	6.9%	93.1%	27.6%	67.2%	51.7%
Any recorder	2731	1611	588	1907	1350	557	2428
%V	42.6%	52.9%	55.0%	36.6%	46.6%	24.1%	45.8%
%H		59.0%	21.5%	69.8%	49.4%	20.4%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6413	3043	1069	5209	2894	2315	5298
%H		47.5%	16.7%	81.2%	45.1%	36.1%	82.6%
Receives HDTV (via STB or built-in reception)	2485	1342	573	1828	1227	600	2230
%V	38.7%	44.1%	53.6%	35.1%	42.4%	25.9%	42.1%
%H		54.0%	23.1%	73.6%	49.4%	24.1%	89.7%
DVD/Blu-ray player or recorder	3557	1695	608	2885	1608	1277	3001
%V	55.5%	55.7%	56.9%	55.4%	55.6%	55.2%	56.6%
%H		47.7%	17.1%	81.1%	45.2%	35.9%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North 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	3137	1335	481	2465	1148	1317	2405
%H		42.6%	15.3%	78.6%	36.6%	42.0%	76.7%
Under 20"	41	6	5	33	5	28	24
%V	1.3%	0.4%	1.0%	1.3%	0.4%	2.1%	1.0%
%H		14.6%	12.2%	80.5%	12.2%	68.3%	58.5%
20" - 29"	403	86	43	338	72	267	228
%V	12.8%	6.4%	8.9%	13.7%	6.3%	20.3%	9.5%
%H		21.3%	10.7%	83.9%	17.9%	66.3%	56.6%
30" - 39"	1227	452	170	1001	401	600	881
%V	39.1%	33.9%	35.3%	40.6%	34.9%	45.6%	36.6%
%H		36.8%	13.9%	81.6%	32.7%	48.9%	71.8%
40" and over	1426	773	255	1062	655	407	1246
%V	45.5%	57.9%	53.0%	43.1%	57.1%	30.9%	51.8%
%H		54.2%	17.9%	74.5%	45.9%	28.5%	87.4%
Don't know	40	18	7	31	16	15	27
%V	1.3%	1.3%	1.5%	1.3%	1.4%	1.1%	1.1%
%H		45.0%	17.5%	77.5%	40.0%	37.5%	67.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Set level data

Table 24.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3137	1335	481	2465	1148	1317	2405
%H		42.6%	15.3%	78.6%	36.6%	42.0%	76.7%
PVR	1965	1151	398	1414	982	432	1729
%V	62.6%	86.2%	82.7%	57.4%	85.5%	32.8%	71.9%
%H		58.6%	20.3%	72.0%	50.0%	22.0%	88.0%
DVDR	77	31	13	63	31	33	65
%V	2.5%	2.3%	2.7%	2.6%	2.7%	2.5%	2.7%
%H		40.3%	16.9%	81.8%	40.3%	42.9%	84.4%
VCR	48	12	3	44	11	33	23
%V	1.5%	0.9%	0.6%	1.8%	1.0%	2.5%	1.0%
%H		25.0%	6.3%	91.7%	22.9%	68.8%	47.9%
Any recorder	2027	1161	405	1469	992	477	1764
%V	64.6%	87.0%	84.2%	59.6%	86.4%	36.2%	73.3%
%H		57.3%	20.0%	72.5%	48.9%	23.5%	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 24.17: 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	3137	1335	481	2465	1148	1317	2405
%H		42.6%	15.3%	78.6%	36.6%	42.0%	76.7%
Receives HDTV (via STB or built-in reception)	1693	907	372	1247	818	429	1493
%V	54.0%	67.9%	77.3%	50.6%	71.3%	32.6%	62.1%
%H		53.6%	22.0%	73.7%	48.3%	25.3%	88.2%
DVD/Blu-ray player or recorder	2221	990	351	1759	869	890	1793
%V	70.8%	74.2%	73.0%	71.4%	75.7%	67.6%	74.6%
%H		44.6%	15.8%	79.2%	39.1%	40.1%	80.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Set level data

Table 24.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3277	1708	588	2744	1746	998	2892
%H		52.1%	17.9%	83.7%	53.3%	30.5%	88.3%
Under 20"	829	401	116	734	419	315	713
%V	25.3%	23.5%	19.7%	26.7%	24.0%	31.6%	24.7%
%H		48.4%	14.0%	88.5%	50.5%	38.0%	86.0%
20" - 29"	1097	546	188	934	568	366	948
%V	33.5%	32.0%	32.0%	34.0%	32.5%	36.7%	32.8%
%H		49.8%	17.1%	85.1%	51.8%	33.4%	86.4%
30" - 39"	942	516	202	762	531	231	849
%V	28.7%	30.2%	34.4%	27.8%	30.4%	23.1%	29.4%
%H		54.8%	21.4%	80.9%	56.4%	24.5%	90.1%
40" and over	359	216	74	273	200	73	341
%V	11.0%	12.6%	12.6%	9.9%	11.5%	7.3%	11.8%
%H		60.2%	20.6%	76.0%	55.7%	20.3%	95.0%
Don't know	50	29	7	40	28	13	42
%V	1.5%	1.7%	1.2%	1.5%	1.6%	1.3%	1.5%
%H		58.0%	14.0%	80.0%	56.0%	26.0%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Set level data

Table 24.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3277	1708	588	2744	1746	998	2892
%H		52.1%	17.9%	83.7%	53.3%	30.5%	88.3%
PVR	684	441	181	419	347	72	646
%V	20.9%	25.8%	30.8%	15.3%	19.9%	7.2%	22.3%
%H		64.5%	26.5%	61.3%	50.7%	10.5%	94.4%
DVDR	19	11	2	17	11	6	17
%V	0.6%	0.6%	0.3%	0.6%	0.6%	0.6%	0.6%
%H		57.9%	10.5%	89.5%	57.9%	31.6%	89.5%
VCR	10	4	0	10	5	6	7
%V	0.3%	0.2%	0.0%	0.4%	0.3%	0.6%	0.2%
%H		40.0%	0.0%	100.0%	50.0%	60.0%	70.0%
Any recorder	704	450	183	438	358	80	664
%V	21.5%	26.3%	31.1%	16.0%	20.5%	8.0%	23.0%
%H		63.9%	26.0%	62.2%	50.9%	11.4%	94.3%

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	3277	1708	588	2744	1746	998	2892
%H		52.1%	17.9%	83.7%	53.3%	30.5%	88.3%
Receives HDTV (via STB or built-in reception)	792	434	201	580	409	171	736
%V	24.2%	25.4%	34.2%	21.1%	23.4%	17.1%	25.4%
%H		54.8%	25.4%	73.2%	51.6%	21.6%	92.9%
DVD/Blu-ray player or recorder	1337	705	257	1126	739	387	1208
%V	40.8%	41.3%	43.7%	41.0%	42.3%	38.8%	41.8%
%H		52.7%	19.2%	84.2%	55.3%	28.9%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Individual level data

Table 24.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7509	7223	3465	1225	5497	2974	2523	6307
%H		96.2%	46.1%	16.3%	73.2%	39.6%	33.6%	84.0%
Total Children	1435	1388	767	251	977	609	368	1306
%V	19.1%	19.2%	22.1%	20.5%	17.8%	20.5%	14.6%	20.7%
%H		96.7%	53.4%	17.5%	68.1%	42.4%	25.6%	91.0%
0 - 3	376	361	185	59	247	133	114	326
%V	5.0%	5.0%	5.3%	4.8%	4.5%	4.5%	4.5%	5.2%
%H		96.0%	49.2%	15.7%	65.7%	35.4%	30.3%	86.7%
4 - 15	1060	1027	582	193	731	477	254	980
%V	14.1%	14.2%	16.8%	15.8%	13.3%	16.0%	10.1%	15.5%
%H		96.9%	54.9%	18.2%	69.0%	45.0%	24.0%	92.5%
4 - 9	558	540	316	94	371	243	128	506
%V	7.4%	7.5%	9.1%	7.7%	6.7%	8.2%	5.1%	8.0%
%H		96.8%	56.6%	16.8%	66.5%	43.5%	22.9%	90.7%
10 - 15	501	486	266	99	360	233	127	474
%V	6.7%	6.7%	7.7%	8.1%	6.5%	7.8%	5.0%	7.5%
%H		97.0%	53.1%	19.8%	71.9%	46.5%	25.3%	94.6%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Individual level data

Table 24.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7509	7223	3465	1225	5497	2974	2523	6307
%H		96.2%	46.1%	16.3%	73.2%	39.6%	33.6%	84.0%
Total Adults (16+)	6073	5835	2698	974	4519	2365	2155	5001
%V	80.9%	80.8%	77.9%	79.5%	82.2%	79.5%	85.4%	79.3%
%H		96.1%	44.4%	16.0%	74.4%	38.9%	35.5%	82.3%
16 - 19	337	329	174	68	250	161	88	318
%V	4.5%	4.6%	5.0%	5.6%	4.5%	5.4%	3.5%	5.0%
%H		97.6%	51.6%	20.2%	74.2%	47.8%	26.1%	94.4%
20 - 24	493	459	204	84	338	177	161	428
%V	6.6%	6.4%	5.9%	6.9%	6.1%	6.0%	6.4%	6.8%
%H		93.1%	41.4%	17.0%	68.6%	35.9%	32.7%	86.8%
25 - 34	977	928	492	157	626	358	268	885
%V	13.0%	12.8%	14.2%	12.8%	11.4%	12.0%	10.6%	14.0%
%H		95.0%	50.4%	16.1%	64.1%	36.6%	27.4%	90.6%
35 - 44	938	896	475	170	658	409	249	858
%V	12.5%	12.4%	13.7%	13.9%	12.0%	13.8%	9.9%	13.6%
%H		95.5%	50.6%	18.1%	70.1%	43.6%	26.5%	91.5%
45 - 54	1094	1056	518	191	825	469	356	982
%V	14.6%	14.6%	14.9%	15.6%	15.0%	15.8%	14.1%	15.6%
%H		96.5%	47.3%	17.5%	75.4%	42.9%	32.5%	89.8%
55 - 64	887	863	403	148	701	384	317	759
%V	11.8%	11.9%	11.6%	12.1%	12.8%	12.9%	12.6%	12.0%
%H		97.3%	45.4%	16.7%	79.0%	43.3%	35.7%	85.6%
65+	1348	1305	432	156	1121	406	715	771
%V	18.0%	18.1%	12.5%	12.7%	20.4%	13.7%	28.3%	12.2%
%H		96.8%	32.0%	11.6%	83.2%	30.1%	53.0%	57.2%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Individual level data

Table 24.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6073	5835	2698	974	4519	2365	2155	5001
%H		96.1%	44.4%	16.0%	74.4%	38.9%	35.5%	82.3%
AB	1489	1439	746	218	1122	641	482	1391
%V	24.5%	24.7%	27.7%	22.4%	24.8%	27.1%	22.4%	27.8%
%H		96.6%	50.1%	14.6%	75.4%	43.0%	32.4%	93.4%
C1	1730	1651	776	289	1251	675	575	1539
%V	28.5%	28.3%	28.8%	29.7%	27.7%	28.5%	26.7%	30.8%
%H		95.4%	44.9%	16.7%	72.3%	39.0%	33.2%	89.0%
C2	1345	1315	633	243	1026	580	446	1111
%V	22.1%	22.5%	23.5%	24.9%	22.7%	24.5%	20.7%	22.2%
%H		97.8%	47.1%	18.1%	76.3%	43.1%	33.2%	82.6%
D	940	903	400	163	689	353	336	686
%V	15.5%	15.5%	14.8%	16.7%	15.2%	14.9%	15.6%	13.7%
%H		96.1%	42.6%	17.3%	73.3%	37.6%	35.7%	73.0%
E	569	526	143	62	432	116	316	274
%V	9.4%	9.0%	5.3%	6.4%	9.6%	4.9%	14.7%	5.5%
%H		92.4%	25.1%	10.9%	75.9%	20.4%	55.5%	48.2%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Individual level data

Table 24.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6073	5835	2698	974	4519	2365	2155	5001
%H		96.1%	44.4%	16.0%	74.4%	38.9%	35.5%	82.3%
Working full time	2712	2626	1371	486	1968	1195	772	2523
%V	44.7%	45.0%	50.8%	49.9%	43.5%	50.5%	35.8%	50.4%
%H		96.8%	50.6%	17.9%	72.6%	44.1%	28.5%	93.0%
Working part time	593	578	300	103	442	264	178	544
%V	9.8%	9.9%	11.1%	10.6%	9.8%	11.2%	8.3%	10.9%
%H		97.5%	50.6%	17.4%	74.5%	44.5%	30.0%	91.7%
Not working	2769	2632	1026	385	2110	905	1205	1934
%V	45.6%	45.1%	38.0%	39.5%	46.7%	38.3%	55.9%	38.7%
%H		95.1%	37.1%	13.9%	76.2%	32.7%	43.5%	69.8%
Housewife/Houseperson	3292	3144	1335	481	2466	1148	1318	2505
%V	54.2%	53.9%	49.5%	49.4%	54.6%	48.5%	61.2%	50.1%
%H		95.5%	40.6%	14.6%	74.9%	34.9%	40.0%	76.1%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Individual level data

Table 24.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2960	2823	1342	473	2172	1172	1000	2468
%H		95.4%	45.3%	16.0%	73.4%	39.6%	33.8%	83.4%
16 - 19	174	169	83	35	130	79	51	165
%V	5.9%	6.0%	6.2%	7.4%	6.0%	6.7%	5.1%	6.7%
%H		97.1%	47.7%	20.1%	74.7%	45.4%	29.3%	94.8%
20 - 24	240	219	100	43	161	90	72	216
%V	8.1%	7.8%	7.5%	9.1%	7.4%	7.7%	7.2%	8.8%
%H		91.3%	41.7%	17.9%	67.1%	37.5%	30.0%	90.0%
25 - 34	488	463	245	75	319	181	138	444
%V	16.5%	16.4%	18.3%	15.9%	14.7%	15.4%	13.8%	18.0%
%H		94.9%	50.2%	15.4%	65.4%	37.1%	28.3%	91.0%
35 - 44	462	436	228	85	316	195	121	414
%V	15.6%	15.4%	17.0%	18.0%	14.5%	16.6%	12.1%	16.8%
%H		94.4%	49.4%	18.4%	68.4%	42.2%	26.2%	89.6%
45 - 54	539	517	259	88	405	232	173	472
%V	18.2%	18.3%	19.3%	18.6%	18.6%	19.8%	17.3%	19.1%
%H		95.9%	48.1%	16.3%	75.1%	43.0%	32.1%	87.6%
55 - 64	442	427	203	72	344	191	153	373
%V	14.9%	15.1%	15.1%	15.2%	15.8%	16.3%	15.3%	15.1%
%H		96.6%	45.9%	16.3%	77.8%	43.2%	34.6%	84.4%
65+	614	592	224	75	497	204	293	384
%V	20.7%	21.0%	16.7%	15.9%	22.9%	17.4%	29.3%	15.6%
%H		96.4%	36.5%	12.2%	80.9%	33.2%	47.7%	62.5%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Individual level data

Table 24.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2960	2823	1342	473	2172	1172	1000	2468
%H		95.4%	45.3%	16.0%	73.4%	39.6%	33.8%	83.4%
AB	741	714	379	105	557	325	233	697
%V	25.0%	25.3%	28.2%	22.2%	25.6%	27.7%	23.3%	28.2%
%H		96.4%	51.1%	14.2%	75.2%	43.9%	31.4%	94.1%
C1	810	765	377	135	573	328	245	740
%V	27.4%	27.1%	28.1%	28.5%	26.4%	28.0%	24.5%	30.0%
%H		94.4%	46.5%	16.7%	70.7%	40.5%	30.2%	91.4%
C2	722	704	332	128	550	303	247	585
%V	24.4%	24.9%	24.7%	27.1%	25.3%	25.9%	24.7%	23.7%
%H		97.5%	46.0%	17.7%	76.2%	42.0%	34.2%	81.0%
D	449	425	191	80	319	167	152	336
%V	15.2%	15.1%	14.2%	16.9%	14.7%	14.2%	15.2%	13.6%
%H		94.7%	42.5%	17.8%	71.0%	37.2%	33.9%	74.8%
E	239	214	62	25	173	49	124	110
%V	8.1%	7.6%	4.6%	5.3%	8.0%	4.2%	12.4%	4.5%
%H		89.5%	25.9%	10.5%	72.4%	20.5%	51.9%	46.0%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Individual level data

Table 24.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2960	2823	1342	473	2172	1172	1000	2468
%H		95.4%	45.3%	16.0%	73.4%	39.6%	33.8%	83.4%
Working full time	1643	1585	838	285	1189	726	463	1519
%V	55.5%	56.1%	62.4%	60.3%	54.7%	61.9%	46.3%	61.5%
%H		96.5%	51.0%	17.3%	72.4%	44.2%	28.2%	92.5%
Working part time	141	135	63	26	98	52	46	123
%V	4.8%	4.8%	4.7%	5.5%	4.5%	4.4%	4.6%	5.0%
%H		95.7%	44.7%	18.4%	69.5%	36.9%	32.6%	87.2%
Not working	1176	1103	441	161	885	394	491	826
%V	39.7%	39.1%	32.9%	34.0%	40.7%	33.6%	49.1%	33.5%
%H		93.8%	37.5%	13.7%	75.3%	33.5%	41.8%	70.2%
Housewife/Houseperson	722	661	252	86	516	201	316	464
%V	24.4%	23.4%	18.8%	18.2%	23.8%	17.2%	31.6%	18.8%
%H		91.6%	34.9%	11.9%	71.5%	27.8%	43.8%	64.3%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Individual level data

Table 24.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3113	3013	1356	501	2347	1193	1154	2533
%H		96.8%	43.6%	16.1%	75.4%	38.3%	37.1%	81.4%
16 - 19	163	159	92	32	120	82	37	152
%V	5.2%	5.3%	6.8%	6.4%	5.1%	6.9%	3.2%	6.0%
%H		97.5%	56.4%	19.6%	73.6%	50.3%	22.7%	93.3%
20 - 24	252	240	104	41	177	87	89	212
%V	8.1%	8.0%	7.7%	8.2%	7.5%	7.3%	7.7%	8.4%
%H		95.2%	41.3%	16.3%	70.2%	34.5%	35.3%	84.1%
25 - 34	489	465	247	81	307	177	130	441
%V	15.7%	15.4%	18.2%	16.2%	13.1%	14.8%	11.3%	17.4%
%H		95.1%	50.5%	16.6%	62.8%	36.2%	26.6%	90.2%
35 - 44	476	460	247	86	342	214	128	444
%V	15.3%	15.3%	18.2%	17.2%	14.6%	17.9%	11.1%	17.5%
%H		96.6%	51.9%	18.1%	71.8%	45.0%	26.9%	93.3%
45 - 54	555	539	259	103	420	238	182	511
%V	17.8%	17.9%	19.1%	20.6%	17.9%	19.9%	15.8%	20.2%
%H		97.1%	46.7%	18.6%	75.7%	42.9%	32.8%	92.1%
55 - 64	444	437	199	76	357	192	165	387
%V	14.3%	14.5%	14.7%	15.2%	15.2%	16.1%	14.3%	15.3%
%H		98.4%	44.8%	17.1%	80.4%	43.2%	37.2%	87.2%
65+	734	713	207	82	624	202	422	387
%V	23.6%	23.7%	15.3%	16.4%	26.6%	16.9%	36.6%	15.3%
%H		97.1%	28.2%	11.2%	85.0%	27.5%	57.5%	52.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Individual level data

Table 24.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3113	3013	1356	501	2347	1193	1154	2533
%H		96.8%	43.6%	16.1%	75.4%	38.3%	37.1%	81.4%
AB	748	725	367	112	565	316	249	695
%V	24.0%	24.1%	27.1%	22.4%	24.1%	26.5%	21.6%	27.4%
%H		96.9%	49.1%	15.0%	75.5%	42.2%	33.3%	92.9%
C1	921	887	398	154	678	347	330	799
%V	29.6%	29.4%	29.4%	30.7%	28.9%	29.1%	28.6%	31.5%
%H		96.3%	43.2%	16.7%	73.6%	37.7%	35.8%	86.8%
C2	624	611	301	115	476	277	199	526
%V	20.0%	20.3%	22.2%	23.0%	20.3%	23.2%	17.2%	20.8%
%H		97.9%	48.2%	18.4%	76.3%	44.4%	31.9%	84.3%
D	491	478	209	82	369	186	184	350
%V	15.8%	15.9%	15.4%	16.4%	15.7%	15.6%	15.9%	13.8%
%H		97.4%	42.6%	16.7%	75.2%	37.9%	37.5%	71.3%
E	330	312	81	37	259	66	192	164
%V	10.6%	10.4%	6.0%	7.4%	11.0%	5.5%	16.6%	6.5%
%H		94.5%	24.5%	11.2%	78.5%	20.0%	58.2%	49.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

ITV North West / Border Macro

Individual level data

Table 24.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3113	3013	1356	501	2347	1193	1154	2533
%H		96.8%	43.6%	16.1%	75.4%	38.3%	37.1%	81.4%
Working full time	1069	1041	533	200	778	469	309	1004
%V	34.3%	34.6%	39.3%	39.9%	33.1%	39.3%	26.8%	39.6%
%H		97.4%	49.9%	18.7%	72.8%	43.9%	28.9%	93.9%
Working part time	452	442	237	77	344	212	132	421
%V	14.5%	14.7%	17.5%	15.4%	14.7%	17.8%	11.4%	16.6%
%H		97.8%	52.4%	17.0%	76.1%	46.9%	29.2%	93.1%
Not working	1593	1529	586	224	1225	511	714	1108
%V	51.2%	50.7%	43.2%	44.7%	52.2%	42.8%	61.9%	43.7%
%H		96.0%	36.8%	14.1%	76.9%	32.1%	44.8%	69.6%
Housewife/Houseperson	2570	2483	1083	396	1950	948	1002	2041
%V	82.6%	82.4%	79.9%	79.0%	83.1%	79.5%	86.8%	80.6%
%H		96.6%	42.1%	15.4%	75.9%	36.9%	39.0%	79.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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S4C

Household level data

Table 25.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
AB	267	259	155	26	170	92	77	235
%V	20.2%	20.5%	21.4%	21.5%	20.9%	22.9%	18.7%	24.3%
%H (All HH)		97.0%	58.1%	9.7%	63.7%	34.5%	28.8%	88.0%
%H (TV HH)			59.8%	10.0%	65.6%	35.5%	29.7%	
C1	320	304	166	33	194	95	99	262
%V	24.2%	24.0%	23.0%	27.3%	23.9%	23.6%	24.0%	27.1%
%H (All HH)		95.0%	51.9%	10.3%	60.6%	29.7%	30.9%	81.9%
%H (TV HH)			54.6%	10.9%	63.8%	31.3%	32.6%	
C2	326	315	194	26	200	108	92	241
%V	24.7%	24.9%	26.8%	21.5%	24.6%	26.9%	22.3%	24.9%
%H (All HH)		96.6%	59.5%	8.0%	61.3%	33.1%	28.2%	73.9%
%H (TV HH)			61.6%	8.3%	63.5%	34.3%	29.2%	
D	237	228	128	23	141	65	76	148
%V	17.9%	18.0%	17.7%	19.0%	17.3%	16.2%	18.4%	15.3%
%H (All HH)		96.2%	54.0%	9.7%	59.5%	27.4%	32.1%	62.4%
%H (TV HH)			56.1%	10.1%	61.8%	28.5%	33.3%	
E	171	160	79	13	108	42	66	79
%V	12.9%	12.6%	10.9%	10.7%	13.3%	10.4%	16.0%	8.2%
%H (All HH)		93.6%	46.2%	7.6%	63.2%	24.6%	38.6%	46.2%
%H (TV HH)			49.4%	8.1%	67.5%	26.3%	41.3%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
S4C
Household level data
Table 25.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%V (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Under 25	64	56	27	7	29	11	18	53
%V	4.8%	4.4%	3.7%	5.8%	3.6%	2.7%	4.4%	5.5%
%H (All HH)		87.5%	42.2%	10.9%	45.3%	17.2%	28.1%	82.8%
%H (TV HH)			48.2%	12.5%	51.8%	19.6%	32.1%	
25 - 34	180	171	107	17	94	52	42	155
%V	13.6%	13.5%	14.8%	14.0%	11.6%	12.9%	10.2%	16.0%
%H (All HH)		95.0%	59.4%	9.4%	52.2%	28.9%	23.3%	86.1%
%H (TV HH)			62.6%	9.9%	55.0%	30.4%	24.6%	
35 - 44	201	193	123	20	118	71	47	179
%V	15.2%	15.3%	17.0%	16.5%	14.5%	17.7%	11.4%	18.5%
%H (All HH)		96.0%	61.2%	10.0%	58.7%	35.3%	23.4%	89.1%
%H (TV HH)			63.7%	10.4%	61.1%	36.8%	24.4%	
45 - 54	251	242	156	25	155	94	62	210
%V	19.0%	19.1%	21.6%	20.7%	19.1%	23.4%	15.0%	21.7%
%H (All HH)		96.4%	62.2%	10.0%	61.8%	37.5%	24.7%	83.7%
%H (TV HH)			64.5%	10.3%	64.0%	38.8%	25.6%	
55 - 64	229	221	128	20	146	74	72	179
%V	17.3%	17.5%	17.7%	16.5%	18.0%	18.4%	17.5%	18.5%
%H (All HH)		96.5%	55.9%	8.7%	63.8%	32.3%	31.4%	78.2%
%H (TV HH)			57.9%	9.0%	66.1%	33.5%	32.6%	
65 +	394	382	181	31	271	100	171	188
%V	29.8%	30.2%	25.0%	25.6%	33.3%	24.9%	41.5%	19.5%
%H (All HH)		97.0%	45.9%	7.9%	68.8%	25.4%	43.4%	47.7%
%H (TV HH)			47.4%	8.1%	70.9%	26.2%	44.8%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

S4C

Household level data

Table 25.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
1	415	384	164	31	260	73	187	196
%V	31.4%	30.4%	22.7%	25.6%	32.0%	18.2%	45.4%	20.3%
%H (All HH)		92.5%	39.5%	7.5%	62.7%	17.6%	45.1%	47.2%
%H (TV HH)			42.7%	8.1%	67.7%	19.0%	48.7%	
2	451	437	264	42	282	152	129	355
%V	34.1%	34.5%	36.5%	34.7%	34.7%	37.8%	31.3%	36.7%
%H (All HH)		96.9%	58.5%	9.3%	62.5%	33.7%	28.6%	78.7%
%H (TV HH)			60.4%	9.6%	64.5%	34.8%	29.5%	
3	211	206	134	22	128	80	48	185
%V	16.0%	16.3%	18.5%	18.2%	15.7%	19.9%	11.7%	19.2%
%H (All HH)		97.6%	63.5%	10.4%	60.7%	37.9%	22.7%	87.7%
%H (TV HH)			65.0%	10.7%	62.1%	38.8%	23.3%	
4	158	156	110	18	92	65	27	150
%V	12.0%	12.3%	15.2%	14.9%	11.3%	16.2%	6.6%	15.5%
%H (All HH)		98.7%	69.6%	11.4%	58.2%	41.1%	17.1%	94.9%
%H (TV HH)			70.5%	11.5%	59.0%	41.7%	17.3%	
5+	86	82	52	9	51	31	20	80
%V	6.5%	6.5%	7.2%	7.4%	6.3%	7.7%	4.9%	8.3%
%H (All HH)		95.3%	60.5%	10.5%	59.3%	36.0%	23.3%	93.0%
%H (TV HH)			63.4%	11.0%	62.2%	37.8%	24.4%	
Average HH size	2.31	2.33	2.50	2.47	2.28	2.60	1.96	2.58

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

S4C

Household level data

Table 25.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Without	997	948	512	89	629	288	341	676
%V	75.5%	74.9%	70.8%	73.6%	77.4%	71.6%	82.8%	70.0%
%H (All HH)		95.1%	51.4%	8.9%	63.1%	28.9%	34.2%	67.8%
%H (TV HH)			54.0%	9.4%	66.4%	30.4%	36.0%	
With	324	317	211	32	184	114	70	289
%V	24.5%	25.1%	29.2%	26.4%	22.6%	28.4%	17.0%	29.9%
%H (All HH)		97.8%	65.1%	9.9%	56.8%	35.2%	21.6%	89.2%
%H (TV HH)			66.6%	10.1%	58.0%	36.0%	22.1%	
0 - 3	124	119	76	14	63	35	28	105
%V	9.4%	9.4%	10.5%	11.6%	7.7%	8.7%	6.8%	10.9%
%H (All HH)		96.0%	61.3%	11.3%	50.8%	28.2%	22.6%	84.7%
%H (TV HH)			63.9%	11.8%	52.9%	29.4%	23.5%	
4 - 9	164	160	109	17	91	59	32	145
%V	12.4%	12.6%	15.1%	14.0%	11.2%	14.7%	7.8%	15.0%
%H (All HH)		97.6%	66.5%	10.4%	55.5%	36.0%	19.5%	88.4%
%H (TV HH)			68.1%	10.6%	56.9%	36.9%	20.0%	
10 - 15	153	151	102	14	95	61	33	144
%V	11.6%	11.9%	14.1%	11.6%	11.7%	15.2%	8.0%	14.9%
%H (All HH)		98.7%	66.7%	9.2%	62.1%	39.9%	21.6%	94.1%
%H (TV HH)			67.5%	9.3%	62.9%	40.4%	21.9%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

S4C

Household level data

Table 25.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
1	451	451	211	43	241	54	188	278
%V	34.1%	35.7%	29.2%	35.5%	29.6%	13.4%	45.6%	28.8%
%H (All HH)		100.0%	46.8%	9.5%	53.4%	12.0%	41.7%	61.6%
%H (TV HH)			46.8%	9.5%	53.4%	12.0%	41.7%	
2	447	447	256	41	301	152	148	331
%V	33.8%	35.3%	35.4%	33.9%	37.0%	37.8%	35.9%	34.3%
%H (All HH)		100.0%	57.3%	9.2%	67.3%	34.0%	33.1%	74.0%
%H (TV HH)			57.3%	9.2%	67.3%	34.0%	33.1%	
3	224	224	151	22	160	108	52	189
%V	17.0%	17.7%	20.9%	18.2%	19.7%	26.9%	12.6%	19.6%
%H (All HH)		100.0%	67.4%	9.8%	71.4%	48.2%	23.2%	84.4%
%H (TV HH)			67.4%	9.8%	71.4%	48.2%	23.2%	
4	96	96	68	11	73	55	18	91
%V	7.3%	7.6%	9.4%	9.1%	9.0%	13.7%	4.4%	9.4%
%H (All HH)		100.0%	70.8%	11.5%	76.0%	57.3%	18.8%	94.8%
%H (TV HH)			70.8%	11.5%	76.0%	57.3%	18.8%	
5+	46	46	37	3	38	32	6	45
%V	3.5%	3.6%	5.1%	2.5%	4.7%	8.0%	1.5%	4.7%
%H (All HH)		100.0%	80.4%	6.5%	82.6%	69.6%	13.0%	97.8%
%H (TV HH)			80.4%	6.5%	82.6%	69.6%	13.0%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
October 2013 - September 2014
S4C
Household level data
Table 25.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%V (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Under 20"	321	321	192	24	237	133	104	243
%V	24.3%	25.4%	26.6%	19.8%	29.2%	33.1%	25.2%	25.2%
%H (All HH)		100.0%	59.8%	7.5%	73.8%	41.4%	32.4%	75.7%
%H (TV HH)			59.8%	7.5%	73.8%	41.4%	32.4%	
20" - 29"	500	500	291	44	364	202	163	365
%V	37.9%	39.5%	40.2%	36.4%	44.8%	50.2%	39.6%	37.8%
%H (All HH)		100.0%	58.2%	8.8%	72.8%	40.4%	32.6%	73.0%
%H (TV HH)			58.2%	8.8%	72.8%	40.4%	32.6%	
30" - 39"	716	716	414	71	474	246	228	541
%V	54.2%	56.6%	57.3%	58.7%	58.3%	61.2%	55.3%	56.0%
%H (All HH)		100.0%	57.8%	9.9%	66.2%	34.4%	31.8%	75.6%
%H (TV HH)			57.8%	9.9%	66.2%	34.4%	31.8%	
40" and over	570	570	386	60	345	222	123	487
%V	43.1%	45.1%	53.4%	49.6%	42.4%	55.2%	29.9%	50.4%
%H (All HH)		100.0%	67.7%	10.5%	60.5%	38.9%	21.6%	85.4%
%H (TV HH)			67.7%	10.5%	60.5%	38.9%	21.6%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 25.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%V (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Main living room	1249	1249	717	120	803	398	405	923
%V	94.5%	98.7%	99.2%	99.2%	98.8%	99.0%	98.3%	95.5%
%H (All HH)		100.0%	57.4%	9.6%	64.3%	31.9%	32.4%	73.9%
%H (TV HH)			57.4%	9.6%	64.3%	31.9%	32.4%	
Kitchen	181	181	114	11	145	89	56	143
%V	13.7%	14.3%	15.8%	9.1%	17.8%	22.1%	13.6%	14.8%
%H (All HH)		100.0%	63.0%	6.1%	80.1%	49.2%	30.9%	79.0%
%H (TV HH)			63.0%	6.1%	80.1%	49.2%	30.9%	
Adult's bedroom	582	582	368	59	414	259	155	475
%V	44.1%	46.0%	50.9%	48.8%	50.9%	64.4%	37.6%	49.2%
%H (All HH)		100.0%	63.2%	10.1%	71.1%	44.5%	26.6%	81.6%
%H (TV HH)			63.2%	10.1%	71.1%	44.5%	26.6%	
Child's bedroom	147	147	103	16	97	69	28	133
%V	11.1%	11.6%	14.2%	13.2%	11.9%	17.2%	6.8%	13.8%
%H (All HH)		100.0%	70.1%	10.9%	66.0%	46.9%	19.0%	90.5%
%H (TV HH)			70.1%	10.9%	66.0%	46.9%	19.0%	
Other bedroom	73	73	52	5	51	37	15	64
%V	5.5%	5.8%	7.2%	4.1%	6.3%	9.2%	3.6%	6.6%
%H (All HH)		100.0%	71.2%	6.8%	69.9%	50.7%	20.5%	87.7%
%H (TV HH)			71.2%	6.8%	69.9%	50.7%	20.5%	
Second living/dining room	161	161	107	15	118	79	39	131
%V	12.2%	12.7%	14.8%	12.4%	14.5%	19.7%	9.5%	13.6%
%H (All HH)		100.0%	66.5%	9.3%	73.3%	49.1%	24.2%	81.4%
%H (TV HH)			66.5%	9.3%	73.3%	49.1%	24.2%	
Study/office	12	12	9	1	9	7	2	11
%V	0.9%	0.9%	1.2%	0.8%	1.1%	1.7%	0.5%	1.1%
%H (All HH)		100.0%	75.0%	8.3%	75.0%	58.3%	16.7%	91.7%
%H (TV HH)			75.0%	8.3%	75.0%	58.3%	16.7%	
TV room	8	8	6	1	5	4	1	8
%V	0.6%	0.6%	0.8%	0.8%	0.6%	1.0%	0.2%	0.8%
%H (All HH)		100.0%	75.0%	12.5%	62.5%	50.0%	12.5%	100.0%
%H (TV HH)			75.0%	12.5%	62.5%	50.0%	12.5%	
Conservatory	25	25	18	2	20	14	6	23
%V	1.9%	2.0%	2.5%	1.7%	2.5%	3.5%	1.5%	2.4%
%H (All HH)		100.0%	72.0%	8.0%	80.0%	56.0%	24.0%	92.0%
%H (TV HH)			72.0%	8.0%	80.0%	56.0%	24.0%	
Attic or loft room	4	4	2	1	3	2	0	4
%V	0.3%	0.3%	0.3%	0.8%	0.4%	0.5%	0.0%	0.4%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	0.0%	
No specific location	2	2	2	0	1	1	0	1
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Other	9	9	7	0	7	5	2	9
%V	0.7%	0.7%	1.0%	0.0%	0.9%	1.2%	0.5%	0.9%
%H (All HH)		100.0%	77.8%	0.0%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			77.8%	0.0%	77.8%	55.6%	22.2%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 25.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%V (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
Any DSAT provider	723	723	723	6	353	353	0	587
%V	54.7%	57.2%	100.0%	5.0%	43.4%	87.8%	0.0%	60.8%
%H (All HH)			100.0%	0.8%	48.8%	48.8%	0.0%	81.2%
%H (TV HH)			100.0%	0.8%	48.8%	48.8%	0.0%	
Sky with subcription	594	594	594	2	289	289	0	496
%V	45.0%	47.0%	82.2%	1.7%	35.5%	71.9%	0.0%	51.3%
%H (All HH)			100.0%	0.3%	48.7%	48.7%	0.0%	83.5%
%H (TV HH)			100.0%	0.3%	48.7%	48.7%	0.0%	
Sky without subscription	70	70	70	2	33	33	0	45
%V	5.3%	5.5%	9.7%	1.7%	4.1%	8.2%	0.0%	4.7%
%H (All HH)			100.0%	2.9%	47.1%	47.1%	0.0%	64.3%
%H (TV HH)			100.0%	2.9%	47.1%	47.1%	0.0%	
Freesat	65	65	65	2	31	31	0	51
%V	4.9%	5.1%	9.0%	1.7%	3.8%	7.7%	0.0%	5.3%
%H (All HH)			100.0%	3.1%	47.7%	47.7%	0.0%	78.5%
%H (TV HH)			100.0%	3.1%	47.7%	47.7%	0.0%	
Other satellite provider	10	10	10	0	6	6	0	9
%V	0.8%	0.8%	1.4%	0.0%	0.7%	1.5%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
DCAB	121	121	6	121	51	51	0	102
%V	9.2%	9.6%	0.8%	100.0%	6.3%	12.7%	0.0%	10.6%
%H (All HH)			5.0%	100.0%	42.1%	42.1%	0.0%	84.3%
%H (TV HH)			5.0%	100.0%	42.1%	42.1%	0.0%	
DTT	813	813	353	51	813	402	412	577
%V	61.5%	64.3%	48.8%	42.1%	100.0%	100.0%	100.0%	59.7%
%H (All HH)		100.0%	43.4%	6.3%	100.0%	49.4%	50.7%	71.0%
%H (TV HH)			43.4%	6.3%	100.0%	49.4%	50.7%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 25.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%H (All HH)		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (TV HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
PVR	803	803	579	101	464	338	126	687
%V	60.8%	63.5%	80.1%	83.5%	57.1%	84.1%	30.6%	71.1%
%H (All HH)		100.0%	72.1%	12.6%	57.8%	42.1%	15.7%	85.6%
%H (TV HH)			72.1%	12.6%	57.8%	42.1%	15.7%	
DVDR	65	65	36	7	47	25	22	51
%V	4.9%	5.1%	5.0%	5.8%	5.8%	6.2%	5.3%	5.3%
%H (All HH)		100.0%	55.4%	10.8%	72.3%	38.5%	33.8%	78.5%
%H (TV HH)			55.4%	10.8%	72.3%	38.5%	33.8%	
VCR	29	29	15	4	22	11	11	18
%V	2.2%	2.3%	2.1%	3.3%	2.7%	2.7%	2.7%	1.9%
%H (All HH)		100.0%	51.7%	13.8%	75.9%	37.9%	37.9%	62.1%
%H (TV HH)			51.7%	13.8%	75.9%	37.9%	37.9%	
Any recorder	835	835	590	103	490	345	146	707
%V	63.2%	66.0%	81.6%	85.1%	60.3%	85.8%	35.4%	73.2%
%H (All HH)		100.0%	70.7%	12.3%	58.7%	41.3%	17.5%	84.7%
%H (TV HH)			70.7%	12.3%	58.7%	41.3%	17.5%	
Receives HDTV (via STB or built-in reception)	604	604	406	84	361	243	118	523
%V	45.7%	47.7%	56.2%	69.4%	44.4%	60.4%	28.6%	54.1%
%H (All HH)		100.0%	67.2%	13.9%	59.8%	40.2%	19.5%	86.6%
%H (TV HH)			67.2%	13.9%	59.8%	40.2%	19.5%	
DVD/Blu-ray player or recorder	1007	1007	599	101	658	352	306	781
%V	76.2%	79.6%	82.8%	83.5%	80.9%	87.6%	74.3%	80.8%
%H (All HH)		100.0%	59.5%	10.0%	65.3%	35.0%	30.4%	77.6%
%H (TV HH)			59.5%	10.0%	65.3%	35.0%	30.4%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 25.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1321	1265	723	121	813	402	412	966
%V		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%
%H (All HH)			57.2%	9.6%	64.3%	31.8%	32.6%	
%H (TV HH)								
Has broadband internet	966	934	587	102	577	339	238	966
%V	73.1%	73.8%	81.2%	84.3%	71.0%	84.3%	57.8%	100.0%
%H (All HH)		96.7%	60.8%	10.6%	59.7%	35.1%	24.6%	100.0%
%H (TV HH)			62.8%	10.9%	61.8%	36.3%	25.5%	
Number of computers (PCs and laptops)								
0	321	302	123	20	211	54	159	18
%V	24.3%	23.9%	17.0%	16.5%	26.0%	13.4%	38.6%	1.9%
%H (All HH)		94.1%	38.3%	6.2%	65.7%	16.8%	49.5%	5.6%
%H (TV HH)			40.7%	6.6%	69.9%	17.9%	52.6%	
1	402	379	216	35	236	112	124	365
%V	30.4%	30.0%	29.9%	28.9%	29.0%	27.9%	30.1%	37.8%
%H (All HH)		94.3%	53.7%	8.7%	58.7%	27.9%	30.8%	90.8%
%H (TV HH)			57.0%	9.2%	62.3%	29.6%	32.7%	
2	287	281	179	30	180	109	71	276
%V	21.7%	22.2%	24.8%	24.8%	22.1%	27.1%	17.2%	28.6%
%H (All HH)		97.9%	62.4%	10.5%	62.7%	38.0%	24.7%	96.2%
%H (TV HH)			63.7%	10.7%	64.1%	38.8%	25.3%	
3	147	144	96	15	86	55	32	146
%V	11.1%	11.4%	13.3%	12.4%	10.6%	13.7%	7.8%	15.1%
%H (All HH)		98.0%	65.3%	10.2%	58.5%	37.4%	21.8%	99.3%
%H (TV HH)			66.7%	10.4%	59.7%	38.2%	22.2%	
4	80	78	52	9	49	34	15	79
%V	6.1%	6.2%	7.2%	7.4%	6.0%	8.5%	3.6%	8.2%
%H (All HH)		97.5%	65.0%	11.3%	61.3%	42.5%	18.8%	98.8%
%H (TV HH)			66.7%	11.5%	62.8%	43.6%	19.2%	
5+	83	81	56	12	50	39	11	83
%V	6.3%	6.4%	7.7%	9.9%	6.2%	9.7%	2.7%	8.6%
%H (All HH)		97.6%	67.5%	14.5%	60.2%	47.0%	13.3%	100.0%
%H (TV HH)			69.1%	14.8%	61.7%	48.1%	13.6%	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

S4C

Set level data

Table 25.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
Under 20"	409	250	31	306	178	128	316
%V	15.4%	15.2%	12.2%	16.8%	16.5%	17.2%	15.0%
%H		61.1%	7.6%	74.8%	43.5%	31.3%	77.3%
20" - 29"	648	391	58	484	288	196	495
%V	24.4%	23.8%	22.7%	26.6%	26.7%	26.3%	23.4%
%H		60.3%	9.0%	74.7%	44.4%	30.2%	76.4%
30" - 39"	877	520	90	588	324	264	683
%V	33.1%	31.6%	35.3%	32.3%	30.1%	35.5%	32.3%
%H		59.3%	10.3%	67.0%	36.9%	30.1%	77.9%
40" and over	680	466	73	419	278	141	591
%V	25.7%	28.3%	28.6%	23.0%	25.8%	19.0%	28.0%
%H		68.5%	10.7%	61.6%	40.9%	20.7%	86.9%
Don't know	37	18	3	24	8	16	28
%V	1.4%	1.1%	1.2%	1.3%	0.7%	2.2%	1.3%
%H		48.6%	8.1%	64.9%	21.6%	43.2%	75.7%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 25.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
Main living room	1257	721	120	808	401	408	929
%V	47.4%	43.9%	47.1%	44.4%	37.2%	54.8%	44.0%
%H		57.4%	9.5%	64.3%	31.9%	32.5%	73.9%
Kitchen	181	114	11	146	89	57	144
%V	6.8%	6.9%	4.3%	8.0%	8.3%	7.7%	6.8%
%H		63.0%	6.1%	80.7%	49.2%	31.5%	79.6%
Adult's bedroom	697	447	75	504	329	176	583
%V	26.3%	27.2%	29.4%	27.7%	30.5%	23.7%	27.6%
%H		64.1%	10.8%	72.3%	47.2%	25.3%	83.6%
Child's bedroom	199	143	22	131	98	33	184
%V	7.5%	8.7%	8.6%	7.2%	9.1%	4.4%	8.7%
%H		71.9%	11.1%	65.8%	49.2%	16.6%	92.5%
Other bedroom	92	66	6	66	47	19	82
%V	3.5%	4.0%	2.4%	3.6%	4.4%	2.6%	3.9%
%H		71.7%	6.5%	71.7%	51.1%	20.7%	89.1%
Second living/dining room	164	109	16	120	80	40	134
%V	6.2%	6.6%	6.3%	6.6%	7.4%	5.4%	6.3%
%H		66.5%	9.8%	73.2%	48.8%	24.4%	81.7%
Study/office	13	9	1	10	7	2	12
%V	0.5%	0.5%	0.4%	0.5%	0.6%	0.3%	0.6%
%H		69.2%	7.7%	76.9%	53.8%	15.4%	92.3%
TV room	8	6	1	5	4	1	8
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%	0.4%
%H		75.0%	12.5%	62.5%	50.0%	12.5%	100.0%
Conservatory	25	18	2	20	14	6	23
%V	0.9%	1.1%	0.8%	1.1%	1.3%	0.8%	1.1%
%H		72.0%	8.0%	80.0%	56.0%	24.0%	92.0%
Attic or loft room	4	3	1	3	2	0	4
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.0%	0.2%
%H		75.0%	25.0%	75.0%	50.0%	0.0%	100.0%
No specific location	2	2	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	50.0%
Other	9	7	0	7	5	2	9
%V	0.3%	0.4%	0.0%	0.4%	0.5%	0.3%	0.4%
%H		77.8%	0.0%	77.8%	55.6%	22.2%	100.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 25.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
PVR	1063	791	135	593	449	144	928
%V	40.1%	48.1%	52.9%	32.6%	41.7%	19.4%	43.9%
%H		74.4%	12.7%	55.8%	42.2%	13.5%	87.3%
DVDR	72	40	7	52	27	25	56
%V	2.7%	2.4%	2.7%	2.9%	2.5%	3.4%	2.7%
%H		55.6%	9.7%	72.2%	37.5%	34.7%	77.8%
VCR	32	17	5	24	13	11	19
%V	1.2%	1.0%	2.0%	1.3%	1.2%	1.5%	0.9%
%H		53.1%	15.6%	75.0%	40.6%	34.4%	59.4%
Any recorder	1113	814	138	635	468	167	962
%V	42.0%	49.5%	54.1%	34.9%	43.5%	22.4%	45.5%
%H		73.1%	12.4%	57.1%	42.0%	15.0%	86.4%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2651	1644	255	1821	1077	744	2112
%H		62.0%	9.6%	68.7%	40.6%	28.1%	79.7%
Receives HDTV (via STB or built-in reception)	829	560	123	504	351	153	730
%V	31.3%	34.1%	48.2%	27.7%	32.6%	20.6%	34.6%
%H		67.6%	14.8%	60.8%	42.3%	18.5%	88.1%
DVD/Blu-ray player or recorder	1517	954	151	1050	636	414	1238
%V	57.2%	58.0%	59.2%	57.7%	59.1%	55.6%	58.6%
%H		62.9%	10.0%	69.2%	41.9%	27.3%	81.6%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 25.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1262	722	121	813	402	411	931
%H		57.2%	9.6%	64.4%	31.9%	32.6%	73.8%
Under 20"	24	7	1	19	3	15	12
%V	1.9%	1.0%	0.8%	2.3%	0.7%	3.6%	1.3%
%H		29.2%	4.2%	79.2%	12.5%	62.5%	50.0%
20" - 29"	172	72	14	120	37	83	92
%V	13.6%	10.0%	11.6%	14.8%	9.2%	20.2%	9.9%
%H		41.9%	8.1%	69.8%	21.5%	48.3%	53.5%
30" - 39"	514	271	48	342	150	192	357
%V	40.7%	37.5%	39.7%	42.1%	37.3%	46.7%	38.3%
%H		52.7%	9.3%	66.5%	29.2%	37.4%	69.5%
40" and over	544	368	58	327	210	117	464
%V	43.1%	51.0%	47.9%	40.2%	52.2%	28.5%	49.8%
%H		67.6%	10.7%	60.1%	38.6%	21.5%	85.3%
Don't know	9	4	1	5	1	4	7
%V	0.7%	0.6%	0.8%	0.6%	0.2%	1.0%	0.8%
%H		44.4%	11.1%	55.6%	11.1%	44.4%	77.8%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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S4C

Set level data

Table 25.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1262	722	121	813	402	411	931
%H		57.2%	9.6%	64.4%	31.9%	32.6%	73.8%
PVR	781	565	100	446	326	120	669
%V	61.9%	78.3%	82.6%	54.9%	81.1%	29.2%	71.9%
%H		72.3%	12.8%	57.1%	41.7%	15.4%	85.7%
DVDR	54	29	5	39	20	19	41
%V	4.3%	4.0%	4.1%	4.8%	5.0%	4.6%	4.4%
%H		53.7%	9.3%	72.2%	37.0%	35.2%	75.9%
VCR	23	9	4	16	7	10	13
%V	1.8%	1.2%	3.3%	2.0%	1.7%	2.4%	1.4%
%H		39.1%	17.4%	69.6%	30.4%	43.5%	56.5%
Any recorder	812	576	101	472	334	137	689
%V	64.3%	79.8%	83.5%	58.1%	83.1%	33.3%	74.0%
%H		70.9%	12.4%	58.1%	41.1%	16.9%	84.9%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1262	722	121	813	402	411	931
%H		57.2%	9.6%	64.4%	31.9%	32.6%	73.8%
Receives HDTV (via STB or built-in reception)	581	392	81	342	231	111	503
%V	46.0%	54.3%	66.9%	42.1%	57.5%	27.0%	54.0%
%H		67.5%	13.9%	58.9%	39.8%	19.1%	86.6%
DVD/Blu-ray player or recorder	929	549	93	600	315	285	719
%V	73.6%	76.0%	76.9%	73.8%	78.4%	69.3%	77.2%
%H		59.1%	10.0%	64.6%	33.9%	30.7%	77.4%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1388	922	134	1009	675	333	1181
%H		66.4%	9.7%	72.7%	48.6%	24.0%	85.1%
Under 20"	385	243	30	287	174	113	304
%V	27.7%	26.4%	22.4%	28.4%	25.8%	33.9%	25.7%
%H		63.1%	7.8%	74.5%	45.2%	29.4%	79.0%
20" - 29"	476	319	45	364	251	112	403
%V	34.3%	34.6%	33.6%	36.1%	37.2%	33.6%	34.1%
%H		67.0%	9.5%	76.5%	52.7%	23.5%	84.7%
30" - 39"	363	249	43	246	174	72	326
%V	26.2%	27.0%	32.1%	24.4%	25.8%	21.6%	27.6%
%H		68.6%	11.8%	67.8%	47.9%	19.8%	89.8%
40" and over	136	98	15	92	68	24	127
%V	9.8%	10.6%	11.2%	9.1%	10.1%	7.2%	10.8%
%H		72.1%	11.0%	67.6%	50.0%	17.6%	93.4%
Don't know	28	13	2	20	7	12	22
%V	2.0%	1.4%	1.5%	2.0%	1.0%	3.6%	1.9%
%H		46.4%	7.1%	71.4%	25.0%	42.9%	78.6%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 25.19: 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	1388	922	134	1009	675	333	1181
%H		66.4%	9.7%	72.7%	48.6%	24.0%	85.1%
PVR	282	226	35	147	123	24	259
%V	20.3%	24.5%	26.1%	14.6%	18.2%	7.2%	21.9%
%H		80.1%	12.4%	52.1%	43.6%	8.5%	91.8%
DVDR	17	11	2	12	7	5	15
%V	1.2%	1.2%	1.5%	1.2%	1.0%	1.5%	1.3%
%H		64.7%	11.8%	70.6%	41.2%	29.4%	88.2%
VCR	10	7	1	8	6	2	7
%V	0.7%	0.8%	0.7%	0.8%	0.9%	0.6%	0.6%
%H		70.0%	10.0%	80.0%	60.0%	20.0%	70.0%
Any recorder	301	239	37	163	134	30	274
%V	21.7%	25.9%	27.6%	16.2%	19.9%	9.0%	23.2%
%H		79.4%	12.3%	54.2%	44.5%	10.0%	91.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1388	922	134	1009	675	333	1181
%H		66.4%	9.7%	72.7%	48.6%	24.0%	85.1%
Receives HDTV (via STB or built-in reception)	248	168	42	162	120	42	227
%V	17.9%	18.2%	31.3%	16.1%	17.8%	12.6%	19.2%
%H		67.7%	16.9%	65.3%	48.4%	16.9%	91.5%
DVD/Blu-ray player or recorder	588	405	58	450	321	129	518
%V	42.4%	43.9%	43.3%	44.6%	47.6%	38.7%	43.9%
%H		68.9%	9.9%	76.5%	54.6%	21.9%	88.1%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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S4C

Individual level data

Table 25.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3047	2942	1809	299	1853	1045	807	2490
%H		96.6%	59.4%	9.8%	60.8%	34.3%	26.5%	81.7%
Total Children	559	545	364	56	318	198	119	504
%V	18.3%	18.5%	20.1%	18.7%	17.2%	18.9%	14.7%	20.2%
%H		97.5%	65.1%	10.0%	56.9%	35.4%	21.3%	90.2%
0 - 3	148	143	91	17	74	41	33	127
%V	4.9%	4.9%	5.0%	5.7%	4.0%	3.9%	4.1%	5.1%
%H		96.6%	61.5%	11.5%	50.0%	27.7%	22.3%	85.8%
4 - 15	411	403	273	40	243	158	86	377
%V	13.5%	13.7%	15.1%	13.4%	13.1%	15.1%	10.7%	15.1%
%H		98.1%	66.4%	9.7%	59.1%	38.4%	20.9%	91.7%
4 - 9	208	204	139	21	117	75	42	188
%V	6.8%	6.9%	7.7%	7.0%	6.3%	7.2%	5.2%	7.6%
%H		98.1%	66.8%	10.1%	56.3%	36.1%	20.2%	90.4%
10 - 15	203	199	134	19	126	82	44	189
%V	6.7%	6.8%	7.4%	6.4%	6.8%	7.8%	5.5%	7.6%
%H		98.0%	66.0%	9.4%	62.1%	40.4%	21.7%	93.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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S4C

Individual level data

Table 25.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3047	2942	1809	299	1853	1045	807	2490
%H		96.6%	59.4%	9.8%	60.8%	34.3%	26.5%	81.7%
Total Adults (16+)	2488	2396	1445	243	1535	847	688	1986
%V	81.7%	81.4%	79.9%	81.3%	82.8%	81.1%	85.3%	79.8%
%H		96.3%	58.1%	9.8%	61.7%	34.0%	27.7%	79.8%
16 - 19	136	132	84	18	86	58	28	127
%V	4.5%	4.5%	4.6%	6.0%	4.6%	5.6%	3.5%	5.1%
%H		97.1%	61.8%	13.2%	63.2%	42.6%	20.6%	93.4%
20 - 24	211	195	109	23	116	63	54	188
%V	6.9%	6.6%	6.0%	7.7%	6.3%	6.0%	6.7%	7.6%
%H		92.4%	51.7%	10.9%	55.0%	29.9%	25.6%	89.1%
25 - 34	375	357	228	37	204	120	83	329
%V	12.3%	12.1%	12.6%	12.4%	11.0%	11.5%	10.3%	13.2%
%H		95.2%	60.8%	9.9%	54.4%	32.0%	22.1%	87.7%
35 - 44	361	348	225	39	209	130	79	324
%V	11.8%	11.8%	12.4%	13.0%	11.3%	12.4%	9.8%	13.0%
%H		96.4%	62.3%	10.8%	57.9%	36.0%	21.9%	89.8%
45 - 54	430	416	273	45	269	168	101	374
%V	14.1%	14.1%	15.1%	15.1%	14.5%	16.1%	12.5%	15.0%
%H		96.7%	63.5%	10.5%	62.6%	39.1%	23.5%	87.0%
55 - 64	377	366	224	31	239	130	110	311
%V	12.4%	12.4%	12.4%	10.4%	12.9%	12.4%	13.6%	12.5%
%H		97.1%	59.4%	8.2%	63.4%	34.5%	29.2%	82.5%
65+	597	582	302	49	411	179	233	334
%V	19.6%	19.8%	16.7%	16.4%	22.2%	17.1%	28.9%	13.4%
%H		97.5%	50.6%	8.2%	68.8%	30.0%	39.0%	55.9%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 25.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2488	2396	1445	243	1535	847	688	1986
%H		96.3%	58.1%	9.8%	61.7%	34.0%	27.7%	79.8%
AB	530	517	322	55	341	201	139	484
%V	21.3%	21.6%	22.3%	22.6%	22.2%	23.7%	20.2%	24.4%
%H		97.5%	60.8%	10.4%	64.3%	37.9%	26.2%	91.3%
C1	620	589	333	67	376	201	175	539
%V	24.9%	24.6%	23.0%	27.6%	24.5%	23.7%	25.4%	27.1%
%H		95.0%	53.7%	10.8%	60.6%	32.4%	28.2%	86.9%
C2	650	632	410	58	402	242	160	521
%V	26.1%	26.4%	28.4%	23.9%	26.2%	28.6%	23.3%	26.2%
%H		97.2%	63.1%	8.9%	61.8%	37.2%	24.6%	80.2%
D	439	423	256	41	259	133	126	310
%V	17.6%	17.7%	17.7%	16.9%	16.9%	15.7%	18.3%	15.6%
%H		96.4%	58.3%	9.3%	59.0%	30.3%	28.7%	70.6%
E	250	236	124	22	158	70	88	132
%V	10.0%	9.8%	8.6%	9.1%	10.3%	8.3%	12.8%	6.6%
%H		94.4%	49.6%	8.8%	63.2%	28.0%	35.2%	52.8%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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S4C

Individual level data

Table 25.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2488	2396	1445	243	1535	847	688	1986
%H		96.3%	58.1%	9.8%	61.7%	34.0%	27.7%	79.8%
Working full time	1075	1043	685	106	641	397	244	976
%V	43.2%	43.5%	47.4%	43.6%	41.8%	46.9%	35.5%	49.1%
%H		97.0%	63.7%	9.9%	59.6%	36.9%	22.7%	90.8%
Working part time	222	215	129	25	138	77	61	189
%V	8.9%	9.0%	8.9%	10.3%	9.0%	9.1%	8.9%	9.5%
%H		96.8%	58.1%	11.3%	62.2%	34.7%	27.5%	85.1%
Not working	1191	1139	631	113	757	373	383	822
%V	47.9%	47.5%	43.7%	46.5%	49.3%	44.0%	55.7%	41.4%
%H		95.6%	53.0%	9.5%	63.6%	31.3%	32.2%	69.0%
Housewife/Houseperson	1321	1265	723	121	813	402	412	966
%V	53.1%	52.8%	50.0%	49.8%	53.0%	47.5%	59.9%	48.6%
%H		95.8%	54.7%	9.2%	61.5%	30.4%	31.2%	73.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 25.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1161	719	117	730	418	312	989
%H		95.7%	59.3%	9.6%	60.2%	34.5%	25.7%	81.5%
16 - 19	72	69	46	8	43	30	13	67
%V	5.9%	5.9%	6.4%	6.8%	5.9%	7.2%	4.2%	6.8%
%H		95.8%	63.9%	11.1%	59.7%	41.7%	18.1%	93.1%
20 - 24	105	95	58	10	57	36	21	95
%V	8.7%	8.2%	8.1%	8.5%	7.8%	8.6%	6.7%	9.6%
%H		90.5%	55.2%	9.5%	54.3%	34.3%	20.0%	90.5%
25 - 34	189	179	114	19	100	58	41	166
%V	15.6%	15.4%	15.9%	16.2%	13.7%	13.9%	13.1%	16.8%
%H		94.7%	60.3%	10.1%	52.9%	30.7%	21.7%	87.8%
35 - 44	178	170	108	20	101	61	40	158
%V	14.7%	14.6%	15.0%	17.1%	13.8%	14.6%	12.8%	16.0%
%H		95.5%	60.7%	11.2%	56.7%	34.3%	22.5%	88.8%
45 - 54	210	203	133	22	128	79	49	181
%V	17.3%	17.5%	18.5%	18.8%	17.5%	18.9%	15.7%	18.3%
%H		96.7%	63.3%	10.5%	61.0%	37.6%	23.3%	86.2%
55 - 64	184	178	110	15	116	64	52	152
%V	15.2%	15.3%	15.3%	12.8%	15.9%	15.3%	16.7%	15.4%
%H		96.7%	59.8%	8.2%	63.0%	34.8%	28.3%	82.6%
65+	275	267	150	23	185	90	96	170
%V	22.7%	23.0%	20.9%	19.7%	25.3%	21.5%	30.8%	17.2%
%H		97.1%	54.5%	8.4%	67.3%	32.7%	34.9%	61.8%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

S4C

Individual level data

Table 25.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1161	719	117	730	418	312	989
%H		95.7%	59.3%	9.6%	60.2%	34.5%	25.7%	81.5%
AB	264	257	164	26	169	103	66	244
%V	21.8%	22.1%	22.8%	22.2%	23.2%	24.6%	21.2%	24.7%
%H		97.3%	62.1%	9.8%	64.0%	39.0%	25.0%	92.4%
C1	295	276	163	32	168	95	72	264
%V	24.3%	23.8%	22.7%	27.4%	23.0%	22.7%	23.1%	26.7%
%H		93.6%	55.3%	10.8%	56.9%	32.2%	24.4%	89.5%
C2	342	331	216	30	208	125	83	273
%V	28.2%	28.5%	30.0%	25.6%	28.5%	29.9%	26.6%	27.6%
%H		96.8%	63.2%	8.8%	60.8%	36.5%	24.3%	79.8%
D	209	201	124	18	121	64	58	152
%V	17.2%	17.3%	17.2%	15.4%	16.6%	15.3%	18.6%	15.4%
%H		96.2%	59.3%	8.6%	57.9%	30.6%	27.8%	72.7%
E	102	96	52	10	63	31	32	57
%V	8.4%	8.3%	7.2%	8.5%	8.6%	7.4%	10.3%	5.8%
%H		94.1%	51.0%	9.8%	61.8%	30.4%	31.4%	55.9%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

S4C

Individual level data

Table 25.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1213	1161	719	117	730	418	312	989
%H		95.7%	59.3%	9.6%	60.2%	34.5%	25.7%	81.5%
Working full time	648	626	412	63	381	235	146	584
%V	53.4%	53.9%	57.3%	53.8%	52.2%	56.2%	46.8%	59.0%
%H		96.6%	63.6%	9.7%	58.8%	36.3%	22.5%	90.1%
Working part time	49	47	28	5	30	16	14	40
%V	4.0%	4.0%	3.9%	4.3%	4.1%	3.8%	4.5%	4.0%
%H		95.9%	57.1%	10.2%	61.2%	32.7%	28.6%	81.6%
Not working	516	488	278	49	319	168	151	366
%V	42.5%	42.0%	38.7%	41.9%	43.7%	40.2%	48.4%	37.0%
%H		94.6%	53.9%	9.5%	61.8%	32.6%	29.3%	70.9%
Housewife/Houseperson	257	235	122	20	143	55	88	156
%V	21.2%	20.2%	17.0%	17.1%	19.6%	13.2%	28.2%	15.8%
%H		91.4%	47.5%	7.8%	55.6%	21.4%	34.2%	60.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

S4C

Individual level data

Table 25.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1235	726	127	805	429	376	997
%H		96.9%	56.9%	10.0%	63.1%	33.6%	29.5%	78.2%
16 - 19	64	64	39	10	43	28	15	60
%V	5.0%	5.2%	5.4%	7.9%	5.3%	6.5%	4.0%	6.0%
%H		100.0%	60.9%	15.6%	67.2%	43.8%	23.4%	93.8%
20 - 24	106	99	51	13	60	27	33	93
%V	8.3%	8.0%	7.0%	10.2%	7.5%	6.3%	8.8%	9.3%
%H		93.4%	48.1%	12.3%	56.6%	25.5%	31.1%	87.7%
25 - 34	186	178	114	18	104	62	42	163
%V	14.6%	14.4%	15.7%	14.2%	12.9%	14.5%	11.2%	16.3%
%H		95.7%	61.3%	9.7%	55.9%	33.3%	22.6%	87.6%
35 - 44	183	178	117	20	108	69	39	167
%V	14.4%	14.4%	16.1%	15.7%	13.4%	16.1%	10.4%	16.8%
%H		97.3%	63.9%	10.9%	59.0%	37.7%	21.3%	91.3%
45 - 54	219	214	139	23	141	89	52	193
%V	17.2%	17.3%	19.1%	18.1%	17.5%	20.7%	13.8%	19.4%
%H		97.7%	63.5%	10.5%	64.4%	40.6%	23.7%	88.1%
55 - 64	193	188	113	16	124	65	58	159
%V	15.1%	15.2%	15.6%	12.6%	15.4%	15.2%	15.4%	15.9%
%H		97.4%	58.5%	8.3%	64.2%	33.7%	30.1%	82.4%
65+	323	315	152	26	226	89	137	165
%V	25.3%	25.5%	20.9%	20.5%	28.1%	20.7%	36.4%	16.5%
%H		97.5%	47.1%	8.0%	70.0%	27.6%	42.4%	51.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

S4C

Individual level data

Table 25.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1235	726	127	805	429	376	997
%H		96.9%	56.9%	10.0%	63.1%	33.6%	29.5%	78.2%
AB	265	260	158	29	172	99	73	240
%V	20.8%	21.1%	21.8%	22.8%	21.4%	23.1%	19.4%	24.1%
%H		98.1%	59.6%	10.9%	64.9%	37.4%	27.5%	90.6%
C1	325	313	169	36	208	105	103	275
%V	25.5%	25.3%	23.3%	28.3%	25.8%	24.5%	27.4%	27.6%
%H		96.3%	52.0%	11.1%	64.0%	32.3%	31.7%	84.6%
C2	307	300	194	28	193	117	76	248
%V	24.1%	24.3%	26.7%	22.0%	24.0%	27.3%	20.2%	24.9%
%H		97.7%	63.2%	9.1%	62.9%	38.1%	24.8%	80.8%
D	230	222	132	22	137	69	68	158
%V	18.0%	18.0%	18.2%	17.3%	17.0%	16.1%	18.1%	15.8%
%H		96.5%	57.4%	9.6%	59.6%	30.0%	29.6%	68.7%
E	147	140	72	11	94	38	56	76
%V	11.5%	11.3%	9.9%	8.7%	11.7%	8.9%	14.9%	7.6%
%H		95.2%	49.0%	7.5%	63.9%	25.9%	38.1%	51.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

S4C

Individual level data

Table 25.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1275	1235	726	127	805	429	376	997
%H		96.9%	56.9%	10.0%	63.1%	33.6%	29.5%	78.2%
Working full time	426	417	273	43	260	162	98	392
%V	33.4%	33.8%	37.6%	33.9%	32.3%	37.8%	26.1%	39.3%
%H		97.9%	64.1%	10.1%	61.0%	38.0%	23.0%	92.0%
Working part time	173	167	101	19	107	61	46	149
%V	13.6%	13.5%	13.9%	15.0%	13.3%	14.2%	12.2%	14.9%
%H		96.5%	58.4%	11.0%	61.8%	35.3%	26.6%	86.1%
Not working	675	651	352	64	438	205	232	456
%V	52.9%	52.7%	48.5%	50.4%	54.4%	47.8%	61.7%	45.7%
%H		96.4%	52.1%	9.5%	64.9%	30.4%	34.4%	67.6%
Housewife/Houseperson	1064	1030	600	101	670	347	324	809
%V	83.5%	83.4%	82.6%	79.5%	83.2%	80.9%	86.2%	81.1%
%H		96.8%	56.4%	9.5%	63.0%	32.6%	30.5%	76.0%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Household level data

Table 26.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7883	7514	3405	1016	5461	2395	3066	6230
%H (All HH)		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%
%H (TV HH)			45.3%	13.5%	72.7%	31.9%	40.8%	
AB	2181	2101	972	303	1525	695	830	2016
%V	27.7%	28.0%	28.5%	29.8%	27.9%	29.0%	27.1%	32.4%
%H (All HH)		96.3%	44.6%	13.9%	69.9%	31.9%	38.1%	92.4%
%H (TV HH)			46.3%	14.4%	72.6%	33.1%	39.5%	
C1	2189	2068	927	297	1519	685	834	1842
%V	27.8%	27.5%	27.2%	29.2%	27.8%	28.6%	27.2%	29.6%
%H (All HH)		94.5%	42.3%	13.6%	69.4%	31.3%	38.1%	84.1%
%H (TV HH)			44.8%	14.4%	73.5%	33.1%	40.3%	
C2	1664	1612	818	206	1171	589	583	1336
%V	21.1%	21.5%	24.0%	20.3%	21.4%	24.6%	19.0%	21.4%
%H (All HH)		96.9%	49.2%	12.4%	70.4%	35.4%	35.0%	80.3%
%H (TV HH)			50.7%	12.8%	72.6%	36.5%	36.2%	
D	1104	1041	434	146	722	273	449	711
%V	14.0%	13.9%	12.7%	14.4%	13.2%	11.4%	14.6%	11.4%
%H (All HH)		94.3%	39.3%	13.2%	65.4%	24.7%	40.7%	64.4%
%H (TV HH)			41.7%	14.0%	69.4%	26.2%	43.1%	
E	745	692	254	64	523	153	370	325
%V	9.5%	9.2%	7.5%	6.3%	9.6%	6.4%	12.1%	5.2%
%H (All HH)		92.9%	34.1%	8.6%	70.2%	20.5%	49.7%	43.6%
%H (TV HH)			36.7%	9.2%	75.6%	22.1%	53.5%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Household level data

Table 26.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7883	7514	3405	1016	5461	2395	3066	6230
%V		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%
%H (All HH)			45.3%	13.5%	72.7%	31.9%	40.8%	
%H (TV HH)								
Under 25	303	265	97	37	177	59	117	259
%V	3.8%	3.5%	2.8%	3.6%	3.2%	2.5%	3.8%	4.2%
%H (All HH)		87.5%	32.0%	12.2%	58.4%	19.5%	38.6%	85.5%
%H (TV HH)			36.6%	14.0%	66.8%	22.3%	44.2%	
25 - 34	1062	990	528	149	614	321	293	981
%V	13.5%	13.2%	15.5%	14.7%	11.2%	13.4%	9.6%	15.7%
%H (All HH)		93.2%	49.7%	14.0%	57.8%	30.2%	27.6%	92.4%
%H (TV HH)			53.3%	15.1%	62.0%	32.4%	29.6%	
35 - 44	1301	1249	673	215	802	441	361	1208
%V	16.5%	16.6%	19.8%	21.2%	14.7%	18.4%	11.8%	19.4%
%H (All HH)		96.0%	51.7%	16.5%	61.6%	33.9%	27.7%	92.9%
%H (TV HH)			53.9%	17.2%	64.2%	35.3%	28.9%	
45 - 54	1510	1444	729	231	1026	542	484	1346
%V	19.2%	19.2%	21.4%	22.7%	18.8%	22.6%	15.8%	21.6%
%H (All HH)		95.6%	48.3%	15.3%	67.9%	35.9%	32.1%	89.1%
%H (TV HH)			50.5%	16.0%	71.1%	37.5%	33.5%	
55 - 64	1328	1277	578	168	963	430	533	1131
%V	16.8%	17.0%	17.0%	16.5%	17.6%	18.0%	17.4%	18.2%
%H (All HH)		96.2%	43.5%	12.7%	72.5%	32.4%	40.1%	85.2%
%H (TV HH)			45.3%	13.2%	75.4%	33.7%	41.7%	
65 +	2378	2288	800	216	1879	601	1278	1305
%V	30.2%	30.4%	23.5%	21.3%	34.4%	25.1%	41.7%	20.9%
%H (All HH)		96.2%	33.6%	9.1%	79.0%	25.3%	53.7%	54.9%
%H (TV HH)			35.0%	9.4%	82.1%	26.3%	55.9%	

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

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DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Household level data

Table 26.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7883	7514	3405	1016	5461	2395	3066	6230
%H (All HH)		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%
%H (TV HH)			45.3%	13.5%	72.7%	31.9%	40.8%	
1	2376	2192	679	212	1689	399	1290	1274
%V	30.1%	29.2%	19.9%	20.9%	30.9%	16.7%	42.1%	20.4%
%H (All HH)		92.3%	28.6%	8.9%	71.1%	16.8%	54.3%	53.6%
%H (TV HH)			31.0%	9.7%	77.1%	18.2%	58.9%	
2	2793	2692	1243	350	2022	926	1096	2375
%V	35.4%	35.8%	36.5%	34.4%	37.0%	38.7%	35.7%	38.1%
%H (All HH)		96.4%	44.5%	12.5%	72.4%	33.2%	39.2%	85.0%
%H (TV HH)			46.2%	13.0%	75.1%	34.4%	40.7%	
3	1191	1152	639	191	763	447	317	1107
%V	15.1%	15.3%	18.8%	18.8%	14.0%	18.7%	10.3%	17.8%
%H (All HH)		96.7%	53.7%	16.0%	64.1%	37.5%	26.6%	92.9%
%H (TV HH)			55.5%	16.6%	66.2%	38.8%	27.5%	
4	1018	991	565	184	657	418	238	990
%V	12.9%	13.2%	16.6%	18.1%	12.0%	17.5%	7.8%	15.9%
%H (All HH)		97.3%	55.5%	18.1%	64.5%	41.1%	23.4%	97.2%
%H (TV HH)			57.0%	18.6%	66.3%	42.2%	24.0%	
5+	506	487	279	79	330	205	125	484
%V	6.4%	6.5%	8.2%	7.8%	6.0%	8.6%	4.1%	7.8%
%H (All HH)		96.2%	55.1%	15.6%	65.2%	40.5%	24.7%	95.7%
%H (TV HH)			57.3%	16.2%	67.8%	42.1%	25.7%	
Average HH size	2.32	2.34	2.60	2.60	2.28	2.66	1.97	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Household level data

Table 26.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7883	7514	3405	1016	5461	2395	3066	6230
%H (All HH)		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%
%H (TV HH)			45.3%	13.5%	72.7%	31.9%	40.8%	
Without	5951	5636	2328	710	4249	1667	2582	4403
%V	75.5%	75.0%	68.4%	69.9%	77.8%	69.6%	84.2%	70.7%
%H (All HH)		94.7%	39.1%	11.9%	71.4%	28.0%	43.4%	74.0%
%H (TV HH)			41.3%	12.6%	75.4%	29.6%	45.8%	
With	1932	1878	1077	306	1212	727	485	1827
%V	24.5%	25.0%	31.6%	30.1%	22.2%	30.4%	15.8%	29.3%
%H (All HH)		97.2%	55.7%	15.8%	62.7%	37.6%	25.1%	94.6%
%H (TV HH)			57.3%	16.3%	64.5%	38.7%	25.8%	
0 - 3	756	732	414	115	450	256	194	701
%V	9.6%	9.7%	12.2%	11.3%	8.2%	10.7%	6.3%	11.3%
%H (All HH)		96.8%	54.8%	15.2%	59.5%	33.9%	25.7%	92.7%
%H (TV HH)			56.6%	15.7%	61.5%	35.0%	26.5%	
4 - 9	966	939	559	138	599	365	234	918
%V	12.3%	12.5%	16.4%	13.6%	11.0%	15.2%	7.6%	14.7%
%H (All HH)		97.2%	57.9%	14.3%	62.0%	37.8%	24.2%	95.0%
%H (TV HH)			59.5%	14.7%	63.8%	38.9%	24.9%	
10 - 15	892	870	513	153	582	377	205	858
%V	11.3%	11.6%	15.1%	15.1%	10.7%	15.7%	6.7%	13.8%
%H (All HH)		97.5%	57.5%	17.2%	65.2%	42.3%	23.0%	96.2%
%H (TV HH)			59.0%	17.6%	66.9%	43.3%	23.6%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Household level data

Table 26.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7883	7514	3405	1016	5461	2395	3066	6230
%H (All HH)		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%
%H (TV HH)			45.3%	13.5%	72.7%	31.9%	40.8%	
1	2974	2974	1023	353	1979	423	1556	2061
%V	37.7%	39.6%	30.0%	34.7%	36.2%	17.7%	50.8%	33.1%
%H (All HH)		100.0%	34.4%	11.9%	66.5%	14.2%	52.3%	69.3%
%H (TV HH)			34.4%	11.9%	66.5%	14.2%	52.3%	
2	2561	2561	1206	368	1883	901	982	2078
%V	32.5%	34.1%	35.4%	36.2%	34.5%	37.6%	32.0%	33.4%
%H (All HH)		100.0%	47.1%	14.4%	73.5%	35.2%	38.3%	81.1%
%H (TV HH)			47.1%	14.4%	73.5%	35.2%	38.3%	
3	1206	1206	684	165	953	587	366	1096
%V	15.3%	16.1%	20.1%	16.2%	17.5%	24.5%	11.9%	17.6%
%H (All HH)		100.0%	56.7%	13.7%	79.0%	48.7%	30.3%	90.9%
%H (TV HH)			56.7%	13.7%	79.0%	48.7%	30.3%	
4	519	519	322	94	428	316	112	501
%V	6.6%	6.9%	9.5%	9.3%	7.8%	13.2%	3.7%	8.0%
%H (All HH)		100.0%	62.0%	18.1%	82.5%	60.9%	21.6%	96.5%
%H (TV HH)			62.0%	18.1%	82.5%	60.9%	21.6%	
5+	254	254	170	36	218	167	50	249
%V	3.2%	3.4%	5.0%	3.5%	4.0%	7.0%	1.6%	4.0%
%H (All HH)		100.0%	66.9%	14.2%	85.8%	65.7%	19.7%	98.0%
%H (TV HH)			66.9%	14.2%	85.8%	65.7%	19.7%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Household level data

Table 26.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7883	7514	3405	1016	5461	2395	3066	6230
%H (All HH)		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%
%H (TV HH)			45.3%	13.5%	72.7%	31.9%	40.8%	
Under 20"	1998	1998	933	241	1636	815	821	1667
%V	25.3%	26.6%	27.4%	23.7%	30.0%	34.0%	26.8%	26.8%
%H (All HH)		100.0%	46.7%	12.1%	81.9%	40.8%	41.1%	83.4%
%H (TV HH)			46.7%	12.1%	81.9%	40.8%	41.1%	
20" - 29"	2984	2984	1317	398	2358	1088	1270	2341
%V	37.9%	39.7%	38.7%	39.2%	43.2%	45.4%	41.4%	37.6%
%H (All HH)		100.0%	44.1%	13.3%	79.0%	36.5%	42.6%	78.5%
%H (TV HH)			44.1%	13.3%	79.0%	36.5%	42.6%	
30" - 39"	4051	4051	1903	593	2999	1443	1556	3301
%V	51.4%	53.9%	55.9%	58.4%	54.9%	60.3%	50.8%	53.0%
%H (All HH)		100.0%	47.0%	14.6%	74.0%	35.6%	38.4%	81.5%
%H (TV HH)			47.0%	14.6%	74.0%	35.6%	38.4%	
40" and over	3203	3203	1866	487	2175	1322	854	2884
%V	40.6%	42.6%	54.8%	47.9%	39.8%	55.2%	27.9%	46.3%
%H (All HH)		100.0%	58.3%	15.2%	67.9%	41.3%	26.7%	90.0%
%H (TV HH)			58.3%	15.2%	67.9%	41.3%	26.7%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Household level data

Table 26.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7883	7514	3405	1016	5461	2395	3066	6230
%H (All HH)		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%
%H (TV HH)			45.3%	13.5%	72.7%	31.9%	40.8%	
Main living room	7417	7417	3379	1007	5396	2379	3017	5910
%V	94.1%	98.7%	99.2%	99.1%	98.8%	99.3%	98.4%	94.9%
%H (All HH)		100.0%	45.6%	13.6%	72.8%	32.1%	40.7%	79.7%
%H (TV HH)			45.6%	13.6%	72.8%	32.1%	40.7%	
Kitchen	1020	1020	539	115	878	507	372	895
%V	12.9%	13.6%	15.8%	11.3%	16.1%	21.2%	12.1%	14.4%
%H (All HH)		100.0%	52.8%	11.3%	86.1%	49.7%	36.5%	87.7%
%H (TV HH)			52.8%	11.3%	86.1%	49.7%	36.5%	
Adult's bedroom	3348	3348	1792	512	2600	1542	1058	2910
%V	42.5%	44.6%	52.6%	50.4%	47.6%	64.4%	34.5%	46.7%
%H (All HH)		100.0%	53.5%	15.3%	77.7%	46.1%	31.6%	86.9%
%H (TV HH)			53.5%	15.3%	77.7%	46.1%	31.6%	
Child's bedroom	741	741	450	131	533	373	160	702
%V	9.4%	9.9%	13.2%	12.9%	9.8%	15.6%	5.2%	11.3%
%H (All HH)		100.0%	60.7%	17.7%	71.9%	50.3%	21.6%	94.7%
%H (TV HH)			60.7%	17.7%	71.9%	50.3%	21.6%	
Other bedroom	403	403	243	59	308	204	104	376
%V	5.1%	5.4%	7.1%	5.8%	5.6%	8.5%	3.4%	6.0%
%H (All HH)		100.0%	60.3%	14.6%	76.4%	50.6%	25.8%	93.3%
%H (TV HH)			60.3%	14.6%	76.4%	50.6%	25.8%	
Second living/dining room	684	684	373	97	547	327	220	599
%V	8.7%	9.1%	11.0%	9.5%	10.0%	13.7%	7.2%	9.6%
%H (All HH)		100.0%	54.5%	14.2%	80.0%	47.8%	32.2%	87.6%
%H (TV HH)			54.5%	14.2%	80.0%	47.8%	32.2%	
Study/office	160	160	88	17	131	75	56	154
%V	2.0%	2.1%	2.6%	1.7%	2.4%	3.1%	1.8%	2.5%
%H (All HH)		100.0%	55.0%	10.6%	81.9%	46.9%	35.0%	96.3%
%H (TV HH)			55.0%	10.6%	81.9%	46.9%	35.0%	
TV room	62	62	35	11	40	24	16	59
%V	0.8%	0.8%	1.0%	1.1%	0.7%	1.0%	0.5%	0.9%
%H (All HH)		100.0%	56.5%	17.7%	64.5%	38.7%	25.8%	95.2%
%H (TV HH)			56.5%	17.7%	64.5%	38.7%	25.8%	
Conservatory	161	161	104	14	134	89	46	150
%V	2.0%	2.1%	3.1%	1.4%	2.5%	3.7%	1.5%	2.4%
%H (All HH)		100.0%	64.6%	8.7%	83.2%	55.3%	28.6%	93.2%
%H (TV HH)			64.6%	8.7%	83.2%	55.3%	28.6%	
Attic or loft room	18	18	10	4	15	11	4	18
%V	0.2%	0.2%	0.3%	0.4%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	55.6%	22.2%	83.3%	61.1%	22.2%	100.0%
%H (TV HH)			55.6%	22.2%	83.3%	61.1%	22.2%	
No specific location	11	11	6	1	8	4	4	9
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	54.5%	9.1%	72.7%	36.4%	36.4%	81.8%
%H (TV HH)			54.5%	9.1%	72.7%	36.4%	36.4%	
Other	74	74	40	9	58	34	25	68
%V	0.9%	1.0%	1.2%	0.9%	1.1%	1.4%	0.8%	1.1%
%H (All HH)		100.0%	54.1%	12.2%	78.4%	45.9%	33.8%	91.9%
%H (TV HH)			54.1%	12.2%	78.4%	45.9%	33.8%	

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Household level data

Table 26.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7883	7514	3405	1016	5461	2395	3066	6230
%H (All HH)		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%
%H (TV HH)			45.3%	13.5%	72.7%	31.9%	40.8%	
Any DSAT provider	3405	3405	3405	46	1903	1903	0	2995
%V	43.2%	45.3%	100.0%	4.5%	34.8%	79.5%	0.0%	48.1%
%H (All HH)			100.0%	1.4%	55.9%	55.9%	0.0%	88.0%
%H (TV HH)			100.0%	1.4%	55.9%	55.9%	0.0%	
Sky with subcription	2744	2744	2744	21	1534	1534	0	2467
%V	34.8%	36.5%	80.6%	2.1%	28.1%	64.1%	0.0%	39.6%
%H (All HH)			100.0%	0.8%	55.9%	55.9%	0.0%	89.9%
%H (TV HH)			100.0%	0.8%	55.9%	55.9%	0.0%	
Sky without subscription	214	214	214	8	121	121	0	161
%V	2.7%	2.8%	6.3%	0.8%	2.2%	5.1%	0.0%	2.6%
%H (All HH)			100.0%	3.7%	56.5%	56.5%	0.0%	75.2%
%H (TV HH)			100.0%	3.7%	56.5%	56.5%	0.0%	
Freesat	497	497	497	18	288	288	0	415
%V	6.3%	6.6%	14.6%	1.8%	5.3%	12.0%	0.0%	6.7%
%H (All HH)			100.0%	3.6%	57.9%	57.9%	0.0%	83.5%
%H (TV HH)			100.0%	3.6%	57.9%	57.9%	0.0%	
Other satellite provider	78	78	78	3	39	39	0	68
%V	1.0%	1.0%	2.3%	0.3%	0.7%	1.6%	0.0%	1.1%
%H (All HH)			100.0%	3.8%	50.0%	50.0%	0.0%	87.2%
%H (TV HH)			100.0%	3.8%	50.0%	50.0%	0.0%	
DCAB	1016	1016	46	1016	516	516	0	916
%V	12.9%	13.5%	1.4%	100.0%	9.4%	21.5%	0.0%	14.7%
%H (All HH)			4.5%	100.0%	50.8%	50.8%	0.0%	90.2%
%H (TV HH)			4.5%	100.0%	50.8%	50.8%	0.0%	
DTT	5461	5461	1903	516	5461	2395	3066	4201
%V	69.3%	72.7%	55.9%	50.8%	100.0%	100.0%	100.0%	67.4%
%H (All HH)		100.0%	34.8%	9.4%	100.0%	43.9%	56.1%	76.9%
%H (TV HH)			34.8%	9.4%	100.0%	43.9%	56.1%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Household level data

Table 26.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7883	7514	3405	1016	5461	2395	3066	6230
%H (All HH)		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%
%H (TV HH)			45.3%	13.5%	72.7%	31.9%	40.8%	
PVR	4776	4776	2869	816	3194	2063	1131	4295
%V	60.6%	63.6%	84.3%	80.3%	58.5%	86.1%	36.9%	68.9%
%H (All HH)		100.0%	60.1%	17.1%	66.9%	43.2%	23.7%	89.9%
%H (TV HH)			60.1%	17.1%	66.9%	43.2%	23.7%	
DVDR	417	417	182	52	326	142	184	352
%V	5.3%	5.5%	5.3%	5.1%	6.0%	5.9%	6.0%	5.7%
%H (All HH)		100.0%	43.6%	12.5%	78.2%	34.1%	44.1%	84.4%
%H (TV HH)			43.6%	12.5%	78.2%	34.1%	44.1%	
VCR	248	248	100	26	208	85	123	167
%V	3.1%	3.3%	2.9%	2.6%	3.8%	3.5%	4.0%	2.7%
%H (All HH)		100.0%	40.3%	10.5%	83.9%	34.3%	49.6%	67.3%
%H (TV HH)			40.3%	10.5%	83.9%	34.3%	49.6%	
Any recorder	5008	5008	2921	835	3392	2101	1291	4436
%V	63.5%	66.6%	85.8%	82.2%	62.1%	87.7%	42.1%	71.2%
%H (All HH)		100.0%	58.3%	16.7%	67.7%	42.0%	25.8%	88.6%
%H (TV HH)			58.3%	16.7%	67.7%	42.0%	25.8%	
Receives HDTV (via STB or built-in reception)	4147	4147	2267	787	2868	1738	1130	3706
%V	52.6%	55.2%	66.6%	77.5%	52.5%	72.6%	36.9%	59.5%
%H (All HH)		100.0%	54.7%	19.0%	69.2%	41.9%	27.2%	89.4%
%H (TV HH)			54.7%	19.0%	69.2%	41.9%	27.2%	
DVD/Blu-ray player or recorder	5880	5880	2828	827	4285	2042	2243	4929
%V	74.6%	78.3%	83.1%	81.4%	78.5%	85.3%	73.2%	79.1%
%H (All HH)		100.0%	48.1%	14.1%	72.9%	34.7%	38.1%	83.8%
%H (TV HH)			48.1%	14.1%	72.9%	34.7%	38.1%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Household level data

Table 26.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7883	7514	3405	1016	5461	2395	3066	6230
%V (All HH)		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%
%H (TV HH)			45.3%	13.5%	72.7%	31.9%	40.8%	
Has broadband internet	6230	5985	2995	916	4201	2145	2056	6230
%V	79.0%	79.7%	88.0%	90.2%	76.9%	89.6%	67.1%	100.0%
%H (All HH)		96.1%	48.1%	14.7%	67.4%	34.4%	33.0%	100.0%
%H (TV HH)			50.0%	15.3%	70.2%	35.8%	34.4%	
Number of computers (PCs and laptops)								
0	1478	1377	366	104	1120	222	899	92
%V	18.7%	18.3%	10.7%	10.2%	20.5%	9.3%	29.3%	1.5%
%H (All HH)		93.2%	24.8%	7.0%	75.8%	15.0%	60.8%	6.2%
%H (TV HH)			26.6%	7.6%	81.3%	16.1%	65.3%	
1	2198	2060	882	233	1505	574	931	2002
%V	27.9%	27.4%	25.9%	22.9%	27.6%	24.0%	30.4%	32.1%
%H (All HH)		93.7%	40.1%	10.6%	68.5%	26.1%	42.4%	91.1%
%H (TV HH)			42.8%	11.3%	73.1%	27.9%	45.2%	
2	1844	1781	893	279	1246	639	607	1795
%V	23.4%	23.7%	26.2%	27.5%	22.8%	26.7%	19.8%	28.8%
%H (All HH)		96.6%	48.4%	15.1%	67.6%	34.7%	32.9%	97.3%
%H (TV HH)			50.1%	15.7%	70.0%	35.9%	34.1%	
3	1054	1026	552	173	701	399	302	1044
%V	13.4%	13.7%	16.2%	17.0%	12.8%	16.7%	9.8%	16.8%
%H (All HH)		97.3%	52.4%	16.4%	66.5%	37.9%	28.7%	99.1%
%H (TV HH)			53.8%	16.9%	68.3%	38.9%	29.4%	
4	620	599	336	99	423	258	165	612
%V	7.9%	8.0%	9.9%	9.7%	7.7%	10.8%	5.4%	9.8%
%H (All HH)		96.6%	54.2%	16.0%	68.2%	41.6%	26.6%	98.7%
%H (TV HH)			56.1%	16.5%	70.6%	43.1%	27.5%	
5+	689	671	376	128	467	303	164	686
%V	8.7%	8.9%	11.0%	12.6%	8.6%	12.7%	5.3%	11.0%
%H (All HH)		97.4%	54.6%	18.6%	67.8%	44.0%	23.8%	99.6%
%H (TV HH)			56.0%	19.1%	69.6%	45.2%	24.4%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Set level data

Table 26.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15155	7685	2152	11488	6147	5340	12845
%H		50.7%	14.2%	75.8%	40.6%	35.2%	84.8%
Under 20"	2590	1244	307	2152	1117	1035	2202
%V	17.1%	16.2%	14.3%	18.7%	18.2%	19.4%	17.1%
%H		48.0%	11.9%	83.1%	43.1%	40.0%	85.0%
20" - 29"	3797	1748	518	3047	1507	1541	3063
%V	25.1%	22.7%	24.1%	26.5%	24.5%	28.9%	23.8%
%H		46.0%	13.6%	80.2%	39.7%	40.6%	80.7%
30" - 39"	4810	2352	720	3582	1834	1748	3999
%V	31.7%	30.6%	33.5%	31.2%	29.8%	32.7%	31.1%
%H		48.9%	15.0%	74.5%	38.1%	36.3%	83.1%
40" and over	3826	2288	586	2601	1639	961	3485
%V	25.2%	29.8%	27.2%	22.6%	26.7%	18.0%	27.1%
%H		59.8%	15.3%	68.0%	42.8%	25.1%	91.1%
Don't know	132	53	21	106	51	55	96
%V	0.9%	0.7%	1.0%	0.9%	0.8%	1.0%	0.7%
%H		40.2%	15.9%	80.3%	38.6%	41.7%	72.7%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Set level data

Table 26.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15155	7685	2152	11488	6147	5340	12845
%H		50.7%	14.2%	75.8%	40.6%	35.2%	84.8%
Main living room	7472	3403	1012	5438	2395	3042	5949
%V	49.3%	44.3%	47.0%	47.3%	39.0%	57.0%	46.3%
%H		45.5%	13.5%	72.8%	32.1%	40.7%	79.6%
Kitchen	1022	540	115	880	507	373	896
%V	6.7%	7.0%	5.3%	7.7%	8.2%	7.0%	7.0%
%H		52.8%	11.3%	86.1%	49.6%	36.5%	87.7%
Adult's bedroom	3980	2166	612	3125	1906	1219	3508
%V	26.3%	28.2%	28.4%	27.2%	31.0%	22.8%	27.3%
%H		54.4%	15.4%	78.5%	47.9%	30.6%	88.1%
Child's bedroom	1019	627	188	731	523	208	975
%V	6.7%	8.2%	8.7%	6.4%	8.5%	3.9%	7.6%
%H		61.5%	18.4%	71.7%	51.3%	20.4%	95.7%
Other bedroom	469	285	67	362	242	119	439
%V	3.1%	3.7%	3.1%	3.2%	3.9%	2.2%	3.4%
%H		60.8%	14.3%	77.2%	51.6%	25.4%	93.6%
Second living/dining room	694	378	98	555	331	224	609
%V	4.6%	4.9%	4.6%	4.8%	5.4%	4.2%	4.7%
%H		54.5%	14.1%	80.0%	47.7%	32.3%	87.8%
Study/office	165	91	17	135	78	57	158
%V	1.1%	1.2%	0.8%	1.2%	1.3%	1.1%	1.2%
%H		55.2%	10.3%	81.8%	47.3%	34.5%	95.8%
TV room	62	35	11	41	25	16	59
%V	0.4%	0.5%	0.5%	0.4%	0.4%	0.3%	0.5%
%H		56.5%	17.7%	66.1%	40.3%	25.8%	95.2%
Conservatory	162	105	14	135	90	46	151
%V	1.1%	1.4%	0.7%	1.2%	1.5%	0.9%	1.2%
%H		64.8%	8.6%	83.3%	55.6%	28.4%	93.2%
Attic or loft room	18	10	4	15	11	4	18
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		55.6%	22.2%	83.3%	61.1%	22.2%	100.0%
No specific location	13	7	1	10	5	4	11
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		53.8%	7.7%	76.9%	38.5%	30.8%	84.6%
Other	78	40	11	62	34	28	71
%V	0.5%	0.5%	0.5%	0.5%	0.6%	0.5%	0.6%
%H		51.3%	14.1%	79.5%	43.6%	35.9%	91.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Set level data

Table 26.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15155	7685	2152	11488	6147	5340	12845
%H		50.7%	14.2%	75.8%	40.6%	35.2%	84.8%
PVR	6338	4011	1127	4139	2874	1265	5795
%V	41.8%	52.2%	52.4%	36.0%	46.8%	23.7%	45.1%
%H		63.3%	17.8%	65.3%	45.3%	20.0%	91.4%
DVDR	459	204	55	358	158	200	390
%V	3.0%	2.7%	2.6%	3.1%	2.6%	3.7%	3.0%
%H		44.4%	12.0%	78.0%	34.4%	43.6%	85.0%
VCR	270	115	28	228	99	128	185
%V	1.8%	1.5%	1.3%	2.0%	1.6%	2.4%	1.4%
%H		42.6%	10.4%	84.4%	36.7%	47.4%	68.5%
Any recorder	6669	4114	1160	4423	2963	1460	6024
%V	44.0%	53.5%	53.9%	38.5%	48.2%	27.3%	46.9%
%H		61.7%	17.4%	66.3%	44.4%	21.9%	90.3%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	15155	7685	2152	11488	6147	5340	12845
%H		50.7%	14.2%	75.8%	40.6%	35.2%	84.8%
Receives HDTV (via STB or built-in reception)	5864	3260	1168	4128	2628	1500	5324
%V	38.7%	42.4%	54.3%	35.9%	42.8%	28.1%	41.4%
%H		55.6%	19.9%	70.4%	44.8%	25.6%	90.8%
DVD/Blu-ray player or recorder	8512	4383	1237	6422	3485	2937	7369
%V	56.2%	57.0%	57.5%	55.9%	56.7%	55.0%	57.4%
%H		51.5%	14.5%	75.4%	40.9%	34.5%	86.6%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Set level data

Table 26.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7498	3404	1015	5455	2394	3062	5970
%H		45.4%	13.5%	72.8%	31.9%	40.8%	79.6%
Under 20"	188	36	13	152	18	134	116
%V	2.5%	1.1%	1.3%	2.8%	0.8%	4.4%	1.9%
%H		19.1%	6.9%	80.9%	9.6%	71.3%	61.7%
20" - 29"	1190	333	109	953	215	738	748
%V	15.9%	9.8%	10.7%	17.5%	9.0%	24.1%	12.5%
%H		28.0%	9.2%	80.1%	18.1%	62.0%	62.9%
30" - 39"	2982	1213	422	2230	887	1343	2298
%V	39.8%	35.6%	41.6%	40.9%	37.1%	43.9%	38.5%
%H		40.7%	14.2%	74.8%	29.7%	45.0%	77.1%
40" and over	3090	1807	466	2083	1263	820	2778
%V	41.2%	53.1%	45.9%	38.2%	52.8%	26.8%	46.5%
%H		58.5%	15.1%	67.4%	40.9%	26.5%	89.9%
Don't know	47	15	5	37	11	26	30
%V	0.6%	0.4%	0.5%	0.7%	0.5%	0.8%	0.5%
%H		31.9%	10.6%	78.7%	23.4%	55.3%	63.8%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Set level data

Table 26.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7498	3404	1015	5455	2394	3062	5970
%H		45.4%	13.5%	72.8%	31.9%	40.8%	79.6%
PVR	4681	2828	807	3112	2027	1085	4210
%V	62.4%	83.1%	79.5%	57.0%	84.7%	35.4%	70.5%
%H		60.4%	17.2%	66.5%	43.3%	23.2%	89.9%
DVDR	357	152	40	277	111	166	298
%V	4.8%	4.5%	3.9%	5.1%	4.6%	5.4%	5.0%
%H		42.6%	11.2%	77.6%	31.1%	46.5%	83.5%
VCR	204	81	18	170	65	106	128
%V	2.7%	2.4%	1.8%	3.1%	2.7%	3.5%	2.1%
%H		39.7%	8.8%	83.3%	31.9%	52.0%	62.7%
Any recorder	4904	2881	823	3303	2065	1237	4347
%V	65.4%	84.6%	81.1%	60.5%	86.3%	40.4%	72.8%
%H		58.7%	16.8%	67.4%	42.1%	25.2%	88.6%

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	7498	3404	1015	5455	2394	3062	5970
%H		45.4%	13.5%	72.8%	31.9%	40.8%	79.6%
Receives HDTV (via STB or built-in reception)	4036	2217	769	2775	1690	1085	3611
%V	53.8%	65.1%	75.8%	50.9%	70.6%	35.4%	60.5%
%H		54.9%	19.1%	68.8%	41.9%	26.9%	89.5%
DVD/Blu-ray player or recorder	5515	2648	777	3984	1876	2108	4613
%V	73.6%	77.8%	76.6%	73.0%	78.4%	68.8%	77.3%
%H		48.0%	14.1%	72.2%	34.0%	38.2%	83.6%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Set level data

Table 26.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7657	4282	1137	6032	3754	2279	6875
%H		55.9%	14.8%	78.8%	49.0%	29.8%	89.8%
Under 20"	2402	1209	294	2000	1099	901	2086
%V	31.4%	28.2%	25.9%	33.2%	29.3%	39.5%	30.3%
%H		50.3%	12.2%	83.3%	45.8%	37.5%	86.8%
20" - 29"	2607	1415	408	2094	1292	802	2315
%V	34.0%	33.0%	35.9%	34.7%	34.4%	35.2%	33.7%
%H		54.3%	15.7%	80.3%	49.6%	30.8%	88.8%
30" - 39"	1828	1139	298	1352	947	405	1701
%V	23.9%	26.6%	26.2%	22.4%	25.2%	17.8%	24.7%
%H		62.3%	16.3%	74.0%	51.8%	22.2%	93.1%
40" and over	736	481	120	517	377	141	707
%V	9.6%	11.2%	10.6%	8.6%	10.0%	6.2%	10.3%
%H		65.4%	16.3%	70.2%	51.2%	19.2%	96.1%
Don't know	84	38	16	69	40	29	65
%V	1.1%	0.9%	1.4%	1.1%	1.1%	1.3%	0.9%
%H		45.2%	19.0%	82.1%	47.6%	34.5%	77.4%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Set level data

Table 26.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7657	4282	1137	6032	3754	2279	6875
%H		55.9%	14.8%	78.8%	49.0%	29.8%	89.8%
PVR	1657	1182	321	1027	847	180	1584
%V	21.6%	27.6%	28.2%	17.0%	22.6%	7.9%	23.0%
%H		71.3%	19.4%	62.0%	51.1%	10.9%	95.6%
DVDR	101	53	16	81	47	34	92
%V	1.3%	1.2%	1.4%	1.3%	1.3%	1.5%	1.3%
%H		52.5%	15.8%	80.2%	46.5%	33.7%	91.1%
VCR	66	34	10	57	35	23	57
%V	0.9%	0.8%	0.9%	0.9%	0.9%	1.0%	0.8%
%H		51.5%	15.2%	86.4%	53.0%	34.8%	86.4%
Any recorder	1765	1232	337	1120	898	222	1677
%V	23.1%	28.8%	29.6%	18.6%	23.9%	9.7%	24.4%
%H		69.8%	19.1%	63.5%	50.9%	12.6%	95.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7657	4282	1137	6032	3754	2279	6875
%H		55.9%	14.8%	78.8%	49.0%	29.8%	89.8%
Receives HDTV (via STB or built-in reception)	1828	1043	399	1353	939	415	1713
%V	23.9%	24.4%	35.1%	22.4%	25.0%	18.2%	24.9%
%H		57.1%	21.8%	74.0%	51.4%	22.7%	93.7%
DVD/Blu-ray player or recorder	2997	1735	460	2439	1609	829	2756
%V	39.1%	40.5%	40.5%	40.4%	42.9%	36.4%	40.1%
%H		57.9%	15.3%	81.4%	53.7%	27.7%	92.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Individual level data

Table 26.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	18323	17612	8839	2643	12425	6370	6056	15908
%H		96.1%	48.2%	14.4%	67.8%	34.8%	33.1%	86.8%
Total Children	3365	3277	1905	524	2105	1272	833	3195
%V	18.4%	18.6%	21.6%	19.8%	16.9%	20.0%	13.8%	20.1%
%H		97.4%	56.6%	15.6%	62.6%	37.8%	24.8%	94.9%
0 - 3	898	871	489	140	539	306	233	834
%V	4.9%	4.9%	5.5%	5.3%	4.3%	4.8%	3.8%	5.2%
%H		97.0%	54.5%	15.6%	60.0%	34.1%	25.9%	92.9%
4 - 15	2468	2406	1416	384	1566	966	601	2362
%V	13.5%	13.7%	16.0%	14.5%	12.6%	15.2%	9.9%	14.8%
%H		97.5%	57.4%	15.6%	63.5%	39.1%	24.4%	95.7%
4 - 9	1276	1242	738	180	782	470	313	1217
%V	7.0%	7.1%	8.3%	6.8%	6.3%	7.4%	5.2%	7.7%
%H		97.3%	57.8%	14.1%	61.3%	36.8%	24.5%	95.4%
10 - 15	1192	1164	678	203	784	496	288	1145
%V	6.5%	6.6%	7.7%	7.7%	6.3%	7.8%	4.8%	7.2%
%H		97.7%	56.9%	17.0%	65.8%	41.6%	24.2%	96.1%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Individual level data

Table 26.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	18323	17612	8839	2643	12425	6370	6056	15908
%H		96.1%	48.2%	14.4%	67.8%	34.8%	33.1%	86.8%
Total Adults (16+)	14958	14336	6934	2119	10320	5097	5222	12713
%V	81.6%	81.4%	78.4%	80.2%	83.1%	80.0%	86.2%	79.9%
%H		95.8%	46.4%	14.2%	69.0%	34.1%	34.9%	85.0%
16 - 19	850	821	426	155	585	355	230	809
%V	4.6%	4.7%	4.8%	5.9%	4.7%	5.6%	3.8%	5.1%
%H		96.6%	50.1%	18.2%	68.8%	41.8%	27.1%	95.2%
20 - 24	1104	1017	458	180	698	353	345	1026
%V	6.0%	5.8%	5.2%	6.8%	5.6%	5.5%	5.7%	6.4%
%H		92.1%	41.5%	16.3%	63.2%	32.0%	31.3%	92.9%
25 - 34	2217	2071	1119	330	1299	709	590	2067
%V	12.1%	11.8%	12.7%	12.5%	10.5%	11.1%	9.7%	13.0%
%H		93.4%	50.5%	14.9%	58.6%	32.0%	26.6%	93.2%
35 - 44	2286	2201	1218	373	1427	818	610	2146
%V	12.5%	12.5%	13.8%	14.1%	11.5%	12.8%	10.1%	13.5%
%H		96.3%	53.3%	16.3%	62.4%	35.8%	26.7%	93.9%
45 - 54	2644	2555	1324	437	1802	1009	793	2417
%V	14.4%	14.5%	15.0%	16.5%	14.5%	15.8%	13.1%	15.2%
%H		96.6%	50.1%	16.5%	68.2%	38.2%	30.0%	91.4%
55 - 64	2218	2152	1008	299	1628	777	851	1951
%V	12.1%	12.2%	11.4%	11.3%	13.1%	12.2%	14.1%	12.3%
%H		97.0%	45.4%	13.5%	73.4%	35.0%	38.4%	88.0%
65+	3638	3520	1382	345	2880	1076	1803	2297
%V	19.9%	20.0%	15.6%	13.1%	23.2%	16.9%	29.8%	14.4%
%H		96.8%	38.0%	9.5%	79.2%	29.6%	49.6%	63.1%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Individual level data

Table 26.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	14958	14336	6934	2119	10320	5097	5222	12713
%H		95.8%	46.4%	14.2%	69.0%	34.1%	34.9%	85.0%
AB	4380	4241	2052	650	3064	1517	1548	4145
%V	29.3%	29.6%	29.6%	30.7%	29.7%	29.8%	29.6%	32.6%
%H		96.8%	46.8%	14.8%	70.0%	34.6%	35.3%	94.6%
C1	4193	3961	1872	635	2888	1466	1422	3733
%V	28.0%	27.6%	27.0%	30.0%	28.0%	28.8%	27.2%	29.4%
%H		94.5%	44.6%	15.1%	68.9%	35.0%	33.9%	89.0%
C2	3379	3294	1742	462	2378	1301	1076	2882
%V	22.6%	23.0%	25.1%	21.8%	23.0%	25.5%	20.6%	22.7%
%H		97.5%	51.6%	13.7%	70.4%	38.5%	31.8%	85.3%
D	1978	1874	881	276	1267	568	699	1434
%V	13.2%	13.1%	12.7%	13.0%	12.3%	11.1%	13.4%	11.3%
%H		94.7%	44.5%	14.0%	64.1%	28.7%	35.3%	72.5%
E	1028	966	387	96	723	245	478	519
%V	6.9%	6.7%	5.6%	4.5%	7.0%	4.8%	9.2%	4.1%
%H		94.0%	37.6%	9.3%	70.3%	23.8%	46.5%	50.5%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Individual level data

Table 26.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	14958	14336	6934	2119	10320	5097	5222	12713
%H		95.8%	46.4%	14.2%	69.0%	34.1%	34.9%	85.0%
Working full time	6709	6447	3416	1099	4368	2449	1919	6301
%V	44.9%	45.0%	49.3%	51.9%	42.3%	48.0%	36.7%	49.6%
%H		96.1%	50.9%	16.4%	65.1%	36.5%	28.6%	93.9%
Working part time	1662	1607	814	265	1137	614	522	1532
%V	11.1%	11.2%	11.7%	12.5%	11.0%	12.0%	10.0%	12.1%
%H		96.7%	49.0%	15.9%	68.4%	36.9%	31.4%	92.2%
Not working	6587	6281	2705	755	4815	2034	2781	4880
%V	44.0%	43.8%	39.0%	35.6%	46.7%	39.9%	53.3%	38.4%
%H		95.4%	41.1%	11.5%	73.1%	30.9%	42.2%	74.1%
Housewife/Houseperson	7883	7514	3405	1016	5461	2395	3066	6230
%V	52.7%	52.4%	49.1%	47.9%	52.9%	47.0%	58.7%	49.0%
%H		95.3%	43.2%	12.9%	69.3%	30.4%	38.9%	79.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Individual level data

Table 26.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7295	6963	3463	1041	4951	2538	2413	6305
%H		95.4%	47.5%	14.3%	67.9%	34.8%	33.1%	86.4%
16 - 19	453	438	234	79	303	187	116	435
%V	6.2%	6.3%	6.8%	7.6%	6.1%	7.4%	4.8%	6.9%
%H		96.7%	51.7%	17.4%	66.9%	41.3%	25.6%	96.0%
20 - 24	550	498	228	86	344	184	160	514
%V	7.5%	7.2%	6.6%	8.3%	6.9%	7.2%	6.6%	8.2%
%H		90.5%	41.5%	15.6%	62.5%	33.5%	29.1%	93.5%
25 - 34	1098	1024	557	161	635	347	288	1022
%V	15.1%	14.7%	16.1%	15.5%	12.8%	13.7%	11.9%	16.2%
%H		93.3%	50.7%	14.7%	57.8%	31.6%	26.2%	93.1%
35 - 44	1136	1086	603	177	696	393	303	1053
%V	15.6%	15.6%	17.4%	17.0%	14.1%	15.5%	12.6%	16.7%
%H		95.6%	53.1%	15.6%	61.3%	34.6%	26.7%	92.7%
45 - 54	1307	1256	660	220	873	499	374	1193
%V	17.9%	18.0%	19.1%	21.1%	17.6%	19.7%	15.5%	18.9%
%H		96.1%	50.5%	16.8%	66.8%	38.2%	28.6%	91.3%
55 - 64	1082	1048	490	150	797	385	412	948
%V	14.8%	15.1%	14.1%	14.4%	16.1%	15.2%	17.1%	15.0%
%H		96.9%	45.3%	13.9%	73.7%	35.6%	38.1%	87.6%
65+	1670	1612	691	168	1304	544	760	1140
%V	22.9%	23.2%	20.0%	16.1%	26.3%	21.4%	31.5%	18.1%
%H		96.5%	41.4%	10.1%	78.1%	32.6%	45.5%	68.3%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Individual level data

Table 26.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7295	6963	3463	1041	4951	2538	2413	6305
%H		95.4%	47.5%	14.3%	67.9%	34.8%	33.1%	86.4%
AB	2193	2118	1057	326	1512	770	741	2083
%V	30.1%	30.4%	30.5%	31.3%	30.5%	30.3%	30.7%	33.0%
%H		96.6%	48.2%	14.9%	68.9%	35.1%	33.8%	95.0%
C1	1955	1834	902	300	1314	710	604	1787
%V	26.8%	26.3%	26.0%	28.8%	26.5%	28.0%	25.0%	28.3%
%H		93.8%	46.1%	15.3%	67.2%	36.3%	30.9%	91.4%
C2	1801	1752	926	246	1258	686	572	1526
%V	24.7%	25.2%	26.7%	23.6%	25.4%	27.0%	23.7%	24.2%
%H		97.3%	51.4%	13.7%	69.9%	38.1%	31.8%	84.7%
D	942	884	427	131	588	274	314	699
%V	12.9%	12.7%	12.3%	12.6%	11.9%	10.8%	13.0%	11.1%
%H		93.8%	45.3%	13.9%	62.4%	29.1%	33.3%	74.2%
E	404	374	150	37	279	98	182	210
%V	5.5%	5.4%	4.3%	3.6%	5.6%	3.9%	7.5%	3.3%
%H		92.6%	37.1%	9.2%	69.1%	24.3%	45.0%	52.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Individual level data

Table 26.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7295	6963	3463	1041	4951	2538	2413	6305
%H		95.4%	47.5%	14.3%	67.9%	34.8%	33.1%	86.4%
Working full time	4164	4004	2159	665	2694	1524	1170	3897
%V	57.1%	57.5%	62.3%	63.9%	54.4%	60.0%	48.5%	61.8%
%H		96.2%	51.8%	16.0%	64.7%	36.6%	28.1%	93.6%
Working part time	332	311	150	49	222	113	109	292
%V	4.6%	4.5%	4.3%	4.7%	4.5%	4.5%	4.5%	4.6%
%H		93.7%	45.2%	14.8%	66.9%	34.0%	32.8%	88.0%
Not working	2799	2647	1154	328	2035	901	1134	2116
%V	38.4%	38.0%	33.3%	31.5%	41.1%	35.5%	47.0%	33.6%
%H		94.6%	41.2%	11.7%	72.7%	32.2%	40.5%	75.6%
Housewife/Houseperson	1604	1469	601	173	1043	364	679	1098
%V	22.0%	21.1%	17.4%	16.6%	21.1%	14.3%	28.1%	17.4%
%H		91.6%	37.5%	10.8%	65.0%	22.7%	42.3%	68.5%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Individual level data

Table 26.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7663	7373	3472	1078	5369	2559	2810	6408
%H		96.2%	45.3%	14.1%	70.1%	33.4%	36.7%	83.6%
16 - 19	397	383	192	76	282	168	114	374
%V	5.2%	5.2%	5.5%	7.1%	5.3%	6.6%	4.1%	5.8%
%H		96.5%	48.4%	19.1%	71.0%	42.3%	28.7%	94.2%
20 - 24	554	518	229	93	354	169	185	512
%V	7.2%	7.0%	6.6%	8.6%	6.6%	6.6%	6.6%	8.0%
%H		93.5%	41.3%	16.8%	63.9%	30.5%	33.4%	92.4%
25 - 34	1119	1047	562	169	665	362	302	1045
%V	14.6%	14.2%	16.2%	15.7%	12.4%	14.1%	10.7%	16.3%
%H		93.6%	50.2%	15.1%	59.4%	32.4%	27.0%	93.4%
35 - 44	1150	1115	615	196	732	425	307	1093
%V	15.0%	15.1%	17.7%	18.2%	13.6%	16.6%	10.9%	17.1%
%H		97.0%	53.5%	17.0%	63.7%	37.0%	26.7%	95.0%
45 - 54	1338	1299	664	217	930	510	420	1224
%V	17.5%	17.6%	19.1%	20.1%	17.3%	19.9%	14.9%	19.1%
%H		97.1%	49.6%	16.2%	69.5%	38.1%	31.4%	91.5%
55 - 64	1136	1105	518	149	831	392	439	1004
%V	14.8%	15.0%	14.9%	13.8%	15.5%	15.3%	15.6%	15.7%
%H		97.3%	45.6%	13.1%	73.2%	34.5%	38.6%	88.4%
65+	1968	1907	691	178	1576	533	1043	1157
%V	25.7%	25.9%	19.9%	16.5%	29.4%	20.8%	37.1%	18.1%
%H		96.9%	35.1%	9.0%	80.1%	27.1%	53.0%	58.8%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Individual level data

Table 26.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7663	7373	3472	1078	5369	2559	2810	6408
%H		96.2%	45.3%	14.1%	70.1%	33.4%	36.7%	83.6%
AB	2187	2122	995	324	1552	746	806	2062
%V	28.5%	28.8%	28.7%	30.1%	28.9%	29.2%	28.7%	32.2%
%H		97.0%	45.5%	14.8%	71.0%	34.1%	36.9%	94.3%
C1	2237	2126	969	335	1573	756	817	1946
%V	29.2%	28.8%	27.9%	31.1%	29.3%	29.5%	29.1%	30.4%
%H		95.0%	43.3%	15.0%	70.3%	33.8%	36.5%	87.0%
C2	1578	1542	816	216	1120	615	505	1356
%V	20.6%	20.9%	23.5%	20.0%	20.9%	24.0%	18.0%	21.2%
%H		97.7%	51.7%	13.7%	71.0%	39.0%	32.0%	85.9%
D	1036	990	454	145	679	294	385	735
%V	13.5%	13.4%	13.1%	13.5%	12.6%	11.5%	13.7%	11.5%
%H		95.6%	43.8%	14.0%	65.5%	28.4%	37.2%	70.9%
E	625	592	237	58	444	147	297	309
%V	8.2%	8.0%	6.8%	5.4%	8.3%	5.7%	10.6%	4.8%
%H		94.7%	37.9%	9.3%	71.0%	23.5%	47.5%	49.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - South Macro Region

Individual level data

Table 26.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7663	7373	3472	1078	5369	2559	2810	6408
%H		96.2%	45.3%	14.1%	70.1%	33.4%	36.7%	83.6%
Working full time	2545	2443	1257	434	1674	925	749	2404
%V	33.2%	33.1%	36.2%	40.3%	31.2%	36.1%	26.7%	37.5%
%H		96.0%	49.4%	17.1%	65.8%	36.3%	29.4%	94.5%
Working part time	1330	1296	664	216	915	501	413	1240
%V	17.4%	17.6%	19.1%	20.0%	17.0%	19.6%	14.7%	19.4%
%H		97.4%	49.9%	16.2%	68.8%	37.7%	31.1%	93.2%
Not working	3787	3634	1551	428	2780	1133	1648	2764
%V	49.4%	49.3%	44.7%	39.7%	51.8%	44.3%	58.6%	43.1%
%H		96.0%	41.0%	11.3%	73.4%	29.9%	43.5%	73.0%
Housewife/Houseperson	6279	6045	2804	843	4418	2030	2388	5132
%V	81.9%	82.0%	80.8%	78.2%	82.3%	79.3%	85.0%	80.1%
%H		96.3%	44.7%	13.4%	70.4%	32.3%	38.0%	81.7%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Household level data

Table 27.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6960	6666	2792	1015	5212	2381	2831	5184
%H (All HH)		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%
%H (TV HH)			41.9%	15.2%	78.2%	35.7%	42.5%	
AB	1511	1460	698	210	1136	583	553	1362
%V	21.7%	21.9%	25.0%	20.7%	21.8%	24.5%	19.5%	26.3%
%H (All HH)		96.6%	46.2%	13.9%	75.2%	38.6%	36.6%	90.1%
%H (TV HH)			47.8%	14.4%	77.8%	39.9%	37.9%	
C1	1844	1760	761	282	1360	651	709	1530
%V	26.5%	26.4%	27.3%	27.8%	26.1%	27.3%	25.0%	29.5%
%H (All HH)		95.4%	41.3%	15.3%	73.8%	35.3%	38.4%	83.0%
%H (TV HH)			43.2%	16.0%	77.3%	37.0%	40.3%	
C2	1517	1475	659	249	1152	588	564	1161
%V	21.8%	22.1%	23.6%	24.5%	22.1%	24.7%	19.9%	22.4%
%H (All HH)		97.2%	43.4%	16.4%	75.9%	38.8%	37.2%	76.5%
%H (TV HH)			44.7%	16.9%	78.1%	39.9%	38.2%	
D	1134	1083	436	182	833	373	461	730
%V	16.3%	16.2%	15.6%	17.9%	16.0%	15.7%	16.3%	14.1%
%H (All HH)		95.5%	38.4%	16.0%	73.5%	32.9%	40.7%	64.4%
%H (TV HH)			40.3%	16.8%	76.9%	34.4%	42.6%	
E	954	888	238	92	731	187	544	402
%V	13.7%	13.3%	8.5%	9.1%	14.0%	7.9%	19.2%	7.8%
%H (All HH)		93.1%	24.9%	9.6%	76.6%	19.6%	57.0%	42.1%
%H (TV HH)			26.8%	10.4%	82.3%	21.1%	61.3%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Household level data

Table 27.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6960	6666	2792	1015	5212	2381	2831	5184
%V		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%
%H (All HH)			41.9%	15.2%	78.2%	35.7%	42.5%	
%H (TV HH)								
Under 25	330	293	98	36	198	65	133	263
%V	4.7%	4.4%	3.5%	3.5%	3.8%	2.7%	4.7%	5.1%
%H (All HH)		88.8%	29.7%	10.9%	60.0%	19.7%	40.3%	79.7%
%H (TV HH)			33.4%	12.3%	67.6%	22.2%	45.4%	
25 - 34	1036	969	520	152	643	358	285	896
%V	14.9%	14.5%	18.6%	15.0%	12.3%	15.0%	10.1%	17.3%
%H (All HH)		93.5%	50.2%	14.7%	62.1%	34.6%	27.5%	86.5%
%H (TV HH)			53.7%	15.7%	66.4%	36.9%	29.4%	
35 - 44	1157	1113	573	182	807	455	352	1029
%V	16.6%	16.7%	20.5%	17.9%	15.5%	19.1%	12.4%	19.8%
%H (All HH)		96.2%	49.5%	15.7%	69.7%	39.3%	30.4%	88.9%
%H (TV HH)			51.5%	16.4%	72.5%	40.9%	31.6%	
45 - 54	1366	1320	624	236	1035	571	464	1170
%V	19.6%	19.8%	22.3%	23.3%	19.9%	24.0%	16.4%	22.6%
%H (All HH)		96.6%	45.7%	17.3%	75.8%	41.8%	34.0%	85.7%
%H (TV HH)			47.3%	17.9%	78.4%	43.3%	35.2%	
55 - 64	1170	1132	452	197	921	432	489	938
%V	16.8%	17.0%	16.2%	19.4%	17.7%	18.1%	17.3%	18.1%
%H (All HH)		96.8%	38.6%	16.8%	78.7%	36.9%	41.8%	80.2%
%H (TV HH)			39.9%	17.4%	81.4%	38.2%	43.2%	
65 +	1902	1840	524	212	1608	501	1108	889
%V	27.3%	27.6%	18.8%	20.9%	30.9%	21.0%	39.1%	17.1%
%H (All HH)		96.7%	27.5%	11.1%	84.5%	26.3%	58.3%	46.7%
%H (TV HH)			28.5%	11.5%	87.4%	27.2%	60.2%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Household level data

Table 27.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6960	6666	2792	1015	5212	2381	2831	5184
%H (All HH)		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%
%H (TV HH)			41.9%	15.2%	78.2%	35.7%	42.5%	
1	2205	2063	551	227	1712	445	1267	1099
%V	31.7%	30.9%	19.7%	22.4%	32.8%	18.7%	44.8%	21.2%
%H (All HH)		93.6%	25.0%	10.3%	77.6%	20.2%	57.5%	49.8%
%H (TV HH)			26.7%	11.0%	83.0%	21.6%	61.4%	
2	2428	2354	1007	361	1870	893	977	1944
%V	34.9%	35.3%	36.1%	35.6%	35.9%	37.5%	34.5%	37.5%
%H (All HH)		97.0%	41.5%	14.9%	77.0%	36.8%	40.2%	80.1%
%H (TV HH)			42.8%	15.3%	79.4%	37.9%	41.5%	
3	1049	1008	524	199	741	458	282	943
%V	15.1%	15.1%	18.8%	19.6%	14.2%	19.2%	10.0%	18.2%
%H (All HH)		96.1%	50.0%	19.0%	70.6%	43.7%	26.9%	89.9%
%H (TV HH)			52.0%	19.7%	73.5%	45.4%	28.0%	
4	868	846	476	163	617	408	209	818
%V	12.5%	12.7%	17.0%	16.1%	11.8%	17.1%	7.4%	15.8%
%H (All HH)		97.5%	54.8%	18.8%	71.1%	47.0%	24.1%	94.2%
%H (TV HH)			56.3%	19.3%	72.9%	48.2%	24.7%	
5+	409	396	234	65	274	178	95	381
%V	5.9%	5.9%	8.4%	6.4%	5.3%	7.5%	3.4%	7.3%
%H (All HH)		96.8%	57.2%	15.9%	67.0%	43.5%	23.2%	93.2%
%H (TV HH)			59.1%	16.4%	69.2%	44.9%	24.0%	
Average HH size	2.29	2.30	2.63	2.51	2.23	2.61	1.92	2.54

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Household level data

Table 27.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6960	6666	2792	1015	5212	2381	2831	5184
%H (All HH)		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%
%H (TV HH)			41.9%	15.2%	78.2%	35.7%	42.5%	
Without	5224	4976	1849	729	4010	1637	2373	3630
%V	75.1%	74.6%	66.2%	71.8%	76.9%	68.8%	83.8%	70.0%
%H (All HH)		95.3%	35.4%	14.0%	76.8%	31.3%	45.4%	69.5%
%H (TV HH)			37.2%	14.7%	80.6%	32.9%	47.7%	
With	1736	1691	942	286	1202	745	458	1555
%V	24.9%	25.4%	33.7%	28.2%	23.1%	31.3%	16.2%	30.0%
%H (All HH)		97.4%	54.3%	16.5%	69.2%	42.9%	26.4%	89.6%
%H (TV HH)			55.7%	16.9%	71.1%	44.1%	27.1%	
0 - 3	672	651	344	102	449	252	198	576
%V	9.7%	9.8%	12.3%	10.0%	8.6%	10.6%	7.0%	11.1%
%H (All HH)		96.9%	51.2%	15.2%	66.8%	37.5%	29.5%	85.7%
%H (TV HH)			52.8%	15.7%	69.0%	38.7%	30.4%	
4 - 9	877	856	496	138	587	367	221	776
%V	12.6%	12.8%	17.8%	13.6%	11.3%	15.4%	7.8%	15.0%
%H (All HH)		97.6%	56.6%	15.7%	66.9%	41.8%	25.2%	88.5%
%H (TV HH)			57.9%	16.1%	68.6%	42.9%	25.8%	
10 - 15	812	794	447	149	583	382	201	763
%V	11.7%	11.9%	16.0%	14.7%	11.2%	16.0%	7.1%	14.7%
%H (All HH)		97.8%	55.0%	18.3%	71.8%	47.0%	24.8%	94.0%
%H (TV HH)			56.3%	18.8%	73.4%	48.1%	25.3%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Household level data

Table 27.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6960	6666	2792	1015	5212	2381	2831	5184
%H (All HH)		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%
%H (TV HH)			41.9%	15.2%	78.2%	35.7%	42.5%	
1	2544	2544	818	307	1808	433	1375	1593
%V	36.6%	38.2%	29.3%	30.2%	34.7%	18.2%	48.6%	30.7%
%H (All HH)		100.0%	32.2%	12.1%	71.1%	17.0%	54.0%	62.6%
%H (TV HH)			32.2%	12.1%	71.1%	17.0%	54.0%	
2	2355	2355	1012	370	1901	930	971	1786
%V	33.8%	35.3%	36.2%	36.5%	36.5%	39.1%	34.3%	34.5%
%H (All HH)		100.0%	43.0%	15.7%	80.7%	39.5%	41.2%	75.8%
%H (TV HH)			43.0%	15.7%	80.7%	39.5%	41.2%	
3	1069	1069	555	207	899	584	315	948
%V	15.4%	16.0%	19.9%	20.4%	17.2%	24.5%	11.1%	18.3%
%H (All HH)		100.0%	51.9%	19.4%	84.1%	54.6%	29.5%	88.7%
%H (TV HH)			51.9%	19.4%	84.1%	54.6%	29.5%	
4	452	452	258	83	390	273	117	426
%V	6.5%	6.8%	9.2%	8.2%	7.5%	11.5%	4.1%	8.2%
%H (All HH)		100.0%	57.1%	18.4%	86.3%	60.4%	25.9%	94.2%
%H (TV HH)			57.1%	18.4%	86.3%	60.4%	25.9%	
5+	246	246	148	48	214	161	53	244
%V	3.5%	3.7%	5.3%	4.7%	4.1%	6.8%	1.9%	4.7%
%H (All HH)		100.0%	60.2%	19.5%	87.0%	65.4%	21.5%	99.2%
%H (TV HH)			60.2%	19.5%	87.0%	65.4%	21.5%	

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

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6960	6666	2792	1015	5212	2381	2831	5184
%H (All HH)		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%
%H (TV HH)			41.9%	15.2%	78.2%	35.7%	42.5%	
Under 20"	1516	1516	639	253	1320	695	625	1206
%V	21.8%	22.7%	22.9%	24.9%	25.3%	29.2%	22.1%	23.3%
%H (All HH)		100.0%	42.2%	16.7%	87.1%	45.8%	41.2%	79.6%
%H (TV HH)			42.2%	16.7%	87.1%	45.8%	41.2%	
20" - 29"	2487	2487	1005	373	2080	977	1103	1884
%V	35.7%	37.3%	36.0%	36.7%	39.9%	41.0%	39.0%	36.3%
%H (All HH)		100.0%	40.4%	15.0%	83.6%	39.3%	44.4%	75.8%
%H (TV HH)			40.4%	15.0%	83.6%	39.3%	44.4%	
30" - 39"	3653	3653	1517	584	2954	1409	1545	2774
%V	52.5%	54.8%	54.3%	57.5%	56.7%	59.2%	54.6%	53.5%
%H (All HH)		100.0%	41.5%	16.0%	80.9%	38.6%	42.3%	75.9%
%H (TV HH)			41.5%	16.0%	80.9%	38.6%	42.3%	
40" and over	3218	3218	1727	555	2401	1452	949	2751
%V	46.2%	48.3%	61.9%	54.7%	46.1%	61.0%	33.5%	53.1%
%H (All HH)		100.0%	53.7%	17.2%	74.6%	45.1%	29.5%	85.5%
%H (TV HH)			53.7%	17.2%	74.6%	45.1%	29.5%	

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

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6960	6666	2792	1015	5212	2381	2831	5184
%V (All HH)		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%
%H (TV HH)			41.9%	15.2%	78.2%	35.7%	42.5%	
Main living room	6580	6580	2775	1005	5157	2366	2791	4937
%V	94.5%	98.7%	99.4%	99.0%	98.9%	99.4%	98.6%	95.2%
%H (All HH)		100.0%	42.2%	15.3%	78.4%	36.0%	42.4%	75.0%
%H (TV HH)			42.2%	15.3%	78.4%	36.0%	42.4%	
Kitchen	738	738	349	115	670	388	282	622
%V	10.6%	11.1%	12.5%	11.3%	12.9%	16.3%	10.0%	12.0%
%H (All HH)		100.0%	47.3%	15.6%	90.8%	52.6%	38.2%	84.3%
%H (TV HH)			47.3%	15.6%	90.8%	52.6%	38.2%	
Adult's bedroom	3092	3092	1494	549	2561	1511	1050	2562
%V	44.4%	46.4%	53.5%	54.1%	49.1%	63.5%	37.1%	49.4%
%H (All HH)		100.0%	48.3%	17.8%	82.8%	48.9%	34.0%	82.9%
%H (TV HH)			48.3%	17.8%	82.8%	48.9%	34.0%	
Child's bedroom	729	729	415	137	574	394	180	665
%V	10.5%	10.9%	14.9%	13.5%	11.0%	16.5%	6.4%	12.8%
%H (All HH)		100.0%	56.9%	18.8%	78.7%	54.0%	24.7%	91.2%
%H (TV HH)			56.9%	18.8%	78.7%	54.0%	24.7%	
Other bedroom	412	412	216	79	359	238	121	365
%V	5.9%	6.2%	7.7%	7.8%	6.9%	10.0%	4.3%	7.0%
%H (All HH)		100.0%	52.4%	19.2%	87.1%	57.8%	29.4%	88.6%
%H (TV HH)			52.4%	19.2%	87.1%	57.8%	29.4%	
Second living/dining room	669	669	348	116	559	352	207	581
%V	9.6%	10.0%	12.5%	11.4%	10.7%	14.8%	7.3%	11.2%
%H (All HH)		100.0%	52.0%	17.3%	83.6%	52.6%	30.9%	86.8%
%H (TV HH)			52.0%	17.3%	83.6%	52.6%	30.9%	
Study/office	78	78	38	12	60	34	26	75
%V	1.1%	1.2%	1.4%	1.2%	1.2%	1.4%	0.9%	1.4%
%H (All HH)		100.0%	48.7%	15.4%	76.9%	43.6%	33.3%	96.2%
%H (TV HH)			48.7%	15.4%	76.9%	43.6%	33.3%	
TV room	28	28	14	4	21	12	9	27
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%	0.5%
%H (All HH)		100.0%	50.0%	14.3%	75.0%	42.9%	32.1%	96.4%
%H (TV HH)			50.0%	14.3%	75.0%	42.9%	32.1%	
Conservatory	216	216	112	42	188	123	64	201
%V	3.1%	3.2%	4.0%	4.1%	3.6%	5.2%	2.3%	3.9%
%H (All HH)		100.0%	51.9%	19.4%	87.0%	56.9%	29.6%	93.1%
%H (TV HH)			51.9%	19.4%	87.0%	56.9%	29.6%	
Attic or loft room	21	21	10	5	17	11	7	21
%V	0.3%	0.3%	0.4%	0.5%	0.3%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	47.6%	23.8%	81.0%	52.4%	33.3%	100.0%
%H (TV HH)			47.6%	23.8%	81.0%	52.4%	33.3%	
No specific location	11	11	5	0	10	3	6	8
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.2%	0.2%
%H (All HH)		100.0%	45.5%	0.0%	90.9%	27.3%	54.5%	72.7%
%H (TV HH)			45.5%	0.0%	90.9%	27.3%	54.5%	
Other	59	59	31	9	50	30	20	54
%V	0.8%	0.9%	1.1%	0.9%	1.0%	1.3%	0.7%	1.0%
%H (All HH)		100.0%	52.5%	15.3%	84.7%	50.8%	33.9%	91.5%
%H (TV HH)			52.5%	15.3%	84.7%	50.8%	33.9%	

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

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6960	6666	2792	1015	5212	2381	2831	5184
%H (All HH)		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%
%H (TV HH)			41.9%	15.2%	78.2%	35.7%	42.5%	
Any DSAT provider	2792	2792	2792	47	1805	1805	0	2417
%V	40.1%	41.9%	100.0%	4.6%	34.6%	75.8%	0.0%	46.6%
%H (All HH)			100.0%	1.7%	64.6%	64.6%	0.0%	86.6%
%H (TV HH)			100.0%	1.7%	64.6%	64.6%	0.0%	
Sky with subcription	2352	2352	2352	22	1550	1550	0	2079
%V	33.8%	35.3%	84.2%	2.2%	29.7%	65.1%	0.0%	40.1%
%H (All HH)			100.0%	0.9%	65.9%	65.9%	0.0%	88.4%
%H (TV HH)			100.0%	0.9%	65.9%	65.9%	0.0%	
Sky without subscription	199	199	199	10	115	115	0	146
%V	2.9%	3.0%	7.1%	1.0%	2.2%	4.8%	0.0%	2.8%
%H (All HH)			100.0%	5.0%	57.8%	57.8%	0.0%	73.4%
%H (TV HH)			100.0%	5.0%	57.8%	57.8%	0.0%	
Freesat	242	242	242	11	152	152	0	196
%V	3.5%	3.6%	8.7%	1.1%	2.9%	6.4%	0.0%	3.8%
%H (All HH)			100.0%	4.5%	62.8%	62.8%	0.0%	81.0%
%H (TV HH)			100.0%	4.5%	62.8%	62.8%	0.0%	
Other satellite provider	60	60	60	6	32	32	0	48
%V	0.9%	0.9%	2.1%	0.6%	0.6%	1.3%	0.0%	0.9%
%H (All HH)			100.0%	10.0%	53.3%	53.3%	0.0%	80.0%
%H (TV HH)			100.0%	10.0%	53.3%	53.3%	0.0%	
DCAB	1015	1015	47	1015	601	601	0	905
%V	14.6%	15.2%	1.7%	100.0%	11.5%	25.2%	0.0%	17.5%
%H (All HH)			4.6%	100.0%	59.2%	59.2%	0.0%	89.2%
%H (TV HH)			4.6%	100.0%	59.2%	59.2%	0.0%	
DTT	5212	5212	1805	601	5212	2381	2831	3760
%V	74.9%	78.2%	64.6%	59.2%	100.0%	100.0%	100.0%	72.5%
%H (All HH)		100.0%	34.6%	11.5%	100.0%	45.7%	54.3%	72.1%
%H (TV HH)			34.6%	11.5%	100.0%	45.7%	54.3%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6960	6666	2792	1015	5212	2381	2831	5184
%H (All HH)		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%
%H (TV HH)			41.9%	15.2%	78.2%	35.7%	42.5%	
PVR	4141	4141	2405	818	2993	2037	957	3599
%V	59.5%	62.1%	86.1%	80.6%	57.4%	85.6%	33.8%	69.4%
%H (All HH)		100.0%	58.1%	19.8%	72.3%	49.2%	23.1%	86.9%
%H (TV HH)			58.1%	19.8%	72.3%	49.2%	23.1%	
DVDR	255	255	116	34	216	111	106	201
%V	3.7%	3.8%	4.2%	3.3%	4.1%	4.7%	3.7%	3.9%
%H (All HH)		100.0%	45.5%	13.3%	84.7%	43.5%	41.6%	78.8%
%H (TV HH)			45.5%	13.3%	84.7%	43.5%	41.6%	
VCR	231	231	82	28	197	75	122	144
%V	3.3%	3.5%	2.9%	2.8%	3.8%	3.1%	4.3%	2.8%
%H (All HH)		100.0%	35.5%	12.1%	85.3%	32.5%	52.8%	62.3%
%H (TV HH)			35.5%	12.1%	85.3%	32.5%	52.8%	
Any recorder	4338	4338	2442	837	3175	2078	1098	3711
%V	62.3%	65.1%	87.5%	82.5%	60.9%	87.3%	38.8%	71.6%
%H (All HH)		100.0%	56.3%	19.3%	73.2%	47.9%	25.3%	85.5%
%H (TV HH)			56.3%	19.3%	73.2%	47.9%	25.3%	
Receives HDTV (via STB or built-in reception)	3628	3628	1942	758	2716	1750	966	3145
%V	52.1%	54.4%	69.6%	74.7%	52.1%	73.5%	34.1%	60.7%
%H (All HH)		100.0%	53.5%	20.9%	74.9%	48.2%	26.6%	86.7%
%H (TV HH)			53.5%	20.9%	74.9%	48.2%	26.6%	
DVD/Blu-ray player or recorder	5124	5124	2271	817	4061	2000	2061	4053
%V	73.6%	76.9%	81.3%	80.5%	77.9%	84.0%	72.8%	78.2%
%H (All HH)		100.0%	44.3%	15.9%	79.3%	39.0%	40.2%	79.1%
%H (TV HH)			44.3%	15.9%	79.3%	39.0%	40.2%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Household level data

Table 27.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6960	6666	2792	1015	5212	2381	2831	5184
%V (All HH)		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%
%H (TV HH)			41.9%	15.2%	78.2%	35.7%	42.5%	
Has broadband internet	5184	4997	2417	905	3760	2102	1659	5184
%V	74.5%	75.0%	86.6%	89.2%	72.1%	88.3%	58.6%	100.0%
%H (All HH)		96.4%	46.6%	17.5%	72.5%	40.5%	32.0%	100.0%
%H (TV HH)			48.4%	18.1%	75.2%	42.1%	33.2%	
Number of computers (PCs and laptops)								
0	1647	1553	360	119	1342	278	1064	116
%V	23.7%	23.3%	12.9%	11.7%	25.7%	11.7%	37.6%	2.2%
%H (All HH)		94.3%	21.9%	7.2%	81.5%	16.9%	64.6%	7.0%
%H (TV HH)			23.2%	7.7%	86.4%	17.9%	68.5%	
1	2158	2053	846	298	1593	696	897	1963
%V	31.0%	30.8%	30.3%	29.4%	30.6%	29.2%	31.7%	37.9%
%H (All HH)		95.1%	39.2%	13.8%	73.8%	32.3%	41.6%	91.0%
%H (TV HH)			41.2%	14.5%	77.6%	33.9%	43.7%	
2	1453	1404	702	273	1042	612	430	1415
%V	20.9%	21.1%	25.1%	26.9%	20.0%	25.7%	15.2%	27.3%
%H (All HH)		96.6%	48.3%	18.8%	71.7%	42.1%	29.6%	97.4%
%H (TV HH)			50.0%	19.4%	74.2%	43.6%	30.6%	
3	825	799	419	147	597	367	230	820
%V	11.9%	12.0%	15.0%	14.5%	11.5%	15.4%	8.1%	15.8%
%H (All HH)		96.8%	50.8%	17.8%	72.4%	44.5%	27.9%	99.4%
%H (TV HH)			52.4%	18.4%	74.7%	45.9%	28.8%	
4	444	433	234	94	318	214	105	442
%V	6.4%	6.5%	8.4%	9.3%	6.1%	9.0%	3.7%	8.5%
%H (All HH)		97.5%	52.7%	21.2%	71.6%	48.2%	23.6%	99.5%
%H (TV HH)			54.0%	21.7%	73.4%	49.4%	24.2%	
5+	433	424	230	84	320	215	105	428
%V	6.2%	6.4%	8.2%	8.3%	6.1%	9.0%	3.7%	8.3%
%H (All HH)		97.9%	53.1%	19.4%	73.9%	49.7%	24.2%	98.8%
%H (TV HH)			54.2%	19.8%	75.5%	50.7%	24.8%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Set level data

Table 27.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13593	6341	2257	11018	6009	5010	11025
%H		46.6%	16.6%	81.1%	44.2%	36.9%	81.1%
Under 20"	1943	843	337	1702	936	765	1589
%V	14.3%	13.3%	14.9%	15.4%	15.6%	15.3%	14.4%
%H		43.4%	17.3%	87.6%	48.2%	39.4%	81.8%
20" - 29"	3228	1379	491	2733	1376	1357	2524
%V	23.7%	21.7%	21.8%	24.8%	22.9%	27.1%	22.9%
%H		42.7%	15.2%	84.7%	42.6%	42.0%	78.2%
30" - 39"	4455	1934	747	3620	1849	1770	3476
%V	32.8%	30.5%	33.1%	32.9%	30.8%	35.3%	31.5%
%H		43.4%	16.8%	81.3%	41.5%	39.7%	78.0%
40" and over	3845	2130	664	2865	1796	1069	3343
%V	28.3%	33.6%	29.4%	26.0%	29.9%	21.3%	30.3%
%H		55.4%	17.3%	74.5%	46.7%	27.8%	86.9%
Don't know	122	56	17	98	50	48	93
%V	0.9%	0.9%	0.8%	0.9%	0.8%	1.0%	0.8%
%H		45.9%	13.9%	80.3%	41.0%	39.3%	76.2%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Set level data

Table 27.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13593	6341	2257	11018	6009	5010	11025
%H		46.6%	16.6%	81.1%	44.2%	36.9%	81.1%
Main living room	6616	2792	1009	5182	2375	2806	4968
%V	48.7%	44.0%	44.7%	47.0%	39.5%	56.0%	45.1%
%H		42.2%	15.3%	78.3%	35.9%	42.4%	75.1%
Kitchen	739	349	116	671	388	282	622
%V	5.4%	5.5%	5.1%	6.1%	6.5%	5.6%	5.6%
%H		47.2%	15.7%	90.8%	52.5%	38.2%	84.2%
Adult's bedroom	3675	1820	661	3059	1862	1197	3116
%V	27.0%	28.7%	29.3%	27.8%	31.0%	23.9%	28.3%
%H		49.5%	18.0%	83.2%	50.7%	32.6%	84.8%
Child's bedroom	982	564	187	764	527	237	907
%V	7.2%	8.9%	8.3%	6.9%	8.8%	4.7%	8.2%
%H		57.4%	19.0%	77.8%	53.7%	24.1%	92.4%
Other bedroom	483	251	94	425	283	142	431
%V	3.6%	4.0%	4.2%	3.9%	4.7%	2.8%	3.9%
%H		52.0%	19.5%	88.0%	58.6%	29.4%	89.2%
Second living/dining room	677	352	118	565	356	209	588
%V	5.0%	5.6%	5.2%	5.1%	5.9%	4.2%	5.3%
%H		52.0%	17.4%	83.5%	52.6%	30.9%	86.9%
Study/office	79	39	12	61	35	26	75
%V	0.6%	0.6%	0.5%	0.6%	0.6%	0.5%	0.7%
%H		49.4%	15.2%	77.2%	44.3%	32.9%	94.9%
TV room	29	15	4	22	13	9	28
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%
%H		51.7%	13.8%	75.9%	44.8%	31.0%	96.6%
Conservatory	216	112	42	188	123	64	201
%V	1.6%	1.8%	1.9%	1.7%	2.0%	1.3%	1.8%
%H		51.9%	19.4%	87.0%	56.9%	29.6%	93.1%
Attic or loft room	22	11	5	18	11	7	21
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		50.0%	22.7%	81.8%	50.0%	31.8%	95.5%
No specific location	12	5	0	10	3	7	9
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		41.7%	0.0%	83.3%	25.0%	58.3%	75.0%
Other	64	32	9	55	31	24	59
%V	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%	0.5%
%H		50.0%	14.1%	85.9%	48.4%	37.5%	92.2%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Set level data

Table 27.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13593	6341	2257	11018	6009	5010	11025
%H		46.6%	16.6%	81.1%	44.2%	36.9%	81.1%
PVR	5371	3251	1117	3766	2702	1064	4758
%V	39.5%	51.3%	49.5%	34.2%	45.0%	21.2%	43.2%
%H		60.5%	20.8%	70.1%	50.3%	19.8%	88.6%
DVDR	280	126	37	240	123	117	221
%V	2.1%	2.0%	1.6%	2.2%	2.0%	2.3%	2.0%
%H		45.0%	13.2%	85.7%	43.9%	41.8%	78.9%
VCR	239	85	28	205	79	127	148
%V	1.8%	1.3%	1.2%	1.9%	1.3%	2.5%	1.3%
%H		35.6%	11.7%	85.8%	33.1%	53.1%	61.9%
Any recorder	5637	3320	1144	4014	2779	1235	4923
%V	41.5%	52.4%	50.7%	36.4%	46.2%	24.7%	44.7%
%H		58.9%	20.3%	71.2%	49.3%	21.9%	87.3%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13593	6341	2257	11018	6009	5010	11025
%H		46.6%	16.6%	81.1%	44.2%	36.9%	81.1%
Receives HDTV (via STB or built-in reception)	5113	2768	1136	3843	2573	1271	4533
%V	37.6%	43.7%	50.3%	34.9%	42.8%	25.4%	41.1%
%H		54.1%	22.2%	75.2%	50.3%	24.9%	88.7%
DVD/Blu-ray player or recorder	7481	3519	1267	6081	3337	2744	6192
%V	55.0%	55.5%	56.1%	55.2%	55.5%	54.8%	56.2%
%H		47.0%	16.9%	81.3%	44.6%	36.7%	82.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Set level data

Table 27.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6650	2790	1015	5210	2381	2829	4985
%H		42.0%	15.3%	78.3%	35.8%	42.5%	75.0%
Under 20"	103	18	11	82	13	69	51
%V	1.5%	0.6%	1.1%	1.6%	0.5%	2.4%	1.0%
%H		17.5%	10.7%	79.6%	12.6%	67.0%	49.5%
20" - 29"	811	167	82	679	131	548	443
%V	12.2%	6.0%	8.1%	13.0%	5.5%	19.4%	8.9%
%H		20.6%	10.1%	83.7%	16.2%	67.6%	54.6%
30" - 39"	2574	908	382	2092	817	1275	1805
%V	38.7%	32.5%	37.6%	40.2%	34.3%	45.1%	36.2%
%H		35.3%	14.8%	81.3%	31.7%	49.5%	70.1%
40" and over	3108	1677	533	2315	1402	913	2652
%V	46.7%	60.1%	52.5%	44.4%	58.9%	32.3%	53.2%
%H		54.0%	17.1%	74.5%	45.1%	29.4%	85.3%
Don't know	54	21	8	43	18	25	33
%V	0.8%	0.8%	0.8%	0.8%	0.8%	0.9%	0.7%
%H		38.9%	14.8%	79.6%	33.3%	46.3%	61.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Set level data

Table 27.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6650	2790	1015	5210	2381	2829	4985
%H		42.0%	15.3%	78.3%	35.8%	42.5%	75.0%
PVR	4045	2372	801	2909	1999	910	3522
%V	60.8%	85.0%	78.9%	55.8%	84.0%	32.2%	70.7%
%H		58.6%	19.8%	71.9%	49.4%	22.5%	87.1%
DVDR	218	94	29	186	91	95	168
%V	3.3%	3.4%	2.9%	3.6%	3.8%	3.4%	3.4%
%H		43.1%	13.3%	85.3%	41.7%	43.6%	77.1%
VCR	196	67	25	163	59	105	118
%V	2.9%	2.4%	2.5%	3.1%	2.5%	3.7%	2.4%
%H		34.2%	12.8%	83.2%	30.1%	53.6%	60.2%
Any recorder	4234	2408	821	3082	2040	1043	3630
%V	63.7%	86.3%	80.9%	59.2%	85.7%	36.9%	72.8%
%H		56.9%	19.4%	72.8%	48.2%	24.6%	85.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6650	2790	1015	5210	2381	2829	4985
%H		42.0%	15.3%	78.3%	35.8%	42.5%	75.0%
Receives HDTV (via STB or built-in reception)	3516	1892	745	2618	1703	915	3051
%V	52.9%	67.8%	73.4%	50.2%	71.5%	32.3%	61.2%
%H		53.8%	21.2%	74.5%	48.4%	26.0%	86.8%
DVD/Blu-ray player or recorder	4726	2086	741	3727	1808	1919	3722
%V	71.1%	74.8%	73.0%	71.5%	75.9%	67.8%	74.7%
%H		44.1%	15.7%	78.9%	38.3%	40.6%	78.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Set level data

Table 27.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6943	3551	1241	5808	3627	2181	6040
%H		51.1%	17.9%	83.7%	52.2%	31.4%	87.0%
Under 20"	1840	825	326	1620	923	697	1537
%V	26.5%	23.2%	26.3%	27.9%	25.4%	32.0%	25.4%
%H		44.8%	17.7%	88.0%	50.2%	37.9%	83.5%
20" - 29"	2417	1212	410	2055	1245	809	2082
%V	34.8%	34.1%	33.0%	35.4%	34.3%	37.1%	34.5%
%H		50.1%	17.0%	85.0%	51.5%	33.5%	86.1%
30" - 39"	1881	1026	365	1528	1032	496	1671
%V	27.1%	28.9%	29.4%	26.3%	28.5%	22.7%	27.7%
%H		54.5%	19.4%	81.2%	54.9%	26.4%	88.8%
40" and over	737	453	131	550	394	156	691
%V	10.6%	12.8%	10.6%	9.5%	10.9%	7.2%	11.4%
%H		61.5%	17.8%	74.6%	53.5%	21.2%	93.8%
Don't know	68	35	10	55	32	23	60
%V	1.0%	1.0%	0.8%	0.9%	0.9%	1.1%	1.0%
%H		51.5%	14.7%	80.9%	47.1%	33.8%	88.2%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Set level data

Table 27.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6943	3551	1241	5808	3627	2181	6040
%H		51.1%	17.9%	83.7%	52.2%	31.4%	87.0%
PVR	1326	880	316	858	703	154	1236
%V	19.1%	24.8%	25.5%	14.8%	19.4%	7.1%	20.5%
%H		66.4%	23.8%	64.7%	53.0%	11.6%	93.2%
DVDR	62	32	8	54	32	22	53
%V	0.9%	0.9%	0.6%	0.9%	0.9%	1.0%	0.9%
%H		51.6%	12.9%	87.1%	51.6%	35.5%	85.5%
VCR	44	19	3	42	20	22	29
%V	0.6%	0.5%	0.2%	0.7%	0.6%	1.0%	0.5%
%H		43.2%	6.8%	95.5%	45.5%	50.0%	65.9%
Any recorder	1404	912	323	932	739	193	1293
%V	20.2%	25.7%	26.0%	16.0%	20.4%	8.8%	21.4%
%H		65.0%	23.0%	66.4%	52.6%	13.7%	92.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.20: 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	6943	3551	1241	5808	3627	2181	6040
%H		51.1%	17.9%	83.7%	52.2%	31.4%	87.0%
Receives HDTV (via STB or built-in reception)	1596	875	391	1226	870	356	1482
%V	23.0%	24.6%	31.5%	21.1%	24.0%	16.3%	24.5%
%H		54.8%	24.5%	76.8%	54.5%	22.3%	92.9%
DVD/Blu-ray player or recorder	2755	1432	526	2354	1529	826	2470
%V	39.7%	40.3%	42.4%	40.5%	42.2%	37.9%	40.9%
%H		52.0%	19.1%	85.4%	55.5%	30.0%	89.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Individual level data

Table 27.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15913	15336	7317	2551	11628	6203	5424	13156
%H		96.4%	46.0%	16.0%	73.1%	39.0%	34.1%	82.7%
Total Children	2989	2916	1641	492	2039	1261	778	2677
%V	18.8%	19.0%	22.4%	19.3%	17.5%	20.3%	14.3%	20.3%
%H		97.6%	54.9%	16.5%	68.2%	42.2%	26.0%	89.6%
0 - 3	783	760	400	117	523	289	234	669
%V	4.9%	5.0%	5.5%	4.6%	4.5%	4.7%	4.3%	5.1%
%H		97.1%	51.1%	14.9%	66.8%	36.9%	29.9%	85.4%
4 - 15	2206	2156	1242	375	1516	972	544	2008
%V	13.9%	14.1%	17.0%	14.7%	13.0%	15.7%	10.0%	15.3%
%H		97.7%	56.3%	17.0%	68.7%	44.1%	24.7%	91.0%
4 - 9	1154	1126	662	186	762	484	278	1020
%V	7.3%	7.3%	9.0%	7.3%	6.6%	7.8%	5.1%	7.8%
%H		97.6%	57.4%	16.1%	66.0%	41.9%	24.1%	88.4%
10 - 15	1053	1030	580	189	754	488	267	987
%V	6.6%	6.7%	7.9%	7.4%	6.5%	7.9%	4.9%	7.5%
%H		97.8%	55.1%	17.9%	71.6%	46.3%	25.4%	93.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Individual level data

Table 27.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15913	15336	7317	2551	11628	6203	5424	13156
%H		96.4%	46.0%	16.0%	73.1%	39.0%	34.1%	82.7%
Total Adults (16+)	12924	12421	5676	2060	9589	4942	4646	10479
%V	81.2%	81.0%	77.6%	80.8%	82.5%	79.7%	85.7%	79.7%
%H		96.1%	43.9%	15.9%	74.2%	38.2%	35.9%	81.1%
16 - 19	766	747	392	142	567	356	211	716
%V	4.8%	4.9%	5.4%	5.6%	4.9%	5.7%	3.9%	5.4%
%H		97.5%	51.2%	18.5%	74.0%	46.5%	27.5%	93.5%
20 - 24	1067	980	429	168	712	372	340	956
%V	6.7%	6.4%	5.9%	6.6%	6.1%	6.0%	6.3%	7.3%
%H		91.8%	40.2%	15.7%	66.7%	34.9%	31.9%	89.6%
25 - 34	2067	1934	1058	331	1305	779	526	1843
%V	13.0%	12.6%	14.5%	13.0%	11.2%	12.6%	9.7%	14.0%
%H		93.6%	51.2%	16.0%	63.1%	37.7%	25.4%	89.2%
35 - 44	1995	1921	1026	332	1382	827	555	1794
%V	12.5%	12.5%	14.0%	13.0%	11.9%	13.3%	10.2%	13.6%
%H		96.3%	51.4%	16.6%	69.3%	41.5%	27.8%	89.9%
45 - 54	2295	2231	1091	414	1738	1001	738	2022
%V	14.4%	14.5%	14.9%	16.2%	14.9%	16.1%	13.6%	15.4%
%H		97.2%	47.5%	18.0%	75.7%	43.6%	32.2%	88.1%
55 - 64	1908	1861	813	328	1498	768	730	1614
%V	12.0%	12.1%	11.1%	12.9%	12.9%	12.4%	13.5%	12.3%
%H		97.5%	42.6%	17.2%	78.5%	40.3%	38.3%	84.6%
65+	2827	2747	867	343	2387	841	1546	1533
%V	17.8%	17.9%	11.8%	13.4%	20.5%	13.6%	28.5%	11.7%
%H		97.2%	30.7%	12.1%	84.4%	29.7%	54.7%	54.2%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Individual level data

Table 27.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12924	12421	5676	2060	9589	4942	4646	10479
%H		96.1%	43.9%	15.9%	74.2%	38.2%	35.9%	81.1%
AB	2994	2898	1482	430	2229	1239	990	2788
%V	23.2%	23.3%	26.1%	20.9%	23.2%	25.1%	21.3%	26.6%
%H		96.8%	49.5%	14.4%	74.4%	41.4%	33.1%	93.1%
C1	3556	3385	1570	585	2596	1381	1215	3124
%V	27.5%	27.3%	27.7%	28.4%	27.1%	27.9%	26.2%	29.8%
%H		95.2%	44.2%	16.5%	73.0%	38.8%	34.2%	87.9%
C2	2988	2916	1371	533	2260	1249	1011	2442
%V	23.1%	23.5%	24.2%	25.9%	23.6%	25.3%	21.8%	23.3%
%H		97.6%	45.9%	17.8%	75.6%	41.8%	33.8%	81.7%
D	2061	1978	871	371	1497	770	727	1484
%V	15.9%	15.9%	15.3%	18.0%	15.6%	15.6%	15.6%	14.2%
%H		96.0%	42.3%	18.0%	72.6%	37.4%	35.3%	72.0%
E	1325	1244	382	140	1006	303	703	641
%V	10.3%	10.0%	6.7%	6.8%	10.5%	6.1%	15.1%	6.1%
%H		93.9%	28.8%	10.6%	75.9%	22.9%	53.1%	48.4%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2013 - September 2014
C4/Five - North Macro Region
Individual level data
Table 27.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12924	12421	5676	2060	9589	4942	4646	10479
%H		96.1%	43.9%	15.9%	74.2%	38.2%	35.9%	81.1%
Working full time	5705	5521	2847	1035	4066	2433	1633	5264
%V	44.1%	44.4%	50.2%	50.2%	42.4%	49.2%	35.1%	50.2%
%H		96.8%	49.9%	18.1%	71.3%	42.6%	28.6%	92.3%
Working part time	1290	1261	647	223	960	568	391	1171
%V	10.0%	10.2%	11.4%	10.8%	10.0%	11.5%	8.4%	11.2%
%H		97.8%	50.2%	17.3%	74.4%	44.0%	30.3%	90.8%
Not working	5928	5639	2182	802	4563	1942	2621	4044
%V	45.9%	45.4%	38.4%	38.9%	47.6%	39.3%	56.4%	38.6%
%H		95.1%	36.8%	13.5%	77.0%	32.8%	44.2%	68.2%
Housewife/Houseperson	6960	6666	2792	1015	5212	2381	2831	5184
%V	53.9%	53.7%	49.2%	49.3%	54.4%	48.2%	60.9%	49.5%
%H		95.8%	40.1%	14.6%	74.9%	34.2%	40.7%	74.5%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Individual level data

Table 27.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6318	6030	2832	1002	4625	2461	2164	5214
%H		95.4%	44.8%	15.9%	73.2%	39.0%	34.3%	82.5%
16 - 19	385	377	193	71	291	180	112	366
%V	6.1%	6.3%	6.8%	7.1%	6.3%	7.3%	5.2%	7.0%
%H		97.9%	50.1%	18.4%	75.6%	46.8%	29.1%	95.1%
20 - 24	548	497	218	86	354	190	164	504
%V	8.7%	8.2%	7.7%	8.6%	7.7%	7.7%	7.6%	9.7%
%H		90.7%	39.8%	15.7%	64.6%	34.7%	29.9%	92.0%
25 - 34	1031	953	525	162	652	397	255	925
%V	16.3%	15.8%	18.5%	16.2%	14.1%	16.1%	11.8%	17.7%
%H		92.4%	50.9%	15.7%	63.2%	38.5%	24.7%	89.7%
35 - 44	986	939	500	167	667	400	266	873
%V	15.6%	15.6%	17.7%	16.7%	14.4%	16.3%	12.3%	16.7%
%H		95.2%	50.7%	16.9%	67.6%	40.6%	27.0%	88.5%
45 - 54	1125	1090	530	197	852	482	370	970
%V	17.8%	18.1%	18.7%	19.7%	18.4%	19.6%	17.1%	18.6%
%H		96.9%	47.1%	17.5%	75.7%	42.8%	32.9%	86.2%
55 - 64	946	918	422	151	727	378	349	800
%V	15.0%	15.2%	14.9%	15.1%	15.7%	15.4%	16.1%	15.3%
%H		97.0%	44.6%	16.0%	76.8%	40.0%	36.9%	84.6%
65+	1297	1256	445	168	1081	433	648	777
%V	20.5%	20.8%	15.7%	16.8%	23.4%	17.6%	29.9%	14.9%
%H		96.8%	34.3%	13.0%	83.3%	33.4%	50.0%	59.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Individual level data

Table 27.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6318	6030	2832	1002	4625	2461	2164	5214
%H		95.4%	44.8%	15.9%	73.2%	39.0%	34.3%	82.5%
AB	1478	1427	754	215	1097	635	462	1390
%V	23.4%	23.7%	26.6%	21.5%	23.7%	25.8%	21.3%	26.7%
%H		96.5%	51.0%	14.5%	74.2%	43.0%	31.3%	94.0%
C1	1669	1577	754	269	1198	665	533	1518
%V	26.4%	26.2%	26.6%	26.8%	25.9%	27.0%	24.6%	29.1%
%H		94.5%	45.2%	16.1%	71.8%	39.8%	31.9%	91.0%
C2	1614	1565	729	279	1210	656	554	1297
%V	25.5%	26.0%	25.7%	27.8%	26.2%	26.7%	25.6%	24.9%
%H		97.0%	45.2%	17.3%	75.0%	40.6%	34.3%	80.4%
D	992	941	424	182	705	375	330	739
%V	15.7%	15.6%	15.0%	18.2%	15.2%	15.2%	15.2%	14.2%
%H		94.9%	42.7%	18.3%	71.1%	37.8%	33.3%	74.5%
E	565	521	171	57	414	129	285	271
%V	8.9%	8.6%	6.0%	5.7%	9.0%	5.2%	13.2%	5.2%
%H		92.2%	30.3%	10.1%	73.3%	22.8%	50.4%	48.0%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Individual level data

Table 27.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6318	6030	2832	1002	4625	2461	2164	5214
%H		95.4%	44.8%	15.9%	73.2%	39.0%	34.3%	82.5%
Working full time	3460	3333	1755	609	2448	1487	961	3182
%V	54.8%	55.3%	62.0%	60.8%	52.9%	60.4%	44.4%	61.0%
%H		96.3%	50.7%	17.6%	70.8%	43.0%	27.8%	92.0%
Working part time	287	279	131	51	203	108	96	255
%V	4.5%	4.6%	4.6%	5.1%	4.4%	4.4%	4.4%	4.9%
%H		97.2%	45.6%	17.8%	70.7%	37.6%	33.4%	88.9%
Not working	2571	2419	946	342	1974	867	1107	1777
%V	40.7%	40.1%	33.4%	34.1%	42.7%	35.2%	51.2%	34.1%
%H		94.1%	36.8%	13.3%	76.8%	33.7%	43.1%	69.1%
Housewife/Houseperson	1540	1416	511	185	1118	421	697	979
%V	24.4%	23.5%	18.0%	18.5%	24.2%	17.1%	32.2%	18.8%
%H		91.9%	33.2%	12.0%	72.6%	27.3%	45.3%	63.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Individual level data

Table 27.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6605	6391	2844	1058	4963	2481	2482	5265
%H		96.8%	43.1%	16.0%	75.1%	37.6%	37.6%	79.7%
16 - 19	381	370	199	71	275	176	100	350
%V	5.8%	5.8%	7.0%	6.7%	5.5%	7.1%	4.0%	6.6%
%H		97.1%	52.2%	18.6%	72.2%	46.2%	26.2%	91.9%
20 - 24	519	483	211	82	359	182	177	452
%V	7.9%	7.6%	7.4%	7.8%	7.2%	7.3%	7.1%	8.6%
%H		93.1%	40.7%	15.8%	69.2%	35.1%	34.1%	87.1%
25 - 34	1036	981	533	170	653	382	271	919
%V	15.7%	15.3%	18.7%	16.1%	13.2%	15.4%	10.9%	17.5%
%H		94.7%	51.4%	16.4%	63.0%	36.9%	26.2%	88.7%
35 - 44	1008	981	527	165	715	427	288	921
%V	15.3%	15.3%	18.5%	15.6%	14.4%	17.2%	11.6%	17.5%
%H		97.3%	52.3%	16.4%	70.9%	42.4%	28.6%	91.4%
45 - 54	1169	1142	562	217	886	518	368	1053
%V	17.7%	17.9%	19.8%	20.5%	17.9%	20.9%	14.8%	20.0%
%H		97.7%	48.1%	18.6%	75.8%	44.3%	31.5%	90.1%
55 - 64	962	943	391	178	771	390	381	814
%V	14.6%	14.8%	13.7%	16.8%	15.5%	15.7%	15.4%	15.5%
%H		98.0%	40.6%	18.5%	80.1%	40.5%	39.6%	84.6%
65+	1531	1491	422	175	1305	407	898	757
%V	23.2%	23.3%	14.8%	16.5%	26.3%	16.4%	36.2%	14.4%
%H		97.4%	27.6%	11.4%	85.2%	26.6%	58.7%	49.4%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Individual level data

Table 27.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6605	6391	2844	1058	4963	2481	2482	5265
%H		96.8%	43.1%	16.0%	75.1%	37.6%	37.6%	79.7%
AB	1516	1471	728	215	1132	604	528	1398
%V	23.0%	23.0%	25.6%	20.3%	22.8%	24.3%	21.3%	26.6%
%H		97.0%	48.0%	14.2%	74.7%	39.8%	34.8%	92.2%
C1	1887	1808	816	316	1398	716	682	1607
%V	28.6%	28.3%	28.7%	29.9%	28.2%	28.9%	27.5%	30.5%
%H		95.8%	43.2%	16.7%	74.1%	37.9%	36.1%	85.2%
C2	1374	1352	642	255	1049	592	457	1145
%V	20.8%	21.2%	22.6%	24.1%	21.1%	23.9%	18.4%	21.7%
%H		98.4%	46.7%	18.6%	76.3%	43.1%	33.3%	83.3%
D	1069	1037	447	189	792	395	397	745
%V	16.2%	16.2%	15.7%	17.9%	16.0%	15.9%	16.0%	14.2%
%H		97.0%	41.8%	17.7%	74.1%	37.0%	37.1%	69.7%
E	760	723	212	83	592	174	418	370
%V	11.5%	11.3%	7.5%	7.8%	11.9%	7.0%	16.8%	7.0%
%H		95.1%	27.9%	10.9%	77.9%	22.9%	55.0%	48.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - North Macro Region

Individual level data

Table 27.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6605	6391	2844	1058	4963	2481	2482	5265
%H		96.8%	43.1%	16.0%	75.1%	37.6%	37.6%	79.7%
Working full time	2246	2188	1092	426	1618	946	672	2082
%V	34.0%	34.2%	38.4%	40.3%	32.6%	38.1%	27.1%	39.5%
%H		97.4%	48.6%	19.0%	72.0%	42.1%	29.9%	92.7%
Working part time	1002	982	516	172	756	461	296	915
%V	15.2%	15.4%	18.1%	16.3%	15.2%	18.6%	11.9%	17.4%
%H		98.0%	51.5%	17.2%	75.4%	46.0%	29.5%	91.3%
Not working	3357	3220	1236	461	2589	1075	1514	2267
%V	50.8%	50.4%	43.5%	43.6%	52.2%	43.3%	61.0%	43.1%
%H		95.9%	36.8%	13.7%	77.1%	32.0%	45.1%	67.5%
Housewife/Houseperson	5420	5250	2280	830	4095	1960	2134	4206
%V	82.1%	82.1%	80.2%	78.4%	82.5%	79.0%	86.0%	79.9%
%H		96.9%	42.1%	15.3%	75.6%	36.2%	39.4%	77.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 28.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2601	2448	1093	361	1768	809	960	1962
%H (All HH)		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%
%H (TV HH)			44.6%	14.7%	72.2%	33.0%	39.2%	
AB	635	599	290	84	432	211	222	585
%V	24.4%	24.5%	26.5%	23.3%	24.4%	26.1%	23.1%	29.8%
%H (All HH)		94.3%	45.7%	13.2%	68.0%	33.2%	35.0%	92.1%
%H (TV HH)			48.4%	14.0%	72.1%	35.2%	37.1%	
C1	701	650	305	104	454	230	224	585
%V	27.0%	26.6%	27.9%	28.8%	25.7%	28.4%	23.3%	29.8%
%H (All HH)		92.7%	43.5%	14.8%	64.8%	32.8%	32.0%	83.5%
%H (TV HH)			46.9%	16.0%	69.8%	35.4%	34.5%	
C2	489	475	242	72	341	183	158	391
%V	18.8%	19.4%	22.1%	19.9%	19.3%	22.6%	16.5%	19.9%
%H (All HH)		97.1%	49.5%	14.7%	69.7%	37.4%	32.3%	80.0%
%H (TV HH)			50.9%	15.2%	71.8%	38.5%	33.3%	
D	423	398	159	67	290	127	164	268
%V	16.3%	16.3%	14.5%	18.6%	16.4%	15.7%	17.1%	13.7%
%H (All HH)		94.1%	37.6%	15.8%	68.6%	30.0%	38.8%	63.4%
%H (TV HH)			39.9%	16.8%	72.9%	31.9%	41.2%	
E	353	326	97	34	251	59	192	133
%V	13.6%	13.3%	8.9%	9.4%	14.2%	7.3%	20.0%	6.8%
%H (All HH)		92.4%	27.5%	9.6%	71.1%	16.7%	54.4%	37.7%
%H (TV HH)			29.8%	10.4%	77.0%	18.1%	58.9%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2601	2448	1093	361	1768	809	960	1962
%H (All HH)		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%
%H (TV HH)			44.6%	14.7%	72.2%	33.0%	39.2%	
Under 25	121	98	36	16	61	24	36	94
%V	4.7%	4.0%	3.3%	4.4%	3.5%	3.0%	3.8%	4.8%
%H (All HH)		81.0%	29.8%	13.2%	50.4%	19.8%	29.8%	77.7%
%H (TV HH)			36.7%	16.3%	62.2%	24.5%	36.7%	
25 - 34	388	350	190	54	213	119	93	344
%V	14.9%	14.3%	17.4%	15.0%	12.0%	14.7%	9.7%	17.5%
%H (All HH)		90.2%	49.0%	13.9%	54.9%	30.7%	24.0%	88.7%
%H (TV HH)			54.3%	15.4%	60.9%	34.0%	26.6%	
35 - 44	421	399	217	59	269	154	115	378
%V	16.2%	16.3%	19.9%	16.3%	15.2%	19.0%	12.0%	19.3%
%H (All HH)		94.8%	51.5%	14.0%	63.9%	36.6%	27.3%	89.8%
%H (TV HH)			54.4%	14.8%	67.4%	38.6%	28.8%	
45 - 54	509	490	250	89	346	198	148	449
%V	19.6%	20.0%	22.9%	24.7%	19.6%	24.5%	15.4%	22.9%
%H (All HH)		96.3%	49.1%	17.5%	68.0%	38.9%	29.1%	88.2%
%H (TV HH)			51.0%	18.2%	70.6%	40.4%	30.2%	
55 - 64	443	421	192	66	311	149	162	355
%V	17.0%	17.2%	17.6%	18.3%	17.6%	18.4%	16.9%	18.1%
%H (All HH)		95.0%	43.3%	14.9%	70.2%	33.6%	36.6%	80.1%
%H (TV HH)			45.6%	15.7%	73.9%	35.4%	38.5%	
65 +	719	689	207	78	569	165	405	343
%V	27.6%	28.1%	18.9%	21.6%	32.2%	20.4%	42.2%	17.5%
%H (All HH)		95.8%	28.8%	10.8%	79.1%	22.9%	56.3%	47.7%
%H (TV HH)			30.0%	11.3%	82.6%	23.9%	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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2601	2448	1093	361	1768	809	960	1962
%H (All HH)		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%
%H (TV HH)			44.6%	14.7%	72.2%	33.0%	39.2%	
1	932	855	247	107	654	170	484	478
%V	35.8%	34.9%	22.6%	29.6%	37.0%	21.0%	50.4%	24.4%
%H (All HH)		91.7%	26.5%	11.5%	70.2%	18.2%	51.9%	51.3%
%H (TV HH)			28.9%	12.5%	76.5%	19.9%	56.6%	
2	880	837	395	122	616	306	311	729
%V	33.8%	34.2%	36.1%	33.8%	34.8%	37.8%	32.4%	37.2%
%H (All HH)		95.1%	44.9%	13.9%	70.0%	34.8%	35.3%	82.8%
%H (TV HH)			47.2%	14.6%	73.6%	36.6%	37.2%	
3	359	340	193	69	222	146	76	340
%V	13.8%	13.9%	17.7%	19.1%	12.6%	18.0%	7.9%	17.3%
%H (All HH)		94.7%	53.8%	19.2%	61.8%	40.7%	21.2%	94.7%
%H (TV HH)			56.8%	20.3%	65.3%	42.9%	22.4%	
4	309	298	186	44	200	136	64	296
%V	11.9%	12.2%	17.0%	12.2%	11.3%	16.8%	6.7%	15.1%
%H (All HH)		96.4%	60.2%	14.2%	64.7%	44.0%	20.7%	95.8%
%H (TV HH)			62.4%	14.8%	67.1%	45.6%	21.5%	
5+	122	119	74	19	76	51	26	119
%V	4.7%	4.9%	6.8%	5.3%	4.3%	6.3%	2.7%	6.1%
%H (All HH)		97.5%	60.7%	15.6%	62.3%	41.8%	21.3%	97.5%
%H (TV HH)			62.2%	16.0%	63.9%	42.9%	21.8%	
Average HH size	2.17	2.20	2.52	2.31	2.12	2.51	1.80	2.43

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2601	2448	1093	361	1768	809	960	1962
%H (All HH)		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%
%H (TV HH)			44.6%	14.7%	72.2%	33.0%	39.2%	
Without	2000	1869	740	268	1396	566	830	1397
%V	76.9%	76.3%	67.7%	74.2%	79.0%	70.0%	86.5%	71.2%
%H (All HH)		93.5%	37.0%	13.4%	69.8%	28.3%	41.5%	69.9%
%H (TV HH)			39.6%	14.3%	74.7%	30.3%	44.4%	
With	601	580	353	93	373	243	130	566
%V	23.1%	23.7%	32.3%	25.8%	21.1%	30.0%	13.5%	28.8%
%H (All HH)		96.5%	58.7%	15.5%	62.1%	40.4%	21.6%	94.2%
%H (TV HH)			60.9%	16.0%	64.3%	41.9%	22.4%	
0 - 3	223	210	138	32	128	88	40	204
%V	8.6%	8.6%	12.6%	8.9%	7.2%	10.9%	4.2%	10.4%
%H (All HH)		94.2%	61.9%	14.3%	57.4%	39.5%	17.9%	91.5%
%H (TV HH)			65.7%	15.2%	61.0%	41.9%	19.0%	
4 - 9	289	281	167	43	181	113	68	270
%V	11.1%	11.5%	15.3%	11.9%	10.2%	14.0%	7.1%	13.8%
%H (All HH)		97.2%	57.8%	14.9%	62.6%	39.1%	23.5%	93.4%
%H (TV HH)			59.4%	15.3%	64.4%	40.2%	24.2%	
10 - 15	286	281	169	44	187	123	64	277
%V	11.0%	11.5%	15.5%	12.2%	10.6%	15.2%	6.7%	14.1%
%H (All HH)		98.3%	59.1%	15.4%	65.4%	43.0%	22.4%	96.9%
%H (TV HH)			60.1%	15.7%	66.5%	43.8%	22.8%	

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

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C4/Five - Scotland Macro Region

Household level data

Table 28.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2601	2448	1093	361	1768	809	960	1962
%H (All HH)		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%
%H (TV HH)			44.6%	14.7%	72.2%	33.0%	39.2%	
1	943	943	292	129	627	138	489	591
%V	36.3%	38.5%	26.7%	35.7%	35.5%	17.1%	50.9%	30.1%
%H (All HH)		100.0%	31.0%	13.7%	66.5%	14.6%	51.9%	62.7%
%H (TV HH)			31.0%	13.7%	66.5%	14.6%	51.9%	
2	854	854	399	133	635	315	320	661
%V	32.8%	34.9%	36.5%	36.8%	35.9%	38.9%	33.3%	33.7%
%H (All HH)		100.0%	46.7%	15.6%	74.4%	36.9%	37.5%	77.4%
%H (TV HH)			46.7%	15.6%	74.4%	36.9%	37.5%	
3	424	424	250	65	324	214	111	385
%V	16.3%	17.3%	22.9%	18.0%	18.3%	26.5%	11.6%	19.6%
%H (All HH)		100.0%	59.0%	15.3%	76.4%	50.5%	26.2%	90.8%
%H (TV HH)			59.0%	15.3%	76.4%	50.5%	26.2%	
4	155	155	103	26	120	93	27	150
%V	6.0%	6.3%	9.4%	7.2%	6.8%	11.5%	2.8%	7.6%
%H (All HH)		100.0%	66.5%	16.8%	77.4%	60.0%	17.4%	96.8%
%H (TV HH)			66.5%	16.8%	77.4%	60.0%	17.4%	
5+	72	72	50	10	62	50	12	71
%V	2.8%	2.9%	4.6%	2.8%	3.5%	6.2%	1.3%	3.6%
%H (All HH)		100.0%	69.4%	13.9%	86.1%	69.4%	16.7%	98.6%
%H (TV HH)			69.4%	13.9%	86.1%	69.4%	16.7%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2601	2448	1093	361	1768	809	960	1962
%H (All HH)		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%
%H (TV HH)			44.6%	14.7%	72.2%	33.0%	39.2%	
Under 20"	572	572	271	80	465	248	217	452
%V	22.0%	23.4%	24.8%	22.2%	26.3%	30.7%	22.6%	23.0%
%H (All HH)		100.0%	47.4%	14.0%	81.3%	43.4%	37.9%	79.0%
%H (TV HH)			47.4%	14.0%	81.3%	43.4%	37.9%	
20" - 29"	901	901	407	118	718	352	366	682
%V	34.6%	36.8%	37.2%	32.7%	40.6%	43.5%	38.1%	34.8%
%H (All HH)		100.0%	45.2%	13.1%	79.7%	39.1%	40.6%	75.7%
%H (TV HH)			45.2%	13.1%	79.7%	39.1%	40.6%	
30" - 39"	1367	1367	638	210	990	482	507	1071
%V	52.6%	55.8%	58.4%	58.2%	56.0%	59.6%	52.8%	54.6%
%H (All HH)		100.0%	46.7%	15.4%	72.4%	35.3%	37.1%	78.3%
%H (TV HH)			46.7%	15.4%	72.4%	35.3%	37.1%	
40" and over	1148	1148	644	187	793	486	307	993
%V	44.1%	46.9%	58.9%	51.8%	44.9%	60.1%	32.0%	50.6%
%H (All HH)		100.0%	56.1%	16.3%	69.1%	42.3%	26.7%	86.5%
%H (TV HH)			56.1%	16.3%	69.1%	42.3%	26.7%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Household level data

Table 28.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2601	2448	1093	361	1768	809	960	1962
%H (All HH)		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%
%H (TV HH)			44.6%	14.7%	72.2%	33.0%	39.2%	
Main living room	2400	2400	1077	357	1736	800	936	1820
%V	92.3%	98.0%	98.5%	98.9%	98.2%	98.9%	97.5%	92.8%
%H (All HH)		100.0%	44.9%	14.9%	72.3%	33.3%	39.0%	75.8%
%H (TV HH)			44.9%	14.9%	72.3%	33.3%	39.0%	
Kitchen	290	290	152	34	253	150	104	250
%V	11.1%	11.8%	13.9%	9.4%	14.3%	18.5%	10.8%	12.7%
%H (All HH)		100.0%	52.4%	11.7%	87.2%	51.7%	35.9%	86.2%
%H (TV HH)			52.4%	11.7%	87.2%	51.7%	35.9%	
Adult's bedroom	1116	1116	595	184	858	526	332	936
%V	42.9%	45.6%	54.4%	51.0%	48.5%	65.0%	34.6%	47.7%
%H (All HH)		100.0%	53.3%	16.5%	76.9%	47.1%	29.7%	83.9%
%H (TV HH)			53.3%	16.5%	76.9%	47.1%	29.7%	
Child's bedroom	320	320	212	46	217	155	62	298
%V	12.3%	13.1%	19.4%	12.7%	12.3%	19.2%	6.5%	15.2%
%H (All HH)		100.0%	66.3%	14.4%	67.8%	48.4%	19.4%	93.1%
%H (TV HH)			66.3%	14.4%	67.8%	48.4%	19.4%	
Other bedroom	122	122	73	16	91	57	33	110
%V	4.7%	5.0%	6.7%	4.4%	5.1%	7.0%	3.4%	5.6%
%H (All HH)		100.0%	59.8%	13.1%	74.6%	46.7%	27.0%	90.2%
%H (TV HH)			59.8%	13.1%	74.6%	46.7%	27.0%	
Second living/dining room	206	206	124	25	155	96	59	188
%V	7.9%	8.4%	11.3%	6.9%	8.8%	11.9%	6.1%	9.6%
%H (All HH)		100.0%	60.2%	12.1%	75.2%	46.6%	28.6%	91.3%
%H (TV HH)			60.2%	12.1%	75.2%	46.6%	28.6%	
Study/office	29	29	17	3	22	13	9	29
%V	1.1%	1.2%	1.6%	0.8%	1.2%	1.6%	0.9%	1.5%
%H (All HH)		100.0%	58.6%	10.3%	75.9%	44.8%	31.0%	100.0%
%H (TV HH)			58.6%	10.3%	75.9%	44.8%	31.0%	
TV room	30	30	18	3	24	15	9	29
%V	1.2%	1.2%	1.6%	0.8%	1.4%	1.9%	0.9%	1.5%
%H (All HH)		100.0%	60.0%	10.0%	80.0%	50.0%	30.0%	96.7%
%H (TV HH)			60.0%	10.0%	80.0%	50.0%	30.0%	
Conservatory	41	41	21	5	34	18	15	38
%V	1.6%	1.7%	1.9%	1.4%	1.9%	2.2%	1.6%	1.9%
%H (All HH)		100.0%	51.2%	12.2%	82.9%	43.9%	36.6%	92.7%
%H (TV HH)			51.2%	12.2%	82.9%	43.9%	36.6%	
Attic or loft room	5	5	3	1	4	3	1	5
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	20.0%	
No specific location	3	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
Other	21	21	11	3	20	12	8	21
%V	0.8%	0.9%	1.0%	0.8%	1.1%	1.5%	0.8%	1.1%
%H (All HH)		100.0%	52.4%	14.3%	95.2%	57.1%	38.1%	100.0%
%H (TV HH)			52.4%	14.3%	95.2%	57.1%	38.1%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Household level data

Table 28.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2601	2448	1093	361	1768	809	960	1962
%H (All HH)		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%
%H (TV HH)			44.6%	14.7%	72.2%	33.0%	39.2%	
Any DSAT provider	1093	1093	1093	9	638	638	0	956
%V	42.0%	44.6%	100.0%	2.5%	36.1%	78.9%	0.0%	48.7%
%H (All HH)			100.0%	0.8%	58.4%	58.4%	0.0%	87.5%
%H (TV HH)			100.0%	0.8%	58.4%	58.4%	0.0%	
Sky with subcription	929	929	929	5	547	547	0	827
%V	35.7%	37.9%	85.0%	1.4%	30.9%	67.6%	0.0%	42.2%
%H (All HH)			100.0%	0.5%	58.9%	58.9%	0.0%	89.0%
%H (TV HH)			100.0%	0.5%	58.9%	58.9%	0.0%	
Sky without subscription	50	50	50	2	28	28	0	37
%V	1.9%	2.0%	4.6%	0.6%	1.6%	3.5%	0.0%	1.9%
%H (All HH)			100.0%	4.0%	56.0%	56.0%	0.0%	74.0%
%H (TV HH)			100.0%	4.0%	56.0%	56.0%	0.0%	
Freesat	115	115	115	2	58	58	0	94
%V	4.4%	4.7%	10.5%	0.6%	3.3%	7.2%	0.0%	4.8%
%H (All HH)			100.0%	1.7%	50.4%	50.4%	0.0%	81.7%
%H (TV HH)			100.0%	1.7%	50.4%	50.4%	0.0%	
Other satellite provider	36	36	36	0	20	20	0	31
%V	1.4%	1.5%	3.3%	0.0%	1.1%	2.5%	0.0%	1.6%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	86.1%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	361	361	9	361	177	177	0	307
%V	13.9%	14.7%	0.8%	100.0%	10.0%	21.9%	0.0%	15.6%
%H (All HH)			2.5%	100.0%	49.0%	49.0%	0.0%	85.0%
%H (TV HH)			2.5%	100.0%	49.0%	49.0%	0.0%	
DTT	1768	1768	638	177	1768	809	960	1278
%V	68.0%	72.2%	58.4%	49.0%	100.0%	100.0%	100.0%	65.1%
%H (All HH)		100.0%	36.1%	10.0%	100.0%	45.8%	54.3%	72.3%
%H (TV HH)			36.1%	10.0%	100.0%	45.8%	54.3%	

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

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Household level data

Table 28.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2601	2448	1093	361	1768	809	960	1962
%H (All HH)		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%
%H (TV HH)			44.6%	14.7%	72.2%	33.0%	39.2%	
PVR	1502	1502	942	285	985	703	281	1310
%V	57.7%	61.4%	86.2%	78.9%	55.7%	86.9%	29.3%	66.8%
%H (All HH)		100.0%	62.7%	19.0%	65.6%	46.8%	18.7%	87.2%
%H (TV HH)			62.7%	19.0%	65.6%	46.8%	18.7%	
DVDR	85	85	38	12	63	28	35	71
%V	3.3%	3.5%	3.5%	3.3%	3.6%	3.5%	3.6%	3.6%
%H (All HH)		100.0%	44.7%	14.1%	74.1%	32.9%	41.2%	83.5%
%H (TV HH)			44.7%	14.1%	74.1%	32.9%	41.2%	
VCR	71	71	16	14	58	18	41	43
%V	2.7%	2.9%	1.5%	3.9%	3.3%	2.2%	4.3%	2.2%
%H (All HH)		100.0%	22.5%	19.7%	81.7%	25.4%	57.7%	60.6%
%H (TV HH)			22.5%	19.7%	81.7%	25.4%	57.7%	
Any recorder	1568	1568	956	289	1043	712	331	1347
%V	60.3%	64.1%	87.5%	80.1%	59.0%	88.0%	34.5%	68.7%
%H (All HH)		100.0%	61.0%	18.4%	66.5%	45.4%	21.1%	85.9%
%H (TV HH)			61.0%	18.4%	66.5%	45.4%	21.1%	
Receives HDTV (via STB or built-in reception)	1252	1252	731	259	842	575	267	1104
%V	48.1%	51.1%	66.9%	71.7%	47.6%	71.1%	27.8%	56.3%
%H (All HH)		100.0%	58.4%	20.7%	67.3%	45.9%	21.3%	88.2%
%H (TV HH)			58.4%	20.7%	67.3%	45.9%	21.3%	
DVD/Blu-ray player or recorder	1964	1964	916	309	1447	712	735	1564
%V	75.5%	80.2%	83.8%	85.6%	81.8%	88.0%	76.6%	79.7%
%H (All HH)		100.0%	46.6%	15.7%	73.7%	36.3%	37.4%	79.6%
%H (TV HH)			46.6%	15.7%	73.7%	36.3%	37.4%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Household level data

Table 28.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2601	2448	1093	361	1768	809	960	1962
%V (All HH)		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%
%H (TV HH)			44.6%	14.7%	72.2%	33.0%	39.2%	
Has broadband internet	1962	1858	956	307	1278	712	566	1962
%V	75.4%	75.9%	87.5%	85.0%	72.3%	88.0%	59.0%	100.0%
%H (All HH)		94.7%	48.7%	15.6%	65.1%	36.3%	28.8%	100.0%
%H (TV HH)			51.5%	16.5%	68.8%	38.3%	30.5%	
Number of computers (PCs and laptops)								
0	601	558	126	53	463	87	377	42
%V	23.1%	22.8%	11.5%	14.7%	26.2%	10.8%	39.3%	2.1%
%H (All HH)		92.8%	21.0%	8.8%	77.0%	14.5%	62.7%	7.0%
%H (TV HH)			22.6%	9.5%	83.0%	15.6%	67.6%	
1	732	687	302	110	487	225	262	673
%V	28.1%	28.1%	27.6%	30.5%	27.5%	27.8%	27.3%	34.3%
%H (All HH)		93.9%	41.3%	15.0%	66.5%	30.7%	35.8%	91.9%
%H (TV HH)			44.0%	16.0%	70.9%	32.8%	38.1%	
2	580	542	286	89	370	211	159	568
%V	22.3%	22.1%	26.2%	24.7%	20.9%	26.1%	16.6%	29.0%
%H (All HH)		93.4%	49.3%	15.3%	63.8%	36.4%	27.4%	97.9%
%H (TV HH)			52.8%	16.4%	68.3%	38.9%	29.3%	
3	328	316	173	47	218	131	88	324
%V	12.6%	12.9%	15.8%	13.0%	12.3%	16.2%	9.2%	16.5%
%H (All HH)		96.3%	52.7%	14.3%	66.5%	39.9%	26.8%	98.8%
%H (TV HH)			54.7%	14.9%	69.0%	41.5%	27.8%	
4	190	185	109	31	120	78	42	189
%V	7.3%	7.6%	10.0%	8.6%	6.8%	9.6%	4.4%	9.6%
%H (All HH)		97.4%	57.4%	16.3%	63.2%	41.1%	22.1%	99.5%
%H (TV HH)			58.9%	16.8%	64.9%	42.2%	22.7%	
5+	169	160	97	30	110	77	33	167
%V	6.5%	6.5%	8.9%	8.3%	6.2%	9.5%	3.4%	8.5%
%H (All HH)		94.7%	57.4%	17.8%	65.1%	45.6%	19.5%	98.8%
%H (TV HH)			60.6%	18.8%	68.8%	48.1%	20.6%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

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	4937	2526	742	3688	2053	1635	4057
%H		51.2%	15.0%	74.7%	41.6%	33.1%	82.2%
Under 20"	716	353	99	586	325	261	580
%V	14.5%	14.0%	13.3%	15.9%	15.8%	16.0%	14.3%
%H		49.3%	13.8%	81.8%	45.4%	36.5%	81.0%
20" - 29"	1126	532	147	904	469	436	879
%V	22.8%	21.1%	19.8%	24.5%	22.8%	26.7%	21.7%
%H		47.2%	13.1%	80.3%	41.7%	38.7%	78.1%
30" - 39"	1661	818	256	1209	632	577	1340
%V	33.6%	32.4%	34.5%	32.8%	30.8%	35.3%	33.0%
%H		49.2%	15.4%	72.8%	38.0%	34.7%	80.7%
40" and over	1390	810	230	960	620	341	1226
%V	28.2%	32.1%	31.0%	26.0%	30.2%	20.9%	30.2%
%H		58.3%	16.5%	69.1%	44.6%	24.5%	88.2%
Don't know	44	13	9	29	8	21	33
%V	0.9%	0.5%	1.2%	0.8%	0.4%	1.3%	0.8%
%H		29.5%	20.5%	65.9%	18.2%	47.7%	75.0%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	4937	2526	742	3688	2053	1635	4057
%H		51.2%	15.0%	74.7%	41.6%	33.1%	82.2%
Main living room	2412	1084	358	1743	805	939	1829
%V	48.9%	42.9%	48.2%	47.3%	39.2%	57.4%	45.1%
%H		44.9%	14.8%	72.3%	33.4%	38.9%	75.8%
Kitchen	291	152	34	254	150	104	250
%V	5.9%	6.0%	4.6%	6.9%	7.3%	6.4%	6.2%
%H		52.2%	11.7%	87.3%	51.5%	35.7%	85.9%
Adult's bedroom	1345	732	234	1045	671	374	1148
%V	27.2%	29.0%	31.5%	28.3%	32.7%	22.9%	28.3%
%H		54.4%	17.4%	77.7%	49.9%	27.8%	85.4%
Child's bedroom	404	268	59	269	192	77	379
%V	8.2%	10.6%	8.0%	7.3%	9.4%	4.7%	9.3%
%H		66.3%	14.6%	66.6%	47.5%	19.1%	93.8%
Other bedroom	140	86	17	104	67	36	127
%V	2.8%	3.4%	2.3%	2.8%	3.3%	2.2%	3.1%
%H		61.4%	12.1%	74.3%	47.9%	25.7%	90.7%
Second living/dining room	210	127	25	159	100	59	192
%V	4.3%	5.0%	3.4%	4.3%	4.9%	3.6%	4.7%
%H		60.5%	11.9%	75.7%	47.6%	28.1%	91.4%
Study/office	29	17	3	22	13	9	29
%V	0.6%	0.7%	0.4%	0.6%	0.6%	0.6%	0.7%
%H		58.6%	10.3%	75.9%	44.8%	31.0%	100.0%
TV room	30	18	3	24	15	9	29
%V	0.6%	0.7%	0.4%	0.7%	0.7%	0.6%	0.7%
%H		60.0%	10.0%	80.0%	50.0%	30.0%	96.7%
Conservatory	41	21	5	34	18	15	38
%V	0.8%	0.8%	0.7%	0.9%	0.9%	0.9%	0.9%
%H		51.2%	12.2%	82.9%	43.9%	36.6%	92.7%
Attic or loft room	5	3	1	4	3	1	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
No specific location	3	2	1	3	2	1	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
Other	29	15	3	27	16	11	29
%V	0.6%	0.6%	0.4%	0.7%	0.8%	0.7%	0.7%
%H		51.7%	10.3%	93.1%	55.2%	37.9%	100.0%

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

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C4/Five - Scotland Macro Region

Set level data

Table 28.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4937	2526	742	3688	2053	1635	4057
%H		51.2%	15.0%	74.7%	41.6%	33.1%	82.2%
PVR	2007	1310	402	1247	939	308	1795
%V	40.7%	51.9%	54.2%	33.8%	45.7%	18.8%	44.2%
%H		65.3%	20.0%	62.1%	46.8%	15.3%	89.4%
DVDR	91	40	13	67	30	37	76
%V	1.8%	1.6%	1.8%	1.8%	1.5%	2.3%	1.9%
%H		44.0%	14.3%	73.6%	33.0%	40.7%	83.5%
VCR	74	16	15	62	19	43	44
%V	1.5%	0.6%	2.0%	1.7%	0.9%	2.6%	1.1%
%H		21.6%	20.3%	83.8%	25.7%	58.1%	59.5%
Any recorder	2094	1330	408	1323	954	369	1847
%V	42.4%	52.7%	55.0%	35.9%	46.5%	22.6%	45.5%
%H		63.5%	19.5%	63.2%	45.6%	17.6%	88.2%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.14: 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	4937	2526	742	3688	2053	1635	4057
%H		51.2%	15.0%	74.7%	41.6%	33.1%	82.2%
Receives HDTV (via STB or built-in reception)	1745	1038	380	1164	827	337	1578
%V	35.3%	41.1%	51.2%	31.6%	40.3%	20.6%	38.9%
%H		59.5%	21.8%	66.7%	47.4%	19.3%	90.4%
DVD/Blu-ray player or recorder	2908	1475	474	2212	1252	960	2427
%V	58.9%	58.4%	63.9%	60.0%	61.0%	58.7%	59.8%
%H		50.7%	16.3%	76.1%	43.1%	33.0%	83.5%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2441	1093	361	1766	809	957	1853
%H		44.8%	14.8%	72.3%	33.1%	39.2%	75.9%
Under 20"	43	7	1	35	3	32	24
%V	1.8%	0.6%	0.3%	2.0%	0.4%	3.3%	1.3%
%H		16.3%	2.3%	81.4%	7.0%	74.4%	55.8%
20" - 29"	314	80	29	256	58	198	169
%V	12.9%	7.3%	8.0%	14.5%	7.2%	20.7%	9.1%
%H		25.5%	9.2%	81.5%	18.5%	63.1%	53.8%
30" - 39"	961	384	144	706	284	423	692
%V	39.4%	35.1%	39.9%	40.0%	35.1%	44.2%	37.3%
%H		40.0%	15.0%	73.5%	29.6%	44.0%	72.0%
40" and over	1102	616	182	756	461	295	953
%V	45.1%	56.4%	50.4%	42.8%	57.0%	30.8%	51.4%
%H		55.9%	16.5%	68.6%	41.8%	26.8%	86.5%
Don't know	21	6	5	12	4	9	15
%V	0.9%	0.5%	1.4%	0.7%	0.5%	0.9%	0.8%
%H		28.6%	23.8%	57.1%	19.0%	42.9%	71.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 28.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2441	1093	361	1766	809	957	1853
%H		44.8%	14.8%	72.3%	33.1%	39.2%	75.9%
PVR	1465	923	280	954	686	268	1276
%V	60.0%	84.4%	77.6%	54.0%	84.8%	28.0%	68.9%
%H		63.0%	19.1%	65.1%	46.8%	18.3%	87.1%
DVDR	72	32	11	53	24	29	59
%V	2.9%	2.9%	3.0%	3.0%	3.0%	3.0%	3.2%
%H		44.4%	15.3%	73.6%	33.3%	40.3%	81.9%
VCR	62	13	13	50	14	36	37
%V	2.5%	1.2%	3.6%	2.8%	1.7%	3.8%	2.0%
%H		21.0%	21.0%	80.6%	22.6%	58.1%	59.7%
Any recorder	1530	936	284	1011	695	316	1312
%V	62.7%	85.6%	78.7%	57.2%	85.9%	33.0%	70.8%
%H		61.2%	18.6%	66.1%	45.4%	20.7%	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 28.17: 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	2441	1093	361	1766	809	957	1853
%H		44.8%	14.8%	72.3%	33.1%	39.2%	75.9%
Receives HDTV (via STB or built-in reception)	1212	707	254	809	553	256	1071
%V	49.7%	64.7%	70.4%	45.8%	68.4%	26.8%	57.8%
%H		58.3%	21.0%	66.7%	45.6%	21.1%	88.4%
DVD/Blu-ray player or recorder	1834	842	288	1345	645	699	1451
%V	75.1%	77.0%	79.8%	76.2%	79.7%	73.0%	78.3%
%H		45.9%	15.7%	73.3%	35.2%	38.1%	79.1%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Set level data

Table 28.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2497	1433	381	1922	1244	678	2204
%H		57.4%	15.3%	77.0%	49.8%	27.2%	88.3%
Under 20"	673	346	98	551	322	228	556
%V	27.0%	24.1%	25.7%	28.7%	25.9%	33.6%	25.2%
%H		51.4%	14.6%	81.9%	47.8%	33.9%	82.6%
20" - 29"	812	452	119	648	411	237	709
%V	32.5%	31.5%	31.2%	33.7%	33.0%	35.0%	32.2%
%H		55.7%	14.7%	79.8%	50.6%	29.2%	87.3%
30" - 39"	700	434	112	503	348	155	648
%V	28.0%	30.3%	29.4%	26.2%	28.0%	22.9%	29.4%
%H		62.0%	16.0%	71.9%	49.7%	22.1%	92.6%
40" and over	288	195	48	204	159	46	273
%V	11.5%	13.6%	12.6%	10.6%	12.8%	6.8%	12.4%
%H		67.7%	16.7%	70.8%	55.2%	16.0%	94.8%
Don't know	23	7	4	16	4	12	18
%V	0.9%	0.5%	1.0%	0.8%	0.3%	1.8%	0.8%
%H		30.4%	17.4%	69.6%	17.4%	52.2%	78.3%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Set level data

Table 28.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2497	1433	381	1922	1244	678	2204
%H		57.4%	15.3%	77.0%	49.8%	27.2%	88.3%
PVR	542	387	122	293	253	40	519
%V	21.7%	27.0%	32.0%	15.2%	20.3%	5.9%	23.5%
%H		71.4%	22.5%	54.1%	46.7%	7.4%	95.8%
DVDR	19	9	2	14	6	8	17
%V	0.8%	0.6%	0.5%	0.7%	0.5%	1.2%	0.8%
%H		47.4%	10.5%	73.7%	31.6%	42.1%	89.5%
VCR	13	3	2	12	4	7	8
%V	0.5%	0.2%	0.5%	0.6%	0.3%	1.0%	0.4%
%H		23.1%	15.4%	92.3%	30.8%	53.8%	61.5%
Any recorder	564	394	125	312	260	52	535
%V	22.6%	27.5%	32.8%	16.2%	20.9%	7.7%	24.3%
%H		69.9%	22.2%	55.3%	46.1%	9.2%	94.9%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2497	1433	381	1922	1244	678	2204
%H		57.4%	15.3%	77.0%	49.8%	27.2%	88.3%
Receives HDTV (via STB or built-in reception)	533	330	125	355	274	81	507
%V	21.3%	23.0%	32.8%	18.5%	22.0%	11.9%	23.0%
%H		61.9%	23.5%	66.6%	51.4%	15.2%	95.1%
DVD/Blu-ray player or recorder	1073	633	185	867	606	261	977
%V	43.0%	44.2%	48.6%	45.1%	48.7%	38.5%	44.3%
%H		59.0%	17.2%	80.8%	56.5%	24.3%	91.1%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Individual level data

Table 28.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5655	5374	2754	834	3757	2032	1724	4776
%H		95.0%	48.7%	14.7%	66.4%	35.9%	30.5%	84.5%
Total Children	1000	968	598	146	624	406	218	944
%V	17.7%	18.0%	21.7%	17.5%	16.6%	20.0%	12.6%	19.8%
%H		96.8%	59.8%	14.6%	62.4%	40.6%	21.8%	94.4%
0 - 3	264	248	164	37	147	101	47	242
%V	4.7%	4.6%	6.0%	4.4%	3.9%	5.0%	2.7%	5.1%
%H		93.9%	62.1%	14.0%	55.7%	38.3%	17.8%	91.7%
4 - 15	736	720	434	109	476	305	171	702
%V	13.0%	13.4%	15.8%	13.1%	12.7%	15.0%	9.9%	14.7%
%H		97.8%	59.0%	14.8%	64.7%	41.4%	23.2%	95.4%
4 - 9	375	364	217	56	234	146	88	352
%V	6.6%	6.8%	7.9%	6.7%	6.2%	7.2%	5.1%	7.4%
%H		97.1%	57.9%	14.9%	62.4%	38.9%	23.5%	93.9%
10 - 15	362	356	217	52	242	159	83	350
%V	6.4%	6.6%	7.9%	6.2%	6.4%	7.8%	4.8%	7.3%
%H		98.3%	59.9%	14.4%	66.9%	43.9%	22.9%	96.7%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5655	5374	2754	834	3757	2032	1724	4776
%H		95.0%	48.7%	14.7%	66.4%	35.9%	30.5%	84.5%
Total Adults (16+)	4655	4406	2156	688	3133	1627	1506	3832
%V	82.3%	82.0%	78.3%	82.5%	83.4%	80.1%	87.4%	80.2%
%H		94.7%	46.3%	14.8%	67.3%	35.0%	32.4%	82.3%
16 - 19	239	230	129	35	156	95	61	222
%V	4.2%	4.3%	4.7%	4.2%	4.2%	4.7%	3.5%	4.6%
%H		96.2%	54.0%	14.6%	65.3%	39.7%	25.5%	92.9%
20 - 24	373	321	155	62	209	126	84	337
%V	6.6%	6.0%	5.6%	7.4%	5.6%	6.2%	4.9%	7.1%
%H		86.1%	41.6%	16.6%	56.0%	33.8%	22.5%	90.3%
25 - 34	752	690	391	117	432	264	167	688
%V	13.3%	12.8%	14.2%	14.0%	11.5%	13.0%	9.7%	14.4%
%H		91.8%	52.0%	15.6%	57.4%	35.1%	22.2%	91.5%
35 - 44	711	674	379	103	448	264	184	654
%V	12.6%	12.5%	13.8%	12.4%	11.9%	13.0%	10.7%	13.7%
%H		94.8%	53.3%	14.5%	63.0%	37.1%	25.9%	92.0%
45 - 54	847	820	438	145	577	344	234	766
%V	15.0%	15.3%	15.9%	17.4%	15.4%	16.9%	13.6%	16.0%
%H		96.8%	51.7%	17.1%	68.1%	40.6%	27.6%	90.4%
55 - 64	710	682	336	103	504	262	242	594
%V	12.6%	12.7%	12.2%	12.4%	13.4%	12.9%	14.0%	12.4%
%H		96.1%	47.3%	14.5%	71.0%	36.9%	34.1%	83.7%
65+	1023	987	328	124	807	271	535	571
%V	18.1%	18.4%	11.9%	14.9%	21.5%	13.3%	31.0%	12.0%
%H		96.5%	32.1%	12.1%	78.9%	26.5%	52.3%	55.8%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4655	4406	2156	688	3133	1627	1506	3832
%H		94.7%	46.3%	14.8%	67.3%	35.0%	32.4%	82.3%
AB	1224	1167	605	175	833	449	384	1161
%V	26.3%	26.5%	28.1%	25.4%	26.6%	27.6%	25.5%	30.3%
%H		95.3%	49.4%	14.3%	68.1%	36.7%	31.4%	94.9%
C1	1307	1211	609	200	843	473	370	1151
%V	28.1%	27.5%	28.2%	29.1%	26.9%	29.1%	24.6%	30.0%
%H		92.7%	46.6%	15.3%	64.5%	36.2%	28.3%	88.1%
C2	953	927	501	144	660	381	278	811
%V	20.5%	21.0%	23.2%	20.9%	21.1%	23.4%	18.5%	21.2%
%H		97.3%	52.6%	15.1%	69.3%	40.0%	29.2%	85.1%
D	725	686	306	124	484	242	242	520
%V	15.6%	15.6%	14.2%	18.0%	15.4%	14.9%	16.1%	13.6%
%H		94.6%	42.2%	17.1%	66.8%	33.4%	33.4%	71.7%
E	446	414	134	46	314	82	232	190
%V	9.6%	9.4%	6.2%	6.7%	10.0%	5.0%	15.4%	5.0%
%H		92.8%	30.0%	10.3%	70.4%	18.4%	52.0%	42.6%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4655	4406	2156	688	3133	1627	1506	3832
%H		94.7%	46.3%	14.8%	67.3%	35.0%	32.4%	82.3%
Working full time	2140	2054	1147	351	1392	860	532	1990
%V	46.0%	46.6%	53.2%	51.0%	44.4%	52.9%	35.3%	51.9%
%H		96.0%	53.6%	16.4%	65.0%	40.2%	24.9%	93.0%
Working part time	475	462	249	65	331	187	144	430
%V	10.2%	10.5%	11.5%	9.4%	10.6%	11.5%	9.6%	11.2%
%H		97.3%	52.4%	13.7%	69.7%	39.4%	30.3%	90.5%
Not working	2041	1890	760	273	1410	580	830	1412
%V	43.8%	42.9%	35.3%	39.7%	45.0%	35.6%	55.1%	36.8%
%H		92.6%	37.2%	13.4%	69.1%	28.4%	40.7%	69.2%
Housewife/Houseperson	2601	2448	1093	361	1768	809	960	1962
%V	55.9%	55.6%	50.7%	52.5%	56.4%	49.7%	63.7%	51.2%
%H		94.1%	42.0%	13.9%	68.0%	31.1%	36.9%	75.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2228	2103	1055	330	1473	789	683	1845
%H		94.4%	47.4%	14.8%	66.1%	35.4%	30.7%	82.8%
16 - 19	122	118	66	18	79	47	32	114
%V	5.5%	5.6%	6.3%	5.5%	5.4%	6.0%	4.7%	6.2%
%H		96.7%	54.1%	14.8%	64.8%	38.5%	26.2%	93.4%
20 - 24	183	164	76	30	106	63	43	165
%V	8.2%	7.8%	7.2%	9.1%	7.2%	8.0%	6.3%	8.9%
%H		89.6%	41.5%	16.4%	57.9%	34.4%	23.5%	90.2%
25 - 34	367	338	197	53	215	135	80	333
%V	16.5%	16.1%	18.7%	16.1%	14.6%	17.1%	11.7%	18.0%
%H		92.1%	53.7%	14.4%	58.6%	36.8%	21.8%	90.7%
35 - 44	347	325	176	48	212	117	94	313
%V	15.6%	15.5%	16.7%	14.5%	14.4%	14.8%	13.8%	17.0%
%H		93.7%	50.7%	13.8%	61.1%	33.7%	27.1%	90.2%
45 - 54	414	396	211	67	276	159	116	364
%V	18.6%	18.8%	20.0%	20.3%	18.7%	20.2%	17.0%	19.7%
%H		95.7%	51.0%	16.2%	66.7%	38.4%	28.0%	87.9%
55 - 64	342	326	163	53	242	132	109	275
%V	15.4%	15.5%	15.5%	16.1%	16.4%	16.7%	16.0%	14.9%
%H		95.3%	47.7%	15.5%	70.8%	38.6%	31.9%	80.4%
65+	453	435	167	60	343	135	208	280
%V	20.3%	20.7%	15.8%	18.2%	23.3%	17.1%	30.5%	15.2%
%H		96.0%	36.9%	13.2%	75.7%	29.8%	45.9%	61.8%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2228	2103	1055	330	1473	789	683	1845
%H		94.4%	47.4%	14.8%	66.1%	35.4%	30.7%	82.8%
AB	602	570	311	84	401	226	175	579
%V	27.0%	27.1%	29.5%	25.5%	27.2%	28.6%	25.6%	31.4%
%H		94.7%	51.7%	14.0%	66.6%	37.5%	29.1%	96.2%
C1	583	549	286	91	374	221	153	518
%V	26.2%	26.1%	27.1%	27.6%	25.4%	28.0%	22.4%	28.1%
%H		94.2%	49.1%	15.6%	64.2%	37.9%	26.2%	88.9%
C2	507	491	264	76	349	201	148	425
%V	22.8%	23.3%	25.0%	23.0%	23.7%	25.5%	21.7%	23.0%
%H		96.8%	52.1%	15.0%	68.8%	39.6%	29.2%	83.8%
D	337	315	139	60	217	109	108	243
%V	15.1%	15.0%	13.2%	18.2%	14.7%	13.8%	15.8%	13.2%
%H		93.5%	41.2%	17.8%	64.4%	32.3%	32.0%	72.1%
E	200	178	56	20	131	32	99	81
%V	9.0%	8.5%	5.3%	6.1%	8.9%	4.1%	14.5%	4.4%
%H		89.0%	28.0%	10.0%	65.5%	16.0%	49.5%	40.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Individual level data

Table 28.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2228	2103	1055	330	1473	789	683	1845
%H		94.4%	47.4%	14.8%	66.1%	35.4%	30.7%	82.8%
Working full time	1280	1221	701	194	825	515	309	1179
%V	57.5%	58.1%	66.4%	58.8%	56.0%	65.3%	45.2%	63.9%
%H		95.4%	54.8%	15.2%	64.5%	40.2%	24.1%	92.1%
Working part time	94	90	36	12	70	30	41	77
%V	4.2%	4.3%	3.4%	3.6%	4.8%	3.8%	6.0%	4.2%
%H		95.7%	38.3%	12.8%	74.5%	31.9%	43.6%	81.9%
Not working	854	792	318	124	578	244	333	589
%V	38.3%	37.7%	30.1%	37.6%	39.2%	30.9%	48.8%	31.9%
%H		92.7%	37.2%	14.5%	67.7%	28.6%	39.0%	69.0%
Housewife/Houseperson	588	529	201	71	374	136	239	362
%V	26.4%	25.2%	19.1%	21.5%	25.4%	17.2%	35.0%	19.6%
%H		90.0%	34.2%	12.1%	63.6%	23.1%	40.6%	61.6%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2427	2303	1100	358	1660	837	823	1987
%H		94.9%	45.3%	14.8%	68.4%	34.5%	33.9%	81.9%
16 - 19	117	112	63	17	77	48	29	108
%V	4.8%	4.9%	5.7%	4.7%	4.6%	5.7%	3.5%	5.4%
%H		95.7%	53.8%	14.5%	65.8%	41.0%	24.8%	92.3%
20 - 24	190	158	79	32	103	62	40	172
%V	7.8%	6.9%	7.2%	8.9%	6.2%	7.4%	4.9%	8.7%
%H		83.2%	41.6%	16.8%	54.2%	32.6%	21.1%	90.5%
25 - 34	385	352	195	63	216	129	87	355
%V	15.9%	15.3%	17.7%	17.6%	13.0%	15.4%	10.6%	17.9%
%H		91.4%	50.6%	16.4%	56.1%	33.5%	22.6%	92.2%
35 - 44	363	350	203	54	236	146	90	341
%V	15.0%	15.2%	18.5%	15.1%	14.2%	17.4%	10.9%	17.2%
%H		96.4%	55.9%	14.9%	65.0%	40.2%	24.8%	93.9%
45 - 54	433	424	227	78	302	185	117	402
%V	17.8%	18.4%	20.6%	21.8%	18.2%	22.1%	14.2%	20.2%
%H		97.9%	52.4%	18.0%	69.7%	42.7%	27.0%	92.8%
55 - 64	368	356	172	50	262	130	132	318
%V	15.2%	15.5%	15.6%	14.0%	15.8%	15.5%	16.0%	16.0%
%H		96.7%	46.7%	13.6%	71.2%	35.3%	35.9%	86.4%
65+	570	552	162	64	464	136	327	291
%V	23.5%	24.0%	14.7%	17.9%	28.0%	16.2%	39.7%	14.6%
%H		96.8%	28.4%	11.2%	81.4%	23.9%	57.4%	51.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2427	2303	1100	358	1660	837	823	1987
%H		94.9%	45.3%	14.8%	68.4%	34.5%	33.9%	81.9%
AB	623	597	294	91	431	223	209	582
%V	25.7%	25.9%	26.7%	25.4%	26.0%	26.6%	25.4%	29.3%
%H		95.8%	47.2%	14.6%	69.2%	35.8%	33.5%	93.4%
C1	724	662	324	108	469	252	217	633
%V	29.8%	28.7%	29.5%	30.2%	28.3%	30.1%	26.4%	31.9%
%H		91.4%	44.8%	14.9%	64.8%	34.8%	30.0%	87.4%
C2	446	436	237	68	311	181	130	385
%V	18.4%	18.9%	21.5%	19.0%	18.7%	21.6%	15.8%	19.4%
%H		97.8%	53.1%	15.2%	69.7%	40.6%	29.1%	86.3%
D	388	372	167	64	267	132	134	277
%V	16.0%	16.2%	15.2%	17.9%	16.1%	15.8%	16.3%	13.9%
%H		95.9%	43.0%	16.5%	68.8%	34.0%	34.5%	71.4%
E	246	236	79	26	183	50	133	109
%V	10.1%	10.2%	7.2%	7.3%	11.0%	6.0%	16.2%	5.5%
%H		95.9%	32.1%	10.6%	74.4%	20.3%	54.1%	44.3%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2013 - September 2014

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2427	2303	1100	358	1660	837	823	1987
%H		94.9%	45.3%	14.8%	68.4%	34.5%	33.9%	81.9%
Working full time	860	833	446	157	567	345	223	811
%V	35.4%	36.2%	40.5%	43.9%	34.2%	41.2%	27.1%	40.8%
%H		96.9%	51.9%	18.3%	65.9%	40.1%	25.9%	94.3%
Working part time	381	372	212	52	261	157	104	353
%V	15.7%	16.2%	19.3%	14.5%	15.7%	18.8%	12.6%	17.8%
%H		97.6%	55.6%	13.6%	68.5%	41.2%	27.3%	92.7%
Not working	1186	1099	442	149	832	336	497	823
%V	48.9%	47.7%	40.2%	41.6%	50.1%	40.1%	60.4%	41.4%
%H		92.7%	37.3%	12.6%	70.2%	28.3%	41.9%	69.4%
Housewife/Houseperson	2013	1919	892	291	1394	673	721	1600
%V	82.9%	83.3%	81.1%	81.3%	84.0%	80.4%	87.6%	80.5%
%H		95.3%	44.3%	14.5%	69.2%	33.4%	35.8%	79.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total