BARB Establishment Survey
Annual Data Report
Volume 3: ITV Areas

April 2010 to March 2011

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT
The Media, Content and Technology Research Specialists

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2010 - March 2011

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See also

Volume 1 - Total Network and Appendices
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Introduction

This reports contains the weighted data results from the Establishment survey for the period April 2010 - March 2011

Data is presented at different levels

- Household
- Set
- Individual

Accordingly; bases do vary.

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

ITV London

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5113	4856	4392	1885	804	2821	1077	1745
%H (All HH)		*95.0%*	*85.9%*	*36.9%*	*15.7%*	*55.2%*	*21.1%*	*34.1%*
%H (TV HH)			*90.4%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
AB	1437	1386	1305	561	248	849	340	509
%V	*28.1%*	*28.5%*	*29.7%*	*29.8%*	*30.8%*	*30.1%*	*31.6%*	*29.2%*
%H (All HH)		*96.5%*	*90.8%*	*39.0%*	*17.3%*	*59.1%*	*23.7%*	*35.4%*
%H (TV HH)			*94.2%*	*40.5%*	*17.9%*	*61.3%*	*24.5%*	*36.7%*
C1	1610	1525	1392	589	274	902	358	544
%V	*31.5%*	*31.4%*	*31.7%*	*31.2%*	*34.1%*	*32.0%*	*33.2%*	*31.2%*
%H (All HH)		*94.7%*	*86.5%*	*36.6%*	*17.0%*	*56.0%*	*22.2%*	*33.8%*
%H (TV HH)			*91.3%*	*38.6%*	*18.0%*	*59.1%*	*23.5%*	*35.7%*
C2	765	740	684	329	126	437	202	235
%V	*15.0%*	*15.2%*	*15.6%*	*17.5%*	*15.7%*	*15.5%*	*18.8%*	*13.5%*
%H (All HH)		*96.7%*	*89.4%*	*43.0%*	*16.5%*	*57.1%*	*26.4%*	*30.7%*
%H (TV HH)			*92.4%*	*44.5%*	*17.0%*	*59.1%*	*27.3%*	*31.8%*
D	682	635	556	242	93	339	114	226
%V	*13.3%*	*13.1%*	*12.7%*	*12.8%*	*11.6%*	*12.0%*	*10.6%*	*13.0%*
%H (All HH)		*93.1%*	*81.5%*	*35.5%*	*13.6%*	*49.7%*	*16.7%*	*33.1%*
%H (TV HH)			*87.6%*	*38.1%*	*14.6%*	*53.4%*	*18.0%*	*35.6%*
E	619	571	454	164	63	294	64	230
%V	*12.1%*	*11.8%*	*10.3%*	*8.7%*	*7.8%*	*10.4%*	*5.9%*	*13.2%*
%H (All HH)		*92.2%*	*73.3%*	*26.5%*	*10.2%*	*47.5%*	*10.3%*	*37.2%*
%H (TV HH)			*79.5%*	*28.7%*	*11.0%*	*51.5%*	*11.2%*	*40.3%*

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 1.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5113	4856	4392	1885	804	2821	1077	1745
%H (All HH)		*95.0%*	*85.9%*	*36.9%*	*15.7%*	*55.2%*	*21.1%*	*34.1%*
%H (TV HH)			*90.4%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
Under 25	233	193	173	68	30	106	30	75
%V	*4.6%*	*4.0%*	*3.9%*	*3.6%*	*3.7%*	*3.8%*	*2.8%*	*4.3%*
%H (All HH)		*82.8%*	*74.2%*	*29.2%*	*12.9%*	*45.5%*	*12.9%*	*32.2%*
%H (TV HH)			*89.6%*	*35.2%*	*15.5%*	*54.9%*	*15.5%*	*38.9%*
25 - 34	1034	929	866	426	168	471	187	284
%V	*20.2%*	*19.1%*	*19.7%*	*22.6%*	*20.9%*	*16.7%*	*17.4%*	*16.3%*
%H (All HH)		*89.8%*	*83.8%*	*41.2%*	*16.2%*	*45.6%*	*18.1%*	*27.5%*
%H (TV HH)			*93.2%*	*45.9%*	*18.1%*	*50.7%*	*20.1%*	*30.6%*
35 - 44	1080	1040	972	476	207	584	282	302
%V	*21.1%*	*21.4%*	*22.1%*	*25.3%*	*25.7%*	*20.7%*	*26.2%*	*17.3%*
%H (All HH)		*96.3%*	*90.0%*	*44.1%*	*19.2%*	*54.1%*	*26.1%*	*28.0%*
%H (TV HH)			*93.5%*	*45.8%*	*19.9%*	*56.2%*	*27.1%*	*29.0%*
45 - 54	985	948	885	415	185	570	275	295
%V	*19.3%*	*19.5%*	*20.2%*	*22.0%*	*23.0%*	*20.2%*	*25.5%*	*16.9%*
%H (All HH)		*96.2%*	*89.8%*	*42.1%*	*18.8%*	*57.9%*	*27.9%*	*29.9%*
%H (TV HH)			*93.4%*	*43.8%*	*19.5%*	*60.1%*	*29.0%*	*31.1%*
55 - 64	705	687	633	261	108	441	173	268
%V	*13.8%*	*14.1%*	*14.4%*	*13.8%*	*13.4%*	*15.6%*	*16.1%*	*15.4%*
%H (All HH)		*97.4%*	*89.8%*	*37.0%*	*15.3%*	*62.6%*	*24.5%*	*38.0%*
%H (TV HH)			*92.1%*	*38.0%*	*15.7%*	*64.2%*	*25.2%*	*39.0%*
65 +	1076	1060	862	239	106	650	129	520
%V	*21.0%*	*21.8%*	*19.6%*	*12.7%*	*13.2%*	*23.0%*	*12.0%*	*29.8%*
%H (All HH)		*98.5%*	*80.1%*	*22.2%*	*9.9%*	*60.4%*	*12.0%*	*48.3%*
%H (TV HH)			*81.3%*	*22.5%*	*10.0%*	*61.3%*	*12.2%*	*49.1%*

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV London

Household level data

Table 1.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5113	4856	4392	1885	804	2821	1077	1745
%H (All HH)		*95.0%*	*85.9%*	*36.9%*	*15.7%*	*55.2%*	*21.1%*	*34.1%*
%H (TV HH)			*90.4%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
1	1818	1674	1371	374	210	956	164	792
%V	*35.6%*	*34.5%*	*31.2%*	*19.8%*	*26.1%*	*33.9%*	*15.2%*	*45.4%*
%H (All HH)		*92.1%*	*75.4%*	*20.6%*	*11.6%*	*52.6%*	*9.0%*	*43.6%*
%H (TV HH)			*81.9%*	*22.3%*	*12.5%*	*57.1%*	*9.8%*	*47.3%*
2	1425	1367	1281	535	240	834	321	513
%V	*27.9%*	*28.2%*	*29.2%*	*28.4%*	*29.9%*	*29.6%*	*29.8%*	*29.4%*
%H (All HH)		*95.9%*	*89.9%*	*37.5%*	*16.8%*	*58.5%*	*22.5%*	*36.0%*
%H (TV HH)			*93.7%*	*39.1%*	*17.6%*	*61.0%*	*23.5%*	*37.5%*
3	789	766	727	380	144	424	213	212
%V	*15.4%*	*15.8%*	*16.6%*	*20.2%*	*17.9%*	*15.0%*	*19.8%*	*12.1%*
%H (All HH)		*97.1%*	*92.1%*	*48.2%*	*18.3%*	*53.7%*	*27.0%*	*26.9%*
%H (TV HH)			*94.9%*	*49.6%*	*18.8%*	*55.4%*	*27.8%*	*27.7%*
4	721	704	682	393	147	413	258	155
%V	*14.1%*	*14.5%*	*15.5%*	*20.8%*	*18.3%*	*14.6%*	*24.0%*	*8.9%*
%H (All HH)		*97.6%*	*94.6%*	*54.5%*	*20.4%*	*57.3%*	*35.8%*	*21.5%*
%H (TV HH)			*96.9%*	*55.8%*	*20.9%*	*58.7%*	*36.6%*	*22.0%*
5+	358	345	331	202	64	194	121	73
%V	*7.0%*	*7.1%*	*7.5%*	*10.7%*	*8.0%*	*6.9%*	*11.2%*	*4.2%*
%H (All HH)		*96.4%*	*92.5%*	*56.4%*	*17.9%*	*54.2%*	*33.8%*	*20.4%*
%H (TV HH)			*95.9%*	*58.6%*	*18.6%*	*56.2%*	*35.1%*	*21.2%*
Average HH size	2.32	2.35	2.42	2.79	2.56	2.34	2.91	1.99

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

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ITV London

Household level data

Table 1.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5113	4856	4392	1885	804	2821	1077	1745
%H (All HH)		*95.0%*	*85.9%*	*36.9%*	*15.7%*	*55.2%*	*21.1%*	*34.1%*
%H (TV HH)			*90.4%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
Without	3784	3564	3152	1182	554	2123	689	1435
%V	*74.0%*	*73.4%*	*71.8%*	*62.7%*	*68.9%*	*75.3%*	*64.0%*	*82.2%*
%H (All HH)		*94.2%*	*83.3%*	*31.2%*	*14.6%*	*56.1%*	*18.2%*	*37.9%*
%H (TV HH)			*88.4%*	*33.2%*	*15.5%*	*59.6%*	*19.3%*	*40.3%*
With	1329	1292	1240	702	250	698	388	310
%V	*26.0%*	*26.6%*	*28.2%*	*37.2%*	*31.1%*	*24.7%*	*36.0%*	*17.8%*
%H (All HH)		*97.2%*	*93.3%*	*52.8%*	*18.8%*	*52.5%*	*29.2%*	*23.3%*
%H (TV HH)			*96.0%*	*54.3%*	*19.3%*	*54.0%*	*30.0%*	*24.0%*
0 - 3	558	536	516	290	100	279	141	138
%V	*10.9%*	*11.0%*	*11.7%*	*15.4%*	*12.4%*	*9.9%*	*13.1%*	*7.9%*
%H (All HH)		*96.1%*	*92.5%*	*52.0%*	*17.9%*	*50.0%*	*25.3%*	*24.7%*
%H (TV HH)			*96.3%*	*54.1%*	*18.7%*	*52.1%*	*26.3%*	*25.7%*
4 - 9	661	647	620	357	120	341	188	153
%V	*12.9%*	*13.3%*	*14.1%*	*18.9%*	*14.9%*	*12.1%*	*17.5%*	*8.8%*
%H (All HH)		*97.9%*	*93.8%*	*54.0%*	*18.2%*	*51.6%*	*28.4%*	*23.1%*
%H (TV HH)			*95.8%*	*55.2%*	*18.5%*	*52.7%*	*29.1%*	*23.6%*
10 - 15	574	563	543	318	116	322	200	122
%V	*11.2%*	*11.6%*	*12.4%*	*16.9%*	*14.4%*	*11.4%*	*18.6%*	*7.0%*
%H (All HH)		*98.1%*	*94.6%*	*55.4%*	*20.2%*	*56.1%*	*34.8%*	*21.3%*
%H (TV HH)			*96.4%*	*56.5%*	*20.6%*	*57.2%*	*35.5%*	*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
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ITV London

Household level data

Table 1.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5113	4856	4392	1885	804	2821	1077	1745
%H (All HH)		*95.0%*	*85.9%*	*36.9%*	*15.7%*	*55.2%*	*21.1%*	*34.1%*
%H (TV HH)			*90.4%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
1	2230	2230	1872	679	316	1047	171	876
%V	*43.6%*	*45.9%*	*42.6%*	*36.0%*	*39.3%*	*37.1%*	*15.9%*	*50.2%*
%H (All HH)		*100.0%*	*83.9%*	*30.4%*	*14.2%*	*47.0%*	*7.7%*	*39.3%*
%H (TV HH)			*83.9%*	*30.4%*	*14.2%*	*47.0%*	*7.7%*	*39.3%*
2	1547	1547	1454	649	254	969	399	570
%V	*30.3%*	*31.9%*	*33.1%*	*34.4%*	*31.6%*	*34.3%*	*37.0%*	*32.7%*
%H (All HH)		*100.0%*	*94.0%*	*42.0%*	*16.4%*	*62.6%*	*25.8%*	*36.8%*
%H (TV HH)			*94.0%*	*42.0%*	*16.4%*	*62.6%*	*25.8%*	*36.8%*
3	669	669	657	323	139	483	276	206
%V	*13.1%*	*13.8%*	*15.0%*	*17.1%*	*17.3%*	*17.1%*	*25.6%*	*11.8%*
%H (All HH)		*100.0%*	*98.2%*	*48.3%*	*20.8%*	*72.2%*	*41.3%*	*30.8%*
%H (TV HH)			*98.2%*	*48.3%*	*20.8%*	*72.2%*	*41.3%*	*30.8%*
4	279	279	277	156	65	218	152	66
%V	*5.5%*	*5.7%*	*6.3%*	*8.3%*	*8.1%*	*7.7%*	*14.1%*	*3.8%*
%H (All HH)		*100.0%*	*99.3%*	*55.9%*	*23.3%*	*78.1%*	*54.5%*	*23.7%*
%H (TV HH)			*99.3%*	*55.9%*	*23.3%*	*78.1%*	*54.5%*	*23.7%*
5+	130	130	129	78	29	105	79	26
%V	*2.5%*	*2.7%*	*2.9%*	*4.1%*	*3.6%*	*3.7%*	*7.3%*	*1.5%*
%H (All HH)		*100.0%*	*99.2%*	*60.0%*	*22.3%*	*80.8%*	*60.8%*	*20.0%*
%H (TV HH)			*99.2%*	*60.0%*	*22.3%*	*80.8%*	*60.8%*	*20.0%*

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
April 2010 - March 2011

ITV London

Household level data

Table 1.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5113	4856	4392	1885	804	2821	1077	1745
%H (All HH)		*95.0%*	*85.9%*	*36.9%*	*15.7%*	*55.2%*	*21.1%*	*34.1%*
%H (TV HH)			*90.4%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
Under 20"	1783	1783	1622	664	307	1197	524	674
%V	*34.9%*	*36.7%*	*36.9%*	*35.2%*	*38.2%*	*42.4%*	*48.7%*	*38.6%*
%H (All HH)		*100.0%*	*91.0%*	*37.2%*	*17.2%*	*67.1%*	*29.4%*	*37.8%*
%H (TV HH)			*91.0%*	*37.2%*	*17.2%*	*67.1%*	*29.4%*	*37.8%*
20" - 29"	2163	2163	1927	770	363	1355	539	816
%V	*42.3%*	*44.5%*	*43.9%*	*40.8%*	*45.1%*	*48.0%*	*50.0%*	*46.8%*
%H (All HH)		*100.0%*	*89.1%*	*35.6%*	*16.8%*	*62.6%*	*24.9%*	*37.7%*
%H (TV HH)			*89.1%*	*35.6%*	*16.8%*	*62.6%*	*24.9%*	*37.7%*
30" - 39"	2147	2147	2067	955	399	1340	598	742
%V	*42.0%*	*44.2%*	*47.1%*	*50.7%*	*49.6%*	*47.5%*	*55.5%*	*42.5%*
%H (All HH)		*100.0%*	*96.3%*	*44.5%*	*18.6%*	*62.4%*	*27.9%*	*34.6%*
%H (TV HH)			*96.3%*	*44.5%*	*18.6%*	*62.4%*	*27.9%*	*34.6%*
40" and over	1233	1233	1211	705	238	751	462	289
%V	*24.1%*	*25.4%*	*27.6%*	*37.4%*	*29.6%*	*26.6%*	*42.9%*	*16.6%*
%H (All HH)		*100.0%*	*98.2%*	*57.2%*	*19.3%*	*60.9%*	*37.5%*	*23.4%*
%H (TV HH)			*98.2%*	*57.2%*	*19.3%*	*60.9%*	*37.5%*	*23.4%*

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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Table 1.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5113	4856	4392	1885	804	2821	1077	1745
%H (All HH)		*95.0%*	*85.9%*	*36.9%*	*15.7%*	*55.2%*	*21.1%*	*34.1%*
%H (TV HH)			*90.4%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
Main living room	4748	4748	4309	1860	794	2764	1067	1698
%V	*92.9%*	*97.8%*	*98.1%*	*98.7%*	*98.8%*	*98.0%*	*99.1%*	*97.3%*
%H (All HH)		*100.0%*	*90.8%*	*39.2%*	*16.7%*	*58.2%*	*22.5%*	*35.8%*
%H (TV HH)			*90.8%*	*39.2%*	*16.7%*	*58.2%*	*22.5%*	*35.8%*
Kitchen	558	558	536	246	98	414	214	200
%V	*10.9%*	*11.5%*	*12.2%*	*13.1%*	*12.2%*	*14.7%*	*19.9%*	*11.5%*
%H (All HH)		*100.0%*	*96.1%*	*44.1%*	*17.6%*	*74.2%*	*38.4%*	*35.8%*
%H (TV HH)			*96.1%*	*44.1%*	*17.6%*	*74.2%*	*38.4%*	*35.8%*
Adult's bedroom	2088	2088	2006	977	402	1414	750	664
%V	*40.8%*	*43.0%*	*45.7%*	*51.8%*	*50.0%*	*50.1%*	*69.6%*	*38.1%*
%H (All HH)		*100.0%*	*96.1%*	*46.8%*	*19.3%*	*67.7%*	*35.9%*	*31.8%*
%H (TV HH)			*96.1%*	*46.8%*	*19.3%*	*67.7%*	*35.9%*	*31.8%*
Child's bedroom	342	342	337	195	83	249	178	71
%V	*6.7%*	*7.0%*	*7.7%*	*10.3%*	*10.3%*	*8.8%*	*16.5%*	*4.1%*
%H (All HH)		*100.0%*	*98.5%*	*57.0%*	*24.3%*	*72.8%*	*52.0%*	*20.8%*
%H (TV HH)			*98.5%*	*57.0%*	*24.3%*	*72.8%*	*52.0%*	*20.8%*
Other bedroom	171	171	164	79	25	123	63	60
%V	*3.3%*	*3.5%*	*3.7%*	*4.2%*	*3.1%*	*4.4%*	*5.8%*	*3.4%*
%H (All HH)		*100.0%*	*95.9%*	*46.2%*	*14.6%*	*71.9%*	*36.8%*	*35.1%*
%H (TV HH)			*95.9%*	*46.2%*	*14.6%*	*71.9%*	*36.8%*	*35.1%*
Second living/dining room	375	375	357	171	63	268	136	132
%V	*7.3%*	*7.7%*	*8.1%*	*9.1%*	*7.8%*	*9.5%*	*12.6%*	*7.6%*
%H (All HH)		*100.0%*	*95.2%*	*45.6%*	*16.8%*	*71.5%*	*36.3%*	*35.2%*
%H (TV HH)			*95.2%*	*45.6%*	*16.8%*	*71.5%*	*36.3%*	*35.2%*
Study/office	96	96	93	50	13	68	37	31
%V	*1.9%*	*2.0%*	*2.1%*	*2.7%*	*1.6%*	*2.4%*	*3.4%*	*1.8%*
%H (All HH)		*100.0%*	*96.9%*	*52.1%*	*13.5%*	*70.8%*	*38.5%*	*32.3%*
%H (TV HH)			*96.9%*	*52.1%*	*13.5%*	*70.8%*	*38.5%*	*32.3%*
TV room	46	46	45	33	6	26	19	7
%V	*0.9%*	*0.9%*	*1.0%*	*1.8%*	*0.7%*	*0.9%*	*1.8%*	*0.4%*
%H (All HH)		*100.0%*	*97.8%*	*71.7%*	*13.0%*	*56.5%*	*41.3%*	*15.2%*
%H (TV HH)			*97.8%*	*71.7%*	*13.0%*	*56.5%*	*41.3%*	*15.2%*
No specific location	11	11	11	5	3	8	4	4
%V	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*45.5%*	*27.3%*	*72.7%*	*36.4%*	*36.4%*
%H (TV HH)			*100.0%*	*45.5%*	*27.3%*	*72.7%*	*36.4%*	*36.4%*
Other	31	31	29	18	4	21	12	8
%V	*0.6%*	*0.6%*	*0.7%*	*1.0%*	*0.5%*	*0.7%*	*1.1%*	*0.5%*
%H (All HH)		*100.0%*	*93.5%*	*58.1%*	*12.9%*	*67.7%*	*38.7%*	*25.8%*
%H (TV HH)			*93.5%*	*58.1%*	*12.9%*	*67.7%*	*38.7%*	*25.8%*

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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Table 1.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5113	4856	4392	1885	804	2821	1077	1745
%H (All HH)		*95.0%*	*85.9%*	*36.9%*	*15.7%*	*55.2%*	*21.1%*	*34.1%*
%H (TV HH)			*90.4%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
PVR	2032	2032	2029	1294	369	1138	741	397
%V	*39.7%*	*41.8%*	*46.2%*	*68.6%*	*45.9%*	*40.3%*	*68.8%*	*22.8%*
%H (All HH)		*100.0%*	*99.9%*	*63.7%*	*18.2%*	*56.0%*	*36.5%*	*19.5%*
%H (TV HH)			*99.9%*	*63.7%*	*18.2%*	*56.0%*	*36.5%*	*19.5%*
DVDR	813	813	778	337	130	536	217	319
%V	*15.9%*	*16.7%*	*17.7%*	*17.9%*	*16.2%*	*19.0%*	*20.1%*	*18.3%*
%H (All HH)		*100.0%*	*95.7%*	*41.5%*	*16.0%*	*65.9%*	*26.7%*	*39.2%*
%H (TV HH)			*95.7%*	*41.5%*	*16.0%*	*65.9%*	*26.7%*	*39.2%*
VCR	1100	1100	993	363	153	723	238	484
%V	*21.5%*	*22.7%*	*22.6%*	*19.3%*	*19.0%*	*25.6%*	*22.1%*	*27.7%*
%H (All HH)		*100.0%*	*90.3%*	*33.0%*	*13.9%*	*65.7%*	*21.6%*	*44.0%*
%H (TV HH)			*90.3%*	*33.0%*	*13.9%*	*65.7%*	*21.6%*	*44.0%*
Any recorder	3000	3000	2867	1483	504	1786	872	914
%V	*58.7%*	*61.8%*	*65.3%*	*78.7%*	*62.7%*	*63.3%*	*81.0%*	*52.4%*
%H (All HH)		*100.0%*	*95.6%*	*49.4%*	*16.8%*	*59.5%*	*29.1%*	*30.5%*
%H (TV HH)			*95.6%*	*49.4%*	*16.8%*	*59.5%*	*29.1%*	*30.5%*

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Table 1.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5113	4856	4392	1885	804	2821	1077	1745
%H (All HH)		*95.0%*	*85.9%*	*36.9%*	*15.7%*	*55.2%*	*21.1%*	*34.1%*
%H (TV HH)			*90.4%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
Receives HDTV (via STB or built-in reception)	1353	1353	1353	730	404	779	530	249
%V	*26.5%*	*27.9%*	*30.8%*	*38.7%*	*50.2%*	*27.6%*	*49.2%*	*14.3%*
%H (All HH)		*100.0%*	*100.0%*	*54.0%*	*29.9%*	*57.6%*	*39.2%*	*18.4%*
%H (TV HH)			*100.0%*	*54.0%*	*29.9%*	*57.6%*	*39.2%*	*18.4%*
DVD/Blu-ray player or recorder	3808	3808	3600	1589	683	2341	970	1371
%V	*74.5%*	*78.4%*	*82.0%*	*84.3%*	*85.0%*	*83.0%*	*90.1%*	*78.6%*
%H (All HH)		*100.0%*	*94.5%*	*41.7%*	*17.9%*	*61.5%*	*25.5%*	*36.0%*
%H (TV HH)			*94.5%*	*41.7%*	*17.9%*	*61.5%*	*25.5%*	*36.0%*

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
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ITV London

Household level data

Table 1.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5113	4856	4392	1885	804	2821	1077	1745
%H (All HH)		*95.0%*	*85.9%*	*36.9%*	*15.7%*	*55.2%*	*21.1%*	*34.1%*
%H (TV HH)			*90.4%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
Has PC or Laptop	3958	3777	3579	1658	720	2233	990	1244
%V	*77.4%*	*77.8%*	*81.5%*	*88.0%*	*89.6%*	*79.2%*	*91.9%*	*71.3%*
%H (All HH)		*95.4%*	*90.4%*	*41.9%*	*18.2%*	*56.4%*	*25.0%*	*31.4%*
%H (TV HH)			*94.8%*	*43.9%*	*19.1%*	*59.1%*	*26.2%*	*32.9%*
Has broadband internet	3698	3539	3366	1589	709	2075	963	1111
%V	*72.3%*	*72.9%*	*76.6%*	*84.3%*	*88.2%*	*73.6%*	*89.4%*	*63.7%*
%H (All HH)		*95.7%*	*91.0%*	*43.0%*	*19.2%*	*56.1%*	*26.0%*	*30.0%*
%H (TV HH)			*95.1%*	*44.9%*	*20.0%*	*58.6%*	*27.2%*	*31.4%*

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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Table 1.11: Screen Size

	TV HH	Platforms available in Household: Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9141	8551	3991	1655	5867	2834	3034
%H		*93.5%*	*43.7%*	*18.1%*	*64.2%*	*31.0%*	*33.2%*
Under 20"	2422	2244	954	436	1682	796	886
%V	*26.5%*	*26.2%*	*23.9%*	*26.3%*	*28.7%*	*28.1%*	*29.2%*
%H		*92.7%*	*39.4%*	*18.0%*	*69.4%*	*32.9%*	*36.6%*
20" - 29"	2651	2391	992	455	1716	738	978
%V	*29.0%*	*28.0%*	*24.9%*	*27.5%*	*29.2%*	*26.0%*	*32.2%*
%H		*90.2%*	*37.4%*	*17.2%*	*64.7%*	*27.8%*	*36.9%*
30" - 39"	2429	2346	1110	470	1537	732	805
%V	*26.6%*	*27.4%*	*27.8%*	*28.4%*	*26.2%*	*25.8%*	*26.5%*
%H		*96.6%*	*45.7%*	*19.3%*	*63.3%*	*30.1%*	*33.1%*
40" and over	1343	1320	781	261	813	510	303
%V	*14.7%*	*15.4%*	*19.6%*	*15.8%*	*13.9%*	*18.0%*	*10.0%*
%H		*98.3%*	*58.2%*	*19.4%*	*60.5%*	*38.0%*	*22.6%*
Don't know	296	251	155	33	119	57	61
%V	*3.2%*	*2.9%*	*3.9%*	*2.0%*	*2.0%*	*2.0%*	*2.0%*
%H		*84.8%*	*52.4%*	*11.1%*	*40.2%*	*19.3%*	*20.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV London

Set level data

Table 1.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9141	8551	3991	1655	5867	2834	3034
%H		*93.5%*	*43.7%*	*18.1%*	*64.2%*	*31.0%*	*33.2%*
Main living room	4790	4347	1877	801	2789	1077	1712
%V	*52.4%*	*50.8%*	*47.0%*	*48.4%*	*47.5%*	*38.0%*	*56.4%*
%H		*90.8%*	*39.2%*	*16.7%*	*58.2%*	*22.5%*	*35.7%*
Kitchen	561	538	247	98	415	214	201
%V	*6.1%*	*6.3%*	*6.2%*	*5.9%*	*7.1%*	*7.6%*	*6.6%*
%H		*95.9%*	*44.0%*	*17.5%*	*74.0%*	*38.1%*	*35.8%*
Adult's bedroom	2597	2508	1250	529	1803	1023	780
%V	*28.4%*	*29.3%*	*31.3%*	*32.0%*	*30.7%*	*36.1%*	*25.7%*
%H		*96.6%*	*48.1%*	*20.4%*	*69.4%*	*39.4%*	*30.0%*
Child's bedroom	431	427	243	109	323	233	89
%V	*4.7%*	*5.0%*	*6.1%*	*6.6%*	*5.5%*	*8.2%*	*2.9%*
%H		*99.1%*	*56.4%*	*25.3%*	*74.9%*	*54.1%*	*20.6%*
Other bedroom	192	185	92	27	141	74	67
%V	*2.1%*	*2.2%*	*2.3%*	*1.6%*	*2.4%*	*2.6%*	*2.2%*
%H		*96.4%*	*47.9%*	*14.1%*	*73.4%*	*38.5%*	*34.9%*
Second living/dining room	381	363	174	64	272	138	134
%V	*4.2%*	*4.2%*	*4.4%*	*3.9%*	*4.6%*	*4.9%*	*4.4%*
%H		*95.3%*	*45.7%*	*16.8%*	*71.4%*	*36.2%*	*35.2%*
Study/office	97	95	51	13	68	37	31
%V	*1.1%*	*1.1%*	*1.3%*	*0.8%*	*1.2%*	*1.3%*	*1.0%*
%H		*97.9%*	*52.6%*	*13.4%*	*70.1%*	*38.1%*	*32.0%*
TV room	46	45	33	6	26	19	7
%V	*0.5%*	*0.5%*	*0.8%*	*0.4%*	*0.4%*	*0.7%*	*0.2%*
%H		*97.8%*	*71.7%*	*13.0%*	*56.5%*	*41.3%*	*15.2%*
No specific location	12	12	6	3	9	5	4
%V	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*
%H		*100.0%*	*50.0%*	*25.0%*	*75.0%*	*41.7%*	*33.3%*
Other	33	32	19	5	22	13	9
%V	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*	*0.5%*	*0.3%*
%H		*97.0%*	*57.6%*	*15.2%*	*66.7%*	*39.4%*	*27.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 1.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9141	8551	3991	1655	5867	2834	3034
%H		*93.5%*	*43.7%*	*18.1%*	*64.2%*	*31.0%*	*33.2%*
PVR	2573	2570	1729	456	1420	985	434
%V	*28.1%*	*30.1%*	*43.3%*	*27.6%*	*24.2%*	*34.8%*	*14.3%*
%H		*99.9%*	*67.2%*	*17.7%*	*55.2%*	*38.3%*	*16.9%*
DVDR	937	901	401	149	625	263	362
%V	*10.3%*	*10.5%*	*10.0%*	*9.0%*	*10.7%*	*9.3%*	*11.9%*
%H		*96.2%*	*42.8%*	*15.9%*	*66.7%*	*28.1%*	*38.6%*
VCR	1281	1164	428	188	852	295	557
%V	*14.0%*	*13.6%*	*10.7%*	*11.4%*	*14.5%*	*10.4%*	*18.4%*
%H		*90.9%*	*33.4%*	*14.7%*	*66.5%*	*23.0%*	*43.5%*
Any recorder	3910	3766	2070	655	2350	1252	1098
%V	*42.8%*	*44.0%*	*51.9%*	*39.6%*	*40.1%*	*44.2%*	*36.2%*
%H		*96.3%*	*52.9%*	*16.8%*	*60.1%*	*32.0%*	*28.1%*

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

Set level data

Table 1.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9141	8551	3991	1655	5867	2834	3034
%H		*93.5%*	*43.7%*	*18.1%*	*64.2%*	*31.0%*	*33.2%*
Receives HDTV (via STB or built-in reception)	1672	1672	916	501	967	670	297
%V	*18.3%*	*19.6%*	*23.0%*	*30.3%*	*16.5%*	*23.6%*	*9.8%*
%H		*100.0%*	*54.8%*	*30.0%*	*57.8%*	*40.1%*	*17.8%*
DVD/Blu-ray player or recorder	5381	5158	2422	1027	3492	1699	1793
%V	*58.9%*	*60.3%*	*60.7%*	*62.1%*	*59.5%*	*60.0%*	*59.1%*
%H		*95.9%*	*45.0%*	*19.1%*	*64.9%*	*31.6%*	*33.3%*

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

DATA PERIOD: ANNUAL
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ITV London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4850	4387	1884	803	2818	1077	1742
%H		*90.5%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
Under 20"	303	200	38	26	153	15	137
%V	*6.2%*	*4.6%*	*2.0%*	*3.2%*	*5.4%*	*1.4%*	*7.9%*
%H		*66.0%*	*12.5%*	*8.6%*	*50.5%*	*5.0%*	*45.2%*
20" - 29"	1372	1145	332	205	779	165	614
%V	*28.3%*	*26.1%*	*17.6%*	*25.5%*	*27.6%*	*15.3%*	*35.2%*
%H		*83.5%*	*24.2%*	*14.9%*	*56.8%*	*12.0%*	*44.8%*
30" - 39"	1830	1754	756	333	1122	442	681
%V	*37.7%*	*40.0%*	*40.1%*	*41.5%*	*39.8%*	*41.0%*	*39.1%*
%H		*95.8%*	*41.3%*	*18.2%*	*61.3%*	*24.2%*	*37.2%*
40" and over	1179	1157	679	223	711	435	276
%V	*24.3%*	*26.4%*	*36.0%*	*27.8%*	*25.2%*	*40.4%*	*15.8%*
%H		*98.1%*	*57.6%*	*18.9%*	*60.3%*	*36.9%*	*23.4%*
Don't know	167	131	80	17	54	20	34
%V	*3.4%*	*3.0%*	*4.2%*	*2.1%*	*1.9%*	*1.9%*	*2.0%*
%H		*78.4%*	*47.9%*	*10.2%*	*32.3%*	*12.0%*	*20.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV London

Set level data

Table 1.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4850	4387	1884	803	2818	1077	1742
%H		*90.5%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
PVR	1969	1965	1262	356	1086	710	376
%V	*40.6%*	*44.8%*	*67.0%*	*44.3%*	*38.5%*	*65.9%*	*21.6%*
%H		*99.8%*	*64.1%*	*18.1%*	*55.2%*	*36.1%*	*19.1%*
DVDR	730	697	295	114	476	181	295
%V	*15.1%*	*15.9%*	*15.7%*	*14.2%*	*16.9%*	*16.8%*	*16.9%*
%H		*95.5%*	*40.4%*	*15.6%*	*65.2%*	*24.8%*	*40.4%*
VCR	928	825	285	121	595	173	422
%V	*19.1%*	*18.8%*	*15.1%*	*15.1%*	*21.1%*	*16.1%*	*24.2%*
%H		*88.9%*	*30.7%*	*13.0%*	*64.1%*	*18.6%*	*45.5%*
Any recorder	2882	2754	1445	476	1698	833	865
%V	*59.4%*	*62.8%*	*76.7%*	*59.3%*	*60.3%*	*77.3%*	*49.7%*
%H		*95.6%*	*50.1%*	*16.5%*	*58.9%*	*28.9%*	*30.0%*

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

Set level data

Table 1.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4850	4387	1884	803	2818	1077	1742
%H		*90.5%*	*38.8%*	*16.6%*	*58.1%*	*22.2%*	*35.9%*
Receives HDTV (via STB or built-in reception)	1287	1287	691	387	728	494	234
%V	*26.5%*	*29.3%*	*36.7%*	*48.2%*	*25.8%*	*45.9%*	*13.4%*
%H		*100.0%*	*53.7%*	*30.1%*	*56.6%*	*38.4%*	*18.2%*
DVD/Blu-ray player or recorder	3650	3450	1517	650	2232	910	1322
%V	*75.3%*	*78.6%*	*80.5%*	*80.9%*	*79.2%*	*84.5%*	*75.9%*
%H		*94.5%*	*41.6%*	*17.8%*	*61.2%*	*24.9%*	*36.2%*

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

DATA PERIOD: ANNUAL
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ITV London

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4291	4164	2107	852	3049	1757	1292
%H		*97.0%*	*49.1%*	*19.9%*	*71.1%*	*40.9%*	*30.1%*
Under 20"	2119	2043	916	411	1529	781	748
%V	*49.4%*	*49.1%*	*43.5%*	*48.2%*	*50.1%*	*44.5%*	*57.9%*
%H		*96.4%*	*43.2%*	*19.4%*	*72.2%*	*36.9%*	*35.3%*
20" - 29"	1279	1246	660	250	937	573	364
%V	*29.8%*	*29.9%*	*31.3%*	*29.3%*	*30.7%*	*32.6%*	*28.2%*
%H		*97.4%*	*51.6%*	*19.5%*	*73.3%*	*44.8%*	*28.5%*
30" - 39"	599	592	354	136	415	291	125
%V	*14.0%*	*14.2%*	*16.8%*	*16.0%*	*13.6%*	*16.6%*	*9.7%*
%H		*98.8%*	*59.1%*	*22.7%*	*69.3%*	*48.6%*	*20.9%*
40" and over	164	163	102	38	102	75	27
%V	*3.8%*	*3.9%*	*4.8%*	*4.5%*	*3.3%*	*4.3%*	*2.1%*
%H		*99.4%*	*62.2%*	*23.2%*	*62.2%*	*45.7%*	*16.5%*
Don't know	130	119	74	16	65	37	28
%V	*3.0%*	*2.9%*	*3.5%*	*1.9%*	*2.1%*	*2.1%*	*2.2%*
%H		*91.5%*	*56.9%*	*12.3%*	*50.0%*	*28.5%*	*21.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV London

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4291	4164	2107	852	3049	1757	1292
%H		*97.0%*	*49.1%*	*19.9%*	*71.1%*	*40.9%*	*30.1%*
PVR	605	605	467	100	334	275	59
%V	*14.1%*	*14.5%*	*22.2%*	*11.7%*	*11.0%*	*15.7%*	*4.6%*
%H		*100.0%*	*77.2%*	*16.5%*	*55.2%*	*45.5%*	*9.8%*
DVDR	207	204	106	35	149	83	67
%V	*4.8%*	*4.9%*	*5.0%*	*4.1%*	*4.9%*	*4.7%*	*5.2%*
%H		*98.6%*	*51.2%*	*16.9%*	*72.0%*	*40.1%*	*32.4%*
VCR	353	339	143	67	257	122	135
%V	*8.2%*	*8.1%*	*6.8%*	*7.9%*	*8.4%*	*6.9%*	*10.4%*
%H		*96.0%*	*40.5%*	*19.0%*	*72.8%*	*34.6%*	*38.2%*
Any recorder	1028	1012	625	179	653	420	233
%V	*24.0%*	*24.3%*	*29.7%*	*21.0%*	*21.4%*	*23.9%*	*18.0%*
%H		*98.4%*	*60.8%*	*17.4%*	*63.5%*	*40.9%*	*22.7%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4291	4164	2107	852	3049	1757	1292
%H		*97.0%*	*49.1%*	*19.9%*	*71.1%*	*40.9%*	*30.1%*
Receives HDTV (via STB or built-in reception)	385	385	225	114	239	176	63
%V	*9.0%*	*9.2%*	*10.7%*	*13.4%*	*7.8%*	*10.0%*	*4.9%*
%H		*100.0%*	*58.4%*	*29.6%*	*62.1%*	*45.7%*	*16.4%*
DVD/Blu-ray player or recorder	1731	1707	905	377	1261	790	471
%V	*40.3%*	*41.0%*	*43.0%*	*44.2%*	*41.4%*	*45.0%*	*36.5%*
%H		*98.6%*	*52.3%*	*21.8%*	*72.8%*	*45.6%*	*27.2%*

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

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ITV London

Individual level data

Table 1.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	11878	11400	10644	5260	2055	6607	3134	3473
%H		*96.0%*	*89.6%*	*44.3%*	*17.3%*	*55.6%*	*26.4%*	*29.2%*
Total Children	2318	2249	2161	1232	435	1228	688	540
%V	*19.5%*	*19.7%*	*20.3%*	*23.4%*	*21.2%*	*18.6%*	*22.0%*	*15.5%*
%H		*97.0%*	*93.2%*	*53.1%*	*18.8%*	*53.0%*	*29.7%*	*23.3%*
0 - 3	668	637	611	339	119	336	167	169
%V	*5.6%*	*5.6%*	*5.7%*	*6.4%*	*5.8%*	*5.1%*	*5.3%*	*4.9%*
%H		*95.4%*	*91.5%*	*50.7%*	*17.8%*	*50.3%*	*25.0%*	*25.3%*
4 - 15	1650	1612	1549	893	317	892	521	371
%V	*13.9%*	*14.1%*	*14.6%*	*17.0%*	*15.4%*	*13.5%*	*16.6%*	*10.7%*
%H		*97.7%*	*93.9%*	*54.1%*	*19.2%*	*54.1%*	*31.6%*	*22.5%*
4 - 9	883	862	826	477	162	455	254	202
%V	*7.4%*	*7.6%*	*7.8%*	*9.1%*	*7.9%*	*6.9%*	*8.1%*	*5.8%*
%H		*97.6%*	*93.5%*	*54.0%*	*18.3%*	*51.5%*	*28.8%*	*22.9%*
10 - 15	766	750	723	416	155	437	267	170
%V	*6.4%*	*6.6%*	*6.8%*	*7.9%*	*7.5%*	*6.6%*	*8.5%*	*4.9%*
%H		*97.9%*	*94.4%*	*54.3%*	*20.2%*	*57.0%*	*34.9%*	*22.2%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV London

Individual level data

Table 1.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	11878	11400	10644	5260	2055	6607	3134	3473
%H		*96.0%*	*89.6%*	*44.3%*	*17.3%*	*55.6%*	*26.4%*	*29.2%*
Total Adults (16+)	9560	9151	8484	4028	1620	5379	2445	2934
%V	*80.5%*	*80.3%*	*79.7%*	*76.6%*	*78.8%*	*81.4%*	*78.0%*	*84.5%*
%H		*95.7%*	*88.7%*	*42.1%*	*16.9%*	*56.3%*	*25.6%*	*30.7%*
16 - 19	535	523	500	284	108	319	204	116
%V	*4.5%*	*4.6%*	*4.7%*	*5.4%*	*5.3%*	*4.8%*	*6.5%*	*3.3%*
%H		*97.8%*	*93.5%*	*53.1%*	*20.2%*	*59.6%*	*38.1%*	*21.7%*
20 - 24	773	701	661	325	131	423	212	211
%V	*6.5%*	*6.1%*	*6.2%*	*6.2%*	*6.4%*	*6.4%*	*6.8%*	*6.1%*
%H		*90.7%*	*85.5%*	*42.0%*	*16.9%*	*54.7%*	*27.4%*	*27.3%*
25 - 34	2035	1858	1748	898	353	971	452	519
%V	*17.1%*	*16.3%*	*16.4%*	*17.1%*	*17.2%*	*14.7%*	*14.4%*	*14.9%*
%H		*91.3%*	*85.9%*	*44.1%*	*17.3%*	*47.7%*	*22.2%*	*25.5%*
35 - 44	1884	1823	1721	880	366	1013	510	503
%V	*15.9%*	*16.0%*	*16.2%*	*16.7%*	*17.8%*	*15.3%*	*16.3%*	*14.5%*
%H		*96.8%*	*91.3%*	*46.7%*	*19.4%*	*53.8%*	*27.1%*	*26.7%*
45 - 54	1623	1579	1493	742	308	962	499	463
%V	*13.7%*	*13.9%*	*14.0%*	*14.1%*	*15.0%*	*14.6%*	*15.9%*	*13.3%*
%H		*97.3%*	*92.0%*	*45.7%*	*19.0%*	*59.3%*	*30.7%*	*28.5%*
55 - 64	1165	1142	1070	480	193	731	325	406
%V	*9.8%*	*10.0%*	*10.1%*	*9.1%*	*9.4%*	*11.1%*	*10.4%*	*11.7%*
%H		*98.0%*	*91.8%*	*41.2%*	*16.6%*	*62.7%*	*27.9%*	*34.8%*
65+	1545	1525	1292	420	160	959	243	716
%V	*13.0%*	*13.4%*	*12.1%*	*8.0%*	*7.8%*	*14.5%*	*7.8%*	*20.6%*
%H		*98.7%*	*83.6%*	*27.2%*	*10.4%*	*62.1%*	*15.7%*	*46.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV London

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	9560	9151	8484	4028	1620	5379	2445	2934
%H		*95.7%*	*88.7%*	*42.1%*	*16.9%*	*56.3%*	*25.6%*	*30.7%*
AB	2899	2814	2685	1263	511	1741	797	945
%V	*30.3%*	*30.8%*	*31.6%*	*31.4%*	*31.5%*	*32.4%*	*32.6%*	*32.2%*
%H		*97.1%*	*92.6%*	*43.6%*	*17.6%*	*60.1%*	*27.5%*	*32.6%*
C1	2993	2846	2657	1246	555	1701	811	890
%V	*31.3%*	*31.1%*	*31.3%*	*30.9%*	*34.3%*	*31.6%*	*33.2%*	*30.3%*
%H		*95.1%*	*88.8%*	*41.6%*	*18.5%*	*56.8%*	*27.1%*	*29.7%*
C2	1562	1512	1426	742	276	908	483	425
%V	*16.3%*	*16.5%*	*16.8%*	*18.4%*	*17.0%*	*16.9%*	*19.8%*	*14.5%*
%H		*96.8%*	*91.3%*	*47.5%*	*17.7%*	*58.1%*	*30.9%*	*27.2%*
D	1276	1205	1080	525	187	634	257	377
%V	*13.3%*	*13.2%*	*12.7%*	*13.0%*	*11.5%*	*11.8%*	*10.5%*	*12.8%*
%H		*94.4%*	*84.6%*	*41.1%*	*14.7%*	*49.7%*	*20.1%*	*29.5%*
E	831	774	637	252	92	395	98	297
%V	*8.7%*	*8.5%*	*7.5%*	*6.3%*	*5.7%*	*7.3%*	*4.0%*	*10.1%*
%H		*93.1%*	*76.7%*	*30.3%*	*11.1%*	*47.5%*	*11.8%*	*35.7%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV London

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	9560	9151	8484	4028	1620	5379	2445	2934
%H		*95.7%*	*88.7%*	*42.1%*	*16.9%*	*56.3%*	*25.6%*	*30.7%*
Working full time	4682	4488	4272	2115	909	2633	1333	1301
%V	*49.0%*	*49.0%*	*50.4%*	*52.5%*	*56.1%*	*48.9%*	*54.5%*	*44.3%*
%H		*95.9%*	*91.2%*	*45.2%*	*19.4%*	*56.2%*	*28.5%*	*27.8%*
Working part time	931	900	852	412	167	549	266	283
%V	*9.7%*	*9.8%*	*10.0%*	*10.2%*	*10.3%*	*10.2%*	*10.9%*	*9.6%*
%H		*96.7%*	*91.5%*	*44.3%*	*17.9%*	*59.0%*	*28.6%*	*30.4%*
Not working	3948	3764	3359	1501	544	2196	847	1349
%V	*41.3%*	*41.1%*	*39.6%*	*37.3%*	*33.6%*	*40.8%*	*34.6%*	*46.0%*
%H		*95.3%*	*85.1%*	*38.0%*	*13.8%*	*55.6%*	*21.5%*	*34.2%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV London

Individual level data

Table 1.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	4686	4445	4133	2005	802	2587	1215	1372
%H		*94.9%*	*88.2%*	*42.8%*	*17.1%*	*55.2%*	*25.9%*	*29.3%*
16 - 19	287	281	266	155	56	172	112	60
%V	*6.1%*	*6.3%*	*6.4%*	*7.7%*	*7.0%*	*6.6%*	*9.2%*	*4.4%*
%H		*97.9%*	*92.7%*	*54.0%*	*19.5%*	*59.9%*	*39.0%*	*20.9%*
20 - 24	372	332	317	164	64	199	106	92
%V	*7.9%*	*7.5%*	*7.7%*	*8.2%*	*8.0%*	*7.7%*	*8.7%*	*6.7%*
%H		*89.2%*	*85.2%*	*44.1%*	*17.2%*	*53.5%*	*28.5%*	*24.7%*
25 - 34	1006	904	848	431	172	475	221	254
%V	*21.5%*	*20.3%*	*20.5%*	*21.5%*	*21.4%*	*18.4%*	*18.2%*	*18.5%*
%H		*89.9%*	*84.3%*	*42.8%*	*17.1%*	*47.2%*	*22.0%*	*25.2%*
35 - 44	967	926	869	434	194	504	249	254
%V	*20.6%*	*20.8%*	*21.0%*	*21.6%*	*24.2%*	*19.5%*	*20.5%*	*18.5%*
%H		*95.8%*	*89.9%*	*44.9%*	*20.1%*	*52.1%*	*25.7%*	*26.3%*
45 - 54	802	774	729	365	147	467	239	228
%V	*17.1%*	*17.4%*	*17.6%*	*18.2%*	*18.3%*	*18.1%*	*19.7%*	*16.6%*
%H		*96.5%*	*90.9%*	*45.5%*	*18.3%*	*58.2%*	*29.8%*	*28.4%*
55 - 64	567	556	515	237	97	344	158	185
%V	*12.1%*	*12.5%*	*12.5%*	*11.8%*	*12.1%*	*13.3%*	*13.0%*	*13.5%*
%H		*98.1%*	*90.8%*	*41.8%*	*17.1%*	*60.7%*	*27.9%*	*32.6%*
65+	685	672	588	219	72	426	128	298
%V	*14.6%*	*15.1%*	*14.2%*	*10.9%*	*9.0%*	*16.5%*	*10.5%*	*21.7%*
%H		*98.1%*	*85.8%*	*32.0%*	*10.5%*	*62.2%*	*18.7%*	*43.5%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV London

Individual level data

Table 1.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	4686	4445	4133	2005	802	2587	1215	1372
%H		*94.9%*	*88.2%*	*42.8%*	*17.1%*	*55.2%*	*25.9%*	*29.3%*
AB	1456	1408	1345	640	257	864	399	465
%V	*31.1%*	*31.7%*	*32.5%*	*31.9%*	*32.0%*	*33.4%*	*32.8%*	*33.9%*
%H		*96.7%*	*92.4%*	*44.0%*	*17.7%*	*59.3%*	*27.4%*	*31.9%*
C1	1398	1317	1234	607	264	770	391	378
%V	*29.8%*	*29.6%*	*29.9%*	*30.3%*	*32.9%*	*29.8%*	*32.2%*	*27.6%*
%H		*94.2%*	*88.3%*	*43.4%*	*18.9%*	*55.1%*	*28.0%*	*27.0%*
C2	862	829	777	400	151	495	260	235
%V	*18.4%*	*18.7%*	*18.8%*	*20.0%*	*18.8%*	*19.1%*	*21.4%*	*17.1%*
%H		*96.2%*	*90.1%*	*46.4%*	*17.5%*	*57.4%*	*30.2%*	*27.3%*
D	641	597	531	264	91	307	127	179
%V	*13.7%*	*13.4%*	*12.8%*	*13.2%*	*11.3%*	*11.9%*	*10.5%*	*13.0%*
%H		*93.1%*	*82.8%*	*41.2%*	*14.2%*	*47.9%*	*19.8%*	*27.9%*
E	329	295	247	94	39	152	36	115
%V	*7.0%*	*6.6%*	*6.0%*	*4.7%*	*4.9%*	*5.9%*	*3.0%*	*8.4%*
%H		*89.7%*	*75.1%*	*28.6%*	*11.9%*	*46.2%*	*10.9%*	*35.0%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV London

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	4686	4445	4133	2005	802	2587	1215	1372
%H		*94.9%*	*88.2%*	*42.8%*	*17.1%*	*55.2%*	*25.9%*	*29.3%*
Working full time	2899	2769	2633	1331	558	1603	825	778
%V	*61.9%*	*62.3%*	*63.7%*	*66.4%*	*69.6%*	*62.0%*	*67.9%*	*56.7%*
%H		*95.5%*	*90.8%*	*45.9%*	*19.2%*	*55.3%*	*28.5%*	*26.8%*
Working part time	216	201	183	84	32	115	47	68
%V	*4.6%*	*4.5%*	*4.4%*	*4.2%*	*4.0%*	*4.4%*	*3.9%*	*5.0%*
%H		*93.1%*	*84.7%*	*38.9%*	*14.8%*	*53.2%*	*21.8%*	*31.5%*
Not working	1572	1475	1317	590	212	870	343	527
%V	*33.5%*	*33.2%*	*31.9%*	*29.4%*	*26.4%*	*33.6%*	*28.2%*	*38.4%*
%H		*93.8%*	*83.8%*	*37.5%*	*13.5%*	*55.3%*	*21.8%*	*33.5%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV London

Individual level data

Table 1.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	4874	4706	4351	2023	818	2792	1231	1561
%H		*96.6%*	*89.3%*	*41.5%*	*16.8%*	*57.3%*	*25.3%*	*32.0%*
16 - 19	248	242	234	129	52	147	91	56
%V	*5.1%*	*5.1%*	*5.4%*	*6.4%*	*6.4%*	*5.3%*	*7.4%*	*3.6%*
%H		*97.6%*	*94.4%*	*52.0%*	*21.0%*	*59.3%*	*36.7%*	*22.6%*
20 - 24	401	369	344	161	67	225	106	119
%V	*8.2%*	*7.8%*	*7.9%*	*8.0%*	*8.2%*	*8.1%*	*8.6%*	*7.6%*
%H		*92.0%*	*85.8%*	*40.1%*	*16.7%*	*56.1%*	*26.4%*	*29.7%*
25 - 34	1029	954	900	466	181	496	232	264
%V	*21.1%*	*20.3%*	*20.7%*	*23.0%*	*22.1%*	*17.8%*	*18.8%*	*16.9%*
%H		*92.7%*	*87.5%*	*45.3%*	*17.6%*	*48.2%*	*22.5%*	*25.7%*
35 - 44	916	897	851	445	172	509	261	248
%V	*18.8%*	*19.1%*	*19.6%*	*22.0%*	*21.0%*	*18.2%*	*21.2%*	*15.9%*
%H		*97.9%*	*92.9%*	*48.6%*	*18.8%*	*55.6%*	*28.5%*	*27.1%*
45 - 54	821	805	764	378	161	494	260	235
%V	*16.8%*	*17.1%*	*17.6%*	*18.7%*	*19.7%*	*17.7%*	*21.1%*	*15.1%*
%H		*98.1%*	*93.1%*	*46.0%*	*19.6%*	*60.2%*	*31.7%*	*28.6%*
55 - 64	597	586	554	243	96	388	167	221
%V	*12.2%*	*12.5%*	*12.7%*	*12.0%*	*11.7%*	*13.9%*	*13.6%*	*14.2%*
%H		*98.2%*	*92.8%*	*40.7%*	*16.1%*	*65.0%*	*28.0%*	*37.0%*
65+	861	853	704	202	88	533	115	418
%V	*17.7%*	*18.1%*	*16.2%*	*10.0%*	*10.8%*	*19.1%*	*9.3%*	*26.8%*
%H		*99.1%*	*81.8%*	*23.5%*	*10.2%*	*61.9%*	*13.4%*	*48.5%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV London

Individual level data

Table 1.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	4874	4706	4351	2023	818	2792	1231	1561
%H		*96.6%*	*89.3%*	*41.5%*	*16.8%*	*57.3%*	*25.3%*	*32.0%*
AB	1443	1406	1340	623	253	877	397	480
%V	*29.6%*	*29.9%*	*30.8%*	*30.8%*	*30.9%*	*31.4%*	*32.3%*	*30.7%*
%H		*97.4%*	*92.9%*	*43.2%*	*17.5%*	*60.8%*	*27.5%*	*33.3%*
C1	1595	1529	1423	639	291	932	420	512
%V	*32.7%*	*32.5%*	*32.7%*	*31.6%*	*35.6%*	*33.4%*	*34.1%*	*32.8%*
%H		*95.9%*	*89.2%*	*40.1%*	*18.2%*	*58.4%*	*26.3%*	*32.1%*
C2	700	683	649	342	125	413	223	190
%V	*14.4%*	*14.5%*	*14.9%*	*16.9%*	*15.3%*	*14.8%*	*18.1%*	*12.2%*
%H		*97.6%*	*92.7%*	*48.9%*	*17.9%*	*59.0%*	*31.9%*	*27.1%*
D	634	609	549	261	96	327	129	198
%V	*13.0%*	*12.9%*	*12.6%*	*12.9%*	*11.7%*	*11.7%*	*10.5%*	*12.7%*
%H		*96.1%*	*86.6%*	*41.2%*	*15.1%*	*51.6%*	*20.3%*	*31.2%*
E	501	479	390	158	53	243	62	181
%V	*10.3%*	*10.2%*	*9.0%*	*7.8%*	*6.5%*	*8.7%*	*5.0%*	*11.6%*
%H		*95.6%*	*77.8%*	*31.5%*	*10.6%*	*48.5%*	*12.4%*	*36.1%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV London

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	4874	4706	4351	2023	818	2792	1231	1561
%H		*96.6%*	*89.3%*	*41.5%*	*16.8%*	*57.3%*	*25.3%*	*32.0%*
Working full time	1783	1719	1639	784	351	1031	508	523
%V	*36.6%*	*36.5%*	*37.7%*	*38.8%*	*42.9%*	*36.9%*	*41.3%*	*33.5%*
%H		*96.4%*	*91.9%*	*44.0%*	*19.7%*	*57.8%*	*28.5%*	*29.3%*
Working part time	715	699	670	328	135	435	219	216
%V	*14.7%*	*14.9%*	*15.4%*	*16.2%*	*16.5%*	*15.6%*	*17.8%*	*13.8%*
%H		*97.8%*	*93.7%*	*45.9%*	*18.9%*	*60.8%*	*30.6%*	*30.2%*
Not working	2376	2288	2042	911	332	1327	504	822
%V	*48.7%*	*48.6%*	*46.9%*	*45.0%*	*40.6%*	*47.5%*	*40.9%*	*52.7%*
%H		*96.3%*	*85.9%*	*38.3%*	*14.0%*	*55.9%*	*21.2%*	*34.6%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 2.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3943	3811	3544	1403	668	2571	1058	1512
%H (All HH)		*96.7%*	*89.9%*	*35.6%*	*16.9%*	*65.2%*	*26.8%*	*38.3%*
%H (TV HH)			*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
AB	857	841	800	355	124	578	250	328
%V	*21.7%*	*22.1%*	*22.6%*	*25.3%*	*18.6%*	*22.5%*	*23.6%*	*21.7%*
%H (All HH)		*98.1%*	*93.3%*	*41.4%*	*14.5%*	*67.4%*	*29.2%*	*38.3%*
%H (TV HH)			*95.1%*	*42.2%*	*14.7%*	*68.7%*	*29.7%*	*39.0%*
C1	1086	1034	968	402	188	692	303	389
%V	*27.5%*	*27.1%*	*27.3%*	*28.7%*	*28.1%*	*26.9%*	*28.6%*	*25.7%*
%H (All HH)		*95.2%*	*89.1%*	*37.0%*	*17.3%*	*63.7%*	*27.9%*	*35.8%*
%H (TV HH)			*93.6%*	*38.9%*	*18.2%*	*66.9%*	*29.3%*	*37.6%*
C2	816	798	764	310	162	556	255	301
%V	*20.7%*	*20.9%*	*21.6%*	*22.1%*	*24.3%*	*21.6%*	*24.1%*	*19.9%*
%H (All HH)		*97.8%*	*93.6%*	*38.0%*	*19.9%*	*68.1%*	*31.3%*	*36.9%*
%H (TV HH)			*95.7%*	*38.8%*	*20.3%*	*69.7%*	*32.0%*	*37.7%*
D	685	663	611	229	120	451	181	270
%V	*17.4%*	*17.4%*	*17.2%*	*16.3%*	*18.0%*	*17.5%*	*17.1%*	*17.9%*
%H (All HH)		*96.8%*	*89.2%*	*33.4%*	*17.5%*	*65.8%*	*26.4%*	*39.4%*
%H (TV HH)			*92.2%*	*34.5%*	*18.1%*	*68.0%*	*27.3%*	*40.7%*
E	498	475	401	107	74	293	70	223
%V	*12.6%*	*12.5%*	*11.3%*	*7.6%*	*11.1%*	*11.4%*	*6.6%*	*14.7%*
%H (All HH)		*95.4%*	*80.5%*	*21.5%*	*14.9%*	*58.8%*	*14.1%*	*44.8%*
%H (TV HH)			*84.4%*	*22.5%*	*15.6%*	*61.7%*	*14.7%*	*46.9%*

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
April 2010 - March 2011

ITV Midlands

Household level data

Table 2.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3943	3811	3544	1403	668	2571	1058	1512
%H (All HH)		*96.7%*	*89.9%*	*35.6%*	*16.9%*	*65.2%*	*26.8%*	*38.3%*
%H (TV HH)			*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
Under 25	210	184	166	59	41	111	40	70
%V	*5.3%*	*4.8%*	*4.7%*	*4.2%*	*6.1%*	*4.3%*	*3.8%*	*4.6%*
%H (All HH)		*87.6%*	*79.0%*	*28.1%*	*19.5%*	*52.9%*	*19.0%*	*33.3%*
%H (TV HH)			*90.2%*	*32.1%*	*22.3%*	*60.3%*	*21.7%*	*38.0%*
25 - 34	584	548	529	256	124	337	182	155
%V	*14.8%*	*14.4%*	*14.9%*	*18.2%*	*18.6%*	*13.1%*	*17.2%*	*10.3%*
%H (All HH)		*93.8%*	*90.6%*	*43.8%*	*21.2%*	*57.7%*	*31.2%*	*26.5%*
%H (TV HH)			*96.5%*	*46.7%*	*22.6%*	*61.5%*	*33.2%*	*28.3%*
35 - 44	724	698	677	350	144	447	254	193
%V	*18.4%*	*18.3%*	*19.1%*	*24.9%*	*21.6%*	*17.4%*	*24.0%*	*12.8%*
%H (All HH)		*96.4%*	*93.5%*	*48.3%*	*19.9%*	*61.7%*	*35.1%*	*26.7%*
%H (TV HH)			*97.0%*	*50.1%*	*20.6%*	*64.0%*	*36.4%*	*27.7%*
45 - 54	765	751	718	318	151	525	269	257
%V	*19.4%*	*19.7%*	*20.3%*	*22.7%*	*22.6%*	*20.4%*	*25.4%*	*17.0%*
%H (All HH)		*98.2%*	*93.9%*	*41.6%*	*19.7%*	*68.6%*	*35.2%*	*33.6%*
%H (TV HH)			*95.6%*	*42.3%*	*20.1%*	*69.9%*	*35.8%*	*34.2%*
55 - 64	650	637	602	223	109	443	166	277
%V	*16.5%*	*16.7%*	*17.0%*	*15.9%*	*16.3%*	*17.2%*	*15.7%*	*18.3%*
%H (All HH)		*98.0%*	*92.6%*	*34.3%*	*16.8%*	*68.2%*	*25.5%*	*42.6%*
%H (TV HH)			*94.5%*	*35.0%*	*17.1%*	*69.5%*	*26.1%*	*43.5%*
65 +	1010	994	852	196	99	707	147	560
%V	*25.6%*	*26.1%*	*24.0%*	*14.0%*	*14.8%*	*27.5%*	*13.9%*	*37.0%*
%H (All HH)		*98.4%*	*84.4%*	*19.4%*	*9.8%*	*70.0%*	*14.6%*	*55.4%*
%H (TV HH)			*85.7%*	*19.7%*	*10.0%*	*71.1%*	*14.8%*	*56.3%*

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
April 2010 - March 2011

ITV Midlands

Household level data

Table 2.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3943	3811	3544	1403	668	2571	1058	1512
%H (All HH)		*96.7%*	*89.9%*	*35.6%*	*16.9%*	*65.2%*	*26.8%*	*38.3%*
%H (TV HH)			*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
1	1263	1192	1020	251	163	779	168	611
%V	*32.0%*	*31.3%*	*28.8%*	*17.9%*	*24.4%*	*30.3%*	*15.9%*	*40.4%*
%H (All HH)		*94.4%*	*80.8%*	*19.9%*	*12.9%*	*61.7%*	*13.3%*	*48.4%*
%H (TV HH)			*85.6%*	*21.1%*	*13.7%*	*65.4%*	*14.1%*	*51.3%*
2	1323	1295	1232	477	211	903	348	555
%V	*33.6%*	*34.0%*	*34.8%*	*34.0%*	*31.6%*	*35.1%*	*32.9%*	*36.7%*
%H (All HH)		*97.9%*	*93.1%*	*36.1%*	*15.9%*	*68.3%*	*26.3%*	*42.0%*
%H (TV HH)			*95.1%*	*36.8%*	*16.3%*	*69.7%*	*26.9%*	*42.9%*
3	603	587	573	291	122	388	218	170
%V	*15.3%*	*15.4%*	*16.2%*	*20.7%*	*18.3%*	*15.1%*	*20.6%*	*11.2%*
%H (All HH)		*97.3%*	*95.0%*	*48.3%*	*20.2%*	*64.3%*	*36.2%*	*28.2%*
%H (TV HH)			*97.6%*	*49.6%*	*20.8%*	*66.1%*	*37.1%*	*29.0%*
4	511	500	489	253	111	352	220	132
%V	*13.0%*	*13.1%*	*13.8%*	*18.0%*	*16.6%*	*13.7%*	*20.8%*	*8.7%*
%H (All HH)		*97.8%*	*95.7%*	*49.5%*	*21.7%*	*68.9%*	*43.1%*	*25.8%*
%H (TV HH)			*97.8%*	*50.6%*	*22.2%*	*70.4%*	*44.0%*	*26.4%*
5+	243	236	231	132	61	150	104	45
%V	*6.2%*	*6.2%*	*6.5%*	*9.4%*	*9.1%*	*5.8%*	*9.8%*	*3.0%*
%H (All HH)		*97.1%*	*95.1%*	*54.3%*	*25.1%*	*61.7%*	*42.8%*	*18.5%*
%H (TV HH)			*97.9%*	*55.9%*	*25.8%*	*63.6%*	*44.1%*	*19.1%*
Average HH size	2.31	2.32	2.38	2.73	2.59	2.32	2.80	1.99

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
April 2010 - March 2011

ITV Midlands

Household level data

Table 2.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3943	3811	3544	1403	668	2571	1058	1512
%H (All HH)		*96.7%*	*89.9%*	*35.6%*	*16.9%*	*65.2%*	*26.8%*	*38.3%*
%H (TV HH)			*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
Without	2926	2819	2579	891	456	1922	666	1255
%V	*74.2%*	*74.0%*	*72.8%*	*63.5%*	*68.3%*	*74.8%*	*62.9%*	*83.0%*
%H (All HH)		*96.3%*	*88.1%*	*30.5%*	*15.6%*	*65.7%*	*22.8%*	*42.9%*
%H (TV HH)			*91.5%*	*31.6%*	*16.2%*	*68.2%*	*23.6%*	*44.5%*
With	1017	992	965	512	213	649	392	257
%V	*25.8%*	*26.0%*	*27.2%*	*36.5%*	*31.9%*	*25.2%*	*37.1%*	*17.0%*
%H (All HH)		*97.5%*	*94.9%*	*50.3%*	*20.9%*	*63.8%*	*38.5%*	*25.3%*
%H (TV HH)			*97.3%*	*51.6%*	*21.5%*	*65.4%*	*39.5%*	*25.9%*
0 - 3	381	370	356	193	77	226	131	95
%V	*9.7%*	*9.7%*	*10.0%*	*13.8%*	*11.5%*	*8.8%*	*12.4%*	*6.3%*
%H (All HH)		*97.1%*	*93.4%*	*50.7%*	*20.2%*	*59.3%*	*34.4%*	*24.9%*
%H (TV HH)			*96.2%*	*52.2%*	*20.8%*	*61.1%*	*35.4%*	*25.7%*
4 - 9	489	478	466	243	112	316	196	119
%V	*12.4%*	*12.5%*	*13.1%*	*17.3%*	*16.8%*	*12.3%*	*18.5%*	*7.9%*
%H (All HH)		*97.8%*	*95.3%*	*49.7%*	*22.9%*	*64.6%*	*40.1%*	*24.3%*
%H (TV HH)			*97.5%*	*50.8%*	*23.4%*	*66.1%*	*41.0%*	*24.9%*
10 - 15	495	485	477	257	111	333	214	118
%V	*12.6%*	*12.7%*	*13.5%*	*18.3%*	*16.6%*	*13.0%*	*20.2%*	*7.8%*
%H (All HH)		*98.0%*	*96.4%*	*51.9%*	*22.4%*	*67.3%*	*43.2%*	*23.8%*
%H (TV HH)			*98.4%*	*53.0%*	*22.9%*	*68.7%*	*44.1%*	*24.3%*

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Household level data

Table 2.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3943	3811	3544	1403	668	2571	1058	1512
%H (All HH)		*96.7%*	*89.9%*	*35.6%*	*16.9%*	*65.2%*	*26.8%*	*38.3%*
%H (TV HH)			*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
1	1535	1535	1341	446	229	858	189	669
%V	*38.9%*	*40.3%*	*37.8%*	*31.8%*	*34.3%*	*33.4%*	*17.9%*	*44.2%*
%H (All HH)		*100.0%*	*87.4%*	*29.1%*	*14.9%*	*55.9%*	*12.3%*	*43.6%*
%H (TV HH)			*87.4%*	*29.1%*	*14.9%*	*55.9%*	*12.3%*	*43.6%*
2	1291	1291	1233	485	230	920	383	537
%V	*32.7%*	*33.9%*	*34.8%*	*34.6%*	*34.4%*	*35.8%*	*36.2%*	*35.5%*
%H (All HH)		*100.0%*	*95.5%*	*37.6%*	*17.8%*	*71.3%*	*29.7%*	*41.6%*
%H (TV HH)			*95.5%*	*37.6%*	*17.8%*	*71.3%*	*29.7%*	*41.6%*
3	616	616	604	281	123	488	279	209
%V	*15.6%*	*16.2%*	*17.0%*	*20.0%*	*18.4%*	*19.0%*	*26.4%*	*13.8%*
%H (All HH)		*100.0%*	*98.1%*	*45.6%*	*20.0%*	*79.2%*	*45.3%*	*33.9%*
%H (TV HH)			*98.1%*	*45.6%*	*20.0%*	*79.2%*	*45.3%*	*33.9%*
4	249	249	247	131	54	199	132	67
%V	*6.3%*	*6.5%*	*7.0%*	*9.3%*	*8.1%*	*7.7%*	*12.5%*	*4.4%*
%H (All HH)		*100.0%*	*99.2%*	*52.6%*	*21.7%*	*79.9%*	*53.0%*	*26.9%*
%H (TV HH)			*99.2%*	*52.6%*	*21.7%*	*79.9%*	*53.0%*	*26.9%*
5+	121	121	119	60	32	105	75	30
%V	*3.1%*	*3.2%*	*3.4%*	*4.3%*	*4.8%*	*4.1%*	*7.1%*	*2.0%*
%H (All HH)		*100.0%*	*98.3%*	*49.6%*	*26.4%*	*86.8%*	*62.0%*	*24.8%*
%H (TV HH)			*98.3%*	*49.6%*	*26.4%*	*86.8%*	*62.0%*	*24.8%*

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV Midlands

Household level data

Table 2.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3943	3811	3544	1403	668	2571	1058	1512
%H (All HH)		*96.7%*	*89.9%*	*35.6%*	*16.9%*	*65.2%*	*26.8%*	*38.3%*
%H (TV HH)			*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
Under 20"	1518	1518	1433	567	271	1135	524	611
%V	*38.5%*	*39.8%*	*40.4%*	*40.4%*	*40.6%*	*44.1%*	*49.5%*	*40.4%*
%H (All HH)		*100.0%*	*94.4%*	*37.4%*	*17.9%*	*74.8%*	*34.5%*	*40.3%*
%H (TV HH)			*94.4%*	*37.4%*	*17.9%*	*74.8%*	*34.5%*	*40.3%*
20" - 29"	1912	1912	1736	606	328	1327	505	822
%V	*48.5%*	*50.2%*	*49.0%*	*43.2%*	*49.1%*	*51.6%*	*47.7%*	*54.4%*
%H (All HH)		*100.0%*	*90.8%*	*31.7%*	*17.2%*	*69.4%*	*26.4%*	*43.0%*
%H (TV HH)			*90.8%*	*31.7%*	*17.2%*	*69.4%*	*26.4%*	*43.0%*
30" - 39"	1801	1801	1752	781	327	1281	614	666
%V	*45.7%*	*47.3%*	*49.4%*	*55.7%*	*49.0%*	*49.8%*	*58.0%*	*44.0%*
%H (All HH)		*100.0%*	*97.3%*	*43.4%*	*18.2%*	*71.1%*	*34.1%*	*37.0%*
%H (TV HH)			*97.3%*	*43.4%*	*18.2%*	*71.1%*	*34.1%*	*37.0%*
40" and over	917	917	909	504	212	633	421	212
%V	*23.3%*	*24.1%*	*25.6%*	*35.9%*	*31.7%*	*24.6%*	*39.8%*	*14.0%*
%H (All HH)		*100.0%*	*99.1%*	*55.0%*	*23.1%*	*69.0%*	*45.9%*	*23.1%*
%H (TV HH)			*99.1%*	*55.0%*	*23.1%*	*69.0%*	*45.9%*	*23.1%*

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
April 2010 - March 2011

ITV Midlands

Household level data

Table 2.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3943	3811	3544	1403	668	2571	1058	1512
%H (All HH)		*96.7%*	*89.9%*	*35.6%*	*16.9%*	*65.2%*	*26.8%*	*38.3%*
%H (TV HH)			*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
Main living room	3776	3776	3514	1389	667	2552	1054	1498
%V	*95.8%*	*99.1%*	*99.2%*	*99.0%*	*99.9%*	*99.3%*	*99.6%*	*99.1%*
%H (All HH)		*100.0%*	*93.1%*	*36.8%*	*17.7%*	*67.6%*	*27.9%*	*39.7%*
%H (TV HH)			*93.1%*	*36.8%*	*17.7%*	*67.6%*	*27.9%*	*39.7%*
Kitchen	495	495	480	215	84	393	205	188
%V	*12.6%*	*13.0%*	*13.5%*	*15.3%*	*12.6%*	*15.3%*	*19.4%*	*12.4%*
%H (All HH)		*100.0%*	*97.0%*	*43.4%*	*17.0%*	*79.4%*	*41.4%*	*38.0%*
%H (TV HH)			*97.0%*	*43.4%*	*17.0%*	*79.4%*	*41.4%*	*38.0%*
Adult's bedroom	1692	1692	1644	733	336	1269	664	605
%V	*42.9%*	*44.4%*	*46.4%*	*52.2%*	*50.3%*	*49.4%*	*62.8%*	*40.0%*
%H (All HH)		*100.0%*	*97.2%*	*43.3%*	*19.9%*	*75.0%*	*39.2%*	*35.8%*
%H (TV HH)			*97.2%*	*43.3%*	*19.9%*	*75.0%*	*39.2%*	*35.8%*
Child's bedroom	359	359	355	178	98	288	203	85
%V	*9.1%*	*9.4%*	*10.0%*	*12.7%*	*14.7%*	*11.2%*	*19.2%*	*5.6%*
%H (All HH)		*100.0%*	*98.9%*	*49.6%*	*27.3%*	*80.2%*	*56.5%*	*23.7%*
%H (TV HH)			*98.9%*	*49.6%*	*27.3%*	*80.2%*	*56.5%*	*23.7%*
Other bedroom	159	159	155	71	30	126	69	57
%V	*4.0%*	*4.2%*	*4.4%*	*5.1%*	*4.5%*	*4.9%*	*6.5%*	*3.8%*
%H (All HH)		*100.0%*	*97.5%*	*44.7%*	*18.9%*	*79.2%*	*43.4%*	*35.8%*
%H (TV HH)			*97.5%*	*44.7%*	*18.9%*	*79.2%*	*43.4%*	*35.8%*
Second living/dining room	440	440	426	192	80	341	181	160
%V	*11.2%*	*11.5%*	*12.0%*	*13.7%*	*12.0%*	*13.3%*	*17.1%*	*10.6%*
%H (All HH)		*100.0%*	*96.8%*	*43.6%*	*18.2%*	*77.5%*	*41.1%*	*36.4%*
%H (TV HH)			*96.8%*	*43.6%*	*18.2%*	*77.5%*	*41.1%*	*36.4%*
Study/office	84	84	84	44	15	62	35	27
%V	*2.1%*	*2.2%*	*2.4%*	*3.1%*	*2.2%*	*2.4%*	*3.3%*	*1.8%*
%H (All HH)		*100.0%*	*100.0%*	*52.4%*	*17.9%*	*73.8%*	*41.7%*	*32.1%*
%H (TV HH)			*100.0%*	*52.4%*	*17.9%*	*73.8%*	*41.7%*	*32.1%*
TV room	31	31	30	13	7	26	16	10
%V	*0.8%*	*0.8%*	*0.8%*	*0.9%*	*1.0%*	*1.0%*	*1.5%*	*0.7%*
%H (All HH)		*100.0%*	*96.8%*	*41.9%*	*22.6%*	*83.9%*	*51.6%*	*32.3%*
%H (TV HH)			*96.8%*	*41.9%*	*22.6%*	*83.9%*	*51.6%*	*32.3%*
No specific location	9	9	8	4	2	7	3	4
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*
%H (All HH)		*100.0%*	*88.9%*	*44.4%*	*22.2%*	*77.8%*	*33.3%*	*44.4%*
%H (TV HH)			*88.9%*	*44.4%*	*22.2%*	*77.8%*	*33.3%*	*44.4%*
Other	30	30	30	14	8	26	17	9
%V	*0.8%*	*0.8%*	*0.8%*	*1.0%*	*1.2%*	*1.0%*	*1.6%*	*0.6%*
%H (All HH)		*100.0%*	*100.0%*	*46.7%*	*26.7%*	*86.7%*	*56.7%*	*30.0%*
%H (TV HH)			*100.0%*	*46.7%*	*26.7%*	*86.7%*	*56.7%*	*30.0%*

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV Midlands

Household level data

Table 2.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3943	3811	3544	1403	668	2571	1058	1512
%H (All HH)		*96.7%*	*89.9%*	*35.6%*	*16.9%*	*65.2%*	*26.8%*	*38.3%*
%H (TV HH)			*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
PVR	1561	1561	1560	985	286	1028	708	320
%V	*39.6%*	*41.0%*	*44.0%*	*70.2%*	*42.8%*	*40.0%*	*66.9%*	*21.2%*
%H (All HH)		*100.0%*	*99.9%*	*63.1%*	*18.3%*	*65.9%*	*45.4%*	*20.5%*
%H (TV HH)			*99.9%*	*63.1%*	*18.3%*	*65.9%*	*45.4%*	*20.5%*
DVDR	681	681	658	274	137	496	237	258
%V	*17.3%*	*17.9%*	*18.6%*	*19.5%*	*20.5%*	*19.3%*	*22.4%*	*17.1%*
%H (All HH)		*100.0%*	*96.6%*	*40.2%*	*20.1%*	*72.8%*	*34.8%*	*37.9%*
%H (TV HH)			*96.6%*	*40.2%*	*20.1%*	*72.8%*	*34.8%*	*37.9%*
VCR	985	985	897	300	169	679	239	440
%V	*25.0%*	*25.8%*	*25.3%*	*21.4%*	*25.3%*	*26.4%*	*22.6%*	*29.1%*
%H (All HH)		*100.0%*	*91.1%*	*30.5%*	*17.2%*	*68.9%*	*24.3%*	*44.7%*
%H (TV HH)			*91.1%*	*30.5%*	*17.2%*	*68.9%*	*24.3%*	*44.7%*
Any recorder	2439	2439	2340	1156	429	1645	854	790
%V	*61.9%*	*64.0%*	*66.0%*	*82.4%*	*64.2%*	*64.0%*	*80.7%*	*52.2%*
%H (All HH)		*100.0%*	*95.9%*	*47.4%*	*17.6%*	*67.4%*	*35.0%*	*32.4%*
%H (TV HH)			*95.9%*	*47.4%*	*17.6%*	*67.4%*	*35.0%*	*32.4%*

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Household level data

Table 2.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3943	3811	3544	1403	668	2571	1058	1512
%H (All HH)		*96.7%*	*89.9%*	*35.6%*	*16.9%*	*65.2%*	*26.8%*	*38.3%*
%H (TV HH)			*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
Receives HDTV (via STB or built-in reception)	1043	1043	1043	590	304	697	524	173
%V	*26.5%*	*27.4%*	*29.4%*	*42.1%*	*45.5%*	*27.1%*	*49.5%*	*11.4%*
%H (All HH)		*100.0%*	*100.0%*	*56.6%*	*29.1%*	*66.8%*	*50.2%*	*16.6%*
%H (TV HH)			*100.0%*	*56.6%*	*29.1%*	*66.8%*	*50.2%*	*16.6%*
DVD/Blu-ray player or recorder	2882	2882	2759	1156	532	1992	884	1108
%V	*73.1%*	*75.6%*	*77.8%*	*82.4%*	*79.6%*	*77.5%*	*83.6%*	*73.3%*
%H (All HH)		*100.0%*	*95.7%*	*40.1%*	*18.5%*	*69.1%*	*30.7%*	*38.4%*
%H (TV HH)			*95.7%*	*40.1%*	*18.5%*	*69.1%*	*30.7%*	*38.4%*

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Household level data

Table 2.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3943	3811	3544	1403	668	2571	1058	1512
%H (All HH)		*96.7%*	*89.9%*	*35.6%*	*16.9%*	*65.2%*	*26.8%*	*38.3%*
%H (TV HH)			*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
Has PC or Laptop	2847	2770	2672	1208	559	1876	935	941
%V	*72.2%*	*72.7%*	*75.4%*	*86.1%*	*83.7%*	*73.0%*	*88.4%*	*62.2%*
%H (All HH)		*97.3%*	*93.9%*	*42.4%*	*19.6%*	*65.9%*	*32.8%*	*33.1%*
%H (TV HH)			*96.5%*	*43.6%*	*20.2%*	*67.7%*	*33.8%*	*34.0%*
Has broadband internet	2540	2462	2391	1104	523	1661	862	799
%V	*64.4%*	*64.6%*	*67.5%*	*78.7%*	*78.3%*	*64.6%*	*81.5%*	*52.8%*
%H (All HH)		*96.9%*	*94.1%*	*43.5%*	*20.6%*	*65.4%*	*33.9%*	*31.5%*
%H (TV HH)			*97.1%*	*44.8%*	*21.2%*	*67.5%*	*35.0%*	*32.5%*

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
April 2010 - March 2011

ITV Midlands

Set level data

Table 2.11: Screen Size

	TV HH	Platforms available in Household: Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	7606	7248	3112	1446	5524	2728	2796
%H		*95.3%*	*40.9%*	*19.0%*	*72.6%*	*35.9%*	*36.8%*
Under 20"	2119	2014	817	406	1612	796	816
%V	*27.9%*	*27.8%*	*26.3%*	*28.1%*	*29.2%*	*29.2%*	*29.2%*
%H		*95.0%*	*38.6%*	*19.2%*	*76.1%*	*37.6%*	*38.5%*
20" - 29"	2399	2209	809	423	1721	716	1006
%V	*31.5%*	*30.5%*	*26.0%*	*29.3%*	*31.2%*	*26.2%*	*36.0%*
%H		*92.1%*	*33.7%*	*17.6%*	*71.7%*	*29.8%*	*41.9%*
30" - 39"	2037	1987	911	381	1457	733	724
%V	*26.8%*	*27.4%*	*29.3%*	*26.3%*	*26.4%*	*26.9%*	*25.9%*
%H		*97.5%*	*44.7%*	*18.7%*	*71.5%*	*36.0%*	*35.5%*
40" and over	991	982	551	226	687	460	227
%V	*13.0%*	*13.5%*	*17.7%*	*15.6%*	*12.4%*	*16.9%*	*8.1%*
%H		*99.1%*	*55.6%*	*22.8%*	*69.3%*	*46.4%*	*22.9%*
Don't know	61	57	24	10	47	24	23
%V	*0.8%*	*0.8%*	*0.8%*	*0.7%*	*0.9%*	*0.9%*	*0.8%*
%H		*93.4%*	*39.3%*	*16.4%*	*77.0%*	*39.3%*	*37.7%*

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 2.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	7606	7248	3112	1446	5524	2728	2796
%H		*95.3%*	*40.9%*	*19.0%*	*72.6%*	*35.9%*	*36.8%*
Main living room	3811	3545	1404	674	2577	1069	1508
%V	*50.1%*	*48.9%*	*45.1%*	*46.6%*	*46.7%*	*39.2%*	*53.9%*
%H		*93.0%*	*36.8%*	*17.7%*	*67.6%*	*28.1%*	*39.6%*
Kitchen	497	482	216	84	395	207	188
%V	*6.5%*	*6.7%*	*6.9%*	*5.8%*	*7.2%*	*7.6%*	*6.7%*
%H		*97.0%*	*43.5%*	*16.9%*	*79.5%*	*41.6%*	*37.8%*
Adult's bedroom	2040	1988	901	408	1551	835	716
%V	*26.8%*	*27.4%*	*29.0%*	*28.2%*	*28.1%*	*30.6%*	*25.6%*
%H		*97.5%*	*44.2%*	*20.0%*	*76.0%*	*40.9%*	*35.1%*
Child's bedroom	468	463	237	129	380	275	105
%V	*6.2%*	*6.4%*	*7.6%*	*8.9%*	*6.9%*	*10.1%*	*3.8%*
%H		*98.9%*	*50.6%*	*27.6%*	*81.2%*	*58.8%*	*22.4%*
Other bedroom	188	182	84	37	151	86	64
%V	*2.5%*	*2.5%*	*2.7%*	*2.6%*	*2.7%*	*3.2%*	*2.3%*
%H		*96.8%*	*44.7%*	*19.7%*	*80.3%*	*45.7%*	*34.0%*
Second living/dining room	447	433	194	81	347	184	164
%V	*5.9%*	*6.0%*	*6.2%*	*5.6%*	*6.3%*	*6.7%*	*5.9%*
%H		*96.9%*	*43.4%*	*18.1%*	*77.6%*	*41.2%*	*36.7%*
Study/office	86	85	44	16	62	35	27
%V	*1.1%*	*1.2%*	*1.4%*	*1.1%*	*1.1%*	*1.3%*	*1.0%*
%H		*98.8%*	*51.2%*	*18.6%*	*72.1%*	*40.7%*	*31.4%*
TV room	31	31	13	7	27	16	10
%V	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.5%*	*0.6%*	*0.4%*
%H		*100.0%*	*41.9%*	*22.6%*	*87.1%*	*51.6%*	*32.3%*
No specific location	9	8	4	2	7	3	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*88.9%*	*44.4%*	*22.2%*	*77.8%*	*33.3%*	*44.4%*
Other	31	31	15	8	27	18	9
%V	*0.4%*	*0.4%*	*0.5%*	*0.6%*	*0.5%*	*0.7%*	*0.3%*
%H		*100.0%*	*48.4%*	*25.8%*	*87.1%*	*58.1%*	*29.0%*

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 2.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	7606	7248	3112	1446	5524	2728	2796
%H		*95.3%*	*40.9%*	*19.0%*	*72.6%*	*35.9%*	*36.8%*
PVR	1913	1912	1269	333	1253	902	351
%V	*25.2%*	*26.4%*	*40.8%*	*23.0%*	*22.7%*	*33.1%*	*12.6%*
%H		*99.9%*	*66.3%*	*17.4%*	*65.5%*	*47.2%*	*18.3%*
DVDR	811	785	330	178	598	304	294
%V	*10.7%*	*10.8%*	*10.6%*	*12.3%*	*10.8%*	*11.1%*	*10.5%*
%H		*96.8%*	*40.7%*	*21.9%*	*73.7%*	*37.5%*	*36.3%*
VCR	1145	1051	357	206	795	293	502
%V	*15.1%*	*14.5%*	*11.5%*	*14.2%*	*14.4%*	*10.7%*	*18.0%*
%H		*91.8%*	*31.2%*	*18.0%*	*69.4%*	*25.6%*	*43.8%*
Any recorder	3192	3082	1609	582	2177	1229	948
%V	*42.0%*	*42.5%*	*51.7%*	*40.2%*	*39.4%*	*45.1%*	*33.9%*
%H		*96.6%*	*50.4%*	*18.2%*	*68.2%*	*38.5%*	*29.7%*

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

Set level data

Table 2.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	7606	7248	3112	1446	5524	2728	2796
%H		*95.3%*	*40.9%*	*19.0%*	*72.6%*	*35.9%*	*36.8%*
Receives HDTV (via STB or built-in reception)	1286	1286	734	376	879	669	210
%V	*16.9%*	*17.7%*	*23.6%*	*26.0%*	*15.9%*	*24.5%*	*7.5%*
%H		*100.0%*	*57.1%*	*29.2%*	*68.4%*	*52.0%*	*16.3%*
DVD/Blu-ray player or recorder	4190	4056	1796	829	3041	1544	1498
%V	*55.1%*	*56.0%*	*57.7%*	*57.3%*	*55.1%*	*56.6%*	*53.6%*
%H		*96.8%*	*42.9%*	*19.8%*	*72.6%*	*36.8%*	*35.8%*

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

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3808	3542	1402	668	2569	1058	1511
%H		*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
Under 20"	146	106	16	13	88	12	76
%V	*3.8%*	*3.0%*	*1.1%*	*1.9%*	*3.4%*	*1.1%*	*5.0%*
%H		*72.6%*	*11.0%*	*8.9%*	*60.3%*	*8.2%*	*52.1%*
20" - 29"	1225	1059	266	183	786	174	612
%V	*32.2%*	*29.9%*	*19.0%*	*27.4%*	*30.6%*	*16.4%*	*40.5%*
%H		*86.4%*	*21.7%*	*14.9%*	*64.2%*	*14.2%*	*50.0%*
30" - 39"	1532	1484	623	268	1074	463	611
%V	*40.2%*	*41.9%*	*44.4%*	*40.1%*	*41.8%*	*43.8%*	*40.4%*
%H		*96.9%*	*40.7%*	*17.5%*	*70.1%*	*30.2%*	*39.9%*
40" and over	882	874	489	202	607	405	202
%V	*23.2%*	*24.7%*	*34.9%*	*30.2%*	*23.6%*	*38.3%*	*13.4%*
%H		*99.1%*	*55.4%*	*22.9%*	*68.8%*	*45.9%*	*22.9%*
Don't know	23	19	8	2	14	5	10
%V	*0.6%*	*0.5%*	*0.6%*	*0.3%*	*0.5%*	*0.5%*	*0.7%*
%H		*82.6%*	*34.8%*	*8.7%*	*60.9%*	*21.7%*	*43.5%*

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 2.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3808	3542	1402	668	2569	1058	1511
%H		*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
PVR	1509	1508	963	272	985	683	302
%V	*39.6%*	*42.6%*	*68.7%*	*40.7%*	*38.3%*	*64.6%*	*20.0%*
%H		*99.9%*	*63.8%*	*18.0%*	*65.3%*	*45.3%*	*20.0%*
DVDR	586	564	230	115	421	192	229
%V	*15.4%*	*15.9%*	*16.4%*	*17.2%*	*16.4%*	*18.1%*	*15.2%*
%H		*96.2%*	*39.2%*	*19.6%*	*71.8%*	*32.8%*	*39.1%*
VCR	825	741	234	131	557	173	385
%V	*21.7%*	*20.9%*	*16.7%*	*19.6%*	*21.7%*	*16.4%*	*25.5%*
%H		*89.8%*	*28.4%*	*15.9%*	*67.5%*	*21.0%*	*46.7%*
Any recorder	2336	2239	1132	406	1555	820	736
%V	*61.3%*	*63.2%*	*80.7%*	*60.8%*	*60.5%*	*77.5%*	*48.7%*
%H		*95.8%*	*48.5%*	*17.4%*	*66.6%*	*35.1%*	*31.5%*

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

Set level data

Table 2.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3808	3542	1402	668	2569	1058	1511
%H		*93.0%*	*36.8%*	*17.5%*	*67.5%*	*27.8%*	*39.7%*
Receives HDTV (via STB or built-in reception)	996	996	567	289	659	497	163
%V	*26.2%*	*28.1%*	*40.4%*	*43.3%*	*25.7%*	*47.0%*	*10.8%*
%H		*100.0%*	*56.9%*	*29.0%*	*66.2%*	*49.9%*	*16.4%*
DVD/Blu-ray player or recorder	2723	2607	1089	498	1869	816	1053
%V	*71.5%*	*73.6%*	*77.7%*	*74.6%*	*72.8%*	*77.1%*	*69.7%*
%H		*95.7%*	*40.0%*	*18.3%*	*68.6%*	*30.0%*	*38.7%*

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

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ITV Midlands

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3798	3706	1710	778	2954	1670	1285
%H		*97.6%*	*45.0%*	*20.5%*	*77.8%*	*44.0%*	*33.8%*
Under 20"	1973	1908	801	393	1524	784	740
%V	*51.9%*	*51.5%*	*46.8%*	*50.5%*	*51.6%*	*46.9%*	*57.6%*
%H		*96.7%*	*40.6%*	*19.9%*	*77.2%*	*39.7%*	*37.5%*
20" - 29"	1174	1151	543	239	935	542	394
%V	*30.9%*	*31.1%*	*31.8%*	*30.7%*	*31.7%*	*32.5%*	*30.7%*
%H		*98.0%*	*46.3%*	*20.4%*	*79.6%*	*46.2%*	*33.6%*
30" - 39"	505	502	288	113	383	270	113
%V	*13.3%*	*13.5%*	*16.8%*	*14.5%*	*13.0%*	*16.2%*	*8.8%*
%H		*99.4%*	*57.0%*	*22.4%*	*75.8%*	*53.5%*	*22.4%*
40" and over	109	108	62	24	80	55	25
%V	*2.9%*	*2.9%*	*3.6%*	*3.1%*	*2.7%*	*3.3%*	*1.9%*
%H		*99.1%*	*56.9%*	*22.0%*	*73.4%*	*50.5%*	*22.9%*
Don't know	38	37	16	8	32	19	13
%V	*1.0%*	*1.0%*	*0.9%*	*1.0%*	*1.1%*	*1.1%*	*1.0%*
%H		*97.4%*	*42.1%*	*21.1%*	*84.2%*	*50.0%*	*34.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3798	3706	1710	778	2954	1670	1285
%H		*97.6%*	*45.0%*	*20.5%*	*77.8%*	*44.0%*	*33.8%*
PVR	404	404	306	61	268	219	49
%V	*10.6%*	*10.9%*	*17.9%*	*7.8%*	*9.1%*	*13.1%*	*3.8%*
%H		*100.0%*	*75.7%*	*15.1%*	*66.3%*	*54.2%*	*12.1%*
DVDR	225	221	100	63	177	112	65
%V	*5.9%*	*6.0%*	*5.8%*	*8.1%*	*6.0%*	*6.7%*	*5.1%*
%H		*98.2%*	*44.4%*	*28.0%*	*78.7%*	*49.8%*	*28.9%*
VCR	320	310	123	75	237	120	117
%V	*8.4%*	*8.4%*	*7.2%*	*9.6%*	*8.0%*	*7.2%*	*9.1%*
%H		*96.9%*	*38.4%*	*23.4%*	*74.1%*	*37.5%*	*36.6%*
Any recorder	856	843	477	176	621	409	212
%V	*22.5%*	*22.7%*	*27.9%*	*22.6%*	*21.0%*	*24.5%*	*16.5%*
%H		*98.5%*	*55.7%*	*20.6%*	*72.5%*	*47.8%*	*24.8%*

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

Set level data

Table 2.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3798	3706	1710	778	2954	1670	1285
%H		*97.6%*	*45.0%*	*20.5%*	*77.8%*	*44.0%*	*33.8%*
Receives HDTV (via STB or built-in reception)	290	290	167	86	220	172	47
%V	*7.6%*	*7.8%*	*9.8%*	*11.1%*	*7.4%*	*10.3%*	*3.7%*
%H		*100.0%*	*57.6%*	*29.7%*	*75.9%*	*59.3%*	*16.2%*
DVD/Blu-ray player or recorder	1467	1449	707	330	1172	727	445
%V	*38.6%*	*39.1%*	*41.3%*	*42.4%*	*39.7%*	*43.5%*	*34.6%*
%H		*98.8%*	*48.2%*	*22.5%*	*79.9%*	*49.6%*	*30.3%*

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

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Individual level data

Table 2.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	9102	8847	8429	3825	1728	5968	2966	3002
%H		*97.2%*	*92.6%*	*42.0%*	*19.0%*	*65.6%*	*32.6%*	*33.0%*
Total Children	1762	1718	1672	894	380	1121	691	430
%V	*19.4%*	*19.4%*	*19.8%*	*23.4%*	*22.0%*	*18.8%*	*23.3%*	*14.3%*
%H		*97.5%*	*94.9%*	*50.7%*	*21.6%*	*63.6%*	*39.2%*	*24.4%*
0 - 3	459	445	426	231	91	267	153	114
%V	*5.0%*	*5.0%*	*5.1%*	*6.0%*	*5.3%*	*4.5%*	*5.2%*	*3.8%*
%H		*96.9%*	*92.8%*	*50.3%*	*19.8%*	*58.2%*	*33.3%*	*24.8%*
4 - 15	1304	1274	1246	663	289	853	537	316
%V	*14.3%*	*14.4%*	*14.8%*	*17.3%*	*16.7%*	*14.3%*	*18.1%*	*10.5%*
%H		*97.7%*	*95.6%*	*50.8%*	*22.2%*	*65.4%*	*41.2%*	*24.2%*
4 - 9	658	644	626	333	144	419	259	160
%V	*7.2%*	*7.3%*	*7.4%*	*8.7%*	*8.3%*	*7.0%*	*8.7%*	*5.3%*
%H		*97.9%*	*95.1%*	*50.6%*	*21.9%*	*63.7%*	*39.4%*	*24.3%*
10 - 15	646	630	620	330	145	435	278	156
%V	*7.1%*	*7.1%*	*7.4%*	*8.6%*	*8.4%*	*7.3%*	*9.4%*	*5.2%*
%H		*97.5%*	*96.0%*	*51.1%*	*22.4%*	*67.3%*	*43.0%*	*24.1%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Individual level data

Table 2.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	9102	8847	8429	3825	1728	5968	2966	3002
%H		*97.2%*	*92.6%*	*42.0%*	*19.0%*	*65.6%*	*32.6%*	*33.0%*
Total Adults (16+)	7339	7128	6757	2930	1349	4848	2276	2572
%V	*80.6%*	*80.6%*	*80.2%*	*76.6%*	*78.1%*	*81.2%*	*76.7%*	*85.7%*
%H		*97.1%*	*92.1%*	*39.9%*	*18.4%*	*66.1%*	*31.0%*	*35.0%*
16 - 19	456	447	435	218	111	303	189	113
%V	*5.0%*	*5.1%*	*5.2%*	*5.7%*	*6.4%*	*5.1%*	*6.4%*	*3.8%*
%H		*98.0%*	*95.4%*	*47.8%*	*24.3%*	*66.4%*	*41.4%*	*24.8%*
20 - 24	602	557	529	241	127	365	191	174
%V	*6.6%*	*6.3%*	*6.3%*	*6.3%*	*7.3%*	*6.1%*	*6.4%*	*5.8%*
%H		*92.5%*	*87.9%*	*40.0%*	*21.1%*	*60.6%*	*31.7%*	*28.9%*
25 - 34	1145	1087	1053	519	257	673	378	295
%V	*12.6%*	*12.3%*	*12.5%*	*13.6%*	*14.9%*	*11.3%*	*12.7%*	*9.8%*
%H		*94.9%*	*92.0%*	*45.3%*	*22.4%*	*58.8%*	*33.0%*	*25.8%*
35 - 44	1274	1237	1203	638	255	803	475	328
%V	*14.0%*	*14.0%*	*14.3%*	*16.7%*	*14.8%*	*13.5%*	*16.0%*	*10.9%*
%H		*97.1%*	*94.4%*	*50.1%*	*20.0%*	*63.0%*	*37.3%*	*25.7%*
45 - 54	1280	1258	1211	562	249	883	469	415
%V	*14.1%*	*14.2%*	*14.4%*	*14.7%*	*14.4%*	*14.8%*	*15.8%*	*13.8%*
%H		*98.3%*	*94.6%*	*43.9%*	*19.5%*	*69.0%*	*36.6%*	*32.4%*
55 - 64	1093	1075	1025	404	195	750	311	439
%V	*12.0%*	*12.2%*	*12.2%*	*10.6%*	*11.3%*	*12.6%*	*10.5%*	*14.6%*
%H		*98.4%*	*93.8%*	*37.0%*	*17.8%*	*68.6%*	*28.5%*	*40.2%*
65+	1489	1468	1301	349	155	1071	263	808
%V	*16.4%*	*16.6%*	*15.4%*	*9.1%*	*9.0%*	*17.9%*	*8.9%*	*26.9%*
%H		*98.6%*	*87.4%*	*23.4%*	*10.4%*	*71.9%*	*17.7%*	*54.3%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	7339	7128	6757	2930	1349	4848	2276	2572
%H		*97.1%*	*92.1%*	*39.9%*	*18.4%*	*66.1%*	*31.0%*	*35.0%*
AB	1713	1681	1615	767	253	1159	544	615
%V	*23.3%*	*23.6%*	*23.9%*	*26.2%*	*18.8%*	*23.9%*	*23.9%*	*23.9%*
%H		*98.1%*	*94.3%*	*44.8%*	*14.8%*	*67.7%*	*31.8%*	*35.9%*
C1	2039	1951	1859	828	391	1317	651	666
%V	*27.8%*	*27.4%*	*27.5%*	*28.3%*	*29.0%*	*27.2%*	*28.6%*	*25.9%*
%H		*95.7%*	*91.2%*	*40.6%*	*19.2%*	*64.6%*	*31.9%*	*32.7%*
C2	1637	1606	1553	675	352	1113	564	550
%V	*22.3%*	*22.5%*	*23.0%*	*23.0%*	*26.1%*	*23.0%*	*24.8%*	*21.4%*
%H		*98.1%*	*94.9%*	*41.2%*	*21.5%*	*68.0%*	*34.5%*	*33.6%*
D	1262	1228	1156	485	245	845	400	445
%V	*17.2%*	*17.2%*	*17.1%*	*16.6%*	*18.2%*	*17.4%*	*17.6%*	*17.3%*
%H		*97.3%*	*91.6%*	*38.4%*	*19.4%*	*67.0%*	*31.7%*	*35.3%*
E	688	662	573	175	108	414	117	296
%V	*9.4%*	*9.3%*	*8.5%*	*6.0%*	*8.0%*	*8.5%*	*5.1%*	*11.5%*
%H		*96.2%*	*83.3%*	*25.4%*	*15.7%*	*60.2%*	*17.0%*	*43.0%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	7339	7128	6757	2930	1349	4848	2276	2572
%H		*97.1%*	*92.1%*	*39.9%*	*18.4%*	*66.1%*	*31.0%*	*35.0%*
Working full time	3220	3141	3041	1497	653	2115	1182	933
%V	*43.9%*	*44.1%*	*45.0%*	*51.1%*	*48.4%*	*43.6%*	*51.9%*	*36.3%*
%H		*97.5%*	*94.4%*	*46.5%*	*20.3%*	*65.7%*	*36.7%*	*29.0%*
Working part time	787	774	745	353	149	531	278	253
%V	*10.7%*	*10.9%*	*11.0%*	*12.0%*	*11.0%*	*11.0%*	*12.2%*	*9.8%*
%H		*98.3%*	*94.7%*	*44.9%*	*18.9%*	*67.5%*	*35.3%*	*32.1%*
Not working	3332	3214	2971	1080	547	2202	816	1387
%V	*45.4%*	*45.1%*	*44.0%*	*36.9%*	*40.5%*	*45.4%*	*35.9%*	*53.9%*
%H		*96.5%*	*89.2%*	*32.4%*	*16.4%*	*66.1%*	*24.5%*	*41.6%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Individual level data

Table 2.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	3601	3480	3319	1496	668	2368	1166	1202
%H		*96.6%*	*92.2%*	*41.5%*	*18.6%*	*65.8%*	*32.4%*	*33.4%*
16 - 19	235	230	226	114	58	166	109	57
%V	*6.5%*	*6.6%*	*6.8%*	*7.6%*	*8.7%*	*7.0%*	*9.3%*	*4.7%*
%H		*97.9%*	*96.2%*	*48.5%*	*24.7%*	*70.6%*	*46.4%*	*24.3%*
20 - 24	306	284	271	130	67	188	105	83
%V	*8.5%*	*8.2%*	*8.2%*	*8.7%*	*10.0%*	*7.9%*	*9.0%*	*6.9%*
%H		*92.8%*	*88.6%*	*42.5%*	*21.9%*	*61.4%*	*34.3%*	*27.1%*
25 - 34	573	535	517	252	126	333	184	149
%V	*15.9%*	*15.4%*	*15.6%*	*16.8%*	*18.9%*	*14.1%*	*15.8%*	*12.4%*
%H		*93.4%*	*90.2%*	*44.0%*	*22.0%*	*58.1%*	*32.1%*	*26.0%*
35 - 44	636	615	599	321	122	395	233	162
%V	*17.7%*	*17.7%*	*18.0%*	*21.5%*	*18.3%*	*16.7%*	*20.0%*	*13.5%*
%H		*96.7%*	*94.2%*	*50.5%*	*19.2%*	*62.1%*	*36.6%*	*25.5%*
45 - 54	624	611	585	277	118	426	228	198
%V	*17.3%*	*17.6%*	*17.6%*	*18.5%*	*17.7%*	*18.0%*	*19.6%*	*16.5%*
%H		*97.9%*	*93.8%*	*44.4%*	*18.9%*	*68.3%*	*36.5%*	*31.7%*
55 - 64	549	537	513	212	98	372	162	210
%V	*15.2%*	*15.4%*	*15.5%*	*14.2%*	*14.7%*	*15.7%*	*13.9%*	*17.5%*
%H		*97.8%*	*93.4%*	*38.6%*	*17.9%*	*67.8%*	*29.5%*	*38.3%*
65+	678	667	607	190	78	490	145	345
%V	*18.8%*	*19.2%*	*18.3%*	*12.7%*	*11.7%*	*20.7%*	*12.4%*	*28.7%*
%H		*98.4%*	*89.5%*	*28.0%*	*11.5%*	*72.3%*	*21.4%*	*50.9%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	3601	3480	3319	1496	668	2368	1166	1202
%H		*96.6%*	*92.2%*	*41.5%*	*18.6%*	*65.8%*	*32.4%*	*33.4%*
AB	857	841	812	390	129	584	283	301
%V	*23.8%*	*24.2%*	*24.5%*	*26.1%*	*19.3%*	*24.7%*	*24.3%*	*25.0%*
%H		*98.1%*	*94.7%*	*45.5%*	*15.1%*	*68.1%*	*33.0%*	*35.1%*
C1	956	905	866	410	184	605	319	285
%V	*26.5%*	*26.0%*	*26.1%*	*27.4%*	*27.5%*	*25.5%*	*27.4%*	*23.7%*
%H		*94.7%*	*90.6%*	*42.9%*	*19.2%*	*63.3%*	*33.4%*	*29.8%*
C2	897	880	850	367	191	611	305	306
%V	*24.9%*	*25.3%*	*25.6%*	*24.5%*	*28.6%*	*25.8%*	*26.2%*	*25.5%*
%H		*98.1%*	*94.8%*	*40.9%*	*21.3%*	*68.1%*	*34.0%*	*34.1%*
D	606	587	556	249	121	398	204	194
%V	*16.8%*	*16.9%*	*16.8%*	*16.6%*	*18.1%*	*16.8%*	*17.5%*	*16.1%*
%H		*96.9%*	*91.7%*	*41.1%*	*20.0%*	*65.7%*	*33.7%*	*32.0%*
E	285	267	234	79	43	170	55	116
%V	*7.9%*	*7.7%*	*7.1%*	*5.3%*	*6.4%*	*7.2%*	*4.7%*	*9.7%*
%H		*93.7%*	*82.1%*	*27.7%*	*15.1%*	*59.6%*	*19.3%*	*40.7%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	3601	3480	3319	1496	668	2368	1166	1202
%H		*96.6%*	*92.2%*	*41.5%*	*18.6%*	*65.8%*	*32.4%*	*33.4%*
Working full time	2044	1989	1923	953	405	1332	740	592
%V	*56.8%*	*57.2%*	*57.9%*	*63.7%*	*60.6%*	*56.3%*	*63.5%*	*49.3%*
%H		*97.3%*	*94.1%*	*46.6%*	*19.8%*	*65.2%*	*36.2%*	*29.0%*
Working part time	144	141	136	67	23	95	47	48
%V	*4.0%*	*4.1%*	*4.1%*	*4.5%*	*3.4%*	*4.0%*	*4.0%*	*4.0%*
%H		*97.9%*	*94.4%*	*46.5%*	*16.0%*	*66.0%*	*32.6%*	*33.3%*
Not working	1413	1350	1260	476	240	942	378	563
%V	*39.2%*	*38.8%*	*38.0%*	*31.8%*	*35.9%*	*39.8%*	*32.4%*	*46.8%*
%H		*95.5%*	*89.2%*	*33.7%*	*17.0%*	*66.7%*	*26.8%*	*39.8%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Individual level data

Table 2.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	3738	3648	3438	1435	681	2480	1110	1370
%H		*97.6%*	*92.0%*	*38.4%*	*18.2%*	*66.3%*	*29.7%*	*36.7%*
16 - 19	221	217	209	104	52	137	80	57
%V	*5.9%*	*5.9%*	*6.1%*	*7.2%*	*7.6%*	*5.5%*	*7.2%*	*4.2%*
%H		*98.2%*	*94.6%*	*47.1%*	*23.5%*	*62.0%*	*36.2%*	*25.8%*
20 - 24	296	273	259	110	60	178	86	92
%V	*7.9%*	*7.5%*	*7.5%*	*7.7%*	*8.8%*	*7.2%*	*7.7%*	*6.7%*
%H		*92.2%*	*87.5%*	*37.2%*	*20.3%*	*60.1%*	*29.1%*	*31.1%*
25 - 34	573	551	536	268	131	340	194	146
%V	*15.3%*	*15.1%*	*15.6%*	*18.7%*	*19.2%*	*13.7%*	*17.5%*	*10.7%*
%H		*96.2%*	*93.5%*	*46.8%*	*22.9%*	*59.3%*	*33.9%*	*25.5%*
35 - 44	637	622	604	316	132	408	242	166
%V	*17.0%*	*17.1%*	*17.6%*	*22.0%*	*19.4%*	*16.5%*	*21.8%*	*12.1%*
%H		*97.6%*	*94.8%*	*49.6%*	*20.7%*	*64.1%*	*38.0%*	*26.1%*
45 - 54	656	647	625	284	131	457	241	217
%V	*17.5%*	*17.7%*	*18.2%*	*19.8%*	*19.2%*	*18.4%*	*21.7%*	*15.8%*
%H		*98.6%*	*95.3%*	*43.3%*	*20.0%*	*69.7%*	*36.7%*	*33.1%*
55 - 64	545	537	512	192	97	378	149	229
%V	*14.6%*	*14.7%*	*14.9%*	*13.4%*	*14.2%*	*15.2%*	*13.4%*	*16.7%*
%H		*98.5%*	*93.9%*	*35.2%*	*17.8%*	*69.4%*	*27.3%*	*42.0%*
65+	810	801	694	159	76	581	119	463
%V	*21.7%*	*22.0%*	*20.2%*	*11.1%*	*11.2%*	*23.4%*	*10.7%*	*33.8%*
%H		*98.9%*	*85.7%*	*19.6%*	*9.4%*	*71.7%*	*14.7%*	*57.2%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Individual level data

Table 2.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	3738	3648	3438	1435	681	2480	1110	1370
%H		*97.6%*	*92.0%*	*38.4%*	*18.2%*	*66.3%*	*29.7%*	*36.7%*
AB	856	841	803	377	123	575	261	313
%V	*22.9%*	*23.1%*	*23.4%*	*26.3%*	*18.1%*	*23.2%*	*23.5%*	*22.8%*
%H		*98.2%*	*93.8%*	*44.0%*	*14.4%*	*67.2%*	*30.5%*	*36.6%*
C1	1083	1046	993	418	207	713	332	381
%V	*29.0%*	*28.7%*	*28.9%*	*29.1%*	*30.4%*	*28.8%*	*29.9%*	*27.8%*
%H		*96.6%*	*91.7%*	*38.6%*	*19.1%*	*65.8%*	*30.7%*	*35.2%*
C2	740	726	704	308	162	502	258	244
%V	*19.8%*	*19.9%*	*20.5%*	*21.5%*	*23.8%*	*20.2%*	*23.2%*	*17.8%*
%H		*98.1%*	*95.1%*	*41.6%*	*21.9%*	*67.8%*	*34.9%*	*33.0%*
D	656	640	600	236	124	447	196	251
%V	*17.5%*	*17.5%*	*17.5%*	*16.4%*	*18.2%*	*18.0%*	*17.7%*	*18.3%*
%H		*97.6%*	*91.5%*	*36.0%*	*18.9%*	*68.1%*	*29.9%*	*38.3%*
E	403	395	339	96	65	243	63	181
%V	*10.8%*	*10.8%*	*9.9%*	*6.7%*	*9.5%*	*9.8%*	*5.7%*	*13.2%*
%H		*98.0%*	*84.1%*	*23.8%*	*16.1%*	*60.3%*	*15.6%*	*44.9%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Midlands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	3738	3648	3438	1435	681	2480	1110	1370
%H		*97.6%*	*92.0%*	*38.4%*	*18.2%*	*66.3%*	*29.7%*	*36.7%*
Working full time	1176	1152	1118	544	247	783	442	341
%V	*31.5%*	*31.6%*	*32.5%*	*37.9%*	*36.3%*	*31.6%*	*39.8%*	*24.9%*
%H		*98.0%*	*95.1%*	*46.3%*	*21.0%*	*66.6%*	*37.6%*	*29.0%*
Working part time	643	633	609	286	126	436	231	205
%V	*17.2%*	*17.4%*	*17.7%*	*19.9%*	*18.5%*	*17.6%*	*20.8%*	*15.0%*
%H		*98.4%*	*94.7%*	*44.5%*	*19.6%*	*67.8%*	*35.9%*	*31.9%*
Not working	1919	1863	1711	604	307	1261	437	823
%V	*51.3%*	*51.1%*	*49.8%*	*42.1%*	*45.1%*	*50.8%*	*39.4%*	*60.1%*
%H		*97.1%*	*89.2%*	*31.5%*	*16.0%*	*65.7%*	*22.8%*	*42.9%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2972	2906	2883	1117	487	2449	1143	1306
%H (All HH)		*97.8%*	*97.0%*	*37.6%*	*16.4%*	*82.4%*	*38.5%*	*43.9%*
%H (TV HH)			*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*44.9%*
AB	571	563	561	273	95	458	255	202
%V	*19.2%*	*19.4%*	*19.5%*	*24.4%*	*19.5%*	*18.7%*	*22.3%*	*15.5%*
%H (All HH)		*98.6%*	*98.2%*	*47.8%*	*16.6%*	*80.2%*	*44.7%*	*35.4%*
%H (TV HH)			*99.6%*	*48.5%*	*16.9%*	*81.3%*	*45.3%*	*35.9%*
C1	832	810	805	325	151	672	337	335
%V	*28.0%*	*27.9%*	*27.9%*	*29.1%*	*31.0%*	*27.4%*	*29.5%*	*25.7%*
%H (All HH)		*97.4%*	*96.8%*	*39.1%*	*18.1%*	*80.8%*	*40.5%*	*40.3%*
%H (TV HH)			*99.4%*	*40.1%*	*18.6%*	*83.0%*	*41.6%*	*41.4%*
C2	585	573	570	242	104	493	262	231
%V	*19.7%*	*19.7%*	*19.8%*	*21.7%*	*21.4%*	*20.1%*	*22.9%*	*17.7%*
%H (All HH)		*97.9%*	*97.4%*	*41.4%*	*17.8%*	*84.3%*	*44.8%*	*39.5%*
%H (TV HH)			*99.5%*	*42.2%*	*18.2%*	*86.0%*	*45.7%*	*40.3%*
D	481	467	462	160	83	398	175	224
%V	*16.2%*	*16.1%*	*16.0%*	*14.3%*	*17.0%*	*16.3%*	*15.3%*	*17.2%*
%H (All HH)		*97.1%*	*96.0%*	*33.3%*	*17.3%*	*82.7%*	*36.4%*	*46.6%*
%H (TV HH)			*98.9%*	*34.3%*	*17.8%*	*85.2%*	*37.5%*	*48.0%*
E	503	493	485	118	54	428	114	314
%V	*16.9%*	*17.0%*	*16.8%*	*10.6%*	*11.1%*	*17.5%*	*10.0%*	*24.0%*
%H (All HH)		*98.0%*	*96.4%*	*23.5%*	*10.7%*	*85.1%*	*22.7%*	*62.4%*
%H (TV HH)			*98.4%*	*23.9%*	*11.0%*	*86.8%*	*23.1%*	*63.7%*

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Household level data

Table 3.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2972	2906	2883	1117	487	2449	1143	1306
%H (All HH)		*97.8%*	*97.0%*	*37.6%*	*16.4%*	*82.4%*	*38.5%*	*43.9%*
%H (TV HH)			*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*44.9%*
Under 25	159	150	149	50	27	131	58	73
%V	*5.3%*	*5.2%*	*5.2%*	*4.5%*	*5.5%*	*5.3%*	*5.1%*	*5.6%*
%H (All HH)		*94.3%*	*93.7%*	*31.4%*	*17.0%*	*82.4%*	*36.5%*	*45.9%*
%H (TV HH)			*99.3%*	*33.3%*	*18.0%*	*87.3%*	*38.7%*	*48.7%*
25 - 34	456	437	435	213	80	330	182	148
%V	*15.3%*	*15.0%*	*15.1%*	*19.1%*	*16.4%*	*13.5%*	*15.9%*	*11.3%*
%H (All HH)		*95.8%*	*95.4%*	*46.7%*	*17.5%*	*72.4%*	*39.9%*	*32.5%*
%H (TV HH)			*99.5%*	*48.7%*	*18.3%*	*75.5%*	*41.6%*	*33.9%*
35 - 44	534	520	518	244	108	430	258	172
%V	*18.0%*	*17.9%*	*18.0%*	*21.8%*	*22.2%*	*17.6%*	*22.6%*	*13.2%*
%H (All HH)		*97.4%*	*97.0%*	*45.7%*	*20.2%*	*80.5%*	*48.3%*	*32.2%*
%H (TV HH)			*99.6%*	*46.9%*	*20.8%*	*82.7%*	*49.6%*	*33.1%*
45 - 54	566	554	553	250	108	469	269	200
%V	*19.0%*	*19.1%*	*19.2%*	*22.4%*	*22.2%*	*19.2%*	*23.5%*	*15.3%*
%H (All HH)		*97.9%*	*97.7%*	*44.2%*	*19.1%*	*82.9%*	*47.5%*	*35.3%*
%H (TV HH)			*99.8%*	*45.1%*	*19.5%*	*84.7%*	*48.6%*	*36.1%*
55 - 64	498	495	492	187	90	431	210	221
%V	*16.8%*	*17.0%*	*17.1%*	*16.7%*	*18.5%*	*17.6%*	*18.4%*	*16.9%*
%H (All HH)		*99.4%*	*98.8%*	*37.6%*	*18.1%*	*86.5%*	*42.2%*	*44.4%*
%H (TV HH)			*99.4%*	*37.8%*	*18.2%*	*87.1%*	*42.4%*	*44.6%*
65 +	759	749	736	174	75	657	166	491
%V	*25.5%*	*25.8%*	*25.5%*	*15.6%*	*15.4%*	*26.8%*	*14.5%*	*37.6%*
%H (All HH)		*98.7%*	*97.0%*	*22.9%*	*9.9%*	*86.6%*	*21.9%*	*64.7%*
%H (TV HH)			*98.3%*	*23.2%*	*10.0%*	*87.7%*	*22.2%*	*65.6%*

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
April 2010 - March 2011

ITV North West

Household level data

Table 3.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2972	2906	2883	1117	487	2449	1143	1306
%H (All HH)		*97.8%*	*97.0%*	*37.6%*	*16.4%*	*82.4%*	*38.5%*	*43.9%*
%H (TV HH)			*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*44.9%*
1	1015	981	965	240	102	831	207	624
%V	*34.2%*	*33.8%*	*33.5%*	*21.5%*	*20.9%*	*33.9%*	*18.1%*	*47.8%*
%H (All HH)		*96.7%*	*95.1%*	*23.6%*	*10.0%*	*81.9%*	*20.4%*	*61.5%*
%H (TV HH)			*98.4%*	*24.5%*	*10.4%*	*84.7%*	*21.1%*	*63.6%*
2	978	964	960	386	180	802	401	401
%V	*32.9%*	*33.2%*	*33.3%*	*34.6%*	*37.0%*	*32.7%*	*35.1%*	*30.7%*
%H (All HH)		*98.6%*	*98.2%*	*39.5%*	*18.4%*	*82.0%*	*41.0%*	*41.0%*
%H (TV HH)			*99.6%*	*40.0%*	*18.7%*	*83.2%*	*41.6%*	*41.6%*
3	439	434	433	221	88	373	242	131
%V	*14.8%*	*14.9%*	*15.0%*	*19.8%*	*18.1%*	*15.2%*	*21.2%*	*10.0%*
%H (All HH)		*98.9%*	*98.6%*	*50.3%*	*20.0%*	*85.0%*	*55.1%*	*29.8%*
%H (TV HH)			*99.8%*	*50.9%*	*20.3%*	*85.9%*	*55.8%*	*30.2%*
4	368	361	361	175	81	307	196	111
%V	*12.4%*	*12.4%*	*12.5%*	*15.7%*	*16.6%*	*12.5%*	*17.1%*	*8.5%*
%H (All HH)		*98.1%*	*98.1%*	*47.6%*	*22.0%*	*83.4%*	*53.3%*	*30.2%*
%H (TV HH)			*100.0%*	*48.5%*	*22.4%*	*85.0%*	*54.3%*	*30.7%*
5+	172	166	165	95	37	136	97	39
%V	*5.8%*	*5.7%*	*5.7%*	*8.5%*	*7.6%*	*5.6%*	*8.5%*	*3.0%*
%H (All HH)		*96.5%*	*95.9%*	*55.2%*	*21.5%*	*79.1%*	*56.4%*	*22.7%*
%H (TV HH)			*99.4%*	*57.2%*	*22.3%*	*81.9%*	*58.4%*	*23.5%*
Average HH size	2.25	2.26	2.26	2.58	2.55	2.26	2.66	1.90

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Household level data

Table 3.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2972	2906	2883	1117	487	2449	1143	1306
%H (All HH)		*97.8%*	*97.0%*	*37.6%*	*16.4%*	*82.4%*	*38.5%*	*43.9%*
%H (TV HH)			*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*44.9%*
Without	2227	2172	2151	749	325	1837	746	1092
%V	*74.9%*	*74.7%*	*74.6%*	*67.1%*	*66.7%*	*75.0%*	*65.3%*	*83.6%*
%H (All HH)		*97.5%*	*96.6%*	*33.6%*	*14.6%*	*82.5%*	*33.5%*	*49.0%*
%H (TV HH)			*99.0%*	*34.5%*	*15.0%*	*84.6%*	*34.3%*	*50.3%*
With	745	734	732	368	162	611	397	214
%V	*25.1%*	*25.3%*	*25.4%*	*32.9%*	*33.3%*	*24.9%*	*34.7%*	*16.4%*
%H (All HH)		*98.5%*	*98.3%*	*49.4%*	*21.7%*	*82.0%*	*53.3%*	*28.7%*
%H (TV HH)			*99.7%*	*50.1%*	*22.1%*	*83.2%*	*54.1%*	*29.2%*
0 - 3	274	270	269	137	52	212	126	86
%V	*9.2%*	*9.3%*	*9.3%*	*12.3%*	*10.7%*	*8.7%*	*11.0%*	*6.6%*
%H (All HH)		*98.5%*	*98.2%*	*50.0%*	*19.0%*	*77.4%*	*46.0%*	*31.4%*
%H (TV HH)			*99.6%*	*50.7%*	*19.3%*	*78.5%*	*46.7%*	*31.9%*
4 - 9	366	360	359	181	78	302	198	104
%V	*12.3%*	*12.4%*	*12.5%*	*16.2%*	*16.0%*	*12.3%*	*17.3%*	*8.0%*
%H (All HH)		*98.4%*	*98.1%*	*49.5%*	*21.3%*	*82.5%*	*54.1%*	*28.4%*
%H (TV HH)			*99.7%*	*50.3%*	*21.7%*	*83.9%*	*55.0%*	*28.9%*
10 - 15	364	357	356	182	82	312	213	100
%V	*12.2%*	*12.3%*	*12.3%*	*16.3%*	*16.8%*	*12.7%*	*18.6%*	*7.7%*
%H (All HH)		*98.1%*	*97.8%*	*50.0%*	*22.5%*	*85.7%*	*58.5%*	*27.5%*
%H (TV HH)			*99.7%*	*51.0%*	*23.0%*	*87.4%*	*59.7%*	*28.0%*

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Household level data

Table 3.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2972	2906	2883	1117	487	2449	1143	1306
%H (All HH)		*97.8%*	*97.0%*	*37.6%*	*16.4%*	*82.4%*	*38.5%*	*43.9%*
%H (TV HH)			*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*44.9%*
1	1146	1146	1128	309	151	879	209	671
%V	*38.6%*	*39.4%*	*39.1%*	*27.7%*	*31.0%*	*35.9%*	*18.3%*	*51.4%*
%H (All HH)		*100.0%*	*98.4%*	*27.0%*	*13.2%*	*76.7%*	*18.2%*	*58.6%*
%H (TV HH)			*98.4%*	*27.0%*	*13.2%*	*76.7%*	*18.2%*	*58.6%*
2	1005	1005	1000	406	181	866	443	423
%V	*33.8%*	*34.6%*	*34.7%*	*36.3%*	*37.2%*	*35.4%*	*38.8%*	*32.4%*
%H (All HH)		*100.0%*	*99.5%*	*40.4%*	*18.0%*	*86.2%*	*44.1%*	*42.1%*
%H (TV HH)			*99.5%*	*40.4%*	*18.0%*	*86.2%*	*44.1%*	*42.1%*
3	446	446	446	214	94	413	270	144
%V	*15.0%*	*15.3%*	*15.5%*	*19.2%*	*19.3%*	*16.9%*	*23.6%*	*11.0%*
%H (All HH)		*100.0%*	*100.0%*	*48.0%*	*21.1%*	*92.6%*	*60.5%*	*32.3%*
%H (TV HH)			*100.0%*	*48.0%*	*21.1%*	*92.6%*	*60.5%*	*32.3%*
4	205	205	205	121	36	194	143	50
%V	*6.9%*	*7.1%*	*7.1%*	*10.8%*	*7.4%*	*7.9%*	*12.5%*	*3.8%*
%H (All HH)		*100.0%*	*100.0%*	*59.0%*	*17.6%*	*94.6%*	*69.8%*	*24.4%*
%H (TV HH)			*100.0%*	*59.0%*	*17.6%*	*94.6%*	*69.8%*	*24.4%*
5+	105	105	105	67	25	97	79	18
%V	*3.5%*	*3.6%*	*3.6%*	*6.0%*	*5.1%*	*4.0%*	*6.9%*	*1.4%*
%H (All HH)		*100.0%*	*100.0%*	*63.8%*	*23.8%*	*92.4%*	*75.2%*	*17.1%*
%H (TV HH)			*100.0%*	*63.8%*	*23.8%*	*92.4%*	*75.2%*	*17.1%*

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
April 2010 - March 2011

ITV North West

Household level data

Table 3.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2972	2906	2883	1117	487	2449	1143	1306
%H (All HH)		*97.8%*	*97.0%*	*37.6%*	*16.4%*	*82.4%*	*38.5%*	*43.9%*
%H (TV HH)			*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*44.9%*
Under 20"	1027	1027	1022	434	178	941	520	421
%V	*34.6%*	*35.3%*	*35.4%*	*38.9%*	*36.6%*	*38.4%*	*45.5%*	*32.2%*
%H (All HH)		*100.0%*	*99.5%*	*42.3%*	*17.3%*	*91.6%*	*50.6%*	*41.0%*
%H (TV HH)			*99.5%*	*42.3%*	*17.3%*	*91.6%*	*50.6%*	*41.0%*
20" - 29"	1408	1408	1392	499	224	1230	548	681
%V	*47.4%*	*48.5%*	*48.3%*	*44.7%*	*46.0%*	*50.2%*	*47.9%*	*52.1%*
%H (All HH)		*100.0%*	*98.9%*	*35.4%*	*15.9%*	*87.4%*	*38.9%*	*48.4%*
%H (TV HH)			*98.9%*	*35.4%*	*15.9%*	*87.4%*	*38.9%*	*48.4%*
30" - 39"	1512	1512	1505	638	280	1286	683	603
%V	*50.9%*	*52.0%*	*52.2%*	*57.1%*	*57.5%*	*52.5%*	*59.8%*	*46.2%*
%H (All HH)		*100.0%*	*99.5%*	*42.2%*	*18.5%*	*85.1%*	*45.2%*	*39.9%*
%H (TV HH)			*99.5%*	*42.2%*	*18.5%*	*85.1%*	*45.2%*	*39.9%*
40" and over	785	785	785	448	163	640	451	189
%V	*26.4%*	*27.0%*	*27.2%*	*40.1%*	*33.5%*	*26.1%*	*39.5%*	*14.5%*
%H (All HH)		*100.0%*	*100.0%*	*57.1%*	*20.8%*	*81.5%*	*57.5%*	*24.1%*
%H (TV HH)			*100.0%*	*57.1%*	*20.8%*	*81.5%*	*57.5%*	*24.1%*

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

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Table 3.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2972	2906	2883	1117	487	2449	1143	1306
%H (All HH)		*97.8%*	*97.0%*	*37.6%*	*16.4%*	*82.4%*	*38.5%*	*43.9%*
%H (TV HH)			*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*44.9%*
Main living room	2882	2882	2860	1109	484	2429	1137	1292
%V	*97.0%*	*99.2%*	*99.2%*	*99.3%*	*99.4%*	*99.2%*	*99.5%*	*98.9%*
%H (All HH)		*100.0%*	*99.2%*	*38.5%*	*16.8%*	*84.3%*	*39.5%*	*44.8%*
%H (TV HH)			*99.2%*	*38.5%*	*16.8%*	*84.3%*	*39.5%*	*44.8%*
Kitchen	277	277	277	145	40	248	152	96
%V	*9.3%*	*9.5%*	*9.6%*	*13.0%*	*8.2%*	*10.1%*	*13.3%*	*7.4%*
%H (All HH)		*100.0%*	*100.0%*	*52.3%*	*14.4%*	*89.5%*	*54.9%*	*34.7%*
%H (TV HH)			*100.0%*	*52.3%*	*14.4%*	*89.5%*	*54.9%*	*34.7%*
Adult's bedroom	1367	1367	1363	637	270	1221	747	474
%V	*46.0%*	*47.0%*	*47.3%*	*57.0%*	*55.4%*	*49.9%*	*65.4%*	*36.3%*
%H (All HH)		*100.0%*	*99.7%*	*46.6%*	*19.8%*	*89.3%*	*54.6%*	*34.7%*
%H (TV HH)			*99.7%*	*46.6%*	*19.8%*	*89.3%*	*54.6%*	*34.7%*
Child's bedroom	319	319	319	177	74	299	224	75
%V	*10.7%*	*11.0%*	*11.1%*	*15.8%*	*15.2%*	*12.2%*	*19.6%*	*5.7%*
%H (All HH)		*100.0%*	*100.0%*	*55.5%*	*23.2%*	*93.7%*	*70.2%*	*23.5%*
%H (TV HH)			*100.0%*	*55.5%*	*23.2%*	*93.7%*	*70.2%*	*23.5%*
Other bedroom	90	90	90	54	17	81	59	22
%V	*3.0%*	*3.1%*	*3.1%*	*4.8%*	*3.5%*	*3.3%*	*5.2%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*60.0%*	*18.9%*	*90.0%*	*65.6%*	*24.4%*
%H (TV HH)			*100.0%*	*60.0%*	*18.9%*	*90.0%*	*65.6%*	*24.4%*
Second living/dining room	401	401	400	191	77	362	222	140
%V	*13.5%*	*13.8%*	*13.9%*	*17.1%*	*15.8%*	*14.8%*	*19.4%*	*10.7%*
%H (All HH)		*100.0%*	*99.8%*	*47.6%*	*19.2%*	*90.3%*	*55.4%*	*34.9%*
%H (TV HH)			*99.8%*	*47.6%*	*19.2%*	*90.3%*	*55.4%*	*34.9%*
Study/office	50	50	50	29	7	47	31	16
%V	*1.7%*	*1.7%*	*1.7%*	*2.6%*	*1.4%*	*1.9%*	*2.7%*	*1.2%*
%H (All HH)		*100.0%*	*100.0%*	*58.0%*	*14.0%*	*94.0%*	*62.0%*	*32.0%*
%H (TV HH)			*100.0%*	*58.0%*	*14.0%*	*94.0%*	*62.0%*	*32.0%*
TV room	10	10	10	7	2	9	7	2
%V	*0.3%*	*0.3%*	*0.3%*	*0.6%*	*0.4%*	*0.4%*	*0.6%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*70.0%*	*20.0%*	*90.0%*	*70.0%*	*20.0%*
%H (TV HH)			*100.0%*	*70.0%*	*20.0%*	*90.0%*	*70.0%*	*20.0%*
No specific location	4	4	4	3	2	3	3	0
%V	*0.1%*	*0.1%*	*0.1%*	*0.3%*	*0.4%*	*0.1%*	*0.3%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*75.0%*	*50.0%*	*75.0%*	*75.0%*	*0.0%*
%H (TV HH)			*100.0%*	*75.0%*	*50.0%*	*75.0%*	*75.0%*	*0.0%*
Other	22	22	22	12	4	19	13	6
%V	*0.7%*	*0.8%*	*0.8%*	*1.1%*	*0.8%*	*0.8%*	*1.1%*	*0.5%*
%H (All HH)		*100.0%*	*100.0%*	*54.5%*	*18.2%*	*86.4%*	*59.1%*	*27.3%*
%H (TV HH)			*100.0%*	*54.5%*	*18.2%*	*86.4%*	*59.1%*	*27.3%*

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV North West

Household level data

Table 3.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2972	2906	2883	1117	487	2449	1143	1306
%H (All HH)		*97.8%*	*97.0%*	*37.6%*	*16.4%*	*82.4%*	*38.5%*	*43.9%*
%H (TV HH)			*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*44.9%*
PVR	1342	1342	1342	850	226	1067	786	282
%V	*45.2%*	*46.2%*	*46.5%*	*76.1%*	*46.4%*	*43.6%*	*68.8%*	*21.6%*
%H (All HH)		*100.0%*	*100.0%*	*63.3%*	*16.8%*	*79.5%*	*58.6%*	*21.0%*
%H (TV HH)			*100.0%*	*63.3%*	*16.8%*	*79.5%*	*58.6%*	*21.0%*
DVDR	370	370	369	166	59	299	151	148
%V	*12.4%*	*12.7%*	*12.8%*	*14.9%*	*12.1%*	*12.2%*	*13.2%*	*11.3%*
%H (All HH)		*100.0%*	*99.7%*	*44.9%*	*15.9%*	*80.8%*	*40.8%*	*40.0%*
%H (TV HH)			*99.7%*	*44.9%*	*15.9%*	*80.8%*	*40.8%*	*40.0%*
VCR	354	354	351	135	63	298	139	159
%V	*11.9%*	*12.2%*	*12.2%*	*12.1%*	*12.9%*	*12.2%*	*12.2%*	*12.2%*
%H (All HH)		*100.0%*	*99.2%*	*38.1%*	*17.8%*	*84.2%*	*39.3%*	*44.9%*
%H (TV HH)			*99.2%*	*38.1%*	*17.8%*	*84.2%*	*39.3%*	*44.9%*
Any recorder	1657	1657	1654	918	285	1343	871	472
%V	*55.8%*	*57.0%*	*57.4%*	*82.2%*	*58.5%*	*54.8%*	*76.2%*	*36.1%*
%H (All HH)		*100.0%*	*99.8%*	*55.4%*	*17.2%*	*81.1%*	*52.6%*	*28.5%*
%H (TV HH)			*99.8%*	*55.4%*	*17.2%*	*81.1%*	*52.6%*	*28.5%*

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Household level data

Table 3.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2972	2906	2883	1117	487	2449	1143	1306
%H (All HH)		*97.8%*	*97.0%*	*37.6%*	*16.4%*	*82.4%*	*38.5%*	*43.9%*
%H (TV HH)			*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*44.9%*
Receives HDTV (via STB or built-in reception)	784	784	784	429	231	629	492	136
%V	*26.4%*	*27.0%*	*27.2%*	*38.4%*	*47.4%*	*25.7%*	*43.0%*	*10.4%*
%H (All HH)		*100.0%*	*100.0%*	*54.7%*	*29.5%*	*80.2%*	*62.8%*	*17.3%*
%H (TV HH)			*100.0%*	*54.7%*	*29.5%*	*80.2%*	*62.8%*	*17.3%*
DVD/Blu-ray player or recorder	2146	2146	2139	902	367	1807	916	891
%V	*72.2%*	*73.8%*	*74.2%*	*80.8%*	*75.4%*	*73.8%*	*80.1%*	*68.2%*
%H (All HH)		*100.0%*	*99.7%*	*42.0%*	*17.1%*	*84.2%*	*42.7%*	*41.5%*
%H (TV HH)			*99.7%*	*42.0%*	*17.1%*	*84.2%*	*42.7%*	*41.5%*

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Household level data

Table 3.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2972	2906	2883	1117	487	2449	1143	1306
%H (All HH)		*97.8%*	*97.0%*	*37.6%*	*16.4%*	*82.4%*	*38.5%*	*43.9%*
%H (TV HH)			*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*44.9%*
Has PC or Laptop	2079	2047	2042	935	411	1710	990	720
%V	*70.0%*	*70.4%*	*70.8%*	*83.7%*	*84.4%*	*69.8%*	*86.6%*	*55.1%*
%H (All HH)		*98.5%*	*98.2%*	*45.0%*	*19.8%*	*82.3%*	*47.6%*	*34.6%*
%H (TV HH)			*99.8%*	*45.7%*	*20.1%*	*83.5%*	*48.4%*	*35.2%*
Has broadband internet	1868	1842	1837	861	393	1530	924	607
%V	*62.9%*	*63.4%*	*63.7%*	*77.1%*	*80.7%*	*62.5%*	*80.8%*	*46.5%*
%H (All HH)		*98.6%*	*98.3%*	*46.1%*	*21.0%*	*81.9%*	*49.5%*	*32.5%*
%H (TV HH)			*99.7%*	*46.7%*	*21.3%*	*83.1%*	*50.2%*	*33.0%*

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

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Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5871	5843	2612	1068	5140	2896	2244
%H		*99.5%*	*44.5%*	*18.2%*	*87.5%*	*49.3%*	*38.2%*
Under 20"	1423	1418	639	258	1312	770	543
%V	*24.2%*	*24.3%*	*24.5%*	*24.2%*	*25.5%*	*26.6%*	*24.2%*
%H		*99.6%*	*44.9%*	*18.1%*	*92.2%*	*54.1%*	*38.2%*
20" - 29"	1769	1753	678	283	1560	753	807
%V	*30.1%*	*30.0%*	*26.0%*	*26.5%*	*30.4%*	*26.0%*	*36.0%*
%H		*99.1%*	*38.3%*	*16.0%*	*88.2%*	*42.6%*	*45.6%*
30" - 39"	1750	1743	765	336	1502	837	665
%V	*29.8%*	*29.8%*	*29.3%*	*31.5%*	*29.2%*	*28.9%*	*29.6%*
%H		*99.6%*	*43.7%*	*19.2%*	*85.8%*	*47.8%*	*38.0%*
40" and over	881	881	513	185	721	519	202
%V	*15.0%*	*15.1%*	*19.6%*	*17.3%*	*14.0%*	*17.9%*	*9.0%*
%H		*100.0%*	*58.2%*	*21.0%*	*81.8%*	*58.9%*	*22.9%*
Don't know	48	48	17	6	45	17	28
%V	*0.8%*	*0.8%*	*0.7%*	*0.6%*	*0.9%*	*0.6%*	*1.2%*
%H		*100.0%*	*35.4%*	*12.5%*	*93.8%*	*35.4%*	*58.3%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5871	5843	2612	1068	5140	2896	2244
%H		*99.5%*	*44.5%*	*18.2%*	*87.5%*	*49.3%*	*38.2%*
Main living room	2905	2884	1120	487	2450	1147	1303
%V	*49.5%*	*49.4%*	*42.9%*	*45.6%*	*47.7%*	*39.6%*	*58.1%*
%H		*99.3%*	*38.6%*	*16.8%*	*84.3%*	*39.5%*	*44.9%*
Kitchen	277	277	146	40	248	153	96
%V	*4.7%*	*4.7%*	*5.6%*	*3.7%*	*4.8%*	*5.3%*	*4.3%*
%H		*100.0%*	*52.7%*	*14.4%*	*89.5%*	*55.2%*	*34.7%*
Adult's bedroom	1672	1668	800	331	1507	946	560
%V	*28.5%*	*28.5%*	*30.6%*	*31.0%*	*29.3%*	*32.7%*	*25.0%*
%H		*99.8%*	*47.8%*	*19.8%*	*90.1%*	*56.6%*	*33.5%*
Child's bedroom	414	413	230	99	390	296	94
%V	*7.1%*	*7.1%*	*8.8%*	*9.3%*	*7.6%*	*10.2%*	*4.2%*
%H		*99.8%*	*55.6%*	*23.9%*	*94.2%*	*71.5%*	*22.7%*
Other bedroom	102	102	64	19	93	70	23
%V	*1.7%*	*1.7%*	*2.5%*	*1.8%*	*1.8%*	*2.4%*	*1.0%*
%H		*100.0%*	*62.7%*	*18.6%*	*91.2%*	*68.6%*	*22.5%*
Second living/dining room	412	411	200	77	371	229	142
%V	*7.0%*	*7.0%*	*7.7%*	*7.2%*	*7.2%*	*7.9%*	*6.3%*
%H		*99.8%*	*48.5%*	*18.7%*	*90.0%*	*55.6%*	*34.5%*
Study/office	50	50	29	7	48	31	16
%V	*0.9%*	*0.9%*	*1.1%*	*0.7%*	*0.9%*	*1.1%*	*0.7%*
%H		*100.0%*	*58.0%*	*14.0%*	*96.0%*	*62.0%*	*32.0%*
TV room	10	10	7	2	9	7	2
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*
%H		*100.0%*	*70.0%*	*20.0%*	*90.0%*	*70.0%*	*20.0%*
No specific location	5	5	4	2	4	4	0
%V	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*	*0.0%*
%H		*100.0%*	*80.0%*	*40.0%*	*80.0%*	*80.0%*	*0.0%*
Other	23	23	13	4	19	13	7
%V	*0.4%*	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*
%H		*100.0%*	*56.5%*	*17.4%*	*82.6%*	*56.5%*	*30.4%*

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 3.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5871	5843	2612	1068	5140	2896	2244
%H		*99.5%*	*44.5%*	*18.2%*	*87.5%*	*49.3%*	*38.2%*
PVR	1748	1748	1176	283	1378	1063	315
%V	*29.8%*	*29.9%*	*45.0%*	*26.5%*	*26.8%*	*36.7%*	*14.0%*
%H		*100.0%*	*67.3%*	*16.2%*	*78.8%*	*60.8%*	*18.0%*
DVDR	431	430	197	70	350	181	169
%V	*7.3%*	*7.4%*	*7.5%*	*6.6%*	*6.8%*	*6.3%*	*7.5%*
%H		*99.8%*	*45.7%*	*16.2%*	*81.2%*	*42.0%*	*39.2%*
VCR	397	394	158	72	338	166	172
%V	*6.8%*	*6.7%*	*6.0%*	*6.7%*	*6.6%*	*5.7%*	*7.7%*
%H		*99.2%*	*39.8%*	*18.1%*	*85.1%*	*41.8%*	*43.3%*
Any recorder	2199	2196	1313	371	1775	1228	547
%V	*37.5%*	*37.6%*	*50.3%*	*34.7%*	*34.5%*	*42.4%*	*24.4%*
%H		*99.9%*	*59.7%*	*16.9%*	*80.7%*	*55.8%*	*24.9%*

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

Set level data

Table 3.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5871	5843	2612	1068	5140	2896	2244
%H		*99.5%*	*44.5%*	*18.2%*	*87.5%*	*49.3%*	*38.2%*
Receives HDTV (via STB or built-in reception)	990	990	549	295	805	638	167
%V	*16.9%*	*16.9%*	*21.0%*	*27.6%*	*15.7%*	*22.0%*	*7.4%*
%H		*100.0%*	*55.5%*	*29.8%*	*81.3%*	*64.4%*	*16.9%*
DVD/Blu-ray player or recorder	3302	3295	1516	605	2850	1635	1215
%V	*56.2%*	*56.4%*	*58.0%*	*56.6%*	*55.4%*	*56.5%*	*54.1%*
%H		*99.8%*	*45.9%*	*18.3%*	*86.3%*	*49.5%*	*36.8%*

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 3.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2905	2882	1116	487	2448	1142	1306
%H		*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*45.0%*
Under 20"	93	92	15	12	82	16	66
%V	*3.2%*	*3.2%*	*1.3%*	*2.5%*	*3.3%*	*1.4%*	*5.1%*
%H		*98.9%*	*16.1%*	*12.9%*	*88.2%*	*17.2%*	*71.0%*
20" - 29"	793	778	184	98	677	179	499
%V	*27.3%*	*27.0%*	*16.5%*	*20.1%*	*27.7%*	*15.7%*	*38.2%*
%H		*98.1%*	*23.2%*	*12.4%*	*85.4%*	*22.6%*	*62.9%*
30" - 39"	1242	1235	481	216	1052	506	546
%V	*42.8%*	*42.9%*	*43.1%*	*44.4%*	*43.0%*	*44.3%*	*41.8%*
%H		*99.4%*	*38.7%*	*17.4%*	*84.7%*	*40.7%*	*44.0%*
40" and over	760	760	433	157	620	436	184
%V	*26.2%*	*26.4%*	*38.8%*	*32.2%*	*25.3%*	*38.2%*	*14.1%*
%H		*100.0%*	*57.0%*	*20.7%*	*81.6%*	*57.4%*	*24.2%*
Don't know	18	18	4	3	16	5	11
%V	*0.6%*	*0.6%*	*0.4%*	*0.6%*	*0.7%*	*0.4%*	*0.8%*
%H		*100.0%*	*22.2%*	*16.7%*	*88.9%*	*27.8%*	*61.1%*

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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Set level data

Table 3.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2905	2882	1116	487	2448	1142	1306
%H		*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*45.0%*
PVR	1299	1298	839	214	1028	767	261
%V	*44.7%*	*45.0%*	*75.2%*	*43.9%*	*42.0%*	*67.2%*	*20.0%*
%H		*99.9%*	*64.6%*	*16.5%*	*79.1%*	*59.0%*	*20.1%*
DVDR	319	318	138	49	256	120	135
%V	*11.0%*	*11.0%*	*12.4%*	*10.1%*	*10.5%*	*10.5%*	*10.3%*
%H		*99.7%*	*43.3%*	*15.4%*	*80.3%*	*37.6%*	*42.3%*
VCR	291	288	103	49	240	100	140
%V	*10.0%*	*10.0%*	*9.2%*	*10.1%*	*9.8%*	*8.8%*	*10.7%*
%H		*99.0%*	*35.4%*	*16.8%*	*82.5%*	*34.4%*	*48.1%*
Any recorder	1590	1587	898	267	1280	840	441
%V	*54.7%*	*55.1%*	*80.5%*	*54.8%*	*52.3%*	*73.6%*	*33.8%*
%H		*99.8%*	*56.5%*	*16.8%*	*80.5%*	*52.8%*	*27.7%*

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

Set level data

Table 3.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2905	2882	1116	487	2448	1142	1306
%H		*99.2%*	*38.4%*	*16.8%*	*84.3%*	*39.3%*	*45.0%*
Receives HDTV (via STB or built-in reception)	752	752	415	220	603	475	128
%V	*25.9%*	*26.1%*	*37.2%*	*45.2%*	*24.6%*	*41.6%*	*9.8%*
%H		*100.0%*	*55.2%*	*29.3%*	*80.2%*	*63.2%*	*17.0%*
DVD/Blu-ray player or recorder	2008	2003	847	338	1683	847	836
%V	*69.1%*	*69.5%*	*75.9%*	*69.4%*	*68.8%*	*74.2%*	*64.0%*
%H		*99.8%*	*42.2%*	*16.8%*	*83.8%*	*42.2%*	*41.6%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2966	2961	1496	581	2692	1754	938
%H		*99.8%*	*50.4%*	*19.6%*	*90.8%*	*59.1%*	*31.6%*
Under 20"	1329	1327	624	246	1230	754	476
%V	*44.8%*	*44.8%*	*41.7%*	*42.3%*	*45.7%*	*43.0%*	*50.7%*
%H		*99.8%*	*47.0%*	*18.5%*	*92.6%*	*56.7%*	*35.8%*
20" - 29"	977	974	494	185	883	574	309
%V	*32.9%*	*32.9%*	*33.0%*	*31.8%*	*32.8%*	*32.7%*	*32.9%*
%H		*99.7%*	*50.6%*	*18.9%*	*90.4%*	*58.8%*	*31.6%*
30" - 39"	508	508	284	119	450	331	119
%V	*17.1%*	*17.2%*	*19.0%*	*20.5%*	*16.7%*	*18.9%*	*12.7%*
%H		*100.0%*	*55.9%*	*23.4%*	*88.6%*	*65.2%*	*23.4%*
40" and over	121	121	81	28	101	83	18
%V	*4.1%*	*4.1%*	*5.4%*	*4.8%*	*3.8%*	*4.7%*	*1.9%*
%H		*100.0%*	*66.9%*	*23.1%*	*83.5%*	*68.6%*	*14.9%*
Don't know	31	31	13	3	29	12	17
%V	*1.0%*	*1.0%*	*0.9%*	*0.5%*	*1.1%*	*0.7%*	*1.8%*
%H		*100.0%*	*41.9%*	*9.7%*	*93.5%*	*38.7%*	*54.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2966	2961	1496	581	2692	1754	938
%H		*99.8%*	*50.4%*	*19.6%*	*90.8%*	*59.1%*	*31.6%*
PVR	449	449	337	69	350	295	55
%V	*15.1%*	*15.2%*	*22.5%*	*11.9%*	*13.0%*	*16.8%*	*5.9%*
%H		*100.0%*	*75.1%*	*15.4%*	*78.0%*	*65.7%*	*12.2%*
DVDR	112	112	59	21	94	60	34
%V	*3.8%*	*3.8%*	*3.9%*	*3.6%*	*3.5%*	*3.4%*	*3.6%*
%H		*100.0%*	*52.7%*	*18.8%*	*83.9%*	*53.6%*	*30.4%*
VCR	106	106	55	23	97	66	32
%V	*3.6%*	*3.6%*	*3.7%*	*4.0%*	*3.6%*	*3.8%*	*3.4%*
%H		*100.0%*	*51.9%*	*21.7%*	*91.5%*	*62.3%*	*30.2%*
Any recorder	610	609	415	104	494	388	106
%V	*20.6%*	*20.6%*	*27.7%*	*17.9%*	*18.4%*	*22.1%*	*11.3%*
%H		*99.8%*	*68.0%*	*17.0%*	*81.0%*	*63.6%*	*17.4%*

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

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2966	2961	1496	581	2692	1754	938
%H		*99.8%*	*50.4%*	*19.6%*	*90.8%*	*59.1%*	*31.6%*
Receives HDTV (via STB or built-in reception)	238	238	134	75	202	163	39
%V	*8.0%*	*8.0%*	*9.0%*	*12.9%*	*7.5%*	*9.3%*	*4.2%*
%H		*100.0%*	*56.3%*	*31.5%*	*84.9%*	*68.5%*	*16.4%*
DVD/Blu-ray player or recorder	1294	1292	669	267	1167	788	379
%V	*43.6%*	*43.6%*	*44.7%*	*46.0%*	*43.4%*	*44.9%*	*40.4%*
%H		*99.8%*	*51.7%*	*20.6%*	*90.2%*	*60.9%*	*29.3%*

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

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Individual level data

Table 3.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	6698	6555	6520	2887	1240	5522	3038	2484
%H		*97.9%*	*97.3%*	*43.1%*	*18.5%*	*82.4%*	*45.4%*	*37.1%*
Total Children	1282	1253	1249	629	266	1048	673	376
%V	*19.1%*	*19.1%*	*19.2%*	*21.8%*	*21.5%*	*19.0%*	*22.2%*	*15.1%*
%H		*97.7%*	*97.4%*	*49.1%*	*20.7%*	*81.7%*	*52.5%*	*29.3%*
0 - 3	326	320	319	161	60	250	145	105
%V	*4.9%*	*4.9%*	*4.9%*	*5.6%*	*4.8%*	*4.5%*	*4.8%*	*4.2%*
%H		*98.2%*	*97.9%*	*49.4%*	*18.4%*	*76.7%*	*44.5%*	*32.2%*
4 - 15	955	932	929	468	206	798	528	270
%V	*14.3%*	*14.2%*	*14.2%*	*16.2%*	*16.6%*	*14.5%*	*17.4%*	*10.9%*
%H		*97.6%*	*97.3%*	*49.0%*	*21.6%*	*83.6%*	*55.3%*	*28.3%*
4 - 9	484	472	471	231	103	398	255	142
%V	*7.2%*	*7.2%*	*7.2%*	*8.0%*	*8.3%*	*7.2%*	*8.4%*	*5.7%*
%H		*97.5%*	*97.3%*	*47.7%*	*21.3%*	*82.2%*	*52.7%*	*29.3%*
10 - 15	471	461	459	237	103	400	272	128
%V	*7.0%*	*7.0%*	*7.0%*	*8.2%*	*8.3%*	*7.2%*	*9.0%*	*5.2%*
%H		*97.9%*	*97.5%*	*50.3%*	*21.9%*	*84.9%*	*57.7%*	*27.2%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	6698	6555	6520	2887	1240	5522	3038	2484
%H		*97.9%*	*97.3%*	*43.1%*	*18.5%*	*82.4%*	*45.4%*	*37.1%*
Total Adults (16+)	5416	5302	5271	2258	974	4474	2365	2109
%V	*80.9%*	*80.9%*	*80.8%*	*78.2%*	*78.5%*	*81.0%*	*77.8%*	*84.9%*
%H		*97.9%*	*97.3%*	*41.7%*	*18.0%*	*82.6%*	*43.7%*	*38.9%*
16 - 19	349	342	341	161	77	297	185	112
%V	*5.2%*	*5.2%*	*5.2%*	*5.6%*	*6.2%*	*5.4%*	*6.1%*	*4.5%*
%H		*98.0%*	*97.7%*	*46.1%*	*22.1%*	*85.1%*	*53.0%*	*32.1%*
20 - 24	464	439	438	185	90	377	206	171
%V	*6.9%*	*6.7%*	*6.7%*	*6.4%*	*7.3%*	*6.8%*	*6.8%*	*6.9%*
%H		*94.6%*	*94.4%*	*39.9%*	*19.4%*	*81.3%*	*44.4%*	*36.9%*
25 - 34	839	813	811	416	147	627	369	259
%V	*12.5%*	*12.4%*	*12.4%*	*14.4%*	*11.9%*	*11.4%*	*12.1%*	*10.4%*
%H		*96.9%*	*96.7%*	*49.6%*	*17.5%*	*74.7%*	*44.0%*	*30.9%*
35 - 44	928	904	900	442	196	745	468	278
%V	*13.9%*	*13.8%*	*13.8%*	*15.3%*	*15.8%*	*13.5%*	*15.4%*	*11.2%*
%H		*97.4%*	*97.0%*	*47.6%*	*21.1%*	*80.3%*	*50.4%*	*30.0%*
45 - 54	944	927	925	436	188	786	476	310
%V	*14.1%*	*14.1%*	*14.2%*	*15.1%*	*15.2%*	*14.2%*	*15.7%*	*12.5%*
%H		*98.2%*	*98.0%*	*46.2%*	*19.9%*	*83.3%*	*50.4%*	*32.8%*
55 - 64	807	803	799	325	155	701	372	330
%V	*12.0%*	*12.3%*	*12.3%*	*11.3%*	*12.5%*	*12.7%*	*12.2%*	*13.3%*
%H		*99.5%*	*99.0%*	*40.3%*	*19.2%*	*86.9%*	*46.1%*	*40.9%*
65+	1085	1074	1058	293	122	940	291	649
%V	*16.2%*	*16.4%*	*16.2%*	*10.1%*	*9.8%*	*17.0%*	*9.6%*	*26.1%*
%H		*99.0%*	*97.5%*	*27.0%*	*11.2%*	*86.6%*	*26.8%*	*59.8%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	5416	5302	5271	2258	974	4474	2365	2109
%H		*97.9%*	*97.3%*	*41.7%*	*18.0%*	*82.6%*	*43.7%*	*38.9%*
AB	1138	1124	1119	586	188	916	550	366
%V	*21.0%*	*21.2%*	*21.2%*	*26.0%*	*19.3%*	*20.5%*	*23.3%*	*17.4%*
%H		*98.8%*	*98.3%*	*51.5%*	*16.5%*	*80.5%*	*48.3%*	*32.2%*
C1	1597	1551	1544	669	309	1287	705	582
%V	*29.5%*	*29.3%*	*29.3%*	*29.6%*	*31.7%*	*28.8%*	*29.8%*	*27.6%*
%H		*97.1%*	*96.7%*	*41.9%*	*19.3%*	*80.6%*	*44.1%*	*36.4%*
C2	1139	1121	1117	498	225	975	564	411
%V	*21.0%*	*21.1%*	*21.2%*	*22.1%*	*23.1%*	*21.8%*	*23.8%*	*19.5%*
%H		*98.4%*	*98.1%*	*43.7%*	*19.8%*	*85.6%*	*49.5%*	*36.1%*
D	853	832	825	320	162	717	362	355
%V	*15.7%*	*15.7%*	*15.7%*	*14.2%*	*16.6%*	*16.0%*	*15.3%*	*16.8%*
%H		*97.5%*	*96.7%*	*37.5%*	*19.0%*	*84.1%*	*42.4%*	*41.6%*
E	688	674	666	184	89	578	184	394
%V	*12.7%*	*12.7%*	*12.6%*	*8.1%*	*9.1%*	*12.9%*	*7.8%*	*18.7%*
%H		*98.0%*	*96.8%*	*26.7%*	*12.9%*	*84.0%*	*26.7%*	*57.3%*

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	5416	5302	5271	2258	974	4474	2365	2109
%H		*97.9%*	*97.3%*	*41.7%*	*18.0%*	*82.6%*	*43.7%*	*38.9%*
Working full time	2372	2336	2331	1146	484	1936	1206	730
%V	*43.8%*	*44.1%*	*44.2%*	*50.8%*	*49.7%*	*43.3%*	*51.0%*	*34.6%*
%H		*98.5%*	*98.3%*	*48.3%*	*20.4%*	*81.6%*	*50.8%*	*30.8%*
Working part time	526	514	512	236	99	430	247	184
%V	*9.7%*	*9.7%*	*9.7%*	*10.5%*	*10.2%*	*9.6%*	*10.4%*	*8.7%*
%H		*97.7%*	*97.3%*	*44.9%*	*18.8%*	*81.7%*	*47.0%*	*35.0%*
Not working	2517	2453	2429	876	391	2107	913	1195
%V	*46.5%*	*46.3%*	*46.1%*	*38.8%*	*40.1%*	*47.1%*	*38.6%*	*56.7%*
%H		*97.5%*	*96.5%*	*34.8%*	*15.5%*	*83.7%*	*36.3%*	*47.5%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data

Table 3.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2656	2590	2576	1139	482	2166	1178	989
%H		*97.5%*	*97.0%*	*42.9%*	*18.1%*	*81.6%*	*44.4%*	*37.2%*
16 - 19	190	186	185	91	44	161	107	54
%V	*7.2%*	*7.2%*	*7.2%*	*8.0%*	*9.1%*	*7.4%*	*9.1%*	*5.5%*
%H		*97.9%*	*97.4%*	*47.9%*	*23.2%*	*84.7%*	*56.3%*	*28.4%*
20 - 24	230	219	218	96	42	187	102	84
%V	*8.7%*	*8.5%*	*8.5%*	*8.4%*	*8.7%*	*8.6%*	*8.7%*	*8.5%*
%H		*95.2%*	*94.8%*	*41.7%*	*18.3%*	*81.3%*	*44.3%*	*36.5%*
25 - 34	428	410	409	203	71	317	176	141
%V	*16.1%*	*15.8%*	*15.9%*	*17.8%*	*14.7%*	*14.6%*	*14.9%*	*14.3%*
%H		*95.8%*	*95.6%*	*47.4%*	*16.6%*	*74.1%*	*41.1%*	*32.9%*
35 - 44	459	446	443	224	97	363	232	130
%V	*17.3%*	*17.2%*	*17.2%*	*19.7%*	*20.1%*	*16.8%*	*19.7%*	*13.1%*
%H		*97.2%*	*96.5%*	*48.8%*	*21.1%*	*79.1%*	*50.5%*	*28.3%*
45 - 54	464	454	453	208	92	380	225	156
%V	*17.5%*	*17.5%*	*17.6%*	*18.3%*	*19.1%*	*17.5%*	*19.1%*	*15.8%*
%H		*97.8%*	*97.6%*	*44.8%*	*19.8%*	*81.9%*	*48.5%*	*33.6%*
55 - 64	397	395	393	163	73	346	184	162
%V	*14.9%*	*15.3%*	*15.3%*	*14.3%*	*15.1%*	*16.0%*	*15.6%*	*16.4%*
%H		*99.5%*	*99.0%*	*41.1%*	*18.4%*	*87.2%*	*46.3%*	*40.8%*
65+	488	482	476	155	62	412	151	261
%V	*18.4%*	*18.6%*	*18.5%*	*13.6%*	*12.9%*	*19.0%*	*12.8%*	*26.4%*
%H		*98.8%*	*97.5%*	*31.8%*	*12.7%*	*84.4%*	*30.9%*	*53.5%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2656	2590	2576	1139	482	2166	1178	989
%H		*97.5%*	*97.0%*	*42.9%*	*18.1%*	*81.6%*	*44.4%*	*37.2%*
AB	562	554	552	295	92	452	276	176
%V	*21.2%*	*21.4%*	*21.4%*	*25.9%*	*19.1%*	*20.9%*	*23.4%*	*17.8%*
%H		*98.6%*	*98.2%*	*52.5%*	*16.4%*	*80.4%*	*49.1%*	*31.3%*
C1	766	744	741	330	156	610	346	263
%V	*28.8%*	*28.7%*	*28.8%*	*29.0%*	*32.4%*	*28.2%*	*29.4%*	*26.6%*
%H		*97.1%*	*96.7%*	*43.1%*	*20.4%*	*79.6%*	*45.2%*	*34.3%*
C2	613	600	598	272	114	517	298	219
%V	*23.1%*	*23.2%*	*23.2%*	*23.9%*	*23.7%*	*23.9%*	*25.3%*	*22.1%*
%H		*97.9%*	*97.6%*	*44.4%*	*18.6%*	*84.3%*	*48.6%*	*35.7%*
D	419	404	400	159	81	342	174	167
%V	*15.8%*	*15.6%*	*15.5%*	*14.0%*	*16.8%*	*15.8%*	*14.8%*	*16.9%*
%H		*96.4%*	*95.5%*	*37.9%*	*19.3%*	*81.6%*	*41.5%*	*39.9%*
E	296	288	285	82	39	246	83	163
%V	*11.1%*	*11.1%*	*11.1%*	*7.2%*	*8.1%*	*11.4%*	*7.0%*	*16.5%*
%H		*97.3%*	*96.3%*	*27.7%*	*13.2%*	*83.1%*	*28.0%*	*55.1%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2656	2590	2576	1139	482	2166	1178	989
%H		*97.5%*	*97.0%*	*42.9%*	*18.1%*	*81.6%*	*44.4%*	*37.2%*
Working full time	1456	1426	1422	708	293	1168	726	442
%V	*54.8%*	*55.1%*	*55.2%*	*62.2%*	*60.8%*	*53.9%*	*61.6%*	*44.7%*
%H		*97.9%*	*97.7%*	*48.6%*	*20.1%*	*80.2%*	*49.9%*	*30.4%*
Working part time	119	115	113	48	19	95	49	47
%V	*4.5%*	*4.4%*	*4.4%*	*4.2%*	*3.9%*	*4.4%*	*4.2%*	*4.8%*
%H		*96.6%*	*95.0%*	*40.3%*	*16.0%*	*79.8%*	*41.2%*	*39.5%*
Not working	1080	1050	1041	383	170	903	403	500
%V	*40.7%*	*40.5%*	*40.4%*	*33.6%*	*35.3%*	*41.7%*	*34.2%*	*50.6%*
%H		*97.2%*	*96.4%*	*35.5%*	*15.7%*	*83.6%*	*37.3%*	*46.3%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Individual level data

Table 3.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2760	2712	2695	1119	492	2307	1187	1120
%H		*98.3%*	*97.6%*	*40.5%*	*17.8%*	*83.6%*	*43.0%*	*40.6%*
16 - 19	159	156	155	70	33	136	78	58
%V	*5.8%*	*5.8%*	*5.8%*	*6.3%*	*6.7%*	*5.9%*	*6.6%*	*5.2%*
%H		*98.1%*	*97.5%*	*44.0%*	*20.8%*	*85.5%*	*49.1%*	*36.5%*
20 - 24	234	220	220	89	47	191	104	87
%V	*8.5%*	*8.1%*	*8.2%*	*8.0%*	*9.6%*	*8.3%*	*8.8%*	*7.8%*
%H		*94.0%*	*94.0%*	*38.0%*	*20.1%*	*81.6%*	*44.4%*	*37.2%*
25 - 34	412	403	401	213	76	310	192	118
%V	*14.9%*	*14.9%*	*14.9%*	*19.0%*	*15.4%*	*13.4%*	*16.2%*	*10.5%*
%H		*97.8%*	*97.3%*	*51.7%*	*18.4%*	*75.2%*	*46.6%*	*28.6%*
35 - 44	469	459	457	218	99	382	235	147
%V	*17.0%*	*16.9%*	*17.0%*	*19.5%*	*20.1%*	*16.6%*	*19.8%*	*13.1%*
%H		*97.9%*	*97.4%*	*46.5%*	*21.1%*	*81.4%*	*50.1%*	*31.3%*
45 - 54	479	473	472	228	95	405	251	154
%V	*17.4%*	*17.4%*	*17.5%*	*20.4%*	*19.3%*	*17.6%*	*21.1%*	*13.8%*
%H		*98.7%*	*98.5%*	*47.6%*	*19.8%*	*84.6%*	*52.4%*	*32.2%*
55 - 64	410	408	406	163	82	355	187	168
%V	*14.9%*	*15.0%*	*15.1%*	*14.6%*	*16.7%*	*15.4%*	*15.8%*	*15.0%*
%H		*99.5%*	*99.0%*	*39.8%*	*20.0%*	*86.6%*	*45.6%*	*41.0%*
65+	597	592	583	138	60	528	139	388
%V	*21.6%*	*21.8%*	*21.6%*	*12.3%*	*12.2%*	*22.9%*	*11.7%*	*34.6%*
%H		*99.2%*	*97.7%*	*23.1%*	*10.1%*	*88.4%*	*23.3%*	*65.0%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2760	2712	2695	1119	492	2307	1187	1120
%H		*98.3%*	*97.6%*	*40.5%*	*17.8%*	*83.6%*	*43.0%*	*40.6%*
AB	576	570	567	291	97	464	274	191
%V	*20.9%*	*21.0%*	*21.0%*	*26.0%*	*19.7%*	*20.1%*	*23.1%*	*17.1%*
%H		*99.0%*	*98.4%*	*50.5%*	*16.8%*	*80.6%*	*47.6%*	*33.2%*
C1	831	807	802	339	153	678	359	319
%V	*30.1%*	*29.8%*	*29.8%*	*30.3%*	*31.1%*	*29.4%*	*30.2%*	*28.5%*
%H		*97.1%*	*96.5%*	*40.8%*	*18.4%*	*81.6%*	*43.2%*	*38.4%*
C2	526	521	519	226	111	458	267	191
%V	*19.1%*	*19.2%*	*19.3%*	*20.2%*	*22.6%*	*19.9%*	*22.5%*	*17.1%*
%H		*99.0%*	*98.7%*	*43.0%*	*21.1%*	*87.1%*	*50.8%*	*36.3%*
D	435	428	425	161	82	375	187	188
%V	*15.8%*	*15.8%*	*15.8%*	*14.4%*	*16.7%*	*16.3%*	*15.8%*	*16.8%*
%H		*98.4%*	*97.7%*	*37.0%*	*18.9%*	*86.2%*	*43.0%*	*43.2%*
E	392	386	381	102	50	332	101	231
%V	*14.2%*	*14.2%*	*14.1%*	*9.1%*	*10.2%*	*14.4%*	*8.5%*	*20.6%*
%H		*98.5%*	*97.2%*	*26.0%*	*12.8%*	*84.7%*	*25.8%*	*58.9%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2760	2712	2695	1119	492	2307	1187	1120
%H		*98.3%*	*97.6%*	*40.5%*	*17.8%*	*83.6%*	*43.0%*	*40.6%*
Working full time	916	910	909	439	191	768	480	288
%V	*33.2%*	*33.6%*	*33.7%*	*39.2%*	*38.8%*	*33.3%*	*40.4%*	*25.7%*
%H		*99.3%*	*99.2%*	*47.9%*	*20.9%*	*83.8%*	*52.4%*	*31.4%*
Working part time	407	399	398	187	80	335	198	137
%V	*14.7%*	*14.7%*	*14.8%*	*16.7%*	*16.3%*	*14.5%*	*16.7%*	*12.2%*
%H		*98.0%*	*97.8%*	*45.9%*	*19.7%*	*82.3%*	*48.6%*	*33.7%*
Not working	1437	1402	1388	493	221	1205	510	695
%V	*52.1%*	*51.7%*	*51.5%*	*44.1%*	*44.9%*	*52.2%*	*43.0%*	*62.1%*
%H		*97.6%*	*96.6%*	*34.3%*	*15.4%*	*83.9%*	*35.5%*	*48.4%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2764	2685	2509	1092	363	1882	807	1074
%H (All HH)		*97.1%*	*90.8%*	*39.5%*	*13.1%*	*68.1%*	*29.2%*	*38.9%*
%H (TV HH)			*93.4%*	*40.7%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
AB	559	546	517	248	69	376	171	205
%V	*20.2%*	*20.3%*	*20.6%*	*22.7%*	*19.0%*	*20.0%*	*21.2%*	*19.1%*
%H (All HH)		*97.7%*	*92.5%*	*44.4%*	*12.3%*	*67.3%*	*30.6%*	*36.7%*
%H (TV HH)			*94.7%*	*45.4%*	*12.6%*	*68.9%*	*31.3%*	*37.5%*
C1	741	715	679	302	117	500	231	270
%V	*26.8%*	*26.6%*	*27.1%*	*27.7%*	*32.2%*	*26.6%*	*28.6%*	*25.1%*
%H (All HH)		*96.5%*	*91.6%*	*40.8%*	*15.8%*	*67.5%*	*31.2%*	*36.4%*
%H (TV HH)			*95.0%*	*42.2%*	*16.4%*	*69.9%*	*32.3%*	*37.8%*
C2	566	554	532	254	78	399	196	203
%V	*20.5%*	*20.6%*	*21.2%*	*23.3%*	*21.5%*	*21.2%*	*24.3%*	*18.9%*
%H (All HH)		*97.9%*	*94.0%*	*44.9%*	*13.8%*	*70.5%*	*34.6%*	*35.9%*
%H (TV HH)			*96.0%*	*45.8%*	*14.1%*	*72.0%*	*35.4%*	*36.6%*
D	476	465	429	184	57	327	138	189
%V	*17.2%*	*17.3%*	*17.1%*	*16.8%*	*15.7%*	*17.4%*	*17.1%*	*17.6%*
%H (All HH)		*97.7%*	*90.1%*	*38.7%*	*12.0%*	*68.7%*	*29.0%*	*39.7%*
%H (TV HH)			*92.3%*	*39.6%*	*12.3%*	*70.3%*	*29.7%*	*40.6%*
E	422	405	352	104	43	279	71	208
%V	*15.3%*	*15.1%*	*14.0%*	*9.5%*	*11.8%*	*14.8%*	*8.8%*	*19.4%*
%H (All HH)		*96.0%*	*83.4%*	*24.6%*	*10.2%*	*66.1%*	*16.8%*	*49.3%*
%H (TV HH)			*86.9%*	*25.7%*	*10.6%*	*68.9%*	*17.5%*	*51.4%*

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
April 2010 - March 2011

ITV Yorkshire

Household level data

Table 4.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2764	2685	2509	1092	363	1882	807	1074
%H (All HH)		*97.1%*	*90.8%*	*39.5%*	*13.1%*	*68.1%*	*29.2%*	*38.9%*
%H (TV HH)			*93.4%*	*40.7%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
Under 25	157	143	136	52	23	91	30	62
%V	*5.7%*	*5.3%*	*5.4%*	*4.8%*	*6.3%*	*4.8%*	*3.7%*	*5.8%*
%H (All HH)		*91.1%*	*86.6%*	*33.1%*	*14.6%*	*58.0%*	*19.1%*	*39.5%*
%H (TV HH)			*95.1%*	*36.4%*	*16.1%*	*63.6%*	*21.0%*	*43.4%*
25 - 34	423	394	380	199	57	254	128	126
%V	*15.3%*	*14.7%*	*15.1%*	*18.2%*	*15.7%*	*13.5%*	*15.9%*	*11.7%*
%H (All HH)		*93.1%*	*89.8%*	*47.0%*	*13.5%*	*60.0%*	*30.3%*	*29.8%*
%H (TV HH)			*96.4%*	*50.5%*	*14.5%*	*64.5%*	*32.5%*	*32.0%*
35 - 44	508	496	477	256	90	332	194	137
%V	*18.4%*	*18.5%*	*19.0%*	*23.4%*	*24.8%*	*17.6%*	*24.0%*	*12.8%*
%H (All HH)		*97.6%*	*93.9%*	*50.4%*	*17.7%*	*65.4%*	*38.2%*	*27.0%*
%H (TV HH)			*96.2%*	*51.6%*	*18.1%*	*66.9%*	*39.1%*	*27.6%*
45 - 54	512	503	488	227	82	378	190	187
%V	*18.5%*	*18.7%*	*19.4%*	*20.8%*	*22.6%*	*20.1%*	*23.5%*	*17.4%*
%H (All HH)		*98.2%*	*95.3%*	*44.3%*	*16.0%*	*73.8%*	*37.1%*	*36.5%*
%H (TV HH)			*97.0%*	*45.1%*	*16.3%*	*75.1%*	*37.8%*	*37.2%*
55 - 64	454	446	426	191	57	326	144	182
%V	*16.4%*	*16.6%*	*17.0%*	*17.5%*	*15.7%*	*17.3%*	*17.8%*	*16.9%*
%H (All HH)		*98.2%*	*93.8%*	*42.1%*	*12.6%*	*71.8%*	*31.7%*	*40.1%*
%H (TV HH)			*95.5%*	*42.8%*	*12.8%*	*73.1%*	*32.3%*	*40.8%*
65 +	711	702	601	167	54	501	121	380
%V	*25.7%*	*26.1%*	*24.0%*	*15.3%*	*14.9%*	*26.6%*	*15.0%*	*35.4%*
%H (All HH)		*98.7%*	*84.5%*	*23.5%*	*7.6%*	*70.5%*	*17.0%*	*53.4%*
%H (TV HH)			*85.6%*	*23.8%*	*7.7%*	*71.4%*	*17.2%*	*54.1%*

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Household level data

Table 4.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2764	2685	2509	1092	363	1882	807	1074
%H (All HH)		*97.1%*	*90.8%*	*39.5%*	*13.1%*	*68.1%*	*29.2%*	*38.9%*
%H (TV HH)			*93.4%*	*40.7%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
1	877	832	717	189	80	568	117	451
%V	*31.7%*	*31.0%*	*28.6%*	*17.3%*	*22.0%*	*30.2%*	*14.5%*	*42.0%*
%H (All HH)		*94.9%*	*81.8%*	*21.6%*	*9.1%*	*64.8%*	*13.3%*	*51.4%*
%H (TV HH)			*86.2%*	*22.7%*	*9.6%*	*68.3%*	*14.1%*	*54.2%*
2	979	962	922	409	127	702	310	393
%V	*35.4%*	*35.8%*	*36.7%*	*37.5%*	*35.0%*	*37.3%*	*38.4%*	*36.6%*
%H (All HH)		*98.3%*	*94.2%*	*41.8%*	*13.0%*	*71.7%*	*31.7%*	*40.1%*
%H (TV HH)			*95.8%*	*42.5%*	*13.2%*	*73.0%*	*32.2%*	*40.9%*
3	406	395	385	211	65	269	157	111
%V	*14.7%*	*14.7%*	*15.3%*	*19.3%*	*17.9%*	*14.3%*	*19.5%*	*10.3%*
%H (All HH)		*97.3%*	*94.8%*	*52.0%*	*16.0%*	*66.3%*	*38.7%*	*27.3%*
%H (TV HH)			*97.5%*	*53.4%*	*16.5%*	*68.1%*	*39.7%*	*28.1%*
4	342	338	333	187	66	243	158	85
%V	*12.4%*	*12.6%*	*13.3%*	*17.1%*	*18.2%*	*12.9%*	*19.6%*	*7.9%*
%H (All HH)		*98.8%*	*97.4%*	*54.7%*	*19.3%*	*71.1%*	*46.2%*	*24.9%*
%H (TV HH)			*98.5%*	*55.3%*	*19.5%*	*71.9%*	*46.7%*	*25.1%*
5+	160	157	153	95	26	100	66	35
%V	*5.8%*	*5.8%*	*6.1%*	*8.7%*	*7.2%*	*5.3%*	*8.2%*	*3.3%*
%H (All HH)		*98.1%*	*95.6%*	*59.4%*	*16.3%*	*62.5%*	*41.3%*	*21.9%*
%H (TV HH)			*97.5%*	*60.5%*	*16.6%*	*63.7%*	*42.0%*	*22.3%*
Average HH size	2.28	2.29	2.34	2.66	2.58	2.28	2.72	1.95

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
April 2010 - March 2011

ITV Yorkshire

Household level data

Table 4.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2764	2685	2509	1092	363	1882	807	1074
%H (All HH)		*97.1%*	*90.8%*	*39.5%*	*13.1%*	*68.1%*	*29.2%*	*38.9%*
%H (TV HH)			*93.4%*	*40.7%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
Without	2074	2007	1845	729	245	1427	543	884
%V	*75.0%*	*74.7%*	*73.5%*	*66.8%*	*67.5%*	*75.8%*	*67.3%*	*82.3%*
%H (All HH)		*96.8%*	*89.0%*	*35.1%*	*11.8%*	*68.8%*	*26.2%*	*42.6%*
%H (TV HH)			*91.9%*	*36.3%*	*12.2%*	*71.1%*	*27.1%*	*44.0%*
With	690	677	664	364	119	455	265	190
%V	*25.0%*	*25.2%*	*26.5%*	*33.3%*	*32.8%*	*24.2%*	*32.8%*	*17.7%*
%H (All HH)		*98.1%*	*96.2%*	*52.8%*	*17.2%*	*65.9%*	*38.4%*	*27.5%*
%H (TV HH)			*98.1%*	*53.8%*	*17.6%*	*67.2%*	*39.1%*	*28.1%*
0 - 3	266	258	253	137	41	158	82	76
%V	*9.6%*	*9.6%*	*10.1%*	*12.5%*	*11.3%*	*8.4%*	*10.2%*	*7.1%*
%H (All HH)		*97.0%*	*95.1%*	*51.5%*	*15.4%*	*59.4%*	*30.8%*	*28.6%*
%H (TV HH)			*98.1%*	*53.1%*	*15.9%*	*61.2%*	*31.8%*	*29.5%*
4 - 9	317	312	306	173	56	198	118	80
%V	*11.5%*	*11.6%*	*12.2%*	*15.8%*	*15.4%*	*10.5%*	*14.6%*	*7.4%*
%H (All HH)		*98.4%*	*96.5%*	*54.6%*	*17.7%*	*62.5%*	*37.2%*	*25.2%*
%H (TV HH)			*98.1%*	*55.4%*	*17.9%*	*63.5%*	*37.8%*	*25.6%*
10 - 15	328	326	321	179	64	237	152	85
%V	*11.9%*	*12.1%*	*12.8%*	*16.4%*	*17.6%*	*12.6%*	*18.8%*	*7.9%*
%H (All HH)		*99.4%*	*97.9%*	*54.6%*	*19.5%*	*72.3%*	*46.3%*	*25.9%*
%H (TV HH)			*98.5%*	*54.9%*	*19.6%*	*72.7%*	*46.6%*	*26.1%*

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Household level data

Table 4.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2764	2685	2509	1092	363	1882	807	1074
%H (All HH)		*97.1%*	*90.8%*	*39.5%*	*13.1%*	*68.1%*	*29.2%*	*38.9%*
%H (TV HH)			*93.4%*	*40.7%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
1	931	931	819	280	105	546	111	435
%V	*33.7%*	*34.7%*	*32.6%*	*25.6%*	*28.9%*	*29.0%*	*13.8%*	*40.5%*
%H (All HH)		*100.0%*	*88.0%*	*30.1%*	*11.3%*	*58.6%*	*11.9%*	*46.7%*
%H (TV HH)			*88.0%*	*30.1%*	*11.3%*	*58.6%*	*11.9%*	*46.7%*
2	914	914	862	372	113	651	267	384
%V	*33.1%*	*34.0%*	*34.4%*	*34.1%*	*31.1%*	*34.6%*	*33.1%*	*35.8%*
%H (All HH)		*100.0%*	*94.3%*	*40.7%*	*12.4%*	*71.2%*	*29.2%*	*42.0%*
%H (TV HH)			*94.3%*	*40.7%*	*12.4%*	*71.2%*	*29.2%*	*42.0%*
3	477	477	467	229	82	385	223	162
%V	*17.3%*	*17.8%*	*18.6%*	*21.0%*	*22.6%*	*20.5%*	*27.6%*	*15.1%*
%H (All HH)		*100.0%*	*97.9%*	*48.0%*	*17.2%*	*80.7%*	*46.8%*	*34.0%*
%H (TV HH)			*97.9%*	*48.0%*	*17.2%*	*80.7%*	*46.8%*	*34.0%*
4	232	232	229	120	45	190	121	69
%V	*8.4%*	*8.6%*	*9.1%*	*11.0%*	*12.4%*	*10.1%*	*15.0%*	*6.4%*
%H (All HH)		*100.0%*	*98.7%*	*51.7%*	*19.4%*	*81.9%*	*52.2%*	*29.7%*
%H (TV HH)			*98.7%*	*51.7%*	*19.4%*	*81.9%*	*52.2%*	*29.7%*
5+	132	132	132	91	19	110	85	24
%V	*4.8%*	*4.9%*	*5.3%*	*8.3%*	*5.2%*	*5.8%*	*10.5%*	*2.2%*
%H (All HH)		*100.0%*	*100.0%*	*68.9%*	*14.4%*	*83.3%*	*64.4%*	*18.2%*
%H (TV HH)			*100.0%*	*68.9%*	*14.4%*	*83.3%*	*64.4%*	*18.2%*

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Household level data

Table 4.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2764	2685	2509	1092	363	1882	807	1074
%H (All HH)		*97.1%*	*90.8%*	*39.5%*	*13.1%*	*68.1%*	*29.2%*	*38.9%*
%H (TV HH)			*93.4%*	*40.7%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
Under 20"	1236	1236	1162	517	186	929	458	471
%V	*44.7%*	*46.0%*	*46.3%*	*47.3%*	*51.2%*	*49.4%*	*56.8%*	*43.9%*
%H (All HH)		*100.0%*	*94.0%*	*41.8%*	*15.0%*	*75.2%*	*37.1%*	*38.1%*
%H (TV HH)			*94.0%*	*41.8%*	*15.0%*	*75.2%*	*37.1%*	*38.1%*
20" - 29"	1383	1383	1270	515	183	979	393	586
%V	*50.0%*	*51.5%*	*50.6%*	*47.2%*	*50.4%*	*52.0%*	*48.7%*	*54.6%*
%H (All HH)		*100.0%*	*91.8%*	*37.2%*	*13.2%*	*70.8%*	*28.4%*	*42.4%*
%H (TV HH)			*91.8%*	*37.2%*	*13.2%*	*70.8%*	*28.4%*	*42.4%*
30" - 39"	1275	1275	1245	584	183	963	472	491
%V	*46.1%*	*47.5%*	*49.6%*	*53.5%*	*50.4%*	*51.2%*	*58.5%*	*45.7%*
%H (All HH)		*100.0%*	*97.6%*	*45.8%*	*14.4%*	*75.5%*	*37.0%*	*38.5%*
%H (TV HH)			*97.6%*	*45.8%*	*14.4%*	*75.5%*	*37.0%*	*38.5%*
40" and over	696	696	691	433	105	518	357	162
%V	*25.2%*	*25.9%*	*27.5%*	*39.7%*	*28.9%*	*27.5%*	*44.2%*	*15.1%*
%H (All HH)		*100.0%*	*99.3%*	*62.2%*	*15.1%*	*74.4%*	*51.3%*	*23.3%*
%H (TV HH)			*99.3%*	*62.2%*	*15.1%*	*74.4%*	*51.3%*	*23.3%*

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
April 2010 - March 2011

ITV Yorkshire

Household level data

Table 4.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2764	2685	2509	1092	363	1882	807	1074
%H (All HH)		*97.1%*	*90.8%*	*39.5%*	*13.1%*	*68.1%*	*29.2%*	*38.9%*
%H (TV HH)			*93.4%*	*40.7%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
Main living room	2654	2654	2484	1081	360	1865	801	1064
%V	*96.0%*	*98.8%*	*99.0%*	*99.0%*	*99.2%*	*99.1%*	*99.3%*	*99.1%*
%H (All HH)		*100.0%*	*93.6%*	*40.7%*	*13.6%*	*70.3%*	*30.2%*	*40.1%*
%H (TV HH)			*93.6%*	*40.7%*	*13.6%*	*70.3%*	*30.2%*	*40.1%*
Kitchen	414	414	395	196	55	322	174	148
%V	*15.0%*	*15.4%*	*15.7%*	*17.9%*	*15.2%*	*17.1%*	*21.6%*	*13.8%*
%H (All HH)		*100.0%*	*95.4%*	*47.3%*	*13.3%*	*77.8%*	*42.0%*	*35.7%*
%H (TV HH)			*95.4%*	*47.3%*	*13.3%*	*77.8%*	*42.0%*	*35.7%*
Adult's bedroom	1324	1324	1284	627	204	1022	554	468
%V	*47.9%*	*49.3%*	*51.2%*	*57.4%*	*56.2%*	*54.3%*	*68.6%*	*43.6%*
%H (All HH)		*100.0%*	*97.0%*	*47.4%*	*15.4%*	*77.2%*	*41.8%*	*35.3%*
%H (TV HH)			*97.0%*	*47.4%*	*15.4%*	*77.2%*	*41.8%*	*35.3%*
Child's bedroom	312	312	309	173	55	253	168	85
%V	*11.3%*	*11.6%*	*12.3%*	*15.8%*	*15.2%*	*13.4%*	*20.8%*	*7.9%*
%H (All HH)		*100.0%*	*99.0%*	*55.4%*	*17.6%*	*81.1%*	*53.8%*	*27.2%*
%H (TV HH)			*99.0%*	*55.4%*	*17.6%*	*81.1%*	*53.8%*	*27.2%*
Other bedroom	167	167	164	91	27	138	86	51
%V	*6.0%*	*6.2%*	*6.5%*	*8.3%*	*7.4%*	*7.3%*	*10.7%*	*4.7%*
%H (All HH)		*100.0%*	*98.2%*	*54.5%*	*16.2%*	*82.6%*	*51.5%*	*30.5%*
%H (TV HH)			*98.2%*	*54.5%*	*16.2%*	*82.6%*	*51.5%*	*30.5%*
Second living/dining room	353	353	341	179	57	273	160	113
%V	*12.8%*	*13.1%*	*13.6%*	*16.4%*	*15.7%*	*14.5%*	*19.8%*	*10.5%*
%H (All HH)		*100.0%*	*96.6%*	*50.7%*	*16.1%*	*77.3%*	*45.3%*	*32.0%*
%H (TV HH)			*96.6%*	*50.7%*	*16.1%*	*77.3%*	*45.3%*	*32.0%*
Study/office	53	53	51	27	8	38	22	17
%V	*1.9%*	*2.0%*	*2.0%*	*2.5%*	*2.2%*	*2.0%*	*2.7%*	*1.6%*
%H (All HH)		*100.0%*	*96.2%*	*50.9%*	*15.1%*	*71.7%*	*41.5%*	*32.1%*
%H (TV HH)			*96.2%*	*50.9%*	*15.1%*	*71.7%*	*41.5%*	*32.1%*
TV room	20	20	20	11	1	16	9	7
%V	*0.7%*	*0.7%*	*0.8%*	*1.0%*	*0.3%*	*0.9%*	*1.1%*	*0.7%*
%H (All HH)		*100.0%*	*100.0%*	*55.0%*	*5.0%*	*80.0%*	*45.0%*	*35.0%*
%H (TV HH)			*100.0%*	*55.0%*	*5.0%*	*80.0%*	*45.0%*	*35.0%*
No specific location	10	10	10	5	1	8	3	5
%V	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*	*0.4%*	*0.5%*
%H (All HH)		*100.0%*	*100.0%*	*50.0%*	*10.0%*	*80.0%*	*30.0%*	*50.0%*
%H (TV HH)			*100.0%*	*50.0%*	*10.0%*	*80.0%*	*30.0%*	*50.0%*
Other	75	75	73	43	12	63	42	21
%V	*2.7%*	*2.8%*	*2.9%*	*3.9%*	*3.3%*	*3.3%*	*5.2%*	*2.0%*
%H (All HH)		*100.0%*	*97.3%*	*57.3%*	*16.0%*	*84.0%*	*56.0%*	*28.0%*
%H (TV HH)			*97.3%*	*57.3%*	*16.0%*	*84.0%*	*56.0%*	*28.0%*

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
April 2010 - March 2011

ITV Yorkshire

Household level data

Table 4.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2764	2685	2509	1092	363	1882	807	1074
%H (All HH)		*97.1%*	*90.8%*	*39.5%*	*13.1%*	*68.1%*	*29.2%*	*38.9%*
%H (TV HH)			*93.4%*	*40.7%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
PVR	1093	1093	1091	744	144	765	547	218
%V	*39.5%*	*40.7%*	*43.5%*	*68.1%*	*39.7%*	*40.6%*	*67.8%*	*20.3%*
%H (All HH)		*100.0%*	*99.8%*	*68.1%*	*13.2%*	*70.0%*	*50.0%*	*19.9%*
%H (TV HH)			*99.8%*	*68.1%*	*13.2%*	*70.0%*	*50.0%*	*19.9%*
DVDR	464	464	454	209	67	359	176	183
%V	*16.8%*	*17.3%*	*18.1%*	*19.1%*	*18.5%*	*19.1%*	*21.8%*	*17.0%*
%H (All HH)		*100.0%*	*97.8%*	*45.0%*	*14.4%*	*77.4%*	*37.9%*	*39.4%*
%H (TV HH)			*97.8%*	*45.0%*	*14.4%*	*77.4%*	*37.9%*	*39.4%*
VCR	799	799	731	290	104	562	213	348
%V	*28.9%*	*29.8%*	*29.1%*	*26.6%*	*28.7%*	*29.9%*	*26.4%*	*32.4%*
%H (All HH)		*100.0%*	*91.5%*	*36.3%*	*13.0%*	*70.3%*	*26.7%*	*43.6%*
%H (TV HH)			*91.5%*	*36.3%*	*13.0%*	*70.3%*	*26.7%*	*43.6%*
Any recorder	1763	1763	1691	904	231	1243	667	576
%V	*63.8%*	*65.7%*	*67.4%*	*82.8%*	*63.6%*	*66.0%*	*82.7%*	*53.6%*
%H (All HH)		*100.0%*	*95.9%*	*51.3%*	*13.1%*	*70.5%*	*37.8%*	*32.7%*
%H (TV HH)			*95.9%*	*51.3%*	*13.1%*	*70.5%*	*37.8%*	*32.7%*

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
April 2010 - March 2011

ITV Yorkshire

Household level data

Table 4.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2764	2685	2509	1092	363	1882	807	1074
%H (All HH)		*97.1%*	*90.8%*	*39.5%*	*13.1%*	*68.1%*	*29.2%*	*38.9%*
%H (TV HH)			*93.4%*	*40.7%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
Receives HDTV (via STB or built-in reception)	645	645	645	407	141	459	352	107
%V	*23.3%*	*24.0%*	*25.7%*	*37.3%*	*38.8%*	*24.4%*	*43.6%*	*10.0%*
%H (All HH)		*100.0%*	*100.0%*	*63.1%*	*21.9%*	*71.2%*	*54.6%*	*16.6%*
%H (TV HH)			*100.0%*	*63.1%*	*21.9%*	*71.2%*	*54.6%*	*16.6%*
DVD/Blu-ray player or recorder	2144	2144	2068	946	311	1557	726	832
%V	*77.6%*	*79.9%*	*82.4%*	*86.6%*	*85.7%*	*82.7%*	*90.0%*	*77.5%*
%H (All HH)		*100.0%*	*96.5%*	*44.1%*	*14.5%*	*72.6%*	*33.9%*	*38.8%*
%H (TV HH)			*96.5%*	*44.1%*	*14.5%*	*72.6%*	*33.9%*	*38.8%*

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Household level data

Table 4.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2764	2685	2509	1092	363	1882	807	1074
%H (All HH)		*97.1%*	*90.8%*	*39.5%*	*13.1%*	*68.1%*	*29.2%*	*38.9%*
%H (TV HH)			*93.4%*	*40.7%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
Has PC or Laptop	1928	1875	1825	903	303	1328	690	637
%V	*69.8%*	*69.8%*	*72.7%*	*82.7%*	*83.5%*	*70.6%*	*85.5%*	*59.3%*
%H (All HH)		*97.3%*	*94.7%*	*46.8%*	*15.7%*	*68.9%*	*35.8%*	*33.0%*
%H (TV HH)			*97.3%*	*48.2%*	*16.2%*	*70.8%*	*36.8%*	*34.0%*
Has broadband internet	1738	1698	1658	847	288	1195	654	541
%V	*62.9%*	*63.2%*	*66.1%*	*77.6%*	*79.3%*	*63.5%*	*81.0%*	*50.4%*
%H (All HH)		*97.7%*	*95.4%*	*48.7%*	*16.6%*	*68.8%*	*37.6%*	*31.1%*
%H (TV HH)			*97.6%*	*49.9%*	*17.0%*	*70.4%*	*38.5%*	*31.9%*

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5832	5577	2695	856	4357	2266	2091
%H		*95.6%*	*46.2%*	*14.7%*	*74.7%*	*38.9%*	*35.9%*
Under 20"	1815	1720	796	283	1387	724	663
%V	*31.1%*	*30.8%*	*29.5%*	*33.1%*	*31.8%*	*32.0%*	*31.7%*
%H		*94.8%*	*43.9%*	*15.6%*	*76.4%*	*39.9%*	*36.5%*
20" - 29"	1740	1616	695	231	1252	544	708
%V	*29.8%*	*29.0%*	*25.8%*	*27.0%*	*28.7%*	*24.0%*	*33.9%*
%H		*92.9%*	*39.9%*	*13.3%*	*72.0%*	*31.3%*	*40.7%*
30" - 39"	1471	1442	701	221	1119	586	534
%V	*25.2%*	*25.9%*	*26.0%*	*25.8%*	*25.7%*	*25.9%*	*25.5%*
%H		*98.0%*	*47.7%*	*15.0%*	*76.1%*	*39.8%*	*36.3%*
40" and over	774	770	490	118	578	404	174
%V	*13.3%*	*13.8%*	*18.2%*	*13.8%*	*13.3%*	*17.8%*	*8.3%*
%H		*99.5%*	*63.3%*	*15.2%*	*74.7%*	*52.2%*	*22.5%*
Don't know	32	29	13	3	21	9	13
%V	*0.5%*	*0.5%*	*0.5%*	*0.4%*	*0.5%*	*0.4%*	*0.6%*
%H		*90.6%*	*40.6%*	*9.4%*	*65.6%*	*28.1%*	*40.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Set level data

Table 4.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5832	5577	2695	856	4357	2266	2091
%H		*95.6%*	*46.2%*	*14.7%*	*74.7%*	*38.9%*	*35.9%*
Main living room	2670	2499	1087	363	1877	808	1070
%V	*45.8%*	*44.8%*	*40.3%*	*42.4%*	*43.1%*	*35.7%*	*51.2%*
%H		*93.6%*	*40.7%*	*13.6%*	*70.3%*	*30.3%*	*40.1%*
Kitchen	416	397	198	56	323	175	148
%V	*7.1%*	*7.1%*	*7.3%*	*6.5%*	*7.4%*	*7.7%*	*7.1%*
%H		*95.4%*	*47.6%*	*13.5%*	*77.6%*	*42.1%*	*35.6%*
Adult's bedroom	1619	1575	798	248	1259	713	546
%V	*27.8%*	*28.2%*	*29.6%*	*29.0%*	*28.9%*	*31.5%*	*26.1%*
%H		*97.3%*	*49.3%*	*15.3%*	*77.8%*	*44.0%*	*33.7%*
Child's bedroom	406	402	229	74	330	225	105
%V	*7.0%*	*7.2%*	*8.5%*	*8.6%*	*7.6%*	*9.9%*	*5.0%*
%H		*99.0%*	*56.4%*	*18.2%*	*81.3%*	*55.4%*	*25.9%*
Other bedroom	196	193	108	33	159	102	58
%V	*3.4%*	*3.5%*	*4.0%*	*3.9%*	*3.6%*	*4.5%*	*2.8%*
%H		*98.5%*	*55.1%*	*16.8%*	*81.1%*	*52.0%*	*29.6%*
Second living/dining room	362	349	184	59	279	164	115
%V	*6.2%*	*6.3%*	*6.8%*	*6.9%*	*6.4%*	*7.2%*	*5.5%*
%H		*96.4%*	*50.8%*	*16.3%*	*77.1%*	*45.3%*	*31.8%*
Study/office	53	51	27	8	38	22	17
%V	*0.9%*	*0.9%*	*1.0%*	*0.9%*	*0.9%*	*1.0%*	*0.8%*
%H		*96.2%*	*50.9%*	*15.1%*	*71.7%*	*41.5%*	*32.1%*
TV room	20	20	12	1	16	9	7
%V	*0.3%*	*0.4%*	*0.4%*	*0.1%*	*0.4%*	*0.4%*	*0.3%*
%H		*100.0%*	*60.0%*	*5.0%*	*80.0%*	*45.0%*	*35.0%*
No specific location	10	10	5	1	8	3	5
%V	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*100.0%*	*50.0%*	*10.0%*	*80.0%*	*30.0%*	*50.0%*
Other	81	80	48	13	67	45	22
%V	*1.4%*	*1.4%*	*1.8%*	*1.5%*	*1.5%*	*2.0%*	*1.1%*
%H		*98.8%*	*59.3%*	*16.0%*	*82.7%*	*55.6%*	*27.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Set level data

Table 4.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5832	5577	2695	856	4357	2266	2091
%H		*95.6%*	*46.2%*	*14.7%*	*74.7%*	*38.9%*	*35.9%*
PVR	1376	1375	988	170	955	717	238
%V	*23.6%*	*24.7%*	*36.7%*	*19.9%*	*21.9%*	*31.6%*	*11.4%*
%H		*99.9%*	*71.8%*	*12.4%*	*69.4%*	*52.1%*	*17.3%*
DVDR	535	525	253	81	415	218	197
%V	*9.2%*	*9.4%*	*9.4%*	*9.5%*	*9.5%*	*9.6%*	*9.4%*
%H		*98.1%*	*47.3%*	*15.1%*	*77.6%*	*40.7%*	*36.8%*
VCR	953	880	360	140	676	282	395
%V	*16.3%*	*15.8%*	*13.4%*	*16.4%*	*15.5%*	*12.4%*	*18.9%*
%H		*92.3%*	*37.8%*	*14.7%*	*70.9%*	*29.6%*	*41.4%*
Any recorder	2364	2286	1305	324	1677	987	690
%V	*40.5%*	*41.0%*	*48.4%*	*37.9%*	*38.5%*	*43.6%*	*33.0%*
%H		*96.7%*	*55.2%*	*13.7%*	*70.9%*	*41.8%*	*29.2%*

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

Set level data

Table 4.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5832	5577	2695	856	4357	2266	2091
%H		*95.6%*	*46.2%*	*14.7%*	*74.7%*	*38.9%*	*35.9%*
Receives HDTV (via STB or built-in reception)	785	785	493	175	562	430	131
%V	*13.5%*	*14.1%*	*18.3%*	*20.4%*	*12.9%*	*19.0%*	*6.3%*
%H		*100.0%*	*62.8%*	*22.3%*	*71.6%*	*54.8%*	*16.7%*
DVD/Blu-ray player or recorder	3198	3110	1555	487	2398	1292	1105
%V	*54.8%*	*55.8%*	*57.7%*	*56.9%*	*55.0%*	*57.0%*	*52.8%*
%H		*97.2%*	*48.6%*	*15.2%*	*75.0%*	*40.4%*	*34.6%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2679	2506	1092	363	1879	807	1071
%H		*93.5%*	*40.8%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
Under 20"	96	63	14	8	50	8	42
%V	*3.6%*	*2.5%*	*1.3%*	*2.2%*	*2.7%*	*1.0%*	*3.9%*
%H		*65.6%*	*14.6%*	*8.3%*	*52.1%*	*8.3%*	*43.8%*
20" - 29"	849	742	225	103	542	121	421
%V	*31.7%*	*29.6%*	*20.6%*	*28.4%*	*28.8%*	*15.0%*	*39.3%*
%H		*87.4%*	*26.5%*	*12.1%*	*63.8%*	*14.3%*	*49.6%*
30" - 39"	1062	1034	438	151	790	340	450
%V	*39.6%*	*41.3%*	*40.1%*	*41.6%*	*42.0%*	*42.1%*	*42.0%*
%H		*97.4%*	*41.2%*	*14.2%*	*74.4%*	*32.0%*	*42.4%*
40" and over	655	652	409	99	488	335	153
%V	*24.4%*	*26.0%*	*37.5%*	*27.3%*	*26.0%*	*41.5%*	*14.3%*
%H		*99.5%*	*62.4%*	*15.1%*	*74.5%*	*51.1%*	*23.4%*
Don't know	16	14	7	2	9	3	6
%V	*0.6%*	*0.6%*	*0.6%*	*0.6%*	*0.5%*	*0.4%*	*0.6%*
%H		*87.5%*	*43.8%*	*12.5%*	*56.3%*	*18.8%*	*37.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Set level data

Table 4.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2679	2506	1092	363	1879	807	1071
%H		*93.5%*	*40.8%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
PVR	1056	1055	729	136	733	529	204
%V	*39.4%*	*42.1%*	*66.8%*	*37.5%*	*39.0%*	*65.6%*	*19.0%*
%H		*99.9%*	*69.0%*	*12.9%*	*69.4%*	*50.1%*	*19.3%*
DVDR	396	386	174	56	304	143	161
%V	*14.8%*	*15.4%*	*15.9%*	*15.4%*	*16.2%*	*17.7%*	*15.0%*
%H		*97.5%*	*43.9%*	*14.1%*	*76.8%*	*36.1%*	*40.7%*
VCR	650	586	220	82	450	158	292
%V	*24.3%*	*23.4%*	*20.1%*	*22.6%*	*23.9%*	*19.6%*	*27.3%*
%H		*90.2%*	*33.8%*	*12.6%*	*69.2%*	*24.3%*	*44.9%*
Any recorder	1676	1607	877	215	1171	639	533
%V	*62.6%*	*64.1%*	*80.3%*	*59.2%*	*62.3%*	*79.2%*	*49.8%*
%H		*95.9%*	*52.3%*	*12.8%*	*69.9%*	*38.1%*	*31.8%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2679	2506	1092	363	1879	807	1071
%H		*93.5%*	*40.8%*	*13.5%*	*70.1%*	*30.1%*	*40.0%*
Receives HDTV (via STB or built-in reception)	608	608	388	135	426	331	95
%V	*22.7%*	*24.3%*	*35.5%*	*37.2%*	*22.7%*	*41.0%*	*8.9%*
%H		*100.0%*	*63.8%*	*22.2%*	*70.1%*	*54.4%*	*15.6%*
DVD/Blu-ray player or recorder	1999	1926	870	293	1442	662	780
%V	*74.6%*	*76.9%*	*79.7%*	*80.7%*	*76.7%*	*82.0%*	*72.8%*
%H		*96.3%*	*43.5%*	*14.7%*	*72.1%*	*33.1%*	*39.0%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Set level data

Table 4.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3153	3071	1602	493	2479	1459	1020
%H		*97.4%*	*50.8%*	*15.6%*	*78.6%*	*46.3%*	*32.4%*
Under 20"	1719	1658	782	275	1337	716	622
%V	*54.5%*	*54.0%*	*48.8%*	*55.8%*	*53.9%*	*49.1%*	*61.0%*
%H		*96.5%*	*45.5%*	*16.0%*	*77.8%*	*41.7%*	*36.2%*
20" - 29"	891	874	470	128	710	424	286
%V	*28.3%*	*28.5%*	*29.3%*	*26.0%*	*28.6%*	*29.1%*	*28.0%*
%H		*98.1%*	*52.7%*	*14.4%*	*79.7%*	*47.6%*	*32.1%*
30" - 39"	408	407	264	70	329	246	83
%V	*12.9%*	*13.3%*	*16.5%*	*14.2%*	*13.3%*	*16.9%*	*8.1%*
%H		*99.8%*	*64.7%*	*17.2%*	*80.6%*	*60.3%*	*20.3%*
40" and over	119	118	81	18	90	68	21
%V	*3.8%*	*3.8%*	*5.1%*	*3.7%*	*3.6%*	*4.7%*	*2.1%*
%H		*99.2%*	*68.1%*	*15.1%*	*75.6%*	*57.1%*	*17.6%*
Don't know	16	14	6	1	13	5	7
%V	*0.5%*	*0.5%*	*0.4%*	*0.2%*	*0.5%*	*0.3%*	*0.7%*
%H		*87.5%*	*37.5%*	*6.3%*	*81.3%*	*31.3%*	*43.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3153	3071	1602	493	2479	1459	1020
%H		*97.4%*	*50.8%*	*15.6%*	*78.6%*	*46.3%*	*32.4%*
PVR	320	320	259	34	222	188	34
%V	*10.1%*	*10.4%*	*16.2%*	*6.9%*	*9.0%*	*12.9%*	*3.3%*
%H		*100.0%*	*80.9%*	*10.6%*	*69.4%*	*58.8%*	*10.6%*
DVDR	139	139	79	25	111	75	36
%V	*4.4%*	*4.5%*	*4.9%*	*5.1%*	*4.5%*	*5.1%*	*3.5%*
%H		*100.0%*	*56.8%*	*18.0%*	*79.9%*	*54.0%*	*25.9%*
VCR	303	294	140	58	226	124	102
%V	*9.6%*	*9.6%*	*8.7%*	*11.8%*	*9.1%*	*8.5%*	*10.0%*
%H		*97.0%*	*46.2%*	*19.1%*	*74.6%*	*40.9%*	*33.7%*
Any recorder	688	679	427	109	506	348	157
%V	*21.8%*	*22.1%*	*26.7%*	*22.1%*	*20.4%*	*23.9%*	*15.4%*
%H		*98.7%*	*62.1%*	*15.8%*	*73.5%*	*50.6%*	*22.8%*

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

Set level data

Table 4.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3153	3071	1602	493	2479	1459	1020
%H		*97.4%*	*50.8%*	*15.6%*	*78.6%*	*46.3%*	*32.4%*
Receives HDTV (via STB or built-in reception)	177	177	106	40	136	99	37
%V	*5.6%*	*5.8%*	*6.6%*	*8.1%*	*5.5%*	*6.8%*	*3.6%*
%H		*100.0%*	*59.9%*	*22.6%*	*76.8%*	*55.9%*	*20.9%*
DVD/Blu-ray player or recorder	1200	1184	685	194	955	630	325
%V	*38.1%*	*38.6%*	*42.8%*	*39.4%*	*38.5%*	*43.2%*	*31.9%*
%H		*98.7%*	*57.1%*	*16.2%*	*79.6%*	*52.5%*	*27.1%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Individual level data

Table 4.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	6299	6152	5880	2909	938	4291	2194	2097
%H		*97.7%*	*93.3%*	*46.2%*	*14.9%*	*68.1%*	*34.8%*	*33.3%*
Total Children	1165	1145	1124	632	206	761	459	303
%V	*18.5%*	*18.6%*	*19.1%*	*21.7%*	*22.0%*	*17.7%*	*20.9%*	*14.4%*
%H		*98.3%*	*96.5%*	*54.2%*	*17.7%*	*65.3%*	*39.4%*	*26.0%*
0 - 3	310	300	295	166	45	181	95	86
%V	*4.9%*	*4.9%*	*5.0%*	*5.7%*	*4.8%*	*4.2%*	*4.3%*	*4.1%*
%H		*96.8%*	*95.2%*	*53.5%*	*14.5%*	*58.4%*	*30.6%*	*27.7%*
4 - 15	855	845	829	465	162	580	364	216
%V	*13.6%*	*13.7%*	*14.1%*	*16.0%*	*17.3%*	*13.5%*	*16.6%*	*10.3%*
%H		*98.8%*	*97.0%*	*54.4%*	*18.9%*	*67.8%*	*42.6%*	*25.3%*
4 - 9	417	410	402	231	74	262	159	103
%V	*6.6%*	*6.7%*	*6.8%*	*7.9%*	*7.9%*	*6.1%*	*7.2%*	*4.9%*
%H		*98.3%*	*96.4%*	*55.4%*	*17.7%*	*62.8%*	*38.1%*	*24.7%*
10 - 15	438	435	427	234	88	318	205	113
%V	*7.0%*	*7.1%*	*7.3%*	*8.0%*	*9.4%*	*7.4%*	*9.3%*	*5.4%*
%H		*99.3%*	*97.5%*	*53.4%*	*20.1%*	*72.6%*	*46.8%*	*25.8%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Individual level data

Table 4.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	6299	6152	5880	2909	938	4291	2194	2097
%H		*97.7%*	*93.3%*	*46.2%*	*14.9%*	*68.1%*	*34.8%*	*33.3%*
Total Adults (16+)	5135	5006	4755	2277	732	3530	1735	1795
%V	*81.5%*	*81.4%*	*80.9%*	*78.3%*	*78.0%*	*82.3%*	*79.1%*	*85.6%*
%H		*97.5%*	*92.6%*	*44.3%*	*14.3%*	*68.7%*	*33.8%*	*35.0%*
16 - 19	335	325	315	177	46	235	142	93
%V	*5.3%*	*5.3%*	*5.4%*	*6.1%*	*4.9%*	*5.5%*	*6.5%*	*4.4%*
%H		*97.0%*	*94.0%*	*52.8%*	*13.7%*	*70.1%*	*42.4%*	*27.8%*
20 - 24	438	412	394	186	87	264	137	127
%V	*7.0%*	*6.7%*	*6.7%*	*6.4%*	*9.3%*	*6.2%*	*6.2%*	*6.1%*
%H		*94.1%*	*90.0%*	*42.5%*	*19.9%*	*60.3%*	*31.3%*	*29.0%*
25 - 34	816	774	753	409	120	506	273	233
%V	*13.0%*	*12.6%*	*12.8%*	*14.1%*	*12.8%*	*11.8%*	*12.4%*	*11.1%*
%H		*94.9%*	*92.3%*	*50.1%*	*14.7%*	*62.0%*	*33.5%*	*28.6%*
35 - 44	859	841	812	445	143	575	343	231
%V	*13.6%*	*13.7%*	*13.8%*	*15.3%*	*15.2%*	*13.4%*	*15.6%*	*11.0%*
%H		*97.9%*	*94.5%*	*51.8%*	*16.6%*	*66.9%*	*39.9%*	*26.9%*
45 - 54	874	863	840	420	144	633	342	291
%V	*13.9%*	*14.0%*	*14.3%*	*14.4%*	*15.4%*	*14.8%*	*15.6%*	*13.9%*
%H		*98.7%*	*96.1%*	*48.1%*	*16.5%*	*72.4%*	*39.1%*	*33.3%*
55 - 64	758	746	719	341	102	556	272	284
%V	*12.0%*	*12.1%*	*12.2%*	*11.7%*	*10.9%*	*13.0%*	*12.4%*	*13.5%*
%H		*98.4%*	*94.9%*	*45.0%*	*13.5%*	*73.4%*	*35.9%*	*37.5%*
65+	1055	1046	922	300	90	762	226	536
%V	*16.7%*	*17.0%*	*15.7%*	*10.3%*	*9.6%*	*17.8%*	*10.3%*	*25.6%*
%H		*99.1%*	*87.4%*	*28.4%*	*8.5%*	*72.2%*	*21.4%*	*50.8%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	5135	5006	4755	2277	732	3530	1735	1795
%H		*97.5%*	*92.6%*	*44.3%*	*14.3%*	*68.7%*	*33.8%*	*35.0%*
AB	1097	1077	1030	524	137	760	375	384
%V	*21.4%*	*21.5%*	*21.7%*	*23.0%*	*18.7%*	*21.5%*	*21.6%*	*21.4%*
%H		*98.2%*	*93.9%*	*47.8%*	*12.5%*	*69.3%*	*34.2%*	*35.0%*
C1	1449	1394	1346	650	244	985	512	472
%V	*28.2%*	*27.8%*	*28.3%*	*28.5%*	*33.3%*	*27.9%*	*29.5%*	*26.3%*
%H		*96.2%*	*92.9%*	*44.9%*	*16.8%*	*68.0%*	*35.3%*	*32.6%*
C2	1148	1132	1088	551	166	817	439	378
%V	*22.4%*	*22.6%*	*22.9%*	*24.2%*	*22.7%*	*23.1%*	*25.3%*	*21.1%*
%H		*98.6%*	*94.8%*	*48.0%*	*14.5%*	*71.2%*	*38.2%*	*32.9%*
D	872	855	806	389	115	592	289	303
%V	*17.0%*	*17.1%*	*17.0%*	*17.1%*	*15.7%*	*16.8%*	*16.7%*	*16.9%*
%H		*98.1%*	*92.4%*	*44.6%*	*13.2%*	*67.9%*	*33.1%*	*34.7%*
E	568	548	485	164	70	377	120	257
%V	*11.1%*	*10.9%*	*10.2%*	*7.2%*	*9.6%*	*10.7%*	*6.9%*	*14.3%*
%H		*96.5%*	*85.4%*	*28.9%*	*12.3%*	*66.4%*	*21.1%*	*45.2%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	5135	5006	4755	2277	732	3530	1735	1795
%H		*97.5%*	*92.6%*	*44.3%*	*14.3%*	*68.7%*	*33.8%*	*35.0%*
Working full time	2201	2158	2098	1139	354	1510	880	630
%V	*42.9%*	*43.1%*	*44.1%*	*50.0%*	*48.4%*	*42.8%*	*50.7%*	*35.1%*
%H		*98.0%*	*95.3%*	*51.7%*	*16.1%*	*68.6%*	*40.0%*	*28.6%*
Working part time	562	554	535	258	87	395	202	193
%V	*10.9%*	*11.1%*	*11.3%*	*11.3%*	*11.9%*	*11.2%*	*11.6%*	*10.8%*
%H		*98.6%*	*95.2%*	*45.9%*	*15.5%*	*70.3%*	*35.9%*	*34.3%*
Not working	2372	2294	2122	881	291	1625	653	972
%V	*46.2%*	*45.8%*	*44.6%*	*38.7%*	*39.8%*	*46.0%*	*37.6%*	*54.2%*
%H		*96.7%*	*89.5%*	*37.1%*	*12.3%*	*68.5%*	*27.5%*	*41.0%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Individual level data

Table 4.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2532	2449	2335	1155	363	1720	881	839
%H		*96.7%*	*92.2%*	*45.6%*	*14.3%*	*67.9%*	*34.8%*	*33.1%*
16 - 19	171	166	160	94	21	116	70	45
%V	*6.8%*	*6.8%*	*6.9%*	*8.1%*	*5.8%*	*6.7%*	*7.9%*	*5.4%*
%H		*97.1%*	*93.6%*	*55.0%*	*12.3%*	*67.8%*	*40.9%*	*26.3%*
20 - 24	224	209	197	87	47	133	68	65
%V	*8.8%*	*8.5%*	*8.4%*	*7.5%*	*12.9%*	*7.7%*	*7.7%*	*7.7%*
%H		*93.3%*	*87.9%*	*38.8%*	*21.0%*	*59.4%*	*30.4%*	*29.0%*
25 - 34	419	389	378	209	60	257	143	114
%V	*16.5%*	*15.9%*	*16.2%*	*18.1%*	*16.5%*	*14.9%*	*16.2%*	*13.6%*
%H		*92.8%*	*90.2%*	*49.9%*	*14.3%*	*61.3%*	*34.1%*	*27.2%*
35 - 44	423	411	397	221	65	282	167	115
%V	*16.7%*	*16.8%*	*17.0%*	*19.1%*	*17.9%*	*16.4%*	*19.0%*	*13.7%*
%H		*97.2%*	*93.9%*	*52.2%*	*15.4%*	*66.7%*	*39.5%*	*27.2%*
45 - 54	441	433	420	214	76	305	169	136
%V	*17.4%*	*17.7%*	*18.0%*	*18.5%*	*20.9%*	*17.7%*	*19.2%*	*16.2%*
%H		*98.2%*	*95.2%*	*48.5%*	*17.2%*	*69.2%*	*38.3%*	*30.8%*
55 - 64	373	366	352	165	53	277	139	138
%V	*14.7%*	*14.9%*	*15.1%*	*14.3%*	*14.6%*	*16.1%*	*15.8%*	*16.4%*
%H		*98.1%*	*94.4%*	*44.2%*	*14.2%*	*74.3%*	*37.3%*	*37.0%*
65+	481	477	431	166	42	351	125	227
%V	*19.0%*	*19.5%*	*18.5%*	*14.4%*	*11.6%*	*20.4%*	*14.2%*	*27.1%*
%H		*99.2%*	*89.6%*	*34.5%*	*8.7%*	*73.0%*	*26.0%*	*47.2%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2532	2449	2335	1155	363	1720	881	839
%H		*96.7%*	*92.2%*	*45.6%*	*14.3%*	*67.9%*	*34.8%*	*33.1%*
AB	550	537	514	261	66	381	189	193
%V	*21.7%*	*21.9%*	*22.0%*	*22.6%*	*18.2%*	*22.2%*	*21.5%*	*23.0%*
%H		*97.6%*	*93.5%*	*47.5%*	*12.0%*	*69.3%*	*34.4%*	*35.1%*
C1	693	656	640	316	119	468	252	216
%V	*27.4%*	*26.8%*	*27.4%*	*27.4%*	*32.8%*	*27.2%*	*28.6%*	*25.7%*
%H		*94.7%*	*92.4%*	*45.6%*	*17.2%*	*67.5%*	*36.4%*	*31.2%*
C2	622	611	585	300	87	437	236	201
%V	*24.6%*	*24.9%*	*25.1%*	*26.0%*	*24.0%*	*25.4%*	*26.8%*	*24.0%*
%H		*98.2%*	*94.1%*	*48.2%*	*14.0%*	*70.3%*	*37.9%*	*32.3%*
D	427	415	393	202	59	281	148	134
%V	*16.9%*	*16.9%*	*16.8%*	*17.5%*	*16.3%*	*16.3%*	*16.8%*	*16.0%*
%H		*97.2%*	*92.0%*	*47.3%*	*13.8%*	*65.8%*	*34.7%*	*31.4%*
E	241	229	202	76	32	153	57	96
%V	*9.5%*	*9.4%*	*8.7%*	*6.6%*	*8.8%*	*8.9%*	*6.5%*	*11.4%*
%H		*95.0%*	*83.8%*	*31.5%*	*13.3%*	*63.5%*	*23.7%*	*39.8%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2532	2449	2335	1155	363	1720	881	839
%H		*96.7%*	*92.2%*	*45.6%*	*14.3%*	*67.9%*	*34.8%*	*33.1%*
Working full time	1377	1343	1304	711	221	938	549	389
%V	*54.4%*	*54.8%*	*55.8%*	*61.6%*	*60.9%*	*54.5%*	*62.3%*	*46.4%*
%H		*97.5%*	*94.7%*	*51.6%*	*16.0%*	*68.1%*	*39.9%*	*28.2%*
Working part time	110	106	99	47	12	64	24	41
%V	*4.3%*	*4.3%*	*4.2%*	*4.1%*	*3.3%*	*3.7%*	*2.7%*	*4.9%*
%H		*96.4%*	*90.0%*	*42.7%*	*10.9%*	*58.2%*	*21.8%*	*37.3%*
Not working	1045	1000	931	397	130	718	308	410
%V	*41.3%*	*40.8%*	*39.9%*	*34.4%*	*35.8%*	*41.7%*	*35.0%*	*48.9%*
%H		*95.7%*	*89.1%*	*38.0%*	*12.4%*	*68.7%*	*29.5%*	*39.2%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Individual level data

Table 4.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2602	2557	2421	1122	369	1810	854	956
%H		*98.3%*	*93.0%*	*43.1%*	*14.2%*	*69.6%*	*32.8%*	*36.7%*
16 - 19	163	159	154	83	25	119	71	48
%V	*6.3%*	*6.2%*	*6.4%*	*7.4%*	*6.8%*	*6.6%*	*8.3%*	*5.0%*
%H		*97.5%*	*94.5%*	*50.9%*	*15.3%*	*73.0%*	*43.6%*	*29.4%*
20 - 24	214	203	197	99	40	131	69	62
%V	*8.2%*	*7.9%*	*8.1%*	*8.8%*	*10.8%*	*7.2%*	*8.1%*	*6.5%*
%H		*94.9%*	*92.1%*	*46.3%*	*18.7%*	*61.2%*	*32.2%*	*29.0%*
25 - 34	397	385	376	200	60	249	130	119
%V	*15.3%*	*15.1%*	*15.5%*	*17.8%*	*16.3%*	*13.8%*	*15.2%*	*12.4%*
%H		*97.0%*	*94.7%*	*50.4%*	*15.1%*	*62.7%*	*32.7%*	*30.0%*
35 - 44	437	430	415	224	78	293	176	116
%V	*16.8%*	*16.8%*	*17.1%*	*20.0%*	*21.1%*	*16.2%*	*20.6%*	*12.1%*
%H		*98.4%*	*95.0%*	*51.3%*	*17.8%*	*67.0%*	*40.3%*	*26.5%*
45 - 54	433	430	420	206	68	328	173	155
%V	*16.6%*	*16.8%*	*17.3%*	*18.4%*	*18.4%*	*18.1%*	*20.3%*	*16.2%*
%H		*99.3%*	*97.0%*	*47.6%*	*15.7%*	*75.8%*	*40.0%*	*35.8%*
55 - 64	385	381	367	176	49	279	133	146
%V	*14.8%*	*14.9%*	*15.2%*	*15.7%*	*13.3%*	*15.4%*	*15.6%*	*15.3%*
%H		*99.0%*	*95.3%*	*45.7%*	*12.7%*	*72.5%*	*34.5%*	*37.9%*
65+	574	569	491	134	48	411	101	310
%V	*22.1%*	*22.3%*	*20.3%*	*11.9%*	*13.0%*	*22.7%*	*11.8%*	*32.4%*
%H		*99.1%*	*85.5%*	*23.3%*	*8.4%*	*71.6%*	*17.6%*	*54.0%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2602	2557	2421	1122	369	1810	854	956
%H		*98.3%*	*93.0%*	*43.1%*	*14.2%*	*69.6%*	*32.8%*	*36.7%*
AB	547	540	516	262	71	378	187	192
%V	*21.0%*	*21.1%*	*21.3%*	*23.4%*	*19.2%*	*20.9%*	*21.9%*	*20.1%*
%H		*98.7%*	*94.3%*	*47.9%*	*13.0%*	*69.1%*	*34.2%*	*35.1%*
C1	757	738	706	333	125	516	260	256
%V	*29.1%*	*28.9%*	*29.2%*	*29.7%*	*33.9%*	*28.5%*	*30.4%*	*26.8%*
%H		*97.5%*	*93.3%*	*44.0%*	*16.5%*	*68.2%*	*34.3%*	*33.8%*
C2	527	521	503	251	79	381	203	177
%V	*20.3%*	*20.4%*	*20.8%*	*22.4%*	*21.4%*	*21.0%*	*23.8%*	*18.5%*
%H		*98.9%*	*95.4%*	*47.6%*	*15.0%*	*72.3%*	*38.5%*	*33.6%*
D	445	440	413	187	57	311	141	170
%V	*17.1%*	*17.2%*	*17.1%*	*16.7%*	*15.4%*	*17.2%*	*16.5%*	*17.8%*
%H		*98.9%*	*92.8%*	*42.0%*	*12.8%*	*69.9%*	*31.7%*	*38.2%*
E	327	319	283	88	38	224	63	161
%V	*12.6%*	*12.5%*	*11.7%*	*7.8%*	*10.3%*	*12.4%*	*7.4%*	*16.8%*
%H		*97.6%*	*86.5%*	*26.9%*	*11.6%*	*68.5%*	*19.3%*	*49.2%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2602	2557	2421	1122	369	1810	854	956
%H		*98.3%*	*93.0%*	*43.1%*	*14.2%*	*69.6%*	*32.8%*	*36.7%*
Working full time	824	815	794	428	133	572	331	241
%V	*31.7%*	*31.9%*	*32.8%*	*38.1%*	*36.0%*	*31.6%*	*38.8%*	*25.2%*
%H		*98.9%*	*96.4%*	*51.9%*	*16.1%*	*69.4%*	*40.2%*	*29.2%*
Working part time	451	448	436	211	75	331	179	152
%V	*17.3%*	*17.5%*	*18.0%*	*18.8%*	*20.3%*	*18.3%*	*21.0%*	*15.9%*
%H		*99.3%*	*96.7%*	*46.8%*	*16.6%*	*73.4%*	*39.7%*	*33.7%*
Not working	1327	1294	1191	484	161	907	345	562
%V	*51.0%*	*50.6%*	*49.2%*	*43.1%*	*43.6%*	*50.1%*	*40.4%*	*58.8%*
%H		*97.5%*	*89.8%*	*36.5%*	*12.1%*	*68.3%*	*26.0%*	*42.4%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North East

Household level data

Table 5.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1223	1198	1133	446	191	839	333	506
%H (All HH)		*98.0%*	*92.6%*	*36.5%*	*15.6%*	*68.6%*	*27.2%*	*41.4%*
%H (TV HH)			*94.6%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
AB	223	220	211	100	37	154	77	77
%V	*18.2%*	*18.4%*	*18.6%*	*22.4%*	*19.4%*	*18.4%*	*23.1%*	*15.2%*
%H (All HH)		*98.7%*	*94.6%*	*44.8%*	*16.6%*	*69.1%*	*34.5%*	*34.5%*
%H (TV HH)			*95.9%*	*45.5%*	*16.8%*	*70.0%*	*35.0%*	*35.0%*
C1	311	305	292	129	60	212	105	107
%V	*25.4%*	*25.5%*	*25.8%*	*28.9%*	*31.4%*	*25.3%*	*31.5%*	*21.1%*
%H (All HH)		*98.1%*	*93.9%*	*41.5%*	*19.3%*	*68.2%*	*33.8%*	*34.4%*
%H (TV HH)			*95.7%*	*42.3%*	*19.7%*	*69.5%*	*34.4%*	*35.1%*
C2	236	235	226	99	41	155	66	89
%V	*19.3%*	*19.6%*	*19.9%*	*22.2%*	*21.5%*	*18.5%*	*19.8%*	*17.6%*
%H (All HH)		*99.6%*	*95.8%*	*41.9%*	*17.4%*	*65.7%*	*28.0%*	*37.7%*
%H (TV HH)			*96.2%*	*42.1%*	*17.4%*	*66.0%*	*28.1%*	*37.9%*
D	217	213	203	79	26	151	53	98
%V	*17.7%*	*17.8%*	*17.9%*	*17.7%*	*13.6%*	*18.0%*	*15.9%*	*19.4%*
%H (All HH)		*98.2%*	*93.5%*	*36.4%*	*12.0%*	*69.6%*	*24.4%*	*45.2%*
%H (TV HH)			*95.3%*	*37.1%*	*12.2%*	*70.9%*	*24.9%*	*46.0%*
E	237	225	201	40	27	168	32	136
%V	*19.4%*	*18.8%*	*17.7%*	*9.0%*	*14.1%*	*20.0%*	*9.6%*	*26.9%*
%H (All HH)		*94.9%*	*84.8%*	*16.9%*	*11.4%*	*70.9%*	*13.5%*	*57.4%*
%H (TV HH)			*89.3%*	*17.8%*	*12.0%*	*74.7%*	*14.2%*	*60.4%*

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
April 2010 - March 2011

ITV North East

Household level data

Table 5.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1223	1198	1133	446	191	839	333	506
%H (All HH)		*98.0%*	*92.6%*	*36.5%*	*15.6%*	*68.6%*	*27.2%*	*41.4%*
%H (TV HH)			*94.6%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
Under 25	66	60	58	17	7	48	14	34
%V	*5.4%*	*5.0%*	*5.1%*	*3.8%*	*3.7%*	*5.7%*	*4.2%*	*6.7%*
%H (All HH)		*90.9%*	*87.9%*	*25.8%*	*10.6%*	*72.7%*	*21.2%*	*51.5%*
%H (TV HH)			*96.7%*	*28.3%*	*11.7%*	*80.0%*	*23.3%*	*56.7%*
25 - 34	177	173	172	90	31	114	61	53
%V	*14.5%*	*14.4%*	*15.2%*	*20.2%*	*16.2%*	*13.6%*	*18.3%*	*10.5%*
%H (All HH)		*97.7%*	*97.2%*	*50.8%*	*17.5%*	*64.4%*	*34.5%*	*29.9%*
%H (TV HH)			*99.4%*	*52.0%*	*17.9%*	*65.9%*	*35.3%*	*30.6%*
35 - 44	207	205	201	104	38	138	76	62
%V	*16.9%*	*17.1%*	*17.7%*	*23.3%*	*19.9%*	*16.4%*	*22.8%*	*12.3%*
%H (All HH)		*99.0%*	*97.1%*	*50.2%*	*18.4%*	*66.7%*	*36.7%*	*30.0%*
%H (TV HH)			*98.0%*	*50.7%*	*18.5%*	*67.3%*	*37.1%*	*30.2%*
45 - 54	231	225	217	95	43	159	79	80
%V	*18.9%*	*18.8%*	*19.2%*	*21.3%*	*22.5%*	*19.0%*	*23.7%*	*15.8%*
%H (All HH)		*97.4%*	*93.9%*	*41.1%*	*18.6%*	*68.8%*	*34.2%*	*34.6%*
%H (TV HH)			*96.4%*	*42.2%*	*19.1%*	*70.7%*	*35.1%*	*35.6%*
55 - 64	214	210	202	76	31	146	49	97
%V	*17.5%*	*17.5%*	*17.8%*	*17.0%*	*16.2%*	*17.4%*	*14.7%*	*19.2%*
%H (All HH)		*98.1%*	*94.4%*	*35.5%*	*14.5%*	*68.2%*	*22.9%*	*45.3%*
%H (TV HH)			*96.2%*	*36.2%*	*14.8%*	*69.5%*	*23.3%*	*46.2%*
65 +	328	325	283	63	41	234	55	179
%V	*26.8%*	*27.1%*	*25.0%*	*14.1%*	*21.5%*	*27.9%*	*16.5%*	*35.4%*
%H (All HH)		*99.1%*	*86.3%*	*19.2%*	*12.5%*	*71.3%*	*16.8%*	*54.6%*
%H (TV HH)			*87.1%*	*19.4%*	*12.6%*	*72.0%*	*16.9%*	*55.1%*

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Household level data

Table 5.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1223	1198	1133	446	191	839	333	506
%H (All HH)		*98.0%*	*92.6%*	*36.5%*	*15.6%*	*68.6%*	*27.2%*	*41.4%*
%H (TV HH)			*94.6%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
1	414	397	348	78	48	279	57	223
%V	*33.9%*	*33.1%*	*30.7%*	*17.5%*	*25.1%*	*33.3%*	*17.1%*	*44.1%*
%H (All HH)		*95.9%*	*84.1%*	*18.8%*	*11.6%*	*67.4%*	*13.8%*	*53.9%*
%H (TV HH)			*87.7%*	*19.6%*	*12.1%*	*70.3%*	*14.4%*	*56.2%*
2	414	410	401	161	65	289	113	176
%V	*33.9%*	*34.2%*	*35.4%*	*36.1%*	*34.0%*	*34.4%*	*33.9%*	*34.8%*
%H (All HH)		*99.0%*	*96.9%*	*38.9%*	*15.7%*	*69.8%*	*27.3%*	*42.5%*
%H (TV HH)			*97.8%*	*39.3%*	*15.9%*	*70.5%*	*27.6%*	*42.9%*
3	197	197	193	106	36	136	81	55
%V	*16.1%*	*16.4%*	*17.0%*	*23.8%*	*18.8%*	*16.2%*	*24.3%*	*10.9%*
%H (All HH)		*100.0%*	*98.0%*	*53.8%*	*18.3%*	*69.0%*	*41.1%*	*27.9%*
%H (TV HH)			*98.0%*	*53.8%*	*18.3%*	*69.0%*	*41.1%*	*27.9%*
4	142	139	135	70	28	98	59	39
%V	*11.6%*	*11.6%*	*11.9%*	*15.7%*	*14.7%*	*11.7%*	*17.7%*	*7.7%*
%H (All HH)		*97.9%*	*95.1%*	*49.3%*	*19.7%*	*69.0%*	*41.5%*	*27.5%*
%H (TV HH)			*97.1%*	*50.4%*	*20.1%*	*70.5%*	*42.4%*	*28.1%*
5+	57	56	55	31	13	37	22	14
%V	*4.7%*	*4.7%*	*4.9%*	*7.0%*	*6.8%*	*4.4%*	*6.6%*	*2.8%*
%H (All HH)		*98.2%*	*96.5%*	*54.4%*	*22.8%*	*64.9%*	*38.6%*	*24.6%*
%H (TV HH)			*98.2%*	*55.4%*	*23.2%*	*66.1%*	*39.3%*	*25.0%*
Average HH size	2.21	2.22	2.26	2.61	2.46	2.21	2.66	1.91

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
April 2010 - March 2011

ITV North East

Household level data

Table 5.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1223	1198	1133	446	191	839	333	506
%H (All HH)		*98.0%*	*92.6%*	*36.5%*	*15.6%*	*68.6%*	*27.2%*	*41.4%*
%H (TV HH)			*94.6%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
Without	929	906	844	290	143	641	224	417
%V	*76.0%*	*75.6%*	*74.5%*	*65.0%*	*74.9%*	*76.4%*	*67.3%*	*82.4%*
%H (All HH)		*97.5%*	*90.9%*	*31.2%*	*15.4%*	*69.0%*	*24.1%*	*44.9%*
%H (TV HH)			*93.2%*	*32.0%*	*15.8%*	*70.8%*	*24.7%*	*46.0%*
With	294	292	289	157	48	198	109	89
%V	*24.0%*	*24.4%*	*25.5%*	*35.2%*	*25.1%*	*23.6%*	*32.7%*	*17.6%*
%H (All HH)		*99.3%*	*98.3%*	*53.4%*	*16.3%*	*67.3%*	*37.1%*	*30.3%*
%H (TV HH)			*99.0%*	*53.8%*	*16.4%*	*67.8%*	*37.3%*	*30.5%*
0 - 3	103	102	101	50	16	69	32	37
%V	*8.4%*	*8.5%*	*8.9%*	*11.2%*	*8.4%*	*8.2%*	*9.6%*	*7.3%*
%H (All HH)		*99.0%*	*98.1%*	*48.5%*	*15.5%*	*67.0%*	*31.1%*	*35.9%*
%H (TV HH)			*99.0%*	*49.0%*	*15.7%*	*67.6%*	*31.4%*	*36.3%*
4 - 9	140	139	138	79	28	94	59	35
%V	*11.4%*	*11.6%*	*12.2%*	*17.7%*	*14.7%*	*11.2%*	*17.7%*	*6.9%*
%H (All HH)		*99.3%*	*98.6%*	*56.4%*	*20.0%*	*67.1%*	*42.1%*	*25.0%*
%H (TV HH)			*99.3%*	*56.8%*	*20.1%*	*67.6%*	*42.4%*	*25.2%*
10 - 15	146	144	143	82	23	97	57	40
%V	*11.9%*	*12.0%*	*12.6%*	*18.4%*	*12.0%*	*11.6%*	*17.1%*	*7.9%*
%H (All HH)		*98.6%*	*97.9%*	*56.2%*	*15.8%*	*66.4%*	*39.0%*	*27.4%*
%H (TV HH)			*99.3%*	*56.9%*	*16.0%*	*67.4%*	*39.6%*	*27.8%*

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Household level data

Table 5.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1223	1198	1133	446	191	839	333	506
%H (All HH)		*98.0%*	*92.6%*	*36.5%*	*15.6%*	*68.6%*	*27.2%*	*41.4%*
%H (TV HH)			*94.6%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
1	435	435	391	134	42	267	52	215
%V	*35.6%*	*36.3%*	*34.5%*	*30.0%*	*22.0%*	*31.8%*	*15.6%*	*42.5%*
%H (All HH)		*100.0%*	*89.9%*	*30.8%*	*9.7%*	*61.4%*	*12.0%*	*49.4%*
%H (TV HH)			*89.9%*	*30.8%*	*9.7%*	*61.4%*	*12.0%*	*49.4%*
2	427	427	409	143	77	310	118	192
%V	*34.9%*	*35.6%*	*36.1%*	*32.1%*	*40.3%*	*36.9%*	*35.4%*	*37.9%*
%H (All HH)		*100.0%*	*95.8%*	*33.5%*	*18.0%*	*72.6%*	*27.6%*	*45.0%*
%H (TV HH)			*95.8%*	*33.5%*	*18.0%*	*72.6%*	*27.6%*	*45.0%*
3	208	208	204	101	41	155	88	67
%V	*17.0%*	*17.4%*	*18.0%*	*22.6%*	*21.5%*	*18.5%*	*26.4%*	*13.2%*
%H (All HH)		*100.0%*	*98.1%*	*48.6%*	*19.7%*	*74.5%*	*42.3%*	*32.2%*
%H (TV HH)			*98.1%*	*48.6%*	*19.7%*	*74.5%*	*42.3%*	*32.2%*
4	84	84	84	45	22	67	47	19
%V	*6.9%*	*7.0%*	*7.4%*	*10.1%*	*11.5%*	*8.0%*	*14.1%*	*3.8%*
%H (All HH)		*100.0%*	*100.0%*	*53.6%*	*26.2%*	*79.8%*	*56.0%*	*22.6%*
%H (TV HH)			*100.0%*	*53.6%*	*26.2%*	*79.8%*	*56.0%*	*22.6%*
5+	44	44	44	24	9	40	28	13
%V	*3.6%*	*3.7%*	*3.9%*	*5.4%*	*4.7%*	*4.8%*	*8.4%*	*2.6%*
%H (All HH)		*100.0%*	*100.0%*	*54.5%*	*20.5%*	*90.9%*	*63.6%*	*29.5%*
%H (TV HH)			*100.0%*	*54.5%*	*20.5%*	*90.9%*	*63.6%*	*29.5%*

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
April 2010 - March 2011

ITV North East

Household level data

Table 5.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1223	1198	1133	446	191	839	333	506
%H (All HH)		*98.0%*	*92.6%*	*36.5%*	*15.6%*	*68.6%*	*27.2%*	*41.4%*
%H (TV HH)			*94.6%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
Under 20"	488	488	467	182	90	362	163	199
%V	*39.9%*	*40.7%*	*41.2%*	*40.8%*	*47.1%*	*43.1%*	*48.9%*	*39.3%*
%H (All HH)		*100.0%*	*95.7%*	*37.3%*	*18.4%*	*74.2%*	*33.4%*	*40.8%*
%H (TV HH)			*95.7%*	*37.3%*	*18.4%*	*74.2%*	*33.4%*	*40.8%*
20" - 29"	568	568	520	186	90	400	149	251
%V	*46.4%*	*47.4%*	*45.9%*	*41.7%*	*47.1%*	*47.7%*	*44.7%*	*49.6%*
%H (All HH)		*100.0%*	*91.5%*	*32.7%*	*15.8%*	*70.4%*	*26.2%*	*44.2%*
%H (TV HH)			*91.5%*	*32.7%*	*15.8%*	*70.4%*	*26.2%*	*44.2%*
30" - 39"	593	593	582	245	107	438	200	238
%V	*48.5%*	*49.5%*	*51.4%*	*54.9%*	*56.0%*	*52.2%*	*60.1%*	*47.0%*
%H (All HH)		*100.0%*	*98.1%*	*41.3%*	*18.0%*	*73.9%*	*33.7%*	*40.1%*
%H (TV HH)			*98.1%*	*41.3%*	*18.0%*	*73.9%*	*33.7%*	*40.1%*
40" and over	373	373	372	198	73	268	162	105
%V	*30.5%*	*31.1%*	*32.8%*	*44.4%*	*38.2%*	*31.9%*	*48.6%*	*20.8%*
%H (All HH)		*100.0%*	*99.7%*	*53.1%*	*19.6%*	*71.8%*	*43.4%*	*28.2%*
%H (TV HH)			*99.7%*	*53.1%*	*19.6%*	*71.8%*	*43.4%*	*28.2%*

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

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Table 5.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1223	1198	1133	446	191	839	333	506
%H (All HH)		*98.0%*	*92.6%*	*36.5%*	*15.6%*	*68.6%*	*27.2%*	*41.4%*
%H (TV HH)			*94.6%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
Main living room	1192	1192	1127	444	190	835	331	504
%V	*97.5%*	*99.5%*	*99.5%*	*99.6%*	*99.5%*	*99.5%*	*99.4%*	*99.6%*
%H (All HH)		*100.0%*	*94.5%*	*37.2%*	*15.9%*	*70.1%*	*27.8%*	*42.3%*
%H (TV HH)			*94.5%*	*37.2%*	*15.9%*	*70.1%*	*27.8%*	*42.3%*
Kitchen	142	142	136	60	20	109	52	57
%V	*11.6%*	*11.9%*	*12.0%*	*13.5%*	*10.5%*	*13.0%*	*15.6%*	*11.3%*
%H (All HH)		*100.0%*	*95.8%*	*42.3%*	*14.1%*	*76.8%*	*36.6%*	*40.1%*
%H (TV HH)			*95.8%*	*42.3%*	*14.1%*	*76.8%*	*36.6%*	*40.1%*
Adult's bedroom	601	601	591	264	120	456	242	214
%V	*49.1%*	*50.2%*	*52.2%*	*59.2%*	*62.8%*	*54.4%*	*72.7%*	*42.3%*
%H (All HH)		*100.0%*	*98.3%*	*43.9%*	*20.0%*	*75.9%*	*40.3%*	*35.6%*
%H (TV HH)			*98.3%*	*43.9%*	*20.0%*	*75.9%*	*40.3%*	*35.6%*
Child's bedroom	139	139	139	70	31	106	65	41
%V	*11.4%*	*11.6%*	*12.3%*	*15.7%*	*16.2%*	*12.6%*	*19.5%*	*8.1%*
%H (All HH)		*100.0%*	*100.0%*	*50.4%*	*22.3%*	*76.3%*	*46.8%*	*29.5%*
%H (TV HH)			*100.0%*	*50.4%*	*22.3%*	*76.3%*	*46.8%*	*29.5%*
Other bedroom	73	73	72	35	15	58	35	24
%V	*6.0%*	*6.1%*	*6.4%*	*7.8%*	*7.9%*	*6.9%*	*10.5%*	*4.7%*
%H (All HH)		*100.0%*	*98.6%*	*47.9%*	*20.5%*	*79.5%*	*47.9%*	*32.9%*
%H (TV HH)			*98.6%*	*47.9%*	*20.5%*	*79.5%*	*47.9%*	*32.9%*
Second living/dining room	120	120	114	52	29	91	55	36
%V	*9.8%*	*10.0%*	*10.1%*	*11.7%*	*15.2%*	*10.8%*	*16.5%*	*7.1%*
%H (All HH)		*100.0%*	*95.0%*	*43.3%*	*24.2%*	*75.8%*	*45.8%*	*30.0%*
%H (TV HH)			*95.0%*	*43.3%*	*24.2%*	*75.8%*	*45.8%*	*30.0%*
Study/office	22	22	22	10	5	17	10	6
%V	*1.8%*	*1.8%*	*1.9%*	*2.2%*	*2.6%*	*2.0%*	*3.0%*	*1.2%*
%H (All HH)		*100.0%*	*100.0%*	*45.5%*	*22.7%*	*77.3%*	*45.5%*	*27.3%*
%H (TV HH)			*100.0%*	*45.5%*	*22.7%*	*77.3%*	*45.5%*	*27.3%*
TV room	5	5	5	2	0	5	2	3
%V	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.0%*	*0.6%*	*0.6%*	*0.6%*
%H (All HH)		*100.0%*	*100.0%*	*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*
%H (TV HH)			*100.0%*	*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*
No specific location	2	2	2	1	0	2	0	2
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.0%*	*0.4%*
%H (All HH)		*100.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*50.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*
Other	14	14	13	4	2	12	6	6
%V	*1.1%*	*1.2%*	*1.1%*	*0.9%*	*1.0%*	*1.4%*	*1.8%*	*1.2%*
%H (All HH)		*100.0%*	*92.9%*	*28.6%*	*14.3%*	*85.7%*	*42.9%*	*42.9%*
%H (TV HH)			*92.9%*	*28.6%*	*14.3%*	*85.7%*	*42.9%*	*42.9%*

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
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Household level data

Table 5.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1223	1198	1133	446	191	839	333	506
%H (All HH)		*98.0%*	*92.6%*	*36.5%*	*15.6%*	*68.6%*	*27.2%*	*41.4%*
%H (TV HH)			*94.6%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
PVR	510	510	508	337	84	335	239	97
%V	*41.7%*	*42.6%*	*44.8%*	*75.6%*	*44.0%*	*39.9%*	*71.8%*	*19.2%*
%H (All HH)		*100.0%*	*99.6%*	*66.1%*	*16.5%*	*65.7%*	*46.9%*	*19.0%*
%H (TV HH)			*99.6%*	*66.1%*	*16.5%*	*65.7%*	*46.9%*	*19.0%*
DVDR	199	199	195	88	34	145	70	75
%V	*16.3%*	*16.6%*	*17.2%*	*19.7%*	*17.8%*	*17.3%*	*21.0%*	*14.8%*
%H (All HH)		*100.0%*	*98.0%*	*44.2%*	*17.1%*	*72.9%*	*35.2%*	*37.7%*
%H (TV HH)			*98.0%*	*44.2%*	*17.1%*	*72.9%*	*35.2%*	*37.7%*
VCR	278	278	257	83	36	200	61	138
%V	*22.7%*	*23.2%*	*22.7%*	*18.6%*	*18.8%*	*23.8%*	*18.3%*	*27.3%*
%H (All HH)		*100.0%*	*92.4%*	*29.9%*	*12.9%*	*71.9%*	*21.9%*	*49.6%*
%H (TV HH)			*92.4%*	*29.9%*	*12.9%*	*71.9%*	*21.9%*	*49.6%*
Any recorder	755	755	730	379	117	517	273	244
%V	*61.7%*	*63.0%*	*64.4%*	*85.0%*	*61.3%*	*61.6%*	*82.0%*	*48.2%*
%H (All HH)		*100.0%*	*96.7%*	*50.2%*	*15.5%*	*68.5%*	*36.2%*	*32.3%*
%H (TV HH)			*96.7%*	*50.2%*	*15.5%*	*68.5%*	*36.2%*	*32.3%*

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
April 2010 - March 2011

ITV North East

Household level data

Table 5.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1223	1198	1133	446	191	839	333	506
%H (All HH)		*98.0%*	*92.6%*	*36.5%*	*15.6%*	*68.6%*	*27.2%*	*41.4%*
%H (TV HH)			*94.6%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
Receives HDTV (via STB or built-in reception)	337	337	337	198	85	230	170	60
%V	*27.6%*	*28.1%*	*29.7%*	*44.4%*	*44.5%*	*27.4%*	*51.1%*	*11.9%*
%H (All HH)		*100.0%*	*100.0%*	*58.8%*	*25.2%*	*68.2%*	*50.4%*	*17.8%*
%H (TV HH)			*100.0%*	*58.8%*	*25.2%*	*68.2%*	*50.4%*	*17.8%*
DVD/Blu-ray player or recorder	959	959	929	382	172	686	301	385
%V	*78.4%*	*80.1%*	*82.0%*	*85.7%*	*90.1%*	*81.8%*	*90.4%*	*76.1%*
%H (All HH)		*100.0%*	*96.9%*	*39.8%*	*17.9%*	*71.5%*	*31.4%*	*40.1%*
%H (TV HH)			*96.9%*	*39.8%*	*17.9%*	*71.5%*	*31.4%*	*40.1%*

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Household level data

Table 5.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1223	1198	1133	446	191	839	333	506
%H (All HH)		*98.0%*	*92.6%*	*36.5%*	*15.6%*	*68.6%*	*27.2%*	*41.4%*
%H (TV HH)			*94.6%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
Has PC or Laptop	828	815	796	373	152	566	286	280
%V	*67.7%*	*68.0%*	*70.3%*	*83.6%*	*79.6%*	*67.5%*	*85.9%*	*55.3%*
%H (All HH)		*98.4%*	*96.1%*	*45.0%*	*18.4%*	*68.4%*	*34.5%*	*33.8%*
%H (TV HH)			*97.7%*	*45.8%*	*18.7%*	*69.4%*	*35.1%*	*34.4%*
Has broadband internet	720	710	696	340	144	486	265	221
%V	*58.9%*	*59.3%*	*61.4%*	*76.2%*	*75.4%*	*57.9%*	*79.6%*	*43.7%*
%H (All HH)		*98.6%*	*96.7%*	*47.2%*	*20.0%*	*67.5%*	*36.8%*	*30.7%*
%H (TV HH)			*98.0%*	*47.9%*	*20.3%*	*68.5%*	*37.3%*	*31.1%*

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

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Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2487	2396	1030	452	1837	891	946
%H		*96.3%*	*41.4%*	*18.2%*	*73.9%*	*35.8%*	*38.0%*
Under 20"	654	630	259	124	498	245	252
%V	*26.3%*	*26.3%*	*25.1%*	*27.4%*	*27.1%*	*27.5%*	*26.6%*
%H		*96.3%*	*39.6%*	*19.0%*	*76.1%*	*37.5%*	*38.5%*
20" - 29"	694	640	234	114	500	197	302
%V	*27.9%*	*26.7%*	*22.7%*	*25.2%*	*27.2%*	*22.1%*	*31.9%*
%H		*92.2%*	*33.7%*	*16.4%*	*72.0%*	*28.4%*	*43.5%*
30" - 39"	706	695	305	129	529	258	271
%V	*28.4%*	*29.0%*	*29.6%*	*28.5%*	*28.8%*	*29.0%*	*28.6%*
%H		*98.4%*	*43.2%*	*18.3%*	*74.9%*	*36.5%*	*38.4%*
40" and over	410	409	221	82	296	183	113
%V	*16.5%*	*17.1%*	*21.5%*	*18.1%*	*16.1%*	*20.5%*	*11.9%*
%H		*99.8%*	*53.9%*	*20.0%*	*72.2%*	*44.6%*	*27.6%*
Don't know	22	21	10	3	15	8	7
%V	*0.9%*	*0.9%*	*1.0%*	*0.7%*	*0.8%*	*0.9%*	*0.7%*
%H		*95.5%*	*45.5%*	*13.6%*	*68.2%*	*36.4%*	*31.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Set level data

Table 5.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2487	2396	1030	452	1837	891	946
%H		*96.3%*	*41.4%*	*18.2%*	*73.9%*	*35.8%*	*38.0%*
Main living room	1202	1137	447	192	842	333	509
%V	*48.3%*	*47.5%*	*43.4%*	*42.5%*	*45.8%*	*37.4%*	*53.8%*
%H		*94.6%*	*37.2%*	*16.0%*	*70.0%*	*27.7%*	*42.3%*
Kitchen	143	138	60	21	110	52	57
%V	*5.7%*	*5.8%*	*5.8%*	*4.6%*	*6.0%*	*5.8%*	*6.0%*
%H		*96.5%*	*42.0%*	*14.7%*	*76.9%*	*36.4%*	*39.9%*
Adult's bedroom	711	699	318	145	548	300	248
%V	*28.6%*	*29.2%*	*30.9%*	*32.1%*	*29.8%*	*33.7%*	*26.2%*
%H		*98.3%*	*44.7%*	*20.4%*	*77.1%*	*42.2%*	*34.9%*
Child's bedroom	178	178	91	40	137	86	51
%V	*7.2%*	*7.4%*	*8.8%*	*8.8%*	*7.5%*	*9.7%*	*5.4%*
%H		*100.0%*	*51.1%*	*22.5%*	*77.0%*	*48.3%*	*28.7%*
Other bedroom	82	82	41	15	68	41	26
%V	*3.3%*	*3.4%*	*4.0%*	*3.3%*	*3.7%*	*4.6%*	*2.7%*
%H		*100.0%*	*50.0%*	*18.3%*	*82.9%*	*50.0%*	*31.7%*
Second living/dining room	126	120	55	31	97	59	38
%V	*5.1%*	*5.0%*	*5.3%*	*6.9%*	*5.3%*	*6.6%*	*4.0%*
%H		*95.2%*	*43.7%*	*24.6%*	*77.0%*	*46.8%*	*30.2%*
Study/office	22	22	10	5	17	10	6
%V	*0.9%*	*0.9%*	*1.0%*	*1.1%*	*0.9%*	*1.1%*	*0.6%*
%H		*100.0%*	*45.5%*	*22.7%*	*77.3%*	*45.5%*	*27.3%*
TV room	5	5	2	0	5	2	3
%V	*0.2%*	*0.2%*	*0.2%*	*0.0%*	*0.3%*	*0.2%*	*0.3%*
%H		*100.0%*	*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*
No specific location	2	2	1	0	2	0	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*
%H		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*
Other	15	14	5	2	13	7	6
%V	*0.6%*	*0.6%*	*0.5%*	*0.4%*	*0.7%*	*0.8%*	*0.6%*
%H		*93.3%*	*33.3%*	*13.3%*	*86.7%*	*46.7%*	*40.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV North East

Set level data

Table 5.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2487	2396	1030	452	1837	891	946
%H		*96.3%*	*41.4%*	*18.2%*	*73.9%*	*35.8%*	*38.0%*
PVR	630	629	437	97	412	303	109
%V	*25.3%*	*26.3%*	*42.4%*	*21.5%*	*22.4%*	*34.0%*	*11.5%*
%H		*99.8%*	*69.4%*	*15.4%*	*65.4%*	*48.1%*	*17.3%*
DVDR	236	231	112	38	178	95	83
%V	*9.5%*	*9.6%*	*10.9%*	*8.4%*	*9.7%*	*10.7%*	*8.8%*
%H		*97.9%*	*47.5%*	*16.1%*	*75.4%*	*40.3%*	*35.2%*
VCR	320	296	101	42	231	77	153
%V	*12.9%*	*12.4%*	*9.8%*	*9.3%*	*12.6%*	*8.6%*	*16.2%*
%H		*92.5%*	*31.6%*	*13.1%*	*72.2%*	*24.1%*	*47.8%*
Any recorder	988	960	536	146	684	391	292
%V	*39.7%*	*40.1%*	*52.0%*	*32.3%*	*37.2%*	*43.9%*	*30.9%*
%H		*97.2%*	*54.3%*	*14.8%*	*69.2%*	*39.6%*	*29.6%*

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

Set level data

Table 5.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2487	2396	1030	452	1837	891	946
%H		*96.3%*	*41.4%*	*18.2%*	*73.9%*	*35.8%*	*38.0%*
Receives HDTV (via STB or built-in reception)	425	425	254	107	292	220	72
%V	*17.1%*	*17.7%*	*24.7%*	*23.7%*	*15.9%*	*24.7%*	*7.6%*
%H		*100.0%*	*59.8%*	*25.2%*	*68.7%*	*51.8%*	*16.9%*
DVD/Blu-ray player or recorder	1480	1449	641	286	1109	568	541
%V	*59.5%*	*60.5%*	*62.2%*	*63.3%*	*60.4%*	*63.7%*	*57.2%*
%H		*97.9%*	*43.3%*	*19.3%*	*74.9%*	*38.4%*	*36.6%*

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

DATA PERIOD: ANNUAL
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ITV North East

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1198	1132	446	191	839	333	506
%H		*94.5%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
Under 20"	34	26	5	1	21	1	20
%V	*2.8%*	*2.3%*	*1.1%*	*0.5%*	*2.5%*	*0.3%*	*4.0%*
%H		*76.5%*	*14.7%*	*2.9%*	*61.8%*	*2.9%*	*58.8%*
20" - 29"	327	282	68	38	219	40	178
%V	*27.3%*	*24.9%*	*15.2%*	*19.9%*	*26.1%*	*12.0%*	*35.2%*
%H		*86.2%*	*20.8%*	*11.6%*	*67.0%*	*12.2%*	*54.4%*
30" - 39"	472	461	181	80	339	135	204
%V	*39.4%*	*40.7%*	*40.6%*	*41.9%*	*40.4%*	*40.5%*	*40.3%*
%H		*97.7%*	*38.3%*	*16.9%*	*71.8%*	*28.6%*	*43.2%*
40" and over	357	356	190	70	255	154	101
%V	*29.8%*	*31.4%*	*42.6%*	*36.6%*	*30.4%*	*46.2%*	*20.0%*
%H		*99.7%*	*53.2%*	*19.6%*	*71.4%*	*43.1%*	*28.3%*
Don't know	8	7	3	1	5	3	2
%V	*0.7%*	*0.6%*	*0.7%*	*0.5%*	*0.6%*	*0.9%*	*0.4%*
%H		*87.5%*	*37.5%*	*12.5%*	*62.5%*	*37.5%*	*25.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Set level data

Table 5.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1198	1132	446	191	839	333	506
%H		*94.5%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
PVR	487	486	331	77	315	228	88
%V	*40.7%*	*42.9%*	*74.2%*	*40.3%*	*37.5%*	*68.5%*	*17.4%*
%H		*99.8%*	*68.0%*	*15.8%*	*64.7%*	*46.8%*	*18.1%*
DVDR	171	166	75	28	122	57	65
%V	*14.3%*	*14.7%*	*16.8%*	*14.7%*	*14.5%*	*17.1%*	*12.8%*
%H		*97.1%*	*43.9%*	*16.4%*	*71.3%*	*33.3%*	*38.0%*
VCR	228	208	58	31	163	44	119
%V	*19.0%*	*18.4%*	*13.0%*	*16.2%*	*19.4%*	*13.2%*	*23.5%*
%H		*91.2%*	*25.4%*	*13.6%*	*71.5%*	*19.3%*	*52.2%*
Any recorder	719	695	370	107	487	260	227
%V	*60.0%*	*61.4%*	*83.0%*	*56.0%*	*58.0%*	*78.1%*	*44.9%*
%H		*96.7%*	*51.5%*	*14.9%*	*67.7%*	*36.2%*	*31.6%*

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

Set level data

Table 5.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1198	1132	446	191	839	333	506
%H		*94.5%*	*37.2%*	*15.9%*	*70.0%*	*27.8%*	*42.2%*
Receives HDTV (via STB or built-in reception)	318	318	189	79	216	159	57
%V	*26.5%*	*28.1%*	*42.4%*	*41.4%*	*25.7%*	*47.7%*	*11.3%*
%H		*100.0%*	*59.4%*	*24.8%*	*67.9%*	*50.0%*	*17.9%*
DVD/Blu-ray player or recorder	899	869	357	158	639	276	364
%V	*75.0%*	*76.8%*	*80.0%*	*82.7%*	*76.2%*	*82.9%*	*71.9%*
%H		*96.7%*	*39.7%*	*17.6%*	*71.1%*	*30.7%*	*40.5%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Set level data

Table 5.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1289	1264	583	261	998	558	440
%H		*98.1%*	*45.2%*	*20.2%*	*77.4%*	*43.3%*	*34.1%*
Under 20"	620	604	254	122	477	244	232
%V	*48.1%*	*47.8%*	*43.6%*	*46.7%*	*47.8%*	*43.7%*	*52.7%*
%H		*97.4%*	*41.0%*	*19.7%*	*76.9%*	*39.4%*	*37.4%*
20" - 29"	367	358	166	77	281	157	124
%V	*28.5%*	*28.3%*	*28.5%*	*29.5%*	*28.2%*	*28.1%*	*28.2%*
%H		*97.5%*	*45.2%*	*21.0%*	*76.6%*	*42.8%*	*33.8%*
30" - 39"	234	234	124	48	190	123	67
%V	*18.2%*	*18.5%*	*21.3%*	*18.4%*	*19.0%*	*22.0%*	*15.2%*
%H		*100.0%*	*53.0%*	*20.5%*	*81.2%*	*52.6%*	*28.6%*
40" and over	53	53	32	11	41	29	12
%V	*4.1%*	*4.2%*	*5.5%*	*4.2%*	*4.1%*	*5.2%*	*2.7%*
%H		*100.0%*	*60.4%*	*20.8%*	*77.4%*	*54.7%*	*22.6%*
Don't know	14	14	7	2	10	5	5
%V	*1.1%*	*1.1%*	*1.2%*	*0.8%*	*1.0%*	*0.9%*	*1.1%*
%H		*100.0%*	*50.0%*	*14.3%*	*71.4%*	*35.7%*	*35.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV North East

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1289	1264	583	261	998	558	440
%H		*98.1%*	*45.2%*	*20.2%*	*77.4%*	*43.3%*	*34.1%*
PVR	143	143	106	20	96	75	21
%V	*11.1%*	*11.3%*	*18.2%*	*7.7%*	*9.6%*	*13.4%*	*4.8%*
%H		*100.0%*	*74.1%*	*14.0%*	*67.1%*	*52.4%*	*14.7%*
DVDR	65	65	37	11	56	38	18
%V	*5.0%*	*5.1%*	*6.3%*	*4.2%*	*5.6%*	*6.8%*	*4.1%*
%H		*100.0%*	*56.9%*	*16.9%*	*86.2%*	*58.5%*	*27.7%*
VCR	92	89	43	11	67	33	34
%V	*7.1%*	*7.0%*	*7.4%*	*4.2%*	*6.7%*	*5.9%*	*7.7%*
%H		*96.7%*	*46.7%*	*12.0%*	*72.8%*	*35.9%*	*37.0%*
Any recorder	269	266	165	39	197	131	66
%V	*20.9%*	*21.0%*	*28.3%*	*14.9%*	*19.7%*	*23.5%*	*15.0%*
%H		*98.9%*	*61.3%*	*14.5%*	*73.2%*	*48.7%*	*24.5%*

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

Set level data

Table 5.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1289	1264	583	261	998	558	440
%H		*98.1%*	*45.2%*	*20.2%*	*77.4%*	*43.3%*	*34.1%*
Receives HDTV (via STB or built-in reception)	106	106	65	28	76	61	15
%V	*8.2%*	*8.4%*	*11.1%*	*10.7%*	*7.6%*	*10.9%*	*3.4%*
%H		*100.0%*	*61.3%*	*26.4%*	*71.7%*	*57.5%*	*14.2%*
DVD/Blu-ray player or recorder	581	580	284	128	469	292	177
%V	*45.1%*	*45.9%*	*48.7%*	*49.0%*	*47.0%*	*52.3%*	*40.2%*
%H		*99.8%*	*48.9%*	*22.0%*	*80.7%*	*50.3%*	*30.5%*

Base: ITV North 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 5.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	2699	2658	2562	1166	470	1852	885	967
%H		*98.5%*	*94.9%*	*43.2%*	*17.4%*	*68.6%*	*32.8%*	*35.8%*
Total Children	489	485	480	268	86	314	175	139
%V	*18.1%*	*18.2%*	*18.7%*	*23.0%*	*18.3%*	*17.0%*	*19.8%*	*14.4%*
%H		*99.2%*	*98.2%*	*54.8%*	*17.6%*	*64.2%*	*35.8%*	*28.4%*
0 - 3	125	123	122	60	18	84	36	48
%V	*4.6%*	*4.6%*	*4.8%*	*5.1%*	*3.8%*	*4.5%*	*4.1%*	*5.0%*
%H		*98.4%*	*97.6%*	*48.0%*	*14.4%*	*67.2%*	*28.8%*	*38.4%*
4 - 15	364	362	357	207	68	230	139	91
%V	*13.5%*	*13.6%*	*13.9%*	*17.8%*	*14.5%*	*12.4%*	*15.7%*	*9.4%*
%H		*99.5%*	*98.1%*	*56.9%*	*18.7%*	*63.2%*	*38.2%*	*25.0%*
4 - 9	181	181	179	102	38	114	70	45
%V	*6.7%*	*6.8%*	*7.0%*	*8.7%*	*8.1%*	*6.2%*	*7.9%*	*4.7%*
%H		*100.0%*	*98.9%*	*56.4%*	*21.0%*	*63.0%*	*38.7%*	*24.9%*
10 - 15	182	181	178	105	30	115	69	46
%V	*6.7%*	*6.8%*	*6.9%*	*9.0%*	*6.4%*	*6.2%*	*7.8%*	*4.8%*
%H		*99.5%*	*97.8%*	*57.7%*	*16.5%*	*63.2%*	*37.9%*	*25.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Individual level data

Table 5.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	2699	2658	2562	1166	470	1852	885	967
%H		*98.5%*	*94.9%*	*43.2%*	*17.4%*	*68.6%*	*32.8%*	*35.8%*
Total Adults (16+)	2210	2173	2083	899	384	1538	710	828
%V	*81.9%*	*81.8%*	*81.3%*	*77.1%*	*81.7%*	*83.0%*	*80.2%*	*85.6%*
%H		*98.3%*	*94.3%*	*40.7%*	*17.4%*	*69.6%*	*32.1%*	*37.5%*
16 - 19	146	143	140	75	28	109	69	40
%V	*5.4%*	*5.4%*	*5.5%*	*6.4%*	*6.0%*	*5.9%*	*7.8%*	*4.1%*
%H		*97.9%*	*95.9%*	*51.4%*	*19.2%*	*74.7%*	*47.3%*	*27.4%*
20 - 24	176	166	160	59	30	126	55	71
%V	*6.5%*	*6.2%*	*6.2%*	*5.1%*	*6.4%*	*6.8%*	*6.2%*	*7.3%*
%H		*94.3%*	*90.9%*	*33.5%*	*17.0%*	*71.6%*	*31.3%*	*40.3%*
25 - 34	333	326	323	170	63	215	119	96
%V	*12.3%*	*12.3%*	*12.6%*	*14.6%*	*13.4%*	*11.6%*	*13.4%*	*9.9%*
%H		*97.9%*	*97.0%*	*51.1%*	*18.9%*	*64.6%*	*35.7%*	*28.8%*
35 - 44	356	354	348	186	67	241	138	103
%V	*13.2%*	*13.3%*	*13.6%*	*16.0%*	*14.3%*	*13.0%*	*15.6%*	*10.7%*
%H		*99.4%*	*97.8%*	*52.2%*	*18.8%*	*67.7%*	*38.8%*	*28.9%*
45 - 54	388	382	370	169	76	271	144	128
%V	*14.4%*	*14.4%*	*14.4%*	*14.5%*	*16.2%*	*14.6%*	*16.3%*	*13.2%*
%H		*98.5%*	*95.4%*	*43.6%*	*19.6%*	*69.8%*	*37.1%*	*33.0%*
55 - 64	350	345	331	135	55	239	92	147
%V	*13.0%*	*13.0%*	*12.9%*	*11.6%*	*11.7%*	*12.9%*	*10.4%*	*15.2%*
%H		*98.6%*	*94.6%*	*38.6%*	*15.7%*	*68.3%*	*26.3%*	*42.0%*
65+	462	458	411	104	65	337	94	244
%V	*17.1%*	*17.2%*	*16.0%*	*8.9%*	*13.8%*	*18.2%*	*10.6%*	*25.2%*
%H		*99.1%*	*89.0%*	*22.5%*	*14.1%*	*72.9%*	*20.3%*	*52.8%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	2210	2173	2083	899	384	1538	710	828
%H		*98.3%*	*94.3%*	*40.7%*	*17.4%*	*69.6%*	*32.1%*	*37.5%*
AB	429	425	408	210	74	303	169	134
%V	*19.4%*	*19.6%*	*19.6%*	*23.4%*	*19.3%*	*19.7%*	*23.8%*	*16.2%*
%H		*99.1%*	*95.1%*	*49.0%*	*17.2%*	*70.6%*	*39.4%*	*31.2%*
C1	589	573	555	250	132	403	222	181
%V	*26.7%*	*26.4%*	*26.6%*	*27.8%*	*34.4%*	*26.2%*	*31.3%*	*21.9%*
%H		*97.3%*	*94.2%*	*42.4%*	*22.4%*	*68.4%*	*37.7%*	*30.7%*
C2	478	477	464	216	89	319	153	165
%V	*21.6%*	*22.0%*	*22.3%*	*24.0%*	*23.2%*	*20.7%*	*21.5%*	*19.9%*
%H		*99.8%*	*97.1%*	*45.2%*	*18.6%*	*66.7%*	*32.0%*	*34.5%*
D	391	385	370	156	50	277	112	165
%V	*17.7%*	*17.7%*	*17.8%*	*17.4%*	*13.0%*	*18.0%*	*15.8%*	*19.9%*
%H		*98.5%*	*94.6%*	*39.9%*	*12.8%*	*70.8%*	*28.6%*	*42.2%*
E	324	312	286	66	39	237	55	182
%V	*14.7%*	*14.4%*	*13.7%*	*7.3%*	*10.2%*	*15.4%*	*7.7%*	*22.0%*
%H		*96.3%*	*88.3%*	*20.4%*	*12.0%*	*73.1%*	*17.0%*	*56.2%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV North East

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	2210	2173	2083	899	384	1538	710	828
%H		*98.3%*	*94.3%*	*40.7%*	*17.4%*	*69.6%*	*32.1%*	*37.5%*
Working full time	898	890	875	458	172	614	355	258
%V	*40.6%*	*41.0%*	*42.0%*	*50.9%*	*44.8%*	*39.9%*	*50.0%*	*31.2%*
%H		*99.1%*	*97.4%*	*51.0%*	*19.2%*	*68.4%*	*39.5%*	*28.7%*
Working part time	224	222	215	100	45	149	75	73
%V	*10.1%*	*10.2%*	*10.3%*	*11.1%*	*11.7%*	*9.7%*	*10.6%*	*8.8%*
%H		*99.1%*	*96.0%*	*44.6%*	*20.1%*	*66.5%*	*33.5%*	*32.6%*
Not working	1089	1061	993	341	167	776	280	496
%V	*49.3%*	*48.8%*	*47.7%*	*37.9%*	*43.5%*	*50.5%*	*39.4%*	*59.9%*
%H		*97.4%*	*91.2%*	*31.3%*	*15.3%*	*71.3%*	*25.7%*	*45.5%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data

Table 5.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1075	1049	1010	453	195	739	363	376
%H		*97.6%*	*94.0%*	*42.1%*	*18.1%*	*68.7%*	*33.8%*	*35.0%*
16 - 19	80	77	76	44	18	56	39	16
%V	*7.4%*	*7.3%*	*7.5%*	*9.7%*	*9.2%*	*7.6%*	*10.7%*	*4.3%*
%H		*96.3%*	*95.0%*	*55.0%*	*22.5%*	*70.0%*	*48.8%*	*20.0%*
20 - 24	82	77	72	31	12	56	27	29
%V	*7.6%*	*7.3%*	*7.1%*	*6.8%*	*6.2%*	*7.6%*	*7.4%*	*7.7%*
%H		*93.9%*	*87.8%*	*37.8%*	*14.6%*	*68.3%*	*32.9%*	*35.4%*
25 - 34	168	162	161	82	33	108	60	48
%V	*15.6%*	*15.4%*	*15.9%*	*18.1%*	*16.9%*	*14.6%*	*16.5%*	*12.8%*
%H		*96.4%*	*95.8%*	*48.8%*	*19.6%*	*64.3%*	*35.7%*	*28.6%*
35 - 44	173	171	168	88	35	119	69	49
%V	*16.1%*	*16.3%*	*16.6%*	*19.4%*	*17.9%*	*16.1%*	*19.0%*	*13.0%*
%H		*98.8%*	*97.1%*	*50.9%*	*20.2%*	*68.8%*	*39.9%*	*28.3%*
45 - 54	190	187	181	85	34	135	71	64
%V	*17.7%*	*17.8%*	*17.9%*	*18.8%*	*17.4%*	*18.3%*	*19.6%*	*17.0%*
%H		*98.4%*	*95.3%*	*44.7%*	*17.9%*	*71.1%*	*37.4%*	*33.7%*
55 - 64	172	169	162	65	28	115	44	71
%V	*16.0%*	*16.1%*	*16.0%*	*14.3%*	*14.4%*	*15.6%*	*12.1%*	*18.9%*
%H		*98.3%*	*94.2%*	*37.8%*	*16.3%*	*66.9%*	*25.6%*	*41.3%*
65+	209	205	189	58	34	151	52	99
%V	*19.4%*	*19.5%*	*18.7%*	*12.8%*	*17.4%*	*20.4%*	*14.3%*	*26.3%*
%H		*98.1%*	*90.4%*	*27.8%*	*16.3%*	*72.2%*	*24.9%*	*47.4%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Individual level data

Table 5.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1075	1049	1010	453	195	739	363	376
%H		*97.6%*	*94.0%*	*42.1%*	*18.1%*	*68.7%*	*33.8%*	*35.0%*
AB	217	215	207	107	40	154	88	66
%V	*20.2%*	*20.5%*	*20.5%*	*23.6%*	*20.5%*	*20.8%*	*24.2%*	*17.6%*
%H		*99.1%*	*95.4%*	*49.3%*	*18.4%*	*71.0%*	*40.6%*	*30.4%*
C1	281	271	263	125	65	191	114	77
%V	*26.1%*	*25.8%*	*26.0%*	*27.6%*	*33.3%*	*25.8%*	*31.4%*	*20.5%*
%H		*96.4%*	*93.6%*	*44.5%*	*23.1%*	*68.0%*	*40.6%*	*27.4%*
C2	253	252	242	112	47	164	77	87
%V	*23.5%*	*24.0%*	*24.0%*	*24.7%*	*24.1%*	*22.2%*	*21.2%*	*23.1%*
%H		*99.6%*	*95.7%*	*44.3%*	*18.6%*	*64.8%*	*30.4%*	*34.4%*
D	186	183	177	79	27	129	58	71
%V	*17.3%*	*17.4%*	*17.5%*	*17.4%*	*13.8%*	*17.5%*	*16.0%*	*18.9%*
%H		*98.4%*	*95.2%*	*42.5%*	*14.5%*	*69.4%*	*31.2%*	*38.2%*
E	138	130	120	30	16	101	27	75
%V	*12.8%*	*12.4%*	*11.9%*	*6.6%*	*8.2%*	*13.7%*	*7.4%*	*19.9%*
%H		*94.2%*	*87.0%*	*21.7%*	*11.6%*	*73.2%*	*19.6%*	*54.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1075	1049	1010	453	195	739	363	376
%H		*97.6%*	*94.0%*	*42.1%*	*18.1%*	*68.7%*	*33.8%*	*35.0%*
Working full time	549	542	531	284	103	367	215	151
%V	*51.1%*	*51.7%*	*52.6%*	*62.7%*	*52.8%*	*49.7%*	*59.2%*	*40.2%*
%H		*98.7%*	*96.7%*	*51.7%*	*18.8%*	*66.8%*	*39.2%*	*27.5%*
Working part time	44	43	42	17	10	26	12	14
%V	*4.1%*	*4.1%*	*4.2%*	*3.8%*	*5.1%*	*3.5%*	*3.3%*	*3.7%*
%H		*97.7%*	*95.5%*	*38.6%*	*22.7%*	*59.1%*	*27.3%*	*31.8%*
Not working	481	464	438	152	81	347	136	211
%V	*44.7%*	*44.2%*	*43.4%*	*33.6%*	*41.5%*	*47.0%*	*37.5%*	*56.1%*
%H		*96.5%*	*91.1%*	*31.6%*	*16.8%*	*72.1%*	*28.3%*	*43.9%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Individual level data

Table 5.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1135	1124	1073	446	189	799	347	452
%H		*99.0%*	*94.5%*	*39.3%*	*16.7%*	*70.4%*	*30.6%*	*39.8%*
16 - 19	65	65	64	31	10	53	30	23
%V	*5.7%*	*5.8%*	*6.0%*	*7.0%*	*5.3%*	*6.6%*	*8.6%*	*5.1%*
%H		*100.0%*	*98.5%*	*47.7%*	*15.4%*	*81.5%*	*46.2%*	*35.4%*
20 - 24	94	89	88	29	18	70	28	42
%V	*8.3%*	*7.9%*	*8.2%*	*6.5%*	*9.5%*	*8.8%*	*8.1%*	*9.3%*
%H		*94.7%*	*93.6%*	*30.9%*	*19.1%*	*74.5%*	*29.8%*	*44.7%*
25 - 34	165	164	162	88	30	106	58	48
%V	*14.5%*	*14.6%*	*15.1%*	*19.7%*	*15.9%*	*13.3%*	*16.7%*	*10.6%*
%H		*99.4%*	*98.2%*	*53.3%*	*18.2%*	*64.2%*	*35.2%*	*29.1%*
35 - 44	182	182	180	98	32	122	69	53
%V	*16.0%*	*16.2%*	*16.8%*	*22.0%*	*16.9%*	*15.3%*	*19.9%*	*11.7%*
%H		*100.0%*	*98.9%*	*53.8%*	*17.6%*	*67.0%*	*37.9%*	*29.1%*
45 - 54	198	195	188	84	42	136	72	64
%V	*17.4%*	*17.3%*	*17.5%*	*18.8%*	*22.2%*	*17.0%*	*20.7%*	*14.2%*
%H		*98.5%*	*94.9%*	*42.4%*	*21.2%*	*68.7%*	*36.4%*	*32.3%*
55 - 64	177	175	170	70	27	124	48	76
%V	*15.6%*	*15.6%*	*15.8%*	*15.7%*	*14.3%*	*15.5%*	*13.8%*	*16.8%*
%H		*98.9%*	*96.0%*	*39.5%*	*15.3%*	*70.1%*	*27.1%*	*42.9%*
65+	253	253	222	46	31	187	42	145
%V	*22.3%*	*22.5%*	*20.7%*	*10.3%*	*16.4%*	*23.4%*	*12.1%*	*32.1%*
%H		*100.0%*	*87.7%*	*18.2%*	*12.3%*	*73.9%*	*16.6%*	*57.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1135	1124	1073	446	189	799	347	452
%H		*99.0%*	*94.5%*	*39.3%*	*16.7%*	*70.4%*	*30.6%*	*39.8%*
AB	212	211	201	104	35	149	81	68
%V	*18.7%*	*18.8%*	*18.7%*	*23.3%*	*18.5%*	*18.6%*	*23.3%*	*15.0%*
%H		*99.5%*	*94.8%*	*49.1%*	*16.5%*	*70.3%*	*38.2%*	*32.1%*
C1	308	302	292	125	67	212	108	104
%V	*27.1%*	*26.9%*	*27.2%*	*28.0%*	*35.4%*	*26.5%*	*31.1%*	*23.0%*
%H		*98.1%*	*94.8%*	*40.6%*	*21.8%*	*68.8%*	*35.1%*	*33.8%*
C2	226	226	221	104	41	154	76	79
%V	*19.9%*	*20.1%*	*20.6%*	*23.3%*	*21.7%*	*19.3%*	*21.9%*	*17.5%*
%H		*100.0%*	*97.8%*	*46.0%*	*18.1%*	*68.1%*	*33.6%*	*35.0%*
D	204	203	193	76	23	148	54	94
%V	*18.0%*	*18.1%*	*18.0%*	*17.0%*	*12.2%*	*18.5%*	*15.6%*	*20.8%*
%H		*99.5%*	*94.6%*	*37.3%*	*11.3%*	*72.5%*	*26.5%*	*46.1%*
E	186	183	166	36	23	136	28	107
%V	*16.4%*	*16.3%*	*15.5%*	*8.1%*	*12.2%*	*17.0%*	*8.1%*	*23.7%*
%H		*98.4%*	*89.2%*	*19.4%*	*12.4%*	*73.1%*	*15.1%*	*57.5%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North East

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1135	1124	1073	446	189	799	347	452
%H		*99.0%*	*94.5%*	*39.3%*	*16.7%*	*70.4%*	*30.6%*	*39.8%*
Working full time	348	348	344	174	69	247	140	107
%V	*30.7%*	*31.0%*	*32.1%*	*39.0%*	*36.5%*	*30.9%*	*40.3%*	*23.7%*
%H		*100.0%*	*98.9%*	*50.0%*	*19.8%*	*71.0%*	*40.2%*	*30.7%*
Working part time	179	179	173	83	34	123	63	60
%V	*15.8%*	*15.9%*	*16.1%*	*18.6%*	*18.0%*	*15.4%*	*18.2%*	*13.3%*
%H		*100.0%*	*96.6%*	*46.4%*	*19.0%*	*68.7%*	*35.2%*	*33.5%*
Not working	607	597	555	189	86	429	144	285
%V	*53.5%*	*53.1%*	*51.7%*	*42.4%*	*45.5%*	*53.7%*	*41.5%*	*63.1%*
%H		*98.4%*	*91.4%*	*31.1%*	*14.2%*	*70.7%*	*23.7%*	*47.0%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 6.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1687	1646	1555	582	345	1122	487	635
%H (All HH)		*97.6%*	*92.2%*	*34.5%*	*20.5%*	*66.5%*	*28.9%*	*37.6%*
%H (TV HH)			*94.5%*	*35.4%*	*21.0%*	*68.2%*	*29.6%*	*38.6%*
AB	323	316	303	117	74	208	96	113
%V	*19.1%*	*19.2%*	*19.5%*	*20.1%*	*21.4%*	*18.5%*	*19.7%*	*17.8%*
%H (All HH)		*97.8%*	*93.8%*	*36.2%*	*22.9%*	*64.4%*	*29.7%*	*35.0%*
%H (TV HH)			*95.9%*	*37.0%*	*23.4%*	*65.8%*	*30.4%*	*35.8%*
C1	459	444	424	175	86	301	136	166
%V	*27.2%*	*27.0%*	*27.3%*	*30.1%*	*24.9%*	*26.8%*	*27.9%*	*26.1%*
%H (All HH)		*96.7%*	*92.4%*	*38.1%*	*18.7%*	*65.6%*	*29.6%*	*36.2%*
%H (TV HH)			*95.5%*	*39.4%*	*19.4%*	*67.8%*	*30.6%*	*37.4%*
C2	287	283	275	121	71	197	112	85
%V	*17.0%*	*17.2%*	*17.7%*	*20.8%*	*20.6%*	*17.6%*	*23.0%*	*13.4%*
%H (All HH)		*98.6%*	*95.8%*	*42.2%*	*24.7%*	*68.6%*	*39.0%*	*29.6%*
%H (TV HH)			*97.2%*	*42.8%*	*25.1%*	*69.6%*	*39.6%*	*30.0%*
D	305	299	282	98	70	204	88	116
%V	*18.1%*	*18.2%*	*18.1%*	*16.8%*	*20.3%*	*18.2%*	*18.1%*	*18.3%*
%H (All HH)		*98.0%*	*92.5%*	*32.1%*	*23.0%*	*66.9%*	*28.9%*	*38.0%*
%H (TV HH)			*94.3%*	*32.8%*	*23.4%*	*68.2%*	*29.4%*	*38.8%*
E	313	304	271	71	45	212	56	155
%V	*18.6%*	*18.5%*	*17.4%*	*12.2%*	*13.0%*	*18.9%*	*11.5%*	*24.4%*
%H (All HH)		*97.1%*	*86.6%*	*22.7%*	*14.4%*	*67.7%*	*17.9%*	*49.5%*
%H (TV HH)			*89.1%*	*23.4%*	*14.8%*	*69.7%*	*18.4%*	*51.0%*

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Household level data

Table 6.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1687	1646	1555	582	345	1122	487	635
%H (All HH)		*97.6%*	*92.2%*	*34.5%*	*20.5%*	*66.5%*	*28.9%*	*37.6%*
%H (TV HH)			*94.5%*	*35.4%*	*21.0%*	*68.2%*	*29.6%*	*38.6%*
Under 25	84	76	70	23	13	48	14	35
%V	*5.0%*	*4.6%*	*4.5%*	*4.0%*	*3.8%*	*4.3%*	*2.9%*	*5.5%*
%H (All HH)		*90.5%*	*83.3%*	*27.4%*	*15.5%*	*57.1%*	*16.7%*	*41.7%*
%H (TV HH)			*92.1%*	*30.3%*	*17.1%*	*63.2%*	*18.4%*	*46.1%*
25 - 34	265	254	248	107	59	160	77	83
%V	*15.7%*	*15.4%*	*15.9%*	*18.4%*	*17.1%*	*14.3%*	*15.8%*	*13.1%*
%H (All HH)		*95.8%*	*93.6%*	*40.4%*	*22.3%*	*60.4%*	*29.1%*	*31.3%*
%H (TV HH)			*97.6%*	*42.1%*	*23.2%*	*63.0%*	*30.3%*	*32.7%*
35 - 44	287	279	273	129	68	192	114	78
%V	*17.0%*	*17.0%*	*17.6%*	*22.2%*	*19.7%*	*17.1%*	*23.4%*	*12.3%*
%H (All HH)		*97.2%*	*95.1%*	*44.9%*	*23.7%*	*66.9%*	*39.7%*	*27.2%*
%H (TV HH)			*97.8%*	*46.2%*	*24.4%*	*68.8%*	*40.9%*	*28.0%*
45 - 54	342	334	322	129	78	237	119	118
%V	*20.3%*	*20.3%*	*20.7%*	*22.2%*	*22.6%*	*21.1%*	*24.4%*	*18.6%*
%H (All HH)		*97.7%*	*94.2%*	*37.7%*	*22.8%*	*69.3%*	*34.8%*	*34.5%*
%H (TV HH)			*96.4%*	*38.6%*	*23.4%*	*71.0%*	*35.6%*	*35.3%*
55 - 64	281	276	264	95	65	194	90	104
%V	*16.7%*	*16.8%*	*17.0%*	*16.3%*	*18.8%*	*17.3%*	*18.5%*	*16.4%*
%H (All HH)		*98.2%*	*94.0%*	*33.8%*	*23.1%*	*69.0%*	*32.0%*	*37.0%*
%H (TV HH)			*95.7%*	*34.4%*	*23.6%*	*70.3%*	*32.6%*	*37.7%*
65 +	428	426	378	98	62	290	73	217
%V	*25.4%*	*25.9%*	*24.3%*	*16.8%*	*18.0%*	*25.8%*	*15.0%*	*34.2%*
%H (All HH)		*99.5%*	*88.3%*	*22.9%*	*14.5%*	*67.8%*	*17.1%*	*50.7%*
%H (TV HH)			*88.7%*	*23.0%*	*14.6%*	*68.1%*	*17.1%*	*50.9%*

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
April 2010 - March 2011

ITV Central Scotland

Household level data

Table 6.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1687	1646	1555	582	345	1122	487	635
%H (All HH)		*97.6%*	*92.2%*	*34.5%*	*20.5%*	*66.5%*	*28.9%*	*37.6%*
%H (TV HH)			*94.5%*	*35.4%*	*21.0%*	*68.2%*	*29.6%*	*38.6%*
1	631	607	538	135	100	403	100	303
%V	*37.4%*	*36.9%*	*34.6%*	*23.2%*	*29.0%*	*35.9%*	*20.5%*	*47.7%*
%H (All HH)		*96.2%*	*85.3%*	*21.4%*	*15.8%*	*63.9%*	*15.8%*	*48.0%*
%H (TV HH)			*88.6%*	*22.2%*	*16.5%*	*66.4%*	*16.5%*	*49.9%*
2	546	537	524	209	111	383	176	207
%V	*32.4%*	*32.6%*	*33.7%*	*35.9%*	*32.2%*	*34.1%*	*36.1%*	*32.6%*
%H (All HH)		*98.4%*	*96.0%*	*38.3%*	*20.3%*	*70.1%*	*32.2%*	*37.9%*
%H (TV HH)			*97.6%*	*38.9%*	*20.7%*	*71.3%*	*32.8%*	*38.5%*
3	251	247	241	105	69	166	98	68
%V	*14.9%*	*15.0%*	*15.5%*	*18.0%*	*20.0%*	*14.8%*	*20.1%*	*10.7%*
%H (All HH)		*98.4%*	*96.0%*	*41.8%*	*27.5%*	*66.1%*	*39.0%*	*27.1%*
%H (TV HH)			*97.6%*	*42.5%*	*27.9%*	*67.2%*	*39.7%*	*27.5%*
4	181	179	177	95	47	116	79	37
%V	*10.7%*	*10.9%*	*11.4%*	*16.3%*	*13.6%*	*10.3%*	*16.2%*	*5.8%*
%H (All HH)		*98.9%*	*97.8%*	*52.5%*	*26.0%*	*64.1%*	*43.6%*	*20.4%*
%H (TV HH)			*98.9%*	*53.1%*	*26.3%*	*64.8%*	*44.1%*	*20.7%*
5+	78	76	75	38	19	53	34	19
%V	*4.6%*	*4.6%*	*4.8%*	*6.5%*	*5.5%*	*4.7%*	*7.0%*	*3.0%*
%H (All HH)		*97.4%*	*96.2%*	*48.7%*	*24.4%*	*67.9%*	*43.6%*	*24.4%*
%H (TV HH)			*98.7%*	*50.0%*	*25.0%*	*69.7%*	*44.7%*	*25.0%*
Average HH size	2.14	2.15	2.20	2.49	2.35	2.15	2.55	1.85

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
April 2010 - March 2011

ITV Central Scotland

Household level data

Table 6.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1687	1646	1555	582	345	1122	487	635
%H (All HH)		*97.6%*	*92.2%*	*34.5%*	*20.5%*	*66.5%*	*28.9%*	*37.6%*
%H (TV HH)			*94.5%*	*35.4%*	*21.0%*	*68.2%*	*29.6%*	*38.6%*
Without	1301	1264	1178	394	252	873	337	536
%V	*77.1%*	*76.8%*	*75.8%*	*67.7%*	*73.0%*	*77.8%*	*69.2%*	*84.4%*
%H (All HH)		*97.2%*	*90.5%*	*30.3%*	*19.4%*	*67.1%*	*25.9%*	*41.2%*
%H (TV HH)			*93.2%*	*31.2%*	*19.9%*	*69.1%*	*26.7%*	*42.4%*
With	386	383	377	187	93	249	150	99
%V	*22.9%*	*23.3%*	*24.2%*	*32.1%*	*27.0%*	*22.2%*	*30.8%*	*15.6%*
%H (All HH)		*99.2%*	*97.7%*	*48.4%*	*24.1%*	*64.5%*	*38.9%*	*25.6%*
%H (TV HH)			*98.4%*	*48.8%*	*24.3%*	*65.0%*	*39.2%*	*25.8%*
0 - 3	144	141	138	67	33	86	48	38
%V	*8.5%*	*8.6%*	*8.9%*	*11.5%*	*9.6%*	*7.7%*	*9.9%*	*6.0%*
%H (All HH)		*97.9%*	*95.8%*	*46.5%*	*22.9%*	*59.7%*	*33.3%*	*26.4%*
%H (TV HH)			*97.9%*	*47.5%*	*23.4%*	*61.0%*	*34.0%*	*27.0%*
4 - 9	172	170	168	82	41	108	63	45
%V	*10.2%*	*10.3%*	*10.8%*	*14.1%*	*11.9%*	*9.6%*	*12.9%*	*7.1%*
%H (All HH)		*98.8%*	*97.7%*	*47.7%*	*23.8%*	*62.8%*	*36.6%*	*26.2%*
%H (TV HH)			*98.8%*	*48.2%*	*24.1%*	*63.5%*	*37.1%*	*26.5%*
10 - 15	187	187	185	94	46	132	85	47
%V	*11.1%*	*11.4%*	*11.9%*	*16.2%*	*13.3%*	*11.8%*	*17.5%*	*7.4%*
%H (All HH)		*100.0%*	*98.9%*	*50.3%*	*24.6%*	*70.6%*	*45.5%*	*25.1%*
%H (TV HH)			*98.9%*	*50.3%*	*24.6%*	*70.6%*	*45.5%*	*25.1%*

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Household level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1687	1646	1555	582	345	1122	487	635
%H (All HH)		*97.6%*	*92.2%*	*34.5%*	*20.5%*	*66.5%*	*28.9%*	*37.6%*
%H (TV HH)			*94.5%*	*35.4%*	*21.0%*	*68.2%*	*29.6%*	*38.6%*
1	625	625	551	161	106	361	76	284
%V	*37.0%*	*38.0%*	*35.4%*	*27.7%*	*30.7%*	*32.2%*	*15.6%*	*44.7%*
%H (All HH)		*100.0%*	*88.2%*	*25.8%*	*17.0%*	*57.8%*	*12.2%*	*45.4%*
%H (TV HH)			*88.2%*	*25.8%*	*17.0%*	*57.8%*	*12.2%*	*45.4%*
2	579	579	565	214	130	404	180	224
%V	*34.3%*	*35.2%*	*36.3%*	*36.8%*	*37.7%*	*36.0%*	*37.0%*	*35.3%*
%H (All HH)		*100.0%*	*97.6%*	*37.0%*	*22.5%*	*69.8%*	*31.1%*	*38.7%*
%H (TV HH)			*97.6%*	*37.0%*	*22.5%*	*69.8%*	*31.1%*	*38.7%*
3	283	283	281	121	73	224	135	89
%V	*16.8%*	*17.2%*	*18.1%*	*20.8%*	*21.2%*	*20.0%*	*27.7%*	*14.0%*
%H (All HH)		*100.0%*	*99.3%*	*42.8%*	*25.8%*	*79.2%*	*47.7%*	*31.4%*
%H (TV HH)			*99.3%*	*42.8%*	*25.8%*	*79.2%*	*47.7%*	*31.4%*
4	112	112	112	61	26	91	65	26
%V	*6.6%*	*6.8%*	*7.2%*	*10.5%*	*7.5%*	*8.1%*	*13.3%*	*4.1%*
%H (All HH)		*100.0%*	*100.0%*	*54.5%*	*23.2%*	*81.3%*	*58.0%*	*23.2%*
%H (TV HH)			*100.0%*	*54.5%*	*23.2%*	*81.3%*	*58.0%*	*23.2%*
5+	46	46	46	26	11	41	30	11
%V	*2.7%*	*2.8%*	*3.0%*	*4.5%*	*3.2%*	*3.7%*	*6.2%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*56.5%*	*23.9%*	*89.1%*	*65.2%*	*23.9%*
%H (TV HH)			*100.0%*	*56.5%*	*23.9%*	*89.1%*	*65.2%*	*23.9%*

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
April 2010 - March 2011

ITV Central Scotland

Household level data

Table 6.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1687	1646	1555	582	345	1122	487	635
%H (All HH)		*97.6%*	*92.2%*	*34.5%*	*20.5%*	*66.5%*	*28.9%*	*37.6%*
%H (TV HH)			*94.5%*	*35.4%*	*21.0%*	*68.2%*	*29.6%*	*38.6%*
Under 20"	655	655	622	233	140	484	232	252
%V	*38.8%*	*39.8%*	*40.0%*	*40.0%*	*40.6%*	*43.1%*	*47.6%*	*39.7%*
%H (All HH)		*100.0%*	*95.0%*	*35.6%*	*21.4%*	*73.9%*	*35.4%*	*38.5%*
%H (TV HH)			*95.0%*	*35.6%*	*21.4%*	*73.9%*	*35.4%*	*38.5%*
20" - 29"	768	768	714	246	149	543	220	323
%V	*45.5%*	*46.7%*	*45.9%*	*42.3%*	*43.2%*	*48.4%*	*45.2%*	*50.9%*
%H (All HH)		*100.0%*	*93.0%*	*32.0%*	*19.4%*	*70.7%*	*28.6%*	*42.1%*
%H (TV HH)			*93.0%*	*32.0%*	*19.4%*	*70.7%*	*28.6%*	*42.1%*
30" - 39"	806	806	789	317	183	580	286	293
%V	*47.8%*	*49.0%*	*50.7%*	*54.5%*	*53.0%*	*51.7%*	*58.7%*	*46.1%*
%H (All HH)		*100.0%*	*97.9%*	*39.3%*	*22.7%*	*72.0%*	*35.5%*	*36.4%*
%H (TV HH)			*97.9%*	*39.3%*	*22.7%*	*72.0%*	*35.5%*	*36.4%*
40" and over	496	496	494	258	127	341	227	115
%V	*29.4%*	*30.1%*	*31.8%*	*44.3%*	*36.8%*	*30.4%*	*46.6%*	*18.1%*
%H (All HH)		*100.0%*	*99.6%*	*52.0%*	*25.6%*	*68.8%*	*45.8%*	*23.2%*
%H (TV HH)			*99.6%*	*52.0%*	*25.6%*	*68.8%*	*45.8%*	*23.2%*

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Household level data

Table 6.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1687	1646	1555	582	345	1122	487	635
%H (All HH)		*97.6%*	*92.2%*	*34.5%*	*20.5%*	*66.5%*	*28.9%*	*37.6%*
%H (TV HH)			*94.5%*	*35.4%*	*21.0%*	*68.2%*	*29.6%*	*38.6%*
Main living room	1630	1630	1541	576	343	1111	481	630
%V	*96.6%*	*99.0%*	*99.1%*	*99.0%*	*99.4%*	*99.0%*	*98.8%*	*99.2%*
%H (All HH)		*100.0%*	*94.5%*	*35.3%*	*21.0%*	*68.2%*	*29.5%*	*38.7%*
%H (TV HH)			*94.5%*	*35.3%*	*21.0%*	*68.2%*	*29.5%*	*38.7%*
Kitchen	182	182	179	75	41	146	82	64
%V	*10.8%*	*11.1%*	*11.5%*	*12.9%*	*11.9%*	*13.0%*	*16.8%*	*10.1%*
%H (All HH)		*100.0%*	*98.4%*	*41.2%*	*22.5%*	*80.2%*	*45.1%*	*35.2%*
%H (TV HH)			*98.4%*	*41.2%*	*22.5%*	*80.2%*	*45.1%*	*35.2%*
Adult's bedroom	819	819	806	345	196	617	345	272
%V	*48.5%*	*49.8%*	*51.8%*	*59.3%*	*56.8%*	*55.0%*	*70.8%*	*42.8%*
%H (All HH)		*100.0%*	*98.4%*	*42.1%*	*23.9%*	*75.3%*	*42.1%*	*33.2%*
%H (TV HH)			*98.4%*	*42.1%*	*23.9%*	*75.3%*	*42.1%*	*33.2%*
Child's bedroom	171	171	171	88	41	135	92	43
%V	*10.1%*	*10.4%*	*11.0%*	*15.1%*	*11.9%*	*12.0%*	*18.9%*	*6.8%*
%H (All HH)		*100.0%*	*100.0%*	*51.5%*	*24.0%*	*78.9%*	*53.8%*	*25.1%*
%H (TV HH)			*100.0%*	*51.5%*	*24.0%*	*78.9%*	*53.8%*	*25.1%*
Other bedroom	56	56	56	25	15	45	29	16
%V	*3.3%*	*3.4%*	*3.6%*	*4.3%*	*4.3%*	*4.0%*	*6.0%*	*2.5%*
%H (All HH)		*100.0%*	*100.0%*	*44.6%*	*26.8%*	*80.4%*	*51.8%*	*28.6%*
%H (TV HH)			*100.0%*	*44.6%*	*26.8%*	*80.4%*	*51.8%*	*28.6%*
Second living/dining room	119	119	116	57	23	90	52	37
%V	*7.1%*	*7.2%*	*7.5%*	*9.8%*	*6.7%*	*8.0%*	*10.7%*	*5.8%*
%H (All HH)		*100.0%*	*97.5%*	*47.9%*	*19.3%*	*75.6%*	*43.7%*	*31.1%*
%H (TV HH)			*97.5%*	*47.9%*	*19.3%*	*75.6%*	*43.7%*	*31.1%*
Study/office	30	30	30	12	7	22	10	11
%V	*1.8%*	*1.8%*	*1.9%*	*2.1%*	*2.0%*	*2.0%*	*2.1%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*40.0%*	*23.3%*	*73.3%*	*33.3%*	*36.7%*
%H (TV HH)			*100.0%*	*40.0%*	*23.3%*	*73.3%*	*33.3%*	*36.7%*
TV room	16	16	16	7	4	11	6	4
%V	*0.9%*	*1.0%*	*1.0%*	*1.2%*	*1.2%*	*1.0%*	*1.2%*	*0.6%*
%H (All HH)		*100.0%*	*100.0%*	*43.8%*	*25.0%*	*68.8%*	*37.5%*	*25.0%*
%H (TV HH)			*100.0%*	*43.8%*	*25.0%*	*68.8%*	*37.5%*	*25.0%*
No specific location	5	5	4	1	2	3	1	2
%V	*0.3%*	*0.3%*	*0.3%*	*0.2%*	*0.6%*	*0.3%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*80.0%*	*20.0%*	*40.0%*	*60.0%*	*20.0%*	*40.0%*
%H (TV HH)			*80.0%*	*20.0%*	*40.0%*	*60.0%*	*20.0%*	*40.0%*
Other	5	5	5	3	0	4	2	2
%V	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.0%*	*0.4%*	*0.4%*	*0.3%*
%H (All HH)		*100.0%*	*100.0%*	*60.0%*	*0.0%*	*80.0%*	*40.0%*	*40.0%*
%H (TV HH)			*100.0%*	*60.0%*	*0.0%*	*80.0%*	*40.0%*	*40.0%*

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Household level data

Table 6.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1687	1646	1555	582	345	1122	487	635
%H (All HH)		*97.6%*	*92.2%*	*34.5%*	*20.5%*	*66.5%*	*28.9%*	*37.6%*
%H (TV HH)			*94.5%*	*35.4%*	*21.0%*	*68.2%*	*29.6%*	*38.6%*
PVR	693	693	692	436	149	440	327	114
%V	*41.1%*	*42.1%*	*44.5%*	*74.9%*	*43.2%*	*39.2%*	*67.1%*	*18.0%*
%H (All HH)		*100.0%*	*99.9%*	*62.9%*	*21.5%*	*63.5%*	*47.2%*	*16.5%*
%H (TV HH)			*99.9%*	*62.9%*	*21.5%*	*63.5%*	*47.2%*	*16.5%*
DVDR	262	262	255	114	61	180	99	81
%V	*15.5%*	*15.9%*	*16.4%*	*19.6%*	*17.7%*	*16.0%*	*20.3%*	*12.8%*
%H (All HH)		*100.0%*	*97.3%*	*43.5%*	*23.3%*	*68.7%*	*37.8%*	*30.9%*
%H (TV HH)			*97.3%*	*43.5%*	*23.3%*	*68.7%*	*37.8%*	*30.9%*
VCR	368	368	337	104	77	250	94	156
%V	*21.8%*	*22.4%*	*21.7%*	*17.9%*	*22.3%*	*22.3%*	*19.3%*	*24.6%*
%H (All HH)		*100.0%*	*91.6%*	*28.3%*	*20.9%*	*67.9%*	*25.5%*	*42.4%*
%H (TV HH)			*91.6%*	*28.3%*	*20.9%*	*67.9%*	*25.5%*	*42.4%*
Any recorder	1046	1046	1011	494	231	690	397	293
%V	*62.0%*	*63.5%*	*65.0%*	*84.9%*	*67.0%*	*61.5%*	*81.5%*	*46.1%*
%H (All HH)		*100.0%*	*96.7%*	*47.2%*	*22.1%*	*66.0%*	*38.0%*	*28.0%*
%H (TV HH)			*96.7%*	*47.2%*	*22.1%*	*66.0%*	*38.0%*	*28.0%*

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Household level data

Table 6.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1687	1646	1555	582	345	1122	487	635
%H (All HH)		*97.6%*	*92.2%*	*34.5%*	*20.5%*	*66.5%*	*28.9%*	*37.6%*
%H (TV HH)			*94.5%*	*35.4%*	*21.0%*	*68.2%*	*29.6%*	*38.6%*
Receives HDTV (via STB or built-in reception)	496	496	496	275	157	322	252	70
%V	*29.4%*	*30.1%*	*31.9%*	*47.3%*	*45.5%*	*28.7%*	*51.7%*	*11.0%*
%H (All HH)		*100.0%*	*100.0%*	*55.4%*	*31.7%*	*64.9%*	*50.8%*	*14.1%*
%H (TV HH)			*100.0%*	*55.4%*	*31.7%*	*64.9%*	*50.8%*	*14.1%*
DVD/Blu-ray player or recorder	1352	1352	1310	516	308	939	446	493
%V	*80.1%*	*82.1%*	*84.2%*	*88.7%*	*89.3%*	*83.7%*	*91.6%*	*77.6%*
%H (All HH)		*100.0%*	*96.9%*	*38.2%*	*22.8%*	*69.5%*	*33.0%*	*36.5%*
%H (TV HH)			*96.9%*	*38.2%*	*22.8%*	*69.5%*	*33.0%*	*36.5%*

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Household level data

Table 6.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1687	1646	1555	582	345	1122	487	635
%H (All HH)		*97.6%*	*92.2%*	*34.5%*	*20.5%*	*66.5%*	*28.9%*	*37.6%*
%H (TV HH)			*94.5%*	*35.4%*	*21.0%*	*68.2%*	*29.6%*	*38.6%*
Has PC or Laptop	1161	1131	1108	486	277	770	417	353
%V	*68.8%*	*68.7%*	*71.3%*	*83.5%*	*80.3%*	*68.6%*	*85.6%*	*55.6%*
%H (All HH)		*97.4%*	*95.4%*	*41.9%*	*23.9%*	*66.3%*	*35.9%*	*30.4%*
%H (TV HH)			*98.0%*	*43.0%*	*24.5%*	*68.1%*	*36.9%*	*31.2%*
Has broadband internet	1051	1027	1008	451	258	694	387	306
%V	*62.3%*	*62.4%*	*64.8%*	*77.5%*	*74.8%*	*61.9%*	*79.5%*	*48.2%*
%H (All HH)		*97.7%*	*95.9%*	*42.9%*	*24.5%*	*66.0%*	*36.8%*	*29.1%*
%H (TV HH)			*98.1%*	*43.9%*	*25.1%*	*67.6%*	*37.7%*	*29.8%*

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
April 2010 - March 2011

ITV Central Scotland

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3325	3212	1328	745	2422	1259	1163
%H		*96.6%*	*39.9%*	*22.4%*	*72.8%*	*37.9%*	*35.0%*
Under 20"	892	856	344	198	672	352	320
%V	*26.8%*	*26.7%*	*25.9%*	*26.6%*	*27.7%*	*28.0%*	*27.5%*
%H		*96.0%*	*38.6%*	*22.2%*	*75.3%*	*39.5%*	*35.9%*
20" - 29"	939	884	311	187	684	292	392
%V	*28.2%*	*27.5%*	*23.4%*	*25.1%*	*28.2%*	*23.2%*	*33.7%*
%H		*94.1%*	*33.1%*	*19.9%*	*72.8%*	*31.1%*	*41.7%*
30" - 39"	931	913	379	215	677	352	325
%V	*28.0%*	*28.4%*	*28.5%*	*28.9%*	*28.0%*	*28.0%*	*27.9%*
%H		*98.1%*	*40.7%*	*23.1%*	*72.7%*	*37.8%*	*34.9%*
40" and over	543	540	286	141	377	258	119
%V	*16.3%*	*16.8%*	*21.5%*	*18.9%*	*15.6%*	*20.5%*	*10.2%*
%H		*99.4%*	*52.7%*	*26.0%*	*69.4%*	*47.5%*	*21.9%*
Don't know	21	19	7	6	11	5	6
%V	*0.6%*	*0.6%*	*0.5%*	*0.8%*	*0.5%*	*0.4%*	*0.5%*
%H		*90.5%*	*33.3%*	*28.6%*	*52.4%*	*23.8%*	*28.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Set level data

Table 6.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3325	3212	1328	745	2422	1259	1163
%H		*96.6%*	*39.9%*	*22.4%*	*72.8%*	*37.9%*	*35.0%*
Main living room	1654	1563	584	348	1130	491	639
%V	*49.7%*	*48.7%*	*44.0%*	*46.7%*	*46.7%*	*39.0%*	*54.9%*
%H		*94.5%*	*35.3%*	*21.0%*	*68.3%*	*29.7%*	*38.6%*
Kitchen	183	180	75	41	147	82	65
%V	*5.5%*	*5.6%*	*5.6%*	*5.5%*	*6.1%*	*6.5%*	*5.6%*
%H		*98.4%*	*41.0%*	*22.4%*	*80.3%*	*44.8%*	*35.5%*
Adult's bedroom	1031	1018	445	251	791	459	332
%V	*31.0%*	*31.7%*	*33.5%*	*33.7%*	*32.7%*	*36.5%*	*28.5%*
%H		*98.7%*	*43.2%*	*24.3%*	*76.7%*	*44.5%*	*32.2%*
Child's bedroom	217	217	114	53	174	122	52
%V	*6.5%*	*6.8%*	*8.6%*	*7.1%*	*7.2%*	*9.7%*	*4.5%*
%H		*100.0%*	*52.5%*	*24.4%*	*80.2%*	*56.2%*	*24.0%*
Other bedroom	61	61	28	16	48	31	17
%V	*1.8%*	*1.9%*	*2.1%*	*2.1%*	*2.0%*	*2.5%*	*1.5%*
%H		*100.0%*	*45.9%*	*26.2%*	*78.7%*	*50.8%*	*27.9%*
Second living/dining room	122	118	59	23	91	54	37
%V	*3.7%*	*3.7%*	*4.4%*	*3.1%*	*3.8%*	*4.3%*	*3.2%*
%H		*96.7%*	*48.4%*	*18.9%*	*74.6%*	*44.3%*	*30.3%*
Study/office	30	30	12	7	22	10	11
%V	*0.9%*	*0.9%*	*0.9%*	*0.9%*	*0.9%*	*0.8%*	*0.9%*
%H		*100.0%*	*40.0%*	*23.3%*	*73.3%*	*33.3%*	*36.7%*
TV room	16	16	8	4	11	7	4
%V	*0.5%*	*0.5%*	*0.6%*	*0.5%*	*0.5%*	*0.6%*	*0.3%*
%H		*100.0%*	*50.0%*	*25.0%*	*68.8%*	*43.8%*	*25.0%*
No specific location	5	4	1	2	3	1	2
%V	*0.2%*	*0.1%*	*0.1%*	*0.3%*	*0.1%*	*0.1%*	*0.2%*
%H		*80.0%*	*20.0%*	*40.0%*	*60.0%*	*20.0%*	*40.0%*
Other	5	5	3	0	4	2	2
%V	*0.2%*	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*
%H		*100.0%*	*60.0%*	*0.0%*	*80.0%*	*40.0%*	*40.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Set level data

Table 6.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3325	3212	1328	745	2422	1259	1163
%H		*96.6%*	*39.9%*	*22.4%*	*72.8%*	*37.9%*	*35.0%*
PVR	870	869	577	177	551	427	124
%V	*26.2%*	*27.1%*	*43.4%*	*23.8%*	*22.7%*	*33.9%*	*10.7%*
%H		*99.9%*	*66.3%*	*20.3%*	*63.3%*	*49.1%*	*14.3%*
DVDR	320	313	146	75	223	129	93
%V	*9.6%*	*9.7%*	*11.0%*	*10.1%*	*9.2%*	*10.2%*	*8.0%*
%H		*97.8%*	*45.6%*	*23.4%*	*69.7%*	*40.3%*	*29.1%*
VCR	422	390	122	92	293	116	177
%V	*12.7%*	*12.1%*	*9.2%*	*12.3%*	*12.1%*	*9.2%*	*15.2%*
%H		*92.4%*	*28.9%*	*21.8%*	*69.4%*	*27.5%*	*41.9%*
Any recorder	1377	1340	708	297	917	573	343
%V	*41.4%*	*41.7%*	*53.3%*	*39.9%*	*37.9%*	*45.5%*	*29.5%*
%H		*97.3%*	*51.4%*	*21.6%*	*66.6%*	*41.6%*	*24.9%*

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

Set level data

Table 6.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3325	3212	1328	745	2422	1259	1163
%H		*96.6%*	*39.9%*	*22.4%*	*72.8%*	*37.9%*	*35.0%*
Receives HDTV (via STB or built-in reception)	612	612	342	193	407	323	84
%V	*18.4%*	*19.1%*	*25.8%*	*25.9%*	*16.8%*	*25.7%*	*7.2%*
%H		*100.0%*	*55.9%*	*31.5%*	*66.5%*	*52.8%*	*13.7%*
DVD/Blu-ray player or recorder	2050	2005	850	495	1477	802	675
%V	*61.7%*	*62.4%*	*64.0%*	*66.4%*	*61.0%*	*63.7%*	*58.0%*
%H		*97.8%*	*41.5%*	*24.1%*	*72.0%*	*39.1%*	*32.9%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1645	1554	582	345	1121	486	635
%H		*94.5%*	*35.4%*	*21.0%*	*68.1%*	*29.5%*	*38.6%*
Under 20"	67	48	7	4	39	2	37
%V	*4.1%*	*3.1%*	*1.2%*	*1.2%*	*3.5%*	*0.4%*	*5.8%*
%H		*71.6%*	*10.4%*	*6.0%*	*58.2%*	*3.0%*	*55.2%*
20" - 29"	443	391	93	73	288	62	226
%V	*26.9%*	*25.2%*	*16.0%*	*21.2%*	*25.7%*	*12.8%*	*35.6%*
%H		*88.3%*	*21.0%*	*16.5%*	*65.0%*	*14.0%*	*51.0%*
30" - 39"	643	627	226	142	458	198	259
%V	*39.1%*	*40.3%*	*38.8%*	*41.2%*	*40.9%*	*40.7%*	*40.8%*
%H		*97.5%*	*35.1%*	*22.1%*	*71.2%*	*30.8%*	*40.3%*
40" and over	483	481	252	124	332	222	110
%V	*29.4%*	*31.0%*	*43.3%*	*35.9%*	*29.6%*	*45.7%*	*17.3%*
%H		*99.6%*	*52.2%*	*25.7%*	*68.7%*	*46.0%*	*22.8%*
Don't know	9	7	4	1	4	2	2
%V	*0.5%*	*0.5%*	*0.7%*	*0.3%*	*0.4%*	*0.4%*	*0.3%*
%H		*77.8%*	*44.4%*	*11.1%*	*44.4%*	*22.2%*	*22.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Set level data

Table 6.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1645	1554	582	345	1121	486	635
%H		*94.5%*	*35.4%*	*21.0%*	*68.1%*	*29.5%*	*38.6%*
PVR	673	672	428	142	423	316	107
%V	*40.9%*	*43.2%*	*73.5%*	*41.2%*	*37.7%*	*65.0%*	*16.9%*
%H		*99.9%*	*63.6%*	*21.1%*	*62.9%*	*47.0%*	*15.9%*
DVDR	220	213	89	51	150	77	74
%V	*13.4%*	*13.7%*	*15.3%*	*14.8%*	*13.4%*	*15.8%*	*11.7%*
%H		*96.8%*	*40.5%*	*23.2%*	*68.2%*	*35.0%*	*33.6%*
VCR	308	277	77	63	201	64	137
%V	*18.7%*	*17.8%*	*13.2%*	*18.3%*	*17.9%*	*13.2%*	*21.6%*
%H		*89.9%*	*25.0%*	*20.5%*	*65.3%*	*20.8%*	*44.5%*
Any recorder	997	962	481	213	648	375	273
%V	*60.6%*	*61.9%*	*82.6%*	*61.7%*	*57.8%*	*77.2%*	*43.0%*
%H		*96.5%*	*48.2%*	*21.4%*	*65.0%*	*37.6%*	*27.4%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1645	1554	582	345	1121	486	635
%H		*94.5%*	*35.4%*	*21.0%*	*68.1%*	*29.5%*	*38.6%*
Receives HDTV (via STB or built-in reception)	474	474	261	151	306	240	66
%V	*28.8%*	*30.5%*	*44.8%*	*43.8%*	*27.3%*	*49.4%*	*10.4%*
%H		*100.0%*	*55.1%*	*31.9%*	*64.6%*	*50.6%*	*13.9%*
DVD/Blu-ray player or recorder	1269	1229	477	289	881	413	469
%V	*77.1%*	*79.1%*	*82.0%*	*83.8%*	*78.6%*	*85.0%*	*73.9%*
%H		*96.8%*	*37.6%*	*22.8%*	*69.4%*	*32.5%*	*37.0%*

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1680	1658	746	401	1301	773	528
%H		*98.7%*	*44.4%*	*23.9%*	*77.4%*	*46.0%*	*31.4%*
Under 20"	825	808	336	194	634	351	283
%V	*49.1%*	*48.7%*	*45.0%*	*48.4%*	*48.7%*	*45.4%*	*53.6%*
%H		*97.9%*	*40.7%*	*23.5%*	*76.8%*	*42.5%*	*34.3%*
20" - 29"	496	492	218	113	395	230	166
%V	*29.5%*	*29.7%*	*29.2%*	*28.2%*	*30.4%*	*29.8%*	*31.4%*
%H		*99.2%*	*44.0%*	*22.8%*	*79.6%*	*46.4%*	*33.5%*
30" - 39"	288	287	153	73	220	154	66
%V	*17.1%*	*17.3%*	*20.5%*	*18.2%*	*16.9%*	*19.9%*	*12.5%*
%H		*99.7%*	*53.1%*	*25.3%*	*76.4%*	*53.5%*	*22.9%*
40" and over	59	59	35	16	45	36	9
%V	*3.5%*	*3.6%*	*4.7%*	*4.0%*	*3.5%*	*4.7%*	*1.7%*
%H		*100.0%*	*59.3%*	*27.1%*	*76.3%*	*61.0%*	*15.3%*
Don't know	12	11	3	5	7	3	4
%V	*0.7%*	*0.7%*	*0.4%*	*1.2%*	*0.5%*	*0.4%*	*0.8%*
%H		*91.7%*	*25.0%*	*41.7%*	*58.3%*	*25.0%*	*33.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1680	1658	746	401	1301	773	528
%H		*98.7%*	*44.4%*	*23.9%*	*77.4%*	*46.0%*	*31.4%*
PVR	197	197	150	34	128	111	17
%V	*11.7%*	*11.9%*	*20.1%*	*8.5%*	*9.8%*	*14.4%*	*3.2%*
%H		*100.0%*	*76.1%*	*17.3%*	*65.0%*	*56.3%*	*8.6%*
DVDR	100	100	57	24	73	53	20
%V	*6.0%*	*6.0%*	*7.6%*	*6.0%*	*5.6%*	*6.9%*	*3.8%*
%H		*100.0%*	*57.0%*	*24.0%*	*73.0%*	*53.0%*	*20.0%*
VCR	115	113	45	29	92	52	40
%V	*6.8%*	*6.8%*	*6.0%*	*7.2%*	*7.1%*	*6.7%*	*7.6%*
%H		*98.3%*	*39.1%*	*25.2%*	*80.0%*	*45.2%*	*34.8%*
Any recorder	380	378	227	84	269	198	71
%V	*22.6%*	*22.8%*	*30.4%*	*20.9%*	*20.7%*	*25.6%*	*13.4%*
%H		*99.5%*	*59.7%*	*22.1%*	*70.8%*	*52.1%*	*18.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1680	1658	746	401	1301	773	528
%H		*98.7%*	*44.4%*	*23.9%*	*77.4%*	*46.0%*	*31.4%*
Receives HDTV (via STB or built-in reception)	138	138	81	42	101	83	17
%V	*8.2%*	*8.3%*	*10.9%*	*10.5%*	*7.8%*	*10.7%*	*3.2%*
%H		*100.0%*	*58.7%*	*30.4%*	*73.2%*	*60.1%*	*12.3%*
DVD/Blu-ray player or recorder	781	777	373	205	595	389	206
%V	*46.5%*	*46.9%*	*50.0%*	*51.1%*	*45.7%*	*50.3%*	*39.0%*
%H		*99.5%*	*47.8%*	*26.2%*	*76.2%*	*49.8%*	*26.4%*

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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Individual level data

Table 6.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	3615	3543	3416	1452	812	2416	1241	1176
%H		*98.0%*	*94.5%*	*40.2%*	*22.5%*	*66.8%*	*34.3%*	*32.5%*
Total Children	627	621	612	310	147	402	243	160
%V	*17.3%*	*17.5%*	*17.9%*	*21.3%*	*18.1%*	*16.6%*	*19.6%*	*13.6%*
%H		*99.0%*	*97.6%*	*49.4%*	*23.4%*	*64.1%*	*38.8%*	*25.5%*
0 - 3	171	168	164	84	38	101	58	43
%V	*4.7%*	*4.7%*	*4.8%*	*5.8%*	*4.7%*	*4.2%*	*4.7%*	*3.7%*
%H		*98.2%*	*95.9%*	*49.1%*	*22.2%*	*59.1%*	*33.9%*	*25.1%*
4 - 15	456	453	448	226	109	301	185	116
%V	*12.6%*	*12.8%*	*13.1%*	*15.6%*	*13.4%*	*12.5%*	*14.9%*	*9.9%*
%H		*99.3%*	*98.2%*	*49.6%*	*23.9%*	*66.0%*	*40.6%*	*25.4%*
4 - 9	225	222	219	108	54	139	82	58
%V	*6.2%*	*6.3%*	*6.4%*	*7.4%*	*6.7%*	*5.8%*	*6.6%*	*4.9%*
%H		*98.7%*	*97.3%*	*48.0%*	*24.0%*	*61.8%*	*36.4%*	*25.8%*
10 - 15	231	231	229	118	54	162	103	59
%V	*6.4%*	*6.5%*	*6.7%*	*8.1%*	*6.7%*	*6.7%*	*8.3%*	*5.0%*
%H		*100.0%*	*99.1%*	*51.1%*	*23.4%*	*70.1%*	*44.6%*	*25.5%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Individual level data

Table 6.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	3615	3543	3416	1452	812	2416	1241	1176
%H		*98.0%*	*94.5%*	*40.2%*	*22.5%*	*66.8%*	*34.3%*	*32.5%*
Total Adults (16+)	2988	2923	2804	1142	665	2014	998	1016
%V	*82.7%*	*82.5%*	*82.1%*	*78.7%*	*81.9%*	*83.4%*	*80.4%*	*86.4%*
%H		*97.8%*	*93.8%*	*38.2%*	*22.3%*	*67.4%*	*33.4%*	*34.0%*
16 - 19	183	175	169	76	40	128	72	55
%V	*5.1%*	*4.9%*	*4.9%*	*5.2%*	*4.9%*	*5.3%*	*5.8%*	*4.7%*
%H		*95.6%*	*92.3%*	*41.5%*	*21.9%*	*69.9%*	*39.3%*	*30.1%*
20 - 24	232	217	209	90	52	148	80	69
%V	*6.4%*	*6.1%*	*6.1%*	*6.2%*	*6.4%*	*6.1%*	*6.4%*	*5.9%*
%H		*93.5%*	*90.1%*	*38.8%*	*22.4%*	*63.8%*	*34.5%*	*29.7%*
25 - 34	480	464	455	198	120	303	161	142
%V	*13.3%*	*13.1%*	*13.3%*	*13.6%*	*14.8%*	*12.5%*	*13.0%*	*12.1%*
%H		*96.7%*	*94.8%*	*41.3%*	*25.0%*	*63.1%*	*33.5%*	*29.6%*
35 - 44	494	484	475	232	119	324	196	129
%V	*13.7%*	*13.7%*	*13.9%*	*16.0%*	*14.7%*	*13.4%*	*15.8%*	*11.0%*
%H		*98.0%*	*96.2%*	*47.0%*	*24.1%*	*65.6%*	*39.7%*	*26.1%*
45 - 54	552	544	529	226	130	384	206	178
%V	*15.3%*	*15.4%*	*15.5%*	*15.6%*	*16.0%*	*15.9%*	*16.6%*	*15.1%*
%H		*98.6%*	*95.8%*	*40.9%*	*23.6%*	*69.6%*	*37.3%*	*32.2%*
55 - 64	451	447	430	166	112	315	160	155
%V	*12.5%*	*12.6%*	*12.6%*	*11.4%*	*13.8%*	*13.0%*	*12.9%*	*13.2%*
%H		*99.1%*	*95.3%*	*36.8%*	*24.8%*	*69.8%*	*35.5%*	*34.4%*
65+	594	592	537	154	94	412	123	289
%V	*16.4%*	*16.7%*	*15.7%*	*10.6%*	*11.6%*	*17.1%*	*9.9%*	*24.6%*
%H		*99.7%*	*90.4%*	*25.9%*	*15.8%*	*69.4%*	*20.7%*	*48.7%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	2988	2923	2804	1142	665	2014	998	1016
%H		*97.8%*	*93.8%*	*38.2%*	*22.3%*	*67.4%*	*33.4%*	*34.0%*
AB	614	602	583	244	138	402	201	201
%V	*20.5%*	*20.6%*	*20.8%*	*21.4%*	*20.8%*	*20.0%*	*20.1%*	*19.8%*
%H		*98.0%*	*95.0%*	*39.7%*	*22.5%*	*65.5%*	*32.7%*	*32.7%*
C1	839	811	782	346	178	556	291	265
%V	*28.1%*	*27.7%*	*27.9%*	*30.3%*	*26.8%*	*27.6%*	*29.2%*	*26.1%*
%H		*96.7%*	*93.2%*	*41.2%*	*21.2%*	*66.3%*	*34.7%*	*31.6%*
C2	582	576	564	254	152	407	245	162
%V	*19.5%*	*19.7%*	*20.1%*	*22.2%*	*22.9%*	*20.2%*	*24.5%*	*15.9%*
%H		*99.0%*	*96.9%*	*43.6%*	*26.1%*	*69.9%*	*42.1%*	*27.8%*
D	546	537	515	198	130	370	178	193
%V	*18.3%*	*18.4%*	*18.4%*	*17.3%*	*19.5%*	*18.4%*	*17.8%*	*19.0%*
%H		*98.4%*	*94.3%*	*36.3%*	*23.8%*	*67.8%*	*32.6%*	*35.3%*
E	407	398	360	100	67	280	84	196
%V	*13.6%*	*13.6%*	*12.8%*	*8.8%*	*10.1%*	*13.9%*	*8.4%*	*19.3%*
%H		*97.8%*	*88.5%*	*24.6%*	*16.5%*	*68.8%*	*20.6%*	*48.2%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	2988	2923	2804	1142	665	2014	998	1016
%H		*97.8%*	*93.8%*	*38.2%*	*22.3%*	*67.4%*	*33.4%*	*34.0%*
Working full time	1308	1286	1265	601	314	875	517	359
%V	*43.8%*	*44.0%*	*45.1%*	*52.6%*	*47.2%*	*43.4%*	*51.8%*	*35.3%*
%H		*98.3%*	*96.7%*	*45.9%*	*24.0%*	*66.9%*	*39.5%*	*27.4%*
Working part time	269	266	262	113	75	184	107	77
%V	*9.0%*	*9.1%*	*9.3%*	*9.9%*	*11.3%*	*9.1%*	*10.7%*	*7.6%*
%H		*98.9%*	*97.4%*	*42.0%*	*27.9%*	*68.4%*	*39.8%*	*28.6%*
Not working	1412	1370	1277	428	276	955	375	580
%V	*47.3%*	*46.9%*	*45.5%*	*37.5%*	*41.5%*	*47.4%*	*37.6%*	*57.1%*
%H		*97.0%*	*90.4%*	*30.3%*	*19.5%*	*67.6%*	*26.6%*	*41.1%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Individual level data

Table 6.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1414	1374	1321	554	320	936	481	456
%H		*97.2%*	*93.4%*	*39.2%*	*22.6%*	*66.2%*	*34.0%*	*32.2%*
16 - 19	85	81	78	39	17	58	34	23
%V	*6.0%*	*5.9%*	*5.9%*	*7.0%*	*5.3%*	*6.2%*	*7.1%*	*5.0%*
%H		*95.3%*	*91.8%*	*45.9%*	*20.0%*	*68.2%*	*40.0%*	*27.1%*
20 - 24	122	113	108	47	27	75	42	33
%V	*8.6%*	*8.2%*	*8.2%*	*8.5%*	*8.4%*	*8.0%*	*8.7%*	*7.2%*
%H		*92.6%*	*88.5%*	*38.5%*	*22.1%*	*61.5%*	*34.4%*	*27.0%*
25 - 34	235	226	222	94	61	150	81	69
%V	*16.6%*	*16.4%*	*16.8%*	*17.0%*	*19.1%*	*16.0%*	*16.8%*	*15.1%*
%H		*96.2%*	*94.5%*	*40.0%*	*26.0%*	*63.8%*	*34.5%*	*29.4%*
35 - 44	240	234	228	110	58	153	90	63
%V	*17.0%*	*17.0%*	*17.3%*	*19.9%*	*18.1%*	*16.3%*	*18.7%*	*13.8%*
%H		*97.5%*	*95.0%*	*45.8%*	*24.2%*	*63.8%*	*37.5%*	*26.3%*
45 - 54	265	259	249	111	58	180	97	82
%V	*18.7%*	*18.9%*	*18.8%*	*20.0%*	*18.1%*	*19.2%*	*20.2%*	*18.0%*
%H		*97.7%*	*94.0%*	*41.9%*	*21.9%*	*67.9%*	*36.6%*	*30.9%*
55 - 64	215	211	202	80	52	147	76	71
%V	*15.2%*	*15.4%*	*15.3%*	*14.4%*	*16.3%*	*15.7%*	*15.8%*	*15.6%*
%H		*98.1%*	*94.0%*	*37.2%*	*24.2%*	*68.4%*	*35.3%*	*33.0%*
65+	252	251	233	74	46	174	60	114
%V	*17.8%*	*18.3%*	*17.6%*	*13.4%*	*14.4%*	*18.6%*	*12.5%*	*25.0%*
%H		*99.6%*	*92.5%*	*29.4%*	*18.3%*	*69.0%*	*23.8%*	*45.2%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Individual level data

Table 6.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1414	1374	1321	554	320	936	481	456
%H		*97.2%*	*93.4%*	*39.2%*	*22.6%*	*66.2%*	*34.0%*	*32.2%*
AB	301	294	287	126	69	193	100	92
%V	*21.3%*	*21.4%*	*21.7%*	*22.7%*	*21.6%*	*20.6%*	*20.8%*	*20.2%*
%H		*97.7%*	*95.3%*	*41.9%*	*22.9%*	*64.1%*	*33.2%*	*30.6%*
C1	364	348	337	158	78	237	132	105
%V	*25.7%*	*25.3%*	*25.5%*	*28.5%*	*24.4%*	*25.3%*	*27.4%*	*23.0%*
%H		*95.6%*	*92.6%*	*43.4%*	*21.4%*	*65.1%*	*36.3%*	*28.8%*
C2	317	312	305	135	83	219	131	89
%V	*22.4%*	*22.7%*	*23.1%*	*24.4%*	*25.9%*	*23.4%*	*27.2%*	*19.5%*
%H		*98.4%*	*96.2%*	*42.6%*	*26.2%*	*69.1%*	*41.3%*	*28.1%*
D	264	258	245	97	60	173	82	91
%V	*18.7%*	*18.8%*	*18.5%*	*17.5%*	*18.8%*	*18.5%*	*17.0%*	*20.0%*
%H		*97.7%*	*92.8%*	*36.7%*	*22.7%*	*65.5%*	*31.1%*	*34.5%*
E	168	163	147	38	30	115	36	80
%V	*11.9%*	*11.9%*	*11.1%*	*6.9%*	*9.4%*	*12.3%*	*7.5%*	*17.5%*
%H		*97.0%*	*87.5%*	*22.6%*	*17.9%*	*68.5%*	*21.4%*	*47.6%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1414	1374	1321	554	320	936	481	456
%H		*97.2%*	*93.4%*	*39.2%*	*22.6%*	*66.2%*	*34.0%*	*32.2%*
Working full time	774	760	746	361	186	508	305	204
%V	*54.7%*	*55.3%*	*56.5%*	*65.2%*	*58.1%*	*54.3%*	*63.4%*	*44.7%*
%H		*98.2%*	*96.4%*	*46.6%*	*24.0%*	*65.6%*	*39.4%*	*26.4%*
Working part time	42	41	39	14	12	28	15	14
%V	*3.0%*	*3.0%*	*3.0%*	*2.5%*	*3.8%*	*3.0%*	*3.1%*	*3.1%*
%H		*97.6%*	*92.9%*	*33.3%*	*28.6%*	*66.7%*	*35.7%*	*33.3%*
Not working	597	574	536	179	122	400	161	238
%V	*42.2%*	*41.8%*	*40.6%*	*32.3%*	*38.1%*	*42.7%*	*33.5%*	*52.2%*
%H		*96.1%*	*89.8%*	*30.0%*	*20.4%*	*67.0%*	*27.0%*	*39.9%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Individual level data

Table 6.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1575	1549	1483	588	345	1078	517	560
%H		*98.3%*	*94.2%*	*37.3%*	*21.9%*	*68.4%*	*32.8%*	*35.6%*
16 - 19	98	94	91	37	22	70	38	32
%V	*6.2%*	*6.1%*	*6.1%*	*6.3%*	*6.4%*	*6.5%*	*7.4%*	*5.7%*
%H		*95.9%*	*92.9%*	*37.8%*	*22.4%*	*71.4%*	*38.8%*	*32.7%*
20 - 24	111	105	101	42	25	73	38	35
%V	*7.0%*	*6.8%*	*6.8%*	*7.1%*	*7.2%*	*6.8%*	*7.4%*	*6.3%*
%H		*94.6%*	*91.0%*	*37.8%*	*22.5%*	*65.8%*	*34.2%*	*31.5%*
25 - 34	245	238	233	104	58	153	80	73
%V	*15.6%*	*15.4%*	*15.7%*	*17.7%*	*16.8%*	*14.2%*	*15.5%*	*13.0%*
%H		*97.1%*	*95.1%*	*42.4%*	*23.7%*	*62.4%*	*32.7%*	*29.8%*
35 - 44	254	250	246	122	61	172	106	66
%V	*16.1%*	*16.1%*	*16.6%*	*20.7%*	*17.7%*	*16.0%*	*20.5%*	*11.8%*
%H		*98.4%*	*96.9%*	*48.0%*	*24.0%*	*67.7%*	*41.7%*	*26.0%*
45 - 54	287	285	280	115	71	204	109	95
%V	*18.2%*	*18.4%*	*18.9%*	*19.6%*	*20.6%*	*18.9%*	*21.1%*	*17.0%*
%H		*99.3%*	*97.6%*	*40.1%*	*24.7%*	*71.1%*	*38.0%*	*33.1%*
55 - 64	236	236	228	86	60	168	84	84
%V	*15.0%*	*15.2%*	*15.4%*	*14.6%*	*17.4%*	*15.6%*	*16.2%*	*15.0%*
%H		*100.0%*	*96.6%*	*36.4%*	*25.4%*	*71.2%*	*35.6%*	*35.6%*
65+	342	341	304	81	48	238	63	176
%V	*21.7%*	*22.0%*	*20.5%*	*13.8%*	*13.9%*	*22.1%*	*12.2%*	*31.4%*
%H		*99.7%*	*88.9%*	*23.7%*	*14.0%*	*69.6%*	*18.4%*	*51.5%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1575	1549	1483	588	345	1078	517	560
%H		*98.3%*	*94.2%*	*37.3%*	*21.9%*	*68.4%*	*32.8%*	*35.6%*
AB	313	307	296	118	69	209	101	109
%V	*19.9%*	*19.8%*	*20.0%*	*20.1%*	*20.0%*	*19.4%*	*19.5%*	*19.5%*
%H		*98.1%*	*94.6%*	*37.7%*	*22.0%*	*66.8%*	*32.3%*	*34.8%*
C1	475	463	445	188	100	319	159	160
%V	*30.2%*	*29.9%*	*30.0%*	*32.0%*	*29.0%*	*29.6%*	*30.8%*	*28.6%*
%H		*97.5%*	*93.7%*	*39.6%*	*21.1%*	*67.2%*	*33.5%*	*33.7%*
C2	265	264	259	119	69	187	114	73
%V	*16.8%*	*17.0%*	*17.5%*	*20.2%*	*20.0%*	*17.3%*	*22.1%*	*13.0%*
%H		*99.6%*	*97.7%*	*44.9%*	*26.0%*	*70.6%*	*43.0%*	*27.5%*
D	283	279	270	100	70	198	96	102
%V	*18.0%*	*18.0%*	*18.2%*	*17.0%*	*20.3%*	*18.4%*	*18.6%*	*18.2%*
%H		*98.6%*	*95.4%*	*35.3%*	*24.7%*	*70.0%*	*33.9%*	*36.0%*
E	239	235	214	61	37	164	48	116
%V	*15.2%*	*15.2%*	*14.4%*	*10.4%*	*10.7%*	*15.2%*	*9.3%*	*20.7%*
%H		*98.3%*	*89.5%*	*25.5%*	*15.5%*	*68.6%*	*20.1%*	*48.5%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Central Scotland

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1575	1549	1483	588	345	1078	517	560
%H		*98.3%*	*94.2%*	*37.3%*	*21.9%*	*68.4%*	*32.8%*	*35.6%*
Working full time	533	526	519	240	128	367	212	155
%V	*33.8%*	*34.0%*	*35.0%*	*40.8%*	*37.1%*	*34.0%*	*41.0%*	*27.7%*
%H		*98.7%*	*97.4%*	*45.0%*	*24.0%*	*68.9%*	*39.8%*	*29.1%*
Working part time	227	225	223	99	63	155	92	64
%V	*14.4%*	*14.5%*	*15.0%*	*16.8%*	*18.3%*	*14.4%*	*17.8%*	*11.4%*
%H		*99.1%*	*98.2%*	*43.6%*	*27.8%*	*68.3%*	*40.5%*	*28.2%*
Not working	814	797	741	249	154	555	213	342
%V	*51.7%*	*51.5%*	*50.0%*	*42.3%*	*44.6%*	*51.5%*	*41.2%*	*61.1%*
%H		*97.9%*	*91.0%*	*30.6%*	*18.9%*	*68.2%*	*26.2%*	*42.0%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North Scotland

Household level data

Table 7.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	582	556	538	266	38	400	165	235
%H (All HH)		*95.5%*	*92.4%*	*45.7%*	*6.5%*	*68.7%*	*28.4%*	*40.4%*
%H (TV HH)			*96.8%*	*47.8%*	*6.8%*	*71.9%*	*29.7%*	*42.3%*
AB	125	122	120	66	5	87	39	48
%V	*21.5%*	*21.9%*	*22.3%*	*24.8%*	*13.2%*	*21.8%*	*23.6%*	*20.4%*
%H (All HH)		*97.6%*	*96.0%*	*52.8%*	*4.0%*	*69.6%*	*31.2%*	*38.4%*
%H (TV HH)			*98.4%*	*54.1%*	*4.1%*	*71.3%*	*32.0%*	*39.3%*
C1	165	155	150	86	13	111	58	53
%V	*28.4%*	*27.9%*	*27.9%*	*32.3%*	*34.2%*	*27.8%*	*35.2%*	*22.6%*
%H (All HH)		*93.9%*	*90.9%*	*52.1%*	*7.9%*	*67.3%*	*35.2%*	*32.1%*
%H (TV HH)			*96.8%*	*55.5%*	*8.4%*	*71.6%*	*37.4%*	*34.2%*
C2	124	118	116	60	7	81	32	49
%V	*21.3%*	*21.2%*	*21.6%*	*22.6%*	*18.4%*	*20.3%*	*19.4%*	*20.9%*
%H (All HH)		*95.2%*	*93.5%*	*48.4%*	*5.6%*	*65.3%*	*25.8%*	*39.5%*
%H (TV HH)			*98.3%*	*50.8%*	*5.9%*	*68.6%*	*27.1%*	*41.5%*
D	95	93	89	37	8	68	25	43
%V	*16.3%*	*16.7%*	*16.5%*	*13.9%*	*21.1%*	*17.0%*	*15.2%*	*18.3%*
%H (All HH)		*97.9%*	*93.7%*	*38.9%*	*8.4%*	*71.6%*	*26.3%*	*45.3%*
%H (TV HH)			*95.7%*	*39.8%*	*8.6%*	*73.1%*	*26.9%*	*46.2%*
E	73	69	63	17	4	53	10	43
%V	*12.5%*	*12.4%*	*11.7%*	*6.4%*	*10.5%*	*13.3%*	*6.1%*	*18.3%*
%H (All HH)		*94.5%*	*86.3%*	*23.3%*	*5.5%*	*72.6%*	*13.7%*	*58.9%*
%H (TV HH)			*91.3%*	*24.6%*	*5.8%*	*76.8%*	*14.5%*	*62.3%*

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
April 2010 - March 2011

ITV North Scotland

Household level data

Table 7.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	582	556	538	266	38	400	165	235
%H (All HH)		*95.5%*	*92.4%*	*45.7%*	*6.5%*	*68.7%*	*28.4%*	*40.4%*
%H (TV HH)			*96.8%*	*47.8%*	*6.8%*	*71.9%*	*29.7%*	*42.3%*
Under 25	33	27	25	15	3	17	9	8
%V	*5.7%*	*4.9%*	*4.6%*	*5.6%*	*7.9%*	*4.3%*	*5.5%*	*3.4%*
%H (All HH)		*81.8%*	*75.8%*	*45.5%*	*9.1%*	*51.5%*	*27.3%*	*24.2%*
%H (TV HH)			*92.6%*	*55.6%*	*11.1%*	*63.0%*	*33.3%*	*29.6%*
25 - 34	84	76	75	47	4	49	24	24
%V	*14.4%*	*13.7%*	*13.9%*	*17.7%*	*10.5%*	*12.3%*	*14.5%*	*10.2%*
%H (All HH)		*90.5%*	*89.3%*	*56.0%*	*4.8%*	*58.3%*	*28.6%*	*28.6%*
%H (TV HH)			*98.7%*	*61.8%*	*5.3%*	*64.5%*	*31.6%*	*31.6%*
35 - 44	104	99	96	59	9	70	40	29
%V	*17.9%*	*17.8%*	*17.8%*	*22.2%*	*23.7%*	*17.5%*	*24.2%*	*12.3%*
%H (All HH)		*95.2%*	*92.3%*	*56.7%*	*8.7%*	*67.3%*	*38.5%*	*27.9%*
%H (TV HH)			*97.0%*	*59.6%*	*9.1%*	*70.7%*	*40.4%*	*29.3%*
45 - 54	110	106	103	55	7	75	34	41
%V	*18.9%*	*19.1%*	*19.1%*	*20.7%*	*18.4%*	*18.8%*	*20.6%*	*17.4%*
%H (All HH)		*96.4%*	*93.6%*	*50.0%*	*6.4%*	*68.2%*	*30.9%*	*37.3%*
%H (TV HH)			*97.2%*	*51.9%*	*6.6%*	*70.8%*	*32.1%*	*38.7%*
55 - 64	105	103	101	46	6	78	31	47
%V	*18.0%*	*18.5%*	*18.8%*	*17.3%*	*15.8%*	*19.5%*	*18.8%*	*20.0%*
%H (All HH)		*98.1%*	*96.2%*	*43.8%*	*5.7%*	*74.3%*	*29.5%*	*44.8%*
%H (TV HH)			*98.1%*	*44.7%*	*5.8%*	*75.7%*	*30.1%*	*45.6%*
65 +	146	144	137	43	8	111	26	85
%V	*25.1%*	*25.9%*	*25.5%*	*16.2%*	*21.1%*	*27.8%*	*15.8%*	*36.2%*
%H (All HH)		*98.6%*	*93.8%*	*29.5%*	*5.5%*	*76.0%*	*17.8%*	*58.2%*
%H (TV HH)			*95.1%*	*29.9%*	*5.6%*	*77.1%*	*18.1%*	*59.0%*

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
April 2010 - March 2011

ITV North Scotland

Household level data

Table 7.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	582	556	538	266	38	400	165	235
%H (All HH)		*95.5%*	*92.4%*	*45.7%*	*6.5%*	*68.7%*	*28.4%*	*40.4%*
%H (TV HH)			*96.8%*	*47.8%*	*6.8%*	*71.9%*	*29.7%*	*42.3%*
1	212	202	190	67	12	146	35	110
%V	*36.4%*	*36.3%*	*35.3%*	*25.2%*	*31.6%*	*36.5%*	*21.2%*	*46.8%*
%H (All HH)		*95.3%*	*89.6%*	*31.6%*	*5.7%*	*68.9%*	*16.5%*	*51.9%*
%H (TV HH)			*94.1%*	*33.2%*	*5.9%*	*72.3%*	*17.3%*	*54.5%*
2	200	191	188	95	14	139	62	78
%V	*34.4%*	*34.4%*	*34.9%*	*35.7%*	*36.8%*	*34.8%*	*37.6%*	*33.2%*
%H (All HH)		*95.5%*	*94.0%*	*47.5%*	*7.0%*	*69.5%*	*31.0%*	*39.0%*
%H (TV HH)			*98.4%*	*49.7%*	*7.3%*	*72.8%*	*32.5%*	*40.8%*
3	79	77	77	44	5	56	28	27
%V	*13.6%*	*13.8%*	*14.3%*	*16.5%*	*13.2%*	*14.0%*	*17.0%*	*11.5%*
%H (All HH)		*97.5%*	*97.5%*	*55.7%*	*6.3%*	*70.9%*	*35.4%*	*34.2%*
%H (TV HH)			*100.0%*	*57.1%*	*6.5%*	*72.7%*	*36.4%*	*35.1%*
4	66	64	62	43	6	43	28	15
%V	*11.3%*	*11.5%*	*11.5%*	*16.2%*	*15.8%*	*10.8%*	*17.0%*	*6.4%*
%H (All HH)		*97.0%*	*93.9%*	*65.2%*	*9.1%*	*65.2%*	*42.4%*	*22.7%*
%H (TV HH)			*96.9%*	*67.2%*	*9.4%*	*67.2%*	*43.8%*	*23.4%*
5+	25	22	21	16	1	15	11	4
%V	*4.3%*	*4.0%*	*3.9%*	*6.0%*	*2.6%*	*3.8%*	*6.7%*	*1.7%*
%H (All HH)		*88.0%*	*84.0%*	*64.0%*	*4.0%*	*60.0%*	*44.0%*	*16.0%*
%H (TV HH)			*95.5%*	*72.7%*	*4.5%*	*68.2%*	*50.0%*	*18.2%*
Average HH size	2.14	2.14	2.15	2.45	2.22	2.12	2.53	1.83

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
April 2010 - March 2011

ITV North Scotland

Household level data

Table 7.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	582	556	538	266	38	400	165	235
%H (All HH)		*95.5%*	*92.4%*	*45.7%*	*6.5%*	*68.7%*	*28.4%*	*40.4%*
%H (TV HH)			*96.8%*	*47.8%*	*6.8%*	*71.9%*	*29.7%*	*42.3%*
Without	445	428	411	184	29	311	113	198
%V	*76.5%*	*77.0%*	*76.4%*	*69.2%*	*76.3%*	*77.8%*	*68.5%*	*84.3%*
%H (All HH)		*96.2%*	*92.4%*	*41.3%*	*6.5%*	*69.9%*	*25.4%*	*44.5%*
%H (TV HH)			*96.0%*	*43.0%*	*6.8%*	*72.7%*	*26.4%*	*46.3%*
With	136	128	127	82	9	88	51	37
%V	*23.4%*	*23.0%*	*23.6%*	*30.8%*	*23.7%*	*22.0%*	*30.9%*	*15.7%*
%H (All HH)		*94.1%*	*93.4%*	*60.3%*	*6.6%*	*64.7%*	*37.5%*	*27.2%*
%H (TV HH)			*99.2%*	*64.1%*	*7.0%*	*68.8%*	*39.8%*	*28.9%*
0 - 3	47	42	42	30	2	26	16	10
%V	*8.1%*	*7.6%*	*7.8%*	*11.3%*	*5.3%*	*6.5%*	*9.7%*	*4.3%*
%H (All HH)		*89.4%*	*89.4%*	*63.8%*	*4.3%*	*55.3%*	*34.0%*	*21.3%*
%H (TV HH)			*100.0%*	*71.4%*	*4.8%*	*61.9%*	*38.1%*	*23.8%*
4 - 9	62	57	57	35	5	40	22	18
%V	*10.7%*	*10.3%*	*10.6%*	*13.2%*	*13.2%*	*10.0%*	*13.3%*	*7.7%*
%H (All HH)		*91.9%*	*91.9%*	*56.5%*	*8.1%*	*64.5%*	*35.5%*	*29.0%*
%H (TV HH)			*100.0%*	*61.4%*	*8.8%*	*70.2%*	*38.6%*	*31.6%*
10 - 15	65	63	62	42	4	47	30	17
%V	*11.2%*	*11.3%*	*11.5%*	*15.8%*	*10.5%*	*11.8%*	*18.2%*	*7.2%*
%H (All HH)		*96.9%*	*95.4%*	*64.6%*	*6.2%*	*72.3%*	*46.2%*	*26.2%*
%H (TV HH)			*98.4%*	*66.7%*	*6.3%*	*74.6%*	*47.6%*	*27.0%*

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
April 2010 - March 2011

ITV North Scotland

Household level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	582	556	538	266	38	400	165	235
%H (All HH)		*95.5%*	*92.4%*	*45.7%*	*6.5%*	*68.7%*	*28.4%*	*40.4%*
%H (TV HH)			*96.8%*	*47.8%*	*6.8%*	*71.9%*	*29.7%*	*42.3%*
1	214	214	200	78	11	134	25	108
%V	*36.8%*	*38.5%*	*37.2%*	*29.3%*	*28.9%*	*33.5%*	*15.2%*	*46.0%*
%H (All HH)		*100.0%*	*93.5%*	*36.4%*	*5.1%*	*62.6%*	*11.7%*	*50.5%*
%H (TV HH)			*93.5%*	*36.4%*	*5.1%*	*62.6%*	*11.7%*	*50.5%*
2	175	175	171	80	13	134	55	79
%V	*30.1%*	*31.5%*	*31.8%*	*30.1%*	*34.2%*	*33.5%*	*33.3%*	*33.6%*
%H (All HH)		*100.0%*	*97.7%*	*45.7%*	*7.4%*	*76.6%*	*31.4%*	*45.1%*
%H (TV HH)			*97.7%*	*45.7%*	*7.4%*	*76.6%*	*31.4%*	*45.1%*
3	98	98	98	58	9	77	44	32
%V	*16.8%*	*17.6%*	*18.2%*	*21.8%*	*23.7%*	*19.3%*	*26.7%*	*13.6%*
%H (All HH)		*100.0%*	*100.0%*	*59.2%*	*9.2%*	*78.6%*	*44.9%*	*32.7%*
%H (TV HH)			*100.0%*	*59.2%*	*9.2%*	*78.6%*	*44.9%*	*32.7%*
4	44	44	43	28	4	34	23	11
%V	*7.6%*	*7.9%*	*8.0%*	*10.5%*	*10.5%*	*8.5%*	*13.9%*	*4.7%*
%H (All HH)		*100.0%*	*97.7%*	*63.6%*	*9.1%*	*77.3%*	*52.3%*	*25.0%*
%H (TV HH)			*97.7%*	*63.6%*	*9.1%*	*77.3%*	*52.3%*	*25.0%*
5+	26	26	26	21	1	22	17	4
%V	*4.5%*	*4.7%*	*4.8%*	*7.9%*	*2.6%*	*5.5%*	*10.3%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*80.8%*	*3.8%*	*84.6%*	*65.4%*	*15.4%*
%H (TV HH)			*100.0%*	*80.8%*	*3.8%*	*84.6%*	*65.4%*	*15.4%*

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
April 2010 - March 2011

ITV North Scotland

Household level data

Table 7.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	582	556	538	266	38	400	165	235
%H (All HH)		*95.5%*	*92.4%*	*45.7%*	*6.5%*	*68.7%*	*28.4%*	*40.4%*
%H (TV HH)			*96.8%*	*47.8%*	*6.8%*	*71.9%*	*29.7%*	*42.3%*
Under 20"	239	239	234	118	18	187	89	98
%V	*41.1%*	*43.0%*	*43.5%*	*44.4%*	*47.4%*	*46.8%*	*53.9%*	*41.7%*
%H (All HH)		*100.0%*	*97.9%*	*49.4%*	*7.5%*	*78.2%*	*37.2%*	*41.0%*
%H (TV HH)			*97.9%*	*49.4%*	*7.5%*	*78.2%*	*37.2%*	*41.0%*
20" - 29"	263	263	251	117	18	194	76	118
%V	*45.2%*	*47.3%*	*46.7%*	*44.0%*	*47.4%*	*48.5%*	*46.1%*	*50.2%*
%H (All HH)		*100.0%*	*95.4%*	*44.5%*	*6.8%*	*73.8%*	*28.9%*	*44.9%*
%H (TV HH)			*95.4%*	*44.5%*	*6.8%*	*73.8%*	*28.9%*	*44.9%*
30" - 39"	287	287	284	160	19	208	103	105
%V	*49.3%*	*51.6%*	*52.8%*	*60.2%*	*50.0%*	*52.0%*	*62.4%*	*44.7%*
%H (All HH)		*100.0%*	*99.0%*	*55.7%*	*6.6%*	*72.5%*	*35.9%*	*36.6%*
%H (TV HH)			*99.0%*	*55.7%*	*6.6%*	*72.5%*	*35.9%*	*36.6%*
40" and over	149	149	149	96	13	108	67	41
%V	*25.6%*	*26.8%*	*27.7%*	*36.1%*	*34.2%*	*27.0%*	*40.6%*	*17.4%*
%H (All HH)		*100.0%*	*100.0%*	*64.4%*	*8.7%*	*72.5%*	*45.0%*	*27.5%*
%H (TV HH)			*100.0%*	*64.4%*	*8.7%*	*72.5%*	*45.0%*	*27.5%*

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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Household level data

Table 7.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	582	556	538	266	38	400	165	235
%H (All HH)		*95.5%*	*92.4%*	*45.7%*	*6.5%*	*68.7%*	*28.4%*	*40.4%*
%H (TV HH)			*96.8%*	*47.8%*	*6.8%*	*71.9%*	*29.7%*	*42.3%*
Main living room	548	548	531	262	38	394	162	232
%V	*94.2%*	*98.6%*	*98.7%*	*98.5%*	*100.0%*	*98.5%*	*98.2%*	*98.7%*
%H (All HH)		*100.0%*	*96.9%*	*47.8%*	*6.9%*	*71.9%*	*29.6%*	*42.3%*
%H (TV HH)			*96.9%*	*47.8%*	*6.9%*	*71.9%*	*29.6%*	*42.3%*
Kitchen	110	110	109	60	7	86	44	43
%V	*18.9%*	*19.8%*	*20.3%*	*22.6%*	*18.4%*	*21.5%*	*26.7%*	*18.3%*
%H (All HH)		*100.0%*	*99.1%*	*54.5%*	*6.4%*	*78.2%*	*40.0%*	*39.1%*
%H (TV HH)			*99.1%*	*54.5%*	*6.4%*	*78.2%*	*40.0%*	*39.1%*
Adult's bedroom	256	256	253	145	20	200	110	90
%V	*44.0%*	*46.0%*	*47.0%*	*54.5%*	*52.6%*	*50.0%*	*66.7%*	*38.3%*
%H (All HH)		*100.0%*	*98.8%*	*56.6%*	*7.8%*	*78.1%*	*43.0%*	*35.2%*
%H (TV HH)			*98.8%*	*56.6%*	*7.8%*	*78.1%*	*43.0%*	*35.2%*
Child's bedroom	62	62	62	40	6	49	33	16
%V	*10.7%*	*11.2%*	*11.5%*	*15.0%*	*15.8%*	*12.3%*	*20.0%*	*6.8%*
%H (All HH)		*100.0%*	*100.0%*	*64.5%*	*9.7%*	*79.0%*	*53.2%*	*25.8%*
%H (TV HH)			*100.0%*	*64.5%*	*9.7%*	*79.0%*	*53.2%*	*25.8%*
Other bedroom	24	24	24	15	2	17	10	7
%V	*4.1%*	*4.3%*	*4.5%*	*5.6%*	*5.3%*	*4.3%*	*6.1%*	*3.0%*
%H (All HH)		*100.0%*	*100.0%*	*62.5%*	*8.3%*	*70.8%*	*41.7%*	*29.2%*
%H (TV HH)			*100.0%*	*62.5%*	*8.3%*	*70.8%*	*41.7%*	*29.2%*
Second living/dining room	52	52	51	36	1	38	23	14
%V	*8.9%*	*9.4%*	*9.5%*	*13.5%*	*2.6%*	*9.5%*	*13.9%*	*6.0%*
%H (All HH)		*100.0%*	*98.1%*	*69.2%*	*1.9%*	*73.1%*	*44.2%*	*26.9%*
%H (TV HH)			*98.1%*	*69.2%*	*1.9%*	*73.1%*	*44.2%*	*26.9%*
Study/office	17	17	17	11	1	14	10	4
%V	*2.9%*	*3.1%*	*3.2%*	*4.1%*	*2.6%*	*3.5%*	*6.1%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*64.7%*	*5.9%*	*82.4%*	*58.8%*	*23.5%*
%H (TV HH)			*100.0%*	*64.7%*	*5.9%*	*82.4%*	*58.8%*	*23.5%*
TV room	8	8	8	6	0	7	5	2
%V	*1.4%*	*1.4%*	*1.5%*	*2.3%*	*0.0%*	*1.8%*	*3.0%*	*0.9%*
%H (All HH)		*100.0%*	*100.0%*	*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*
%H (TV HH)			*100.0%*	*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*
No specific location	1	1	1	1	0	0	0	0
%V	*0.2%*	*0.2%*	*0.2%*	*0.4%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
Other	3	3	3	3	0	2	1	1
%V	*0.5%*	*0.5%*	*0.6%*	*1.1%*	*0.0%*	*0.5%*	*0.6%*	*0.4%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*

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: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	582	556	538	266	38	400	165	235
%H (All HH)		*95.5%*	*92.4%*	*45.7%*	*6.5%*	*68.7%*	*28.4%*	*40.4%*
%H (TV HH)			*96.8%*	*47.8%*	*6.8%*	*71.9%*	*29.7%*	*42.3%*
PVR	245	245	245	185	15	167	121	46
%V	*42.1%*	*44.1%*	*45.5%*	*69.5%*	*39.5%*	*41.8%*	*73.3%*	*19.6%*
%H (All HH)		*100.0%*	*100.0%*	*75.5%*	*6.1%*	*68.2%*	*49.4%*	*18.8%*
%H (TV HH)			*100.0%*	*75.5%*	*6.1%*	*68.2%*	*49.4%*	*18.8%*
DVDR	164	164	163	82	11	131	61	70
%V	*28.2%*	*29.5%*	*30.3%*	*30.8%*	*28.9%*	*32.8%*	*37.0%*	*29.8%*
%H (All HH)		*100.0%*	*99.4%*	*50.0%*	*6.7%*	*79.9%*	*37.2%*	*42.7%*
%H (TV HH)			*99.4%*	*50.0%*	*6.7%*	*79.9%*	*37.2%*	*42.7%*
VCR	96	96	93	41	6	72	27	45
%V	*16.5%*	*17.3%*	*17.3%*	*15.4%*	*15.8%*	*18.0%*	*16.4%*	*19.1%*
%H (All HH)		*100.0%*	*96.9%*	*42.7%*	*6.3%*	*75.0%*	*28.1%*	*46.9%*
%H (TV HH)			*96.9%*	*42.7%*	*6.3%*	*75.0%*	*28.1%*	*46.9%*
Any recorder	376	376	372	219	25	272	142	130
%V	*64.6%*	*67.6%*	*69.1%*	*82.3%*	*65.8%*	*68.0%*	*86.1%*	*55.3%*
%H (All HH)		*100.0%*	*98.9%*	*58.2%*	*6.6%*	*72.3%*	*37.8%*	*34.6%*
%H (TV HH)			*98.9%*	*58.2%*	*6.6%*	*72.3%*	*37.8%*	*34.6%*

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
April 2010 - March 2011

ITV North Scotland

Household level data

Table 7.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	582	556	538	266	38	400	165	235
%H (All HH)		*95.5%*	*92.4%*	*45.7%*	*6.5%*	*68.7%*	*28.4%*	*40.4%*
%H (TV HH)			*96.8%*	*47.8%*	*6.8%*	*71.9%*	*29.7%*	*42.3%*
Receives HDTV (via STB or built-in reception)	139	139	139	104	16	91	71	21
%V	*23.9%*	*25.0%*	*25.8%*	*39.1%*	*42.1%*	*22.8%*	*43.0%*	*8.9%*
%H (All HH)		*100.0%*	*100.0%*	*74.8%*	*11.5%*	*65.5%*	*51.1%*	*15.1%*
%H (TV HH)			*100.0%*	*74.8%*	*11.5%*	*65.5%*	*51.1%*	*15.1%*
DVD/Blu-ray player or recorder	465	465	457	236	34	336	149	187
%V	*79.9%*	*83.6%*	*84.9%*	*88.7%*	*89.5%*	*84.0%*	*90.3%*	*79.6%*
%H (All HH)		*100.0%*	*98.3%*	*50.8%*	*7.3%*	*72.3%*	*32.0%*	*40.2%*
%H (TV HH)			*98.3%*	*50.8%*	*7.3%*	*72.3%*	*32.0%*	*40.2%*

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
April 2010 - March 2011

ITV North Scotland

Household level data

Table 7.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	582	556	538	266	38	400	165	235
%H (All HH)		*95.5%*	*92.4%*	*45.7%*	*6.5%*	*68.7%*	*28.4%*	*40.4%*
%H (TV HH)			*96.8%*	*47.8%*	*6.8%*	*71.9%*	*29.7%*	*42.3%*
Has PC or Laptop	417	398	393	226	30	279	141	138
%V	*71.6%*	*71.6%*	*73.0%*	*85.0%*	*78.9%*	*69.8%*	*85.5%*	*58.7%*
%H (All HH)		*95.4%*	*94.2%*	*54.2%*	*7.2%*	*66.9%*	*33.8%*	*33.1%*
%H (TV HH)			*98.7%*	*56.8%*	*7.5%*	*70.1%*	*35.4%*	*34.7%*
Has broadband internet	379	365	360	214	27	258	136	122
%V	*65.1%*	*65.6%*	*66.9%*	*80.5%*	*71.1%*	*64.5%*	*82.4%*	*51.9%*
%H (All HH)		*96.3%*	*95.0%*	*56.5%*	*7.1%*	*68.1%*	*35.9%*	*32.2%*
%H (TV HH)			*98.6%*	*58.6%*	*7.4%*	*70.7%*	*37.3%*	*33.4%*

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
April 2010 - March 2011

ITV North Scotland

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1171	1149	640	84	883	453	430
%H		*98.1%*	*54.7%*	*7.2%*	*75.4%*	*38.7%*	*36.7%*
Under 20"	335	329	177	26	265	138	127
%V	*28.6%*	*28.6%*	*27.7%*	*31.0%*	*30.0%*	*30.5%*	*29.5%*
%H		*98.2%*	*52.8%*	*7.8%*	*79.1%*	*41.2%*	*37.9%*
20" - 29"	330	317	155	23	248	106	142
%V	*28.2%*	*27.6%*	*24.2%*	*27.4%*	*28.1%*	*23.4%*	*33.0%*
%H		*96.1%*	*47.0%*	*7.0%*	*75.2%*	*32.1%*	*43.0%*
30" - 39"	336	332	196	21	248	132	116
%V	*28.7%*	*28.9%*	*30.6%*	*25.0%*	*28.1%*	*29.1%*	*27.0%*
%H		*98.8%*	*58.3%*	*6.3%*	*73.8%*	*39.3%*	*34.5%*
40" and over	165	165	109	14	117	73	43
%V	*14.1%*	*14.4%*	*17.0%*	*16.7%*	*13.3%*	*16.1%*	*10.0%*
%H		*100.0%*	*66.1%*	*8.5%*	*70.9%*	*44.2%*	*26.1%*
Don't know	5	5	3	0	5	3	2
%V	*0.4%*	*0.4%*	*0.5%*	*0.0%*	*0.6%*	*0.7%*	*0.5%*
%H		*100.0%*	*60.0%*	*0.0%*	*100.0%*	*60.0%*	*40.0%*

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 7.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1171	1149	640	84	883	453	430
%H		*98.1%*	*54.7%*	*7.2%*	*75.4%*	*38.7%*	*36.7%*
Main living room	552	533	264	38	396	164	232
%V	*47.1%*	*46.4%*	*41.3%*	*45.2%*	*44.8%*	*36.2%*	*54.0%*
%H		*96.6%*	*47.8%*	*6.9%*	*71.7%*	*29.7%*	*42.0%*
Kitchen	112	111	61	7	88	44	43
%V	*9.6%*	*9.7%*	*9.5%*	*8.3%*	*10.0%*	*9.7%*	*10.0%*
%H		*99.1%*	*54.5%*	*6.3%*	*78.6%*	*39.3%*	*38.4%*
Adult's bedroom	309	307	178	27	245	140	105
%V	*26.4%*	*26.7%*	*27.8%*	*32.1%*	*27.7%*	*30.9%*	*24.4%*
%H		*99.4%*	*57.6%*	*8.7%*	*79.3%*	*45.3%*	*34.0%*
Child's bedroom	86	85	59	8	69	50	19
%V	*7.3%*	*7.4%*	*9.2%*	*9.5%*	*7.8%*	*11.0%*	*4.4%*
%H		*98.8%*	*68.6%*	*9.3%*	*80.2%*	*58.1%*	*22.1%*
Other bedroom	30	30	19	2	22	13	9
%V	*2.6%*	*2.6%*	*3.0%*	*2.4%*	*2.5%*	*2.9%*	*2.1%*
%H		*100.0%*	*63.3%*	*6.7%*	*73.3%*	*43.3%*	*30.0%*
Second living/dining room	54	54	39	1	39	24	15
%V	*4.6%*	*4.7%*	*6.1%*	*1.2%*	*4.4%*	*5.3%*	*3.5%*
%H		*100.0%*	*72.2%*	*1.9%*	*72.2%*	*44.4%*	*27.8%*
Study/office	17	17	11	1	14	10	4
%V	*1.5%*	*1.5%*	*1.7%*	*1.2%*	*1.6%*	*2.2%*	*0.9%*
%H		*100.0%*	*64.7%*	*5.9%*	*82.4%*	*58.8%*	*23.5%*
TV room	8	8	6	0	7	5	2
%V	*0.7%*	*0.7%*	*0.9%*	*0.0%*	*0.8%*	*1.1%*	*0.5%*
%H		*100.0%*	*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*
No specific location	1	1	1	0	0	0	0
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
Other	3	3	3	0	2	1	1
%V	*0.3%*	*0.3%*	*0.5%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*
%H		*100.0%*	*100.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*

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 7.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1171	1149	640	84	883	453	430
%H		*98.1%*	*54.7%*	*7.2%*	*75.4%*	*38.7%*	*36.7%*
PVR	334	334	266	18	220	168	52
%V	*28.5%*	*29.1%*	*41.6%*	*21.4%*	*24.9%*	*37.1%*	*12.1%*
%H		*100.0%*	*79.6%*	*5.4%*	*65.9%*	*50.3%*	*15.6%*
DVDR	209	208	111	14	172	90	83
%V	*17.8%*	*18.1%*	*17.3%*	*16.7%*	*19.5%*	*19.9%*	*19.3%*
%H		*99.5%*	*53.1%*	*6.7%*	*82.3%*	*43.1%*	*39.7%*
VCR	114	109	49	9	87	36	52
%V	*9.7%*	*9.5%*	*7.7%*	*10.7%*	*9.9%*	*7.9%*	*12.1%*
%H		*95.6%*	*43.0%*	*7.9%*	*76.3%*	*31.6%*	*45.6%*
Any recorder	534	528	338	35	384	227	157
%V	*45.6%*	*46.0%*	*52.8%*	*41.7%*	*43.5%*	*50.1%*	*36.5%*
%H		*98.9%*	*63.3%*	*6.6%*	*71.9%*	*42.5%*	*29.4%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1171	1149	640	84	883	453	430
%H		*98.1%*	*54.7%*	*7.2%*	*75.4%*	*38.7%*	*36.7%*
Receives HDTV (via STB or built-in reception)	175	175	134	18	112	89	24
%V	*14.9%*	*15.2%*	*20.9%*	*21.4%*	*12.7%*	*19.6%*	*5.6%*
%H		*100.0%*	*76.6%*	*10.3%*	*64.0%*	*50.9%*	*13.7%*
DVD/Blu-ray player or recorder	715	705	400	54	522	269	253
%V	*61.1%*	*61.4%*	*62.5%*	*64.3%*	*59.1%*	*59.4%*	*58.8%*
%H		*98.6%*	*55.9%*	*7.6%*	*73.0%*	*37.6%*	*35.4%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Scotland

Set level data

Table 7.15: Main Set Screen Size

	TV HH	Platforms available in Household: Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	556	538	266	38	399	165	235
%H		*96.8%*	*47.8%*	*6.8%*	*71.8%*	*29.7%*	*42.3%*
Under 20"	29	26	5	1	21	2	19
%V	*5.2%*	*4.8%*	*1.9%*	*2.6%*	*5.3%*	*1.2%*	*8.1%*
%H		*89.7%*	*17.2%*	*3.4%*	*72.4%*	*6.9%*	*65.5%*
20" - 29"	146	135	45	10	105	25	80
%V	*26.3%*	*25.1%*	*16.9%*	*26.3%*	*26.3%*	*15.2%*	*34.0%*
%H		*92.5%*	*30.8%*	*6.8%*	*71.9%*	*17.1%*	*54.8%*
30" - 39"	234	231	123	15	167	73	93
%V	*42.1%*	*42.9%*	*46.2%*	*39.5%*	*41.9%*	*44.2%*	*39.6%*
%H		*98.7%*	*52.6%*	*6.4%*	*71.4%*	*31.2%*	*39.7%*
40" and over	143	143	92	12	104	64	40
%V	*25.7%*	*26.6%*	*34.6%*	*31.6%*	*26.1%*	*38.8%*	*17.0%*
%H		*100.0%*	*64.3%*	*8.4%*	*72.7%*	*44.8%*	*28.0%*
Don't know	2	2	0	0	2	0	2
%V	*0.4%*	*0.4%*	*0.0%*	*0.0%*	*0.5%*	*0.0%*	*0.9%*
%H		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV North Scotland

Set level data

Table 7.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	556	538	266	38	399	165	235
%H		*96.8%*	*47.8%*	*6.8%*	*71.8%*	*29.7%*	*42.3%*
PVR	240	240	180	15	164	118	46
%V	*43.2%*	*44.6%*	*67.7%*	*39.5%*	*41.1%*	*71.5%*	*19.6%*
%H		*100.0%*	*75.0%*	*6.3%*	*68.3%*	*49.2%*	*19.2%*
DVDR	149	148	72	9	117	50	67
%V	*26.8%*	*27.5%*	*27.1%*	*23.7%*	*29.3%*	*30.3%*	*28.5%*
%H		*99.3%*	*48.3%*	*6.0%*	*78.5%*	*33.6%*	*45.0%*
VCR	76	73	28	6	57	17	39
%V	*13.7%*	*13.6%*	*10.5%*	*15.8%*	*14.3%*	*10.3%*	*16.6%*
%H		*96.1%*	*36.8%*	*7.9%*	*75.0%*	*22.4%*	*51.3%*
Any recorder	364	360	212	23	262	136	126
%V	*65.5%*	*66.9%*	*79.7%*	*60.5%*	*65.7%*	*82.4%*	*53.6%*
%H		*98.9%*	*58.2%*	*6.3%*	*72.0%*	*37.4%*	*34.6%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	556	538	266	38	399	165	235
%H		*96.8%*	*47.8%*	*6.8%*	*71.8%*	*29.7%*	*42.3%*
Receives HDTV (via STB or built-in reception)	133	133	98	16	88	68	21
%V	*23.9%*	*24.7%*	*36.8%*	*42.1%*	*22.1%*	*41.2%*	*8.9%*
%H		*100.0%*	*73.7%*	*12.0%*	*66.2%*	*51.1%*	*15.8%*
DVD/Blu-ray player or recorder	432	424	219	30	309	134	175
%V	*77.7%*	*78.8%*	*82.3%*	*78.9%*	*77.4%*	*81.2%*	*74.5%*
%H		*98.1%*	*50.7%*	*6.9%*	*71.5%*	*31.0%*	*40.5%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Scotland

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	616	611	374	46	484	288	196
%H		*99.2%*	*60.7%*	*7.5%*	*78.6%*	*46.8%*	*31.8%*
Under 20"	306	304	172	25	243	136	108
%V	*49.7%*	*49.8%*	*46.0%*	*54.3%*	*50.2%*	*47.2%*	*55.1%*
%H		*99.3%*	*56.2%*	*8.2%*	*79.4%*	*44.4%*	*35.3%*
20" - 29"	184	182	110	13	143	82	62
%V	*29.9%*	*29.8%*	*29.4%*	*28.3%*	*29.5%*	*28.5%*	*31.6%*
%H		*98.9%*	*59.8%*	*7.1%*	*77.7%*	*44.6%*	*33.7%*
30" - 39"	101	101	73	6	82	59	23
%V	*16.4%*	*16.5%*	*19.5%*	*13.0%*	*16.9%*	*20.5%*	*11.7%*
%H		*100.0%*	*72.3%*	*5.9%*	*81.2%*	*58.4%*	*22.8%*
40" and over	22	22	17	2	13	10	3
%V	*3.6%*	*3.6%*	*4.5%*	*4.3%*	*2.7%*	*3.5%*	*1.5%*
%H		*100.0%*	*77.3%*	*9.1%*	*59.1%*	*45.5%*	*13.6%*
Don't know	3	3	2	0	3	2	0
%V	*0.5%*	*0.5%*	*0.5%*	*0.0%*	*0.6%*	*0.7%*	*0.0%*
%H		*100.0%*	*66.7%*	*0.0%*	*100.0%*	*66.7%*	*0.0%*

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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Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	616	611	374	46	484	288	196
%H		*99.2%*	*60.7%*	*7.5%*	*78.6%*	*46.8%*	*31.8%*
PVR	94	94	86	3	56	50	6
%V	*15.3%*	*15.4%*	*23.0%*	*6.5%*	*11.6%*	*17.4%*	*3.1%*
%H		*100.0%*	*91.5%*	*3.2%*	*59.6%*	*53.2%*	*6.4%*
DVDR	60	60	39	5	56	40	16
%V	*9.7%*	*9.8%*	*10.4%*	*10.9%*	*11.6%*	*13.9%*	*8.2%*
%H		*100.0%*	*65.0%*	*8.3%*	*93.3%*	*66.7%*	*26.7%*
VCR	38	37	21	3	31	18	12
%V	*6.2%*	*6.1%*	*5.6%*	*6.5%*	*6.4%*	*6.3%*	*6.1%*
%H		*97.4%*	*55.3%*	*7.9%*	*81.6%*	*47.4%*	*31.6%*
Any recorder	170	168	127	12	122	91	31
%V	*27.6%*	*27.5%*	*34.0%*	*26.1%*	*25.2%*	*31.6%*	*15.8%*
%H		*98.8%*	*74.7%*	*7.1%*	*71.8%*	*53.5%*	*18.2%*

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

Set level data

Table 7.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	616	611	374	46	484	288	196
%H		*99.2%*	*60.7%*	*7.5%*	*78.6%*	*46.8%*	*31.8%*
Receives HDTV (via STB or built-in reception)	42	42	36	2	24	21	3
%V	*6.8%*	*6.9%*	*9.6%*	*4.3%*	*5.0%*	*7.3%*	*1.5%*
%H		*100.0%*	*85.7%*	*4.8%*	*57.1%*	*50.0%*	*7.1%*
DVD/Blu-ray player or recorder	282	281	180	25	213	136	77
%V	*45.8%*	*46.0%*	*48.1%*	*54.3%*	*44.0%*	*47.2%*	*39.3%*
%H		*99.6%*	*63.8%*	*8.9%*	*75.5%*	*48.2%*	*27.3%*

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

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Individual level data

Table 7.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	1247	1188	1158	650	85	847	416	431
%H		*95.3%*	*92.9%*	*52.1%*	*6.8%*	*67.9%*	*33.4%*	*34.6%*
Total Children	224	208	204	138	12	141	85	56
%V	*18.0%*	*17.5%*	*17.6%*	*21.2%*	*14.1%*	*16.6%*	*20.4%*	*13.0%*
%H		*92.9%*	*91.1%*	*61.6%*	*5.4%*	*62.9%*	*37.9%*	*25.0%*
0 - 3	55	50	50	36	2	32	19	12
%V	*4.4%*	*4.2%*	*4.3%*	*5.5%*	*2.4%*	*3.8%*	*4.6%*	*2.8%*
%H		*90.9%*	*90.9%*	*65.5%*	*3.6%*	*58.2%*	*34.5%*	*21.8%*
4 - 15	168	158	154	103	10	109	66	44
%V	*13.5%*	*13.3%*	*13.3%*	*15.8%*	*11.8%*	*12.9%*	*15.9%*	*10.2%*
%H		*94.0%*	*91.7%*	*61.3%*	*6.0%*	*64.9%*	*39.3%*	*26.2%*
4 - 9	79	72	70	45	6	48	26	21
%V	*6.3%*	*6.1%*	*6.0%*	*6.9%*	*7.1%*	*5.7%*	*6.3%*	*4.9%*
%H		*91.1%*	*88.6%*	*57.0%*	*7.6%*	*60.8%*	*32.9%*	*26.6%*
10 - 15	89	85	84	57	4	62	39	22
%V	*7.1%*	*7.2%*	*7.3%*	*8.8%*	*4.7%*	*7.3%*	*9.4%*	*5.1%*
%H		*95.5%*	*94.4%*	*64.0%*	*4.5%*	*69.7%*	*43.8%*	*24.7%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	1247	1188	1158	650	85	847	416	431
%H		*95.3%*	*92.9%*	*52.1%*	*6.8%*	*67.9%*	*33.4%*	*34.6%*
Total Adults (16+)	1023	980	955	512	72	705	331	375
%V	*82.0%*	*82.5%*	*82.5%*	*78.8%*	*84.7%*	*83.2%*	*79.6%*	*87.0%*
%H		*95.8%*	*93.4%*	*50.0%*	*7.0%*	*68.9%*	*32.4%*	*36.7%*
16 - 19	64	60	59	42	5	44	31	14
%V	*5.1%*	*5.1%*	*5.1%*	*6.5%*	*5.9%*	*5.2%*	*7.5%*	*3.2%*
%H		*93.8%*	*92.2%*	*65.6%*	*7.8%*	*68.8%*	*48.4%*	*21.9%*
20 - 24	79	70	68	33	11	48	24	25
%V	*6.3%*	*5.9%*	*5.9%*	*5.1%*	*12.9%*	*5.7%*	*5.8%*	*5.8%*
%H		*88.6%*	*86.1%*	*41.8%*	*13.9%*	*60.8%*	*30.4%*	*31.6%*
25 - 34	149	138	136	84	11	89	47	42
%V	*11.9%*	*11.6%*	*11.7%*	*12.9%*	*12.9%*	*10.5%*	*11.3%*	*9.7%*
%H		*92.6%*	*91.3%*	*56.4%*	*7.4%*	*59.7%*	*31.5%*	*28.2%*
35 - 44	174	168	164	107	14	118	73	45
%V	*14.0%*	*14.1%*	*14.2%*	*16.5%*	*16.5%*	*13.9%*	*17.5%*	*10.4%*
%H		*96.6%*	*94.3%*	*61.5%*	*8.0%*	*67.8%*	*42.0%*	*25.9%*
45 - 54	182	175	170	96	12	122	60	62
%V	*14.6%*	*14.7%*	*14.7%*	*14.8%*	*14.1%*	*14.4%*	*14.4%*	*14.4%*
%H		*96.2%*	*93.4%*	*52.7%*	*6.6%*	*67.0%*	*33.0%*	*34.1%*
55 - 64	171	168	165	85	9	126	56	70
%V	*13.7%*	*14.1%*	*14.2%*	*13.1%*	*10.6%*	*14.9%*	*13.5%*	*16.2%*
%H		*98.2%*	*96.5%*	*49.7%*	*5.3%*	*73.7%*	*32.7%*	*40.9%*
65+	204	202	193	65	10	158	40	118
%V	*16.4%*	*17.0%*	*16.7%*	*10.0%*	*11.8%*	*18.7%*	*9.6%*	*27.4%*
%H		*99.0%*	*94.6%*	*31.9%*	*4.9%*	*77.5%*	*19.6%*	*57.8%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	1023	980	955	512	72	705	331	375
%H		*95.8%*	*93.4%*	*50.0%*	*7.0%*	*68.9%*	*32.4%*	*36.7%*
AB	243	238	234	136	11	167	81	86
%V	*23.8%*	*24.3%*	*24.5%*	*26.6%*	*15.3%*	*23.7%*	*24.5%*	*22.9%*
%H		*97.9%*	*96.3%*	*56.0%*	*4.5%*	*68.7%*	*33.3%*	*35.4%*
C1	296	281	274	168	26	202	119	83
%V	*28.9%*	*28.7%*	*28.7%*	*32.8%*	*36.1%*	*28.7%*	*36.0%*	*22.1%*
%H		*94.9%*	*92.6%*	*56.8%*	*8.8%*	*68.2%*	*40.2%*	*28.0%*
C2	236	223	220	118	14	155	66	89
%V	*23.1%*	*22.8%*	*23.0%*	*23.0%*	*19.4%*	*22.0%*	*19.9%*	*23.7%*
%H		*94.5%*	*93.2%*	*50.0%*	*5.9%*	*65.7%*	*28.0%*	*37.7%*
D	153	149	144	64	14	110	45	64
%V	*15.0%*	*15.2%*	*15.1%*	*12.5%*	*19.4%*	*15.6%*	*13.6%*	*17.1%*
%H		*97.4%*	*94.1%*	*41.8%*	*9.2%*	*71.9%*	*29.4%*	*41.8%*
E	95	89	83	25	6	71	18	53
%V	*9.3%*	*9.1%*	*8.7%*	*4.9%*	*8.3%*	*10.1%*	*5.4%*	*14.1%*
%H		*93.7%*	*87.4%*	*26.3%*	*6.3%*	*74.7%*	*18.9%*	*55.8%*

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	1023	980	955	512	72	705	331	375
%H		*95.8%*	*93.4%*	*50.0%*	*7.0%*	*68.9%*	*32.4%*	*36.7%*
Working full time	458	440	432	270	34	301	172	129
%V	*44.8%*	*44.9%*	*45.2%*	*52.7%*	*47.2%*	*42.7%*	*52.0%*	*34.4%*
%H		*96.1%*	*94.3%*	*59.0%*	*7.4%*	*65.7%*	*37.6%*	*28.2%*
Working part time	117	113	111	63	11	81	43	38
%V	*11.4%*	*11.5%*	*11.6%*	*12.3%*	*15.3%*	*11.5%*	*13.0%*	*10.1%*
%H		*96.6%*	*94.9%*	*53.8%*	*9.4%*	*69.2%*	*36.8%*	*32.5%*
Not working	448	427	412	179	28	323	116	208
%V	*43.8%*	*43.6%*	*43.1%*	*35.0%*	*38.9%*	*45.8%*	*35.0%*	*55.5%*
%H		*95.3%*	*92.0%*	*40.0%*	*6.3%*	*72.1%*	*25.9%*	*46.4%*

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 7.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	505	481	468	262	34	344	170	174
%H		*95.2%*	*92.7%*	*51.9%*	*6.7%*	*68.1%*	*33.7%*	*34.5%*
16 - 19	36	34	34	25	3	26	19	7
%V	*7.1%*	*7.1%*	*7.3%*	*9.5%*	*8.8%*	*7.6%*	*11.2%*	*4.0%*
%H		*94.4%*	*94.4%*	*69.4%*	*8.3%*	*72.2%*	*52.8%*	*19.4%*
20 - 24	41	37	35	17	7	26	12	14
%V	*8.1%*	*7.7%*	*7.5%*	*6.5%*	*20.6%*	*7.6%*	*7.1%*	*8.0%*
%H		*90.2%*	*85.4%*	*41.5%*	*17.1%*	*63.4%*	*29.3%*	*34.1%*
25 - 34	79	73	72	46	6	46	26	20
%V	*15.6%*	*15.2%*	*15.4%*	*17.6%*	*17.6%*	*13.4%*	*15.3%*	*11.5%*
%H		*92.4%*	*91.1%*	*58.2%*	*7.6%*	*58.2%*	*32.9%*	*25.3%*
35 - 44	81	78	76	49	6	55	34	21
%V	*16.0%*	*16.2%*	*16.2%*	*18.7%*	*17.6%*	*16.0%*	*20.0%*	*12.1%*
%H		*96.3%*	*93.8%*	*60.5%*	*7.4%*	*67.9%*	*42.0%*	*25.9%*
45 - 54	87	83	80	46	6	57	29	28
%V	*17.2%*	*17.3%*	*17.1%*	*17.6%*	*17.6%*	*16.6%*	*17.1%*	*16.1%*
%H		*95.4%*	*92.0%*	*52.9%*	*6.9%*	*65.5%*	*33.3%*	*32.2%*
55 - 64	85	83	82	45	3	61	28	33
%V	*16.8%*	*17.3%*	*17.5%*	*17.2%*	*8.8%*	*17.7%*	*16.5%*	*19.0%*
%H		*97.6%*	*96.5%*	*52.9%*	*3.5%*	*71.8%*	*32.9%*	*38.8%*
65+	96	94	90	35	4	73	21	52
%V	*19.0%*	*19.5%*	*19.2%*	*13.4%*	*11.8%*	*21.2%*	*12.4%*	*29.9%*
%H		*97.9%*	*93.8%*	*36.5%*	*4.2%*	*76.0%*	*21.9%*	*54.2%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Scotland

Individual level data

Table 7.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	505	481	468	262	34	344	170	174
%H		*95.2%*	*92.7%*	*51.9%*	*6.7%*	*68.1%*	*33.7%*	*34.5%*
AB	124	122	120	72	7	84	43	41
%V	*24.6%*	*25.4%*	*25.6%*	*27.5%*	*20.6%*	*24.4%*	*25.3%*	*23.6%*
%H		*98.4%*	*96.8%*	*58.1%*	*5.6%*	*67.7%*	*34.7%*	*33.1%*
C1	139	131	128	83	11	94	60	34
%V	*27.5%*	*27.2%*	*27.4%*	*31.7%*	*32.4%*	*27.3%*	*35.3%*	*19.5%*
%H		*94.2%*	*92.1%*	*59.7%*	*7.9%*	*67.6%*	*43.2%*	*24.5%*
C2	129	122	120	65	8	85	37	48
%V	*25.5%*	*25.4%*	*25.6%*	*24.8%*	*23.5%*	*24.7%*	*21.8%*	*27.6%*
%H		*94.6%*	*93.0%*	*50.4%*	*6.2%*	*65.9%*	*28.7%*	*37.2%*
D	73	71	67	31	5	51	20	31
%V	*14.5%*	*14.8%*	*14.3%*	*11.8%*	*14.7%*	*14.8%*	*11.8%*	*17.8%*
%H		*97.3%*	*91.8%*	*42.5%*	*6.8%*	*69.9%*	*27.4%*	*42.5%*
E	39	36	33	11	3	28	9	20
%V	*7.7%*	*7.5%*	*7.1%*	*4.2%*	*8.8%*	*8.1%*	*5.3%*	*11.5%*
%H		*92.3%*	*84.6%*	*28.2%*	*7.7%*	*71.8%*	*23.1%*	*51.3%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Scotland

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	505	481	468	262	34	344	170	174
%H		*95.2%*	*92.7%*	*51.9%*	*6.7%*	*68.1%*	*33.7%*	*34.5%*
Working full time	292	279	273	174	19	189	108	81
%V	*57.8%*	*58.0%*	*58.3%*	*66.4%*	*55.9%*	*54.9%*	*63.5%*	*46.6%*
%H		*95.5%*	*93.5%*	*59.6%*	*6.5%*	*64.7%*	*37.0%*	*27.7%*
Working part time	19	18	17	8	2	13	6	7
%V	*3.8%*	*3.7%*	*3.6%*	*3.1%*	*5.9%*	*3.8%*	*3.5%*	*4.0%*
%H		*94.7%*	*89.5%*	*42.1%*	*10.5%*	*68.4%*	*31.6%*	*36.8%*
Not working	194	185	177	80	13	142	56	86
%V	*38.4%*	*38.5%*	*37.8%*	*30.5%*	*38.2%*	*41.3%*	*32.9%*	*49.4%*
%H		*95.4%*	*91.2%*	*41.2%*	*6.7%*	*73.2%*	*28.9%*	*44.3%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Scotland

Individual level data

Table 7.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	518	499	487	250	38	362	161	201
%H		*96.3%*	*94.0%*	*48.3%*	*7.3%*	*69.9%*	*31.1%*	*38.8%*
16 - 19	27	26	26	17	2	18	11	7
%V	*5.2%*	*5.2%*	*5.3%*	*6.8%*	*5.3%*	*5.0%*	*6.8%*	*3.5%*
%H		*96.3%*	*96.3%*	*63.0%*	*7.4%*	*66.7%*	*40.7%*	*25.9%*
20 - 24	38	33	32	17	5	22	12	11
%V	*7.3%*	*6.6%*	*6.6%*	*6.8%*	*13.2%*	*6.1%*	*7.5%*	*5.5%*
%H		*86.8%*	*84.2%*	*44.7%*	*13.2%*	*57.9%*	*31.6%*	*28.9%*
25 - 34	70	66	64	38	5	43	21	22
%V	*13.5%*	*13.2%*	*13.1%*	*15.2%*	*13.2%*	*11.9%*	*13.0%*	*10.9%*
%H		*94.3%*	*91.4%*	*54.3%*	*7.1%*	*61.4%*	*30.0%*	*31.4%*
35 - 44	93	90	88	58	8	63	39	24
%V	*18.0%*	*18.0%*	*18.1%*	*23.2%*	*21.1%*	*17.4%*	*24.2%*	*11.9%*
%H		*96.8%*	*94.6%*	*62.4%*	*8.6%*	*67.7%*	*41.9%*	*25.8%*
45 - 54	95	92	90	50	6	65	31	34
%V	*18.3%*	*18.4%*	*18.5%*	*20.0%*	*15.8%*	*18.0%*	*19.3%*	*16.9%*
%H		*96.8%*	*94.7%*	*52.6%*	*6.3%*	*68.4%*	*32.6%*	*35.8%*
55 - 64	86	84	83	40	6	65	28	37
%V	*16.6%*	*16.8%*	*17.0%*	*16.0%*	*15.8%*	*18.0%*	*17.4%*	*18.4%*
%H		*97.7%*	*96.5%*	*46.5%*	*7.0%*	*75.6%*	*32.6%*	*43.0%*
65+	109	108	103	30	7	85	19	66
%V	*21.0%*	*21.6%*	*21.1%*	*12.0%*	*18.4%*	*23.5%*	*11.8%*	*32.8%*
%H		*99.1%*	*94.5%*	*27.5%*	*6.4%*	*78.0%*	*17.4%*	*60.6%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Scotland

Individual level data

Table 7.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	518	499	487	250	38	362	161	201
%H		*96.3%*	*94.0%*	*48.3%*	*7.3%*	*69.9%*	*31.1%*	*38.8%*
AB	119	116	114	64	5	83	38	45
%V	*23.0%*	*23.2%*	*23.4%*	*25.6%*	*13.2%*	*22.9%*	*23.6%*	*22.4%*
%H		*97.5%*	*95.8%*	*53.8%*	*4.2%*	*69.7%*	*31.9%*	*37.8%*
C1	157	151	147	85	14	108	59	49
%V	*30.3%*	*30.3%*	*30.2%*	*34.0%*	*36.8%*	*29.8%*	*36.6%*	*24.4%*
%H		*96.2%*	*93.6%*	*54.1%*	*8.9%*	*68.8%*	*37.6%*	*31.2%*
C2	106	101	100	53	6	70	29	41
%V	*20.5%*	*20.2%*	*20.5%*	*21.2%*	*15.8%*	*19.3%*	*18.0%*	*20.4%*
%H		*95.3%*	*94.3%*	*50.0%*	*5.7%*	*66.0%*	*27.4%*	*38.7%*
D	80	78	76	33	9	58	25	33
%V	*15.4%*	*15.6%*	*15.6%*	*13.2%*	*23.7%*	*16.0%*	*15.5%*	*16.4%*
%H		*97.5%*	*95.0%*	*41.3%*	*11.3%*	*72.5%*	*31.3%*	*41.3%*
E	56	53	50	14	3	43	10	33
%V	*10.8%*	*10.6%*	*10.3%*	*5.6%*	*7.9%*	*11.9%*	*6.2%*	*16.4%*
%H		*94.6%*	*89.3%*	*25.0%*	*5.4%*	*76.8%*	*17.9%*	*58.9%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Scotland

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	518	499	487	250	38	362	161	201
%H		*96.3%*	*94.0%*	*48.3%*	*7.3%*	*69.9%*	*31.1%*	*38.8%*
Working full time	166	162	159	96	15	111	64	48
%V	*32.0%*	*32.5%*	*32.6%*	*38.4%*	*39.5%*	*30.7%*	*39.8%*	*23.9%*
%H		*97.6%*	*95.8%*	*57.8%*	*9.0%*	*66.9%*	*38.6%*	*28.9%*
Working part time	98	95	94	55	8	68	37	31
%V	*18.9%*	*19.0%*	*19.3%*	*22.0%*	*21.1%*	*18.8%*	*23.0%*	*15.4%*
%H		*96.9%*	*95.9%*	*56.1%*	*8.2%*	*69.4%*	*37.8%*	*31.6%*
Not working	254	242	235	99	14	182	60	122
%V	*49.0%*	*48.5%*	*48.3%*	*39.6%*	*36.8%*	*50.3%*	*37.3%*	*60.7%*
%H		*95.3%*	*92.5%*	*39.0%*	*5.5%*	*71.7%*	*23.6%*	*48.0%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South, South East and Channel Islands

Household level data

Table 8.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2682	2607	2420	1146	323	1545	580	965
%H (All HH)		*97.2%*	*90.2%*	*42.7%*	*12.0%*	*57.6%*	*21.6%*	*36.0%*
%H (TV HH)			*92.8%*	*44.0%*	*12.4%*	*59.3%*	*22.2%*	*37.0%*
AB	779	765	724	362	97	448	181	267
%V	*29.0%*	*29.3%*	*29.9%*	*31.6%*	*30.0%*	*29.0%*	*31.2%*	*27.7%*
%H (All HH)		*98.2%*	*92.9%*	*46.5%*	*12.5%*	*57.5%*	*23.2%*	*34.3%*
%H (TV HH)			*94.6%*	*47.3%*	*12.7%*	*58.6%*	*23.7%*	*34.9%*
C1	783	759	702	329	102	450	174	277
%V	*29.2%*	*29.1%*	*29.0%*	*28.7%*	*31.6%*	*29.1%*	*30.0%*	*28.7%*
%H (All HH)		*96.9%*	*89.7%*	*42.0%*	*13.0%*	*57.5%*	*22.2%*	*35.4%*
%H (TV HH)			*92.5%*	*43.3%*	*13.4%*	*59.3%*	*22.9%*	*36.5%*
C2	538	524	494	257	69	311	138	172
%V	*20.1%*	*20.1%*	*20.4%*	*22.4%*	*21.4%*	*20.1%*	*23.8%*	*17.8%*
%H (All HH)		*97.4%*	*91.8%*	*47.8%*	*12.8%*	*57.8%*	*25.7%*	*32.0%*
%H (TV HH)			*94.3%*	*49.0%*	*13.2%*	*59.4%*	*26.3%*	*32.8%*
D	286	277	256	118	33	167	61	107
%V	*10.7%*	*10.6%*	*10.6%*	*10.3%*	*10.2%*	*10.8%*	*10.5%*	*11.1%*
%H (All HH)		*96.9%*	*89.5%*	*41.3%*	*11.5%*	*58.4%*	*21.3%*	*37.4%*
%H (TV HH)			*92.4%*	*42.6%*	*11.9%*	*60.3%*	*22.0%*	*38.6%*
E	296	282	244	80	22	169	27	142
%V	*11.0%*	*10.8%*	*10.1%*	*7.0%*	*6.8%*	*10.9%*	*4.7%*	*14.7%*
%H (All HH)		*95.3%*	*82.4%*	*27.0%*	*7.4%*	*57.1%*	*9.1%*	*48.0%*
%H (TV HH)			*86.5%*	*28.4%*	*7.8%*	*59.9%*	*9.6%*	*50.4%*

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
April 2010 - March 2011

ITV South, South East and Channel Islands

Household level data

Table 8.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2682	2607	2420	1146	323	1545	580	965
%H (All HH)		*97.2%*	*90.2%*	*42.7%*	*12.0%*	*57.6%*	*21.6%*	*36.0%*
%H (TV HH)			*92.8%*	*44.0%*	*12.4%*	*59.3%*	*22.2%*	*37.0%*
Under 25	127	108	93	38	6	62	13	49
%V	*4.7%*	*4.1%*	*3.8%*	*3.3%*	*1.9%*	*4.0%*	*2.2%*	*5.1%*
%H (All HH)		*85.0%*	*73.2%*	*29.9%*	*4.7%*	*48.8%*	*10.2%*	*38.6%*
%H (TV HH)			*86.1%*	*35.2%*	*5.6%*	*57.4%*	*12.0%*	*45.4%*
25 - 34	379	364	354	195	61	185	88	97
%V	*14.1%*	*14.0%*	*14.6%*	*17.0%*	*18.9%*	*12.0%*	*15.2%*	*10.1%*
%H (All HH)		*96.0%*	*93.4%*	*51.5%*	*16.1%*	*48.8%*	*23.2%*	*25.6%*
%H (TV HH)			*97.3%*	*53.6%*	*16.8%*	*50.8%*	*24.2%*	*26.6%*
35 - 44	480	465	456	258	83	275	154	120
%V	*17.9%*	*17.8%*	*18.8%*	*22.5%*	*25.7%*	*17.8%*	*26.6%*	*12.4%*
%H (All HH)		*96.9%*	*95.0%*	*53.8%*	*17.3%*	*57.3%*	*32.1%*	*25.0%*
%H (TV HH)			*98.1%*	*55.5%*	*17.8%*	*59.1%*	*33.1%*	*25.8%*
45 - 54	495	488	467	236	69	298	132	166
%V	*18.5%*	*18.7%*	*19.3%*	*20.6%*	*21.4%*	*19.3%*	*22.8%*	*17.2%*
%H (All HH)		*98.6%*	*94.3%*	*47.7%*	*13.9%*	*60.2%*	*26.7%*	*33.5%*
%H (TV HH)			*95.7%*	*48.4%*	*14.1%*	*61.1%*	*27.0%*	*34.0%*
55 - 64	448	439	415	194	55	266	99	167
%V	*16.7%*	*16.8%*	*17.1%*	*16.9%*	*17.0%*	*17.2%*	*17.1%*	*17.3%*
%H (All HH)		*98.0%*	*92.6%*	*43.3%*	*12.3%*	*59.4%*	*22.1%*	*37.3%*
%H (TV HH)			*94.5%*	*44.2%*	*12.5%*	*60.6%*	*22.6%*	*38.0%*
65 +	753	743	636	225	48	459	94	365
%V	*28.1%*	*28.5%*	*26.3%*	*19.6%*	*14.9%*	*29.7%*	*16.2%*	*37.8%*
%H (All HH)		*98.7%*	*84.5%*	*29.9%*	*6.4%*	*61.0%*	*12.5%*	*48.5%*
%H (TV HH)			*85.6%*	*30.3%*	*6.5%*	*61.8%*	*12.7%*	*49.1%*

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
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ITV South, South East and Channel Islands

Household level data

Table 8.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2682	2607	2420	1146	323	1545	580	965
%H (All HH)		*97.2%*	*90.2%*	*42.7%*	*12.0%*	*57.6%*	*21.6%*	*36.0%*
%H (TV HH)			*92.8%*	*44.0%*	*12.4%*	*59.3%*	*22.2%*	*37.0%*
1	884	842	725	244	68	490	79	411
%V	*33.0%*	*32.3%*	*30.0%*	*21.3%*	*21.1%*	*31.7%*	*13.6%*	*42.6%*
%H (All HH)		*95.2%*	*82.0%*	*27.6%*	*7.7%*	*55.4%*	*8.9%*	*46.5%*
%H (TV HH)			*86.1%*	*29.0%*	*8.1%*	*58.2%*	*9.4%*	*48.8%*
2	918	903	855	423	116	547	226	321
%V	*34.2%*	*34.6%*	*35.3%*	*36.9%*	*35.9%*	*35.4%*	*39.0%*	*33.3%*
%H (All HH)		*98.4%*	*93.1%*	*46.1%*	*12.6%*	*59.6%*	*24.6%*	*35.0%*
%H (TV HH)			*94.7%*	*46.8%*	*12.8%*	*60.6%*	*25.0%*	*35.5%*
3	395	390	379	211	62	225	117	108
%V	*14.7%*	*15.0%*	*15.7%*	*18.4%*	*19.2%*	*14.6%*	*20.2%*	*11.2%*
%H (All HH)		*98.7%*	*95.9%*	*53.4%*	*15.7%*	*57.0%*	*29.6%*	*27.3%*
%H (TV HH)			*97.2%*	*54.1%*	*15.9%*	*57.7%*	*30.0%*	*27.7%*
4	339	336	328	189	51	199	105	94
%V	*12.6%*	*12.9%*	*13.6%*	*16.5%*	*15.8%*	*12.9%*	*18.1%*	*9.7%*
%H (All HH)		*99.1%*	*96.8%*	*55.8%*	*15.0%*	*58.7%*	*31.0%*	*27.7%*
%H (TV HH)			*97.6%*	*56.3%*	*15.2%*	*59.2%*	*31.3%*	*28.0%*
5+	147	137	133	78	26	84	54	30
%V	*5.5%*	*5.3%*	*5.5%*	*6.8%*	*8.0%*	*5.4%*	*9.3%*	*3.1%*
%H (All HH)		*93.2%*	*90.5%*	*53.1%*	*17.7%*	*57.1%*	*36.7%*	*20.4%*
%H (TV HH)			*97.1%*	*56.9%*	*19.0%*	*61.3%*	*39.4%*	*21.9%*
Average HH size	2.25	2.26	2.31	2.53	2.58	2.27	2.75	1.98

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

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Household level data

Table 8.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2682	2607	2420	1146	323	1545	580	965
%H (All HH)		*97.2%*	*90.2%*	*42.7%*	*12.0%*	*57.6%*	*21.6%*	*36.0%*
%H (TV HH)			*92.8%*	*44.0%*	*12.4%*	*59.3%*	*22.2%*	*37.0%*
Without	2026	1957	1784	785	215	1174	384	790
%V	*75.5%*	*75.1%*	*73.7%*	*68.5%*	*66.6%*	*76.0%*	*66.2%*	*81.9%*
%H (All HH)		*96.6%*	*88.1%*	*38.7%*	*10.6%*	*57.9%*	*19.0%*	*39.0%*
%H (TV HH)			*91.2%*	*40.1%*	*11.0%*	*60.0%*	*19.6%*	*40.4%*
With	656	650	636	361	108	371	196	175
%V	*24.5%*	*24.9%*	*26.3%*	*31.5%*	*33.4%*	*24.0%*	*33.8%*	*18.1%*
%H (All HH)		*99.1%*	*97.0%*	*55.0%*	*16.5%*	*56.6%*	*29.9%*	*26.7%*
%H (TV HH)			*97.8%*	*55.5%*	*16.6%*	*57.1%*	*30.2%*	*26.9%*
0 - 3	254	251	246	131	42	135	60	75
%V	*9.5%*	*9.6%*	*10.2%*	*11.4%*	*13.0%*	*8.7%*	*10.3%*	*7.8%*
%H (All HH)		*98.8%*	*96.9%*	*51.6%*	*16.5%*	*53.1%*	*23.6%*	*29.5%*
%H (TV HH)			*98.0%*	*52.2%*	*16.7%*	*53.8%*	*23.9%*	*29.9%*
4 - 9	299	295	290	174	51	163	92	71
%V	*11.1%*	*11.3%*	*12.0%*	*15.2%*	*15.8%*	*10.6%*	*15.9%*	*7.4%*
%H (All HH)		*98.7%*	*97.0%*	*58.2%*	*17.1%*	*54.5%*	*30.8%*	*23.7%*
%H (TV HH)			*98.3%*	*59.0%*	*17.3%*	*55.3%*	*31.2%*	*24.1%*
10 - 15	318	317	310	179	56	195	116	78
%V	*11.9%*	*12.2%*	*12.8%*	*15.6%*	*17.3%*	*12.6%*	*20.0%*	*8.1%*
%H (All HH)		*99.7%*	*97.5%*	*56.3%*	*17.6%*	*61.3%*	*36.5%*	*24.5%*
%H (TV HH)			*97.8%*	*56.5%*	*17.7%*	*61.5%*	*36.6%*	*24.6%*

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

%V = percentage of vertical total

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

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

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Household level data

Table 8.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2682	2607	2420	1146	323	1545	580	965
%H (All HH)		*97.2%*	*90.2%*	*42.7%*	*12.0%*	*57.6%*	*21.6%*	*36.0%*
%H (TV HH)			*92.8%*	*44.0%*	*12.4%*	*59.3%*	*22.2%*	*37.0%*
1	1026	1026	902	334	116	534	85	449
%V	*38.3%*	*39.4%*	*37.3%*	*29.1%*	*35.9%*	*34.6%*	*14.7%*	*46.5%*
%H (All HH)		*100.0%*	*87.9%*	*32.6%*	*11.3%*	*52.0%*	*8.3%*	*43.8%*
%H (TV HH)			*87.9%*	*32.6%*	*11.3%*	*52.0%*	*8.3%*	*43.8%*
2	875	875	827	393	105	534	200	334
%V	*32.6%*	*33.6%*	*34.2%*	*34.3%*	*32.5%*	*34.6%*	*34.5%*	*34.6%*
%H (All HH)		*100.0%*	*94.5%*	*44.9%*	*12.0%*	*61.0%*	*22.9%*	*38.2%*
%H (TV HH)			*94.5%*	*44.9%*	*12.0%*	*61.0%*	*22.9%*	*38.2%*
3	428	428	419	240	66	292	171	121
%V	*16.0%*	*16.4%*	*17.3%*	*20.9%*	*20.4%*	*18.9%*	*29.5%*	*12.5%*
%H (All HH)		*100.0%*	*97.9%*	*56.1%*	*15.4%*	*68.2%*	*40.0%*	*28.3%*
%H (TV HH)			*97.9%*	*56.1%*	*15.4%*	*68.2%*	*40.0%*	*28.3%*
4	179	179	174	105	25	120	73	46
%V	*6.7%*	*6.9%*	*7.2%*	*9.2%*	*7.7%*	*7.8%*	*12.6%*	*4.8%*
%H (All HH)		*100.0%*	*97.2%*	*58.7%*	*14.0%*	*67.0%*	*40.8%*	*25.7%*
%H (TV HH)			*97.2%*	*58.7%*	*14.0%*	*67.0%*	*40.8%*	*25.7%*
5+	99	99	98	73	12	66	51	15
%V	*3.7%*	*3.8%*	*4.0%*	*6.4%*	*3.7%*	*4.3%*	*8.8%*	*1.6%*
%H (All HH)		*100.0%*	*99.0%*	*73.7%*	*12.1%*	*66.7%*	*51.5%*	*15.2%*
%H (TV HH)			*99.0%*	*73.7%*	*12.1%*	*66.7%*	*51.5%*	*15.2%*

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

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Household level data

Table 8.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2682	2607	2420	1146	323	1545	580	965
%H (All HH)		*97.2%*	*90.2%*	*42.7%*	*12.0%*	*57.6%*	*21.6%*	*36.0%*
%H (TV HH)			*92.8%*	*44.0%*	*12.4%*	*59.3%*	*22.2%*	*37.0%*
Under 20"	1127	1127	1046	499	142	723	309	414
%V	*42.0%*	*43.2%*	*43.2%*	*43.5%*	*44.0%*	*46.8%*	*53.3%*	*42.9%*
%H (All HH)		*100.0%*	*92.8%*	*44.3%*	*12.6%*	*64.2%*	*27.4%*	*36.7%*
%H (TV HH)			*92.8%*	*44.3%*	*12.6%*	*64.2%*	*27.4%*	*36.7%*
20" - 29"	1317	1317	1208	544	151	818	297	521
%V	*49.1%*	*50.5%*	*49.9%*	*47.5%*	*46.7%*	*52.9%*	*51.2%*	*54.0%*
%H (All HH)		*100.0%*	*91.7%*	*41.3%*	*11.5%*	*62.1%*	*22.6%*	*39.6%*
%H (TV HH)			*91.7%*	*41.3%*	*11.5%*	*62.1%*	*22.6%*	*39.6%*
30" - 39"	1190	1190	1148	604	162	719	328	391
%V	*44.4%*	*45.6%*	*47.4%*	*52.7%*	*50.2%*	*46.5%*	*56.6%*	*40.5%*
%H (All HH)		*100.0%*	*96.5%*	*50.8%*	*13.6%*	*60.4%*	*27.6%*	*32.9%*
%H (TV HH)			*96.5%*	*50.8%*	*13.6%*	*60.4%*	*27.6%*	*32.9%*
40" and over	654	654	649	438	90	378	253	126
%V	*24.4%*	*25.1%*	*26.8%*	*38.2%*	*27.9%*	*24.5%*	*43.6%*	*13.1%*
%H (All HH)		*100.0%*	*99.2%*	*67.0%*	*13.8%*	*57.8%*	*38.7%*	*19.3%*
%H (TV HH)			*99.2%*	*67.0%*	*13.8%*	*57.8%*	*38.7%*	*19.3%*

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

%V = percentage of vertical total

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

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

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ITV South, South East and Channel Islands

Household level data

Table 8.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2682	2607	2420	1146	323	1545	580	965
%H (All HH)		*97.2%*	*90.2%*	*42.7%*	*12.0%*	*57.6%*	*21.6%*	*36.0%*
%H (TV HH)			*92.8%*	*44.0%*	*12.4%*	*59.3%*	*22.2%*	*37.0%*
Main living room	2573	2573	2395	1137	320	1526	575	951
%V	*95.9%*	*98.7%*	*99.0%*	*99.2%*	*99.1%*	*98.8%*	*99.1%*	*98.5%*
%H (All HH)		*100.0%*	*93.1%*	*44.2%*	*12.4%*	*59.3%*	*22.3%*	*37.0%*
%H (TV HH)			*93.1%*	*44.2%*	*12.4%*	*59.3%*	*22.3%*	*37.0%*
Kitchen	365	365	350	197	43	239	125	114
%V	*13.6%*	*14.0%*	*14.5%*	*17.2%*	*13.3%*	*15.5%*	*21.6%*	*11.8%*
%H (All HH)		*100.0%*	*95.9%*	*54.0%*	*11.8%*	*65.5%*	*34.2%*	*31.2%*
%H (TV HH)			*95.9%*	*54.0%*	*11.8%*	*65.5%*	*34.2%*	*31.2%*
Adult's bedroom	1237	1237	1188	651	164	792	406	386
%V	*46.1%*	*47.4%*	*49.1%*	*56.8%*	*50.8%*	*51.3%*	*70.0%*	*40.0%*
%H (All HH)		*100.0%*	*96.0%*	*52.6%*	*13.3%*	*64.0%*	*32.8%*	*31.2%*
%H (TV HH)			*96.0%*	*52.6%*	*13.3%*	*64.0%*	*32.8%*	*31.2%*
Child's bedroom	222	222	219	143	33	148	101	47
%V	*8.3%*	*8.5%*	*9.0%*	*12.5%*	*10.2%*	*9.6%*	*17.4%*	*4.9%*
%H (All HH)		*100.0%*	*98.6%*	*64.4%*	*14.9%*	*66.7%*	*45.5%*	*21.2%*
%H (TV HH)			*98.6%*	*64.4%*	*14.9%*	*66.7%*	*45.5%*	*21.2%*
Other bedroom	108	108	105	61	11	72	36	36
%V	*4.0%*	*4.1%*	*4.3%*	*5.3%*	*3.4%*	*4.7%*	*6.2%*	*3.7%*
%H (All HH)		*100.0%*	*97.2%*	*56.5%*	*10.2%*	*66.7%*	*33.3%*	*33.3%*
%H (TV HH)			*97.2%*	*56.5%*	*10.2%*	*66.7%*	*33.3%*	*33.3%*
Second living/dining room	272	272	259	154	34	168	94	74
%V	*10.1%*	*10.4%*	*10.7%*	*13.4%*	*10.5%*	*10.9%*	*16.2%*	*7.7%*
%H (All HH)		*100.0%*	*95.2%*	*56.6%*	*12.5%*	*61.8%*	*34.6%*	*27.2%*
%H (TV HH)			*95.2%*	*56.6%*	*12.5%*	*61.8%*	*34.6%*	*27.2%*
Study/office	75	75	74	47	8	50	29	21
%V	*2.8%*	*2.9%*	*3.1%*	*4.1%*	*2.5%*	*3.2%*	*5.0%*	*2.2%*
%H (All HH)		*100.0%*	*98.7%*	*62.7%*	*10.7%*	*66.7%*	*38.7%*	*28.0%*
%H (TV HH)			*98.7%*	*62.7%*	*10.7%*	*66.7%*	*38.7%*	*28.0%*
TV room	25	25	25	17	1	18	11	7
%V	*0.9%*	*1.0%*	*1.0%*	*1.5%*	*0.3%*	*1.2%*	*1.9%*	*0.7%*
%H (All HH)		*100.0%*	*100.0%*	*68.0%*	*4.0%*	*72.0%*	*44.0%*	*28.0%*
%H (TV HH)			*100.0%*	*68.0%*	*4.0%*	*72.0%*	*44.0%*	*28.0%*
No specific location	6	6	6	3	1	5	3	2
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*50.0%*	*16.7%*	*83.3%*	*50.0%*	*33.3%*
%H (TV HH)			*100.0%*	*50.0%*	*16.7%*	*83.3%*	*50.0%*	*33.3%*
Other	19	19	17	9	2	12	5	6
%V	*0.7%*	*0.7%*	*0.7%*	*0.8%*	*0.6%*	*0.8%*	*0.9%*	*0.6%*
%H (All HH)		*100.0%*	*89.5%*	*47.4%*	*10.5%*	*63.2%*	*26.3%*	*31.6%*
%H (TV HH)			*89.5%*	*47.4%*	*10.5%*	*63.2%*	*26.3%*	*31.6%*

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

%V = percentage of vertical total

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

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

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Household level data

Table 8.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2682	2607	2420	1146	323	1545	580	965
%H (All HH)		*97.2%*	*90.2%*	*42.7%*	*12.0%*	*57.6%*	*21.6%*	*36.0%*
%H (TV HH)			*92.8%*	*44.0%*	*12.4%*	*59.3%*	*22.2%*	*37.0%*
PVR	1156	1156	1156	800	147	620	401	219
%V	*43.1%*	*44.3%*	*47.8%*	*69.8%*	*45.5%*	*40.1%*	*69.1%*	*22.7%*
%H (All HH)		*100.0%*	*100.0%*	*69.2%*	*12.7%*	*53.6%*	*34.7%*	*18.9%*
%H (TV HH)			*100.0%*	*69.2%*	*12.7%*	*53.6%*	*34.7%*	*18.9%*
DVDR	409	409	393	206	48	254	109	145
%V	*15.2%*	*15.7%*	*16.2%*	*18.0%*	*14.9%*	*16.4%*	*18.8%*	*15.0%*
%H (All HH)		*100.0%*	*96.1%*	*50.4%*	*11.7%*	*62.1%*	*26.7%*	*35.5%*
%H (TV HH)			*96.1%*	*50.4%*	*11.7%*	*62.1%*	*26.7%*	*35.5%*
VCR	653	653	596	240	89	399	127	273
%V	*24.3%*	*25.0%*	*24.6%*	*20.9%*	*27.6%*	*25.8%*	*21.9%*	*28.3%*
%H (All HH)		*100.0%*	*91.3%*	*36.8%*	*13.6%*	*61.1%*	*19.4%*	*41.8%*
%H (TV HH)			*91.3%*	*36.8%*	*13.6%*	*61.1%*	*19.4%*	*41.8%*
Any recorder	1734	1734	1669	940	227	997	481	517
%V	*64.7%*	*66.5%*	*69.0%*	*82.0%*	*70.3%*	*64.5%*	*82.9%*	*53.6%*
%H (All HH)		*100.0%*	*96.3%*	*54.2%*	*13.1%*	*57.5%*	*27.7%*	*29.8%*
%H (TV HH)			*96.3%*	*54.2%*	*13.1%*	*57.5%*	*27.7%*	*29.8%*

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

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Household level data

Table 8.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2682	2607	2420	1146	323	1545	580	965
%H (All HH)		*97.2%*	*90.2%*	*42.7%*	*12.0%*	*57.6%*	*21.6%*	*36.0%*
%H (TV HH)			*92.8%*	*44.0%*	*12.4%*	*59.3%*	*22.2%*	*37.0%*
Receives HDTV (via STB or built-in reception)	685	685	685	455	157	353	270	83
%V	*25.5%*	*26.3%*	*28.3%*	*39.7%*	*48.6%*	*22.8%*	*46.6%*	*8.6%*
%H (All HH)		*100.0%*	*100.0%*	*66.4%*	*22.9%*	*51.5%*	*39.4%*	*12.1%*
%H (TV HH)			*100.0%*	*66.4%*	*22.9%*	*51.5%*	*39.4%*	*12.1%*
DVD/Blu-ray player or recorder	2115	2115	2024	1005	288	1283	537	746
%V	*78.9%*	*81.1%*	*83.6%*	*87.7%*	*89.2%*	*83.0%*	*92.6%*	*77.3%*
%H (All HH)		*100.0%*	*95.7%*	*47.5%*	*13.6%*	*60.7%*	*25.4%*	*35.3%*
%H (TV HH)			*95.7%*	*47.5%*	*13.6%*	*60.7%*	*25.4%*	*35.3%*

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV South, South East and Channel Islands

Household level data

Table 8.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2682	2607	2420	1146	323	1545	580	965
%H (All HH)		*97.2%*	*90.2%*	*42.7%*	*12.0%*	*57.6%*	*21.6%*	*36.0%*
%H (TV HH)			*92.8%*	*44.0%*	*12.4%*	*59.3%*	*22.2%*	*37.0%*
Has PC or Laptop	2085	2030	1955	1002	291	1206	531	675
%V	*77.7%*	*77.9%*	*80.8%*	*87.4%*	*90.1%*	*78.1%*	*91.6%*	*69.9%*
%H (All HH)		*97.4%*	*93.8%*	*48.1%*	*14.0%*	*57.8%*	*25.5%*	*32.4%*
%H (TV HH)			*96.3%*	*49.4%*	*14.3%*	*59.4%*	*26.2%*	*33.3%*
Has broadband internet	1947	1897	1829	949	285	1118	510	608
%V	*72.6%*	*72.8%*	*75.6%*	*82.8%*	*88.2%*	*72.4%*	*87.9%*	*63.0%*
%H (All HH)		*97.4%*	*93.9%*	*48.7%*	*14.6%*	*57.4%*	*26.2%*	*31.2%*
%H (TV HH)			*96.4%*	*50.0%*	*15.0%*	*58.9%*	*26.9%*	*32.1%*

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
April 2010 - March 2011

ITV South, South East and Channel Islands

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5317	5045	2666	684	3315	1573	1743
%H		*94.9%*	*50.1%*	*12.9%*	*62.3%*	*29.6%*	*32.8%*
Under 20"	1612	1513	747	208	1057	485	572
%V	*30.3%*	*30.0%*	*28.0%*	*30.4%*	*31.9%*	*30.8%*	*32.8%*
%H		*93.9%*	*46.3%*	*12.9%*	*65.6%*	*30.1%*	*35.5%*
20" - 29"	1611	1491	706	192	1010	402	608
%V	*30.3%*	*29.6%*	*26.5%*	*28.1%*	*30.5%*	*25.6%*	*34.9%*
%H		*92.6%*	*43.8%*	*11.9%*	*62.7%*	*25.0%*	*37.7%*
30" - 39"	1342	1299	707	179	818	393	425
%V	*25.2%*	*25.7%*	*26.5%*	*26.2%*	*24.7%*	*25.0%*	*24.4%*
%H		*96.8%*	*52.7%*	*13.3%*	*61.0%*	*29.3%*	*31.7%*
40" and over	718	713	486	101	415	284	131
%V	*13.5%*	*14.1%*	*18.2%*	*14.8%*	*12.5%*	*18.1%*	*7.5%*
%H		*99.3%*	*67.7%*	*14.1%*	*57.8%*	*39.6%*	*18.2%*
Don't know	35	29	19	3	16	8	8
%V	*0.7%*	*0.6%*	*0.7%*	*0.4%*	*0.5%*	*0.5%*	*0.5%*
%H		*82.9%*	*54.3%*	*8.6%*	*45.7%*	*22.9%*	*22.9%*

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
April 2010 - March 2011

ITV South, South East and Channel Islands

Set level data

Table 8.12: Location of set

		Platforms available in Household					
	TV	**Multi-channel**	**DSat**	**Cable**	**DTT**	**DTT + Cab/DSat**	**DTT only**
	HH	**HH**	**HH**	**HH**	**HH**	**HH**	**HH**
Total Sets	5317	5045	2666	684	3315	1573	1743
%H		*94.9%*	*50.1%*	*12.9%*	*62.3%*	*29.6%*	*32.8%*
Main living room	2596	2415	1147	321	1540	581	960
%V	*48.8%*	*47.9%*	*43.0%*	*46.9%*	*46.5%*	*36.9%*	*55.1%*
%H		*93.0%*	*44.2%*	*12.4%*	*59.3%*	*22.4%*	*37.0%*
Kitchen	366	351	197	43	239	125	114
%V	*6.9%*	*7.0%*	*7.4%*	*6.3%*	*7.2%*	*7.9%*	*6.5%*
%H		*95.9%*	*53.8%*	*11.7%*	*65.3%*	*34.2%*	*31.1%*
Adult's bedroom	1530	1475	822	219	999	544	455
%V	*28.8%*	*29.2%*	*30.8%*	*32.0%*	*30.1%*	*34.6%*	*26.1%*
%H		*96.4%*	*53.7%*	*14.3%*	*65.3%*	*35.6%*	*29.7%*
Child's bedroom	296	293	190	43	198	133	66
%V	*5.6%*	*5.8%*	*7.1%*	*6.3%*	*6.0%*	*8.5%*	*3.8%*
%H		*99.0%*	*64.2%*	*14.5%*	*66.9%*	*44.9%*	*22.3%*
Other bedroom	127	124	77	11	84	45	39
%V	*2.4%*	*2.5%*	*2.9%*	*1.6%*	*2.5%*	*2.9%*	*2.2%*
%H		*97.6%*	*60.6%*	*8.7%*	*66.1%*	*35.4%*	*30.7%*
Second living/dining room	275	262	155	35	169	95	74
%V	*5.2%*	*5.2%*	*5.8%*	*5.1%*	*5.1%*	*6.0%*	*4.2%*
%H		*95.3%*	*56.4%*	*12.7%*	*61.5%*	*34.5%*	*26.9%*
Study/office	76	76	48	8	51	30	21
%V	*1.4%*	*1.5%*	*1.8%*	*1.2%*	*1.5%*	*1.9%*	*1.2%*
%H		*100.0%*	*63.2%*	*10.5%*	*67.1%*	*39.5%*	*27.6%*
TV room	25	25	17	1	18	11	7
%V	*0.5%*	*0.5%*	*0.6%*	*0.1%*	*0.5%*	*0.7%*	*0.4%*
%H		*100.0%*	*68.0%*	*4.0%*	*72.0%*	*44.0%*	*28.0%*
No specific location	6	6	3	1	5	3	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*
%H		*100.0%*	*50.0%*	*16.7%*	*83.3%*	*50.0%*	*33.3%*
Other	20	18	9	2	12	5	7
%V	*0.4%*	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*90.0%*	*45.0%*	*10.0%*	*60.0%*	*25.0%*	*35.0%*

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 8.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5317	5045	2666	684	3315	1573	1743
%H		*94.9%*	*50.1%*	*12.9%*	*62.3%*	*29.6%*	*32.8%*
PVR	1512	1510	1114	176	777	542	236
%V	*28.4%*	*29.9%*	*41.8%*	*25.7%*	*23.4%*	*34.5%*	*13.5%*
%H		*99.9%*	*73.7%*	*11.6%*	*51.4%*	*35.8%*	*15.6%*
DVDR	468	450	241	54	289	128	161
%V	*8.8%*	*8.9%*	*9.0%*	*7.9%*	*8.7%*	*8.1%*	*9.2%*
%H		*96.2%*	*51.5%*	*11.5%*	*61.8%*	*27.4%*	*34.4%*
VCR	754	691	287	104	462	152	310
%V	*14.2%*	*13.7%*	*10.8%*	*15.2%*	*13.9%*	*9.7%*	*17.8%*
%H		*91.6%*	*38.1%*	*13.8%*	*61.3%*	*20.2%*	*41.1%*
Any recorder	2302	2229	1364	287	1295	693	603
%V	*43.3%*	*44.2%*	*51.2%*	*42.0%*	*39.1%*	*44.1%*	*34.6%*
%H		*96.8%*	*59.3%*	*12.5%*	*56.3%*	*30.1%*	*26.2%*

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5317	5045	2666	684	3315	1573	1743
%H		*94.9%*	*50.1%*	*12.9%*	*62.3%*	*29.6%*	*32.8%*
Receives HDTV (via STB or built-in reception)	882	882	609	189	450	355	95
%V	*16.6%*	*17.5%*	*22.8%*	*27.6%*	*13.6%*	*22.6%*	*5.5%*
%H		*100.0%*	*69.0%*	*21.4%*	*51.0%*	*40.2%*	*10.8%*
DVD/Blu-ray player or recorder	3082	2977	1587	444	1955	975	980
%V	*58.0%*	*59.0%*	*59.5%*	*64.9%*	*59.0%*	*62.0%*	*56.2%*
%H		*96.6%*	*51.5%*	*14.4%*	*63.4%*	*31.6%*	*31.8%*

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 8.15: Main Set Screen Size

		Platforms available in Household					
	TV	**Multi-channel**	**DSat**	**Cable**	**DTT**	**DTT + Cab/DSat**	**DTT only**
	HH	**HH**	**HH**	**HH**	**HH**	**HH**	**HH**
Total Main Sets	2606	2419	1146	323	1544	580	964
%H		*92.8%*	*44.0%*	*12.4%*	*59.2%*	*22.3%*	*37.0%*
Under 20"	128	91	15	9	70	3	67
%V	*4.9%*	*3.8%*	*1.3%*	*2.8%*	*4.5%*	*0.5%*	*7.0%*
%H		*71.1%*	*11.7%*	*7.0%*	*54.7%*	*2.3%*	*52.3%*
20" - 29"	828	728	235	86	509	101	409
%V	*31.8%*	*30.1%*	*20.5%*	*26.6%*	*33.0%*	*17.4%*	*42.4%*
%H		*87.9%*	*28.4%*	*10.4%*	*61.5%*	*12.2%*	*49.4%*
30" - 39"	1001	960	464	139	597	233	364
%V	*38.4%*	*39.7%*	*40.5%*	*43.0%*	*38.7%*	*40.2%*	*37.8%*
%H		*95.9%*	*46.4%*	*13.9%*	*59.6%*	*23.3%*	*36.4%*
40" and over	630	626	422	87	362	241	120
%V	*24.2%*	*25.9%*	*36.8%*	*26.9%*	*23.4%*	*41.6%*	*12.4%*
%H		*99.4%*	*67.0%*	*13.8%*	*57.5%*	*38.3%*	*19.0%*
Don't know	19	14	9	1	6	2	4
%V	*0.7%*	*0.6%*	*0.8%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*73.7%*	*47.4%*	*5.3%*	*31.6%*	*10.5%*	*21.1%*

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 8.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2606	2419	1146	323	1544	580	964
%H		*92.8%*	*44.0%*	*12.4%*	*59.2%*	*22.3%*	*37.0%*
PVR	1127	1127	787	141	599	390	209
%V	*43.2%*	*46.6%*	*68.7%*	*43.7%*	*38.8%*	*67.2%*	*21.7%*
%H		*100.0%*	*69.8%*	*12.5%*	*53.1%*	*34.6%*	*18.5%*
DVDR	361	346	179	41	218	89	129
%V	*13.9%*	*14.3%*	*15.6%*	*12.7%*	*14.1%*	*15.3%*	*13.4%*
%H		*95.8%*	*49.6%*	*11.4%*	*60.4%*	*24.7%*	*35.7%*
VCR	556	502	192	77	336	97	238
%V	*21.3%*	*20.8%*	*16.8%*	*23.8%*	*21.8%*	*16.7%*	*24.7%*
%H		*90.3%*	*34.5%*	*13.8%*	*60.4%*	*17.4%*	*42.8%*
Any recorder	1676	1613	922	218	956	469	487
%V	*64.3%*	*66.7%*	*80.5%*	*67.5%*	*61.9%*	*80.9%*	*50.5%*
%H		*96.2%*	*55.0%*	*13.0%*	*57.0%*	*28.0%*	*29.1%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2606	2419	1146	323	1544	580	964
%H		*92.8%*	*44.0%*	*12.4%*	*59.2%*	*22.3%*	*37.0%*
Receives HDTV (via STB or built-in reception)	656	656	433	152	335	257	79
%V	*25.2%*	*27.1%*	*37.8%*	*47.1%*	*21.7%*	*44.3%*	*8.2%*
%H		*100.0%*	*66.0%*	*23.2%*	*51.1%*	*39.2%*	*12.0%*
DVD/Blu-ray player or recorder	2020	1932	949	277	1225	505	720
%V	*77.5%*	*79.9%*	*82.8%*	*85.8%*	*79.3%*	*87.1%*	*74.7%*
%H		*95.6%*	*47.0%*	*13.7%*	*60.6%*	*25.0%*	*35.6%*

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2711	2626	1520	361	1771	992	779
%H		*96.9%*	*56.1%*	*13.3%*	*65.3%*	*36.6%*	*28.7%*
Under 20"	1484	1422	732	199	987	482	505
%V	*54.7%*	*54.2%*	*48.2%*	*55.1%*	*55.7%*	*48.6%*	*64.8%*
%H		*95.8%*	*49.3%*	*13.4%*	*66.5%*	*32.5%*	*34.0%*
20" - 29"	783	763	471	106	500	302	199
%V	*28.9%*	*29.1%*	*31.0%*	*29.4%*	*28.2%*	*30.4%*	*25.5%*
%H		*97.4%*	*60.2%*	*13.5%*	*63.9%*	*38.6%*	*25.4%*
30" - 39"	340	339	243	40	221	160	61
%V	*12.5%*	*12.9%*	*16.0%*	*11.1%*	*12.5%*	*16.1%*	*7.8%*
%H		*99.7%*	*71.5%*	*11.8%*	*65.0%*	*47.1%*	*17.9%*
40" and over	88	87	64	15	53	43	11
%V	*3.2%*	*3.3%*	*4.2%*	*4.2%*	*3.0%*	*4.3%*	*1.4%*
%H		*98.9%*	*72.7%*	*17.0%*	*60.2%*	*48.9%*	*12.5%*
Don't know	16	15	10	2	10	6	4
%V	*0.6%*	*0.6%*	*0.7%*	*0.6%*	*0.6%*	*0.6%*	*0.5%*
%H		*93.8%*	*62.5%*	*12.5%*	*62.5%*	*37.5%*	*25.0%*

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2711	2626	1520	361	1771	992	779
%H		*96.9%*	*56.1%*	*13.3%*	*65.3%*	*36.6%*	*28.7%*
PVR	385	383	327	35	179	152	27
%V	*14.2%*	*14.6%*	*21.5%*	*9.7%*	*10.1%*	*15.3%*	*3.5%*
%H		*99.5%*	*84.9%*	*9.1%*	*46.5%*	*39.5%*	*7.0%*
DVDR	107	104	62	14	71	39	32
%V	*3.9%*	*4.0%*	*4.1%*	*3.9%*	*4.0%*	*3.9%*	*4.1%*
%H		*97.2%*	*57.9%*	*13.1%*	*66.4%*	*36.4%*	*29.9%*
VCR	197	190	96	27	127	55	71
%V	*7.3%*	*7.2%*	*6.3%*	*7.5%*	*7.2%*	*5.5%*	*9.1%*
%H		*96.4%*	*48.7%*	*13.7%*	*64.5%*	*27.9%*	*36.0%*
Any recorder	626	616	442	69	339	224	115
%V	*23.1%*	*23.5%*	*29.1%*	*19.1%*	*19.1%*	*22.6%*	*14.8%*
%H		*98.4%*	*70.6%*	*11.0%*	*54.2%*	*35.8%*	*18.4%*

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2711	2626	1520	361	1771	992	779
%H		*96.9%*	*56.1%*	*13.3%*	*65.3%*	*36.6%*	*28.7%*
Receives HDTV (via STB or built-in reception)	226	226	176	37	115	98	17
%V	*8.3%*	*8.6%*	*11.6%*	*10.2%*	*6.5%*	*9.9%*	*2.2%*
%H		*100.0%*	*77.9%*	*16.4%*	*50.9%*	*43.4%*	*7.5%*
DVD/Blu-ray player or recorder	1062	1046	639	167	730	471	260
%V	*39.2%*	*39.8%*	*42.0%*	*46.3%*	*41.2%*	*47.5%*	*33.4%*
%H		*98.5%*	*60.2%*	*15.7%*	*68.7%*	*44.4%*	*24.5%*

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
April 2010 - March 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	6048	5894	5599	2900	833	3511	1597	1914
%H		*97.5%*	*92.6%*	*47.9%*	*13.8%*	*58.1%*	*26.4%*	*31.6%*
Total Children	1105	1093	1073	606	187	635	339	295
%V	*18.3%*	*18.5%*	*19.2%*	*20.9%*	*22.4%*	*18.1%*	*21.2%*	*15.4%*
%H		*98.9%*	*97.1%*	*54.8%*	*16.9%*	*57.5%*	*30.7%*	*26.7%*
0 - 3	304	301	296	153	53	165	72	93
%V	*5.0%*	*5.1%*	*5.3%*	*5.3%*	*6.4%*	*4.7%*	*4.5%*	*4.9%*
%H		*99.0%*	*97.4%*	*50.3%*	*17.4%*	*54.3%*	*23.7%*	*30.6%*
4 - 15	801	792	777	453	134	469	267	202
%V	*13.2%*	*13.4%*	*13.9%*	*15.6%*	*16.1%*	*13.4%*	*16.7%*	*10.6%*
%H		*98.9%*	*97.0%*	*56.6%*	*16.7%*	*58.6%*	*33.3%*	*25.2%*
4 - 9	390	383	376	221	67	219	122	97
%V	*6.4%*	*6.5%*	*6.7%*	*7.6%*	*8.0%*	*6.2%*	*7.6%*	*5.1%*
%H		*98.2%*	*96.4%*	*56.7%*	*17.2%*	*56.2%*	*31.3%*	*24.9%*
10 - 15	412	409	401	233	67	251	145	105
%V	*6.8%*	*6.9%*	*7.2%*	*8.0%*	*8.0%*	*7.1%*	*9.1%*	*5.5%*
%H		*99.3%*	*97.3%*	*56.6%*	*16.3%*	*60.9%*	*35.2%*	*25.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	6048	5894	5599	2900	833	3511	1597	1914
%H		*97.5%*	*92.6%*	*47.9%*	*13.8%*	*58.1%*	*26.4%*	*31.6%*
Total Adults (16+)	4943	4801	4526	2294	647	2876	1258	1619
%V	*81.7%*	*81.5%*	*80.8%*	*79.1%*	*77.7%*	*81.9%*	*78.8%*	*84.6%*
%H		*97.1%*	*91.6%*	*46.4%*	*13.1%*	*58.2%*	*25.5%*	*32.8%*
16 - 19	320	297	283	147	50	182	94	88
%V	*5.3%*	*5.0%*	*5.1%*	*5.1%*	*6.0%*	*5.2%*	*5.9%*	*4.6%*
%H		*92.8%*	*88.4%*	*45.9%*	*15.6%*	*56.9%*	*29.4%*	*27.5%*
20 - 24	363	330	302	162	42	193	92	101
%V	*6.0%*	*5.6%*	*5.4%*	*5.6%*	*5.0%*	*5.5%*	*5.8%*	*5.3%*
%H		*90.9%*	*83.2%*	*44.6%*	*11.6%*	*53.2%*	*25.3%*	*27.8%*
25 - 34	724	690	671	373	122	363	183	179
%V	*12.0%*	*11.7%*	*12.0%*	*12.9%*	*14.6%*	*10.3%*	*11.5%*	*9.4%*
%H		*95.3%*	*92.7%*	*51.5%*	*16.9%*	*50.1%*	*25.3%*	*24.7%*
35 - 44	849	828	816	470	145	488	277	211
%V	*14.0%*	*14.0%*	*14.6%*	*16.2%*	*17.4%*	*13.9%*	*17.3%*	*11.0%*
%H		*97.5%*	*96.1%*	*55.4%*	*17.1%*	*57.5%*	*32.6%*	*24.9%*
45 - 54	861	851	817	440	113	525	254	270
%V	*14.2%*	*14.4%*	*14.6%*	*15.2%*	*13.6%*	*15.0%*	*15.9%*	*14.1%*
%H		*98.8%*	*94.9%*	*51.1%*	*13.1%*	*61.0%*	*29.5%*	*31.4%*
55 - 64	729	719	688	335	98	442	183	259
%V	*12.1%*	*12.2%*	*12.3%*	*11.6%*	*11.8%*	*12.6%*	*11.5%*	*13.5%*
%H		*98.6%*	*94.4%*	*46.0%*	*13.4%*	*60.6%*	*25.1%*	*35.5%*
65+	1097	1086	949	366	77	683	174	510
%V	*18.1%*	*18.4%*	*16.9%*	*12.6%*	*9.2%*	*19.5%*	*10.9%*	*26.6%*
%H		*99.0%*	*86.5%*	*33.4%*	*7.0%*	*62.3%*	*15.9%*	*46.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4943	4801	4526	2294	647	2876	1258	1619
%H		*97.1%*	*91.6%*	*46.4%*	*13.1%*	*58.2%*	*25.5%*	*32.8%*
AB	1517	1495	1433	760	202	877	398	480
%V	*30.7%*	*31.1%*	*31.7%*	*33.1%*	*31.2%*	*30.5%*	*31.6%*	*29.6%*
%H		*98.5%*	*94.5%*	*50.1%*	*13.3%*	*57.8%*	*26.2%*	*31.6%*
C1	1441	1380	1297	655	194	827	368	459
%V	*29.2%*	*28.7%*	*28.7%*	*28.6%*	*30.0%*	*28.8%*	*29.3%*	*28.4%*
%H		*95.8%*	*90.0%*	*45.5%*	*13.5%*	*57.4%*	*25.5%*	*31.9%*
C2	1077	1055	1005	545	144	642	316	326
%V	*21.8%*	*22.0%*	*22.2%*	*23.8%*	*22.3%*	*22.3%*	*25.1%*	*20.1%*
%H		*98.0%*	*93.3%*	*50.6%*	*13.4%*	*59.6%*	*29.3%*	*30.3%*
D	517	501	465	222	72	307	131	175
%V	*10.5%*	*10.4%*	*10.3%*	*9.7%*	*11.1%*	*10.7%*	*10.4%*	*10.8%*
%H		*96.9%*	*89.9%*	*42.9%*	*13.9%*	*59.4%*	*25.3%*	*33.8%*
E	390	371	325	111	35	223	45	178
%V	*7.9%*	*7.7%*	*7.2%*	*4.8%*	*5.4%*	*7.8%*	*3.6%*	*11.0%*
%H		*95.1%*	*83.3%*	*28.5%*	*9.0%*	*57.2%*	*11.5%*	*45.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4943	4801	4526	2294	647	2876	1258	1619
%H		*97.1%*	*91.6%*	*46.4%*	*13.1%*	*58.2%*	*25.5%*	*32.8%*
Working full time	2228	2189	2121	1212	333	1273	676	597
%V	*45.1%*	*45.6%*	*46.9%*	*52.8%*	*51.5%*	*44.3%*	*53.7%*	*36.9%*
%H		*98.2%*	*95.2%*	*54.4%*	*14.9%*	*57.1%*	*30.3%*	*26.8%*
Working part time	555	542	526	262	84	330	148	182
%V	*11.2%*	*11.3%*	*11.6%*	*11.4%*	*13.0%*	*11.5%*	*11.8%*	*11.2%*
%H		*97.7%*	*94.8%*	*47.2%*	*15.1%*	*59.5%*	*26.7%*	*32.8%*
Not working	2159	2071	1879	819	229	1274	434	840
%V	*43.7%*	*43.1%*	*41.5%*	*35.7%*	*35.4%*	*44.3%*	*34.5%*	*51.9%*
%H		*95.9%*	*87.0%*	*37.9%*	*10.6%*	*59.0%*	*20.1%*	*38.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2379	2302	2191	1166	316	1367	641	726
%H		*96.8%*	*92.1%*	*49.0%*	*13.3%*	*57.5%*	*26.9%*	*30.5%*
16 - 19	163	149	141	81	23	88	51	37
%V	*6.9%*	*6.5%*	*6.4%*	*6.9%*	*7.3%*	*6.4%*	*8.0%*	*5.1%*
%H		*91.4%*	*86.5%*	*49.7%*	*14.1%*	*54.0%*	*31.3%*	*22.7%*
20 - 24	179	166	156	89	22	95	48	47
%V	*7.5%*	*7.2%*	*7.1%*	*7.6%*	*7.0%*	*6.9%*	*7.5%*	*6.5%*
%H		*92.7%*	*87.2%*	*49.7%*	*12.3%*	*53.1%*	*26.8%*	*26.3%*
25 - 34	364	342	331	184	59	179	88	91
%V	*15.3%*	*14.9%*	*15.1%*	*15.8%*	*18.7%*	*13.1%*	*13.7%*	*12.5%*
%H		*94.0%*	*90.9%*	*50.5%*	*16.2%*	*49.2%*	*24.2%*	*25.0%*
35 - 44	413	405	401	233	72	237	136	101
%V	*17.4%*	*17.6%*	*18.3%*	*20.0%*	*22.8%*	*17.3%*	*21.2%*	*13.9%*
%H		*98.1%*	*97.1%*	*56.4%*	*17.4%*	*57.4%*	*32.9%*	*24.5%*
45 - 54	427	420	403	225	54	259	132	126
%V	*17.9%*	*18.2%*	*18.4%*	*19.3%*	*17.1%*	*18.9%*	*20.6%*	*17.4%*
%H		*98.4%*	*94.4%*	*52.7%*	*12.6%*	*60.7%*	*30.9%*	*29.5%*
55 - 64	346	339	325	157	46	215	90	125
%V	*14.5%*	*14.7%*	*14.8%*	*13.5%*	*14.6%*	*15.7%*	*14.0%*	*17.2%*
%H		*98.0%*	*93.9%*	*45.4%*	*13.3%*	*62.1%*	*26.0%*	*36.1%*
65+	487	481	434	198	39	295	96	199
%V	*20.5%*	*20.9%*	*19.8%*	*17.0%*	*12.3%*	*21.6%*	*15.0%*	*27.4%*
%H		*98.8%*	*89.1%*	*40.7%*	*8.0%*	*60.6%*	*19.7%*	*40.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2379	2302	2191	1166	316	1367	641	726
%H		*96.8%*	*92.1%*	*49.0%*	*13.3%*	*57.5%*	*26.9%*	*30.5%*
AB	762	750	725	406	103	428	207	221
%V	*32.0%*	*32.6%*	*33.1%*	*34.8%*	*32.6%*	*31.3%*	*32.3%*	*30.4%*
%H		*98.4%*	*95.1%*	*53.3%*	*13.5%*	*56.2%*	*27.2%*	*29.0%*
C1	656	629	599	326	91	369	182	188
%V	*27.6%*	*27.3%*	*27.3%*	*28.0%*	*28.8%*	*27.0%*	*28.4%*	*25.9%*
%H		*95.9%*	*91.3%*	*49.7%*	*13.9%*	*56.3%*	*27.7%*	*28.7%*
C2	565	552	529	288	71	342	168	174
%V	*23.7%*	*24.0%*	*24.1%*	*24.7%*	*22.5%*	*25.0%*	*26.2%*	*24.0%*
%H		*97.7%*	*93.6%*	*51.0%*	*12.6%*	*60.5%*	*29.7%*	*30.8%*
D	240	227	211	101	35	140	63	77
%V	*10.1%*	*9.9%*	*9.6%*	*8.7%*	*11.1%*	*10.2%*	*9.8%*	*10.6%*
%H		*94.6%*	*87.9%*	*42.1%*	*14.6%*	*58.3%*	*26.3%*	*32.1%*
E	156	144	128	46	15	88	21	67
%V	*6.6%*	*6.3%*	*5.8%*	*3.9%*	*4.7%*	*6.4%*	*3.3%*	*9.2%*
%H		*92.3%*	*82.1%*	*29.5%*	*9.6%*	*56.4%*	*13.5%*	*42.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2379	2302	2191	1166	316	1367	641	726
%H		*96.8%*	*92.1%*	*49.0%*	*13.3%*	*57.5%*	*26.9%*	*30.5%*
Working full time	1392	1366	1324	765	208	792	428	364
%V	*58.5%*	*59.3%*	*60.4%*	*65.6%*	*65.8%*	*57.9%*	*66.8%*	*50.1%*
%H		*98.1%*	*95.1%*	*55.0%*	*14.9%*	*56.9%*	*30.7%*	*26.1%*
Working part time	109	99	95	40	10	67	24	43
%V	*4.6%*	*4.3%*	*4.3%*	*3.4%*	*3.2%*	*4.9%*	*3.7%*	*5.9%*
%H		*90.8%*	*87.2%*	*36.7%*	*9.2%*	*61.5%*	*22.0%*	*39.4%*
Not working	878	837	772	360	97	508	188	319
%V	*36.9%*	*36.4%*	*35.2%*	*30.9%*	*30.7%*	*37.2%*	*29.3%*	*43.9%*
%H		*95.3%*	*87.9%*	*41.0%*	*11.0%*	*57.9%*	*21.4%*	*36.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2564	2499	2335	1128	331	1509	617	892
%H		*97.5%*	*91.1%*	*44.0%*	*12.9%*	*58.9%*	*24.1%*	*34.8%*
16 - 19	157	148	141	66	27	94	43	51
%V	*6.1%*	*5.9%*	*6.0%*	*5.9%*	*8.2%*	*6.2%*	*7.0%*	*5.7%*
%H		*94.3%*	*89.8%*	*42.0%*	*17.2%*	*59.9%*	*27.4%*	*32.5%*
20 - 24	184	164	147	74	20	98	44	54
%V	*7.2%*	*6.6%*	*6.3%*	*6.6%*	*6.0%*	*6.5%*	*7.1%*	*6.1%*
%H		*89.1%*	*79.9%*	*40.2%*	*10.9%*	*53.3%*	*23.9%*	*29.3%*
25 - 34	360	348	340	189	62	184	95	88
%V	*14.0%*	*13.9%*	*14.6%*	*16.8%*	*18.7%*	*12.2%*	*15.4%*	*9.9%*
%H		*96.7%*	*94.4%*	*52.5%*	*17.2%*	*51.1%*	*26.4%*	*24.4%*
35 - 44	436	423	414	237	73	252	142	110
%V	*17.0%*	*16.9%*	*17.7%*	*21.0%*	*22.1%*	*16.7%*	*23.0%*	*12.3%*
%H		*97.0%*	*95.0%*	*54.4%*	*16.7%*	*57.8%*	*32.6%*	*25.2%*
45 - 54	434	431	414	215	60	266	122	144
%V	*16.9%*	*17.2%*	*17.7%*	*19.1%*	*18.1%*	*17.6%*	*19.8%*	*16.1%*
%H		*99.3%*	*95.4%*	*49.5%*	*13.8%*	*61.3%*	*28.1%*	*33.2%*
55 - 64	383	380	363	178	51	228	93	135
%V	*14.9%*	*15.2%*	*15.5%*	*15.8%*	*15.4%*	*15.1%*	*15.1%*	*15.1%*
%H		*99.2%*	*94.8%*	*46.5%*	*13.3%*	*59.5%*	*24.3%*	*35.2%*
65+	610	605	516	168	38	389	78	310
%V	*23.8%*	*24.2%*	*22.1%*	*14.9%*	*11.5%*	*25.8%*	*12.6%*	*34.8%*
%H		*99.2%*	*84.6%*	*27.5%*	*6.2%*	*63.8%*	*12.8%*	*50.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2564	2499	2335	1128	331	1509	617	892
%H		*97.5%*	*91.1%*	*44.0%*	*12.9%*	*58.9%*	*24.1%*	*34.8%*
AB	755	745	708	354	99	449	190	259
%V	*29.4%*	*29.8%*	*30.3%*	*31.4%*	*29.9%*	*29.8%*	*30.8%*	*29.0%*
%H		*98.7%*	*93.8%*	*46.9%*	*13.1%*	*59.5%*	*25.2%*	*34.3%*
C1	785	750	699	330	102	457	186	271
%V	*30.6%*	*30.0%*	*29.9%*	*29.3%*	*30.8%*	*30.3%*	*30.1%*	*30.4%*
%H		*95.5%*	*89.0%*	*42.0%*	*13.0%*	*58.2%*	*23.7%*	*34.5%*
C2	512	504	476	257	73	300	148	152
%V	*20.0%*	*20.2%*	*20.4%*	*22.8%*	*22.1%*	*19.9%*	*24.0%*	*17.0%*
%H		*98.4%*	*93.0%*	*50.2%*	*14.3%*	*58.6%*	*28.9%*	*29.7%*
D	277	273	255	122	37	167	69	99
%V	*10.8%*	*10.9%*	*10.9%*	*10.8%*	*11.2%*	*11.1%*	*11.2%*	*11.1%*
%H		*98.6%*	*92.1%*	*44.0%*	*13.4%*	*60.3%*	*24.9%*	*35.7%*
E	234	227	197	66	20	135	24	111
%V	*9.1%*	*9.1%*	*8.4%*	*5.9%*	*6.0%*	*8.9%*	*3.9%*	*12.4%*
%H		*97.0%*	*84.2%*	*28.2%*	*8.5%*	*57.7%*	*10.3%*	*47.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2564	2499	2335	1128	331	1509	617	892
%H		*97.5%*	*91.1%*	*44.0%*	*12.9%*	*58.9%*	*24.1%*	*34.8%*
Working full time	836	823	797	447	125	481	248	233
%V	*32.6%*	*32.9%*	*34.1%*	*39.6%*	*37.8%*	*31.9%*	*40.2%*	*26.1%*
%H		*98.4%*	*95.3%*	*53.5%*	*15.0%*	*57.5%*	*29.7%*	*27.9%*
Working part time	447	443	431	222	74	262	124	139
%V	*17.4%*	*17.7%*	*18.5%*	*19.7%*	*22.4%*	*17.4%*	*20.1%*	*15.6%*
%H		*99.1%*	*96.4%*	*49.7%*	*16.6%*	*58.6%*	*27.7%*	*31.1%*
Not working	1281	1234	1106	459	132	766	246	521
%V	*50.0%*	*49.4%*	*47.4%*	*40.7%*	*39.9%*	*50.8%*	*39.9%*	*58.4%*
%H		*96.3%*	*86.3%*	*35.8%*	*10.3%*	*59.8%*	*19.2%*	*40.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV East of England

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Household level data

Table 9.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2040	1978	1816	851	292	1184	480	704
%H (All HH)		*97.0%*	*89.0%*	*41.7%*	*14.3%*	*58.0%*	*23.5%*	*34.5%*
%H (TV HH)			*91.8%*	*43.0%*	*14.8%*	*59.9%*	*24.3%*	*35.6%*
AB	485	477	453	220	78	278	115	163
%V	*23.8%*	*24.1%*	*24.9%*	*25.9%*	*26.7%*	*23.5%*	*24.0%*	*23.2%*
%H (All HH)		*98.4%*	*93.4%*	*45.4%*	*16.1%*	*57.3%*	*23.7%*	*33.6%*
%H (TV HH)			*95.0%*	*46.1%*	*16.4%*	*58.3%*	*24.1%*	*34.2%*
C1	546	525	481	242	74	320	147	173
%V	*26.8%*	*26.5%*	*26.5%*	*28.4%*	*25.3%*	*27.0%*	*30.6%*	*24.6%*
%H (All HH)		*96.2%*	*88.1%*	*44.3%*	*13.6%*	*58.6%*	*26.9%*	*31.7%*
%H (TV HH)			*91.6%*	*46.1%*	*14.1%*	*61.0%*	*28.0%*	*33.0%*
C2	435	429	402	210	59	262	121	141
%V	*21.3%*	*21.7%*	*22.1%*	*24.7%*	*20.2%*	*22.1%*	*25.2%*	*20.0%*
%H (All HH)		*98.6%*	*92.4%*	*48.3%*	*13.6%*	*60.2%*	*27.8%*	*32.4%*
%H (TV HH)			*93.7%*	*49.0%*	*13.8%*	*61.1%*	*28.2%*	*32.9%*
D	324	306	280	121	49	180	68	112
%V	*15.9%*	*15.5%*	*15.4%*	*14.2%*	*16.8%*	*15.2%*	*14.2%*	*15.9%*
%H (All HH)		*94.4%*	*86.4%*	*37.3%*	*15.1%*	*55.6%*	*21.0%*	*34.6%*
%H (TV HH)			*91.5%*	*39.5%*	*16.0%*	*58.8%*	*22.2%*	*36.6%*
E	251	241	201	58	31	144	29	115
%V	*12.3%*	*12.2%*	*11.1%*	*6.8%*	*10.6%*	*12.2%*	*6.0%*	*16.3%*
%H (All HH)		*96.0%*	*80.1%*	*23.1%*	*12.4%*	*57.4%*	*11.6%*	*45.8%*
%H (TV HH)			*83.4%*	*24.1%*	*12.9%*	*59.8%*	*12.0%*	*47.7%*

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Household level data

Table 9.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2040	1978	1816	851	292	1184	480	704
%H (All HH)		*97.0%*	*89.0%*	*41.7%*	*14.3%*	*58.0%*	*23.5%*	*34.5%*
%H (TV HH)			*91.8%*	*43.0%*	*14.8%*	*59.9%*	*24.3%*	*35.6%*
Under 25	106	102	90	37	17	49	14	35
%V	*5.2%*	*5.2%*	*5.0%*	*4.3%*	*5.8%*	*4.1%*	*2.9%*	*5.0%*
%H (All HH)		*96.2%*	*84.9%*	*34.9%*	*16.0%*	*46.2%*	*13.2%*	*33.0%*
%H (TV HH)			*88.2%*	*36.3%*	*16.7%*	*48.0%*	*13.7%*	*34.3%*
25 - 34	326	294	277	134	60	146	60	87
%V	*16.0%*	*14.9%*	*15.3%*	*15.7%*	*20.5%*	*12.3%*	*12.5%*	*12.4%*
%H (All HH)		*90.2%*	*85.0%*	*41.1%*	*18.4%*	*44.8%*	*18.4%*	*26.7%*
%H (TV HH)			*94.2%*	*45.6%*	*20.4%*	*49.7%*	*20.4%*	*29.6%*
35 - 44	383	377	358	201	64	223	122	101
%V	*18.8%*	*19.1%*	*19.7%*	*23.6%*	*21.9%*	*18.8%*	*25.4%*	*14.3%*
%H (All HH)		*98.4%*	*93.5%*	*52.5%*	*16.7%*	*58.2%*	*31.9%*	*26.4%*
%H (TV HH)			*95.0%*	*53.3%*	*17.0%*	*59.2%*	*32.4%*	*26.8%*
45 - 54	370	361	345	187	62	212	107	105
%V	*18.1%*	*18.3%*	*19.0%*	*22.0%*	*21.2%*	*17.9%*	*22.3%*	*14.9%*
%H (All HH)		*97.6%*	*93.2%*	*50.5%*	*16.8%*	*57.3%*	*28.9%*	*28.4%*
%H (TV HH)			*95.6%*	*51.8%*	*17.2%*	*58.7%*	*29.6%*	*29.1%*
55 - 64	355	351	331	153	51	225	92	134
%V	*17.4%*	*17.7%*	*18.2%*	*18.0%*	*17.5%*	*19.0%*	*19.2%*	*19.0%*
%H (All HH)		*98.9%*	*93.2%*	*43.1%*	*14.4%*	*63.4%*	*25.9%*	*37.7%*
%H (TV HH)			*94.3%*	*43.6%*	*14.5%*	*64.1%*	*26.2%*	*38.2%*
65 +	500	495	415	138	37	328	85	243
%V	*24.5%*	*25.0%*	*22.9%*	*16.2%*	*12.7%*	*27.7%*	*17.7%*	*34.5%*
%H (All HH)		*99.0%*	*83.0%*	*27.6%*	*7.4%*	*65.6%*	*17.0%*	*48.6%*
%H (TV HH)			*83.8%*	*27.9%*	*7.5%*	*66.3%*	*17.2%*	*49.1%*

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
April 2010 - March 2011

ITV East of England

Household level data

Table 9.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2040	1978	1816	851	292	1184	480	704
%H (All HH)		*97.0%*	*89.0%*	*41.7%*	*14.3%*	*58.0%*	*23.5%*	*34.5%*
%H (TV HH)			*91.8%*	*43.0%*	*14.8%*	*59.9%*	*24.3%*	*35.6%*
1	636	599	495	155	73	339	70	269
%V	*31.2%*	*30.3%*	*27.3%*	*18.2%*	*25.0%*	*28.6%*	*14.6%*	*38.2%*
%H (All HH)		*94.2%*	*77.8%*	*24.4%*	*11.5%*	*53.3%*	*11.0%*	*42.3%*
%H (TV HH)			*82.6%*	*25.9%*	*12.2%*	*56.6%*	*11.7%*	*44.9%*
2	737	726	683	318	100	460	183	277
%V	*36.1%*	*36.7%*	*37.6%*	*37.4%*	*34.2%*	*38.9%*	*38.1%*	*39.3%*
%H (All HH)		*98.5%*	*92.7%*	*43.1%*	*13.6%*	*62.4%*	*24.8%*	*37.6%*
%H (TV HH)			*94.1%*	*43.8%*	*13.8%*	*63.4%*	*25.2%*	*38.2%*
3	307	298	288	166	61	165	98	68
%V	*15.0%*	*15.1%*	*15.9%*	*19.5%*	*20.9%*	*13.9%*	*20.4%*	*9.7%*
%H (All HH)		*97.1%*	*93.8%*	*54.1%*	*19.9%*	*53.7%*	*31.9%*	*22.1%*
%H (TV HH)			*96.6%*	*55.7%*	*20.5%*	*55.4%*	*32.9%*	*22.8%*
4	246	243	240	144	38	152	87	64
%V	*12.1%*	*12.3%*	*13.2%*	*16.9%*	*13.0%*	*12.8%*	*18.1%*	*9.1%*
%H (All HH)		*98.8%*	*97.6%*	*58.5%*	*15.4%*	*61.8%*	*35.4%*	*26.0%*
%H (TV HH)			*98.8%*	*59.3%*	*15.6%*	*62.6%*	*35.8%*	*26.3%*
5+	115	112	111	68	18	69	42	27
%V	*5.6%*	*5.7%*	*6.1%*	*8.0%*	*6.2%*	*5.8%*	*8.8%*	*3.8%*
%H (All HH)		*97.4%*	*96.5%*	*59.1%*	*15.7%*	*60.0%*	*36.5%*	*23.5%*
%H (TV HH)			*99.1%*	*60.7%*	*16.1%*	*61.6%*	*37.5%*	*24.1%*
Average HH size	2.26	2.28	2.35	2.61	2.42	2.30	2.69	2.03

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
April 2010 - March 2011

ITV East of England

Household level data

Table 9.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2040	1978	1816	851	292	1184	480	704
%H (All HH)		*97.0%*	*89.0%*	*41.7%*	*14.3%*	*58.0%*	*23.5%*	*34.5%*
%H (TV HH)			*91.8%*	*43.0%*	*14.8%*	*59.9%*	*24.3%*	*35.6%*
Without	1519	1467	1320	561	208	894	324	570
%V	*74.5%*	*74.2%*	*72.7%*	*65.9%*	*71.2%*	*75.5%*	*67.5%*	*81.0%*
%H (All HH)		*96.6%*	*86.9%*	*36.9%*	*13.7%*	*58.9%*	*21.3%*	*37.5%*
%H (TV HH)			*90.0%*	*38.2%*	*14.2%*	*60.9%*	*22.1%*	*38.9%*
With	521	511	496	289	84	291	156	135
%V	*25.5%*	*25.8%*	*27.3%*	*34.0%*	*28.8%*	*24.6%*	*32.5%*	*19.2%*
%H (All HH)		*98.1%*	*95.2%*	*55.5%*	*16.1%*	*55.9%*	*29.9%*	*25.9%*
%H (TV HH)			*97.1%*	*56.6%*	*16.4%*	*56.9%*	*30.5%*	*26.4%*
0 - 3	207	201	194	109	32	103	47	56
%V	*10.1%*	*10.2%*	*10.7%*	*12.8%*	*11.0%*	*8.7%*	*9.8%*	*8.0%*
%H (All HH)		*97.1%*	*93.7%*	*52.7%*	*15.5%*	*49.8%*	*22.7%*	*27.1%*
%H (TV HH)			*96.5%*	*54.2%*	*15.9%*	*51.2%*	*23.4%*	*27.9%*
4 - 9	258	254	246	143	44	147	82	65
%V	*12.6%*	*12.8%*	*13.5%*	*16.8%*	*15.1%*	*12.4%*	*17.1%*	*9.2%*
%H (All HH)		*98.4%*	*95.3%*	*55.4%*	*17.1%*	*57.0%*	*31.8%*	*25.2%*
%H (TV HH)			*96.9%*	*56.3%*	*17.3%*	*57.9%*	*32.3%*	*25.6%*
10 - 15	242	240	237	148	40	151	93	58
%V	*11.9%*	*12.1%*	*13.1%*	*17.4%*	*13.7%*	*12.8%*	*19.4%*	*8.2%*
%H (All HH)		*99.2%*	*97.9%*	*61.2%*	*16.5%*	*62.4%*	*38.4%*	*24.0%*
%H (TV HH)			*98.8%*	*61.7%*	*16.7%*	*62.9%*	*38.8%*	*24.2%*

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Household level data

Table 9.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2040	1978	1816	851	292	1184	480	704
%H (All HH)		*97.0%*	*89.0%*	*41.7%*	*14.3%*	*58.0%*	*23.5%*	*34.5%*
%H (TV HH)			*91.8%*	*43.0%*	*14.8%*	*59.9%*	*24.3%*	*35.6%*
1	749	749	633	233	105	365	70	295
%V	*36.7%*	*37.9%*	*34.9%*	*27.4%*	*36.0%*	*30.8%*	*14.6%*	*41.9%*
%H (All HH)		*100.0%*	*84.5%*	*31.1%*	*14.0%*	*48.7%*	*9.3%*	*39.4%*
%H (TV HH)			*84.5%*	*31.1%*	*14.0%*	*48.7%*	*9.3%*	*39.4%*
2	692	692	658	305	100	443	179	264
%V	*33.9%*	*35.0%*	*36.2%*	*35.8%*	*34.2%*	*37.4%*	*37.3%*	*37.5%*
%H (All HH)		*100.0%*	*95.1%*	*44.1%*	*14.5%*	*64.0%*	*25.9%*	*38.2%*
%H (TV HH)			*95.1%*	*44.1%*	*14.5%*	*64.0%*	*25.9%*	*38.2%*
3	330	330	321	183	55	222	127	94
%V	*16.2%*	*16.7%*	*17.7%*	*21.5%*	*18.8%*	*18.8%*	*26.5%*	*13.4%*
%H (All HH)		*100.0%*	*97.3%*	*55.5%*	*16.7%*	*67.3%*	*38.5%*	*28.5%*
%H (TV HH)			*97.3%*	*55.5%*	*16.7%*	*67.3%*	*38.5%*	*28.5%*
4	129	129	126	78	21	91	60	31
%V	*6.3%*	*6.5%*	*6.9%*	*9.2%*	*7.2%*	*7.7%*	*12.5%*	*4.4%*
%H (All HH)		*100.0%*	*97.7%*	*60.5%*	*16.3%*	*70.5%*	*46.5%*	*24.0%*
%H (TV HH)			*97.7%*	*60.5%*	*16.3%*	*70.5%*	*46.5%*	*24.0%*
5+	79	79	79	52	10	64	44	20
%V	*3.9%*	*4.0%*	*4.4%*	*6.1%*	*3.4%*	*5.4%*	*9.2%*	*2.8%*
%H (All HH)		*100.0%*	*100.0%*	*65.8%*	*12.7%*	*81.0%*	*55.7%*	*25.3%*
%H (TV HH)			*100.0%*	*65.8%*	*12.7%*	*81.0%*	*55.7%*	*25.3%*

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
April 2010 - March 2011

ITV East of England

Household level data

Table 9.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2040	1978	1816	851	292	1184	480	704
%H (All HH)		*97.0%*	*89.0%*	*41.7%*	*14.3%*	*58.0%*	*23.5%*	*34.5%*
%H (TV HH)			*91.8%*	*43.0%*	*14.8%*	*59.9%*	*24.3%*	*35.6%*
Under 20"	920	920	860	412	143	598	273	325
%V	*45.1%*	*46.5%*	*47.4%*	*48.4%*	*49.0%*	*50.5%*	*56.9%*	*46.2%*
%H (All HH)		*100.0%*	*93.5%*	*44.8%*	*15.5%*	*65.0%*	*29.7%*	*35.3%*
%H (TV HH)			*93.5%*	*44.8%*	*15.5%*	*65.0%*	*29.7%*	*35.3%*
20" - 29"	968	968	869	377	145	612	243	369
%V	*47.5%*	*48.9%*	*47.9%*	*44.3%*	*49.7%*	*51.7%*	*50.6%*	*52.4%*
%H (All HH)		*100.0%*	*89.8%*	*38.9%*	*15.0%*	*63.2%*	*25.1%*	*38.1%*
%H (TV HH)			*89.8%*	*38.9%*	*15.0%*	*63.2%*	*25.1%*	*38.1%*
30" - 39"	901	901	868	452	135	561	263	298
%V	*44.2%*	*45.6%*	*47.8%*	*53.1%*	*46.2%*	*47.4%*	*54.8%*	*42.3%*
%H (All HH)		*100.0%*	*96.3%*	*50.2%*	*15.0%*	*62.3%*	*29.2%*	*33.1%*
%H (TV HH)			*96.3%*	*50.2%*	*15.0%*	*62.3%*	*29.2%*	*33.1%*
40" and over	483	483	479	308	81	290	189	101
%V	*23.7%*	*24.4%*	*26.4%*	*36.2%*	*27.7%*	*24.5%*	*39.4%*	*14.3%*
%H (All HH)		*100.0%*	*99.2%*	*63.8%*	*16.8%*	*60.0%*	*39.1%*	*20.9%*
%H (TV HH)			*99.2%*	*63.8%*	*16.8%*	*60.0%*	*39.1%*	*20.9%*

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

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Table 9.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2040	1978	1816	851	292	1184	480	704
%H (All HH)		*97.0%*	*89.0%*	*41.7%*	*14.3%*	*58.0%*	*23.5%*	*34.5%*
%H (TV HH)			*91.8%*	*43.0%*	*14.8%*	*59.9%*	*24.3%*	*35.6%*
Main living room	1955	1955	1797	842	291	1170	475	695
%V	*95.8%*	*98.8%*	*99.0%*	*98.9%*	*99.7%*	*98.8%*	*99.0%*	*98.7%*
%H (All HH)		*100.0%*	*91.9%*	*43.1%*	*14.9%*	*59.8%*	*24.3%*	*35.5%*
%H (TV HH)			*91.9%*	*43.1%*	*14.9%*	*59.8%*	*24.3%*	*35.5%*
Kitchen	322	322	312	172	32	237	122	115
%V	*15.8%*	*16.3%*	*17.2%*	*20.2%*	*11.0%*	*20.0%*	*25.4%*	*16.3%*
%H (All HH)		*100.0%*	*96.9%*	*53.4%*	*9.9%*	*73.6%*	*37.9%*	*35.7%*
%H (TV HH)			*96.9%*	*53.4%*	*9.9%*	*73.6%*	*37.9%*	*35.7%*
Adult's bedroom	919	919	889	472	155	613	327	286
%V	*45.0%*	*46.5%*	*49.0%*	*55.5%*	*53.1%*	*51.8%*	*68.1%*	*40.6%*
%H (All HH)		*100.0%*	*96.7%*	*51.4%*	*16.9%*	*66.7%*	*35.6%*	*31.1%*
%H (TV HH)			*96.7%*	*51.4%*	*16.9%*	*66.7%*	*35.6%*	*31.1%*
Child's bedroom	193	193	192	121	31	136	88	48
%V	*9.5%*	*9.8%*	*10.6%*	*14.2%*	*10.6%*	*11.5%*	*18.3%*	*6.8%*
%H (All HH)		*100.0%*	*99.5%*	*62.7%*	*16.1%*	*70.5%*	*45.6%*	*24.9%*
%H (TV HH)			*99.5%*	*62.7%*	*16.1%*	*70.5%*	*45.6%*	*24.9%*
Other bedroom	88	88	87	56	13	55	34	21
%V	*4.3%*	*4.4%*	*4.8%*	*6.6%*	*4.5%*	*4.6%*	*7.1%*	*3.0%*
%H (All HH)		*100.0%*	*98.9%*	*63.6%*	*14.8%*	*62.5%*	*38.6%*	*23.9%*
%H (TV HH)			*98.9%*	*63.6%*	*14.8%*	*62.5%*	*38.6%*	*23.9%*
Second living/dining room	196	196	186	96	26	148	74	74
%V	*9.6%*	*9.9%*	*10.2%*	*11.3%*	*8.9%*	*12.5%*	*15.4%*	*10.5%*
%H (All HH)		*100.0%*	*94.9%*	*49.0%*	*13.3%*	*75.5%*	*37.8%*	*37.8%*
%H (TV HH)			*94.9%*	*49.0%*	*13.3%*	*75.5%*	*37.8%*	*37.8%*
Study/office	50	50	49	31	4	35	20	15
%V	*2.5%*	*2.5%*	*2.7%*	*3.6%*	*1.4%*	*3.0%*	*4.2%*	*2.1%*
%H (All HH)		*100.0%*	*98.0%*	*62.0%*	*8.0%*	*70.0%*	*40.0%*	*30.0%*
%H (TV HH)			*98.0%*	*62.0%*	*8.0%*	*70.0%*	*40.0%*	*30.0%*
TV room	22	22	22	15	1	15	9	6
%V	*1.1%*	*1.1%*	*1.2%*	*1.8%*	*0.3%*	*1.3%*	*1.9%*	*0.9%*
%H (All HH)		*100.0%*	*100.0%*	*68.2%*	*4.5%*	*68.2%*	*40.9%*	*27.3%*
%H (TV HH)			*100.0%*	*68.2%*	*4.5%*	*68.2%*	*40.9%*	*27.3%*
No specific location	4	4	3	1	0	3	1	2
%V	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.0%*	*0.3%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*75.0%*	*25.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*
%H (TV HH)			*75.0%*	*25.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*
Other	26	26	25	16	1	21	12	8
%V	*1.3%*	*1.3%*	*1.4%*	*1.9%*	*0.3%*	*1.8%*	*2.5%*	*1.1%*
%H (All HH)		*100.0%*	*96.2%*	*61.5%*	*3.8%*	*80.8%*	*46.2%*	*30.8%*
%H (TV HH)			*96.2%*	*61.5%*	*3.8%*	*80.8%*	*46.2%*	*30.8%*

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
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Table 9.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2040	1978	1816	851	292	1184	480	704
%H (All HH)		*97.0%*	*89.0%*	*41.7%*	*14.3%*	*58.0%*	*23.5%*	*34.5%*
%H (TV HH)			*91.8%*	*43.0%*	*14.8%*	*59.9%*	*24.3%*	*35.6%*
PVR	833	833	833	586	129	464	326	138
%V	*40.8%*	*42.1%*	*45.9%*	*68.9%*	*44.2%*	*39.2%*	*67.9%*	*19.6%*
%H (All HH)		*100.0%*	*100.0%*	*70.3%*	*15.5%*	*55.7%*	*39.1%*	*16.6%*
%H (TV HH)			*100.0%*	*70.3%*	*15.5%*	*55.7%*	*39.1%*	*16.6%*
DVDR	408	408	389	212	53	266	135	131
%V	*20.0%*	*20.6%*	*21.4%*	*24.9%*	*18.2%*	*22.5%*	*28.1%*	*18.6%*
%H (All HH)		*100.0%*	*95.3%*	*52.0%*	*13.0%*	*65.2%*	*33.1%*	*32.1%*
%H (TV HH)			*95.3%*	*52.0%*	*13.0%*	*65.2%*	*33.1%*	*32.1%*
VCR	485	485	439	176	76	303	108	195
%V	*23.8%*	*24.5%*	*24.2%*	*20.7%*	*26.0%*	*25.6%*	*22.5%*	*27.7%*
%H (All HH)		*100.0%*	*90.5%*	*36.3%*	*15.7%*	*62.5%*	*22.3%*	*40.2%*
%H (TV HH)			*90.5%*	*36.3%*	*15.7%*	*62.5%*	*22.3%*	*40.2%*
Any recorder	1274	1274	1216	698	190	749	393	356
%V	*62.5%*	*64.4%*	*67.0%*	*82.0%*	*65.1%*	*63.3%*	*81.9%*	*50.6%*
%H (All HH)		*100.0%*	*95.4%*	*54.8%*	*14.9%*	*58.8%*	*30.8%*	*27.9%*
%H (TV HH)			*95.4%*	*54.8%*	*14.9%*	*58.8%*	*30.8%*	*27.9%*

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

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Household level data

Table 9.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2040	1978	1816	851	292	1184	480	704
%H (All HH)		*97.0%*	*89.0%*	*41.7%*	*14.3%*	*58.0%*	*23.5%*	*34.5%*
%H (TV HH)			*91.8%*	*43.0%*	*14.8%*	*59.9%*	*24.3%*	*35.6%*
Receives HDTV (via STB or built-in reception)	549	549	549	342	129	311	218	93
%V	*26.9%*	*27.8%*	*30.2%*	*40.2%*	*44.2%*	*26.3%*	*45.4%*	*13.2%*
%H (All HH)		*100.0%*	*100.0%*	*62.3%*	*23.5%*	*56.6%*	*39.7%*	*16.9%*
%H (TV HH)			*100.0%*	*62.3%*	*23.5%*	*56.6%*	*39.7%*	*16.9%*
DVD/Blu-ray player or recorder	1439	1439	1371	694	221	881	396	484
%V	*70.5%*	*72.8%*	*75.5%*	*81.6%*	*75.7%*	*74.4%*	*82.5%*	*68.8%*
%H (All HH)		*100.0%*	*95.3%*	*48.2%*	*15.4%*	*61.2%*	*27.5%*	*33.6%*
%H (TV HH)			*95.3%*	*48.2%*	*15.4%*	*61.2%*	*27.5%*	*33.6%*

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

%V = percentage of vertical total

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

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

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Household level data

Table 9.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2040	1978	1816	851	292	1184	480	704
%H (All HH)		*97.0%*	*89.0%*	*41.7%*	*14.3%*	*58.0%*	*23.5%*	*34.5%*
%H (TV HH)			*91.8%*	*43.0%*	*14.8%*	*59.9%*	*24.3%*	*35.6%*
Has PC or Laptop	1536	1491	1429	737	254	891	423	468
%V	*75.3%*	*75.4%*	*78.7%*	*86.6%*	*87.0%*	*75.3%*	*88.1%*	*66.5%*
%H (All HH)		*97.1%*	*93.0%*	*48.0%*	*16.5%*	*58.0%*	*27.5%*	*30.5%*
%H (TV HH)			*95.8%*	*49.4%*	*17.0%*	*59.8%*	*28.4%*	*31.4%*
Has broadband internet	1382	1346	1296	691	236	798	402	396
%V	*67.7%*	*68.0%*	*71.4%*	*81.2%*	*80.8%*	*67.4%*	*83.8%*	*56.3%*
%H (All HH)		*97.4%*	*93.8%*	*50.0%*	*17.1%*	*57.7%*	*29.1%*	*28.7%*
%H (TV HH)			*96.3%*	*51.3%*	*17.5%*	*59.3%*	*29.9%*	*29.4%*

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

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Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4054	3831	1979	608	2620	1282	1338
%H		*94.5%*	*48.8%*	*15.0%*	*64.6%*	*31.6%*	*33.0%*
Under 20"	1282	1207	606	187	864	421	443
%V	*31.6%*	*31.5%*	*30.6%*	*30.8%*	*33.0%*	*32.8%*	*33.1%*
%H		*94.1%*	*47.3%*	*14.6%*	*67.4%*	*32.8%*	*34.6%*
20" - 29"	1184	1079	495	181	763	328	435
%V	*29.2%*	*28.2%*	*25.0%*	*29.8%*	*29.1%*	*25.6%*	*32.5%*
%H		*91.1%*	*41.8%*	*15.3%*	*64.4%*	*27.7%*	*36.7%*
30" - 39"	1006	971	518	149	630	307	323
%V	*24.8%*	*25.3%*	*26.2%*	*24.5%*	*24.0%*	*23.9%*	*24.1%*
%H		*96.5%*	*51.5%*	*14.8%*	*62.6%*	*30.5%*	*32.1%*
40" and over	526	523	338	86	319	207	113
%V	*13.0%*	*13.7%*	*17.1%*	*14.1%*	*12.2%*	*16.1%*	*8.4%*
%H		*99.4%*	*64.3%*	*16.3%*	*60.6%*	*39.4%*	*21.5%*
Don't know	57	51	22	5	44	19	25
%V	*1.4%*	*1.3%*	*1.1%*	*0.8%*	*1.7%*	*1.5%*	*1.9%*
%H		*89.5%*	*38.6%*	*8.8%*	*77.2%*	*33.3%*	*43.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 9.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4054	3831	1979	608	2620	1282	1338
%H		*94.5%*	*48.8%*	*15.0%*	*64.6%*	*31.6%*	*33.0%*
Main living room	1973	1815	852	292	1181	480	701
%V	*48.7%*	*47.4%*	*43.1%*	*48.0%*	*45.1%*	*37.4%*	*52.4%*
%H		*92.0%*	*43.2%*	*14.8%*	*59.9%*	*24.3%*	*35.5%*
Kitchen	324	314	174	32	238	123	115
%V	*8.0%*	*8.2%*	*8.8%*	*5.3%*	*9.1%*	*9.6%*	*8.6%*
%H		*96.9%*	*53.7%*	*9.9%*	*73.5%*	*38.0%*	*35.5%*
Adult's bedroom	1099	1062	567	192	734	400	333
%V	*27.1%*	*27.7%*	*28.7%*	*31.6%*	*28.0%*	*31.2%*	*24.9%*
%H		*96.6%*	*51.6%*	*17.5%*	*66.8%*	*36.4%*	*30.3%*
Child's bedroom	253	251	157	43	181	118	63
%V	*6.2%*	*6.6%*	*7.9%*	*7.1%*	*6.9%*	*9.2%*	*4.7%*
%H		*99.2%*	*62.1%*	*17.0%*	*71.5%*	*46.6%*	*24.9%*
Other bedroom	103	101	68	17	65	44	21
%V	*2.5%*	*2.6%*	*3.4%*	*2.8%*	*2.5%*	*3.4%*	*1.6%*
%H		*98.1%*	*66.0%*	*16.5%*	*63.1%*	*42.7%*	*20.4%*
Second living/dining room	198	187	96	26	148	74	74
%V	*4.9%*	*4.9%*	*4.9%*	*4.3%*	*5.6%*	*5.8%*	*5.5%*
%H		*94.4%*	*48.5%*	*13.1%*	*74.7%*	*37.4%*	*37.4%*
Study/office	52	50	33	4	35	20	15
%V	*1.3%*	*1.3%*	*1.7%*	*0.7%*	*1.3%*	*1.6%*	*1.1%*
%H		*96.2%*	*63.5%*	*7.7%*	*67.3%*	*38.5%*	*28.8%*
TV room	22	22	15	1	15	9	6
%V	*0.5%*	*0.6%*	*0.8%*	*0.2%*	*0.6%*	*0.7%*	*0.4%*
%H		*100.0%*	*68.2%*	*4.5%*	*68.2%*	*40.9%*	*27.3%*
No specific location	4	3	1	0	3	1	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*
%H		*75.0%*	*25.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*
Other	26	25	16	1	21	12	8
%V	*0.6%*	*0.7%*	*0.8%*	*0.2%*	*0.8%*	*0.9%*	*0.6%*
%H		*96.2%*	*61.5%*	*3.8%*	*80.8%*	*46.2%*	*30.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 9.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4054	3831	1979	608	2620	1282	1338
%H		*94.5%*	*48.8%*	*15.0%*	*64.6%*	*31.6%*	*33.0%*
PVR	1076	1076	808	144	591	441	150
%V	*26.5%*	*28.1%*	*40.8%*	*23.7%*	*22.6%*	*34.4%*	*11.2%*
%H		*100.0%*	*75.1%*	*13.4%*	*54.9%*	*41.0%*	*13.9%*
DVDR	497	478	272	64	334	183	151
%V	*12.3%*	*12.5%*	*13.7%*	*10.5%*	*12.7%*	*14.3%*	*11.3%*
%H		*96.2%*	*54.7%*	*12.9%*	*67.2%*	*36.8%*	*30.4%*
VCR	565	513	218	85	354	131	222
%V	*13.9%*	*13.4%*	*11.0%*	*14.0%*	*13.5%*	*10.2%*	*16.6%*
%H		*90.8%*	*38.6%*	*15.0%*	*62.7%*	*23.2%*	*39.3%*
Any recorder	1742	1679	1036	243	1041	601	440
%V	*43.0%*	*43.8%*	*52.3%*	*40.0%*	*39.7%*	*46.9%*	*32.9%*
%H		*96.4%*	*59.5%*	*13.9%*	*59.8%*	*34.5%*	*25.3%*

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

Set level data

Table 9.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4054	3831	1979	608	2620	1282	1338
%H		*94.5%*	*48.8%*	*15.0%*	*64.6%*	*31.6%*	*33.0%*
Receives HDTV (via STB or built-in reception)	697	697	451	151	404	289	115
%V	*17.2%*	*18.2%*	*22.8%*	*24.8%*	*15.4%*	*22.5%*	*8.6%*
%H		*100.0%*	*64.7%*	*21.7%*	*58.0%*	*41.5%*	*16.5%*
DVD/Blu-ray player or recorder	2100	2024	1097	323	1340	689	651
%V	*51.8%*	*52.8%*	*55.4%*	*53.1%*	*51.1%*	*53.7%*	*48.7%*
%H		*96.4%*	*52.2%*	*15.4%*	*63.8%*	*32.8%*	*31.0%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1977	1815	851	292	1183	480	703
%H		*91.8%*	*43.0%*	*14.8%*	*59.8%*	*24.3%*	*35.6%*
Under 20"	94	68	15	17	46	11	36
%V	*4.8%*	*3.7%*	*1.8%*	*5.8%*	*3.9%*	*2.3%*	*5.1%*
%H		*72.3%*	*16.0%*	*18.1%*	*48.9%*	*11.7%*	*38.3%*
20" - 29"	616	520	169	79	360	80	280
%V	*31.2%*	*28.7%*	*19.9%*	*27.1%*	*30.4%*	*16.7%*	*39.8%*
%H		*84.4%*	*27.4%*	*12.8%*	*58.4%*	*13.0%*	*45.5%*
30" - 39"	768	735	356	115	474	198	276
%V	*38.8%*	*40.5%*	*41.8%*	*39.4%*	*40.1%*	*41.3%*	*39.3%*
%H		*95.7%*	*46.4%*	*15.0%*	*61.7%*	*25.8%*	*35.9%*
40" and over	471	467	301	79	282	184	97
%V	*23.8%*	*25.7%*	*35.4%*	*27.1%*	*23.8%*	*38.3%*	*13.8%*
%H		*99.2%*	*63.9%*	*16.8%*	*59.9%*	*39.1%*	*20.6%*
Don't know	28	24	8	1	21	7	14
%V	*1.4%*	*1.3%*	*0.9%*	*0.3%*	*1.8%*	*1.5%*	*2.0%*
%H		*85.7%*	*28.6%*	*3.6%*	*75.0%*	*25.0%*	*50.0%*

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 9.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1977	1815	851	292	1183	480	703
%H		*91.8%*	*43.0%*	*14.8%*	*59.8%*	*24.3%*	*35.6%*
PVR	802	802	573	121	441	313	128
%V	*40.6%*	*44.2%*	*67.3%*	*41.4%*	*37.3%*	*65.2%*	*18.2%*
%H		*100.0%*	*71.4%*	*15.1%*	*55.0%*	*39.0%*	*16.0%*
DVDR	347	328	175	42	222	104	118
%V	*17.6%*	*18.1%*	*20.6%*	*14.4%*	*18.8%*	*21.7%*	*16.8%*
%H		*94.5%*	*50.4%*	*12.1%*	*64.0%*	*30.0%*	*34.0%*
VCR	399	354	136	59	247	82	165
%V	*20.2%*	*19.5%*	*16.0%*	*20.2%*	*20.9%*	*17.1%*	*23.5%*
%H		*88.7%*	*34.1%*	*14.8%*	*61.9%*	*20.6%*	*41.4%*
Any recorder	1218	1163	676	178	712	376	336
%V	*61.6%*	*64.1%*	*79.4%*	*61.0%*	*60.2%*	*78.3%*	*47.8%*
%H		*95.5%*	*55.5%*	*14.6%*	*58.5%*	*30.9%*	*27.6%*

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

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1977	1815	851	292	1183	480	703
%H		*91.8%*	*43.0%*	*14.8%*	*59.8%*	*24.3%*	*35.6%*
Receives HDTV (via STB or built-in reception)	522	522	327	124	290	204	86
%V	*26.4%*	*28.8%*	*38.4%*	*42.5%*	*24.5%*	*42.5%*	*12.2%*
%H		*100.0%*	*62.6%*	*23.8%*	*55.6%*	*39.1%*	*16.5%*
DVD/Blu-ray player or recorder	1343	1278	651	203	814	365	449
%V	*67.9%*	*70.4%*	*76.5%*	*69.5%*	*68.8%*	*76.0%*	*63.9%*
%H		*95.2%*	*48.5%*	*15.1%*	*60.6%*	*27.2%*	*33.4%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2077	2016	1128	316	1437	802	635
%H		*97.1%*	*54.3%*	*15.2%*	*69.2%*	*38.6%*	*30.6%*
Under 20"	1187	1139	591	170	818	410	408
%V	*57.1%*	*56.5%*	*52.4%*	*53.8%*	*56.9%*	*51.1%*	*64.3%*
%H		*96.0%*	*49.8%*	*14.3%*	*68.9%*	*34.5%*	*34.4%*
20" - 29"	568	559	326	102	403	248	155
%V	*27.3%*	*27.7%*	*28.9%*	*32.3%*	*28.0%*	*30.9%*	*24.4%*
%H		*98.4%*	*57.4%*	*18.0%*	*71.0%*	*43.7%*	*27.3%*
30" - 39"	238	236	161	34	156	109	47
%V	*11.5%*	*11.7%*	*14.3%*	*10.8%*	*10.9%*	*13.6%*	*7.4%*
%H		*99.2%*	*67.6%*	*14.3%*	*65.5%*	*45.8%*	*19.7%*
40" and over	55	55	37	6	38	22	15
%V	*2.6%*	*2.7%*	*3.3%*	*1.9%*	*2.6%*	*2.7%*	*2.4%*
%H		*100.0%*	*67.3%*	*10.9%*	*69.1%*	*40.0%*	*27.3%*
Don't know	28	27	13	4	22	12	10
%V	*1.3%*	*1.3%*	*1.2%*	*1.3%*	*1.5%*	*1.5%*	*1.6%*
%H		*96.4%*	*46.4%*	*14.3%*	*78.6%*	*42.9%*	*35.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2077	2016	1128	316	1437	802	635
%H		*97.1%*	*54.3%*	*15.2%*	*69.2%*	*38.6%*	*30.6%*
PVR	273	273	235	23	150	128	21
%V	*13.1%*	*13.5%*	*20.8%*	*7.3%*	*10.4%*	*16.0%*	*3.3%*
%H		*100.0%*	*86.1%*	*8.4%*	*54.9%*	*46.9%*	*7.7%*
DVDR	150	150	96	22	112	79	33
%V	*7.2%*	*7.4%*	*8.5%*	*7.0%*	*7.8%*	*9.9%*	*5.2%*
%H		*100.0%*	*64.0%*	*14.7%*	*74.7%*	*52.7%*	*22.0%*
VCR	167	159	81	26	107	50	57
%V	*8.0%*	*7.9%*	*7.2%*	*8.2%*	*7.4%*	*6.2%*	*9.0%*
%H		*95.2%*	*48.5%*	*15.6%*	*64.1%*	*29.9%*	*34.1%*
Any recorder	524	515	360	65	329	225	104
%V	*25.2%*	*25.5%*	*31.9%*	*20.6%*	*22.9%*	*28.1%*	*16.4%*
%H		*98.3%*	*68.7%*	*12.4%*	*62.8%*	*42.9%*	*19.8%*

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

Set level data

Table 9.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2077	2016	1128	316	1437	802	635
%H		*97.1%*	*54.3%*	*15.2%*	*69.2%*	*38.6%*	*30.6%*
Receives HDTV (via STB or built-in reception)	175	175	124	26	113	84	29
%V	*8.4%*	*8.7%*	*11.0%*	*8.2%*	*7.9%*	*10.5%*	*4.6%*
%H		*100.0%*	*70.9%*	*14.9%*	*64.6%*	*48.0%*	*16.6%*
DVD/Blu-ray player or recorder	757	747	446	120	526	324	202
%V	*36.4%*	*37.1%*	*39.5%*	*38.0%*	*36.6%*	*40.4%*	*31.8%*
%H		*98.7%*	*58.9%*	*15.9%*	*69.5%*	*42.8%*	*26.7%*

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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Individual level data

Table 9.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	4620	4507	4266	2221	705	2721	1293	1428
%H		*97.6%*	*92.3%*	*48.1%*	*15.3%*	*58.9%*	*28.0%*	*30.9%*
Total Children	886	873	853	503	146	501	275	226
%V	*19.2%*	*19.4%*	*20.0%*	*22.6%*	*20.7%*	*18.4%*	*21.3%*	*15.8%*
%H		*98.5%*	*96.3%*	*56.8%*	*16.5%*	*56.5%*	*31.0%*	*25.5%*
0 - 3	244	236	229	126	38	123	52	71
%V	*5.3%*	*5.2%*	*5.4%*	*5.7%*	*5.4%*	*4.5%*	*4.0%*	*5.0%*
%H		*96.7%*	*93.9%*	*51.6%*	*15.6%*	*50.4%*	*21.3%*	*29.1%*
4 - 15	642	637	624	377	108	378	223	155
%V	*13.9%*	*14.1%*	*14.6%*	*17.0%*	*15.3%*	*13.9%*	*17.2%*	*10.9%*
%H		*99.2%*	*97.2%*	*58.7%*	*16.8%*	*58.9%*	*34.7%*	*24.1%*
4 - 9	330	326	317	188	53	186	104	82
%V	*7.1%*	*7.2%*	*7.4%*	*8.5%*	*7.5%*	*6.8%*	*8.0%*	*5.7%*
%H		*98.8%*	*96.1%*	*57.0%*	*16.1%*	*56.4%*	*31.5%*	*24.8%*
10 - 15	312	311	307	189	54	192	119	73
%V	*6.8%*	*6.9%*	*7.2%*	*8.5%*	*7.7%*	*7.1%*	*9.2%*	*5.1%*
%H		*99.7%*	*98.4%*	*60.6%*	*17.3%*	*61.5%*	*38.1%*	*23.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Individual level data

Table 9.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	4620	4507	4266	2221	705	2721	1293	1428
%H		*97.6%*	*92.3%*	*48.1%*	*15.3%*	*58.9%*	*28.0%*	*30.9%*
Total Adults (16+)	3734	3634	3413	1718	560	2220	1018	1202
%V	*80.8%*	*80.6%*	*80.0%*	*77.4%*	*79.4%*	*81.6%*	*78.7%*	*84.2%*
%H		*97.3%*	*91.4%*	*46.0%*	*15.0%*	*59.5%*	*27.3%*	*32.2%*
16 - 19	221	216	212	120	37	140	81	59
%V	*4.8%*	*4.8%*	*5.0%*	*5.4%*	*5.2%*	*5.1%*	*6.3%*	*4.1%*
%H		*97.7%*	*95.9%*	*54.3%*	*16.7%*	*63.3%*	*36.7%*	*26.7%*
20 - 24	276	265	244	122	50	146	69	77
%V	*6.0%*	*5.9%*	*5.7%*	*5.5%*	*7.1%*	*5.4%*	*5.3%*	*5.4%*
%H		*96.0%*	*88.4%*	*44.2%*	*18.1%*	*52.9%*	*25.0%*	*27.9%*
25 - 34	604	552	524	266	114	278	125	153
%V	*13.1%*	*12.2%*	*12.3%*	*12.0%*	*16.2%*	*10.2%*	*9.7%*	*10.7%*
%H		*91.4%*	*86.8%*	*44.0%*	*18.9%*	*46.0%*	*20.7%*	*25.3%*
35 - 44	638	628	603	357	103	376	216	160
%V	*13.8%*	*13.9%*	*14.1%*	*16.1%*	*14.6%*	*13.8%*	*16.7%*	*11.2%*
%H		*98.4%*	*94.5%*	*56.0%*	*16.1%*	*58.9%*	*33.9%*	*25.1%*
45 - 54	637	626	604	332	104	382	201	181
%V	*13.8%*	*13.9%*	*14.2%*	*14.9%*	*14.8%*	*14.0%*	*15.5%*	*12.7%*
%H		*98.3%*	*94.8%*	*52.1%*	*16.3%*	*60.0%*	*31.6%*	*28.4%*
55 - 64	580	576	550	261	89	377	164	212
%V	*12.6%*	*12.8%*	*12.9%*	*11.8%*	*12.6%*	*13.9%*	*12.7%*	*14.8%*
%H		*99.3%*	*94.8%*	*45.0%*	*15.3%*	*65.0%*	*28.3%*	*36.6%*
65+	777	772	675	261	62	522	163	359
%V	*16.8%*	*17.1%*	*15.8%*	*11.8%*	*8.8%*	*19.2%*	*12.6%*	*25.1%*
%H		*99.4%*	*86.9%*	*33.6%*	*8.0%*	*67.2%*	*21.0%*	*46.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	3734	3634	3413	1718	560	2220	1018	1202
%H		*97.3%*	*91.4%*	*46.0%*	*15.0%*	*59.5%*	*27.3%*	*32.2%*
AB	944	933	896	454	152	556	246	309
%V	*25.3%*	*25.7%*	*26.3%*	*26.4%*	*27.1%*	*25.0%*	*24.2%*	*25.7%*
%H		*98.8%*	*94.9%*	*48.1%*	*16.1%*	*58.9%*	*26.1%*	*32.7%*
C1	1041	994	932	497	149	619	313	306
%V	*27.9%*	*27.4%*	*27.3%*	*28.9%*	*26.6%*	*27.9%*	*30.7%*	*25.5%*
%H		*95.5%*	*89.5%*	*47.7%*	*14.3%*	*59.5%*	*30.1%*	*29.4%*
C2	841	833	796	444	119	520	270	250
%V	*22.5%*	*22.9%*	*23.3%*	*25.8%*	*21.3%*	*23.4%*	*26.5%*	*20.8%*
%H		*99.0%*	*94.6%*	*52.8%*	*14.1%*	*61.8%*	*32.1%*	*29.7%*
D	577	553	513	241	95	330	146	184
%V	*15.5%*	*15.2%*	*15.0%*	*14.0%*	*17.0%*	*14.9%*	*14.3%*	*15.3%*
%H		*95.8%*	*88.9%*	*41.8%*	*16.5%*	*57.2%*	*25.3%*	*31.9%*
E	332	322	276	82	46	196	43	153
%V	*8.9%*	*8.9%*	*8.1%*	*4.8%*	*8.2%*	*8.8%*	*4.2%*	*12.7%*
%H		*97.0%*	*83.1%*	*24.7%*	*13.9%*	*59.0%*	*13.0%*	*46.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	3734	3634	3413	1718	560	2220	1018	1202
%H		*97.3%*	*91.4%*	*46.0%*	*15.0%*	*59.5%*	*27.3%*	*32.2%*
Working full time	1725	1680	1611	881	310	976	517	459
%V	*46.2%*	*46.2%*	*47.2%*	*51.3%*	*55.4%*	*44.0%*	*50.8%*	*38.2%*
%H		*97.4%*	*93.4%*	*51.1%*	*18.0%*	*56.6%*	*30.0%*	*26.6%*
Working part time	447	439	424	234	73	273	146	127
%V	*12.0%*	*12.1%*	*12.4%*	*13.6%*	*13.0%*	*12.3%*	*14.3%*	*10.6%*
%H		*98.2%*	*94.9%*	*52.3%*	*16.3%*	*61.1%*	*32.7%*	*28.4%*
Not working	1562	1514	1378	604	177	972	355	617
%V	*41.8%*	*41.7%*	*40.4%*	*35.2%*	*31.6%*	*43.8%*	*34.9%*	*51.3%*
%H		*96.9%*	*88.2%*	*38.7%*	*11.3%*	*62.2%*	*22.7%*	*39.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Individual level data

Table 9.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1832	1774	1672	865	275	1082	518	565
%H		*96.8%*	*91.3%*	*47.2%*	*15.0%*	*59.1%*	*28.3%*	*30.8%*
16 - 19	115	115	114	68	19	73	43	30
%V	*6.3%*	*6.5%*	*6.8%*	*7.9%*	*6.9%*	*6.7%*	*8.3%*	*5.3%*
%H		*100.0%*	*99.1%*	*59.1%*	*16.5%*	*63.5%*	*37.4%*	*26.1%*
20 - 24	137	130	119	59	26	71	34	37
%V	*7.5%*	*7.3%*	*7.1%*	*6.8%*	*9.5%*	*6.6%*	*6.6%*	*6.5%*
%H		*94.9%*	*86.9%*	*43.1%*	*19.0%*	*51.8%*	*24.8%*	*27.0%*
25 - 34	312	281	265	134	58	141	63	78
%V	*17.0%*	*15.8%*	*15.8%*	*15.5%*	*21.1%*	*13.0%*	*12.2%*	*13.8%*
%H		*90.1%*	*84.9%*	*42.9%*	*18.6%*	*45.2%*	*20.2%*	*25.0%*
35 - 44	310	303	291	172	51	184	107	77
%V	*16.9%*	*17.1%*	*17.4%*	*19.9%*	*18.5%*	*17.0%*	*20.7%*	*13.6%*
%H		*97.7%*	*93.9%*	*55.5%*	*16.5%*	*59.4%*	*34.5%*	*24.8%*
45 - 54	318	311	297	167	50	187	101	86
%V	*17.4%*	*17.5%*	*17.8%*	*19.3%*	*18.2%*	*17.3%*	*19.5%*	*15.2%*
%H		*97.8%*	*93.4%*	*52.5%*	*15.7%*	*58.8%*	*31.8%*	*27.0%*
55 - 64	283	280	266	128	44	183	85	98
%V	*15.4%*	*15.8%*	*15.9%*	*14.8%*	*16.0%*	*16.9%*	*16.4%*	*17.3%*
%H		*98.9%*	*94.0%*	*45.2%*	*15.5%*	*64.7%*	*30.0%*	*34.6%*
65+	357	354	319	136	28	243	84	159
%V	*19.5%*	*20.0%*	*19.1%*	*15.7%*	*10.2%*	*22.5%*	*16.2%*	*28.1%*
%H		*99.2%*	*89.4%*	*38.1%*	*7.8%*	*68.1%*	*23.5%*	*44.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Individual level data

Table 9.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1832	1774	1672	865	275	1082	518	565
%H		*96.8%*	*91.3%*	*47.2%*	*15.0%*	*59.1%*	*28.3%*	*30.8%*
AB	473	466	447	230	71	278	124	154
%V	*25.8%*	*26.3%*	*26.7%*	*26.6%*	*25.8%*	*25.7%*	*23.9%*	*27.3%*
%H		*98.5%*	*94.5%*	*48.6%*	*15.0%*	*58.8%*	*26.2%*	*32.6%*
C1	494	469	444	244	75	289	155	134
%V	*27.0%*	*26.4%*	*26.6%*	*28.2%*	*27.3%*	*26.7%*	*29.9%*	*23.7%*
%H		*94.9%*	*89.9%*	*49.4%*	*15.2%*	*58.5%*	*31.4%*	*27.1%*
C2	452	448	425	236	65	280	146	134
%V	*24.7%*	*25.3%*	*25.4%*	*27.3%*	*23.6%*	*25.9%*	*28.2%*	*23.7%*
%H		*99.1%*	*94.0%*	*52.2%*	*14.4%*	*61.9%*	*32.3%*	*29.6%*
D	283	269	248	121	46	160	75	86
%V	*15.4%*	*15.2%*	*14.8%*	*14.0%*	*16.7%*	*14.8%*	*14.5%*	*15.2%*
%H		*95.1%*	*87.6%*	*42.8%*	*16.3%*	*56.5%*	*26.5%*	*30.4%*
E	130	122	108	34	18	74	18	57
%V	*7.1%*	*6.9%*	*6.5%*	*3.9%*	*6.5%*	*6.8%*	*3.5%*	*10.1%*
%H		*93.8%*	*83.1%*	*26.2%*	*13.8%*	*56.9%*	*13.8%*	*43.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1832	1774	1672	865	275	1082	518	565
%H		*96.8%*	*91.3%*	*47.2%*	*15.0%*	*59.1%*	*28.3%*	*30.8%*
Working full time	1114	1082	1040	572	192	641	340	300
%V	*60.8%*	*61.0%*	*62.2%*	*66.1%*	*69.8%*	*59.2%*	*65.6%*	*53.1%*
%H		*97.1%*	*93.4%*	*51.3%*	*17.2%*	*57.5%*	*30.5%*	*26.9%*
Working part time	71	69	61	38	13	41	27	13
%V	*3.9%*	*3.9%*	*3.6%*	*4.4%*	*4.7%*	*3.8%*	*5.2%*	*2.3%*
%H		*97.2%*	*85.9%*	*53.5%*	*18.3%*	*57.7%*	*38.0%*	*18.3%*
Not working	646	622	571	254	71	401	150	251
%V	*35.3%*	*35.1%*	*34.2%*	*29.4%*	*25.8%*	*37.1%*	*29.0%*	*44.4%*
%H		*96.3%*	*88.4%*	*39.3%*	*11.0%*	*62.1%*	*23.2%*	*38.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Individual level data

Table 9.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1902	1860	1741	854	284	1138	501	637
%H		*97.8%*	*91.5%*	*44.9%*	*14.9%*	*59.8%*	*26.3%*	*33.5%*
16 - 19	106	101	97	51	18	67	38	29
%V	*5.6%*	*5.4%*	*5.6%*	*6.0%*	*6.3%*	*5.9%*	*7.6%*	*4.6%*
%H		*95.3%*	*91.5%*	*48.1%*	*17.0%*	*63.2%*	*35.8%*	*27.4%*
20 - 24	139	135	125	63	24	75	34	40
%V	*7.3%*	*7.3%*	*7.2%*	*7.4%*	*8.5%*	*6.6%*	*6.8%*	*6.3%*
%H		*97.1%*	*89.9%*	*45.3%*	*17.3%*	*54.0%*	*24.5%*	*28.8%*
25 - 34	292	272	259	132	57	137	62	75
%V	*15.4%*	*14.6%*	*14.9%*	*15.5%*	*20.1%*	*12.0%*	*12.4%*	*11.8%*
%H		*93.2%*	*88.7%*	*45.2%*	*19.5%*	*46.9%*	*21.2%*	*25.7%*
35 - 44	329	325	312	185	52	192	108	83
%V	*17.3%*	*17.5%*	*17.9%*	*21.7%*	*18.3%*	*16.9%*	*21.6%*	*13.0%*
%H		*98.8%*	*94.8%*	*56.2%*	*15.8%*	*58.4%*	*32.8%*	*25.2%*
45 - 54	319	315	307	165	54	195	100	95
%V	*16.8%*	*16.9%*	*17.6%*	*19.3%*	*19.0%*	*17.1%*	*20.0%*	*14.9%*
%H		*98.7%*	*96.2%*	*51.7%*	*16.9%*	*61.1%*	*31.3%*	*29.8%*
55 - 64	297	296	285	133	45	194	80	114
%V	*15.6%*	*15.9%*	*16.4%*	*15.6%*	*15.8%*	*17.0%*	*16.0%*	*17.9%*
%H		*99.7%*	*96.0%*	*44.8%*	*15.2%*	*65.3%*	*26.9%*	*38.4%*
65+	420	418	356	125	34	280	79	200
%V	*22.1%*	*22.5%*	*20.4%*	*14.6%*	*12.0%*	*24.6%*	*15.8%*	*31.4%*
%H		*99.5%*	*84.8%*	*29.8%*	*8.1%*	*66.7%*	*18.8%*	*47.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Individual level data

Table 9.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1902	1860	1741	854	284	1138	501	637
%H		*97.8%*	*91.5%*	*44.9%*	*14.9%*	*59.8%*	*26.3%*	*33.5%*
AB	471	467	449	224	81	277	122	155
%V	*24.8%*	*25.1%*	*25.8%*	*26.2%*	*28.5%*	*24.3%*	*24.4%*	*24.3%*
%H		*99.2%*	*95.3%*	*47.6%*	*17.2%*	*58.8%*	*25.9%*	*32.9%*
C1	547	526	489	254	74	329	158	172
%V	*28.8%*	*28.3%*	*28.1%*	*29.7%*	*26.1%*	*28.9%*	*31.5%*	*27.0%*
%H		*96.2%*	*89.4%*	*46.4%*	*13.5%*	*60.1%*	*28.9%*	*31.4%*
C2	389	384	370	208	54	240	124	116
%V	*20.5%*	*20.6%*	*21.3%*	*24.4%*	*19.0%*	*21.1%*	*24.8%*	*18.2%*
%H		*98.7%*	*95.1%*	*53.5%*	*13.9%*	*61.7%*	*31.9%*	*29.8%*
D	294	284	265	120	49	170	71	98
%V	*15.5%*	*15.3%*	*15.2%*	*14.1%*	*17.3%*	*14.9%*	*14.2%*	*15.4%*
%H		*96.6%*	*90.1%*	*40.8%*	*16.7%*	*57.8%*	*24.1%*	*33.3%*
E	202	200	168	48	27	122	25	96
%V	*10.6%*	*10.8%*	*9.6%*	*5.6%*	*9.5%*	*10.7%*	*5.0%*	*15.1%*
%H		*99.0%*	*83.2%*	*23.8%*	*13.4%*	*60.4%*	*12.4%*	*47.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV East of England

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1902	1860	1741	854	284	1138	501	637
%H		*97.8%*	*91.5%*	*44.9%*	*14.9%*	*59.8%*	*26.3%*	*33.5%*
Working full time	611	598	571	309	119	335	177	159
%V	*32.1%*	*32.2%*	*32.8%*	*36.2%*	*41.9%*	*29.4%*	*35.3%*	*25.0%*
%H		*97.9%*	*93.5%*	*50.6%*	*19.5%*	*54.8%*	*29.0%*	*26.0%*
Working part time	376	370	363	196	60	232	119	113
%V	*19.8%*	*19.9%*	*20.9%*	*23.0%*	*21.1%*	*20.4%*	*23.8%*	*17.7%*
%H		*98.4%*	*96.5%*	*52.1%*	*16.0%*	*61.7%*	*31.6%*	*30.1%*
Not working	916	892	807	350	105	571	205	365
%V	*48.2%*	*48.0%*	*46.4%*	*41.0%*	*37.0%*	*50.2%*	*40.9%*	*57.3%*
%H		*97.4%*	*88.1%*	*38.2%*	*11.5%*	*62.3%*	*22.4%*	*39.8%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	821	794	792	324	68	659	253	406
%H (All HH)		*96.7%*	*96.5%*	*39.5%*	*8.3%*	*80.3%*	*30.8%*	*49.5%*
%H (TV HH)			*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
AB	188	184	183	82	16	148	62	86
%V	*22.9%*	*23.2%*	*23.1%*	*25.3%*	*23.5%*	*22.5%*	*24.5%*	*21.2%*
%H (All HH)		*97.9%*	*97.3%*	*43.6%*	*8.5%*	*78.7%*	*33.0%*	*45.7%*
%H (TV HH)			*99.5%*	*44.6%*	*8.7%*	*80.4%*	*33.7%*	*46.7%*
C1	259	250	250	105	25	204	82	122
%V	*31.5%*	*31.5%*	*31.6%*	*32.4%*	*36.8%*	*31.0%*	*32.4%*	*30.0%*
%H (All HH)		*96.5%*	*96.5%*	*40.5%*	*9.7%*	*78.8%*	*31.7%*	*47.1%*
%H (TV HH)			*100.0%*	*42.0%*	*10.0%*	*81.6%*	*32.8%*	*48.8%*
C2	183	181	181	78	15	155	65	90
%V	*22.3%*	*22.8%*	*22.9%*	*24.1%*	*22.1%*	*23.5%*	*25.7%*	*22.2%*
%H (All HH)		*98.9%*	*98.9%*	*42.6%*	*8.2%*	*84.7%*	*35.5%*	*49.2%*
%H (TV HH)			*100.0%*	*43.1%*	*8.3%*	*85.6%*	*35.9%*	*49.7%*
D	110	104	104	40	9	86	31	55
%V	*13.4%*	*13.1%*	*13.1%*	*12.3%*	*13.2%*	*13.1%*	*12.3%*	*13.5%*
%H (All HH)		*94.5%*	*94.5%*	*36.4%*	*8.2%*	*78.2%*	*28.2%*	*50.0%*
%H (TV HH)			*100.0%*	*38.5%*	*8.7%*	*82.7%*	*29.8%*	*52.9%*
E	81	75	75	20	4	66	14	52
%V	*9.9%*	*9.4%*	*9.5%*	*6.2%*	*5.9%*	*10.0%*	*5.5%*	*12.8%*
%H (All HH)		*92.6%*	*92.6%*	*24.7%*	*4.9%*	*81.5%*	*17.3%*	*64.2%*
%H (TV HH)			*100.0%*	*26.7%*	*5.3%*	*88.0%*	*18.7%*	*69.3%*

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
April 2010 - March 2011

ITV South West

Household level data

Table 10.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	821	794	792	324	68	659	253	406
%H (All HH)		*96.7%*	*96.5%*	*39.5%*	*8.3%*	*80.3%*	*30.8%*	*49.5%*
%H (TV HH)			*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
Under 25	41	38	38	13	4	29	9	20
%V	*5.0%*	*4.8%*	*4.8%*	*4.0%*	*5.9%*	*4.4%*	*3.6%*	*4.9%*
%H (All HH)		*92.7%*	*92.7%*	*31.7%*	*9.8%*	*70.7%*	*22.0%*	*48.8%*
%H (TV HH)			*100.0%*	*34.2%*	*10.5%*	*76.3%*	*23.7%*	*52.6%*
25 - 34	95	90	90	44	11	67	32	35
%V	*11.6%*	*11.3%*	*11.4%*	*13.6%*	*16.2%*	*10.2%*	*12.6%*	*8.6%*
%H (All HH)		*94.7%*	*94.7%*	*46.3%*	*11.6%*	*70.5%*	*33.7%*	*36.8%*
%H (TV HH)			*100.0%*	*48.9%*	*12.2%*	*74.4%*	*35.6%*	*38.9%*
35 - 44	122	119	119	65	10	95	50	45
%V	*14.9%*	*15.0%*	*15.0%*	*20.1%*	*14.7%*	*14.4%*	*19.8%*	*11.1%*
%H (All HH)		*97.5%*	*97.5%*	*53.3%*	*8.2%*	*77.9%*	*41.0%*	*36.9%*
%H (TV HH)			*100.0%*	*54.6%*	*8.4%*	*79.8%*	*42.0%*	*37.8%*
45 - 54	149	143	143	62	20	123	61	62
%V	*18.1%*	*18.0%*	*18.1%*	*19.1%*	*29.4%*	*18.7%*	*24.1%*	*15.3%*
%H (All HH)		*96.0%*	*96.0%*	*41.6%*	*13.4%*	*82.6%*	*40.9%*	*41.6%*
%H (TV HH)			*100.0%*	*43.4%*	*14.0%*	*86.0%*	*42.7%*	*43.4%*
55 - 64	162	157	157	66	12	129	49	80
%V	*19.7%*	*19.8%*	*19.8%*	*20.4%*	*17.6%*	*19.6%*	*19.4%*	*19.7%*
%H (All HH)		*96.9%*	*96.9%*	*40.7%*	*7.4%*	*79.6%*	*30.2%*	*49.4%*
%H (TV HH)			*100.0%*	*42.0%*	*7.6%*	*82.2%*	*31.2%*	*51.0%*
65 +	251	246	246	74	10	216	53	162
%V	*30.6%*	*31.0%*	*31.1%*	*22.8%*	*14.7%*	*32.8%*	*20.9%*	*39.9%*
%H (All HH)		*98.0%*	*98.0%*	*29.5%*	*4.0%*	*86.1%*	*21.1%*	*64.5%*
%H (TV HH)			*100.0%*	*30.1%*	*4.1%*	*87.8%*	*21.5%*	*65.9%*

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Household level data

Table 10.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	821	794	792	324	68	659	253	406
%H (All HH)		*96.7%*	*96.5%*	*39.5%*	*8.3%*	*80.3%*	*30.8%*	*49.5%*
%H (TV HH)			*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
1	275	258	257	69	14	221	44	176
%V	*33.5%*	*32.5%*	*32.4%*	*21.3%*	*20.6%*	*33.5%*	*17.4%*	*43.3%*
%H (All HH)		*93.8%*	*93.5%*	*25.1%*	*5.1%*	*80.4%*	*16.0%*	*64.0%*
%H (TV HH)			*99.6%*	*26.7%*	*5.4%*	*85.7%*	*17.1%*	*68.2%*
2	296	291	290	127	21	237	96	142
%V	*36.1%*	*36.6%*	*36.6%*	*39.2%*	*30.9%*	*36.0%*	*37.9%*	*35.0%*
%H (All HH)		*98.3%*	*98.0%*	*42.9%*	*7.1%*	*80.1%*	*32.4%*	*48.0%*
%H (TV HH)			*99.7%*	*43.6%*	*7.2%*	*81.4%*	*33.0%*	*48.8%*
3	119	117	117	66	14	96	57	40
%V	*14.5%*	*14.7%*	*14.8%*	*20.4%*	*20.6%*	*14.6%*	*22.5%*	*9.9%*
%H (All HH)		*98.3%*	*98.3%*	*55.5%*	*11.8%*	*80.7%*	*47.9%*	*33.6%*
%H (TV HH)			*100.0%*	*56.4%*	*12.0%*	*82.1%*	*48.7%*	*34.2%*
4	92	91	91	44	12	74	40	34
%V	*11.2%*	*11.5%*	*11.5%*	*13.6%*	*17.6%*	*11.2%*	*15.8%*	*8.4%*
%H (All HH)		*98.9%*	*98.9%*	*47.8%*	*13.0%*	*80.4%*	*43.5%*	*37.0%*
%H (TV HH)			*100.0%*	*48.4%*	*13.2%*	*81.3%*	*44.0%*	*37.4%*
5+	40	38	38	19	6	30	17	13
%V	*4.9%*	*4.8%*	*4.8%*	*5.9%*	*8.8%*	*4.6%*	*6.7%*	*3.2%*
%H (All HH)		*95.0%*	*95.0%*	*47.5%*	*15.0%*	*75.0%*	*42.5%*	*32.5%*
%H (TV HH)			*100.0%*	*50.0%*	*15.8%*	*78.9%*	*44.7%*	*34.2%*
Average HH size	2.20	2.21	2.21	2.46	2.68	2.19	2.59	1.94

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
April 2010 - March 2011

ITV South West

Household level data

Table 10.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	821	794	792	324	68	659	253	406
%H (All HH)		*96.7%*	*96.5%*	*39.5%*	*8.3%*	*80.3%*	*30.8%*	*49.5%*
%H (TV HH)			*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
Without	643	621	619	234	47	523	182	341
%V	*78.3%*	*78.2%*	*78.2%*	*72.2%*	*69.1%*	*79.4%*	*71.9%*	*84.0%*
%H (All HH)		*96.6%*	*96.3%*	*36.4%*	*7.3%*	*81.3%*	*28.3%*	*53.0%*
%H (TV HH)			*99.7%*	*37.7%*	*7.6%*	*84.2%*	*29.3%*	*54.9%*
With	178	174	174	90	21	136	71	64
%V	*21.7%*	*21.9%*	*22.0%*	*27.8%*	*30.9%*	*20.6%*	*28.1%*	*15.8%*
%H (All HH)		*97.8%*	*97.8%*	*50.6%*	*11.8%*	*76.4%*	*39.9%*	*36.0%*
%H (TV HH)			*100.0%*	*51.7%*	*12.1%*	*78.2%*	*40.8%*	*36.8%*
0 - 3	61	59	59	29	7	41	18	23
%V	*7.4%*	*7.4%*	*7.4%*	*9.0%*	*10.3%*	*6.2%*	*7.1%*	*5.7%*
%H (All HH)		*96.7%*	*96.7%*	*47.5%*	*11.5%*	*67.2%*	*29.5%*	*37.7%*
%H (TV HH)			*100.0%*	*49.2%*	*11.9%*	*69.5%*	*30.5%*	*39.0%*
4 - 9	85	82	82	45	8	61	32	29
%V	*10.4%*	*10.3%*	*10.4%*	*13.9%*	*11.8%*	*9.3%*	*12.6%*	*7.1%*
%H (All HH)		*96.5%*	*96.5%*	*52.9%*	*9.4%*	*71.8%*	*37.6%*	*34.1%*
%H (TV HH)			*100.0%*	*54.9%*	*9.8%*	*74.4%*	*39.0%*	*35.4%*
10 - 15	89	87	87	46	12	74	45	29
%V	*10.8%*	*11.0%*	*11.0%*	*14.2%*	*17.6%*	*11.2%*	*17.8%*	*7.1%*
%H (All HH)		*97.8%*	*97.8%*	*51.7%*	*13.5%*	*83.1%*	*50.6%*	*32.6%*
%H (TV HH)			*100.0%*	*52.9%*	*13.8%*	*85.1%*	*51.7%*	*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
April 2010 - March 2011

ITV South West

Household level data

Table 10.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	821	794	792	324	68	659	253	406
%H (All HH)		*96.7%*	*96.5%*	*39.5%*	*8.3%*	*80.3%*	*30.8%*	*49.5%*
%H (TV HH)			*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
1	328	328	327	105	22	241	40	201
%V	*40.0%*	*41.3%*	*41.3%*	*32.4%*	*32.4%*	*36.6%*	*15.8%*	*49.5%*
%H (All HH)		*100.0%*	*99.7%*	*32.0%*	*6.7%*	*73.5%*	*12.2%*	*61.3%*
%H (TV HH)			*99.7%*	*32.0%*	*6.7%*	*73.5%*	*12.2%*	*61.3%*
2	261	261	261	106	19	229	93	136
%V	*31.8%*	*32.9%*	*33.0%*	*32.7%*	*27.9%*	*34.7%*	*36.8%*	*33.5%*
%H (All HH)		*100.0%*	*100.0%*	*40.6%*	*7.3%*	*87.7%*	*35.6%*	*52.1%*
%H (TV HH)			*100.0%*	*40.6%*	*7.3%*	*87.7%*	*35.6%*	*52.1%*
3	126	126	125	66	16	114	67	46
%V	*15.3%*	*15.9%*	*15.8%*	*20.4%*	*23.5%*	*17.3%*	*26.5%*	*11.3%*
%H (All HH)		*100.0%*	*99.2%*	*52.4%*	*12.7%*	*90.5%*	*53.2%*	*36.5%*
%H (TV HH)			*99.2%*	*52.4%*	*12.7%*	*90.5%*	*53.2%*	*36.5%*
4	54	54	54	33	8	51	37	14
%V	*6.6%*	*6.8%*	*6.8%*	*10.2%*	*11.8%*	*7.7%*	*14.6%*	*3.4%*
%H (All HH)		*100.0%*	*100.0%*	*61.1%*	*14.8%*	*94.4%*	*68.5%*	*25.9%*
%H (TV HH)			*100.0%*	*61.1%*	*14.8%*	*94.4%*	*68.5%*	*25.9%*
5+	26	26	26	14	3	25	16	9
%V	*3.2%*	*3.3%*	*3.3%*	*4.3%*	*4.4%*	*3.8%*	*6.3%*	*2.2%*
%H (All HH)		*100.0%*	*100.0%*	*53.8%*	*11.5%*	*96.2%*	*61.5%*	*34.6%*
%H (TV HH)			*100.0%*	*53.8%*	*11.5%*	*96.2%*	*61.5%*	*34.6%*

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Household level data

Table 10.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	821	794	792	324	68	659	253	406
%H (All HH)		*96.7%*	*96.5%*	*39.5%*	*8.3%*	*80.3%*	*30.8%*	*49.5%*
%H (TV HH)			*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
Under 20"	358	358	358	146	35	327	147	179
%V	*43.6%*	*45.1%*	*45.2%*	*45.1%*	*51.5%*	*49.6%*	*58.1%*	*44.1%*
%H (All HH)		*100.0%*	*100.0%*	*40.8%*	*9.8%*	*91.3%*	*41.1%*	*50.0%*
%H (TV HH)			*100.0%*	*40.8%*	*9.8%*	*91.3%*	*41.1%*	*50.0%*
20" - 29"	416	416	415	161	32	360	135	226
%V	*50.7%*	*52.4%*	*52.4%*	*49.7%*	*47.1%*	*54.6%*	*53.4%*	*55.7%*
%H (All HH)		*100.0%*	*99.8%*	*38.7%*	*7.7%*	*86.5%*	*32.5%*	*54.3%*
%H (TV HH)			*99.8%*	*38.7%*	*7.7%*	*86.5%*	*32.5%*	*54.3%*
30" - 39"	371	371	371	171	36	307	139	167
%V	*45.2%*	*46.7%*	*46.8%*	*52.8%*	*52.9%*	*46.6%*	*54.9%*	*41.1%*
%H (All HH)		*100.0%*	*100.0%*	*46.1%*	*9.7%*	*82.7%*	*37.5%*	*45.0%*
%H (TV HH)			*100.0%*	*46.1%*	*9.7%*	*82.7%*	*37.5%*	*45.0%*
40" and over	150	150	150	96	20	118	82	36
%V	*18.3%*	*18.9%*	*18.9%*	*29.6%*	*29.4%*	*17.9%*	*32.4%*	*8.9%*
%H (All HH)		*100.0%*	*100.0%*	*64.0%*	*13.3%*	*78.7%*	*54.7%*	*24.0%*
%H (TV HH)			*100.0%*	*64.0%*	*13.3%*	*78.7%*	*54.7%*	*24.0%*

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
April 2010 - March 2011

ITV South West

Household level data

Table 10.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	821	794	792	324	68	659	253	406
%H (All HH)		*96.7%*	*96.5%*	*39.5%*	*8.3%*	*80.3%*	*30.8%*	*49.5%*
%H (TV HH)			*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
Main living room	788	788	786	323	68	654	253	401
%V	*96.0%*	*99.2%*	*99.2%*	*99.7%*	*100.0%*	*99.2%*	*100.0%*	*98.8%*
%H (All HH)		*100.0%*	*99.7%*	*41.0%*	*8.6%*	*83.0%*	*32.1%*	*50.9%*
%H (TV HH)			*99.7%*	*41.0%*	*8.6%*	*83.0%*	*32.1%*	*50.9%*
Kitchen	106	106	106	51	7	97	49	49
%V	*12.9%*	*13.4%*	*13.4%*	*15.7%*	*10.3%*	*14.7%*	*19.4%*	*12.1%*
%H (All HH)		*100.0%*	*100.0%*	*48.1%*	*6.6%*	*91.5%*	*46.2%*	*46.2%*
%H (TV HH)			*100.0%*	*48.1%*	*6.6%*	*91.5%*	*46.2%*	*46.2%*
Adult's bedroom	344	344	344	169	38	308	167	142
%V	*41.9%*	*43.3%*	*43.4%*	*52.2%*	*55.9%*	*46.7%*	*66.0%*	*35.0%*
%H (All HH)		*100.0%*	*100.0%*	*49.1%*	*11.0%*	*89.5%*	*48.5%*	*41.3%*
%H (TV HH)			*100.0%*	*49.1%*	*11.0%*	*89.5%*	*48.5%*	*41.3%*
Child's bedroom	72	72	72	40	10	67	43	23
%V	*8.8%*	*9.1%*	*9.1%*	*12.3%*	*14.7%*	*10.2%*	*17.0%*	*5.7%*
%H (All HH)		*100.0%*	*100.0%*	*55.6%*	*13.9%*	*93.1%*	*59.7%*	*31.9%*
%H (TV HH)			*100.0%*	*55.6%*	*13.9%*	*93.1%*	*59.7%*	*31.9%*
Other bedroom	37	37	36	18	4	33	19	14
%V	*4.5%*	*4.7%*	*4.5%*	*5.6%*	*5.9%*	*5.0%*	*7.5%*	*3.4%*
%H (All HH)		*100.0%*	*97.3%*	*48.6%*	*10.8%*	*89.2%*	*51.4%*	*37.8%*
%H (TV HH)			*97.3%*	*48.6%*	*10.8%*	*89.2%*	*51.4%*	*37.8%*
Second living/dining room	82	82	82	40	4	76	38	38
%V	*10.0%*	*10.3%*	*10.4%*	*12.3%*	*5.9%*	*11.5%*	*15.0%*	*9.4%*
%H (All HH)		*100.0%*	*100.0%*	*48.8%*	*4.9%*	*92.7%*	*46.3%*	*46.3%*
%H (TV HH)			*100.0%*	*48.8%*	*4.9%*	*92.7%*	*46.3%*	*46.3%*
Study/office	16	16	16	10	2	15	10	4
%V	*1.9%*	*2.0%*	*2.0%*	*3.1%*	*2.9%*	*2.3%*	*4.0%*	*1.0%*
%H (All HH)		*100.0%*	*100.0%*	*62.5%*	*12.5%*	*93.8%*	*62.5%*	*25.0%*
%H (TV HH)			*100.0%*	*62.5%*	*12.5%*	*93.8%*	*62.5%*	*25.0%*
TV room	3	3	3	1	0	3	1	2
%V	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.0%*	*0.5%*	*0.4%*	*0.5%*
%H (All HH)		*100.0%*	*100.0%*	*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*
%H (TV HH)			*100.0%*	*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*
No specific location	3	3	3	1	0	3	1	2
%V	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.0%*	*0.5%*	*0.4%*	*0.5%*
%H (All HH)		*100.0%*	*100.0%*	*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*
%H (TV HH)			*100.0%*	*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*
Other	8	8	8	3	1	8	4	4
%V	*1.0%*	*1.0%*	*1.0%*	*0.9%*	*1.5%*	*1.2%*	*1.6%*	*1.0%*
%H (All HH)		*100.0%*	*100.0%*	*37.5%*	*12.5%*	*100.0%*	*50.0%*	*50.0%*
%H (TV HH)			*100.0%*	*37.5%*	*12.5%*	*100.0%*	*50.0%*	*50.0%*

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Household level data

Table 10.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	821	794	792	324	68	659	253	406
%H (All HH)		*96.7%*	*96.5%*	*39.5%*	*8.3%*	*80.3%*	*30.8%*	*49.5%*
%H (TV HH)			*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
PVR	384	384	384	230	33	300	175	125
%V	*46.8%*	*48.4%*	*48.5%*	*71.0%*	*48.5%*	*45.5%*	*69.2%*	*30.8%*
%H (All HH)		*100.0%*	*100.0%*	*59.9%*	*8.6%*	*78.1%*	*45.6%*	*32.6%*
%H (TV HH)			*100.0%*	*59.9%*	*8.6%*	*78.1%*	*45.6%*	*32.6%*
DVDR	108	108	108	43	14	89	36	53
%V	*13.2%*	*13.6%*	*13.6%*	*13.3%*	*20.6%*	*13.5%*	*14.2%*	*13.1%*
%H (All HH)		*100.0%*	*100.0%*	*39.8%*	*13.0%*	*82.4%*	*33.3%*	*49.1%*
%H (TV HH)			*100.0%*	*39.8%*	*13.0%*	*82.4%*	*33.3%*	*49.1%*
VCR	131	131	130	58	15	110	51	59
%V	*16.0%*	*16.5%*	*16.4%*	*17.9%*	*22.1%*	*16.7%*	*20.2%*	*14.5%*
%H (All HH)		*100.0%*	*99.2%*	*44.3%*	*11.5%*	*84.0%*	*38.9%*	*45.0%*
%H (TV HH)			*99.2%*	*44.3%*	*11.5%*	*84.0%*	*38.9%*	*45.0%*
Any recorder	482	482	482	259	42	383	198	185
%V	*58.7%*	*60.7%*	*60.9%*	*79.9%*	*61.8%*	*58.1%*	*78.3%*	*45.6%*
%H (All HH)		*100.0%*	*100.0%*	*53.7%*	*8.7%*	*79.5%*	*41.1%*	*38.4%*
%H (TV HH)			*100.0%*	*53.7%*	*8.7%*	*79.5%*	*41.1%*	*38.4%*

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Household level data

Table 10.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	821	794	792	324	68	659	253	406
%H (All HH)		*96.7%*	*96.5%*	*39.5%*	*8.3%*	*80.3%*	*30.8%*	*49.5%*
%H (TV HH)			*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
Receives HDTV (via STB or built-in reception)	162	162	162	100	34	125	93	32
%V	*19.7%*	*20.4%*	*20.5%*	*30.9%*	*50.0%*	*19.0%*	*36.8%*	*7.9%*
%H (All HH)		*100.0%*	*100.0%*	*61.7%*	*21.0%*	*77.2%*	*57.4%*	*19.8%*
%H (TV HH)			*100.0%*	*61.7%*	*21.0%*	*77.2%*	*57.4%*	*19.8%*
DVD/Blu-ray player or recorder	648	648	646	283	61	534	227	307
%V	*78.9%*	*81.6%*	*81.6%*	*87.3%*	*89.7%*	*81.0%*	*89.7%*	*75.6%*
%H (All HH)		*100.0%*	*99.7%*	*43.7%*	*9.4%*	*82.4%*	*35.0%*	*47.4%*
%H (TV HH)			*99.7%*	*43.7%*	*9.4%*	*82.4%*	*35.0%*	*47.4%*

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Household level data

Table 10.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	821	794	792	324	68	659	253	406
%H (All HH)		*96.7%*	*96.5%*	*39.5%*	*8.3%*	*80.3%*	*30.8%*	*49.5%*
%H (TV HH)			*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
Has PC or Laptop	619	604	603	284	62	487	225	262
%V	*75.4%*	*76.1%*	*76.1%*	*87.7%*	*91.2%*	*73.9%*	*88.9%*	*64.5%*
%H (All HH)		*97.6%*	*97.4%*	*45.9%*	*10.0%*	*78.7%*	*36.3%*	*42.3%*
%H (TV HH)			*99.8%*	*47.0%*	*10.3%*	*80.6%*	*37.3%*	*43.4%*
Has broadband internet	567	554	553	268	61	443	215	228
%V	*69.1%*	*69.8%*	*69.8%*	*82.7%*	*89.7%*	*67.2%*	*85.0%*	*56.2%*
%H (All HH)		*97.7%*	*97.5%*	*47.3%*	*10.8%*	*78.1%*	*37.9%*	*40.2%*
%H (TV HH)			*99.8%*	*48.4%*	*11.0%*	*80.0%*	*38.8%*	*41.2%*

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1580	1577	724	155	1376	663	714
%H		*99.8%*	*45.8%*	*9.8%*	*87.1%*	*42.0%*	*45.2%*
Under 20"	495	495	216	53	456	226	230
%V	*31.3%*	*31.4%*	*29.8%*	*34.2%*	*33.1%*	*34.1%*	*32.2%*
%H		*100.0%*	*43.6%*	*10.7%*	*92.1%*	*45.7%*	*46.5%*
20" - 29"	502	501	204	40	441	179	262
%V	*31.8%*	*31.8%*	*28.2%*	*25.8%*	*32.0%*	*27.0%*	*36.7%*
%H		*99.8%*	*40.6%*	*8.0%*	*87.8%*	*35.7%*	*52.2%*
30" - 39"	414	414	195	40	347	164	183
%V	*26.2%*	*26.3%*	*26.9%*	*25.8%*	*25.2%*	*24.7%*	*25.6%*
%H		*100.0%*	*47.1%*	*9.7%*	*83.8%*	*39.6%*	*44.2%*
40" and over	165	164	107	22	130	92	39
%V	*10.4%*	*10.4%*	*14.8%*	*14.2%*	*9.4%*	*13.9%*	*5.5%*
%H		*99.4%*	*64.8%*	*13.3%*	*78.8%*	*55.8%*	*23.6%*
Don't know	5	4	2	1	2	2	1
%V	*0.3%*	*0.3%*	*0.3%*	*0.6%*	*0.1%*	*0.3%*	*0.1%*
%H		*80.0%*	*40.0%*	*20.0%*	*40.0%*	*40.0%*	*20.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1580	1577	724	155	1376	663	714
%H		*99.8%*	*45.8%*	*9.8%*	*87.1%*	*42.0%*	*45.2%*
Main living room	796	794	326	69	660	256	404
%V	*50.4%*	*50.3%*	*45.0%*	*44.5%*	*48.0%*	*38.6%*	*56.6%*
%H		*99.7%*	*41.0%*	*8.7%*	*82.9%*	*32.2%*	*50.8%*
Kitchen	106	106	51	7	97	49	49
%V	*6.7%*	*6.7%*	*7.0%*	*4.5%*	*7.0%*	*7.4%*	*6.9%*
%H		*100.0%*	*48.1%*	*6.6%*	*91.5%*	*46.2%*	*46.2%*
Adult's bedroom	431	430	219	54	390	225	164
%V	*27.3%*	*27.3%*	*30.2%*	*34.8%*	*28.3%*	*33.9%*	*23.0%*
%H		*99.8%*	*50.8%*	*12.5%*	*90.5%*	*52.2%*	*38.1%*
Child's bedroom	93	93	51	12	86	55	30
%V	*5.9%*	*5.9%*	*7.0%*	*7.7%*	*6.3%*	*8.3%*	*4.2%*
%H		*100.0%*	*54.8%*	*12.9%*	*92.5%*	*59.1%*	*32.3%*
Other bedroom	42	42	22	5	39	23	16
%V	*2.7%*	*2.7%*	*3.0%*	*3.2%*	*2.8%*	*3.5%*	*2.2%*
%H		*100.0%*	*52.4%*	*11.9%*	*92.9%*	*54.8%*	*38.1%*
Second living/dining room	82	82	40	4	76	38	38
%V	*5.2%*	*5.2%*	*5.5%*	*2.6%*	*5.5%*	*5.7%*	*5.3%*
%H		*100.0%*	*48.8%*	*4.9%*	*92.7%*	*46.3%*	*46.3%*
Study/office	16	16	10	2	15	10	4
%V	*1.0%*	*1.0%*	*1.4%*	*1.3%*	*1.1%*	*1.5%*	*0.6%*
%H		*100.0%*	*62.5%*	*12.5%*	*93.8%*	*62.5%*	*25.0%*
TV room	3	3	1	0	3	1	2
%V	*0.2%*	*0.2%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*	*0.3%*
%H		*100.0%*	*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*
No specific location	3	3	1	0	3	1	2
%V	*0.2%*	*0.2%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*	*0.3%*
%H		*100.0%*	*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*
Other	9	9	3	1	8	4	4
%V	*0.6%*	*0.6%*	*0.4%*	*0.6%*	*0.6%*	*0.6%*	*0.6%*
%H		*100.0%*	*33.3%*	*11.1%*	*88.9%*	*44.4%*	*44.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Set level data

Table 10.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1580	1577	724	155	1376	663	714
%H		*99.8%*	*45.8%*	*9.8%*	*87.1%*	*42.0%*	*45.2%*
PVR	447	447	278	38	349	211	137
%V	*28.3%*	*28.3%*	*38.4%*	*24.5%*	*25.4%*	*31.8%*	*19.2%*
%H		*100.0%*	*62.2%*	*8.5%*	*78.1%*	*47.2%*	*30.6%*
DVDR	122	122	53	15	100	43	57
%V	*7.7%*	*7.7%*	*7.3%*	*9.7%*	*7.3%*	*6.5%*	*8.0%*
%H		*100.0%*	*43.4%*	*12.3%*	*82.0%*	*35.2%*	*46.7%*
VCR	147	147	66	18	125	59	66
%V	*9.3%*	*9.3%*	*9.1%*	*11.6%*	*9.1%*	*8.9%*	*9.2%*
%H		*100.0%*	*44.9%*	*12.2%*	*85.0%*	*40.1%*	*44.9%*
Any recorder	586	585	328	53	469	256	213
%V	*37.1%*	*37.1%*	*45.3%*	*34.2%*	*34.1%*	*38.6%*	*29.8%*
%H		*99.8%*	*56.0%*	*9.0%*	*80.0%*	*43.7%*	*36.3%*

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

Set level data

Table 10.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1580	1577	724	155	1376	663	714
%H		*99.8%*	*45.8%*	*9.8%*	*87.1%*	*42.0%*	*45.2%*
Receives HDTV (via STB or built-in reception)	189	189	117	39	147	109	38
%V	*12.0%*	*12.0%*	*16.2%*	*25.2%*	*10.7%*	*16.4%*	*5.3%*
%H		*100.0%*	*61.9%*	*20.6%*	*77.8%*	*57.7%*	*20.1%*
DVD/Blu-ray player or recorder	971	969	462	109	825	414	410
%V	*61.5%*	*61.4%*	*63.8%*	*70.3%*	*60.0%*	*62.4%*	*57.4%*
%H		*99.8%*	*47.6%*	*11.2%*	*85.0%*	*42.6%*	*42.2%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	794	792	324	68	659	253	406
%H		*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
Under 20"	59	59	10	2	53	5	48
%V	*7.4%*	*7.4%*	*3.1%*	*2.9%*	*8.0%*	*2.0%*	*11.8%*
%H		*100.0%*	*16.9%*	*3.4%*	*89.8%*	*8.5%*	*81.4%*
20" - 29"	269	268	79	15	229	54	175
%V	*33.9%*	*33.8%*	*24.4%*	*22.1%*	*34.7%*	*21.3%*	*43.1%*
%H		*99.6%*	*29.4%*	*5.6%*	*85.1%*	*20.1%*	*65.1%*
30" - 39"	324	324	145	31	266	117	149
%V	*40.8%*	*40.9%*	*44.8%*	*45.6%*	*40.4%*	*46.2%*	*36.7%*
%H		*100.0%*	*44.8%*	*9.6%*	*82.1%*	*36.1%*	*46.0%*
40" and over	140	139	89	20	110	77	33
%V	*17.6%*	*17.6%*	*27.5%*	*29.4%*	*16.7%*	*30.4%*	*8.1%*
%H		*99.3%*	*63.6%*	*14.3%*	*78.6%*	*55.0%*	*23.6%*
Don't know	2	2	2	0	2	1	0
%V	*0.3%*	*0.3%*	*0.6%*	*0.0%*	*0.3%*	*0.4%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Set level data

Table 10.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	794	792	324	68	659	253	406
%H		*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
PVR	369	369	224	32	287	169	118
%V	*46.5%*	*46.6%*	*69.1%*	*47.1%*	*43.6%*	*66.8%*	*29.1%*
%H		*100.0%*	*60.7%*	*8.7%*	*77.8%*	*45.8%*	*32.0%*
DVDR	98	98	39	12	80	32	48
%V	*12.3%*	*12.4%*	*12.0%*	*17.6%*	*12.1%*	*12.6%*	*11.8%*
%H		*100.0%*	*39.8%*	*12.2%*	*81.6%*	*32.7%*	*49.0%*
VCR	108	107	46	11	89	38	52
%V	*13.6%*	*13.5%*	*14.2%*	*16.2%*	*13.5%*	*15.0%*	*12.8%*
%H		*99.1%*	*42.6%*	*10.2%*	*82.4%*	*35.2%*	*48.1%*
Any recorder	461	461	252	40	364	190	174
%V	*58.1%*	*58.2%*	*77.8%*	*58.8%*	*55.2%*	*75.1%*	*42.9%*
%H		*100.0%*	*54.7%*	*8.7%*	*79.0%*	*41.2%*	*37.7%*

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

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	794	792	324	68	659	253	406
%H		*99.7%*	*40.8%*	*8.6%*	*83.0%*	*31.9%*	*51.1%*
Receives HDTV (via STB or built-in reception)	156	156	98	33	120	91	29
%V	*19.6%*	*19.7%*	*30.2%*	*48.5%*	*18.2%*	*36.0%*	*7.1%*
%H		*100.0%*	*62.8%*	*21.2%*	*76.9%*	*58.3%*	*18.6%*
DVD/Blu-ray player or recorder	615	614	267	60	505	213	292
%V	*77.5%*	*77.5%*	*82.4%*	*88.2%*	*76.6%*	*84.2%*	*71.9%*
%H		*99.8%*	*43.4%*	*9.8%*	*82.1%*	*34.6%*	*47.5%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	786	785	400	87	717	409	308
%H		*99.9%*	*50.9%*	*11.1%*	*91.2%*	*52.0%*	*39.2%*
Under 20"	435	435	206	51	404	221	182
%V	*55.3%*	*55.4%*	*51.5%*	*58.6%*	*56.3%*	*54.0%*	*59.1%*
%H		*100.0%*	*47.4%*	*11.7%*	*92.9%*	*50.8%*	*41.8%*
20" - 29"	233	233	125	25	212	125	87
%V	*29.6%*	*29.7%*	*31.3%*	*28.7%*	*29.6%*	*30.6%*	*28.2%*
%H		*100.0%*	*53.6%*	*10.7%*	*91.0%*	*53.6%*	*37.3%*
30" - 39"	90	90	50	9	80	47	33
%V	*11.5%*	*11.5%*	*12.5%*	*10.3%*	*11.2%*	*11.5%*	*10.7%*
%H		*100.0%*	*55.6%*	*10.0%*	*88.9%*	*52.2%*	*36.7%*
40" and over	25	25	18	2	20	15	5
%V	*3.2%*	*3.2%*	*4.5%*	*2.3%*	*2.8%*	*3.7%*	*1.6%*
%H		*100.0%*	*72.0%*	*8.0%*	*80.0%*	*60.0%*	*20.0%*
Don't know	2	2	1	1	1	0	0
%V	*0.3%*	*0.3%*	*0.3%*	*1.1%*	*0.1%*	*0.0%*	*0.0%*
%H		*100.0%*	*50.0%*	*50.0%*	*50.0%*	*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
April 2010 - March 2011

ITV South West

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	786	785	400	87	717	409	308
%H		*99.9%*	*50.9%*	*11.1%*	*91.2%*	*52.0%*	*39.2%*
PVR	78	78	54	6	62	42	20
%V	*9.9%*	*9.9%*	*13.5%*	*6.9%*	*8.6%*	*10.3%*	*6.5%*
%H		*100.0%*	*69.2%*	*7.7%*	*79.5%*	*53.8%*	*25.6%*
DVDR	24	24	14	3	20	11	9
%V	*3.1%*	*3.1%*	*3.5%*	*3.4%*	*2.8%*	*2.7%*	*2.9%*
%H		*100.0%*	*58.3%*	*12.5%*	*83.3%*	*45.8%*	*37.5%*
VCR	40	40	21	7	36	21	15
%V	*5.1%*	*5.1%*	*5.3%*	*8.0%*	*5.0%*	*5.1%*	*4.9%*
%H		*100.0%*	*52.5%*	*17.5%*	*90.0%*	*52.5%*	*37.5%*
Any recorder	124	124	77	13	105	66	39
%V	*15.8%*	*15.8%*	*19.3%*	*14.9%*	*14.6%*	*16.1%*	*12.7%*
%H		*100.0%*	*62.1%*	*10.5%*	*84.7%*	*53.2%*	*31.5%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	786	785	400	87	717	409	308
%H		*99.9%*	*50.9%*	*11.1%*	*91.2%*	*52.0%*	*39.2%*
Receives HDTV (via STB or built-in reception)	33	33	19	5	27	18	9
%V	*4.2%*	*4.2%*	*4.8%*	*5.7%*	*3.8%*	*4.4%*	*2.9%*
%H		*100.0%*	*57.6%*	*15.2%*	*81.8%*	*54.5%*	*27.3%*
DVD/Blu-ray player or recorder	356	355	195	50	319	202	118
%V	*45.3%*	*45.2%*	*48.8%*	*57.5%*	*44.5%*	*49.4%*	*38.3%*
%H		*99.7%*	*54.8%*	*14.0%*	*89.6%*	*56.7%*	*33.1%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Individual level data

Table 10.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	1804	1756	1753	796	181	1442	655	787
%H		*97.3%*	*97.2%*	*44.1%*	*10.0%*	*79.9%*	*36.3%*	*43.6%*
Total Children	299	289	289	149	34	223	117	106
%V	*16.6%*	*16.5%*	*16.5%*	*18.7%*	*18.8%*	*15.5%*	*17.9%*	*13.5%*
%H		*96.7%*	*96.7%*	*49.8%*	*11.4%*	*74.6%*	*39.1%*	*35.5%*
0 - 3	71	68	68	33	8	48	21	27
%V	*3.9%*	*3.9%*	*3.9%*	*4.1%*	*4.4%*	*3.3%*	*3.2%*	*3.4%*
%H		*95.8%*	*95.8%*	*46.5%*	*11.3%*	*67.6%*	*29.6%*	*38.0%*
4 - 15	228	221	221	117	26	175	96	79
%V	*12.6%*	*12.6%*	*12.6%*	*14.7%*	*14.4%*	*12.1%*	*14.7%*	*10.0%*
%H		*96.9%*	*96.9%*	*51.3%*	*11.4%*	*76.8%*	*42.1%*	*34.6%*
4 - 9	113	109	109	56	11	81	40	41
%V	*6.3%*	*6.2%*	*6.2%*	*7.0%*	*6.1%*	*5.6%*	*6.1%*	*5.2%*
%H		*96.5%*	*96.5%*	*49.6%*	*9.7%*	*71.7%*	*35.4%*	*36.3%*
10 - 15	115	112	112	61	15	94	56	38
%V	*6.4%*	*6.4%*	*6.4%*	*7.7%*	*8.3%*	*6.5%*	*8.5%*	*4.8%*
%H		*97.4%*	*97.4%*	*53.0%*	*13.0%*	*81.7%*	*48.7%*	*33.0%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Individual level data

Table 10.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	1804	1756	1753	796	181	1442	655	787
%H		*97.3%*	*97.2%*	*44.1%*	*10.0%*	*79.9%*	*36.3%*	*43.6%*
Total Adults (16+)	1505	1467	1465	647	147	1220	539	681
%V	*83.4%*	*83.5%*	*83.6%*	*81.3%*	*81.2%*	*84.6%*	*82.3%*	*86.5%*
%H		*97.5%*	*97.3%*	*43.0%*	*9.8%*	*81.1%*	*35.8%*	*45.2%*
16 - 19	91	90	90	44	13	81	46	35
%V	*5.0%*	*5.1%*	*5.1%*	*5.5%*	*7.2%*	*5.6%*	*7.0%*	*4.4%*
%H		*98.9%*	*98.9%*	*48.4%*	*14.3%*	*89.0%*	*50.5%*	*38.5%*
20 - 24	113	108	108	46	21	83	41	42
%V	*6.3%*	*6.2%*	*6.2%*	*5.8%*	*11.6%*	*5.8%*	*6.3%*	*5.3%*
%H		*95.6%*	*95.6%*	*40.7%*	*18.6%*	*73.5%*	*36.3%*	*37.2%*
25 - 34	187	180	179	88	24	133	65	69
%V	*10.4%*	*10.3%*	*10.2%*	*11.1%*	*13.3%*	*9.2%*	*9.9%*	*8.8%*
%H		*96.3%*	*95.7%*	*47.1%*	*12.8%*	*71.1%*	*34.8%*	*36.9%*
35 - 44	221	214	214	116	20	175	96	79
%V	*12.3%*	*12.2%*	*12.2%*	*14.6%*	*11.0%*	*12.1%*	*14.7%*	*10.0%*
%H		*96.8%*	*96.8%*	*52.5%*	*9.0%*	*79.2%*	*43.4%*	*35.7%*
45 - 54	253	246	246	114	33	210	108	102
%V	*14.0%*	*14.0%*	*14.0%*	*14.3%*	*18.2%*	*14.6%*	*16.5%*	*13.0%*
%H		*97.2%*	*97.2%*	*45.1%*	*13.0%*	*83.0%*	*42.7%*	*40.3%*
55 - 64	264	258	257	115	22	214	91	123
%V	*14.6%*	*14.7%*	*14.7%*	*14.4%*	*12.2%*	*14.8%*	*13.9%*	*15.6%*
%H		*97.7%*	*97.3%*	*43.6%*	*8.3%*	*81.1%*	*34.5%*	*46.6%*
65+	377	371	371	124	16	324	91	232
%V	*20.9%*	*21.1%*	*21.2%*	*15.6%*	*8.8%*	*22.5%*	*13.9%*	*29.5%*
%H		*98.4%*	*98.4%*	*32.9%*	*4.2%*	*85.9%*	*24.1%*	*61.5%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	1505	1467	1465	647	147	1220	539	681
%H		*97.5%*	*97.3%*	*43.0%*	*9.8%*	*81.1%*	*35.8%*	*45.2%*
AB	353	346	345	162	37	278	130	149
%V	*23.5%*	*23.6%*	*23.5%*	*25.0%*	*25.2%*	*22.8%*	*24.1%*	*21.9%*
%H		*98.0%*	*97.7%*	*45.9%*	*10.5%*	*78.8%*	*36.8%*	*42.2%*
C1	478	467	467	211	53	378	172	206
%V	*31.8%*	*31.8%*	*31.9%*	*32.6%*	*36.1%*	*31.0%*	*31.9%*	*30.2%*
%H		*97.7%*	*97.7%*	*44.1%*	*11.1%*	*79.1%*	*36.0%*	*43.1%*
C2	366	363	363	165	33	314	144	169
%V	*24.3%*	*24.7%*	*24.8%*	*25.5%*	*22.4%*	*25.7%*	*26.7%*	*24.8%*
%H		*99.2%*	*99.2%*	*45.1%*	*9.0%*	*85.8%*	*39.3%*	*46.2%*
D	205	196	195	82	20	166	73	93
%V	*13.6%*	*13.4%*	*13.3%*	*12.7%*	*13.6%*	*13.6%*	*13.5%*	*13.7%*
%H		*95.6%*	*95.1%*	*40.0%*	*9.8%*	*81.0%*	*35.6%*	*45.4%*
E	102	96	95	27	4	84	19	64
%V	*6.8%*	*6.5%*	*6.5%*	*4.2%*	*2.7%*	*6.9%*	*3.5%*	*9.4%*
%H		*94.1%*	*93.1%*	*26.5%*	*3.9%*	*82.4%*	*18.6%*	*62.7%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	1505	1467	1465	647	147	1220	539	681
%H		*97.5%*	*97.3%*	*43.0%*	*9.8%*	*81.1%*	*35.8%*	*45.2%*
Working full time	631	613	612	304	74	505	265	240
%V	*41.9%*	*41.8%*	*41.8%*	*47.0%*	*50.3%*	*41.4%*	*49.2%*	*35.2%*
%H		*97.1%*	*97.0%*	*48.2%*	*11.7%*	*80.0%*	*42.0%*	*38.0%*
Working part time	177	176	176	84	18	146	71	74
%V	*11.8%*	*12.0%*	*12.0%*	*13.0%*	*12.2%*	*12.0%*	*13.2%*	*10.9%*
%H		*99.4%*	*99.4%*	*47.5%*	*10.2%*	*82.5%*	*40.1%*	*41.8%*
Not working	696	678	677	259	55	569	202	367
%V	*46.2%*	*46.2%*	*46.2%*	*40.0%*	*37.4%*	*46.6%*	*37.5%*	*53.9%*
%H		*97.4%*	*97.3%*	*37.2%*	*7.9%*	*81.8%*	*29.0%*	*52.7%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Individual level data

Table 10.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	728	708	707	325	76	588	276	313
%H		*97.3%*	*97.1%*	*44.6%*	*10.4%*	*80.8%*	*37.9%*	*43.0%*
16 - 19	50	49	49	24	6	44	25	20
%V	*6.9%*	*6.9%*	*6.9%*	*7.4%*	*7.9%*	*7.5%*	*9.1%*	*6.4%*
%H		*98.0%*	*98.0%*	*48.0%*	*12.0%*	*88.0%*	*50.0%*	*40.0%*
20 - 24	60	56	56	25	12	45	26	19
%V	*8.2%*	*7.9%*	*7.9%*	*7.7%*	*15.8%*	*7.7%*	*9.4%*	*6.1%*
%H		*93.3%*	*93.3%*	*41.7%*	*20.0%*	*75.0%*	*43.3%*	*31.7%*
25 - 34	91	87	87	43	13	65	33	32
%V	*12.5%*	*12.3%*	*12.3%*	*13.2%*	*17.1%*	*11.1%*	*12.0%*	*10.2%*
%H		*95.6%*	*95.6%*	*47.3%*	*14.3%*	*71.4%*	*36.3%*	*35.2%*
35 - 44	106	103	102	54	9	83	44	38
%V	*14.6%*	*14.5%*	*14.4%*	*16.6%*	*11.8%*	*14.1%*	*15.9%*	*12.1%*
%H		*97.2%*	*96.2%*	*50.9%*	*8.5%*	*78.3%*	*41.5%*	*35.8%*
45 - 54	121	118	118	56	15	100	52	48
%V	*16.6%*	*16.7%*	*16.7%*	*17.2%*	*19.7%*	*17.0%*	*18.8%*	*15.3%*
%H		*97.5%*	*97.5%*	*46.3%*	*12.4%*	*82.6%*	*43.0%*	*39.7%*
55 - 64	128	125	125	58	12	105	48	57
%V	*17.6%*	*17.7%*	*17.7%*	*17.8%*	*15.8%*	*17.9%*	*17.4%*	*18.2%*
%H		*97.7%*	*97.7%*	*45.3%*	*9.4%*	*82.0%*	*37.5%*	*44.5%*
65+	172	168	168	63	8	146	48	98
%V	*23.6%*	*23.7%*	*23.8%*	*19.4%*	*10.5%*	*24.8%*	*17.4%*	*31.3%*
%H		*97.7%*	*97.7%*	*36.6%*	*4.7%*	*84.9%*	*27.9%*	*57.0%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Individual level data

Table 10.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	728	708	707	325	76	588	276	313
%H		*97.3%*	*97.1%*	*44.6%*	*10.4%*	*80.8%*	*37.9%*	*43.0%*
AB	174	171	171	81	20	140	68	72
%V	*23.9%*	*24.2%*	*24.2%*	*24.9%*	*26.3%*	*23.8%*	*24.6%*	*23.0%*
%H		*98.3%*	*98.3%*	*46.6%*	*11.5%*	*80.5%*	*39.1%*	*41.4%*
C1	223	218	218	103	27	173	84	89
%V	*30.6%*	*30.8%*	*30.8%*	*31.7%*	*35.5%*	*29.4%*	*30.4%*	*28.4%*
%H		*97.8%*	*97.8%*	*46.2%*	*12.1%*	*77.6%*	*37.7%*	*39.9%*
C2	197	196	196	88	17	169	76	93
%V	*27.1%*	*27.7%*	*27.7%*	*27.1%*	*22.4%*	*28.7%*	*27.5%*	*29.7%*
%H		*99.5%*	*99.5%*	*44.7%*	*8.6%*	*85.8%*	*38.6%*	*47.2%*
D	97	91	91	42	11	78	40	38
%V	*13.3%*	*12.9%*	*12.9%*	*12.9%*	*14.5%*	*13.3%*	*14.5%*	*12.1%*
%H		*93.8%*	*93.8%*	*43.3%*	*11.3%*	*80.4%*	*41.2%*	*39.2%*
E	37	32	32	11	1	27	7	21
%V	*5.1%*	*4.5%*	*4.5%*	*3.4%*	*1.3%*	*4.6%*	*2.5%*	*6.7%*
%H		*86.5%*	*86.5%*	*29.7%*	*2.7%*	*73.0%*	*18.9%*	*56.8%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	728	708	707	325	76	588	276	313
%H		*97.3%*	*97.1%*	*44.6%*	*10.4%*	*80.8%*	*37.9%*	*43.0%*
Working full time	399	388	388	194	47	321	170	150
%V	*54.8%*	*54.8%*	*54.9%*	*59.7%*	*61.8%*	*54.6%*	*61.6%*	*47.9%*
%H		*97.2%*	*97.2%*	*48.6%*	*11.8%*	*80.5%*	*42.6%*	*37.6%*
Working part time	33	33	33	14	2	28	12	16
%V	*4.5%*	*4.7%*	*4.7%*	*4.3%*	*2.6%*	*4.8%*	*4.3%*	*5.1%*
%H		*100.0%*	*100.0%*	*42.4%*	*6.1%*	*84.8%*	*36.4%*	*48.5%*
Not working	296	286	286	116	27	240	94	146
%V	*40.7%*	*40.4%*	*40.5%*	*35.7%*	*35.5%*	*40.8%*	*34.1%*	*46.6%*
%H		*96.6%*	*96.6%*	*39.2%*	*9.1%*	*81.1%*	*31.8%*	*49.3%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Individual level data

Table 10.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	776	759	757	322	71	632	263	369
%H		*97.8%*	*97.6%*	*41.5%*	*9.1%*	*81.4%*	*33.9%*	*47.6%*
16 - 19	41	41	41	20	7	37	21	16
%V	*5.3%*	*5.4%*	*5.4%*	*6.2%*	*9.9%*	*5.9%*	*8.0%*	*4.3%*
%H		*100.0%*	*100.0%*	*48.8%*	*17.1%*	*90.2%*	*51.2%*	*39.0%*
20 - 24	53	52	52	21	9	38	16	22
%V	*6.8%*	*6.9%*	*6.9%*	*6.5%*	*12.7%*	*6.0%*	*6.1%*	*6.0%*
%H		*98.1%*	*98.1%*	*39.6%*	*17.0%*	*71.7%*	*30.2%*	*41.5%*
25 - 34	96	92	92	45	11	68	32	36
%V	*12.4%*	*12.1%*	*12.2%*	*14.0%*	*15.5%*	*10.8%*	*12.2%*	*9.8%*
%H		*95.8%*	*95.8%*	*46.9%*	*11.5%*	*70.8%*	*33.3%*	*37.5%*
35 - 44	114	111	111	61	10	92	52	40
%V	*14.7%*	*14.6%*	*14.7%*	*18.9%*	*14.1%*	*14.6%*	*19.8%*	*10.8%*
%H		*97.4%*	*97.4%*	*53.5%*	*8.8%*	*80.7%*	*45.6%*	*35.1%*
45 - 54	132	127	127	58	17	110	56	53
%V	*17.0%*	*16.7%*	*16.8%*	*18.0%*	*23.9%*	*17.4%*	*21.3%*	*14.4%*
%H		*96.2%*	*96.2%*	*43.9%*	*12.9%*	*83.3%*	*42.4%*	*40.2%*
55 - 64	136	132	132	57	9	109	43	66
%V	*17.5%*	*17.4%*	*17.4%*	*17.7%*	*12.7%*	*17.2%*	*16.3%*	*17.9%*
%H		*97.1%*	*97.1%*	*41.9%*	*6.6%*	*80.1%*	*31.6%*	*48.5%*
65+	204	203	202	61	8	178	44	134
%V	*26.3%*	*26.7%*	*26.7%*	*18.9%*	*11.3%*	*28.2%*	*16.7%*	*36.3%*
%H		*99.5%*	*99.0%*	*29.9%*	*3.9%*	*87.3%*	*21.6%*	*65.7%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	776	759	757	322	71	632	263	369
%H		*97.8%*	*97.6%*	*41.5%*	*9.1%*	*81.4%*	*33.9%*	*47.6%*
AB	179	175	174	81	17	138	61	77
%V	*23.1%*	*23.1%*	*23.0%*	*25.2%*	*23.9%*	*21.8%*	*23.2%*	*20.9%*
%H		*97.8%*	*97.2%*	*45.3%*	*9.5%*	*77.1%*	*34.1%*	*43.0%*
C1	255	249	249	108	27	205	88	116
%V	*32.9%*	*32.8%*	*32.9%*	*33.5%*	*38.0%*	*32.4%*	*33.5%*	*31.4%*
%H		*97.6%*	*97.6%*	*42.4%*	*10.6%*	*80.4%*	*34.5%*	*45.5%*
C2	168	167	167	77	16	144	68	76
%V	*21.6%*	*22.0%*	*22.1%*	*23.9%*	*22.5%*	*22.8%*	*25.9%*	*20.6%*
%H		*99.4%*	*99.4%*	*45.8%*	*9.5%*	*85.7%*	*40.5%*	*45.2%*
D	109	105	104	40	9	88	33	56
%V	*14.0%*	*13.8%*	*13.7%*	*12.4%*	*12.7%*	*13.9%*	*12.5%*	*15.2%*
%H		*96.3%*	*95.4%*	*36.7%*	*8.3%*	*80.7%*	*30.3%*	*51.4%*
E	65	63	63	17	3	56	13	44
%V	*8.4%*	*8.3%*	*8.3%*	*5.3%*	*4.2%*	*8.9%*	*4.9%*	*11.9%*
%H		*96.9%*	*96.9%*	*26.2%*	*4.6%*	*86.2%*	*20.0%*	*67.7%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	776	759	757	322	71	632	263	369
%H		*97.8%*	*97.6%*	*41.5%*	*9.1%*	*81.4%*	*33.9%*	*47.6%*
Working full time	232	225	224	110	27	184	95	89
%V	*29.9%*	*29.6%*	*29.6%*	*34.2%*	*38.0%*	*29.1%*	*36.1%*	*24.1%*
%H		*97.0%*	*96.6%*	*47.4%*	*11.6%*	*79.3%*	*40.9%*	*38.4%*
Working part time	144	143	143	69	16	118	60	58
%V	*18.6%*	*18.8%*	*18.9%*	*21.4%*	*22.5%*	*18.7%*	*22.8%*	*15.7%*
%H		*99.3%*	*99.3%*	*47.9%*	*11.1%*	*81.9%*	*41.7%*	*40.3%*
Not working	400	391	390	143	28	330	108	221
%V	*51.5%*	*51.5%*	*51.5%*	*44.4%*	*39.4%*	*52.2%*	*41.1%*	*59.9%*
%H		*97.8%*	*97.5%*	*35.8%*	*7.0%*	*82.5%*	*27.0%*	*55.3%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Ulster

Household level data

Table 11.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	702	592	320	63	350	139	211
%H (All HH)		*97.5%*	*82.2%*	*44.4%*	*8.8%*	*48.6%*	*19.3%*	*29.3%*
%H (TV HH)			*84.3%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.1%*
AB	132	130	118	64	14	73	31	42
%V	*18.3%*	*18.5%*	*19.9%*	*20.0%*	*22.2%*	*20.9%*	*22.3%*	*19.9%*
%H (All HH)		*98.5%*	*89.4%*	*48.5%*	*10.6%*	*55.3%*	*23.5%*	*31.8%*
%H (TV HH)			*90.8%*	*49.2%*	*10.8%*	*56.2%*	*23.8%*	*32.3%*
C1	175	172	150	85	16	89	41	48
%V	*24.3%*	*24.5%*	*25.3%*	*26.6%*	*25.4%*	*25.4%*	*29.5%*	*22.7%*
%H (All HH)		*98.3%*	*85.7%*	*48.6%*	*9.1%*	*50.9%*	*23.4%*	*27.4%*
%H (TV HH)			*87.2%*	*49.4%*	*9.3%*	*51.7%*	*23.8%*	*27.9%*
C2	153	149	128	73	9	78	30	48
%V	*21.3%*	*21.2%*	*21.6%*	*22.8%*	*14.3%*	*22.3%*	*21.6%*	*22.7%*
%H (All HH)		*97.4%*	*83.7%*	*47.7%*	*5.9%*	*51.0%*	*19.6%*	*31.4%*
%H (TV HH)			*85.9%*	*49.0%*	*6.0%*	*52.3%*	*20.1%*	*32.2%*
D	123	119	101	54	11	59	25	34
%V	*17.1%*	*17.0%*	*17.1%*	*16.9%*	*17.5%*	*16.9%*	*18.0%*	*16.1%*
%H (All HH)		*96.7%*	*82.1%*	*43.9%*	*8.9%*	*48.0%*	*20.3%*	*27.6%*
%H (TV HH)			*84.9%*	*45.4%*	*9.2%*	*49.6%*	*21.0%*	*28.6%*
E	136	132	94	42	13	50	12	38
%V	*18.9%*	*18.8%*	*15.9%*	*13.1%*	*20.6%*	*14.3%*	*8.6%*	*18.0%*
%H (All HH)		*97.1%*	*69.1%*	*30.9%*	*9.6%*	*36.8%*	*8.8%*	*27.9%*
%H (TV HH)			*71.2%*	*31.8%*	*9.8%*	*37.9%*	*9.1%*	*28.8%*

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
April 2010 - March 2011

ITV Ulster

Household level data

Table 11.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	702	592	320	63	350	139	211
%H (All HH)		*97.5%*	*82.2%*	*44.4%*	*8.8%*	*48.6%*	*19.3%*	*29.3%*
%H (TV HH)			*84.3%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.1%*
Under 25	31	29	25	12	4	15	5	10
%V	*4.3%*	*4.1%*	*4.2%*	*3.8%*	*6.3%*	*4.3%*	*3.6%*	*4.7%*
%H (All HH)		*93.5%*	*80.6%*	*38.7%*	*12.9%*	*48.4%*	*16.1%*	*32.3%*
%H (TV HH)			*86.2%*	*41.4%*	*13.8%*	*51.7%*	*17.2%*	*34.5%*
25 - 34	116	112	104	62	13	53	26	28
%V	*16.1%*	*16.0%*	*17.6%*	*19.4%*	*20.6%*	*15.1%*	*18.7%*	*13.3%*
%H (All HH)		*96.6%*	*89.7%*	*53.4%*	*11.2%*	*45.7%*	*22.4%*	*24.1%*
%H (TV HH)			*92.9%*	*55.4%*	*11.6%*	*47.3%*	*23.2%*	*25.0%*
35 - 44	145	142	129	75	13	77	36	42
%V	*20.1%*	*20.2%*	*21.8%*	*23.4%*	*20.6%*	*22.0%*	*25.9%*	*19.9%*
%H (All HH)		*97.9%*	*89.0%*	*51.7%*	*9.0%*	*53.1%*	*24.8%*	*29.0%*
%H (TV HH)			*90.8%*	*52.8%*	*9.2%*	*54.2%*	*25.4%*	*29.6%*
45 - 54	145	142	126	71	13	77	34	43
%V	*20.1%*	*20.2%*	*21.3%*	*22.2%*	*20.6%*	*22.0%*	*24.5%*	*20.4%*
%H (All HH)		*97.9%*	*86.9%*	*49.0%*	*9.0%*	*53.1%*	*23.4%*	*29.7%*
%H (TV HH)			*88.7%*	*50.0%*	*9.2%*	*54.2%*	*23.9%*	*30.3%*
55 - 64	116	115	97	50	11	59	22	37
%V	*16.1%*	*16.4%*	*16.4%*	*15.6%*	*17.5%*	*16.9%*	*15.8%*	*17.5%*
%H (All HH)		*99.1%*	*83.6%*	*43.1%*	*9.5%*	*50.9%*	*19.0%*	*31.9%*
%H (TV HH)			*84.3%*	*43.5%*	*9.6%*	*51.3%*	*19.1%*	*32.2%*
65 +	166	162	111	50	9	69	17	52
%V	*23.1%*	*23.1%*	*18.8%*	*15.6%*	*14.3%*	*19.7%*	*12.2%*	*24.6%*
%H (All HH)		*97.6%*	*66.9%*	*30.1%*	*5.4%*	*41.6%*	*10.2%*	*31.3%*
%H (TV HH)			*68.5%*	*30.9%*	*5.6%*	*42.6%*	*10.5%*	*32.1%*

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Ulster

Household level data

Table 11.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	702	592	320	63	350	139	211
%H (All HH)		*97.5%*	*82.2%*	*44.4%*	*8.8%*	*48.6%*	*19.3%*	*29.3%*
%H (TV HH)			*84.3%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.1%*
1	224	213	146	61	16	87	17	69
%V	*31.1%*	*30.3%*	*24.7%*	*19.1%*	*25.4%*	*24.9%*	*12.2%*	*32.7%*
%H (All HH)		*95.1%*	*65.2%*	*27.2%*	*7.1%*	*38.8%*	*7.6%*	*30.8%*
%H (TV HH)			*68.5%*	*28.6%*	*7.5%*	*40.8%*	*8.0%*	*32.4%*
2	205	201	177	92	18	104	38	67
%V	*28.5%*	*28.6%*	*29.9%*	*28.8%*	*28.6%*	*29.7%*	*27.3%*	*31.8%*
%H (All HH)		*98.0%*	*86.3%*	*44.9%*	*8.8%*	*50.7%*	*18.5%*	*32.7%*
%H (TV HH)			*88.1%*	*45.8%*	*9.0%*	*51.7%*	*18.9%*	*33.3%*
3	115	115	106	62	14	60	29	31
%V	*16.0%*	*16.4%*	*17.9%*	*19.4%*	*22.2%*	*17.1%*	*20.9%*	*14.7%*
%H (All HH)		*100.0%*	*92.2%*	*53.9%*	*12.2%*	*52.2%*	*25.2%*	*27.0%*
%H (TV HH)			*92.2%*	*53.9%*	*12.2%*	*52.2%*	*25.2%*	*27.0%*
4	107	106	100	66	10	61	36	25
%V	*14.9%*	*15.1%*	*16.9%*	*20.6%*	*15.9%*	*17.4%*	*25.9%*	*11.8%*
%H (All HH)		*99.1%*	*93.5%*	*61.7%*	*9.3%*	*57.0%*	*33.6%*	*23.4%*
%H (TV HH)			*94.3%*	*62.3%*	*9.4%*	*57.5%*	*34.0%*	*23.6%*
5+	69	67	63	40	5	38	19	18
%V	*9.6%*	*9.5%*	*10.6%*	*12.5%*	*7.9%*	*10.9%*	*13.7%*	*8.5%*
%H (All HH)		*97.1%*	*91.3%*	*58.0%*	*7.2%*	*55.1%*	*27.5%*	*26.1%*
%H (TV HH)			*94.0%*	*59.7%*	*7.5%*	*56.7%*	*28.4%*	*26.9%*
Average HH size	2.47	2.49	2.63	2.84	2.56	2.64	3.07	2.35

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
April 2010 - March 2011

ITV Ulster

Household level data

Table 11.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	702	592	320	63	350	139	211
%H (All HH)		*97.5%*	*82.2%*	*44.4%*	*8.8%*	*48.6%*	*19.3%*	*29.3%*
%H (TV HH)			*84.3%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.1%*
Without	513	497	401	202	43	239	82	157
%V	*71.3%*	*70.8%*	*67.7%*	*63.1%*	*68.3%*	*68.3%*	*59.0%*	*74.4%*
%H (All HH)		*96.9%*	*78.2%*	*39.4%*	*8.4%*	*46.6%*	*16.0%*	*30.6%*
%H (TV HH)			*80.7%*	*40.6%*	*8.7%*	*48.1%*	*16.5%*	*31.6%*
With	207	205	191	118	20	111	57	54
%V	*28.8%*	*29.2%*	*32.3%*	*36.9%*	*31.7%*	*31.7%*	*41.0%*	*25.6%*
%H (All HH)		*99.0%*	*92.3%*	*57.0%*	*9.7%*	*53.6%*	*27.5%*	*26.1%*
%H (TV HH)			*93.2%*	*57.6%*	*9.8%*	*54.1%*	*27.8%*	*26.3%*
0 - 3	84	83	77	48	7	43	21	23
%V	*11.7%*	*11.8%*	*13.0%*	*15.0%*	*11.1%*	*12.3%*	*15.1%*	*10.9%*
%H (All HH)		*98.8%*	*91.7%*	*57.1%*	*8.3%*	*51.2%*	*25.0%*	*27.4%*
%H (TV HH)			*92.8%*	*57.8%*	*8.4%*	*51.8%*	*25.3%*	*27.7%*
4 - 9	102	101	97	61	10	54	28	26
%V	*14.2%*	*14.4%*	*16.4%*	*19.1%*	*15.9%*	*15.4%*	*20.1%*	*12.3%*
%H (All HH)		*99.0%*	*95.1%*	*59.8%*	*9.8%*	*52.9%*	*27.5%*	*25.5%*
%H (TV HH)			*96.0%*	*60.4%*	*9.9%*	*53.5%*	*27.7%*	*25.7%*
10 - 15	108	107	99	63	11	59	32	27
%V	*15.0%*	*15.2%*	*16.7%*	*19.7%*	*17.5%*	*16.9%*	*23.0%*	*12.8%*
%H (All HH)		*99.1%*	*91.7%*	*58.3%*	*10.2%*	*54.6%*	*29.6%*	*25.0%*
%H (TV HH)			*92.5%*	*58.9%*	*10.3%*	*55.1%*	*29.9%*	*25.2%*

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
April 2010 - March 2011

ITV Ulster

Household level data

Table 11.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	702	592	320	63	350	139	211
%H (All HH)		*97.5%*	*82.2%*	*44.4%*	*8.8%*	*48.6%*	*19.3%*	*29.3%*
%H (TV HH)			*84.3%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.1%*
1	243	243	173	79	23	86	16	70
%V	*33.8%*	*34.6%*	*29.2%*	*24.7%*	*36.5%*	*24.6%*	*11.5%*	*33.2%*
%H (All HH)		*100.0%*	*71.2%*	*32.5%*	*9.5%*	*35.4%*	*6.6%*	*28.8%*
%H (TV HH)			*71.2%*	*32.5%*	*9.5%*	*35.4%*	*6.6%*	*28.8%*
2	247	247	216	115	21	133	51	82
%V	*34.3%*	*35.2%*	*36.5%*	*35.9%*	*33.3%*	*38.0%*	*36.7%*	*38.9%*
%H (All HH)		*100.0%*	*87.4%*	*46.6%*	*8.5%*	*53.8%*	*20.6%*	*33.2%*
%H (TV HH)			*87.4%*	*46.6%*	*8.5%*	*53.8%*	*20.6%*	*33.2%*
3	116	116	109	63	12	68	35	34
%V	*16.1%*	*16.5%*	*18.4%*	*19.7%*	*19.0%*	*19.4%*	*25.2%*	*16.1%*
%H (All HH)		*100.0%*	*94.0%*	*54.3%*	*10.3%*	*58.6%*	*30.2%*	*29.3%*
%H (TV HH)			*94.0%*	*54.3%*	*10.3%*	*58.6%*	*30.2%*	*29.3%*
4	57	57	55	34	6	37	21	16
%V	*7.9%*	*8.1%*	*9.3%*	*10.6%*	*9.5%*	*10.6%*	*15.1%*	*7.6%*
%H (All HH)		*100.0%*	*96.5%*	*59.6%*	*10.5%*	*64.9%*	*36.8%*	*28.1%*
%H (TV HH)			*96.5%*	*59.6%*	*10.5%*	*64.9%*	*36.8%*	*28.1%*
5+	40	40	39	29	2	26	18	9
%V	*5.6%*	*5.7%*	*6.6%*	*9.1%*	*3.2%*	*7.4%*	*12.9%*	*4.3%*
%H (All HH)		*100.0%*	*97.5%*	*72.5%*	*5.0%*	*65.0%*	*45.0%*	*22.5%*
%H (TV HH)			*97.5%*	*72.5%*	*5.0%*	*65.0%*	*45.0%*	*22.5%*

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
April 2010 - March 2011

ITV Ulster

Household level data

Table 11.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	702	592	320	63	350	139	211
%H (All HH)		*97.5%*	*82.2%*	*44.4%*	*8.8%*	*48.6%*	*19.3%*	*29.3%*
%H (TV HH)			*84.3%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.1%*
Under 20"	269	269	233	125	25	148	64	84
%V	*37.4%*	*38.3%*	*39.4%*	*39.1%*	*39.7%*	*42.3%*	*46.0%*	*39.8%*
%H (All HH)		*100.0%*	*86.6%*	*46.5%*	*9.3%*	*55.0%*	*23.8%*	*31.2%*
%H (TV HH)			*86.6%*	*46.5%*	*9.3%*	*55.0%*	*23.8%*	*31.2%*
20" - 29"	392	392	313	163	32	194	75	119
%V	*54.4%*	*55.8%*	*52.9%*	*50.9%*	*50.8%*	*55.4%*	*54.0%*	*56.4%*
%H (All HH)		*100.0%*	*79.8%*	*41.6%*	*8.2%*	*49.5%*	*19.1%*	*30.4%*
%H (TV HH)			*79.8%*	*41.6%*	*8.2%*	*49.5%*	*19.1%*	*30.4%*
30" - 39"	326	326	306	175	31	188	87	101
%V	*45.3%*	*46.4%*	*51.7%*	*54.7%*	*49.2%*	*53.7%*	*62.6%*	*47.9%*
%H (All HH)		*100.0%*	*93.9%*	*53.7%*	*9.5%*	*57.7%*	*26.7%*	*31.0%*
%H (TV HH)			*93.9%*	*53.7%*	*9.5%*	*57.7%*	*26.7%*	*31.0%*
40" and over	197	197	193	128	20	108	62	46
%V	*27.4%*	*28.1%*	*32.6%*	*40.0%*	*31.7%*	*30.9%*	*44.6%*	*21.8%*
%H (All HH)		*100.0%*	*98.0%*	*65.0%*	*10.2%*	*54.8%*	*31.5%*	*23.4%*
%H (TV HH)			*98.0%*	*65.0%*	*10.2%*	*54.8%*	*31.5%*	*23.4%*

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Ulster

Household level data

Table 11.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	702	592	320	63	350	139	211
%H (All HH)		*97.5%*	*82.2%*	*44.4%*	*8.8%*	*48.6%*	*19.3%*	*29.3%*
%H (TV HH)			*84.3%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.1%*
Main living room	692	692	585	316	63	345	138	207
%V	*96.1%*	*98.6%*	*98.8%*	*98.8%*	*100.0%*	*98.6%*	*99.3%*	*98.1%*
%H (All HH)		*100.0%*	*84.5%*	*45.7%*	*9.1%*	*49.9%*	*19.9%*	*29.9%*
%H (TV HH)			*84.5%*	*45.7%*	*9.1%*	*49.9%*	*19.9%*	*29.9%*
Kitchen	190	190	172	103	11	113	53	59
%V	*26.4%*	*27.1%*	*29.1%*	*32.2%*	*17.5%*	*32.3%*	*38.1%*	*28.0%*
%H (All HH)		*100.0%*	*90.5%*	*54.2%*	*5.8%*	*59.5%*	*27.9%*	*31.1%*
%H (TV HH)			*90.5%*	*54.2%*	*5.8%*	*59.5%*	*27.9%*	*31.1%*
Adult's bedroom	297	297	277	162	32	174	88	86
%V	*41.3%*	*42.3%*	*46.8%*	*50.6%*	*50.8%*	*49.7%*	*63.3%*	*40.8%*
%H (All HH)		*100.0%*	*93.3%*	*54.5%*	*10.8%*	*58.6%*	*29.6%*	*29.0%*
%H (TV HH)			*93.3%*	*54.5%*	*10.8%*	*58.6%*	*29.6%*	*29.0%*
Child's bedroom	61	61	59	38	6	39	23	15
%V	*8.5%*	*8.7%*	*10.0%*	*11.9%*	*9.5%*	*11.1%*	*16.5%*	*7.1%*
%H (All HH)		*100.0%*	*96.7%*	*62.3%*	*9.8%*	*63.9%*	*37.7%*	*24.6%*
%H (TV HH)			*96.7%*	*62.3%*	*9.8%*	*63.9%*	*37.7%*	*24.6%*
Other bedroom	15	15	14	8	2	9	5	5
%V	*2.1%*	*2.1%*	*2.4%*	*2.5%*	*3.2%*	*2.6%*	*3.6%*	*2.4%*
%H (All HH)		*100.0%*	*93.3%*	*53.3%*	*13.3%*	*60.0%*	*33.3%*	*33.3%*
%H (TV HH)			*93.3%*	*53.3%*	*13.3%*	*60.0%*	*33.3%*	*33.3%*
Second living/dining room	131	131	123	77	9	80	43	38
%V	*18.2%*	*18.7%*	*20.8%*	*24.1%*	*14.3%*	*22.9%*	*30.9%*	*18.0%*
%H (All HH)		*100.0%*	*93.9%*	*58.8%*	*6.9%*	*61.1%*	*32.8%*	*29.0%*
%H (TV HH)			*93.9%*	*58.8%*	*6.9%*	*61.1%*	*32.8%*	*29.0%*
Study/office	14	14	13	8	2	8	5	4
%V	*1.9%*	*2.0%*	*2.2%*	*2.5%*	*3.2%*	*2.3%*	*3.6%*	*1.9%*
%H (All HH)		*100.0%*	*92.9%*	*57.1%*	*14.3%*	*57.1%*	*35.7%*	*28.6%*
%H (TV HH)			*92.9%*	*57.1%*	*14.3%*	*57.1%*	*35.7%*	*28.6%*
TV room	11	11	11	8	1	7	4	3
%V	*1.5%*	*1.6%*	*1.9%*	*2.5%*	*1.6%*	*2.0%*	*2.9%*	*1.4%*
%H (All HH)		*100.0%*	*100.0%*	*72.7%*	*9.1%*	*63.6%*	*36.4%*	*27.3%*
%H (TV HH)			*100.0%*	*72.7%*	*9.1%*	*63.6%*	*36.4%*	*27.3%*
No specific location	1	1	1	0	0	1	1	0
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.0%*	*0.3%*	*0.7%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*
Other	2	2	2	1	0	1	0	1
%V	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.0%*	*0.3%*	*0.0%*	*0.5%*
%H (All HH)		*100.0%*	*100.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*
%H (TV HH)			*100.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*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

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Table 11.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	702	592	320	63	350	139	211
%H (All HH)		*97.5%*	*82.2%*	*44.4%*	*8.8%*	*48.6%*	*19.3%*	*29.3%*
%H (TV HH)			*84.3%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.1%*
PVR	248	248	248	201	21	118	90	27
%V	*34.4%*	*35.3%*	*41.9%*	*62.8%*	*33.3%*	*33.7%*	*64.7%*	*12.8%*
%H (All HH)		*100.0%*	*100.0%*	*81.0%*	*8.5%*	*47.6%*	*36.3%*	*10.9%*
%H (TV HH)			*100.0%*	*81.0%*	*8.5%*	*47.6%*	*36.3%*	*10.9%*
DVDR	101	101	91	53	9	59	28	31
%V	*14.0%*	*14.4%*	*15.4%*	*16.6%*	*14.3%*	*16.9%*	*20.1%*	*14.7%*
%H (All HH)		*100.0%*	*90.1%*	*52.5%*	*8.9%*	*58.4%*	*27.7%*	*30.7%*
%H (TV HH)			*90.1%*	*52.5%*	*8.9%*	*58.4%*	*27.7%*	*30.7%*
VCR	143	143	114	57	14	71	27	44
%V	*19.9%*	*20.4%*	*19.3%*	*17.8%*	*22.2%*	*20.3%*	*19.4%*	*20.9%*
%H (All HH)		*100.0%*	*79.7%*	*39.9%*	*9.8%*	*49.7%*	*18.9%*	*30.8%*
%H (TV HH)			*79.7%*	*39.9%*	*9.8%*	*49.7%*	*18.9%*	*30.8%*
Any recorder	391	391	355	242	34	190	108	82
%V	*54.3%*	*55.7%*	*60.0%*	*75.6%*	*54.0%*	*54.3%*	*77.7%*	*38.9%*
%H (All HH)		*100.0%*	*90.8%*	*61.9%*	*8.7%*	*48.6%*	*27.6%*	*21.0%*
%H (TV HH)			*90.8%*	*61.9%*	*8.7%*	*48.6%*	*27.6%*	*21.0%*

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
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ITV Ulster

Household level data

Table 11.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	702	592	320	63	350	139	211
%H (All HH)		*97.5%*	*82.2%*	*44.4%*	*8.8%*	*48.6%*	*19.3%*	*29.3%*
%H (TV HH)			*84.3%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.1%*
Receives HDTV (via STB or built-in reception)	127	127	127	93	22	62	49	13
%V	*17.6%*	*18.1%*	*21.5%*	*29.1%*	*34.9%*	*17.7%*	*35.3%*	*6.2%*
%H (All HH)		*100.0%*	*100.0%*	*73.2%*	*17.3%*	*48.8%*	*38.6%*	*10.2%*
%H (TV HH)			*100.0%*	*73.2%*	*17.3%*	*48.8%*	*38.6%*	*10.2%*
DVD/Blu-ray player or recorder	558	558	502	280	53	299	128	171
%V	*77.5%*	*79.5%*	*84.8%*	*87.5%*	*84.1%*	*85.4%*	*92.1%*	*81.0%*
%H (All HH)		*100.0%*	*90.0%*	*50.2%*	*9.5%*	*53.6%*	*22.9%*	*30.6%*
%H (TV HH)			*90.0%*	*50.2%*	*9.5%*	*53.6%*	*22.9%*	*30.6%*

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

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Household level data

Table 11.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	720	702	592	320	63	350	139	211
%H (All HH)		*97.5%*	*82.2%*	*44.4%*	*8.8%*	*48.6%*	*19.3%*	*29.3%*
%H (TV HH)			*84.3%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.1%*
Has PC or Laptop	478	471	437	257	49	254	121	132
%V	*66.4%*	*67.1%*	*73.8%*	*80.3%*	*77.8%*	*72.6%*	*87.1%*	*62.6%*
%H (All HH)		*98.5%*	*91.4%*	*53.8%*	*10.3%*	*53.1%*	*25.3%*	*27.6%*
%H (TV HH)			*92.8%*	*54.6%*	*10.4%*	*53.9%*	*25.7%*	*28.0%*
Has broadband internet	434	429	404	242	47	232	116	116
%V	*60.3%*	*61.1%*	*68.2%*	*75.6%*	*74.6%*	*66.3%*	*83.5%*	*55.0%*
%H (All HH)		*98.8%*	*93.1%*	*55.8%*	*10.8%*	*53.5%*	*26.7%*	*26.7%*
%H (TV HH)			*94.2%*	*56.4%*	*11.0%*	*54.1%*	*27.0%*	*27.0%*

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Set level data

Table 11.11: Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1527	1365	791	133	847	400	448
%H		*89.4%*	*51.8%*	*8.7%*	*55.5%*	*26.2%*	*29.3%*
Under 20"	376	334	185	37	214	100	113
%V	*24.6%*	*24.5%*	*23.4%*	*27.8%*	*25.3%*	*25.0%*	*25.2%*
%H		*88.8%*	*49.2%*	*9.8%*	*56.9%*	*26.6%*	*30.1%*
20" - 29"	543	449	244	38	287	118	169
%V	*35.6%*	*32.9%*	*30.8%*	*28.6%*	*33.9%*	*29.5%*	*37.7%*
%H		*82.7%*	*44.9%*	*7.0%*	*52.9%*	*21.7%*	*31.1%*
30" - 39"	385	364	214	38	225	110	116
%V	*25.2%*	*26.7%*	*27.1%*	*28.6%*	*26.6%*	*27.5%*	*25.9%*
%H		*94.5%*	*55.6%*	*9.9%*	*58.4%*	*28.6%*	*30.1%*
40" and over	220	216	147	21	121	71	49
%V	*14.4%*	*15.8%*	*18.6%*	*15.8%*	*14.3%*	*17.8%*	*10.9%*
%H		*98.2%*	*66.8%*	*9.5%*	*55.0%*	*32.3%*	*22.3%*
Don't know	2	1	1	0	1	0	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*
%H		*50.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Ulster

Set level data

Table 11.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1527	1365	791	133	847	400	448
%H		*89.4%*	*51.8%*	*8.7%*	*55.5%*	*26.2%*	*29.3%*
Main living room	696	587	318	63	346	138	208
%V	*45.6%*	*43.0%*	*40.2%*	*47.4%*	*40.9%*	*34.5%*	*46.4%*
%H		*84.3%*	*45.7%*	*9.1%*	*49.7%*	*19.8%*	*29.9%*
Kitchen	191	173	103	11	113	54	60
%V	*12.5%*	*12.7%*	*13.0%*	*8.3%*	*13.3%*	*13.5%*	*13.4%*
%H		*90.6%*	*53.9%*	*5.8%*	*59.2%*	*28.3%*	*31.4%*
Adult's bedroom	379	356	214	38	225	118	107
%V	*24.8%*	*26.1%*	*27.1%*	*28.6%*	*26.6%*	*29.5%*	*23.9%*
%H		*93.9%*	*56.5%*	*10.0%*	*59.4%*	*31.1%*	*28.2%*
Child's bedroom	83	81	52	8	54	32	21
%V	*5.4%*	*5.9%*	*6.6%*	*6.0%*	*6.4%*	*8.0%*	*4.7%*
%H		*97.6%*	*62.7%*	*9.6%*	*65.1%*	*38.6%*	*25.3%*
Other bedroom	17	16	9	2	11	5	5
%V	*1.1%*	*1.2%*	*1.1%*	*1.5%*	*1.3%*	*1.3%*	*1.1%*
%H		*94.1%*	*52.9%*	*11.8%*	*64.7%*	*29.4%*	*29.4%*
Second living/dining room	133	124	78	9	82	43	38
%V	*8.7%*	*9.1%*	*9.9%*	*6.8%*	*9.7%*	*10.8%*	*8.5%*
%H		*93.2%*	*58.6%*	*6.8%*	*61.7%*	*32.3%*	*28.6%*
Study/office	15	14	8	2	8	5	4
%V	*1.0%*	*1.0%*	*1.0%*	*1.5%*	*0.9%*	*1.3%*	*0.9%*
%H		*93.3%*	*53.3%*	*13.3%*	*53.3%*	*33.3%*	*26.7%*
TV room	11	11	8	1	7	4	3
%V	*0.7%*	*0.8%*	*1.0%*	*0.8%*	*0.8%*	*1.0%*	*0.7%*
%H		*100.0%*	*72.7%*	*9.1%*	*63.6%*	*36.4%*	*27.3%*
No specific location	1	1	0	0	1	1	0
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.3%*	*0.0%*
%H		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*
Other	2	2	1	0	1	0	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*
%H		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 11.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1527	1365	791	133	847	400	448
%H		*89.4%*	*51.8%*	*8.7%*	*55.5%*	*26.2%*	*29.3%*
PVR	330	329	278	24	148	117	31
%V	*21.6%*	*24.1%*	*35.1%*	*18.0%*	*17.5%*	*29.3%*	*6.9%*
%H		*99.7%*	*84.2%*	*7.3%*	*44.8%*	*35.5%*	*9.4%*
DVDR	127	116	71	11	76	40	36
%V	*8.3%*	*8.5%*	*9.0%*	*8.3%*	*9.0%*	*10.0%*	*8.0%*
%H		*91.3%*	*55.9%*	*8.7%*	*59.8%*	*31.5%*	*28.3%*
VCR	162	131	67	15	82	33	49
%V	*10.6%*	*9.6%*	*8.5%*	*11.3%*	*9.7%*	*8.3%*	*10.9%*
%H		*80.9%*	*41.4%*	*9.3%*	*50.6%*	*20.4%*	*30.2%*
Any recorder	528	488	350	43	255	155	100
%V	*34.6%*	*35.8%*	*44.2%*	*32.3%*	*30.1%*	*38.8%*	*22.3%*
%H		*92.4%*	*66.3%*	*8.1%*	*48.3%*	*29.4%*	*18.9%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1527	1365	791	133	847	400	448
%H		*89.4%*	*51.8%*	*8.7%*	*55.5%*	*26.2%*	*29.3%*
Receives HDTV (via STB or built-in reception)	163	163	122	26	79	62	17
%V	*10.7%*	*11.9%*	*15.4%*	*19.5%*	*9.3%*	*15.5%*	*3.8%*
%H		*100.0%*	*74.8%*	*16.0%*	*48.5%*	*38.0%*	*10.4%*
DVD/Blu-ray player or recorder	848	784	464	80	484	238	246
%V	*55.5%*	*57.4%*	*58.7%*	*60.2%*	*57.1%*	*59.5%*	*54.9%*
%H		*92.5%*	*54.7%*	*9.4%*	*57.1%*	*28.1%*	*29.0%*

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

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ITV Ulster

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	701	592	320	63	350	139	210
%H		*84.5%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.0%*
Under 20"	28	15	4	1	10	1	9
%V	*4.0%*	*2.5%*	*1.3%*	*1.6%*	*2.9%*	*0.7%*	*4.3%*
%H		*53.6%*	*14.3%*	*3.6%*	*35.7%*	*3.6%*	*32.1%*
20" - 29"	222	149	62	17	88	18	70
%V	*31.7%*	*25.2%*	*19.4%*	*27.0%*	*25.1%*	*12.9%*	*33.3%*
%H		*67.1%*	*27.9%*	*7.7%*	*39.6%*	*8.1%*	*31.5%*
30" - 39"	262	243	131	26	150	63	87
%V	*37.4%*	*41.0%*	*40.9%*	*41.3%*	*42.9%*	*45.3%*	*41.4%*
%H		*92.7%*	*50.0%*	*9.9%*	*57.3%*	*24.0%*	*33.2%*
40" and over	187	183	122	19	101	58	44
%V	*26.7%*	*30.9%*	*38.1%*	*30.2%*	*28.9%*	*41.7%*	*21.0%*
%H		*97.9%*	*65.2%*	*10.2%*	*54.0%*	*31.0%*	*23.5%*
Don't know	2	1	1	0	0	0	0
%V	*0.3%*	*0.2%*	*0.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*50.0%*	*50.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 11.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	701	592	320	63	350	139	210
%H		*84.5%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.0%*
PVR	241	240	197	20	112	87	25
%V	*34.4%*	*40.5%*	*61.6%*	*31.7%*	*32.0%*	*62.6%*	*11.9%*
%H		*99.6%*	*81.7%*	*8.3%*	*46.5%*	*36.1%*	*10.4%*
DVDR	83	75	43	7	48	23	25
%V	*11.8%*	*12.7%*	*13.4%*	*11.1%*	*13.7%*	*16.5%*	*11.9%*
%H		*90.4%*	*51.8%*	*8.4%*	*57.8%*	*27.7%*	*30.1%*
VCR	121	93	44	10	59	21	38
%V	*17.3%*	*15.7%*	*13.8%*	*15.9%*	*16.9%*	*15.1%*	*18.1%*
%H		*76.9%*	*36.4%*	*8.3%*	*48.8%*	*17.4%*	*31.4%*
Any recorder	371	337	235	31	177	103	74
%V	*52.9%*	*56.9%*	*73.4%*	*49.2%*	*50.6%*	*74.1%*	*35.2%*
%H		*90.8%*	*63.3%*	*8.4%*	*47.7%*	*27.8%*	*19.9%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	701	592	320	63	350	139	210
%H		*84.5%*	*45.6%*	*9.0%*	*49.9%*	*19.8%*	*30.0%*
Receives HDTV (via STB or built-in reception)	123	123	90	22	59	47	13
%V	*17.5%*	*20.8%*	*28.1%*	*34.9%*	*16.9%*	*33.8%*	*6.2%*
%H		*100.0%*	*73.2%*	*17.9%*	*48.0%*	*38.2%*	*10.6%*
DVD/Blu-ray player or recorder	526	474	264	50	281	119	162
%V	*75.0%*	*80.1%*	*82.5%*	*79.4%*	*80.3%*	*85.6%*	*77.1%*
%H		*90.1%*	*50.2%*	*9.5%*	*53.4%*	*22.6%*	*30.8%*

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

DATA PERIOD: ANNUAL
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ITV Ulster

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	825	773	472	70	498	260	237
%H		*93.7%*	*57.2%*	*8.5%*	*60.4%*	*31.5%*	*28.7%*
Under 20"	348	320	182	36	204	100	104
%V	*42.2%*	*41.4%*	*38.6%*	*51.4%*	*41.0%*	*38.5%*	*43.9%*
%H		*92.0%*	*52.3%*	*10.3%*	*58.6%*	*28.7%*	*29.9%*
20" - 29"	321	300	182	20	200	101	99
%V	*38.9%*	*38.8%*	*38.6%*	*28.6%*	*40.2%*	*38.8%*	*41.8%*
%H		*93.5%*	*56.7%*	*6.2%*	*62.3%*	*31.5%*	*30.8%*
30" - 39"	123	121	83	12	75	46	29
%V	*14.9%*	*15.7%*	*17.6%*	*17.1%*	*15.1%*	*17.7%*	*12.2%*
%H		*98.4%*	*67.5%*	*9.8%*	*61.0%*	*37.4%*	*23.6%*
40" and over	33	32	25	2	19	13	6
%V	*4.0%*	*4.1%*	*5.3%*	*2.9%*	*3.8%*	*5.0%*	*2.5%*
%H		*97.0%*	*75.8%*	*6.1%*	*57.6%*	*39.4%*	*18.2%*
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 Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Ulster

Set level data

Table 11.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	825	773	472	70	498	260	237
%H		*93.7%*	*57.2%*	*8.5%*	*60.4%*	*31.5%*	*28.7%*
PVR	89	89	81	4	36	30	6
%V	*10.8%*	*11.5%*	*17.2%*	*5.7%*	*7.2%*	*11.5%*	*2.5%*
%H		*100.0%*	*91.0%*	*4.5%*	*40.4%*	*33.7%*	*6.7%*
DVDR	44	41	28	4	28	17	11
%V	*5.3%*	*5.3%*	*5.9%*	*5.7%*	*5.6%*	*6.5%*	*4.6%*
%H		*93.2%*	*63.6%*	*9.1%*	*63.6%*	*38.6%*	*25.0%*
VCR	42	38	22	5	23	12	11
%V	*5.1%*	*4.9%*	*4.7%*	*7.1%*	*4.6%*	*4.6%*	*4.6%*
%H		*90.5%*	*52.4%*	*11.9%*	*54.8%*	*28.6%*	*26.2%*
Any recorder	157	150	116	11	78	52	26
%V	*19.0%*	*19.4%*	*24.6%*	*15.7%*	*15.7%*	*20.0%*	*11.0%*
%H		*95.5%*	*73.9%*	*7.0%*	*49.7%*	*33.1%*	*16.6%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	825	773	472	70	498	260	237
%H		*93.7%*	*57.2%*	*8.5%*	*60.4%*	*31.5%*	*28.7%*
Receives HDTV (via STB or built-in reception)	40	40	33	4	20	15	4
%V	*4.8%*	*5.2%*	*7.0%*	*5.7%*	*4.0%*	*5.8%*	*1.7%*
%H		*100.0%*	*82.5%*	*10.0%*	*50.0%*	*37.5%*	*10.0%*
DVD/Blu-ray player or recorder	321	310	200	30	203	119	84
%V	*38.9%*	*40.1%*	*42.4%*	*42.9%*	*40.8%*	*45.8%*	*35.4%*
%H		*96.6%*	*62.3%*	*9.3%*	*63.2%*	*37.1%*	*26.2%*

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

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ITV Ulster

Individual level data

Table 11.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	1780	1749	1560	909	162	923	428	495
%H		*98.3%*	*87.6%*	*51.1%*	*9.1%*	*51.9%*	*24.0%*	*27.8%*
Total Children	381	377	355	224	35	203	105	98
%V	*21.4%*	*21.6%*	*22.8%*	*24.6%*	*21.6%*	*22.0%*	*24.5%*	*19.8%*
%H		*99.0%*	*93.2%*	*58.8%*	*9.2%*	*53.3%*	*27.6%*	*25.7%*
0 - 3	100	98	92	57	8	52	24	28
%V	*5.6%*	*5.6%*	*5.9%*	*6.3%*	*4.9%*	*5.6%*	*5.6%*	*5.7%*
%H		*98.0%*	*92.0%*	*57.0%*	*8.0%*	*52.0%*	*24.0%*	*28.0%*
4 - 15	281	278	263	167	27	151	81	70
%V	*15.8%*	*15.9%*	*16.9%*	*18.4%*	*16.7%*	*16.4%*	*18.9%*	*14.1%*
%H		*98.9%*	*93.6%*	*59.4%*	*9.6%*	*53.7%*	*28.8%*	*24.9%*
4 - 9	138	137	132	82	14	75	39	36
%V	*7.8%*	*7.8%*	*8.5%*	*9.0%*	*8.6%*	*8.1%*	*9.1%*	*7.3%*
%H		*99.3%*	*95.7%*	*59.4%*	*10.1%*	*54.3%*	*28.3%*	*26.1%*
10 - 15	143	142	131	85	13	76	42	34
%V	*8.0%*	*8.1%*	*8.4%*	*9.4%*	*8.0%*	*8.2%*	*9.8%*	*6.9%*
%H		*99.3%*	*91.6%*	*59.4%*	*9.1%*	*53.1%*	*29.4%*	*23.8%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Ulster

Individual level data

Table 11.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	1780	1749	1560	909	162	923	428	495
%H		*98.3%*	*87.6%*	*51.1%*	*9.1%*	*51.9%*	*24.0%*	*27.8%*
Total Adults (16+)	1400	1373	1205	685	127	720	322	397
%V	*78.7%*	*78.5%*	*77.2%*	*75.4%*	*78.4%*	*78.0%*	*75.2%*	*80.2%*
%H		*98.1%*	*86.1%*	*48.9%*	*9.1%*	*51.4%*	*23.0%*	*28.4%*
16 - 19	99	98	90	55	8	56	30	26
%V	*5.6%*	*5.6%*	*5.8%*	*6.1%*	*4.9%*	*6.1%*	*7.0%*	*5.3%*
%H		*99.0%*	*90.9%*	*55.6%*	*8.1%*	*56.6%*	*30.3%*	*26.3%*
20 - 24	123	119	109	61	15	66	32	34
%V	*6.9%*	*6.8%*	*7.0%*	*6.7%*	*9.3%*	*7.2%*	*7.5%*	*6.9%*
%H		*96.7%*	*88.6%*	*49.6%*	*12.2%*	*53.7%*	*26.0%*	*27.6%*
25 - 34	247	239	222	134	29	120	61	59
%V	*13.9%*	*13.7%*	*14.2%*	*14.7%*	*17.9%*	*13.0%*	*14.3%*	*11.9%*
%H		*96.8%*	*89.9%*	*54.3%*	*11.7%*	*48.6%*	*24.7%*	*23.9%*
35 - 44	247	243	224	135	20	135	65	70
%V	*13.9%*	*13.9%*	*14.4%*	*14.9%*	*12.3%*	*14.6%*	*15.2%*	*14.1%*
%H		*98.4%*	*90.7%*	*54.7%*	*8.1%*	*54.7%*	*26.3%*	*28.3%*
45 - 54	243	239	216	126	22	129	60	69
%V	*13.7%*	*13.7%*	*13.8%*	*13.9%*	*13.6%*	*14.0%*	*14.0%*	*13.9%*
%H		*98.4%*	*88.9%*	*51.9%*	*9.1%*	*53.1%*	*24.7%*	*28.4%*
55 - 64	192	189	166	90	19	102	44	58
%V	*10.8%*	*10.8%*	*10.6%*	*9.9%*	*11.7%*	*11.1%*	*10.3%*	*11.7%*
%H		*98.4%*	*86.5%*	*46.9%*	*9.9%*	*53.1%*	*22.9%*	*30.2%*
65+	250	246	180	83	14	112	31	82
%V	*14.0%*	*14.1%*	*11.5%*	*9.1%*	*8.6%*	*12.1%*	*7.2%*	*16.6%*
%H		*98.4%*	*72.0%*	*33.2%*	*5.6%*	*44.8%*	*12.4%*	*32.8%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Ulster

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	1400	1373	1205	685	127	720	322	397
%H		*98.1%*	*86.1%*	*48.9%*	*9.1%*	*51.4%*	*23.0%*	*28.4%*
AB	276	273	254	144	31	155	72	83
%V	*19.7%*	*19.9%*	*21.1%*	*21.0%*	*24.4%*	*21.5%*	*22.4%*	*20.9%*
%H		*98.9%*	*92.0%*	*52.2%*	*11.2%*	*56.2%*	*26.1%*	*30.1%*
C1	352	346	315	184	34	195	99	96
%V	*25.1%*	*25.2%*	*26.1%*	*26.9%*	*26.8%*	*27.1%*	*30.7%*	*24.2%*
%H		*98.3%*	*89.5%*	*52.3%*	*9.7%*	*55.4%*	*28.1%*	*27.3%*
C2	327	320	281	167	18	173	73	99
%V	*23.4%*	*23.3%*	*23.3%*	*24.4%*	*14.2%*	*24.0%*	*22.7%*	*24.9%*
%H		*97.9%*	*85.9%*	*51.1%*	*5.5%*	*52.9%*	*22.3%*	*30.3%*
D	249	242	211	119	22	123	56	67
%V	*17.8%*	*17.6%*	*17.5%*	*17.4%*	*17.3%*	*17.1%*	*17.4%*	*16.9%*
%H		*97.2%*	*84.7%*	*47.8%*	*8.8%*	*49.4%*	*22.5%*	*26.9%*
E	197	191	145	70	22	75	22	53
%V	*14.1%*	*13.9%*	*12.0%*	*10.2%*	*17.3%*	*10.4%*	*6.8%*	*13.4%*
%H		*97.0%*	*73.6%*	*35.5%*	*11.2%*	*38.1%*	*11.2%*	*26.9%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Ulster

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	1400	1373	1205	685	127	720	322	397
%H		*98.1%*	*86.1%*	*48.9%*	*9.1%*	*51.4%*	*23.0%*	*28.4%*
Working full time	624	611	561	334	59	330	161	169
%V	*44.6%*	*44.5%*	*46.6%*	*48.8%*	*46.5%*	*45.8%*	*50.0%*	*42.6%*
%H		*97.9%*	*89.9%*	*53.5%*	*9.5%*	*52.9%*	*25.8%*	*27.1%*
Working part time	138	136	127	76	15	75	39	36
%V	*9.9%*	*9.9%*	*10.5%*	*11.1%*	*11.8%*	*10.4%*	*12.1%*	*9.1%*
%H		*98.6%*	*92.0%*	*55.1%*	*10.9%*	*54.3%*	*28.3%*	*26.1%*
Not working	638	626	518	274	53	314	122	192
%V	*45.6%*	*45.6%*	*43.0%*	*40.0%*	*41.7%*	*43.6%*	*37.9%*	*48.4%*
%H		*98.1%*	*81.2%*	*42.9%*	*8.3%*	*49.2%*	*19.1%*	*30.1%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Ulster

Individual level data

Table 11.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	680	663	590	340	62	349	160	189
%H		*97.5%*	*86.8%*	*50.0%*	*9.1%*	*51.3%*	*23.5%*	*27.8%*
16 - 19	48	47	43	27	4	28	16	12
%V	*7.1%*	*7.1%*	*7.3%*	*7.9%*	*6.5%*	*8.0%*	*10.0%*	*6.3%*
%H		*97.9%*	*89.6%*	*56.3%*	*8.3%*	*58.3%*	*33.3%*	*25.0%*
20 - 24	65	63	60	34	8	34	17	17
%V	*9.6%*	*9.5%*	*10.2%*	*10.0%*	*12.9%*	*9.7%*	*10.6%*	*9.0%*
%H		*96.9%*	*92.3%*	*52.3%*	*12.3%*	*52.3%*	*26.2%*	*26.2%*
25 - 34	123	118	107	65	14	59	31	28
%V	*18.1%*	*17.8%*	*18.1%*	*19.1%*	*22.6%*	*16.9%*	*19.4%*	*14.8%*
%H		*95.9%*	*87.0%*	*52.8%*	*11.4%*	*48.0%*	*25.2%*	*22.8%*
35 - 44	121	118	110	65	9	67	30	37
%V	*17.8%*	*17.8%*	*18.6%*	*19.1%*	*14.5%*	*19.2%*	*18.8%*	*19.6%*
%H		*97.5%*	*90.9%*	*53.7%*	*7.4%*	*55.4%*	*24.8%*	*30.6%*
45 - 54	118	116	106	62	11	62	29	32
%V	*17.4%*	*17.5%*	*18.0%*	*18.2%*	*17.7%*	*17.8%*	*18.1%*	*16.9%*
%H		*98.3%*	*89.8%*	*52.5%*	*9.3%*	*52.5%*	*24.6%*	*27.1%*
55 - 64	95	93	82	46	10	49	22	27
%V	*14.0%*	*14.0%*	*13.9%*	*13.5%*	*16.1%*	*14.0%*	*13.8%*	*14.3%*
%H		*97.9%*	*86.3%*	*48.4%*	*10.5%*	*51.6%*	*23.2%*	*28.4%*
65+	111	108	83	41	6	51	16	35
%V	*16.3%*	*16.3%*	*14.1%*	*12.1%*	*9.7%*	*14.6%*	*10.0%*	*18.5%*
%H		*97.3%*	*74.8%*	*36.9%*	*5.4%*	*45.9%*	*14.4%*	*31.5%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Ulster

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	680	663	590	340	62	349	160	189
%H		*97.5%*	*86.8%*	*50.0%*	*9.1%*	*51.3%*	*23.5%*	*27.8%*
AB	135	133	124	73	15	74	36	38
%V	*19.9%*	*20.1%*	*21.0%*	*21.5%*	*24.2%*	*21.2%*	*22.5%*	*20.1%*
%H		*98.5%*	*91.9%*	*54.1%*	*11.1%*	*54.8%*	*26.7%*	*28.1%*
C1	167	163	152	89	17	94	48	46
%V	*24.6%*	*24.6%*	*25.8%*	*26.2%*	*27.4%*	*26.9%*	*30.0%*	*24.3%*
%H		*97.6%*	*91.0%*	*53.3%*	*10.2%*	*56.3%*	*28.7%*	*27.5%*
C2	176	171	151	89	10	92	39	54
%V	*25.9%*	*25.8%*	*25.6%*	*26.2%*	*16.1%*	*26.4%*	*24.4%*	*28.6%*
%H		*97.2%*	*85.8%*	*50.6%*	*5.7%*	*52.3%*	*22.2%*	*30.7%*
D	122	118	103	59	11	59	28	32
%V	*17.9%*	*17.8%*	*17.5%*	*17.4%*	*17.7%*	*16.9%*	*17.5%*	*16.9%*
%H		*96.7%*	*84.4%*	*48.4%*	*9.0%*	*48.4%*	*23.0%*	*26.2%*
E	81	78	60	30	9	30	9	21
%V	*11.9%*	*11.8%*	*10.2%*	*8.8%*	*14.5%*	*8.6%*	*5.6%*	*11.1%*
%H		*96.3%*	*74.1%*	*37.0%*	*11.1%*	*37.0%*	*11.1%*	*25.9%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Ulster

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	680	663	590	340	62	349	160	189
%H		*97.5%*	*86.8%*	*50.0%*	*9.1%*	*51.3%*	*23.5%*	*27.8%*
Working full time	390	381	350	211	35	205	101	104
%V	*57.4%*	*57.5%*	*59.3%*	*62.1%*	*56.5%*	*58.7%*	*63.1%*	*55.0%*
%H		*97.7%*	*89.7%*	*54.1%*	*9.0%*	*52.6%*	*25.9%*	*26.7%*
Working part time	27	25	23	13	3	15	8	7
%V	*4.0%*	*3.8%*	*3.9%*	*3.8%*	*4.8%*	*4.3%*	*5.0%*	*3.7%*
%H		*92.6%*	*85.2%*	*48.1%*	*11.1%*	*55.6%*	*29.6%*	*25.9%*
Not working	264	257	217	115	24	130	52	78
%V	*38.8%*	*38.8%*	*36.8%*	*33.8%*	*38.7%*	*37.2%*	*32.5%*	*41.3%*
%H		*97.3%*	*82.2%*	*43.6%*	*9.1%*	*49.2%*	*19.7%*	*29.5%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Ulster

Individual level data

Table 11.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	719	709	616	345	65	370	162	208
%H		*98.6%*	*85.7%*	*48.0%*	*9.0%*	*51.5%*	*22.5%*	*28.9%*
16 - 19	51	50	47	29	4	28	14	14
%V	*7.1%*	*7.1%*	*7.6%*	*8.4%*	*6.2%*	*7.6%*	*8.6%*	*6.7%*
%H		*98.0%*	*92.2%*	*56.9%*	*7.8%*	*54.9%*	*27.5%*	*27.5%*
20 - 24	58	57	50	27	7	32	15	17
%V	*8.1%*	*8.0%*	*8.1%*	*7.8%*	*10.8%*	*8.6%*	*9.3%*	*8.2%*
%H		*98.3%*	*86.2%*	*46.6%*	*12.1%*	*55.2%*	*25.9%*	*29.3%*
25 - 34	124	121	114	69	15	61	30	30
%V	*17.2%*	*17.1%*	*18.5%*	*20.0%*	*23.1%*	*16.5%*	*18.5%*	*14.4%*
%H		*97.6%*	*91.9%*	*55.6%*	*12.1%*	*49.2%*	*24.2%*	*24.2%*
35 - 44	126	125	114	70	11	68	34	34
%V	*17.5%*	*17.6%*	*18.5%*	*20.3%*	*16.9%*	*18.4%*	*21.0%*	*16.3%*
%H		*99.2%*	*90.5%*	*55.6%*	*8.7%*	*54.0%*	*27.0%*	*27.0%*
45 - 54	125	123	110	64	10	67	31	36
%V	*17.4%*	*17.3%*	*17.9%*	*18.6%*	*15.4%*	*18.1%*	*19.1%*	*17.3%*
%H		*98.4%*	*88.0%*	*51.2%*	*8.0%*	*53.6%*	*24.8%*	*28.8%*
55 - 64	97	97	84	44	10	53	22	31
%V	*13.5%*	*13.7%*	*13.6%*	*12.8%*	*15.4%*	*14.3%*	*13.6%*	*14.9%*
%H		*100.0%*	*86.6%*	*45.4%*	*10.3%*	*54.6%*	*22.7%*	*32.0%*
65+	139	138	97	42	8	61	15	46
%V	*19.3%*	*19.5%*	*15.7%*	*12.2%*	*12.3%*	*16.5%*	*9.3%*	*22.1%*
%H		*99.3%*	*69.8%*	*30.2%*	*5.8%*	*43.9%*	*10.8%*	*33.1%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Ulster

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	719	709	616	345	65	370	162	208
%H		*98.6%*	*85.7%*	*48.0%*	*9.0%*	*51.5%*	*22.5%*	*28.9%*
AB	140	140	131	71	16	81	36	45
%V	*19.5%*	*19.7%*	*21.3%*	*20.6%*	*24.6%*	*21.9%*	*22.2%*	*21.6%*
%H		*100.0%*	*93.6%*	*50.7%*	*11.4%*	*57.9%*	*25.7%*	*32.1%*
C1	185	183	163	96	17	101	51	51
%V	*25.7%*	*25.8%*	*26.5%*	*27.8%*	*26.2%*	*27.3%*	*31.5%*	*24.5%*
%H		*98.9%*	*88.1%*	*51.9%*	*9.2%*	*54.6%*	*27.6%*	*27.6%*
C2	151	149	130	78	8	80	35	46
%V	*21.0%*	*21.0%*	*21.1%*	*22.6%*	*12.3%*	*21.6%*	*21.6%*	*22.1%*
%H		*98.7%*	*86.1%*	*51.7%*	*5.3%*	*53.0%*	*23.2%*	*30.5%*
D	127	125	108	60	12	64	29	35
%V	*17.7%*	*17.6%*	*17.5%*	*17.4%*	*18.5%*	*17.3%*	*17.9%*	*16.8%*
%H		*98.4%*	*85.0%*	*47.2%*	*9.4%*	*50.4%*	*22.8%*	*27.6%*
E	116	114	84	40	12	44	13	32
%V	*16.1%*	*16.1%*	*13.6%*	*11.6%*	*18.5%*	*11.9%*	*8.0%*	*15.4%*
%H		*98.3%*	*72.4%*	*34.5%*	*10.3%*	*37.9%*	*11.2%*	*27.6%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Ulster

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	719	709	616	345	65	370	162	208
%H		*98.6%*	*85.7%*	*48.0%*	*9.0%*	*51.5%*	*22.5%*	*28.9%*
Working full time	234	230	211	123	24	125	60	65
%V	*32.5%*	*32.4%*	*34.3%*	*35.7%*	*36.9%*	*33.8%*	*37.0%*	*31.3%*
%H		*98.3%*	*90.2%*	*52.6%*	*10.3%*	*53.4%*	*25.6%*	*27.8%*
Working part time	112	111	104	63	12	61	31	29
%V	*15.6%*	*15.7%*	*16.9%*	*18.3%*	*18.5%*	*16.5%*	*19.1%*	*13.9%*
%H		*99.1%*	*92.9%*	*56.3%*	*10.7%*	*54.5%*	*27.7%*	*25.9%*
Not working	373	369	301	159	30	184	70	114
%V	*51.9%*	*52.0%*	*48.9%*	*46.1%*	*46.2%*	*49.7%*	*43.2%*	*54.8%*
%H		*98.9%*	*80.7%*	*42.6%*	*8.0%*	*49.3%*	*18.8%*	*30.6%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Border

Household level data

Table 12.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	288	281	281	162	1	241	123	118
%H (All HH)		*97.6%*	*97.6%*	*56.3%*	*0.3%*	*83.7%*	*42.7%*	*41.0%*
%H (TV HH)			*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
AB	56	55	55	31	0	46	22	24
%V	*19.4%*	*19.6%*	*19.6%*	*19.1%*	*0.0%*	*19.1%*	*17.9%*	*20.3%*
%H (All HH)		*98.2%*	*98.2%*	*55.4%*	*0.0%*	*82.1%*	*39.3%*	*42.9%*
%H (TV HH)			*100.0%*	*56.4%*	*0.0%*	*83.6%*	*40.0%*	*43.6%*
C1	66	65	65	39	0	54	29	25
%V	*22.9%*	*23.1%*	*23.1%*	*24.1%*	*0.0%*	*22.4%*	*23.6%*	*21.2%*
%H (All HH)		*98.5%*	*98.5%*	*59.1%*	*0.0%*	*81.8%*	*43.9%*	*37.9%*
%H (TV HH)			*100.0%*	*60.0%*	*0.0%*	*83.1%*	*44.6%*	*38.5%*
C2	73	71	71	43	0	59	32	28
%V	*25.3%*	*25.3%*	*25.3%*	*26.5%*	*0.0%*	*24.5%*	*26.0%*	*23.7%*
%H (All HH)		*97.3%*	*97.3%*	*58.9%*	*0.0%*	*80.8%*	*43.8%*	*38.4%*
%H (TV HH)			*100.0%*	*60.6%*	*0.0%*	*83.1%*	*45.1%*	*39.4%*
D	62	61	61	36	0	55	30	24
%V	*21.5%*	*21.7%*	*21.7%*	*22.2%*	*0.0%*	*22.8%*	*24.4%*	*20.3%*
%H (All HH)		*98.4%*	*98.4%*	*58.1%*	*0.0%*	*88.7%*	*48.4%*	*38.7%*
%H (TV HH)			*100.0%*	*59.0%*	*0.0%*	*90.2%*	*49.2%*	*39.3%*
E	31	30	30	12	0	27	10	17
%V	*10.8%*	*10.7%*	*10.7%*	*7.4%*	*0.0%*	*11.2%*	*8.1%*	*14.4%*
%H (All HH)		*96.8%*	*96.8%*	*38.7%*	*0.0%*	*87.1%*	*32.3%*	*54.8%*
%H (TV HH)			*100.0%*	*40.0%*	*0.0%*	*90.0%*	*33.3%*	*56.7%*

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
April 2010 - March 2011

ITV Border

Household level data

Table 12.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	288	281	281	162	1	241	123	118
%H (All HH)		*97.6%*	*97.6%*	*56.3%*	*0.3%*	*83.7%*	*42.7%*	*41.0%*
%H (TV HH)			*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
Under 25	15	14	14	7	0	11	5	6
%V	*5.2%*	*5.0%*	*5.0%*	*4.3%*	*0.0%*	*4.6%*	*4.1%*	*5.1%*
%H (All HH)		*93.3%*	*93.3%*	*46.7%*	*0.0%*	*73.3%*	*33.3%*	*40.0%*
%H (TV HH)			*100.0%*	*50.0%*	*0.0%*	*78.6%*	*35.7%*	*42.9%*
25 - 34	42	41	41	30	0	32	21	11
%V	*14.6%*	*14.6%*	*14.6%*	*18.5%*	*0.0%*	*13.3%*	*17.1%*	*9.3%*
%H (All HH)		*97.6%*	*97.6%*	*71.4%*	*0.0%*	*76.2%*	*50.0%*	*26.2%*
%H (TV HH)			*100.0%*	*73.2%*	*0.0%*	*78.0%*	*51.2%*	*26.8%*
35 - 44	50	48	48	33	0	42	27	15
%V	*17.4%*	*17.1%*	*17.1%*	*20.4%*	*0.0%*	*17.4%*	*22.0%*	*12.7%*
%H (All HH)		*96.0%*	*96.0%*	*66.0%*	*0.0%*	*84.0%*	*54.0%*	*30.0%*
%H (TV HH)			*100.0%*	*68.8%*	*0.0%*	*87.5%*	*56.3%*	*31.3%*
45 - 54	52	51	51	33	0	42	23	18
%V	*18.1%*	*18.1%*	*18.1%*	*20.4%*	*0.0%*	*17.4%*	*18.7%*	*15.3%*
%H (All HH)		*98.1%*	*98.1%*	*63.5%*	*0.0%*	*80.8%*	*44.2%*	*34.6%*
%H (TV HH)			*100.0%*	*64.7%*	*0.0%*	*82.4%*	*45.1%*	*35.3%*
55 - 64	49	48	48	27	0	43	21	22
%V	*17.0%*	*17.1%*	*17.1%*	*16.7%*	*0.0%*	*17.8%*	*17.1%*	*18.6%*
%H (All HH)		*98.0%*	*98.0%*	*55.1%*	*0.0%*	*87.8%*	*42.9%*	*44.9%*
%H (TV HH)			*100.0%*	*56.3%*	*0.0%*	*89.6%*	*43.8%*	*45.8%*
65 +	79	78	78	33	0	70	25	45
%V	*27.4%*	*27.8%*	*27.8%*	*20.4%*	*0.0%*	*29.0%*	*20.3%*	*38.1%*
%H (All HH)		*98.7%*	*98.7%*	*41.8%*	*0.0%*	*88.6%*	*31.6%*	*57.0%*
%H (TV HH)			*100.0%*	*42.3%*	*0.0%*	*89.7%*	*32.1%*	*57.7%*

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
April 2010 - March 2011

ITV Border

Household level data

Table 12.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	288	281	281	162	1	241	123	118
%H (All HH)		*97.6%*	*97.6%*	*56.3%*	*0.3%*	*83.7%*	*42.7%*	*41.0%*
%H (TV HH)			*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
1	97	92	92	41	0	80	29	51
%V	*33.7%*	*32.7%*	*32.7%*	*25.3%*	*0.0%*	*33.2%*	*23.6%*	*43.2%*
%H (All HH)		*94.8%*	*94.8%*	*42.3%*	*0.0%*	*82.5%*	*29.9%*	*52.6%*
%H (TV HH)			*100.0%*	*44.6%*	*0.0%*	*87.0%*	*31.5%*	*55.4%*
2	102	100	100	56	0	87	43	44
%V	*35.4%*	*35.6%*	*35.6%*	*34.6%*	*0.0%*	*36.1%*	*35.0%*	*37.3%*
%H (All HH)		*98.0%*	*98.0%*	*54.9%*	*0.0%*	*85.3%*	*42.2%*	*43.1%*
%H (TV HH)			*100.0%*	*56.0%*	*0.0%*	*87.0%*	*43.0%*	*44.0%*
3	42	42	42	28	0	35	21	14
%V	*14.6%*	*14.9%*	*14.9%*	*17.3%*	*0.0%*	*14.5%*	*17.1%*	*11.9%*
%H (All HH)		*100.0%*	*100.0%*	*66.7%*	*0.0%*	*83.3%*	*50.0%*	*33.3%*
%H (TV HH)			*100.0%*	*66.7%*	*0.0%*	*83.3%*	*50.0%*	*33.3%*
4	36	36	36	29	0	30	23	7
%V	*12.5%*	*12.8%*	*12.8%*	*17.9%*	*0.0%*	*12.4%*	*18.7%*	*5.9%*
%H (All HH)		*100.0%*	*100.0%*	*80.6%*	*0.0%*	*83.3%*	*63.9%*	*19.4%*
%H (TV HH)			*100.0%*	*80.6%*	*0.0%*	*83.3%*	*63.9%*	*19.4%*
5+	11	11	11	9	0	9	7	2
%V	*3.8%*	*3.9%*	*3.9%*	*5.6%*	*0.0%*	*3.7%*	*5.7%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*81.8%*	*0.0%*	*81.8%*	*63.6%*	*18.2%*
%H (TV HH)			*100.0%*	*81.8%*	*0.0%*	*81.8%*	*63.6%*	*18.2%*
Average HH size	2.19	2.21	2.21	2.44	1.96	2.19	2.48	1.88

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
April 2010 - March 2011

ITV Border

Household level data

Table 12.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	288	281	281	162	1	241	123	118
%H (All HH)		*97.6%*	*97.6%*	*56.3%*	*0.3%*	*83.7%*	*42.7%*	*41.0%*
%H (TV HH)			*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
Without	220	214	214	113	1	187	86	100
%V	*76.4%*	*76.2%*	*76.2%*	*69.8%*	*100.0%*	*77.6%*	*69.9%*	*84.7%*
%H (All HH)		*97.3%*	*97.3%*	*51.4%*	*0.5%*	*85.0%*	*39.1%*	*45.5%*
%H (TV HH)			*100.0%*	*52.8%*	*0.5%*	*87.4%*	*40.2%*	*46.7%*
With	67	67	67	49	0	54	36	18
%V	*23.3%*	*23.8%*	*23.8%*	*30.2%*	*0.0%*	*22.4%*	*29.3%*	*15.3%*
%H (All HH)		*100.0%*	*100.0%*	*73.1%*	*0.0%*	*80.6%*	*53.7%*	*26.9%*
%H (TV HH)			*100.0%*	*73.1%*	*0.0%*	*80.6%*	*53.7%*	*26.9%*
0 - 3	26	26	26	19	0	22	15	6
%V	*9.0%*	*9.3%*	*9.3%*	*11.7%*	*0.0%*	*9.1%*	*12.2%*	*5.1%*
%H (All HH)		*100.0%*	*100.0%*	*73.1%*	*0.0%*	*84.6%*	*57.7%*	*23.1%*
%H (TV HH)			*100.0%*	*73.1%*	*0.0%*	*84.6%*	*57.7%*	*23.1%*
4 - 9	30	30	30	22	0	24	17	7
%V	*10.4%*	*10.7%*	*10.7%*	*13.6%*	*0.0%*	*10.0%*	*13.8%*	*5.9%*
%H (All HH)		*100.0%*	*100.0%*	*73.3%*	*0.0%*	*80.0%*	*56.7%*	*23.3%*
%H (TV HH)			*100.0%*	*73.3%*	*0.0%*	*80.0%*	*56.7%*	*23.3%*
10 - 15	32	32	32	24	0	27	18	9
%V	*11.1%*	*11.4%*	*11.4%*	*14.8%*	*0.0%*	*11.2%*	*14.6%*	*7.6%*
%H (All HH)		*100.0%*	*100.0%*	*75.0%*	*0.0%*	*84.4%*	*56.3%*	*28.1%*
%H (TV HH)			*100.0%*	*75.0%*	*0.0%*	*84.4%*	*56.3%*	*28.1%*

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
April 2010 - March 2011

ITV Border

Household level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	288	281	281	162	1	241	123	118
%H (All HH)		*97.6%*	*97.6%*	*56.3%*	*0.3%*	*83.7%*	*42.7%*	*41.0%*
%H (TV HH)			*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
1	113	113	113	53	0	91	31	60
%V	*39.2%*	*40.2%*	*40.2%*	*32.7%*	*0.0%*	*37.8%*	*25.2%*	*50.8%*
%H (All HH)		*100.0%*	*100.0%*	*46.9%*	*0.0%*	*80.5%*	*27.4%*	*53.1%*
%H (TV HH)			*100.0%*	*46.9%*	*0.0%*	*80.5%*	*27.4%*	*53.1%*
2	100	100	100	56	0	86	43	43
%V	*34.7%*	*35.6%*	*35.6%*	*34.6%*	*0.0%*	*35.7%*	*35.0%*	*36.4%*
%H (All HH)		*100.0%*	*100.0%*	*56.0%*	*0.0%*	*86.0%*	*43.0%*	*43.0%*
%H (TV HH)			*100.0%*	*56.0%*	*0.0%*	*86.0%*	*43.0%*	*43.0%*
3	45	45	45	33	0	42	29	12
%V	*15.6%*	*16.0%*	*16.0%*	*20.4%*	*0.0%*	*17.4%*	*23.6%*	*10.2%*
%H (All HH)		*100.0%*	*100.0%*	*73.3%*	*0.0%*	*93.3%*	*64.4%*	*26.7%*
%H (TV HH)			*100.0%*	*73.3%*	*0.0%*	*93.3%*	*64.4%*	*26.7%*
4	16	16	16	12	0	14	11	3
%V	*5.6%*	*5.7%*	*5.7%*	*7.4%*	*0.0%*	*5.8%*	*8.9%*	*2.5%*
%H (All HH)		*100.0%*	*100.0%*	*75.0%*	*0.0%*	*87.5%*	*68.8%*	*18.8%*
%H (TV HH)			*100.0%*	*75.0%*	*0.0%*	*87.5%*	*68.8%*	*18.8%*
5+	9	9	9	8	0	8	8	0
%V	*3.1%*	*3.2%*	*3.2%*	*4.9%*	*0.0%*	*3.3%*	*6.5%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*88.9%*	*0.0%*	*88.9%*	*88.9%*	*0.0%*
%H (TV HH)			*100.0%*	*88.9%*	*0.0%*	*88.9%*	*88.9%*	*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
April 2010 - March 2011

ITV Border

Household level data

Table 12.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	288	281	281	162	1	241	123	118
%H (All HH)		*97.6%*	*97.6%*	*56.3%*	*0.3%*	*83.7%*	*42.7%*	*41.0%*
%H (TV HH)			*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
Under 20"	116	116	116	73	0	106	63	43
%V	*40.3%*	*41.3%*	*41.3%*	*45.1%*	*0.0%*	*44.0%*	*51.2%*	*36.4%*
%H (All HH)		*100.0%*	*100.0%*	*62.9%*	*0.0%*	*91.4%*	*54.3%*	*37.1%*
%H (TV HH)			*100.0%*	*62.9%*	*0.0%*	*91.4%*	*54.3%*	*37.1%*
20" - 29"	142	142	142	76	1	121	56	65
%V	*49.3%*	*50.5%*	*50.5%*	*46.9%*	*100.0%*	*50.2%*	*45.5%*	*55.1%*
%H (All HH)		*100.0%*	*100.0%*	*53.5%*	*0.7%*	*85.2%*	*39.4%*	*45.8%*
%H (TV HH)			*100.0%*	*53.5%*	*0.7%*	*85.2%*	*39.4%*	*45.8%*
30" - 39"	137	137	137	89	1	119	70	48
%V	*47.6%*	*48.8%*	*48.8%*	*54.9%*	*100.0%*	*49.4%*	*56.9%*	*40.7%*
%H (All HH)		*100.0%*	*100.0%*	*65.0%*	*0.7%*	*86.9%*	*51.1%*	*35.0%*
%H (TV HH)			*100.0%*	*65.0%*	*0.7%*	*86.9%*	*51.1%*	*35.0%*
40" and over	60	60	60	46	1	50	36	14
%V	*20.8%*	*21.4%*	*21.4%*	*28.4%*	*100.0%*	*20.7%*	*29.3%*	*11.9%*
%H (All HH)		*100.0%*	*100.0%*	*76.7%*	*1.7%*	*83.3%*	*60.0%*	*23.3%*
%H (TV HH)			*100.0%*	*76.7%*	*1.7%*	*83.3%*	*60.0%*	*23.3%*

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
April 2010 - March 2011

ITV Border

Household level data

Table 12.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	288	281	281	162	1	241	123	118
%H (All HH)		*97.6%*	*97.6%*	*56.3%*	*0.3%*	*83.7%*	*42.7%*	*41.0%*
%H (TV HH)			*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
Main living room	278	278	278	161	1	238	122	117
%V	*96.5%*	*98.9%*	*98.9%*	*99.4%*	*100.0%*	*98.8%*	*99.2%*	*99.2%*
%H (All HH)		*100.0%*	*100.0%*	*57.9%*	*0.4%*	*85.6%*	*43.9%*	*42.1%*
%H (TV HH)			*100.0%*	*57.9%*	*0.4%*	*85.6%*	*43.9%*	*42.1%*
Kitchen	44	44	44	30	1	40	26	14
%V	*15.3%*	*15.7%*	*15.7%*	*18.5%*	*100.0%*	*16.6%*	*21.1%*	*11.9%*
%H (All HH)		*100.0%*	*100.0%*	*68.2%*	*2.3%*	*90.9%*	*59.1%*	*31.8%*
%H (TV HH)			*100.0%*	*68.2%*	*2.3%*	*90.9%*	*59.1%*	*31.8%*
Adult's bedroom	119	119	119	81	1	106	68	37
%V	*41.3%*	*42.3%*	*42.3%*	*50.0%*	*100.0%*	*44.0%*	*55.3%*	*31.4%*
%H (All HH)		*100.0%*	*100.0%*	*68.1%*	*0.8%*	*89.1%*	*57.1%*	*31.1%*
%H (TV HH)			*100.0%*	*68.1%*	*0.8%*	*89.1%*	*57.1%*	*31.1%*
Child's bedroom	30	30	30	25	0	26	21	5
%V	*10.4%*	*10.7%*	*10.7%*	*15.4%*	*0.0%*	*10.8%*	*17.1%*	*4.2%*
%H (All HH)		*100.0%*	*100.0%*	*83.3%*	*0.0%*	*86.7%*	*70.0%*	*16.7%*
%H (TV HH)			*100.0%*	*83.3%*	*0.0%*	*86.7%*	*70.0%*	*16.7%*
Other bedroom	8	8	8	6	0	7	5	2
%V	*2.8%*	*2.8%*	*2.8%*	*3.7%*	*0.0%*	*2.9%*	*4.1%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*
%H (TV HH)			*100.0%*	*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*
Second living/dining room	30	30	30	18	0	27	16	11
%V	*10.4%*	*10.7%*	*10.7%*	*11.1%*	*0.0%*	*11.2%*	*13.0%*	*9.3%*
%H (All HH)		*100.0%*	*100.0%*	*60.0%*	*0.0%*	*90.0%*	*53.3%*	*36.7%*
%H (TV HH)			*100.0%*	*60.0%*	*0.0%*	*90.0%*	*53.3%*	*36.7%*
Study/office	7	7	7	4	0	6	4	2
%V	*2.4%*	*2.5%*	*2.5%*	*2.5%*	*0.0%*	*2.5%*	*3.3%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*57.1%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*
%H (TV HH)			*100.0%*	*57.1%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*
TV room	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
No specific location	1	1	1	1	0	1	1	0
%V	*0.3%*	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.8%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*
Other	1	1	1	1	0	1	1	0
%V	*0.3%*	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.8%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*
%H (TV HH)			*100.0%*	*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
April 2010 - March 2011

ITV Border

Household level data

Table 12.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	288	281	281	162	1	241	123	118
%H (All HH)		*97.6%*	*97.6%*	*56.3%*	*0.3%*	*83.7%*	*42.7%*	*41.0%*
%H (TV HH)			*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
PVR	145	145	145	115	1	120	91	29
%V	*50.3%*	*51.6%*	*51.6%*	*71.0%*	*100.0%*	*49.8%*	*74.0%*	*24.6%*
%H (All HH)		*100.0%*	*100.0%*	*79.3%*	*0.7%*	*82.8%*	*62.8%*	*20.0%*
%H (TV HH)			*100.0%*	*79.3%*	*0.7%*	*82.8%*	*62.8%*	*20.0%*
DVDR	31	31	31	19	0	28	16	13
%V	*10.8%*	*11.0%*	*11.0%*	*11.7%*	*0.0%*	*11.6%*	*13.0%*	*11.0%*
%H (All HH)		*100.0%*	*100.0%*	*61.3%*	*0.0%*	*90.3%*	*51.6%*	*41.9%*
%H (TV HH)			*100.0%*	*61.3%*	*0.0%*	*90.3%*	*51.6%*	*41.9%*
VCR	51	51	51	25	0	44	18	26
%V	*17.7%*	*18.1%*	*18.1%*	*15.4%*	*0.0%*	*18.3%*	*14.6%*	*22.0%*
%H (All HH)		*100.0%*	*100.0%*	*49.0%*	*0.0%*	*86.3%*	*35.3%*	*51.0%*
%H (TV HH)			*100.0%*	*49.0%*	*0.0%*	*86.3%*	*35.3%*	*51.0%*
Any recorder	189	189	189	129	1	160	100	59
%V	*65.6%*	*67.3%*	*67.3%*	*79.6%*	*100.0%*	*66.4%*	*81.3%*	*50.0%*
%H (All HH)		*100.0%*	*100.0%*	*68.3%*	*0.5%*	*84.7%*	*52.9%*	*31.2%*
%H (TV HH)			*100.0%*	*68.3%*	*0.5%*	*84.7%*	*52.9%*	*31.2%*

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Household level data

Table 12.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	288	281	281	162	1	241	123	118
%H (All HH)		*97.6%*	*97.6%*	*56.3%*	*0.3%*	*83.7%*	*42.7%*	*41.0%*
%H (TV HH)			*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
Receives HDTV (via STB or built-in reception)	53	53	53	45	1	45	37	8
%V	*18.4%*	*18.9%*	*18.9%*	*27.8%*	*100.0%*	*18.7%*	*30.1%*	*6.8%*
%H (All HH)		*100.0%*	*100.0%*	*84.9%*	*1.9%*	*84.9%*	*69.8%*	*15.1%*
%H (TV HH)			*100.0%*	*84.9%*	*1.9%*	*84.9%*	*69.8%*	*15.1%*
DVD/Blu-ray player or recorder	227	227	227	136	1	194	104	90
%V	*78.8%*	*80.8%*	*80.8%*	*84.0%*	*100.0%*	*80.5%*	*84.6%*	*76.3%*
%H (All HH)		*100.0%*	*100.0%*	*59.9%*	*0.4%*	*85.5%*	*45.8%*	*39.6%*
%H (TV HH)			*100.0%*	*59.9%*	*0.4%*	*85.5%*	*45.8%*	*39.6%*

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Household level data

Table 12.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	288	281	281	162	1	241	123	118
%H (All HH)		*97.6%*	*97.6%*	*56.3%*	*0.3%*	*83.7%*	*42.7%*	*41.0%*
%H (TV HH)			*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
Has PC or Laptop	199	195	195	125	1	165	95	69
%V	*69.1%*	*69.4%*	*69.4%*	*77.2%*	*100.0%*	*68.5%*	*77.2%*	*58.5%*
%H (All HH)		*98.0%*	*98.0%*	*62.8%*	*0.5%*	*82.9%*	*47.7%*	*34.7%*
%H (TV HH)			*100.0%*	*64.1%*	*0.5%*	*84.6%*	*48.7%*	*35.4%*
Has broadband internet	179	176	176	116	1	149	90	59
%V	*62.2%*	*62.6%*	*62.6%*	*71.6%*	*100.0%*	*61.8%*	*73.2%*	*50.0%*
%H (All HH)		*98.3%*	*98.3%*	*64.8%*	*0.6%*	*83.2%*	*50.3%*	*33.0%*
%H (TV HH)			*100.0%*	*65.9%*	*0.6%*	*84.7%*	*51.1%*	*33.5%*

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Set level data

Table 12.11: Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	554	554	357	3	487	292	195
%H		*100.0%*	*64.4%*	*0.5%*	*87.9%*	*52.7%*	*35.2%*
Under 20"	159	159	106	0	148	94	53
%V	*28.7%*	*28.7%*	*29.7%*	*0.0%*	*30.4%*	*32.2%*	*27.2%*
%H		*100.0%*	*66.7%*	*0.0%*	*93.1%*	*59.1%*	*33.3%*
20" - 29"	174	174	98	1	149	74	75
%V	*31.4%*	*31.4%*	*27.5%*	*33.3%*	*30.6%*	*25.3%*	*38.5%*
%H		*100.0%*	*56.3%*	*0.6%*	*85.6%*	*42.5%*	*43.1%*
30" - 39"	154	154	102	1	135	82	52
%V	*27.8%*	*27.8%*	*28.6%*	*33.3%*	*27.7%*	*28.1%*	*26.7%*
%H		*100.0%*	*66.2%*	*0.6%*	*87.7%*	*53.2%*	*33.8%*
40" and over	64	64	49	1	52	38	14
%V	*11.6%*	*11.6%*	*13.7%*	*33.3%*	*10.7%*	*13.0%*	*7.2%*
%H		*100.0%*	*76.6%*	*1.6%*	*81.3%*	*59.4%*	*21.9%*
Don't know	4	4	3	0	3	2	1
%V	*0.7%*	*0.7%*	*0.8%*	*0.0%*	*0.6%*	*0.7%*	*0.5%*
%H		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Set level data

Table 12.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	554	554	357	3	487	292	195
%H		*100.0%*	*64.4%*	*0.5%*	*87.9%*	*52.7%*	*35.2%*
Main living room	280	280	163	1	240	123	117
%V	*50.5%*	*50.5%*	*45.7%*	*33.3%*	*49.3%*	*42.1%*	*60.0%*
%H		*100.0%*	*58.2%*	*0.4%*	*85.7%*	*43.9%*	*41.8%*
Kitchen	45	45	31	1	40	27	14
%V	*8.1%*	*8.1%*	*8.7%*	*33.3%*	*8.2%*	*9.2%*	*7.2%*
%H		*100.0%*	*68.9%*	*2.2%*	*88.9%*	*60.0%*	*31.1%*
Adult's bedroom	140	140	97	1	125	83	42
%V	*25.3%*	*25.3%*	*27.2%*	*33.3%*	*25.7%*	*28.4%*	*21.5%*
%H		*100.0%*	*69.3%*	*0.7%*	*89.3%*	*59.3%*	*30.0%*
Child's bedroom	41	41	36	0	37	31	6
%V	*7.4%*	*7.4%*	*10.1%*	*0.0%*	*7.6%*	*10.6%*	*3.1%*
%H		*100.0%*	*87.8%*	*0.0%*	*90.2%*	*75.6%*	*14.6%*
Other bedroom	9	9	7	0	9	6	3
%V	*1.6%*	*1.6%*	*2.0%*	*0.0%*	*1.8%*	*2.1%*	*1.5%*
%H		*100.0%*	*77.8%*	*0.0%*	*100.0%*	*66.7%*	*33.3%*
Second living/dining room	31	31	19	0	27	16	11
%V	*5.6%*	*5.6%*	*5.3%*	*0.0%*	*5.5%*	*5.5%*	*5.6%*
%H		*100.0%*	*61.3%*	*0.0%*	*87.1%*	*51.6%*	*35.5%*
Study/office	7	7	4	0	6	4	3
%V	*1.3%*	*1.3%*	*1.1%*	*0.0%*	*1.2%*	*1.4%*	*1.5%*
%H		*100.0%*	*57.1%*	*0.0%*	*85.7%*	*57.1%*	*42.9%*
TV room	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
No specific location	1	1	1	0	1	1	0
%V	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.3%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*
Other	1	1	1	0	1	1	0
%V	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.3%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Set level data

Table 12.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	554	554	357	3	487	292	195
%H		*100.0%*	*64.4%*	*0.5%*	*87.9%*	*52.7%*	*35.2%*
PVR	178	178	146	1	143	112	31
%V	*32.1%*	*32.1%*	*40.9%*	*33.3%*	*29.4%*	*38.4%*	*15.9%*
%H		*100.0%*	*82.0%*	*0.6%*	*80.3%*	*62.9%*	*17.4%*
DVDR	35	35	20	0	31	17	14
%V	*6.3%*	*6.3%*	*5.6%*	*0.0%*	*6.4%*	*5.8%*	*7.2%*
%H		*100.0%*	*57.1%*	*0.0%*	*88.6%*	*48.6%*	*40.0%*
VCR	54	54	26	0	47	20	28
%V	*9.7%*	*9.7%*	*7.3%*	*0.0%*	*9.7%*	*6.8%*	*14.4%*
%H		*100.0%*	*48.1%*	*0.0%*	*87.0%*	*37.0%*	*51.9%*
Any recorder	236	236	169	1	196	129	66
%V	*42.6%*	*42.6%*	*47.3%*	*33.3%*	*40.2%*	*44.2%*	*33.8%*
%H		*100.0%*	*71.6%*	*0.4%*	*83.1%*	*54.7%*	*28.0%*

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

Set level data

Table 12.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	554	554	357	3	487	292	195
%H		*100.0%*	*64.4%*	*0.5%*	*87.9%*	*52.7%*	*35.2%*
Receives HDTV (via STB or built-in reception)	64	64	54	1	53	44	9
%V	*11.6%*	*11.6%*	*15.1%*	*33.3%*	*10.9%*	*15.1%*	*4.6%*
%H		*100.0%*	*84.4%*	*1.6%*	*82.8%*	*68.8%*	*14.1%*
DVD/Blu-ray player or recorder	327	327	211	2	286	171	115
%V	*59.0%*	*59.0%*	*59.1%*	*66.7%*	*58.7%*	*58.6%*	*59.0%*
%H		*100.0%*	*64.5%*	*0.6%*	*87.5%*	*52.3%*	*35.2%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	281	281	162	1	241	123	118
%H		*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
Under 20"	11	11	2	0	10	1	9
%V	*3.9%*	*3.9%*	*1.2%*	*0.0%*	*4.1%*	*0.8%*	*7.6%*
%H		*100.0%*	*18.2%*	*0.0%*	*90.9%*	*9.1%*	*81.8%*
20" - 29"	93	93	42	0	80	28	52
%V	*33.1%*	*33.1%*	*25.9%*	*0.0%*	*33.2%*	*22.8%*	*44.1%*
%H		*100.0%*	*45.2%*	*0.0%*	*86.0%*	*30.1%*	*55.9%*
30" - 39"	117	117	73	0	101	57	44
%V	*41.6%*	*41.6%*	*45.1%*	*0.0%*	*41.9%*	*46.3%*	*37.3%*
%H		*100.0%*	*62.4%*	*0.0%*	*86.3%*	*48.7%*	*37.6%*
40" and over	58	58	44	1	48	35	13
%V	*20.6%*	*20.6%*	*27.2%*	*100.0%*	*19.9%*	*28.5%*	*11.0%*
%H		*100.0%*	*75.9%*	*1.7%*	*82.8%*	*60.3%*	*22.4%*
Don't know	2	2	1	0	1	1	0
%V	*0.7%*	*0.7%*	*0.6%*	*0.0%*	*0.4%*	*0.8%*	*0.0%*
%H		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Set level data

Table 12.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	281	281	162	1	241	123	118
%H		*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
PVR	141	141	113	1	116	89	27
%V	*50.2%*	*50.2%*	*69.8%*	*100.0%*	*48.1%*	*72.4%*	*22.9%*
%H		*100.0%*	*80.1%*	*0.7%*	*82.3%*	*63.1%*	*19.1%*
DVDR	26	26	15	0	23	12	11
%V	*9.3%*	*9.3%*	*9.3%*	*0.0%*	*9.5%*	*9.8%*	*9.3%*
%H		*100.0%*	*57.7%*	*0.0%*	*88.5%*	*46.2%*	*42.3%*
VCR	43	43	20	0	37	14	23
%V	*15.3%*	*15.3%*	*12.3%*	*0.0%*	*15.4%*	*11.4%*	*19.5%*
%H		*100.0%*	*46.5%*	*0.0%*	*86.0%*	*32.6%*	*53.5%*
Any recorder	182	182	126	1	152	98	55
%V	*64.8%*	*64.8%*	*77.8%*	*100.0%*	*63.1%*	*79.7%*	*46.6%*
%H		*100.0%*	*69.2%*	*0.5%*	*83.5%*	*53.8%*	*30.2%*

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

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	281	281	162	1	241	123	118
%H		*100.0%*	*57.7%*	*0.4%*	*85.8%*	*43.8%*	*42.0%*
Receives HDTV (via STB or built-in reception)	52	52	44	1	43	36	7
%V	*18.5%*	*18.5%*	*27.2%*	*100.0%*	*17.8%*	*29.3%*	*5.9%*
%H		*100.0%*	*84.6%*	*1.9%*	*82.7%*	*69.2%*	*13.5%*
DVD/Blu-ray player or recorder	208	208	126	1	177	97	81
%V	*74.0%*	*74.0%*	*77.8%*	*100.0%*	*73.4%*	*78.9%*	*68.6%*
%H		*100.0%*	*60.6%*	*0.5%*	*85.1%*	*46.6%*	*38.9%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	273	273	195	2	246	169	77
%H		*100.0%*	*71.4%*	*0.7%*	*90.1%*	*61.9%*	*28.2%*
Under 20"	148	148	104	0	137	93	44
%V	*54.2%*	*54.2%*	*53.3%*	*0.0%*	*55.7%*	*55.0%*	*57.1%*
%H		*100.0%*	*70.3%*	*0.0%*	*92.6%*	*62.8%*	*29.7%*
20" - 29"	80	80	56	1	69	46	23
%V	*29.3%*	*29.3%*	*28.7%*	*50.0%*	*28.0%*	*27.2%*	*29.9%*
%H		*100.0%*	*70.0%*	*1.3%*	*86.3%*	*57.5%*	*28.8%*
30" - 39"	37	37	28	1	34	25	9
%V	*13.6%*	*13.6%*	*14.4%*	*50.0%*	*13.8%*	*14.8%*	*11.7%*
%H		*100.0%*	*75.7%*	*2.7%*	*91.9%*	*67.6%*	*24.3%*
40" and over	6	6	5	0	4	3	1
%V	*2.2%*	*2.2%*	*2.6%*	*0.0%*	*1.6%*	*1.8%*	*1.3%*
%H		*100.0%*	*83.3%*	*0.0%*	*66.7%*	*50.0%*	*16.7%*
Don't know	2	2	1	0	2	1	0
%V	*0.7%*	*0.7%*	*0.5%*	*0.0%*	*0.8%*	*0.6%*	*0.0%*
%H		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Border

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	273	273	195	2	246	169	77
%H		*100.0%*	*71.4%*	*0.7%*	*90.1%*	*61.9%*	*28.2%*
PVR	38	38	34	0	27	23	4
%V	*13.9%*	*13.9%*	*17.4%*	*0.0%*	*11.0%*	*13.6%*	*5.2%*
%H		*100.0%*	*89.5%*	*0.0%*	*71.1%*	*60.5%*	*10.5%*
DVDR	8	8	5	0	8	5	3
%V	*2.9%*	*2.9%*	*2.6%*	*0.0%*	*3.3%*	*3.0%*	*3.9%*
%H		*100.0%*	*62.5%*	*0.0%*	*100.0%*	*62.5%*	*37.5%*
VCR	11	11	6	0	10	5	5
%V	*4.0%*	*4.0%*	*3.1%*	*0.0%*	*4.1%*	*3.0%*	*6.5%*
%H		*100.0%*	*54.5%*	*0.0%*	*90.9%*	*45.5%*	*45.5%*
Any recorder	54	54	43	0	43	32	11
%V	*19.8%*	*19.8%*	*22.1%*	*0.0%*	*17.5%*	*18.9%*	*14.3%*
%H		*100.0%*	*79.6%*	*0.0%*	*79.6%*	*59.3%*	*20.4%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	273	273	195	2	246	169	77
%H		*100.0%*	*71.4%*	*0.7%*	*90.1%*	*61.9%*	*28.2%*
Receives HDTV (via STB or built-in reception)	12	12	9	0	10	8	3
%V	*4.4%*	*4.4%*	*4.6%*	*0.0%*	*4.1%*	*4.7%*	*3.9%*
%H		*100.0%*	*75.0%*	*0.0%*	*83.3%*	*66.7%*	*25.0%*
DVD/Blu-ray player or recorder	119	119	85	1	108	74	34
%V	*43.6%*	*43.6%*	*43.6%*	*50.0%*	*43.9%*	*43.8%*	*44.2%*
%H		*100.0%*	*71.4%*	*0.8%*	*90.8%*	*62.2%*	*28.6%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Individual level data

Table 12.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	629	620	620	397	2	527	304	222
%H		*98.6%*	*98.6%*	*63.1%*	*0.3%*	*83.8%*	*48.3%*	*35.3%*
Total Children	113	113	113	86	0	92	65	27
%V	*18.0%*	*18.2%*	*18.2%*	*21.7%*	*0.0%*	*17.5%*	*21.4%*	*12.2%*
%H		*100.0%*	*100.0%*	*76.1%*	*0.0%*	*81.4%*	*57.5%*	*23.9%*
0 - 3	30	30	30	22	0	24	17	7
%V	*4.8%*	*4.8%*	*4.8%*	*5.5%*	*0.0%*	*4.6%*	*5.6%*	*3.2%*
%H		*100.0%*	*100.0%*	*73.3%*	*0.0%*	*80.0%*	*56.7%*	*23.3%*
4 - 15	83	83	83	63	0	67	47	20
%V	*13.2%*	*13.4%*	*13.4%*	*15.9%*	*0.0%*	*12.7%*	*15.5%*	*9.0%*
%H		*100.0%*	*100.0%*	*75.9%*	*0.0%*	*80.7%*	*56.6%*	*24.1%*
4 - 9	39	39	39	30	0	30	21	9
%V	*6.2%*	*6.3%*	*6.3%*	*7.6%*	*0.0%*	*5.7%*	*6.9%*	*4.1%*
%H		*100.0%*	*100.0%*	*76.9%*	*0.0%*	*76.9%*	*53.8%*	*23.1%*
10 - 15	44	44	44	33	0	37	26	11
%V	*7.0%*	*7.1%*	*7.1%*	*8.3%*	*0.0%*	*7.0%*	*8.6%*	*5.0%*
%H		*100.0%*	*100.0%*	*75.0%*	*0.0%*	*84.1%*	*59.1%*	*25.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Individual level data

Table 12.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	629	620	620	397	2	527	304	222
%H		*98.6%*	*98.6%*	*63.1%*	*0.3%*	*83.8%*	*48.3%*	*35.3%*
Total Adults (16+)	516	507	507	311	1	435	240	195
%V	*82.0%*	*81.8%*	*81.8%*	*78.3%*	*50.0%*	*82.5%*	*78.9%*	*87.8%*
%H		*98.3%*	*98.3%*	*60.3%*	*0.2%*	*84.3%*	*46.5%*	*37.8%*
16 - 19	31	30	30	20	0	27	16	10
%V	*4.9%*	*4.8%*	*4.8%*	*5.0%*	*0.0%*	*5.1%*	*5.3%*	*4.5%*
%H		*96.8%*	*96.8%*	*64.5%*	*0.0%*	*87.1%*	*51.6%*	*32.3%*
20 - 24	33	32	32	20	0	27	15	12
%V	*5.2%*	*5.2%*	*5.2%*	*5.0%*	*0.0%*	*5.1%*	*4.9%*	*5.4%*
%H		*97.0%*	*97.0%*	*60.6%*	*0.0%*	*81.8%*	*45.5%*	*36.4%*
25 - 34	81	80	80	57	0	63	41	22
%V	*12.9%*	*12.9%*	*12.9%*	*14.4%*	*0.0%*	*12.0%*	*13.5%*	*9.9%*
%H		*98.8%*	*98.8%*	*70.4%*	*0.0%*	*77.8%*	*50.6%*	*27.2%*
35 - 44	84	83	83	56	1	70	44	26
%V	*13.4%*	*13.4%*	*13.4%*	*14.1%*	*50.0%*	*13.3%*	*14.5%*	*11.7%*
%H		*98.8%*	*98.8%*	*66.7%*	*1.2%*	*83.3%*	*52.4%*	*31.0%*
45 - 54	92	90	90	60	0	76	47	30
%V	*14.6%*	*14.5%*	*14.5%*	*15.1%*	*0.0%*	*14.4%*	*15.5%*	*13.5%*
%H		*97.8%*	*97.8%*	*65.2%*	*0.0%*	*82.6%*	*51.1%*	*32.6%*
55 - 64	80	78	78	45	0	70	37	33
%V	*12.7%*	*12.6%*	*12.6%*	*11.3%*	*0.0%*	*13.3%*	*12.2%*	*14.9%*
%H		*97.5%*	*97.5%*	*56.3%*	*0.0%*	*87.5%*	*46.3%*	*41.3%*
65+	115	114	114	51	0	102	39	62
%V	*18.3%*	*18.4%*	*18.4%*	*12.8%*	*0.0%*	*19.4%*	*12.8%*	*27.9%*
%H		*99.1%*	*99.1%*	*44.3%*	*0.0%*	*88.7%*	*33.9%*	*53.9%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	516	507	507	311	1	435	240	195
%H		*98.3%*	*98.3%*	*60.3%*	*0.2%*	*84.3%*	*46.5%*	*37.8%*
AB	109	107	107	64	0	88	45	43
%V	*21.1%*	*21.1%*	*21.1%*	*20.6%*	*0.0%*	*20.2%*	*18.8%*	*22.1%*
%H		*98.2%*	*98.2%*	*58.7%*	*0.0%*	*80.7%*	*41.3%*	*39.4%*
C1	122	120	120	80	0	101	61	40
%V	*23.6%*	*23.7%*	*23.7%*	*25.7%*	*0.0%*	*23.2%*	*25.4%*	*20.5%*
%H		*98.4%*	*98.4%*	*65.6%*	*0.0%*	*82.8%*	*50.0%*	*32.8%*
C2	136	134	134	84	0	114	64	50
%V	*26.4%*	*26.4%*	*26.4%*	*27.0%*	*0.0%*	*26.2%*	*26.7%*	*25.6%*
%H		*98.5%*	*98.5%*	*61.8%*	*0.0%*	*83.8%*	*47.1%*	*36.8%*
D	108	106	106	66	0	95	56	40
%V	*20.9%*	*20.9%*	*20.9%*	*21.2%*	*0.0%*	*21.8%*	*23.3%*	*20.5%*
%H		*98.1%*	*98.1%*	*61.1%*	*0.0%*	*88.0%*	*51.9%*	*37.0%*
E	41	40	40	17	1	36	14	22
%V	*7.9%*	*7.9%*	*7.9%*	*5.5%*	*100.0%*	*8.3%*	*5.8%*	*11.3%*
%H		*97.6%*	*97.6%*	*41.5%*	*2.4%*	*87.8%*	*34.1%*	*53.7%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	516	507	507	311	1	435	240	195
%H		*98.3%*	*98.3%*	*60.3%*	*0.2%*	*84.3%*	*46.5%*	*37.8%*
Working full time	235	229	229	158	0	192	120	71
%V	*45.5%*	*45.2%*	*45.2%*	*50.8%*	*0.0%*	*44.1%*	*50.0%*	*36.4%*
%H		*97.4%*	*97.4%*	*67.2%*	*0.0%*	*81.7%*	*51.1%*	*30.2%*
Working part time	68	68	68	45	0	58	35	23
%V	*13.2%*	*13.4%*	*13.4%*	*14.5%*	*0.0%*	*13.3%*	*14.6%*	*11.8%*
%H		*100.0%*	*100.0%*	*66.2%*	*0.0%*	*85.3%*	*51.5%*	*33.8%*
Not working	213	210	210	109	1	185	85	101
%V	*41.3%*	*41.4%*	*41.4%*	*35.0%*	*100.0%*	*42.5%*	*35.4%*	*51.8%*
%H		*98.6%*	*98.6%*	*51.2%*	*0.5%*	*86.9%*	*39.9%*	*47.4%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Individual level data

Table 12.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	254	249	249	157	1	212	120	91
%H		*98.0%*	*98.0%*	*61.8%*	*0.4%*	*83.5%*	*47.2%*	*35.8%*
16 - 19	16	16	16	11	0	14	9	5
%V	*6.3%*	*6.4%*	*6.4%*	*7.0%*	*0.0%*	*6.6%*	*7.5%*	*5.5%*
%H		*100.0%*	*100.0%*	*68.8%*	*0.0%*	*87.5%*	*56.3%*	*31.3%*
20 - 24	15	14	14	11	0	12	8	3
%V	*5.9%*	*5.6%*	*5.6%*	*7.0%*	*0.0%*	*5.7%*	*6.7%*	*3.3%*
%H		*93.3%*	*93.3%*	*73.3%*	*0.0%*	*80.0%*	*53.3%*	*20.0%*
25 - 34	42	40	40	29	0	32	21	11
%V	*16.5%*	*16.1%*	*16.1%*	*18.5%*	*0.0%*	*15.1%*	*17.5%*	*12.1%*
%H		*95.2%*	*95.2%*	*69.0%*	*0.0%*	*76.2%*	*50.0%*	*26.2%*
35 - 44	41	40	40	27	1	33	20	12
%V	*16.1%*	*16.1%*	*16.1%*	*17.2%*	*100.0%*	*15.6%*	*16.7%*	*13.2%*
%H		*97.6%*	*97.6%*	*65.9%*	*2.4%*	*80.5%*	*48.8%*	*29.3%*
45 - 54	46	46	46	31	0	39	25	15
%V	*18.1%*	*18.5%*	*18.5%*	*19.7%*	*0.0%*	*18.4%*	*20.8%*	*16.5%*
%H		*100.0%*	*100.0%*	*67.4%*	*0.0%*	*84.8%*	*54.3%*	*32.6%*
55 - 64	41	40	40	23	0	36	18	17
%V	*16.1%*	*16.1%*	*16.1%*	*14.6%*	*0.0%*	*17.0%*	*15.0%*	*18.7%*
%H		*97.6%*	*97.6%*	*56.1%*	*0.0%*	*87.8%*	*43.9%*	*41.5%*
65+	54	53	53	26	0	47	20	27
%V	*21.3%*	*21.3%*	*21.3%*	*16.6%*	*0.0%*	*22.2%*	*16.7%*	*29.7%*
%H		*98.1%*	*98.1%*	*48.1%*	*0.0%*	*87.0%*	*37.0%*	*50.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Individual level data

Table 12.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	254	249	249	157	1	212	120	91
%H		*98.0%*	*98.0%*	*61.8%*	*0.4%*	*83.5%*	*47.2%*	*35.8%*
AB	58	57	57	34	0	46	23	23
%V	*22.8%*	*22.9%*	*22.9%*	*21.7%*	*0.0%*	*21.7%*	*19.2%*	*25.3%*
%H		*98.3%*	*98.3%*	*58.6%*	*0.0%*	*79.3%*	*39.7%*	*39.7%*
C1	56	55	55	41	0	47	32	15
%V	*22.0%*	*22.1%*	*22.1%*	*26.1%*	*0.0%*	*22.2%*	*26.7%*	*16.5%*
%H		*98.2%*	*98.2%*	*73.2%*	*0.0%*	*83.9%*	*57.1%*	*26.8%*
C2	74	72	72	44	0	62	34	28
%V	*29.1%*	*28.9%*	*28.9%*	*28.0%*	*0.0%*	*29.2%*	*28.3%*	*30.8%*
%H		*97.3%*	*97.3%*	*59.5%*	*0.0%*	*83.8%*	*45.9%*	*37.8%*
D	48	48	48	31	0	42	25	17
%V	*18.9%*	*19.3%*	*19.3%*	*19.7%*	*0.0%*	*19.8%*	*20.8%*	*18.7%*
%H		*100.0%*	*100.0%*	*64.6%*	*0.0%*	*87.5%*	*52.1%*	*35.4%*
E	18	17	17	8	0	15	7	9
%V	*7.1%*	*6.8%*	*6.8%*	*5.1%*	*0.0%*	*7.1%*	*5.8%*	*9.9%*
%H		*94.4%*	*94.4%*	*44.4%*	*0.0%*	*83.3%*	*38.9%*	*50.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	254	249	249	157	1	212	120	91
%H		*98.0%*	*98.0%*	*61.8%*	*0.4%*	*83.5%*	*47.2%*	*35.8%*
Working full time	148	145	145	100	0	120	76	45
%V	*58.3%*	*58.2%*	*58.2%*	*63.7%*	*0.0%*	*56.6%*	*63.3%*	*49.5%*
%H		*98.0%*	*98.0%*	*67.6%*	*0.0%*	*81.1%*	*51.4%*	*30.4%*
Working part time	13	13	13	8	0	12	7	5
%V	*5.1%*	*5.2%*	*5.2%*	*5.1%*	*0.0%*	*5.7%*	*5.8%*	*5.5%*
%H		*100.0%*	*100.0%*	*61.5%*	*0.0%*	*92.3%*	*53.8%*	*38.5%*
Not working	94	92	92	50	1	80	38	42
%V	*37.0%*	*36.9%*	*36.9%*	*31.8%*	*100.0%*	*37.7%*	*31.7%*	*46.2%*
%H		*97.9%*	*97.9%*	*53.2%*	*1.1%*	*85.1%*	*40.4%*	*44.7%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Individual level data

Table 12.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	262	258	258	154	1	223	119	104
%H		*98.5%*	*98.5%*	*58.8%*	*0.4%*	*85.1%*	*45.4%*	*39.7%*
16 - 19	15	14	14	9	0	13	8	5
%V	*5.7%*	*5.4%*	*5.4%*	*5.8%*	*0.0%*	*5.8%*	*6.7%*	*4.8%*
%H		*93.3%*	*93.3%*	*60.0%*	*0.0%*	*86.7%*	*53.3%*	*33.3%*
20 - 24	18	18	18	9	0	15	7	8
%V	*6.9%*	*7.0%*	*7.0%*	*5.8%*	*0.0%*	*6.7%*	*5.9%*	*7.7%*
%H		*100.0%*	*100.0%*	*50.0%*	*0.0%*	*83.3%*	*38.9%*	*44.4%*
25 - 34	40	40	40	29	0	31	20	11
%V	*15.3%*	*15.5%*	*15.5%*	*18.8%*	*0.0%*	*13.9%*	*16.8%*	*10.6%*
%H		*100.0%*	*100.0%*	*72.5%*	*0.0%*	*77.5%*	*50.0%*	*27.5%*
35 - 44	44	43	43	29	0	38	24	14
%V	*16.8%*	*16.7%*	*16.7%*	*18.8%*	*0.0%*	*17.0%*	*20.2%*	*13.5%*
%H		*97.7%*	*97.7%*	*65.9%*	*0.0%*	*86.4%*	*54.5%*	*31.8%*
45 - 54	45	44	44	29	0	37	22	15
%V	*17.2%*	*17.1%*	*17.1%*	*18.8%*	*0.0%*	*16.6%*	*18.5%*	*14.4%*
%H		*97.8%*	*97.8%*	*64.4%*	*0.0%*	*82.2%*	*48.9%*	*33.3%*
55 - 64	39	39	39	23	0	34	18	16
%V	*14.9%*	*15.1%*	*15.1%*	*14.9%*	*0.0%*	*15.2%*	*15.1%*	*15.4%*
%H		*100.0%*	*100.0%*	*59.0%*	*0.0%*	*87.2%*	*46.2%*	*41.0%*
65+	61	61	61	25	0	55	20	35
%V	*23.3%*	*23.6%*	*23.6%*	*16.2%*	*0.0%*	*24.7%*	*16.8%*	*33.7%*
%H		*100.0%*	*100.0%*	*41.0%*	*0.0%*	*90.2%*	*32.8%*	*57.4%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	262	258	258	154	1	223	119	104
%H		*98.5%*	*98.5%*	*58.8%*	*0.4%*	*85.1%*	*45.4%*	*39.7%*
AB	51	50	50	30	0	42	22	20
%V	*19.5%*	*19.4%*	*19.4%*	*19.5%*	*0.0%*	*18.8%*	*18.5%*	*19.2%*
%H		*98.0%*	*98.0%*	*58.8%*	*0.0%*	*82.4%*	*43.1%*	*39.2%*
C1	66	65	65	39	0	55	29	26
%V	*25.2%*	*25.2%*	*25.2%*	*25.3%*	*0.0%*	*24.7%*	*24.4%*	*25.0%*
%H		*98.5%*	*98.5%*	*59.1%*	*0.0%*	*83.3%*	*43.9%*	*39.4%*
C2	62	62	62	39	0	52	30	22
%V	*23.7%*	*24.0%*	*24.0%*	*25.3%*	*0.0%*	*23.3%*	*25.2%*	*21.2%*
%H		*100.0%*	*100.0%*	*62.9%*	*0.0%*	*83.9%*	*48.4%*	*35.5%*
D	60	59	59	36	0	54	31	23
%V	*22.9%*	*22.9%*	*22.9%*	*23.4%*	*0.0%*	*24.2%*	*26.1%*	*22.1%*
%H		*98.3%*	*98.3%*	*60.0%*	*0.0%*	*90.0%*	*51.7%*	*38.3%*
E	23	23	23	9	0	21	8	13
%V	*8.8%*	*8.9%*	*8.9%*	*5.8%*	*0.0%*	*9.4%*	*6.7%*	*12.5%*
%H		*100.0%*	*100.0%*	*39.1%*	*0.0%*	*91.3%*	*34.8%*	*56.5%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Border

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	262	258	258	154	1	223	119	104
%H		*98.5%*	*98.5%*	*58.8%*	*0.4%*	*85.1%*	*45.4%*	*39.7%*
Working full time	87	85	85	58	0	71	45	27
%V	*33.2%*	*32.9%*	*32.9%*	*37.7%*	*0.0%*	*31.8%*	*37.8%*	*26.0%*
%H		*97.7%*	*97.7%*	*66.7%*	*0.0%*	*81.6%*	*51.7%*	*31.0%*
Working part time	55	55	55	37	0	46	28	18
%V	*21.0%*	*21.3%*	*21.3%*	*24.0%*	*0.0%*	*20.6%*	*23.5%*	*17.3%*
%H		*100.0%*	*100.0%*	*67.3%*	*0.0%*	*83.6%*	*50.9%*	*32.7%*
Not working	119	118	118	59	1	106	47	59
%V	*45.4%*	*45.7%*	*45.7%*	*38.3%*	*100.0%*	*47.5%*	*39.5%*	*56.7%*
%H		*99.2%*	*99.2%*	*49.6%*	*0.8%*	*89.1%*	*39.5%*	*49.6%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1001	964	960	368	150	774	325	449
%H (All HH)		*96.3%*	*95.9%*	*36.8%*	*15.0%*	*77.3%*	*32.5%*	*44.9%*
%H (TV HH)			*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
AB	242	237	234	97	38	184	82	101
%V	*24.2%*	*24.6%*	*24.4%*	*26.4%*	*25.3%*	*23.8%*	*25.2%*	*22.5%*
%H (All HH)		*97.9%*	*96.7%*	*40.1%*	*15.7%*	*76.0%*	*33.9%*	*41.7%*
%H (TV HH)			*98.7%*	*40.9%*	*16.0%*	*77.6%*	*34.6%*	*42.6%*
C1	296	280	280	113	47	220	98	123
%V	*29.6%*	*29.0%*	*29.2%*	*30.7%*	*31.3%*	*28.4%*	*30.2%*	*27.4%*
%H (All HH)		*94.6%*	*94.6%*	*38.2%*	*15.9%*	*74.3%*	*33.1%*	*41.6%*
%H (TV HH)			*100.0%*	*40.4%*	*16.8%*	*78.6%*	*35.0%*	*43.9%*
C2	211	205	205	85	34	172	83	88
%V	*21.1%*	*21.3%*	*21.4%*	*23.1%*	*22.7%*	*22.2%*	*25.5%*	*19.6%*
%H (All HH)		*97.2%*	*97.2%*	*40.3%*	*16.1%*	*81.5%*	*39.3%*	*41.7%*
%H (TV HH)			*100.0%*	*41.5%*	*16.6%*	*83.9%*	*40.5%*	*42.9%*
D	157	151	151	51	25	119	45	74
%V	*15.7%*	*15.7%*	*15.7%*	*13.9%*	*16.7%*	*15.4%*	*13.8%*	*16.5%*
%H (All HH)		*96.2%*	*96.2%*	*32.5%*	*15.9%*	*75.8%*	*28.7%*	*47.1%*
%H (TV HH)			*100.0%*	*33.8%*	*16.6%*	*78.8%*	*29.8%*	*49.0%*
E	94	91	90	22	7	79	17	62
%V	*9.4%*	*9.4%*	*9.4%*	*6.0%*	*4.7%*	*10.2%*	*5.2%*	*13.8%*
%H (All HH)		*96.8%*	*95.7%*	*23.4%*	*7.4%*	*84.0%*	*18.1%*	*66.0%*
%H (TV HH)			*98.9%*	*24.2%*	*7.7%*	*86.8%*	*18.7%*	*68.1%*

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
April 2010 - March 2011

ITV HTV West

Household level data

Table 13.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1001	964	960	368	150	774	325	449
%H (All HH)		*96.3%*	*95.9%*	*36.8%*	*15.0%*	*77.3%*	*32.5%*	*44.9%*
%H (TV HH)			*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
Under 25	57	48	48	15	9	34	10	24
%V	*5.7%*	*5.0%*	*5.0%*	*4.1%*	*6.0%*	*4.4%*	*3.1%*	*5.3%*
%H (All HH)		*84.2%*	*84.2%*	*26.3%*	*15.8%*	*59.6%*	*17.5%*	*42.1%*
%H (TV HH)			*100.0%*	*31.3%*	*18.8%*	*70.8%*	*20.8%*	*50.0%*
25 - 34	143	131	131	53	34	95	49	46
%V	*14.3%*	*13.6%*	*13.6%*	*14.4%*	*22.7%*	*12.3%*	*15.1%*	*10.2%*
%H (All HH)		*91.6%*	*91.6%*	*37.1%*	*23.8%*	*66.4%*	*34.3%*	*32.2%*
%H (TV HH)			*100.0%*	*40.5%*	*26.0%*	*72.5%*	*37.4%*	*35.1%*
35 - 44	182	177	176	83	28	136	69	67
%V	*18.2%*	*18.4%*	*18.3%*	*22.6%*	*18.7%*	*17.6%*	*21.2%*	*14.9%*
%H (All HH)		*97.3%*	*96.7%*	*45.6%*	*15.4%*	*74.7%*	*37.9%*	*36.8%*
%H (TV HH)			*99.4%*	*46.9%*	*15.8%*	*76.8%*	*39.0%*	*37.9%*
45 - 54	186	180	180	77	37	147	80	67
%V	*18.6%*	*18.7%*	*18.8%*	*20.9%*	*24.7%*	*19.0%*	*24.6%*	*14.9%*
%H (All HH)		*96.8%*	*96.8%*	*41.4%*	*19.9%*	*79.0%*	*43.0%*	*36.0%*
%H (TV HH)			*100.0%*	*42.8%*	*20.6%*	*81.7%*	*44.4%*	*37.2%*
55 - 64	169	167	166	69	21	141	63	78
%V	*16.9%*	*17.3%*	*17.3%*	*18.8%*	*14.0%*	*18.2%*	*19.4%*	*17.4%*
%H (All HH)		*98.8%*	*98.2%*	*40.8%*	*12.4%*	*83.4%*	*37.3%*	*46.2%*
%H (TV HH)			*99.4%*	*41.3%*	*12.6%*	*84.4%*	*37.7%*	*46.7%*
65 +	263	260	258	72	21	219	54	165
%V	*26.3%*	*27.0%*	*26.9%*	*19.6%*	*14.0%*	*28.3%*	*16.6%*	*36.7%*
%H (All HH)		*98.9%*	*98.1%*	*27.4%*	*8.0%*	*83.3%*	*20.5%*	*62.7%*
%H (TV HH)			*99.2%*	*27.7%*	*8.1%*	*84.2%*	*20.8%*	*63.5%*

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Household level data

Table 13.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1001	964	960	368	150	774	325	449
%H (All HH)		*96.3%*	*95.9%*	*36.8%*	*15.0%*	*77.3%*	*32.5%*	*44.9%*
%H (TV HH)			*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
1	324	299	295	76	38	229	49	181
%V	*32.4%*	*31.0%*	*30.7%*	*20.7%*	*25.3%*	*29.6%*	*15.1%*	*40.3%*
%H (All HH)		*92.3%*	*91.0%*	*23.5%*	*11.7%*	*70.7%*	*15.1%*	*55.9%*
%H (TV HH)			*98.7%*	*25.4%*	*12.7%*	*76.6%*	*16.4%*	*60.5%*
2	354	347	347	128	51	291	121	170
%V	*35.4%*	*36.0%*	*36.1%*	*34.8%*	*34.0%*	*37.6%*	*37.2%*	*37.9%*
%H (All HH)		*98.0%*	*98.0%*	*36.2%*	*14.4%*	*82.2%*	*34.2%*	*48.0%*
%H (TV HH)			*100.0%*	*36.9%*	*14.7%*	*83.9%*	*34.9%*	*49.0%*
3	148	145	145	70	29	114	66	48
%V	*14.8%*	*15.0%*	*15.1%*	*19.0%*	*19.3%*	*14.7%*	*20.3%*	*10.7%*
%H (All HH)		*98.0%*	*98.0%*	*47.3%*	*19.6%*	*77.0%*	*44.6%*	*32.4%*
%H (TV HH)			*100.0%*	*48.3%*	*20.0%*	*78.6%*	*45.5%*	*33.1%*
4	129	128	128	64	25	104	63	40
%V	*12.9%*	*13.3%*	*13.3%*	*17.4%*	*16.7%*	*13.4%*	*19.4%*	*8.9%*
%H (All HH)		*99.2%*	*99.2%*	*49.6%*	*19.4%*	*80.6%*	*48.8%*	*31.0%*
%H (TV HH)			*100.0%*	*50.0%*	*19.5%*	*81.3%*	*49.2%*	*31.3%*
5+	46	45	45	30	7	35	25	10
%V	*4.6%*	*4.7%*	*4.7%*	*8.2%*	*4.7%*	*4.5%*	*7.7%*	*2.2%*
%H (All HH)		*97.8%*	*97.8%*	*65.2%*	*15.2%*	*76.1%*	*54.3%*	*21.7%*
%H (TV HH)			*100.0%*	*66.7%*	*15.6%*	*77.8%*	*55.6%*	*22.2%*
Average HH size	2.24	2.26	2.27	2.60	2.42	2.27	2.70	1.96

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
April 2010 - March 2011

ITV HTV West

Household level data

Table 13.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1001	964	960	368	150	774	325	449
%H (All HH)		*96.3%*	*95.9%*	*36.8%*	*15.0%*	*77.3%*	*32.5%*	*44.9%*
%H (TV HH)			*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
Without	762	730	726	249	111	591	220	371
%V	*76.1%*	*75.7%*	*75.6%*	*67.7%*	*74.0%*	*76.4%*	*67.7%*	*82.6%*
%H (All HH)		*95.8%*	*95.3%*	*32.7%*	*14.6%*	*77.6%*	*28.9%*	*48.7%*
%H (TV HH)			*99.5%*	*34.1%*	*15.2%*	*81.0%*	*30.1%*	*50.8%*
With	238	234	234	120	40	182	105	77
%V	*23.8%*	*24.3%*	*24.4%*	*32.6%*	*26.7%*	*23.5%*	*32.3%*	*17.1%*
%H (All HH)		*98.3%*	*98.3%*	*50.4%*	*16.8%*	*76.5%*	*44.1%*	*32.4%*
%H (TV HH)			*100.0%*	*51.3%*	*17.1%*	*77.8%*	*44.9%*	*32.9%*
0 - 3	91	88	88	42	19	66	38	28
%V	*9.1%*	*9.1%*	*9.2%*	*11.4%*	*12.7%*	*8.5%*	*11.7%*	*6.2%*
%H (All HH)		*96.7%*	*96.7%*	*46.2%*	*20.9%*	*72.5%*	*41.8%*	*30.8%*
%H (TV HH)			*100.0%*	*47.7%*	*21.6%*	*75.0%*	*43.2%*	*31.8%*
4 - 9	119	117	117	62	18	88	49	39
%V	*11.9%*	*12.1%*	*12.2%*	*16.8%*	*12.0%*	*11.4%*	*15.1%*	*8.7%*
%H (All HH)		*98.3%*	*98.3%*	*52.1%*	*15.1%*	*73.9%*	*41.2%*	*32.8%*
%H (TV HH)			*100.0%*	*53.0%*	*15.4%*	*75.2%*	*41.9%*	*33.3%*
10 - 15	113	112	112	61	19	91	57	33
%V	*11.3%*	*11.6%*	*11.7%*	*16.6%*	*12.7%*	*11.8%*	*17.5%*	*7.3%*
%H (All HH)		*99.1%*	*99.1%*	*54.0%*	*16.8%*	*80.5%*	*50.4%*	*29.2%*
%H (TV HH)			*100.0%*	*54.5%*	*17.0%*	*81.3%*	*50.9%*	*29.5%*

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Household level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1001	964	960	368	150	774	325	449
%H (All HH)		*96.3%*	*95.9%*	*36.8%*	*15.0%*	*77.3%*	*32.5%*	*44.9%*
%H (TV HH)			*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
1	403	403	399	110	64	290	65	225
%V	*40.3%*	*41.8%*	*41.6%*	*29.9%*	*42.7%*	*37.5%*	*20.0%*	*50.1%*
%H (All HH)		*100.0%*	*99.0%*	*27.3%*	*15.9%*	*72.0%*	*16.1%*	*55.8%*
%H (TV HH)			*99.0%*	*27.3%*	*15.9%*	*72.0%*	*16.1%*	*55.8%*
2	341	341	341	144	51	287	136	151
%V	*34.1%*	*35.4%*	*35.5%*	*39.1%*	*34.0%*	*37.1%*	*41.8%*	*33.6%*
%H (All HH)		*100.0%*	*100.0%*	*42.2%*	*15.0%*	*84.2%*	*39.9%*	*44.3%*
%H (TV HH)			*100.0%*	*42.2%*	*15.0%*	*84.2%*	*39.9%*	*44.3%*
3	146	146	146	70	25	129	75	54
%V	*14.6%*	*15.1%*	*15.2%*	*19.0%*	*16.7%*	*16.7%*	*23.1%*	*12.0%*
%H (All HH)		*100.0%*	*100.0%*	*47.9%*	*17.1%*	*88.4%*	*51.4%*	*37.0%*
%H (TV HH)			*100.0%*	*47.9%*	*17.1%*	*88.4%*	*51.4%*	*37.0%*
4	52	52	52	31	8	47	35	12
%V	*5.2%*	*5.4%*	*5.4%*	*8.4%*	*5.3%*	*6.1%*	*10.8%*	*2.7%*
%H (All HH)		*100.0%*	*100.0%*	*59.6%*	*15.4%*	*90.4%*	*67.3%*	*23.1%*
%H (TV HH)			*100.0%*	*59.6%*	*15.4%*	*90.4%*	*67.3%*	*23.1%*
5+	22	22	22	14	3	20	14	6
%V	*2.2%*	*2.3%*	*2.3%*	*3.8%*	*2.0%*	*2.6%*	*4.3%*	*1.3%*
%H (All HH)		*100.0%*	*100.0%*	*63.6%*	*13.6%*	*90.9%*	*63.6%*	*27.3%*
%H (TV HH)			*100.0%*	*63.6%*	*13.6%*	*90.9%*	*63.6%*	*27.3%*

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
April 2010 - March 2011

ITV HTV West

Household level data

Table 13.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1001	964	960	368	150	774	325	449
%H (All HH)		*96.3%*	*95.9%*	*36.8%*	*15.0%*	*77.3%*	*32.5%*	*44.9%*
%H (TV HH)			*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
Under 20"	370	370	367	154	47	324	155	169
%V	*37.0%*	*38.4%*	*38.2%*	*41.8%*	*31.3%*	*41.9%*	*47.7%*	*37.6%*
%H (All HH)		*100.0%*	*99.2%*	*41.6%*	*12.7%*	*87.6%*	*41.9%*	*45.7%*
%H (TV HH)			*99.2%*	*41.6%*	*12.7%*	*87.6%*	*41.9%*	*45.7%*
20" - 29"	489	489	488	172	75	408	161	247
%V	*48.9%*	*50.7%*	*50.8%*	*46.7%*	*50.0%*	*52.7%*	*49.5%*	*55.0%*
%H (All HH)		*100.0%*	*99.8%*	*35.2%*	*15.3%*	*83.4%*	*32.9%*	*50.5%*
%H (TV HH)			*99.8%*	*35.2%*	*15.3%*	*83.4%*	*32.9%*	*50.5%*
30" - 39"	469	469	469	203	84	374	187	186
%V	*46.9%*	*48.7%*	*48.9%*	*55.2%*	*56.0%*	*48.3%*	*57.5%*	*41.4%*
%H (All HH)		*100.0%*	*100.0%*	*43.3%*	*17.9%*	*79.7%*	*39.9%*	*39.7%*
%H (TV HH)			*100.0%*	*43.3%*	*17.9%*	*79.7%*	*39.9%*	*39.7%*
40" and over	218	218	218	130	31	174	114	60
%V	*21.8%*	*22.6%*	*22.7%*	*35.3%*	*20.7%*	*22.5%*	*35.1%*	*13.4%*
%H (All HH)		*100.0%*	*100.0%*	*59.6%*	*14.2%*	*79.8%*	*52.3%*	*27.5%*
%H (TV HH)			*100.0%*	*59.6%*	*14.2%*	*79.8%*	*52.3%*	*27.5%*

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1001	964	960	368	150	774	325	449
%H (All HH)		*96.3%*	*95.9%*	*36.8%*	*15.0%*	*77.3%*	*32.5%*	*44.9%*
%H (TV HH)			*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
Main living room	951	951	947	365	149	762	322	440
%V	*95.0%*	*98.7%*	*98.6%*	*99.2%*	*99.3%*	*98.4%*	*99.1%*	*98.0%*
%H (All HH)		*100.0%*	*99.6%*	*38.4%*	*15.7%*	*80.1%*	*33.9%*	*46.3%*
%H (TV HH)			*99.6%*	*38.4%*	*15.7%*	*80.1%*	*33.9%*	*46.3%*
Kitchen	129	129	129	61	9	118	59	59
%V	*12.9%*	*13.4%*	*13.4%*	*16.6%*	*6.0%*	*15.2%*	*18.2%*	*13.1%*
%H (All HH)		*100.0%*	*100.0%*	*47.3%*	*7.0%*	*91.5%*	*45.7%*	*45.7%*
%H (TV HH)			*100.0%*	*47.3%*	*7.0%*	*91.5%*	*45.7%*	*45.7%*
Adult's bedroom	396	396	396	188	64	342	192	150
%V	*39.6%*	*41.1%*	*41.3%*	*51.1%*	*42.7%*	*44.2%*	*59.1%*	*33.4%*
%H (All HH)		*100.0%*	*100.0%*	*47.5%*	*16.2%*	*86.4%*	*48.5%*	*37.9%*
%H (TV HH)			*100.0%*	*47.5%*	*16.2%*	*86.4%*	*48.5%*	*37.9%*
Child's bedroom	93	93	93	49	19	81	55	26
%V	*9.3%*	*9.6%*	*9.7%*	*13.3%*	*12.7%*	*10.5%*	*16.9%*	*5.8%*
%H (All HH)		*100.0%*	*100.0%*	*52.7%*	*20.4%*	*87.1%*	*59.1%*	*28.0%*
%H (TV HH)			*100.0%*	*52.7%*	*20.4%*	*87.1%*	*59.1%*	*28.0%*
Other bedroom	51	51	50	28	8	44	28	16
%V	*5.1%*	*5.3%*	*5.2%*	*7.6%*	*5.3%*	*5.7%*	*8.6%*	*3.6%*
%H (All HH)		*100.0%*	*98.0%*	*54.9%*	*15.7%*	*86.3%*	*54.9%*	*31.4%*
%H (TV HH)			*98.0%*	*54.9%*	*15.7%*	*86.3%*	*54.9%*	*31.4%*
Second living/dining room	104	104	104	49	15	88	47	41
%V	*10.4%*	*10.8%*	*10.8%*	*13.3%*	*10.0%*	*11.4%*	*14.5%*	*9.1%*
%H (All HH)		*100.0%*	*100.0%*	*47.1%*	*14.4%*	*84.6%*	*45.2%*	*39.4%*
%H (TV HH)			*100.0%*	*47.1%*	*14.4%*	*84.6%*	*45.2%*	*39.4%*
Study/office	24	24	24	11	4	22	12	10
%V	*2.4%*	*2.5%*	*2.5%*	*3.0%*	*2.7%*	*2.8%*	*3.7%*	*2.2%*
%H (All HH)		*100.0%*	*100.0%*	*45.8%*	*16.7%*	*91.7%*	*50.0%*	*41.7%*
%H (TV HH)			*100.0%*	*45.8%*	*16.7%*	*91.7%*	*50.0%*	*41.7%*
TV room	7	7	7	5	0	7	4	3
%V	*0.7%*	*0.7%*	*0.7%*	*1.4%*	*0.0%*	*0.9%*	*1.2%*	*0.7%*
%H (All HH)		*100.0%*	*100.0%*	*71.4%*	*0.0%*	*100.0%*	*57.1%*	*42.9%*
%H (TV HH)			*100.0%*	*71.4%*	*0.0%*	*100.0%*	*57.1%*	*42.9%*
No specific location	4	4	4	1	1	3	1	1
%V	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.7%*	*0.4%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*25.0%*	*25.0%*	*75.0%*	*25.0%*	*25.0%*
%H (TV HH)			*100.0%*	*25.0%*	*25.0%*	*75.0%*	*25.0%*	*25.0%*
Other	2	2	2	0	0	2	0	1
%V	*0.2%*	*0.2%*	*0.2%*	*0.0%*	*0.0%*	*0.3%*	*0.0%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Household level data

Table 13.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1001	964	960	368	150	774	325	449
%H (All HH)		*96.3%*	*95.9%*	*36.8%*	*15.0%*	*77.3%*	*32.5%*	*44.9%*
%H (TV HH)			*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
PVR	441	441	441	256	71	336	218	118
%V	*44.1%*	*45.7%*	*45.9%*	*69.6%*	*47.3%*	*43.4%*	*67.1%*	*26.3%*
%H (All HH)		*100.0%*	*100.0%*	*58.0%*	*16.1%*	*76.2%*	*49.4%*	*26.8%*
%H (TV HH)			*100.0%*	*58.0%*	*16.1%*	*76.2%*	*49.4%*	*26.8%*
DVDR	129	129	128	51	20	105	46	59
%V	*12.9%*	*13.4%*	*13.3%*	*13.9%*	*13.3%*	*13.6%*	*14.2%*	*13.1%*
%H (All HH)		*100.0%*	*99.2%*	*39.5%*	*15.5%*	*81.4%*	*35.7%*	*45.7%*
%H (TV HH)			*99.2%*	*39.5%*	*15.5%*	*81.4%*	*35.7%*	*45.7%*
VCR	175	175	175	59	30	137	50	87
%V	*17.5%*	*18.2%*	*18.2%*	*16.0%*	*20.0%*	*17.7%*	*15.4%*	*19.4%*
%H (All HH)		*100.0%*	*100.0%*	*33.7%*	*17.1%*	*78.3%*	*28.6%*	*49.7%*
%H (TV HH)			*100.0%*	*33.7%*	*17.1%*	*78.3%*	*28.6%*	*49.7%*
Any recorder	578	578	577	293	92	449	251	198
%V	*57.7%*	*60.0%*	*60.1%*	*79.6%*	*61.3%*	*58.0%*	*77.2%*	*44.1%*
%H (All HH)		*100.0%*	*99.8%*	*50.7%*	*15.9%*	*77.7%*	*43.4%*	*34.3%*
%H (TV HH)			*99.8%*	*50.7%*	*15.9%*	*77.7%*	*43.4%*	*34.3%*

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
April 2010 - March 2011

ITV HTV West

Household level data

Table 13.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1001	964	960	368	150	774	325	449
%H (All HH)		*96.3%*	*95.9%*	*36.8%*	*15.0%*	*77.3%*	*32.5%*	*44.9%*
%H (TV HH)			*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
Receives HDTV (via STB or built-in reception)	254	254	254	141	71	192	146	46
%V	*25.4%*	*26.3%*	*26.5%*	*38.3%*	*47.3%*	*24.8%*	*44.9%*	*10.2%*
%H (All HH)		*100.0%*	*100.0%*	*55.5%*	*28.0%*	*75.6%*	*57.5%*	*18.1%*
%H (TV HH)			*100.0%*	*55.5%*	*28.0%*	*75.6%*	*57.5%*	*18.1%*
DVD/Blu-ray player or recorder	789	789	787	321	135	633	293	340
%V	*78.8%*	*81.8%*	*82.0%*	*87.2%*	*90.0%*	*81.8%*	*90.2%*	*75.7%*
%H (All HH)		*100.0%*	*99.7%*	*40.7%*	*17.1%*	*80.2%*	*37.1%*	*43.1%*
%H (TV HH)			*99.7%*	*40.7%*	*17.1%*	*80.2%*	*37.1%*	*43.1%*

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
April 2010 - March 2011

ITV HTV West

Household level data

Table 13.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1001	964	960	368	150	774	325	449
%H (All HH)		*96.3%*	*95.9%*	*36.8%*	*15.0%*	*77.3%*	*32.5%*	*44.9%*
%H (TV HH)			*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
Has PC or Laptop	763	735	734	318	133	582	293	290
%V	*76.2%*	*76.2%*	*76.5%*	*86.4%*	*88.7%*	*75.2%*	*90.2%*	*64.6%*
%H (All HH)		*96.3%*	*96.2%*	*41.7%*	*17.4%*	*76.3%*	*38.4%*	*38.0%*
%H (TV HH)			*99.9%*	*43.3%*	*18.1%*	*79.2%*	*39.9%*	*39.5%*
Has broadband internet	717	690	689	304	130	543	282	262
%V	*71.6%*	*71.6%*	*71.8%*	*82.6%*	*86.7%*	*70.2%*	*86.8%*	*58.4%*
%H (All HH)		*96.2%*	*96.1%*	*42.4%*	*18.1%*	*75.7%*	*39.3%*	*36.5%*
%H (TV HH)			*99.9%*	*44.1%*	*18.8%*	*78.7%*	*40.9%*	*38.0%*

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1850	1846	808	288	1552	782	770
%H		*99.8%*	*43.7%*	*15.6%*	*83.9%*	*42.3%*	*41.6%*
Under 20"	490	487	213	60	437	218	219
%V	*26.5%*	*26.4%*	*26.4%*	*20.8%*	*28.2%*	*27.9%*	*28.4%*
%H		*99.4%*	*43.5%*	*12.2%*	*89.2%*	*44.5%*	*44.7%*
20" - 29"	591	590	212	97	502	215	288
%V	*31.9%*	*32.0%*	*26.2%*	*33.7%*	*32.3%*	*27.5%*	*37.4%*
%H		*99.8%*	*35.9%*	*16.4%*	*84.9%*	*36.4%*	*48.7%*
30" - 39"	530	529	241	96	422	225	197
%V	*28.6%*	*28.7%*	*29.8%*	*33.3%*	*27.2%*	*28.8%*	*25.6%*
%H		*99.8%*	*45.5%*	*18.1%*	*79.6%*	*42.5%*	*37.2%*
40" and over	235	235	142	34	187	124	63
%V	*12.7%*	*12.7%*	*17.6%*	*11.8%*	*12.0%*	*15.9%*	*8.2%*
%H		*100.0%*	*60.4%*	*14.5%*	*79.6%*	*52.8%*	*26.8%*
Don't know	4	4	0	1	3	0	3
%V	*0.2%*	*0.2%*	*0.0%*	*0.3%*	*0.2%*	*0.0%*	*0.4%*
%H		*100.0%*	*0.0%*	*25.0%*	*75.0%*	*0.0%*	*75.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1850	1846	808	288	1552	782	770
%H		*99.8%*	*43.7%*	*15.6%*	*83.9%*	*42.3%*	*41.6%*
Main living room	957	953	366	150	767	323	444
%V	*51.7%*	*51.6%*	*45.3%*	*52.1%*	*49.4%*	*41.3%*	*57.7%*
%H		*99.6%*	*38.2%*	*15.7%*	*80.1%*	*33.8%*	*46.4%*
Kitchen	129	129	61	9	118	59	59
%V	*7.0%*	*7.0%*	*7.5%*	*3.1%*	*7.6%*	*7.5%*	*7.7%*
%H		*100.0%*	*47.3%*	*7.0%*	*91.5%*	*45.7%*	*45.7%*
Adult's bedroom	441	441	212	75	385	223	162
%V	*23.8%*	*23.9%*	*26.2%*	*26.0%*	*24.8%*	*28.5%*	*21.0%*
%H		*100.0%*	*48.1%*	*17.0%*	*87.3%*	*50.6%*	*36.7%*
Child's bedroom	124	124	70	26	109	79	31
%V	*6.7%*	*6.7%*	*8.7%*	*9.0%*	*7.0%*	*10.1%*	*4.0%*
%H		*100.0%*	*56.5%*	*21.0%*	*87.9%*	*63.7%*	*25.0%*
Other bedroom	56	56	32	8	50	32	18
%V	*3.0%*	*3.0%*	*4.0%*	*2.8%*	*3.2%*	*4.1%*	*2.3%*
%H		*100.0%*	*57.1%*	*14.3%*	*89.3%*	*57.1%*	*32.1%*
Second living/dining room	105	105	50	15	89	48	41
%V	*5.7%*	*5.7%*	*6.2%*	*5.2%*	*5.7%*	*6.1%*	*5.3%*
%H		*100.0%*	*47.6%*	*14.3%*	*84.8%*	*45.7%*	*39.0%*
Study/office	25	25	11	4	23	13	10
%V	*1.4%*	*1.4%*	*1.4%*	*1.4%*	*1.5%*	*1.7%*	*1.3%*
%H		*100.0%*	*44.0%*	*16.0%*	*92.0%*	*52.0%*	*40.0%*
TV room	7	7	5	0	7	4	3
%V	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.5%*	*0.5%*	*0.4%*
%H		*100.0%*	*71.4%*	*0.0%*	*100.0%*	*57.1%*	*42.9%*
No specific location	4	4	1	1	3	1	1
%V	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*	*0.1%*	*0.1%*
%H		*100.0%*	*25.0%*	*25.0%*	*75.0%*	*25.0%*	*25.0%*
Other	2	2	0	0	2	0	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Set level data

Table 13.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1850	1846	808	288	1552	782	770
%H		*99.8%*	*43.7%*	*15.6%*	*83.9%*	*42.3%*	*41.6%*
PVR	521	521	315	79	395	262	133
%V	*28.2%*	*28.2%*	*39.0%*	*27.4%*	*25.5%*	*33.5%*	*17.3%*
%H		*100.0%*	*60.5%*	*15.2%*	*75.8%*	*50.3%*	*25.5%*
DVDR	145	145	59	23	120	56	63
%V	*7.8%*	*7.9%*	*7.3%*	*8.0%*	*7.7%*	*7.2%*	*8.2%*
%H		*100.0%*	*40.7%*	*15.9%*	*82.8%*	*38.6%*	*43.4%*
VCR	200	200	69	36	160	63	96
%V	*10.8%*	*10.8%*	*8.5%*	*12.5%*	*10.3%*	*8.1%*	*12.5%*
%H		*100.0%*	*34.5%*	*18.0%*	*80.0%*	*31.5%*	*48.0%*
Any recorder	711	710	378	111	554	325	229
%V	*38.4%*	*38.5%*	*46.8%*	*38.5%*	*35.7%*	*41.6%*	*29.7%*
%H		*99.9%*	*53.2%*	*15.6%*	*77.9%*	*45.7%*	*32.2%*

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

Set level data

Table 13.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1850	1846	808	288	1552	782	770
%H		*99.8%*	*43.7%*	*15.6%*	*83.9%*	*42.3%*	*41.6%*
Receives HDTV (via STB or built-in reception)	305	305	168	83	229	172	58
%V	*16.5%*	*16.5%*	*20.8%*	*28.8%*	*14.8%*	*22.0%*	*7.5%*
%H		*100.0%*	*55.1%*	*27.2%*	*75.1%*	*56.4%*	*19.0%*
DVD/Blu-ray player or recorder	1125	1124	494	199	929	482	447
%V	*60.8%*	*60.9%*	*61.1%*	*69.1%*	*59.9%*	*61.6%*	*58.1%*
%H		*99.9%*	*43.9%*	*17.7%*	*82.6%*	*42.8%*	*39.7%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Set level data

Table 13.15: Main Set Screen Size

	TV HH	Platforms available in Household: Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	964	960	368	150	774	325	449
%H		*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
Under 20"	42	39	6	3	34	4	30
%V	*4.4%*	*4.1%*	*1.6%*	*2.0%*	*4.4%*	*1.2%*	*6.7%*
%H		*92.9%*	*14.3%*	*7.1%*	*81.0%*	*9.5%*	*71.4%*
20" - 29"	308	307	79	44	251	65	187
%V	*32.0%*	*32.0%*	*21.5%*	*29.3%*	*32.4%*	*20.0%*	*41.6%*
%H		*99.7%*	*25.6%*	*14.3%*	*81.5%*	*21.1%*	*60.7%*
30" - 39"	404	403	160	73	321	149	172
%V	*41.9%*	*42.0%*	*43.5%*	*48.7%*	*41.5%*	*45.8%*	*38.3%*
%H		*99.8%*	*39.6%*	*18.1%*	*79.5%*	*36.9%*	*42.6%*
40" and over	208	208	123	30	165	108	58
%V	*21.6%*	*21.7%*	*33.4%*	*20.0%*	*21.3%*	*33.2%*	*12.9%*
%H		*100.0%*	*59.1%*	*14.4%*	*79.3%*	*51.9%*	*27.9%*
Don't know	2	2	0	0	2	0	2
%V	*0.2%*	*0.2%*	*0.0%*	*0.0%*	*0.3%*	*0.0%*	*0.4%*
%H		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Set level data

Table 13.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	964	960	368	150	774	325	449
%H		*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
PVR	430	430	250	70	326	212	114
%V	*44.6%*	*44.8%*	*67.9%*	*46.7%*	*42.1%*	*65.2%*	*25.4%*
%H		*100.0%*	*58.1%*	*16.3%*	*75.8%*	*49.3%*	*26.5%*
DVDR	116	115	45	16	92	38	55
%V	*12.0%*	*12.0%*	*12.2%*	*10.7%*	*11.9%*	*11.7%*	*12.2%*
%H		*99.1%*	*38.8%*	*13.8%*	*79.3%*	*32.8%*	*47.4%*
VCR	153	153	50	25	120	41	79
%V	*15.9%*	*15.9%*	*13.6%*	*16.7%*	*15.5%*	*12.6%*	*17.6%*
%H		*100.0%*	*32.7%*	*16.3%*	*78.4%*	*26.8%*	*51.6%*
Any recorder	562	561	287	89	436	244	191
%V	*58.3%*	*58.4%*	*78.0%*	*59.3%*	*56.3%*	*75.1%*	*42.5%*
%H		*99.8%*	*51.1%*	*15.8%*	*77.6%*	*43.4%*	*34.0%*

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

Set level data

Table 13.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	964	960	368	150	774	325	449
%H		*99.6%*	*38.2%*	*15.6%*	*80.3%*	*33.7%*	*46.6%*
Receives HDTV (via STB or built-in reception)	243	243	134	69	180	137	43
%V	*25.2%*	*25.3%*	*36.4%*	*46.0%*	*23.3%*	*42.2%*	*9.6%*
%H		*100.0%*	*55.1%*	*28.4%*	*74.1%*	*56.4%*	*17.7%*
DVD/Blu-ray player or recorder	743	741	296	127	593	268	325
%V	*77.1%*	*77.2%*	*80.4%*	*84.7%*	*76.6%*	*82.5%*	*72.4%*
%H		*99.7%*	*39.8%*	*17.1%*	*79.8%*	*36.1%*	*43.7%*

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	886	886	440	137	778	457	321
%H		*100.0%*	*49.7%*	*15.5%*	*87.8%*	*51.6%*	*36.2%*
Under 20"	449	448	207	57	403	214	189
%V	*50.7%*	*50.6%*	*47.0%*	*41.6%*	*51.8%*	*46.8%*	*58.9%*
%H		*99.8%*	*46.1%*	*12.7%*	*89.8%*	*47.7%*	*42.1%*
20" - 29"	282	282	133	53	251	150	101
%V	*31.8%*	*31.8%*	*30.2%*	*38.7%*	*32.3%*	*32.8%*	*31.5%*
%H		*100.0%*	*47.2%*	*18.8%*	*89.0%*	*53.2%*	*35.8%*
30" - 39"	126	126	81	23	101	76	25
%V	*14.2%*	*14.2%*	*18.4%*	*16.8%*	*13.0%*	*16.6%*	*7.8%*
%H		*100.0%*	*64.3%*	*18.3%*	*80.2%*	*60.3%*	*19.8%*
40" and over	27	27	19	4	22	17	5
%V	*3.0%*	*3.0%*	*4.3%*	*2.9%*	*2.8%*	*3.7%*	*1.6%*
%H		*100.0%*	*70.4%*	*14.8%*	*81.5%*	*63.0%*	*18.5%*
Don't know	2	2	0	1	2	0	1
%V	*0.2%*	*0.2%*	*0.0%*	*0.7%*	*0.3%*	*0.0%*	*0.3%*
%H		*100.0%*	*0.0%*	*50.0%*	*100.0%*	*0.0%*	*50.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	886	886	440	137	778	457	321
%H		*100.0%*	*49.7%*	*15.5%*	*87.8%*	*51.6%*	*36.2%*
PVR	91	91	66	9	68	50	18
%V	*10.3%*	*10.3%*	*15.0%*	*6.6%*	*8.7%*	*10.9%*	*5.6%*
%H		*100.0%*	*72.5%*	*9.9%*	*74.7%*	*54.9%*	*19.8%*
DVDR	29	29	15	7	27	19	9
%V	*3.3%*	*3.3%*	*3.4%*	*5.1%*	*3.5%*	*4.2%*	*2.8%*
%H		*100.0%*	*51.7%*	*24.1%*	*93.1%*	*65.5%*	*31.0%*
VCR	47	47	18	11	40	22	18
%V	*5.3%*	*5.3%*	*4.1%*	*8.0%*	*5.1%*	*4.8%*	*5.6%*
%H		*100.0%*	*38.3%*	*23.4%*	*85.1%*	*46.8%*	*38.3%*
Any recorder	149	149	91	23	119	81	38
%V	*16.8%*	*16.8%*	*20.7%*	*16.8%*	*15.3%*	*17.7%*	*11.8%*
%H		*100.0%*	*61.1%*	*15.4%*	*79.9%*	*54.4%*	*25.5%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	886	886	440	137	778	457	321
%H		*100.0%*	*49.7%*	*15.5%*	*87.8%*	*51.6%*	*36.2%*
Receives HDTV (via STB or built-in reception)	62	62	34	14	49	34	15
%V	*7.0%*	*7.0%*	*7.7%*	*10.2%*	*6.3%*	*7.4%*	*4.7%*
%H		*100.0%*	*54.8%*	*22.6%*	*79.0%*	*54.8%*	*24.2%*
DVD/Blu-ray player or recorder	382	382	198	72	336	214	122
%V	*43.1%*	*43.1%*	*45.0%*	*52.6%*	*43.2%*	*46.8%*	*38.0%*
%H		*100.0%*	*51.8%*	*18.8%*	*88.0%*	*56.0%*	*31.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Individual level data

Table 13.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	2237	2180	2176	959	364	1758	878	879
%H		*97.5%*	*97.3%*	*42.9%*	*16.3%*	*78.6%*	*39.2%*	*39.3%*
Total Children	409	403	403	214	69	314	188	125
%V	*18.3%*	*18.5%*	*18.5%*	*22.3%*	*19.0%*	*17.9%*	*21.4%*	*14.2%*
%H		*98.5%*	*98.5%*	*52.3%*	*16.9%*	*76.8%*	*46.0%*	*30.6%*
0 - 3	108	105	105	49	24	80	47	34
%V	*4.8%*	*4.8%*	*4.8%*	*5.1%*	*6.6%*	*4.6%*	*5.4%*	*3.9%*
%H		*97.2%*	*97.2%*	*45.4%*	*22.2%*	*74.1%*	*43.5%*	*31.5%*
4 - 15	301	298	298	164	45	233	141	92
%V	*13.5%*	*13.7%*	*13.7%*	*17.1%*	*12.4%*	*13.3%*	*16.1%*	*10.5%*
%H		*99.0%*	*99.0%*	*54.5%*	*15.0%*	*77.4%*	*46.8%*	*30.6%*
4 - 9	150	148	148	81	20	112	63	49
%V	*6.7%*	*6.8%*	*6.8%*	*8.4%*	*5.5%*	*6.4%*	*7.2%*	*5.6%*
%H		*98.7%*	*98.7%*	*54.0%*	*13.3%*	*74.7%*	*42.0%*	*32.7%*
10 - 15	151	150	150	84	26	121	78	43
%V	*6.8%*	*6.9%*	*6.9%*	*8.8%*	*7.1%*	*6.9%*	*8.9%*	*4.9%*
%H		*99.3%*	*99.3%*	*55.6%*	*17.2%*	*80.1%*	*51.7%*	*28.5%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Individual level data

Table 13.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	2237	2180	2176	959	364	1758	878	879
%H		*97.5%*	*97.3%*	*42.9%*	*16.3%*	*78.6%*	*39.2%*	*39.3%*
Total Adults (16+)	1828	1777	1773	745	295	1444	690	754
%V	*81.7%*	*81.5%*	*81.5%*	*77.7%*	*81.0%*	*82.1%*	*78.6%*	*85.8%*
%H		*97.2%*	*97.0%*	*40.8%*	*16.1%*	*79.0%*	*37.7%*	*41.2%*
16 - 19	101	99	99	53	16	80	47	33
%V	*4.5%*	*4.5%*	*4.5%*	*5.5%*	*4.4%*	*4.6%*	*5.4%*	*3.8%*
%H		*98.0%*	*98.0%*	*52.5%*	*15.8%*	*79.2%*	*46.5%*	*32.7%*
20 - 24	144	134	134	51	31	105	52	53
%V	*6.4%*	*6.1%*	*6.2%*	*5.3%*	*8.5%*	*6.0%*	*5.9%*	*6.0%*
%H		*93.1%*	*93.1%*	*35.4%*	*21.5%*	*72.9%*	*36.1%*	*36.8%*
25 - 34	284	268	268	118	66	203	116	88
%V	*12.7%*	*12.3%*	*12.3%*	*12.3%*	*18.1%*	*11.5%*	*13.2%*	*10.0%*
%H		*94.4%*	*94.4%*	*41.5%*	*23.2%*	*71.5%*	*40.8%*	*31.0%*
35 - 44	315	306	305	149	51	233	123	109
%V	*14.1%*	*14.0%*	*14.0%*	*15.5%*	*14.0%*	*13.3%*	*14.0%*	*12.4%*
%H		*97.1%*	*96.8%*	*47.3%*	*16.2%*	*74.0%*	*39.0%*	*34.6%*
45 - 54	311	305	305	143	58	250	142	108
%V	*13.9%*	*14.0%*	*14.0%*	*14.9%*	*15.9%*	*14.2%*	*16.2%*	*12.3%*
%H		*98.1%*	*98.1%*	*46.0%*	*18.6%*	*80.4%*	*45.7%*	*34.7%*
55 - 64	283	279	279	117	39	241	116	125
%V	*12.7%*	*12.8%*	*12.8%*	*12.2%*	*10.7%*	*13.7%*	*13.2%*	*14.2%*
%H		*98.6%*	*98.6%*	*41.3%*	*13.8%*	*85.2%*	*41.0%*	*44.2%*
65+	391	387	384	114	33	332	94	238
%V	*17.5%*	*17.8%*	*17.6%*	*11.9%*	*9.1%*	*18.9%*	*10.7%*	*27.1%*
%H		*99.0%*	*98.2%*	*29.2%*	*8.4%*	*84.9%*	*24.0%*	*60.9%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	1828	1777	1773	745	295	1444	690	754
%H		*97.2%*	*97.0%*	*40.8%*	*16.1%*	*79.0%*	*37.7%*	*41.2%*
AB	463	455	452	196	74	360	173	187
%V	*25.3%*	*25.6%*	*25.5%*	*26.3%*	*25.1%*	*24.9%*	*25.1%*	*24.8%*
%H		*98.3%*	*97.6%*	*42.3%*	*16.0%*	*77.8%*	*37.4%*	*40.4%*
C1	554	533	533	232	94	425	211	214
%V	*30.3%*	*30.0%*	*30.1%*	*31.1%*	*31.9%*	*29.4%*	*30.6%*	*28.4%*
%H		*96.2%*	*96.2%*	*41.9%*	*17.0%*	*76.7%*	*38.1%*	*38.6%*
C2	419	409	409	182	72	346	184	162
%V	*22.9%*	*23.0%*	*23.1%*	*24.4%*	*24.4%*	*24.0%*	*26.7%*	*21.5%*
%H		*97.6%*	*97.6%*	*43.4%*	*17.2%*	*82.6%*	*43.9%*	*38.7%*
D	277	269	269	105	46	217	98	119
%V	*15.2%*	*15.1%*	*15.2%*	*14.1%*	*15.6%*	*15.0%*	*14.2%*	*15.8%*
%H		*97.1%*	*97.1%*	*37.9%*	*16.6%*	*78.3%*	*35.4%*	*43.0%*
E	116	111	110	30	9	97	25	72
%V	*6.3%*	*6.2%*	*6.2%*	*4.0%*	*3.1%*	*6.7%*	*3.6%*	*9.5%*
%H		*95.7%*	*94.8%*	*25.9%*	*7.8%*	*83.6%*	*21.6%*	*62.1%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	1828	1777	1773	745	295	1444	690	754
%H		*97.2%*	*97.0%*	*40.8%*	*16.1%*	*79.0%*	*37.7%*	*41.2%*
Working full time	853	829	828	390	163	648	360	287
%V	*46.7%*	*46.7%*	*46.7%*	*52.3%*	*55.3%*	*44.9%*	*52.2%*	*38.1%*
%H		*97.2%*	*97.1%*	*45.7%*	*19.1%*	*76.0%*	*42.2%*	*33.6%*
Working part time	217	213	213	90	36	177	87	90
%V	*11.9%*	*12.0%*	*12.0%*	*12.1%*	*12.2%*	*12.3%*	*12.6%*	*11.9%*
%H		*98.2%*	*98.2%*	*41.5%*	*16.6%*	*81.6%*	*40.1%*	*41.5%*
Not working	758	735	732	265	95	619	243	377
%V	*41.5%*	*41.4%*	*41.3%*	*35.6%*	*32.2%*	*42.9%*	*35.2%*	*50.0%*
%H		*97.0%*	*96.6%*	*35.0%*	*12.5%*	*81.7%*	*32.1%*	*49.7%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Individual level data

Table 13.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	905	874	872	391	151	702	362	340
%H		*96.6%*	*96.4%*	*43.2%*	*16.7%*	*77.6%*	*40.0%*	*37.6%*
16 - 19	51	50	50	29	8	42	29	14
%V	*5.6%*	*5.7%*	*5.7%*	*7.4%*	*5.3%*	*6.0%*	*8.0%*	*4.1%*
%H		*98.0%*	*98.0%*	*56.9%*	*15.7%*	*82.4%*	*56.9%*	*27.5%*
20 - 24	78	70	70	33	16	54	33	21
%V	*8.6%*	*8.0%*	*8.0%*	*8.4%*	*10.6%*	*7.7%*	*9.1%*	*6.2%*
%H		*89.7%*	*89.7%*	*42.3%*	*20.5%*	*69.2%*	*42.3%*	*26.9%*
25 - 34	152	143	143	64	37	106	62	44
%V	*16.8%*	*16.4%*	*16.4%*	*16.4%*	*24.5%*	*15.1%*	*17.1%*	*12.9%*
%H		*94.1%*	*94.1%*	*42.1%*	*24.3%*	*69.7%*	*40.8%*	*28.9%*
35 - 44	154	149	148	75	24	112	59	52
%V	*17.0%*	*17.0%*	*17.0%*	*19.2%*	*15.9%*	*16.0%*	*16.3%*	*15.3%*
%H		*96.8%*	*96.1%*	*48.7%*	*15.6%*	*72.7%*	*38.3%*	*33.8%*
45 - 54	153	151	151	75	26	123	71	52
%V	*16.9%*	*17.3%*	*17.3%*	*19.2%*	*17.2%*	*17.5%*	*19.6%*	*15.3%*
%H		*98.7%*	*98.7%*	*49.0%*	*17.0%*	*80.4%*	*46.4%*	*34.0%*
55 - 64	134	130	130	56	21	113	59	54
%V	*14.8%*	*14.9%*	*14.9%*	*14.3%*	*13.9%*	*16.1%*	*16.3%*	*15.9%*
%H		*97.0%*	*97.0%*	*41.8%*	*15.7%*	*84.3%*	*44.0%*	*40.3%*
65+	182	180	180	59	18	153	50	103
%V	*20.1%*	*20.6%*	*20.6%*	*15.1%*	*11.9%*	*21.8%*	*13.8%*	*30.3%*
%H		*98.9%*	*98.9%*	*32.4%*	*9.9%*	*84.1%*	*27.5%*	*56.6%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	905	874	872	391	151	702	362	340
%H		*96.6%*	*96.4%*	*43.2%*	*16.7%*	*77.6%*	*40.0%*	*37.6%*
AB	242	238	237	105	42	187	94	93
%V	*26.7%*	*27.2%*	*27.2%*	*26.9%*	*27.8%*	*26.6%*	*26.0%*	*27.4%*
%H		*98.3%*	*97.9%*	*43.4%*	*17.4%*	*77.3%*	*38.8%*	*38.4%*
C1	261	248	248	117	47	193	105	88
%V	*28.8%*	*28.4%*	*28.4%*	*29.9%*	*31.1%*	*27.5%*	*29.0%*	*25.9%*
%H		*95.0%*	*95.0%*	*44.8%*	*18.0%*	*73.9%*	*40.2%*	*33.7%*
C2	230	223	222	103	38	186	103	83
%V	*25.4%*	*25.5%*	*25.5%*	*26.3%*	*25.2%*	*26.5%*	*28.5%*	*24.4%*
%H		*97.0%*	*96.5%*	*44.8%*	*16.5%*	*80.9%*	*44.8%*	*36.1%*
D	128	124	124	55	22	100	52	49
%V	*14.1%*	*14.2%*	*14.2%*	*14.1%*	*14.6%*	*14.2%*	*14.4%*	*14.4%*
%H		*96.9%*	*96.9%*	*43.0%*	*17.2%*	*78.1%*	*40.6%*	*38.3%*
E	43	41	40	11	2	36	9	28
%V	*4.8%*	*4.7%*	*4.6%*	*2.8%*	*1.3%*	*5.1%*	*2.5%*	*8.2%*
%H		*95.3%*	*93.0%*	*25.6%*	*4.7%*	*83.7%*	*20.9%*	*65.1%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	905	874	872	391	151	702	362	340
%H		*96.6%*	*96.4%*	*43.2%*	*16.7%*	*77.6%*	*40.0%*	*37.6%*
Working full time	539	522	521	260	98	409	238	171
%V	*59.6%*	*59.7%*	*59.7%*	*66.5%*	*64.9%*	*58.3%*	*65.7%*	*50.3%*
%H		*96.8%*	*96.7%*	*48.2%*	*18.2%*	*75.9%*	*44.2%*	*31.7%*
Working part time	38	36	36	14	7	30	13	17
%V	*4.2%*	*4.1%*	*4.1%*	*3.6%*	*4.6%*	*4.3%*	*3.6%*	*5.0%*
%H		*94.7%*	*94.7%*	*36.8%*	*18.4%*	*78.9%*	*34.2%*	*44.7%*
Not working	328	315	314	117	46	264	111	152
%V	*36.2%*	*36.0%*	*36.0%*	*29.9%*	*30.5%*	*37.6%*	*30.7%*	*44.7%*
%H		*96.0%*	*95.7%*	*35.7%*	*14.0%*	*80.5%*	*33.8%*	*46.3%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Individual level data

Table 13.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	923	904	902	354	144	742	328	414
%H		*97.9%*	*97.7%*	*38.4%*	*15.6%*	*80.4%*	*35.5%*	*44.9%*
16 - 19	50	49	49	24	7	37	19	19
%V	*5.4%*	*5.4%*	*5.4%*	*6.8%*	*4.9%*	*5.0%*	*5.8%*	*4.6%*
%H		*98.0%*	*98.0%*	*48.0%*	*14.0%*	*74.0%*	*38.0%*	*38.0%*
20 - 24	66	64	64	18	15	51	19	32
%V	*7.2%*	*7.1%*	*7.1%*	*5.1%*	*10.4%*	*6.9%*	*5.8%*	*7.7%*
%H		*97.0%*	*97.0%*	*27.3%*	*22.7%*	*77.3%*	*28.8%*	*48.5%*
25 - 34	132	125	125	54	29	97	54	43
%V	*14.3%*	*13.8%*	*13.9%*	*15.3%*	*20.1%*	*13.1%*	*16.5%*	*10.4%*
%H		*94.7%*	*94.7%*	*40.9%*	*22.0%*	*73.5%*	*40.9%*	*32.6%*
35 - 44	160	157	157	74	28	121	64	57
%V	*17.3%*	*17.4%*	*17.4%*	*20.9%*	*19.4%*	*16.3%*	*19.5%*	*13.8%*
%H		*98.1%*	*98.1%*	*46.3%*	*17.5%*	*75.6%*	*40.0%*	*35.6%*
45 - 54	158	154	154	68	32	127	71	56
%V	*17.1%*	*17.0%*	*17.1%*	*19.2%*	*22.2%*	*17.1%*	*21.6%*	*13.5%*
%H		*97.5%*	*97.5%*	*43.0%*	*20.3%*	*80.4%*	*44.9%*	*35.4%*
55 - 64	149	149	149	61	18	128	57	71
%V	*16.1%*	*16.5%*	*16.5%*	*17.2%*	*12.5%*	*17.3%*	*17.4%*	*17.1%*
%H		*100.0%*	*100.0%*	*40.9%*	*12.1%*	*85.9%*	*38.3%*	*47.7%*
65+	208	207	205	55	15	179	44	136
%V	*22.5%*	*22.9%*	*22.7%*	*15.5%*	*10.4%*	*24.1%*	*13.4%*	*32.9%*
%H		*99.5%*	*98.6%*	*26.4%*	*7.2%*	*86.1%*	*21.2%*	*65.4%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	923	904	902	354	144	742	328	414
%H		*97.9%*	*97.7%*	*38.4%*	*15.6%*	*80.4%*	*35.5%*	*44.9%*
AB	221	217	215	91	32	173	80	94
%V	*23.9%*	*24.0%*	*23.8%*	*25.7%*	*22.2%*	*23.3%*	*24.4%*	*22.7%*
%H		*98.2%*	*97.3%*	*41.2%*	*14.5%*	*78.3%*	*36.2%*	*42.5%*
C1	293	285	285	115	47	232	105	127
%V	*31.7%*	*31.5%*	*31.6%*	*32.5%*	*32.6%*	*31.3%*	*32.0%*	*30.7%*
%H		*97.3%*	*97.3%*	*39.2%*	*16.0%*	*79.2%*	*35.8%*	*43.3%*
C2	189	187	187	79	34	160	81	78
%V	*20.5%*	*20.7%*	*20.7%*	*22.3%*	*23.6%*	*21.6%*	*24.7%*	*18.8%*
%H		*98.9%*	*98.9%*	*41.8%*	*18.0%*	*84.7%*	*42.9%*	*41.3%*
D	149	145	145	50	24	116	46	70
%V	*16.1%*	*16.0%*	*16.1%*	*14.1%*	*16.7%*	*15.6%*	*14.0%*	*16.9%*
%H		*97.3%*	*97.3%*	*33.6%*	*16.1%*	*77.9%*	*30.9%*	*47.0%*
E	73	70	70	19	7	60	16	45
%V	*7.9%*	*7.7%*	*7.8%*	*5.4%*	*4.9%*	*8.1%*	*4.9%*	*10.9%*
%H		*95.9%*	*95.9%*	*26.0%*	*9.6%*	*82.2%*	*21.9%*	*61.6%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV West

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	923	904	902	354	144	742	328	414
%H		*97.9%*	*97.7%*	*38.4%*	*15.6%*	*80.4%*	*35.5%*	*44.9%*
Working full time	314	307	307	130	65	239	122	116
%V	*34.0%*	*34.0%*	*34.0%*	*36.7%*	*45.1%*	*32.2%*	*37.2%*	*28.0%*
%H		*97.8%*	*97.8%*	*41.4%*	*20.7%*	*76.1%*	*38.9%*	*36.9%*
Working part time	180	177	177	76	30	148	74	73
%V	*19.5%*	*19.6%*	*19.6%*	*21.5%*	*20.8%*	*19.9%*	*22.6%*	*17.6%*
%H		*98.3%*	*98.3%*	*42.2%*	*16.7%*	*82.2%*	*41.1%*	*40.6%*
Not working	430	420	418	148	50	355	131	224
%V	*46.6%*	*46.5%*	*46.3%*	*41.8%*	*34.7%*	*47.8%*	*39.9%*	*54.1%*
%H		*97.7%*	*97.2%*	*34.4%*	*11.6%*	*82.6%*	*30.5%*	*52.1%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV HTV Wales

Household level data

Table 14.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
AB	248	243	242	142	18	184	101	83
%V	*18.5%*	*18.7%*	*18.7%*	*19.2%*	*16.4%*	*18.3%*	*18.3%*	*18.3%*
%H (All HH)		*98.0%*	*97.6%*	*57.3%*	*7.3%*	*74.2%*	*40.7%*	*33.5%*
%H (TV HH)			*99.6%*	*58.4%*	*7.4%*	*75.7%*	*41.6%*	*34.2%*
C1	347	332	331	188	30	260	146	114
%V	*26.0%*	*25.6%*	*25.5%*	*25.4%*	*27.3%*	*25.8%*	*26.4%*	*25.2%*
%H (All HH)		*95.7%*	*95.4%*	*54.2%*	*8.6%*	*74.9%*	*42.1%*	*32.9%*
%H (TV HH)			*99.7%*	*56.6%*	*9.0%*	*78.3%*	*44.0%*	*34.3%*
C2	311	306	305	187	30	235	144	91
%V	*23.3%*	*23.6%*	*23.5%*	*25.3%*	*27.3%*	*23.4%*	*26.0%*	*20.1%*
%H (All HH)		*98.4%*	*98.1%*	*60.1%*	*9.6%*	*75.6%*	*46.3%*	*29.3%*
%H (TV HH)			*99.7%*	*61.1%*	*9.8%*	*76.8%*	*47.1%*	*29.7%*
D	245	240	240	136	22	190	106	83
%V	*18.3%*	*18.5%*	*18.5%*	*18.4%*	*20.0%*	*18.9%*	*19.2%*	*18.3%*
%H (All HH)		*98.0%*	*98.0%*	*55.5%*	*9.0%*	*77.6%*	*43.3%*	*33.9%*
%H (TV HH)			*100.0%*	*56.7%*	*9.2%*	*79.2%*	*44.2%*	*34.6%*
E	186	178	178	86	11	137	55	82
%V	*13.9%*	*13.7%*	*13.7%*	*11.6%*	*10.0%*	*13.6%*	*9.9%*	*18.1%*
%H (All HH)		*95.7%*	*95.7%*	*46.2%*	*5.9%*	*73.7%*	*29.6%*	*44.1%*
%H (TV HH)			*100.0%*	*48.3%*	*6.2%*	*77.0%*	*30.9%*	*46.1%*

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Household level data

Table 14.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Under 25	80	70	69	35	6	54	25	29
%V	*6.0%*	*5.4%*	*5.3%*	*4.7%*	*5.5%*	*5.4%*	*4.5%*	*6.4%*
%H (All HH)		*87.5%*	*86.3%*	*43.8%*	*7.5%*	*67.5%*	*31.3%*	*36.3%*
%H (TV HH)			*98.6%*	*50.0%*	*8.6%*	*77.1%*	*35.7%*	*41.4%*
25 - 34	185	175	175	113	18	118	73	44
%V	*13.8%*	*13.5%*	*13.5%*	*15.3%*	*16.4%*	*11.7%*	*13.2%*	*9.7%*
%H (All HH)		*94.6%*	*94.6%*	*61.1%*	*9.7%*	*63.8%*	*39.5%*	*23.8%*
%H (TV HH)			*100.0%*	*64.6%*	*10.3%*	*67.4%*	*41.7%*	*25.1%*
35 - 44	224	219	219	146	20	170	115	55
%V	*16.8%*	*16.9%*	*16.9%*	*19.8%*	*18.2%*	*16.9%*	*20.8%*	*12.1%*
%H (All HH)		*97.8%*	*97.8%*	*65.2%*	*8.9%*	*75.9%*	*51.3%*	*24.6%*
%H (TV HH)			*100.0%*	*66.7%*	*9.1%*	*77.6%*	*52.5%*	*25.1%*
45 - 54	246	242	242	150	25	191	123	68
%V	*18.4%*	*18.6%*	*18.7%*	*20.3%*	*22.7%*	*19.0%*	*22.2%*	*15.0%*
%H (All HH)		*98.4%*	*98.4%*	*61.0%*	*10.2%*	*77.6%*	*50.0%*	*27.6%*
%H (TV HH)			*100.0%*	*62.0%*	*10.3%*	*78.9%*	*50.8%*	*28.1%*
55 - 64	233	228	228	135	18	177	101	76
%V	*17.4%*	*17.6%*	*17.6%*	*18.3%*	*16.4%*	*17.6%*	*18.3%*	*16.8%*
%H (All HH)		*97.9%*	*97.9%*	*57.9%*	*7.7%*	*76.0%*	*43.3%*	*32.6%*
%H (TV HH)			*100.0%*	*59.2%*	*7.9%*	*77.6%*	*44.3%*	*33.3%*
65 +	369	365	364	159	23	296	115	182
%V	*27.6%*	*28.1%*	*28.1%*	*21.5%*	*20.9%*	*29.4%*	*20.8%*	*40.2%*
%H (All HH)		*98.9%*	*98.6%*	*43.1%*	*6.2%*	*80.2%*	*31.2%*	*49.3%*
%H (TV HH)			*99.7%*	*43.6%*	*6.3%*	*81.1%*	*31.5%*	*49.9%*

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
April 2010 - March 2011

ITV HTV Wales

Household level data

Table 14.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
1	429	406	405	168	28	317	107	210
%V	*32.1%*	*31.3%*	*31.3%*	*22.7%*	*25.5%*	*31.5%*	*19.3%*	*46.4%*
%H (All HH)		*94.6%*	*94.4%*	*39.2%*	*6.5%*	*73.9%*	*24.9%*	*49.0%*
%H (TV HH)			*99.8%*	*41.4%*	*6.9%*	*78.1%*	*26.4%*	*51.7%*
2	484	475	474	280	43	368	214	154
%V	*36.2%*	*36.6%*	*36.6%*	*37.9%*	*39.1%*	*36.6%*	*38.7%*	*34.0%*
%H (All HH)		*98.1%*	*97.9%*	*57.9%*	*8.9%*	*76.0%*	*44.2%*	*31.8%*
%H (TV HH)			*99.8%*	*58.9%*	*9.1%*	*77.5%*	*45.1%*	*32.4%*
3	203	199	199	134	19	152	105	47
%V	*15.2%*	*15.3%*	*15.4%*	*18.1%*	*17.3%*	*15.1%*	*19.0%*	*10.4%*
%H (All HH)		*98.0%*	*98.0%*	*66.0%*	*9.4%*	*74.9%*	*51.7%*	*23.2%*
%H (TV HH)			*100.0%*	*67.3%*	*9.5%*	*76.4%*	*52.8%*	*23.6%*
4	155	153	153	110	14	120	89	31
%V	*11.6%*	*11.8%*	*11.8%*	*14.9%*	*12.7%*	*11.9%*	*16.1%*	*6.8%*
%H (All HH)		*98.7%*	*98.7%*	*71.0%*	*9.0%*	*77.4%*	*57.4%*	*20.0%*
%H (TV HH)			*100.0%*	*71.9%*	*9.2%*	*78.4%*	*58.2%*	*20.3%*
5+	67	65	65	47	6	49	38	12
%V	*5.0%*	*5.0%*	*5.0%*	*6.4%*	*5.5%*	*4.9%*	*6.9%*	*2.6%*
%H (All HH)		*97.0%*	*97.0%*	*70.1%*	*9.0%*	*73.1%*	*56.7%*	*17.9%*
%H (TV HH)			*100.0%*	*72.3%*	*9.2%*	*75.4%*	*58.5%*	*18.5%*
Average HH size	2.23	2.25	2.25	2.47	2.38	2.24	2.54	1.87

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
April 2010 - March 2011

ITV HTV Wales

Household level data

Table 14.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Without	1013	980	977	518	82	769	388	381
%V	*75.8%*	*75.4%*	*75.4%*	*70.1%*	*74.5%*	*76.4%*	*70.2%*	*84.1%*
%H (All HH)		*96.7%*	*96.4%*	*51.1%*	*8.1%*	*75.9%*	*38.3%*	*37.6%*
%H (TV HH)			*99.7%*	*52.9%*	*8.4%*	*78.5%*	*39.6%*	*38.9%*
With	324	320	319	221	28	237	165	72
%V	*24.2%*	*24.6%*	*24.6%*	*29.9%*	*25.5%*	*23.6%*	*29.8%*	*15.9%*
%H (All HH)		*98.8%*	*98.5%*	*68.2%*	*8.6%*	*73.1%*	*50.9%*	*22.2%*
%H (TV HH)			*99.7%*	*69.1%*	*8.8%*	*74.1%*	*51.6%*	*22.5%*
0 - 3	121	119	119	81	9	84	55	29
%V	*9.1%*	*9.2%*	*9.2%*	*11.0%*	*8.2%*	*8.3%*	*9.9%*	*6.4%*
%H (All HH)		*98.3%*	*98.3%*	*66.9%*	*7.4%*	*69.4%*	*45.5%*	*24.0%*
%H (TV HH)			*100.0%*	*68.1%*	*7.6%*	*70.6%*	*46.2%*	*24.4%*
4 - 9	152	150	149	106	11	110	76	33
%V	*11.4%*	*11.5%*	*11.5%*	*14.3%*	*10.0%*	*10.9%*	*13.7%*	*7.3%*
%H (All HH)		*98.7%*	*98.0%*	*69.7%*	*7.2%*	*72.4%*	*50.0%*	*21.7%*
%H (TV HH)			*99.3%*	*70.7%*	*7.3%*	*73.3%*	*50.7%*	*22.0%*
10 - 15	160	158	158	112	15	123	91	33
%V	*12.0%*	*12.2%*	*12.2%*	*15.2%*	*13.6%*	*12.2%*	*16.5%*	*7.3%*
%H (All HH)		*98.8%*	*98.8%*	*70.0%*	*9.4%*	*76.9%*	*56.9%*	*20.6%*
%H (TV HH)			*100.0%*	*70.9%*	*9.5%*	*77.8%*	*57.6%*	*20.9%*

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
April 2010 - March 2011

ITV HTV Wales

Household level data

Table 14.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
1	499	499	496	230	42	335	110	225
%V	*37.3%*	*38.4%*	*38.3%*	*31.1%*	*38.2%*	*33.3%*	*19.9%*	*49.7%*
%H (All HH)		*100.0%*	*99.4%*	*46.1%*	*8.4%*	*67.1%*	*22.0%*	*45.1%*
%H (TV HH)			*99.4%*	*46.1%*	*8.4%*	*67.1%*	*22.0%*	*45.1%*
2	475	475	474	284	39	380	225	155
%V	*35.5%*	*36.6%*	*36.6%*	*38.4%*	*35.5%*	*37.8%*	*40.7%*	*34.2%*
%H (All HH)		*100.0%*	*99.8%*	*59.8%*	*8.2%*	*80.0%*	*47.4%*	*32.6%*
%H (TV HH)			*99.8%*	*59.8%*	*8.2%*	*80.0%*	*47.4%*	*32.6%*
3	205	205	205	139	18	185	134	51
%V	*15.3%*	*15.8%*	*15.8%*	*18.8%*	*16.4%*	*18.4%*	*24.2%*	*11.3%*
%H (All HH)		*100.0%*	*100.0%*	*67.8%*	*8.8%*	*90.2%*	*65.4%*	*24.9%*
%H (TV HH)			*100.0%*	*67.8%*	*8.8%*	*90.2%*	*65.4%*	*24.9%*
4	80	80	80	56	9	70	54	15
%V	*6.0%*	*6.2%*	*6.2%*	*7.6%*	*8.2%*	*7.0%*	*9.8%*	*3.3%*
%H (All HH)		*100.0%*	*100.0%*	*70.0%*	*11.3%*	*87.5%*	*67.5%*	*18.8%*
%H (TV HH)			*100.0%*	*70.0%*	*11.3%*	*87.5%*	*67.5%*	*18.8%*
5+	40	40	40	29	4	37	30	7
%V	*3.0%*	*3.1%*	*3.1%*	*3.9%*	*3.6%*	*3.7%*	*5.4%*	*1.5%*
%H (All HH)		*100.0%*	*100.0%*	*72.5%*	*10.0%*	*92.5%*	*75.0%*	*17.5%*
%H (TV HH)			*100.0%*	*72.5%*	*10.0%*	*92.5%*	*75.0%*	*17.5%*

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Household level data

Table 14.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Under 20"	481	481	481	287	37	412	254	159
%V	*36.0%*	*37.0%*	*37.1%*	*38.8%*	*33.6%*	*41.0%*	*45.9%*	*35.1%*
%H (All HH)		*100.0%*	*100.0%*	*59.7%*	*7.7%*	*85.7%*	*52.8%*	*33.1%*
%H (TV HH)			*100.0%*	*59.7%*	*7.7%*	*85.7%*	*52.8%*	*33.1%*
20" - 29"	684	684	683	364	56	552	286	266
%V	*51.2%*	*52.7%*	*52.7%*	*49.3%*	*50.9%*	*54.9%*	*51.7%*	*58.7%*
%H (All HH)		*100.0%*	*99.9%*	*53.2%*	*8.2%*	*80.7%*	*41.8%*	*38.9%*
%H (TV HH)			*99.9%*	*53.2%*	*8.2%*	*80.7%*	*41.8%*	*38.9%*
30" - 39"	631	631	631	401	57	492	315	176
%V	*47.2%*	*48.6%*	*48.7%*	*54.3%*	*51.8%*	*48.9%*	*57.0%*	*38.9%*
%H (All HH)		*100.0%*	*100.0%*	*63.5%*	*9.0%*	*78.0%*	*49.9%*	*27.9%*
%H (TV HH)			*100.0%*	*63.5%*	*9.0%*	*78.0%*	*49.9%*	*27.9%*
40" and over	325	325	325	237	31	252	192	60
%V	*24.3%*	*25.0%*	*25.1%*	*32.1%*	*28.2%*	*25.0%*	*34.7%*	*13.2%*
%H (All HH)		*100.0%*	*100.0%*	*72.9%*	*9.5%*	*77.5%*	*59.1%*	*18.5%*
%H (TV HH)			*100.0%*	*72.9%*	*9.5%*	*77.5%*	*59.1%*	*18.5%*

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 14.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Main living room	1287	1287	1284	735	110	996	551	445
%V	*96.3%*	*99.1%*	*99.1%*	*99.5%*	*100.0%*	*99.0%*	*99.6%*	*98.2%*
%H (All HH)		*100.0%*	*99.8%*	*57.1%*	*8.5%*	*77.4%*	*42.8%*	*34.6%*
%H (TV HH)			*99.8%*	*57.1%*	*8.5%*	*77.4%*	*42.8%*	*34.6%*
Kitchen	181	181	180	115	10	154	99	56
%V	*13.5%*	*13.9%*	*13.9%*	*15.6%*	*9.1%*	*15.3%*	*17.9%*	*12.4%*
%H (All HH)		*100.0%*	*99.4%*	*63.5%*	*5.5%*	*85.1%*	*54.7%*	*30.9%*
%H (TV HH)			*99.4%*	*63.5%*	*5.5%*	*85.1%*	*54.7%*	*30.9%*
Adult's bedroom	571	571	571	368	52	486	331	155
%V	*42.7%*	*44.0%*	*44.1%*	*49.8%*	*47.3%*	*48.3%*	*59.9%*	*34.2%*
%H (All HH)		*100.0%*	*100.0%*	*64.4%*	*9.1%*	*85.1%*	*58.0%*	*27.1%*
%H (TV HH)			*100.0%*	*64.4%*	*9.1%*	*85.1%*	*58.0%*	*27.1%*
Child's bedroom	140	140	140	98	15	123	95	28
%V	*10.5%*	*10.8%*	*10.8%*	*13.3%*	*13.6%*	*12.2%*	*17.2%*	*6.2%*
%H (All HH)		*100.0%*	*100.0%*	*70.0%*	*10.7%*	*87.9%*	*67.9%*	*20.0%*
%H (TV HH)			*100.0%*	*70.0%*	*10.7%*	*87.9%*	*67.9%*	*20.0%*
Other bedroom	33	33	33	22	4	28	20	8
%V	*2.5%*	*2.5%*	*2.5%*	*3.0%*	*3.6%*	*2.8%*	*3.6%*	*1.8%*
%H (All HH)		*100.0%*	*100.0%*	*66.7%*	*12.1%*	*84.8%*	*60.6%*	*24.2%*
%H (TV HH)			*100.0%*	*66.7%*	*12.1%*	*84.8%*	*60.6%*	*24.2%*
Second living/dining room	198	198	198	131	17	168	116	52
%V	*14.8%*	*15.2%*	*15.3%*	*17.7%*	*15.5%*	*16.7%*	*21.0%*	*11.5%*
%H (All HH)		*100.0%*	*100.0%*	*66.2%*	*8.6%*	*84.8%*	*58.6%*	*26.3%*
%H (TV HH)			*100.0%*	*66.2%*	*8.6%*	*84.8%*	*58.6%*	*26.3%*
Study/office	18	18	18	12	1	16	10	6
%V	*1.3%*	*1.4%*	*1.4%*	*1.6%*	*0.9%*	*1.6%*	*1.8%*	*1.3%*
%H (All HH)		*100.0%*	*100.0%*	*66.7%*	*5.6%*	*88.9%*	*55.6%*	*33.3%*
%H (TV HH)			*100.0%*	*66.7%*	*5.6%*	*88.9%*	*55.6%*	*33.3%*
TV room	4	4	4	4	0	3	3	1
%V	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.0%*	*0.3%*	*0.5%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*75.0%*	*75.0%*	*25.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*75.0%*	*75.0%*	*25.0%*
No specific location	1	1	1	0	0	1	1	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*
Other	3	3	3	3	0	3	3	0
%V	*0.2%*	*0.2%*	*0.2%*	*0.4%*	*0.0%*	*0.3%*	*0.5%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Household level data

Table 14.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
PVR	615	615	615	483	44	453	361	92
%V	*46.0%*	*47.3%*	*47.5%*	*65.4%*	*40.0%*	*45.0%*	*65.3%*	*20.3%*
%H (All HH)		*100.0%*	*100.0%*	*78.5%*	*7.2%*	*73.7%*	*58.7%*	*15.0%*
%H (TV HH)			*100.0%*	*78.5%*	*7.2%*	*73.7%*	*58.7%*	*15.0%*
DVDR	176	176	176	112	11	140	86	54
%V	*13.2%*	*13.5%*	*13.6%*	*15.2%*	*10.0%*	*13.9%*	*15.6%*	*11.9%*
%H (All HH)		*100.0%*	*100.0%*	*63.6%*	*6.3%*	*79.5%*	*48.9%*	*30.7%*
%H (TV HH)			*100.0%*	*63.6%*	*6.3%*	*79.5%*	*48.9%*	*30.7%*
VCR	205	205	204	118	18	160	91	69
%V	*15.3%*	*15.8%*	*15.7%*	*16.0%*	*16.4%*	*15.9%*	*16.5%*	*15.2%*
%H (All HH)		*100.0%*	*99.5%*	*57.6%*	*8.8%*	*78.0%*	*44.4%*	*33.7%*
%H (TV HH)			*99.5%*	*57.6%*	*8.8%*	*78.0%*	*44.4%*	*33.7%*
Any recorder	792	792	792	555	61	597	416	181
%V	*59.2%*	*61.0%*	*61.1%*	*75.1%*	*55.5%*	*59.3%*	*75.2%*	*40.0%*
%H (All HH)		*100.0%*	*100.0%*	*70.1%*	*7.7%*	*75.4%*	*52.5%*	*22.9%*
%H (TV HH)			*100.0%*	*70.1%*	*7.7%*	*75.4%*	*52.5%*	*22.9%*

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
April 2010 - March 2011

ITV HTV Wales

Household level data

Table 14.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Receives HDTV (via STB or built-in reception)	299	299	299	218	48	222	187	36
%V	*22.4%*	*23.0%*	*23.1%*	*29.5%*	*43.6%*	*22.1%*	*33.8%*	*7.9%*
%H (All HH)		*100.0%*	*100.0%*	*72.9%*	*16.1%*	*74.2%*	*62.5%*	*12.0%*
%H (TV HH)			*100.0%*	*72.9%*	*16.1%*	*74.2%*	*62.5%*	*12.0%*
DVD/Blu-ray player or recorder	996	996	995	607	92	768	467	301
%V	*74.5%*	*76.7%*	*76.8%*	*82.1%*	*83.6%*	*76.3%*	*84.4%*	*66.4%*
%H (All HH)		*100.0%*	*99.9%*	*60.9%*	*9.2%*	*77.1%*	*46.9%*	*30.2%*
%H (TV HH)			*99.9%*	*60.9%*	*9.2%*	*77.1%*	*46.9%*	*30.2%*

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
April 2010 - March 2011

ITV HTV Wales

Household level data

Table 14.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Has PC or Laptop	911	886	885	566	89	672	437	235
%V	*68.1%*	*68.2%*	*68.3%*	*76.6%*	*80.9%*	*66.8%*	*79.0%*	*51.9%*
%H (All HH)		*97.3%*	*97.1%*	*62.1%*	*9.8%*	*73.8%*	*48.0%*	*25.8%*
%H (TV HH)			*99.9%*	*63.9%*	*10.0%*	*75.8%*	*49.3%*	*26.5%*
Has broadband internet	820	799	798	519	85	603	404	199
%V	*61.3%*	*61.5%*	*61.6%*	*70.2%*	*77.3%*	*59.9%*	*73.1%*	*43.9%*
%H (All HH)		*97.4%*	*97.3%*	*63.3%*	*10.4%*	*73.5%*	*49.3%*	*24.3%*
%H (TV HH)			*99.9%*	*65.0%*	*10.6%*	*75.5%*	*50.6%*	*24.9%*

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
April 2010 - March 2011

ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2602	2598	1601	226	2126	1341	786
%H		*99.8%*	*61.5%*	*8.7%*	*81.7%*	*51.5%*	*30.2%*
Under 20"	654	654	401	51	567	363	204
%V	*25.1%*	*25.2%*	*25.0%*	*22.6%*	*26.7%*	*27.1%*	*26.0%*
%H		*100.0%*	*61.3%*	*7.8%*	*86.7%*	*55.5%*	*31.2%*
20" - 29"	855	853	466	73	703	384	319
%V	*32.9%*	*32.8%*	*29.1%*	*32.3%*	*33.1%*	*28.6%*	*40.6%*
%H		*99.8%*	*54.5%*	*8.5%*	*82.2%*	*44.9%*	*37.3%*
30" - 39"	726	725	467	68	572	377	195
%V	*27.9%*	*27.9%*	*29.2%*	*30.1%*	*26.9%*	*28.1%*	*24.8%*
%H		*99.9%*	*64.3%*	*9.4%*	*78.8%*	*51.9%*	*26.9%*
40" and over	354	354	262	34	276	214	62
%V	*13.6%*	*13.6%*	*16.4%*	*15.0%*	*13.0%*	*16.0%*	*7.9%*
%H		*100.0%*	*74.0%*	*9.6%*	*78.0%*	*60.5%*	*17.5%*
Don't know	12	12	4	1	9	3	6
%V	*0.5%*	*0.5%*	*0.2%*	*0.4%*	*0.4%*	*0.2%*	*0.8%*
%H		*100.0%*	*33.3%*	*8.3%*	*75.0%*	*25.0%*	*50.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Set level data

Table 14.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2602	2598	1601	226	2126	1341	786
%H		*99.8%*	*61.5%*	*8.7%*	*81.7%*	*51.5%*	*30.2%*
Main living room	1300	1297	744	111	1007	559	448
%V	*50.0%*	*49.9%*	*46.5%*	*49.1%*	*47.4%*	*41.7%*	*57.0%*
%H		*99.8%*	*57.2%*	*8.5%*	*77.5%*	*43.0%*	*34.5%*
Kitchen	181	181	115	10	155	99	56
%V	*7.0%*	*7.0%*	*7.2%*	*4.4%*	*7.3%*	*7.4%*	*7.1%*
%H		*100.0%*	*63.5%*	*5.5%*	*85.6%*	*54.7%*	*30.9%*
Adult's bedroom	669	669	436	64	574	399	175
%V	*25.7%*	*25.8%*	*27.2%*	*28.3%*	*27.0%*	*29.8%*	*22.3%*
%H		*100.0%*	*65.2%*	*9.6%*	*85.8%*	*59.6%*	*26.2%*
Child's bedroom	185	185	129	20	163	126	37
%V	*7.1%*	*7.1%*	*8.1%*	*8.8%*	*7.7%*	*9.4%*	*4.7%*
%H		*100.0%*	*69.7%*	*10.8%*	*88.1%*	*68.1%*	*20.0%*
Other bedroom	36	36	24	4	31	22	9
%V	*1.4%*	*1.4%*	*1.5%*	*1.8%*	*1.5%*	*1.6%*	*1.1%*
%H		*100.0%*	*66.7%*	*11.1%*	*86.1%*	*61.1%*	*25.0%*
Second living/dining room	202	202	133	17	171	119	52
%V	*7.8%*	*7.8%*	*8.3%*	*7.5%*	*8.0%*	*8.9%*	*6.6%*
%H		*100.0%*	*65.8%*	*8.4%*	*84.7%*	*58.9%*	*25.7%*
Study/office	18	18	12	1	16	10	6
%V	*0.7%*	*0.7%*	*0.7%*	*0.4%*	*0.8%*	*0.7%*	*0.8%*
%H		*100.0%*	*66.7%*	*5.6%*	*88.9%*	*55.6%*	*33.3%*
TV room	4	4	4	0	3	3	1
%V	*0.2%*	*0.2%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*
%H		*100.0%*	*100.0%*	*0.0%*	*75.0%*	*75.0%*	*25.0%*
No specific location	2	2	1	0	2	1	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*
%H		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*
Other	3	3	3	0	3	3	0
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Set level data

Table 14.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2602	2598	1601	226	2126	1341	786
%H		*99.8%*	*61.5%*	*8.7%*	*81.7%*	*51.5%*	*30.2%*
PVR	758	758	608	49	552	447	106
%V	*29.1%*	*29.2%*	*38.0%*	*21.7%*	*26.0%*	*33.3%*	*13.5%*
%H		*100.0%*	*80.2%*	*6.5%*	*72.8%*	*59.0%*	*14.0%*
DVDR	210	210	138	13	167	107	60
%V	*8.1%*	*8.1%*	*8.6%*	*5.8%*	*7.9%*	*8.0%*	*7.6%*
%H		*100.0%*	*65.7%*	*6.2%*	*79.5%*	*51.0%*	*28.6%*
VCR	238	238	140	22	189	112	78
%V	*9.1%*	*9.2%*	*8.7%*	*9.7%*	*8.9%*	*8.4%*	*9.9%*
%H		*100.0%*	*58.8%*	*9.2%*	*79.4%*	*47.1%*	*32.8%*
Any recorder	1022	1022	741	73	771	557	214
%V	*39.3%*	*39.3%*	*46.3%*	*32.3%*	*36.3%*	*41.5%*	*27.2%*
%H		*100.0%*	*72.5%*	*7.1%*	*75.4%*	*54.5%*	*20.9%*

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

Set level data

Table 14.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2602	2598	1601	226	2126	1341	786
%H		*99.8%*	*61.5%*	*8.7%*	*81.7%*	*51.5%*	*30.2%*
Receives HDTV (via STB or built-in reception)	359	359	260	57	270	224	46
%V	*13.8%*	*13.8%*	*16.2%*	*25.2%*	*12.7%*	*16.7%*	*5.9%*
%H		*100.0%*	*72.4%*	*15.9%*	*75.2%*	*62.4%*	*12.8%*
DVD/Blu-ray player or recorder	1523	1522	974	147	1221	812	409
%V	*58.5%*	*58.6%*	*60.8%*	*65.0%*	*57.4%*	*60.6%*	*52.0%*
%H		*99.9%*	*64.0%*	*9.7%*	*80.2%*	*53.3%*	*26.9%*

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

DATA PERIOD: ANNUAL
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ITV HTV Wales

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1298	1295	738	110	1005	553	453
%H		*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Under 20"	44	44	14	2	36	7	28
%V	*3.4%*	*3.4%*	*1.9%*	*1.8%*	*3.6%*	*1.3%*	*6.2%*
%H		*100.0%*	*31.8%*	*4.5%*	*81.8%*	*15.9%*	*63.6%*
20" - 29"	414	412	176	30	322	117	206
%V	*31.9%*	*31.8%*	*23.8%*	*27.3%*	*32.0%*	*21.2%*	*45.5%*
%H		*99.5%*	*42.5%*	*7.2%*	*77.8%*	*28.3%*	*49.8%*
30" - 39"	522	521	319	46	401	243	158
%V	*40.2%*	*40.2%*	*43.2%*	*41.8%*	*39.9%*	*43.9%*	*34.9%*
%H		*99.8%*	*61.1%*	*8.8%*	*76.8%*	*46.6%*	*30.3%*
40" and over	312	312	227	31	242	184	57
%V	*24.0%*	*24.1%*	*30.8%*	*28.2%*	*24.1%*	*33.3%*	*12.6%*
%H		*100.0%*	*72.8%*	*9.9%*	*77.6%*	*59.0%*	*18.3%*
Don't know	6	6	2	1	5	1	4
%V	*0.5%*	*0.5%*	*0.3%*	*0.9%*	*0.5%*	*0.2%*	*0.9%*
%H		*100.0%*	*33.3%*	*16.7%*	*83.3%*	*16.7%*	*66.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Set level data

Table 14.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1298	1295	738	110	1005	553	453
%H		*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
PVR	587	587	466	42	428	344	84
%V	*45.2%*	*45.3%*	*63.1%*	*38.2%*	*42.6%*	*62.2%*	*18.5%*
%H		*100.0%*	*79.4%*	*7.2%*	*72.9%*	*58.6%*	*14.3%*
DVDR	151	151	96	10	119	73	46
%V	*11.6%*	*11.7%*	*13.0%*	*9.1%*	*11.8%*	*13.2%*	*10.2%*
%H		*100.0%*	*63.6%*	*6.6%*	*78.8%*	*48.3%*	*30.5%*
VCR	169	169	93	16	129	68	61
%V	*13.0%*	*13.1%*	*12.6%*	*14.5%*	*12.8%*	*12.3%*	*13.5%*
%H		*100.0%*	*55.0%*	*9.5%*	*76.3%*	*40.2%*	*36.1%*
Any recorder	756	756	535	57	564	396	168
%V	*58.2%*	*58.4%*	*72.5%*	*51.8%*	*56.1%*	*71.6%*	*37.1%*
%H		*100.0%*	*70.8%*	*7.5%*	*74.6%*	*52.4%*	*22.2%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1298	1295	738	110	1005	553	453
%H		*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Receives HDTV (via STB or built-in reception)	284	284	207	47	210	177	33
%V	*21.9%*	*21.9%*	*28.0%*	*42.7%*	*20.9%*	*32.0%*	*7.3%*
%H		*100.0%*	*72.9%*	*16.5%*	*73.9%*	*62.3%*	*11.6%*
DVD/Blu-ray player or recorder	931	930	563	88	713	429	283
%V	*71.7%*	*71.8%*	*76.3%*	*80.0%*	*70.9%*	*77.6%*	*62.5%*
%H		*99.9%*	*60.5%*	*9.5%*	*76.6%*	*46.1%*	*30.4%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1303	1303	862	116	1121	788	333
%H		*100.0%*	*66.2%*	*8.9%*	*86.0%*	*60.5%*	*25.6%*
Under 20"	610	610	388	49	531	356	175
%V	*46.8%*	*46.8%*	*45.0%*	*42.2%*	*47.4%*	*45.2%*	*52.6%*
%H		*100.0%*	*63.6%*	*8.0%*	*87.0%*	*58.4%*	*28.7%*
20" - 29"	441	441	289	42	381	267	113
%V	*33.8%*	*33.8%*	*33.5%*	*36.2%*	*34.0%*	*33.9%*	*33.9%*
%H		*100.0%*	*65.5%*	*9.5%*	*86.4%*	*60.5%*	*25.6%*
30" - 39"	204	204	148	21	170	133	37
%V	*15.7%*	*15.7%*	*17.2%*	*18.1%*	*15.2%*	*16.9%*	*11.1%*
%H		*100.0%*	*72.5%*	*10.3%*	*83.3%*	*65.2%*	*18.1%*
40" and over	42	42	35	3	35	30	5
%V	*3.2%*	*3.2%*	*4.1%*	*2.6%*	*3.1%*	*3.8%*	*1.5%*
%H		*100.0%*	*83.3%*	*7.1%*	*83.3%*	*71.4%*	*11.9%*
Don't know	6	6	2	1	4	2	3
%V	*0.5%*	*0.5%*	*0.2%*	*0.9%*	*0.4%*	*0.3%*	*0.9%*
%H		*100.0%*	*33.3%*	*16.7%*	*66.7%*	*33.3%*	*50.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1303	1303	862	116	1121	788	333
%H		*100.0%*	*66.2%*	*8.9%*	*86.0%*	*60.5%*	*25.6%*
PVR	171	171	142	8	124	103	22
%V	*13.1%*	*13.1%*	*16.5%*	*6.9%*	*11.1%*	*13.1%*	*6.6%*
%H		*100.0%*	*83.0%*	*4.7%*	*72.5%*	*60.2%*	*12.9%*
DVDR	58	58	41	3	49	34	15
%V	*4.5%*	*4.5%*	*4.8%*	*2.6%*	*4.4%*	*4.3%*	*4.5%*
%H		*100.0%*	*70.7%*	*5.2%*	*84.5%*	*58.6%*	*25.9%*
VCR	69	69	47	6	60	44	16
%V	*5.3%*	*5.3%*	*5.5%*	*5.2%*	*5.4%*	*5.6%*	*4.8%*
%H		*100.0%*	*68.1%*	*8.7%*	*87.0%*	*63.8%*	*23.2%*
Any recorder	266	266	205	15	207	160	47
%V	*20.4%*	*20.4%*	*23.8%*	*12.9%*	*18.5%*	*20.3%*	*14.1%*
%H		*100.0%*	*77.1%*	*5.6%*	*77.8%*	*60.2%*	*17.7%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1303	1303	862	116	1121	788	333
%H		*100.0%*	*66.2%*	*8.9%*	*86.0%*	*60.5%*	*25.6%*
Receives HDTV (via STB or built-in reception)	75	75	53	10	60	47	13
%V	*5.8%*	*5.8%*	*6.1%*	*8.6%*	*5.4%*	*6.0%*	*3.9%*
%H		*100.0%*	*70.7%*	*13.3%*	*80.0%*	*62.7%*	*17.3%*
DVD/Blu-ray player or recorder	593	593	411	60	508	382	126
%V	*45.5%*	*45.5%*	*47.7%*	*51.7%*	*45.3%*	*48.5%*	*37.8%*
%H		*100.0%*	*69.3%*	*10.1%*	*85.7%*	*64.4%*	*21.2%*

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

DATA PERIOD: ANNUAL
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ITV HTV Wales

Individual level data

Table 14.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	2983	2918	2912	1821	262	2253	1406	847
%H		*97.8%*	*97.6%*	*61.0%*	*8.8%*	*75.5%*	*47.1%*	*28.4%*
Total Children	548	539	538	376	46	398	279	120
%V	*18.4%*	*18.5%*	*18.5%*	*20.6%*	*17.6%*	*17.7%*	*19.8%*	*14.2%*
%H		*98.4%*	*98.2%*	*68.6%*	*8.4%*	*72.6%*	*50.9%*	*21.9%*
0 - 3	142	140	140	96	11	98	65	34
%V	*4.8%*	*4.8%*	*4.8%*	*5.3%*	*4.2%*	*4.3%*	*4.6%*	*4.0%*
%H		*98.6%*	*98.6%*	*67.6%*	*7.7%*	*69.0%*	*45.8%*	*23.9%*
4 - 15	406	399	399	280	35	300	214	86
%V	*13.6%*	*13.7%*	*13.7%*	*15.4%*	*13.4%*	*13.3%*	*15.2%*	*10.2%*
%H		*98.3%*	*98.3%*	*69.0%*	*8.6%*	*73.9%*	*52.7%*	*21.2%*
4 - 9	197	192	192	134	16	140	96	44
%V	*6.6%*	*6.6%*	*6.6%*	*7.4%*	*6.1%*	*6.2%*	*6.8%*	*5.2%*
%H		*97.5%*	*97.5%*	*68.0%*	*8.1%*	*71.1%*	*48.7%*	*22.3%*
10 - 15	210	206	206	147	20	160	119	42
%V	*7.0%*	*7.1%*	*7.1%*	*8.1%*	*7.6%*	*7.1%*	*8.5%*	*5.0%*
%H		*98.1%*	*98.1%*	*70.0%*	*9.5%*	*76.2%*	*56.7%*	*20.0%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Individual level data

Table 14.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	2983	2918	2912	1821	262	2253	1406	847
%H		*97.8%*	*97.6%*	*61.0%*	*8.8%*	*75.5%*	*47.1%*	*28.4%*
Total Adults (16+)	2435	2378	2374	1445	215	1854	1127	727
%V	*81.6%*	*81.5%*	*81.5%*	*79.4%*	*82.1%*	*82.3%*	*80.2%*	*85.8%*
%H		*97.7%*	*97.5%*	*59.3%*	*8.8%*	*76.1%*	*46.3%*	*29.9%*
16 - 19	156	152	152	101	15	124	87	38
%V	*5.2%*	*5.2%*	*5.2%*	*5.5%*	*5.7%*	*5.5%*	*6.2%*	*4.5%*
%H		*97.4%*	*97.4%*	*64.7%*	*9.6%*	*79.5%*	*55.8%*	*24.4%*
20 - 24	202	186	184	113	21	146	95	51
%V	*6.8%*	*6.4%*	*6.3%*	*6.2%*	*8.0%*	*6.5%*	*6.8%*	*6.0%*
%H		*92.1%*	*91.1%*	*55.9%*	*10.4%*	*72.3%*	*47.0%*	*25.2%*
25 - 34	351	337	336	220	39	232	153	79
%V	*11.8%*	*11.5%*	*11.5%*	*12.1%*	*14.9%*	*10.3%*	*10.9%*	*9.3%*
%H		*96.0%*	*95.7%*	*62.7%*	*11.1%*	*66.1%*	*43.6%*	*22.5%*
35 - 44	382	375	375	257	34	288	201	87
%V	*12.8%*	*12.9%*	*12.9%*	*14.1%*	*13.0%*	*12.8%*	*14.3%*	*10.3%*
%H		*98.2%*	*98.2%*	*67.3%*	*8.9%*	*75.4%*	*52.6%*	*22.8%*
45 - 54	414	408	408	266	40	326	221	105
%V	*13.9%*	*14.0%*	*14.0%*	*14.6%*	*15.3%*	*14.5%*	*15.7%*	*12.4%*
%H		*98.6%*	*98.6%*	*64.3%*	*9.7%*	*78.7%*	*53.4%*	*25.4%*
55 - 64	389	383	382	236	33	299	182	117
%V	*13.0%*	*13.1%*	*13.1%*	*13.0%*	*12.6%*	*13.3%*	*12.9%*	*13.8%*
%H		*98.5%*	*98.2%*	*60.7%*	*8.5%*	*76.9%*	*46.8%*	*30.1%*
65+	542	537	536	252	34	439	188	250
%V	*18.2%*	*18.4%*	*18.4%*	*13.8%*	*13.0%*	*19.5%*	*13.4%*	*29.5%*
%H		*99.1%*	*98.9%*	*46.5%*	*6.3%*	*81.0%*	*34.7%*	*46.1%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	2435	2378	2374	1445	215	1854	1127	727
%H		*97.7%*	*97.5%*	*59.3%*	*8.8%*	*76.1%*	*46.3%*	*29.9%*
AB	475	467	466	286	38	355	210	145
%V	*19.5%*	*19.6%*	*19.6%*	*19.8%*	*17.7%*	*19.1%*	*18.6%*	*19.9%*
%H		*98.3%*	*98.1%*	*60.2%*	*8.0%*	*74.7%*	*44.2%*	*30.5%*
C1	645	619	618	373	59	489	301	188
%V	*26.5%*	*26.0%*	*26.0%*	*25.8%*	*27.4%*	*26.4%*	*26.7%*	*25.9%*
%H		*96.0%*	*95.8%*	*57.8%*	*9.1%*	*75.8%*	*46.7%*	*29.1%*
C2	616	609	608	391	62	473	312	161
%V	*25.3%*	*25.6%*	*25.6%*	*27.1%*	*28.8%*	*25.5%*	*27.7%*	*22.1%*
%H		*98.9%*	*98.7%*	*63.5%*	*10.1%*	*76.8%*	*50.6%*	*26.1%*
D	444	437	437	271	41	347	219	128
%V	*18.2%*	*18.4%*	*18.4%*	*18.8%*	*19.1%*	*18.7%*	*19.4%*	*17.6%*
%H		*98.4%*	*98.4%*	*61.0%*	*9.2%*	*78.2%*	*49.3%*	*28.8%*
E	255	246	245	125	17	189	84	105
%V	*10.5%*	*10.3%*	*10.3%*	*8.7%*	*7.9%*	*10.2%*	*7.5%*	*14.4%*
%H		*96.5%*	*96.1%*	*49.0%*	*6.7%*	*74.1%*	*32.9%*	*41.2%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Individual level data

Table 14.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	2435	2378	2374	1445	215	1854	1127	727
%H		*97.7%*	*97.5%*	*59.3%*	*8.8%*	*76.1%*	*46.3%*	*29.9%*
Working full time	1042	1023	1021	674	105	781	533	248
%V	*42.8%*	*43.0%*	*43.0%*	*46.6%*	*48.8%*	*42.1%*	*47.3%*	*34.1%*
%H		*98.2%*	*98.0%*	*64.7%*	*10.1%*	*75.0%*	*51.2%*	*23.8%*
Working part time	220	217	217	145	20	166	112	54
%V	*9.0%*	*9.1%*	*9.1%*	*10.0%*	*9.3%*	*9.0%*	*9.9%*	*7.4%*
%H		*98.6%*	*98.6%*	*65.9%*	*9.1%*	*75.5%*	*50.9%*	*24.5%*
Not working	1173	1139	1136	627	90	907	482	425
%V	*48.2%*	*47.9%*	*47.9%*	*43.4%*	*41.9%*	*48.9%*	*42.8%*	*58.5%*
%H		*97.1%*	*96.8%*	*53.5%*	*7.7%*	*77.3%*	*41.1%*	*36.2%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Individual level data

Table 14.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1185	1151	1148	713	107	895	558	337
%H		*97.1%*	*96.9%*	*60.2%*	*9.0%*	*75.5%*	*47.1%*	*28.4%*
16 - 19	85	82	82	56	7	67	47	20
%V	*7.2%*	*7.1%*	*7.1%*	*7.9%*	*6.5%*	*7.5%*	*8.4%*	*5.9%*
%H		*96.5%*	*96.5%*	*65.9%*	*8.2%*	*78.8%*	*55.3%*	*23.5%*
20 - 24	101	93	92	57	10	74	48	25
%V	*8.5%*	*8.1%*	*8.0%*	*8.0%*	*9.3%*	*8.3%*	*8.6%*	*7.4%*
%H		*92.1%*	*91.1%*	*56.4%*	*9.9%*	*73.3%*	*47.5%*	*24.8%*
25 - 34	176	168	167	107	21	115	76	39
%V	*14.9%*	*14.6%*	*14.5%*	*15.0%*	*19.6%*	*12.8%*	*13.6%*	*11.6%*
%H		*95.5%*	*94.9%*	*60.8%*	*11.9%*	*65.3%*	*43.2%*	*22.2%*
35 - 44	185	181	181	127	16	137	97	41
%V	*15.6%*	*15.7%*	*15.8%*	*17.8%*	*15.0%*	*15.3%*	*17.4%*	*12.2%*
%H		*97.8%*	*97.8%*	*68.6%*	*8.6%*	*74.1%*	*52.4%*	*22.2%*
45 - 54	202	198	198	127	19	161	108	53
%V	*17.0%*	*17.2%*	*17.2%*	*17.8%*	*17.8%*	*18.0%*	*19.4%*	*15.7%*
%H		*98.0%*	*98.0%*	*62.9%*	*9.4%*	*79.7%*	*53.5%*	*26.2%*
55 - 64	190	187	186	116	17	145	89	55
%V	*16.0%*	*16.2%*	*16.2%*	*16.3%*	*15.9%*	*16.2%*	*15.9%*	*16.3%*
%H		*98.4%*	*97.9%*	*61.1%*	*8.9%*	*76.3%*	*46.8%*	*28.9%*
65+	246	243	243	122	16	197	93	105
%V	*20.8%*	*21.1%*	*21.2%*	*17.1%*	*15.0%*	*22.0%*	*16.7%*	*31.2%*
%H		*98.8%*	*98.8%*	*49.6%*	*6.5%*	*80.1%*	*37.8%*	*42.7%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1185	1151	1148	713	107	895	558	337
%H		*97.1%*	*96.9%*	*60.2%*	*9.0%*	*75.5%*	*47.1%*	*28.4%*
AB	236	231	231	142	19	177	106	71
%V	*19.9%*	*20.1%*	*20.1%*	*19.9%*	*17.8%*	*19.8%*	*19.0%*	*21.1%*
%H		*97.9%*	*97.9%*	*60.2%*	*8.1%*	*75.0%*	*44.9%*	*30.1%*
C1	298	285	284	177	30	221	143	78
%V	*25.1%*	*24.8%*	*24.7%*	*24.8%*	*28.0%*	*24.7%*	*25.6%*	*23.1%*
%H		*95.6%*	*95.3%*	*59.4%*	*10.1%*	*74.2%*	*48.0%*	*26.2%*
C2	337	332	332	210	34	258	168	90
%V	*28.4%*	*28.8%*	*28.9%*	*29.5%*	*31.8%*	*28.8%*	*30.1%*	*26.7%*
%H		*98.5%*	*98.5%*	*62.3%*	*10.1%*	*76.6%*	*49.9%*	*26.7%*
D	216	211	210	133	18	169	109	60
%V	*18.2%*	*18.3%*	*18.3%*	*18.7%*	*16.8%*	*18.9%*	*19.5%*	*17.8%*
%H		*97.7%*	*97.2%*	*61.6%*	*8.3%*	*78.2%*	*50.5%*	*27.8%*
E	97	92	92	50	6	70	33	37
%V	*8.2%*	*8.0%*	*8.0%*	*7.0%*	*5.6%*	*7.8%*	*5.9%*	*11.0%*
%H		*94.8%*	*94.8%*	*51.5%*	*6.2%*	*72.2%*	*34.0%*	*38.1%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1185	1151	1148	713	107	895	558	337
%H		*97.1%*	*96.9%*	*60.2%*	*9.0%*	*75.5%*	*47.1%*	*28.4%*
Working full time	634	620	619	410	63	473	323	151
%V	*53.5%*	*53.9%*	*53.9%*	*57.5%*	*58.9%*	*52.8%*	*57.9%*	*44.8%*
%H		*97.8%*	*97.6%*	*64.7%*	*9.9%*	*74.6%*	*50.9%*	*23.8%*
Working part time	46	45	45	29	4	36	23	13
%V	*3.9%*	*3.9%*	*3.9%*	*4.1%*	*3.7%*	*4.0%*	*4.1%*	*3.9%*
%H		*97.8%*	*97.8%*	*63.0%*	*8.7%*	*78.3%*	*50.0%*	*28.3%*
Not working	505	486	484	273	40	387	213	174
%V	*42.6%*	*42.2%*	*42.2%*	*38.3%*	*37.4%*	*43.2%*	*38.2%*	*51.6%*
%H		*96.2%*	*95.8%*	*54.1%*	*7.9%*	*76.6%*	*42.2%*	*34.5%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Individual level data

Table 14.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1251	1227	1225	732	108	959	569	390
%H		*98.1%*	*97.9%*	*58.5%*	*8.6%*	*76.7%*	*45.5%*	*31.2%*
16 - 19	71	70	70	45	7	57	39	18
%V	*5.7%*	*5.7%*	*5.7%*	*6.1%*	*6.5%*	*5.9%*	*6.9%*	*4.6%*
%H		*98.6%*	*98.6%*	*63.4%*	*9.9%*	*80.3%*	*54.9%*	*25.4%*
20 - 24	101	93	93	56	11	73	47	26
%V	*8.1%*	*7.6%*	*7.6%*	*7.7%*	*10.2%*	*7.6%*	*8.3%*	*6.7%*
%H		*92.1%*	*92.1%*	*55.4%*	*10.9%*	*72.3%*	*46.5%*	*25.7%*
25 - 34	175	170	169	112	18	117	78	39
%V	*14.0%*	*13.9%*	*13.8%*	*15.3%*	*16.7%*	*12.2%*	*13.7%*	*10.0%*
%H		*97.1%*	*96.6%*	*64.0%*	*10.3%*	*66.9%*	*44.6%*	*22.3%*
35 - 44	197	194	194	130	18	151	105	47
%V	*15.7%*	*15.8%*	*15.8%*	*17.8%*	*16.7%*	*15.7%*	*18.5%*	*12.1%*
%H		*98.5%*	*98.5%*	*66.0%*	*9.1%*	*76.6%*	*53.3%*	*23.9%*
45 - 54	212	211	211	139	21	165	112	52
%V	*16.9%*	*17.2%*	*17.2%*	*19.0%*	*19.4%*	*17.2%*	*19.7%*	*13.3%*
%H		*99.5%*	*99.5%*	*65.6%*	*9.9%*	*77.8%*	*52.8%*	*24.5%*
55 - 64	198	196	196	120	16	154	93	62
%V	*15.8%*	*16.0%*	*16.0%*	*16.4%*	*14.8%*	*16.1%*	*16.3%*	*15.9%*
%H		*99.0%*	*99.0%*	*60.6%*	*8.1%*	*77.8%*	*47.0%*	*31.3%*
65+	296	294	293	130	18	241	96	146
%V	*23.7%*	*24.0%*	*23.9%*	*17.8%*	*16.7%*	*25.1%*	*16.9%*	*37.4%*
%H		*99.3%*	*99.0%*	*43.9%*	*6.1%*	*81.4%*	*32.4%*	*49.3%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1251	1227	1225	732	108	959	569	390
%H		*98.1%*	*97.9%*	*58.5%*	*8.6%*	*76.7%*	*45.5%*	*31.2%*
AB	239	236	235	143	19	178	104	74
%V	*19.1%*	*19.2%*	*19.2%*	*19.5%*	*17.6%*	*18.6%*	*18.3%*	*19.0%*
%H		*98.7%*	*98.3%*	*59.8%*	*7.9%*	*74.5%*	*43.5%*	*31.0%*
C1	347	334	334	196	29	268	159	110
%V	*27.7%*	*27.2%*	*27.3%*	*26.8%*	*26.9%*	*27.9%*	*27.9%*	*28.2%*
%H		*96.3%*	*96.3%*	*56.5%*	*8.4%*	*77.2%*	*45.8%*	*31.7%*
C2	279	277	276	180	27	215	144	71
%V	*22.3%*	*22.6%*	*22.5%*	*24.6%*	*25.0%*	*22.4%*	*25.3%*	*18.2%*
%H		*99.3%*	*98.9%*	*64.5%*	*9.7%*	*77.1%*	*51.6%*	*25.4%*
D	228	227	227	138	22	178	110	68
%V	*18.2%*	*18.5%*	*18.5%*	*18.9%*	*20.4%*	*18.6%*	*19.3%*	*17.4%*
%H		*99.6%*	*99.6%*	*60.5%*	*9.6%*	*78.1%*	*48.2%*	*29.8%*
E	158	154	153	75	11	119	51	68
%V	*12.6%*	*12.6%*	*12.5%*	*10.2%*	*10.2%*	*12.4%*	*9.0%*	*17.4%*
%H		*97.5%*	*96.8%*	*47.5%*	*7.0%*	*75.3%*	*32.3%*	*43.0%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV HTV Wales

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1251	1227	1225	732	108	959	569	390
%H		*98.1%*	*97.9%*	*58.5%*	*8.6%*	*76.7%*	*45.5%*	*31.2%*
Working full time	408	403	402	263	42	308	210	98
%V	*32.6%*	*32.8%*	*32.8%*	*35.9%*	*38.9%*	*32.1%*	*36.9%*	*25.1%*
%H		*98.8%*	*98.5%*	*64.5%*	*10.3%*	*75.5%*	*51.5%*	*24.0%*
Working part time	174	172	172	116	16	130	89	41
%V	*13.9%*	*14.0%*	*14.0%*	*15.8%*	*14.8%*	*13.6%*	*15.6%*	*10.5%*
%H		*98.9%*	*98.9%*	*66.7%*	*9.2%*	*74.7%*	*51.1%*	*23.6%*
Not working	668	653	652	353	50	521	269	252
%V	*53.4%*	*53.2%*	*53.2%*	*48.2%*	*46.3%*	*54.3%*	*47.3%*	*64.6%*
%H		*97.8%*	*97.6%*	*52.8%*	*7.5%*	*78.0%*	*40.3%*	*37.7%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Household level data

Table 15.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	65	55	49	1	13	8	5
%H (All HH)		*100.0%*	*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
%H (TV HH)			*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
AB	25	25	22	20	0	7	5	2
%V	*38.5%*	*38.5%*	*40.0%*	*40.8%*	*0.0%*	*53.8%*	*62.5%*	*40.0%*
%H (All HH)		*100.0%*	*88.0%*	*80.0%*	*0.0%*	*28.0%*	*20.0%*	*8.0%*
%H (TV HH)			*88.0%*	*80.0%*	*0.0%*	*28.0%*	*20.0%*	*8.0%*
C1	19	19	17	15	1	3	1	1
%V	*29.2%*	*29.2%*	*30.9%*	*30.6%*	*100.0%*	*23.1%*	*12.5%*	*20.0%*
%H (All HH)		*100.0%*	*89.5%*	*78.9%*	*5.3%*	*15.8%*	*5.3%*	*5.3%*
%H (TV HH)			*89.5%*	*78.9%*	*5.3%*	*15.8%*	*5.3%*	*5.3%*
C2	10	10	9	8	0	3	2	1
%V	*15.4%*	*15.4%*	*16.4%*	*16.3%*	*0.0%*	*23.1%*	*25.0%*	*20.0%*
%H (All HH)		*100.0%*	*90.0%*	*80.0%*	*0.0%*	*30.0%*	*20.0%*	*10.0%*
%H (TV HH)			*90.0%*	*80.0%*	*0.0%*	*30.0%*	*20.0%*	*10.0%*
D	5	5	3	3	0	0	0	0
%V	*7.7%*	*7.7%*	*5.5%*	*6.1%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		*100.0%*	*60.0%*	*60.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (TV HH)			*60.0%*	*60.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
E	6	6	3	2	0	1	0	1
%V	*9.2%*	*9.2%*	*5.5%*	*4.1%*	*0.0%*	*7.7%*	*0.0%*	*20.0%*
%H (All HH)		*100.0%*	*50.0%*	*33.3%*	*0.0%*	*16.7%*	*0.0%*	*16.7%*
%H (TV HH)			*50.0%*	*33.3%*	*0.0%*	*16.7%*	*0.0%*	*16.7%*

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
April 2010 - March 2011

ITV Channel Islands

Household level data

Table 15.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	65	55	49	1	13	8	5
%H (All HH)		*100.0%*	*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
%H (TV HH)			*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
Under 25	2	2	2	2	1	0	0	0
%V	*3.1%*	*3.1%*	*3.6%*	*4.1%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*50.0%*	*0.0%*	*0.0%*	*0.0%*
%H (TV HH)			*100.0%*	*100.0%*	*50.0%*	*0.0%*	*0.0%*	*0.0%*
25 - 34	11	11	11	10	0	3	2	1
%V	*16.9%*	*16.9%*	*20.0%*	*20.4%*	*0.0%*	*23.1%*	*25.0%*	*20.0%*
%H (All HH)		*100.0%*	*100.0%*	*90.9%*	*0.0%*	*27.3%*	*18.2%*	*9.1%*
%H (TV HH)			*100.0%*	*90.9%*	*0.0%*	*27.3%*	*18.2%*	*9.1%*
35 - 44	16	16	16	15	0	2	1	1
%V	*24.6%*	*24.6%*	*29.1%*	*30.6%*	*0.0%*	*15.4%*	*12.5%*	*20.0%*
%H (All HH)		*100.0%*	*100.0%*	*93.8%*	*0.0%*	*12.5%*	*6.3%*	*6.3%*
%H (TV HH)			*100.0%*	*93.8%*	*0.0%*	*12.5%*	*6.3%*	*6.3%*
45 - 54	10	10	6	6	0	1	1	0
%V	*15.4%*	*15.4%*	*10.9%*	*12.2%*	*0.0%*	*7.7%*	*12.5%*	*0.0%*
%H (All HH)		*100.0%*	*60.0%*	*60.0%*	*0.0%*	*10.0%*	*10.0%*	*0.0%*
%H (TV HH)			*60.0%*	*60.0%*	*0.0%*	*10.0%*	*10.0%*	*0.0%*
55 - 64	10	10	10	8	0	5	3	1
%V	*15.4%*	*15.4%*	*18.2%*	*16.3%*	*0.0%*	*38.5%*	*37.5%*	*20.0%*
%H (All HH)		*100.0%*	*100.0%*	*80.0%*	*0.0%*	*50.0%*	*30.0%*	*10.0%*
%H (TV HH)			*100.0%*	*80.0%*	*0.0%*	*50.0%*	*30.0%*	*10.0%*
65 +	16	16	11	9	0	3	1	2
%V	*24.6%*	*24.6%*	*20.0%*	*18.4%*	*0.0%*	*23.1%*	*12.5%*	*40.0%*
%H (All HH)		*100.0%*	*68.8%*	*56.3%*	*0.0%*	*18.8%*	*6.3%*	*12.5%*
%H (TV HH)			*68.8%*	*56.3%*	*0.0%*	*18.8%*	*6.3%*	*12.5%*

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Household level data

Table 15.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	65	55	49	1	13	8	5
%H (All HH)		*100.0%*	*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
%H (TV HH)			*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
1	17	17	12	9	0	3	1	3
%V	*26.2%*	*26.2%*	*21.8%*	*18.4%*	*0.0%*	*23.1%*	*12.5%*	*60.0%*
%H (All HH)		*100.0%*	*70.6%*	*52.9%*	*0.0%*	*17.6%*	*5.9%*	*17.6%*
%H (TV HH)			*70.6%*	*52.9%*	*0.0%*	*17.6%*	*5.9%*	*17.6%*
2	21	21	19	18	0	4	3	1
%V	*32.3%*	*32.3%*	*34.5%*	*36.7%*	*0.0%*	*30.8%*	*37.5%*	*20.0%*
%H (All HH)		*100.0%*	*90.5%*	*85.7%*	*0.0%*	*19.0%*	*14.3%*	*4.8%*
%H (TV HH)			*90.5%*	*85.7%*	*0.0%*	*19.0%*	*14.3%*	*4.8%*
3	14	14	13	12	1	3	2	1
%V	*21.5%*	*21.5%*	*23.6%*	*24.5%*	*100.0%*	*23.1%*	*25.0%*	*20.0%*
%H (All HH)		*100.0%*	*92.9%*	*85.7%*	*7.1%*	*21.4%*	*14.3%*	*7.1%*
%H (TV HH)			*92.9%*	*85.7%*	*7.1%*	*21.4%*	*14.3%*	*7.1%*
4	10	10	9	8	0	2	2	1
%V	*15.4%*	*15.4%*	*16.4%*	*16.3%*	*0.0%*	*15.4%*	*25.0%*	*20.0%*
%H (All HH)		*100.0%*	*90.0%*	*80.0%*	*0.0%*	*20.0%*	*20.0%*	*10.0%*
%H (TV HH)			*90.0%*	*80.0%*	*0.0%*	*20.0%*	*20.0%*	*10.0%*
5+	3	3	3	3	0	1	1	0
%V	*4.6%*	*4.6%*	*5.5%*	*6.1%*	*0.0%*	*7.7%*	*12.5%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*
Average HH size	2.39	2.39	2.49	2.56	2.56	2.45	2.83	1.75

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
April 2010 - March 2011

ITV Channel Islands

Household level data

Table 15.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	65	55	49	1	13	8	5
%H (All HH)		*100.0%*	*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
%H (TV HH)			*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
Without	43	43	35	31	0	8	4	4
%V	*66.2%*	*66.2%*	*63.6%*	*63.3%*	*0.0%*	*61.5%*	*50.0%*	*80.0%*
%H (All HH)		*100.0%*	*81.4%*	*72.1%*	*0.0%*	*18.6%*	*9.3%*	*9.3%*
%H (TV HH)			*81.4%*	*72.1%*	*0.0%*	*18.6%*	*9.3%*	*9.3%*
With	22	22	20	19	1	5	4	1
%V	*33.8%*	*33.8%*	*36.4%*	*38.8%*	*100.0%*	*38.5%*	*50.0%*	*20.0%*
%H (All HH)		*100.0%*	*90.9%*	*86.4%*	*4.5%*	*22.7%*	*18.2%*	*4.5%*
%H (TV HH)			*90.9%*	*86.4%*	*4.5%*	*22.7%*	*18.2%*	*4.5%*
0 - 3	7	7	7	6	1	1	1	0
%V	*10.8%*	*10.8%*	*12.7%*	*12.2%*	*100.0%*	*7.7%*	*12.5%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*85.7%*	*14.3%*	*14.3%*	*14.3%*	*0.0%*
%H (TV HH)			*100.0%*	*85.7%*	*14.3%*	*14.3%*	*14.3%*	*0.0%*
4 - 9	9	9	9	7	0	4	3	1
%V	*13.8%*	*13.8%*	*16.4%*	*14.3%*	*0.0%*	*30.8%*	*37.5%*	*20.0%*
%H (All HH)		*100.0%*	*100.0%*	*77.8%*	*0.0%*	*44.4%*	*33.3%*	*11.1%*
%H (TV HH)			*100.0%*	*77.8%*	*0.0%*	*44.4%*	*33.3%*	*11.1%*
10 - 15	10	10	9	9	0	2	2	1
%V	*15.4%*	*15.4%*	*16.4%*	*18.4%*	*0.0%*	*15.4%*	*25.0%*	*20.0%*
%H (All HH)		*100.0%*	*90.0%*	*90.0%*	*0.0%*	*20.0%*	*20.0%*	*10.0%*
%H (TV HH)			*90.0%*	*90.0%*	*0.0%*	*20.0%*	*20.0%*	*10.0%*

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
April 2010 - March 2011

ITV Channel Islands

Household level data

Table 15.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	65	55	49	1	13	8	5
%H (All HH)		*100.0%*	*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
%H (TV HH)			*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
1	25	25	21	17	1	4	1	3
%V	*38.5%*	*38.5%*	*38.2%*	*34.7%*	*100.0%*	*30.8%*	*12.5%*	*60.0%*
%H (All HH)		*100.0%*	*84.0%*	*68.0%*	*4.0%*	*16.0%*	*4.0%*	*12.0%*
%H (TV HH)			*84.0%*	*68.0%*	*4.0%*	*16.0%*	*4.0%*	*12.0%*
2	18	18	14	12	0	4	2	2
%V	*27.7%*	*27.7%*	*25.5%*	*24.5%*	*0.0%*	*30.8%*	*25.0%*	*40.0%*
%H (All HH)		*100.0%*	*77.8%*	*66.7%*	*0.0%*	*22.2%*	*11.1%*	*11.1%*
%H (TV HH)			*77.8%*	*66.7%*	*0.0%*	*22.2%*	*11.1%*	*11.1%*
3	10	10	9	9	0	3	3	0
%V	*15.4%*	*15.4%*	*16.4%*	*18.4%*	*0.0%*	*23.1%*	*37.5%*	*0.0%*
%H (All HH)		*100.0%*	*90.0%*	*90.0%*	*0.0%*	*30.0%*	*30.0%*	*0.0%*
%H (TV HH)			*90.0%*	*90.0%*	*0.0%*	*30.0%*	*30.0%*	*0.0%*
4	7	7	6	6	0	2	2	0
%V	*10.8%*	*10.8%*	*10.9%*	*12.2%*	*0.0%*	*15.4%*	*25.0%*	*0.0%*
%H (All HH)		*100.0%*	*85.7%*	*85.7%*	*0.0%*	*28.6%*	*28.6%*	*0.0%*
%H (TV HH)			*85.7%*	*85.7%*	*0.0%*	*28.6%*	*28.6%*	*0.0%*
5+	5	5	4	4	0	1	1	0
%V	*7.7%*	*7.7%*	*7.3%*	*8.2%*	*0.0%*	*7.7%*	*12.5%*	*0.0%*
%H (All HH)		*100.0%*	*80.0%*	*80.0%*	*0.0%*	*20.0%*	*20.0%*	*0.0%*
%H (TV HH)			*80.0%*	*80.0%*	*0.0%*	*20.0%*	*20.0%*	*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
April 2010 - March 2011

ITV Channel Islands

Household level data

Table 15.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	65	55	49	1	13	8	5
%H (All HH)		*100.0%*	*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
%H (TV HH)			*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
Under 20"	29	29	22	22	0	5	4	0
%V	*44.6%*	*44.6%*	*40.0%*	*44.9%*	*0.0%*	*38.5%*	*50.0%*	*0.0%*
%H (All HH)		*100.0%*	*75.9%*	*75.9%*	*0.0%*	*17.2%*	*13.8%*	*0.0%*
%H (TV HH)			*75.9%*	*75.9%*	*0.0%*	*17.2%*	*13.8%*	*0.0%*
20" - 29"	28	28	22	18	1	7	4	4
%V	*43.1%*	*43.1%*	*40.0%*	*36.7%*	*100.0%*	*53.8%*	*50.0%*	*80.0%*
%H (All HH)		*100.0%*	*78.6%*	*64.3%*	*3.6%*	*25.0%*	*14.3%*	*14.3%*
%H (TV HH)			*78.6%*	*64.3%*	*3.6%*	*25.0%*	*14.3%*	*14.3%*
30" - 39"	27	27	24	24	0	5	4	1
%V	*41.5%*	*41.5%*	*43.6%*	*49.0%*	*0.0%*	*38.5%*	*50.0%*	*20.0%*
%H (All HH)		*100.0%*	*88.9%*	*88.9%*	*0.0%*	*18.5%*	*14.8%*	*3.7%*
%H (TV HH)			*88.9%*	*88.9%*	*0.0%*	*18.5%*	*14.8%*	*3.7%*
40" and over	25	25	24	24	0	5	5	1
%V	*38.5%*	*38.5%*	*43.6%*	*49.0%*	*0.0%*	*38.5%*	*62.5%*	*20.0%*
%H (All HH)		*100.0%*	*96.0%*	*96.0%*	*0.0%*	*20.0%*	*20.0%*	*4.0%*
%H (TV HH)			*96.0%*	*96.0%*	*0.0%*	*20.0%*	*20.0%*	*4.0%*

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

Table 15.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	65	55	49	1	13	8	5
%H (All HH)		*100.0%*	*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
%H (TV HH)			*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
Main living room	62	62	53	48	1	12	8	4
%V	*95.4%*	*95.4%*	*96.4%*	*98.0%*	*100.0%*	*92.3%*	*100.0%*	*80.0%*
%H (All HH)		*100.0%*	*85.5%*	*77.4%*	*1.6%*	*19.4%*	*12.9%*	*6.5%*
%H (TV HH)			*85.5%*	*77.4%*	*1.6%*	*19.4%*	*12.9%*	*6.5%*
Kitchen	11	11	8	8	0	2	2	0
%V	*16.9%*	*16.9%*	*14.5%*	*16.3%*	*0.0%*	*15.4%*	*25.0%*	*0.0%*
%H (All HH)		*100.0%*	*72.7%*	*72.7%*	*0.0%*	*18.2%*	*18.2%*	*0.0%*
%H (TV HH)			*72.7%*	*72.7%*	*0.0%*	*18.2%*	*18.2%*	*0.0%*
Adult's bedroom	33	33	28	27	0	8	7	1
%V	*50.8%*	*50.8%*	*50.9%*	*55.1%*	*0.0%*	*61.5%*	*87.5%*	*20.0%*
%H (All HH)		*100.0%*	*84.8%*	*81.8%*	*0.0%*	*24.2%*	*21.2%*	*3.0%*
%H (TV HH)			*84.8%*	*81.8%*	*0.0%*	*24.2%*	*21.2%*	*3.0%*
Child's bedroom	7	7	7	7	0	3	3	0
%V	*10.8%*	*10.8%*	*12.7%*	*14.3%*	*0.0%*	*23.1%*	*37.5%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*42.9%*	*42.9%*	*0.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*42.9%*	*42.9%*	*0.0%*
Other bedroom	2	2	2	2	0	1	1	0
%V	*3.1%*	*3.1%*	*3.6%*	*4.1%*	*0.0%*	*7.7%*	*12.5%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*
Second living/dining room	14	14	12	12	0	4	3	0
%V	*21.5%*	*21.5%*	*21.8%*	*24.5%*	*0.0%*	*30.8%*	*37.5%*	*0.0%*
%H (All HH)		*100.0%*	*85.7%*	*85.7%*	*0.0%*	*28.6%*	*21.4%*	*0.0%*
%H (TV HH)			*85.7%*	*85.7%*	*0.0%*	*28.6%*	*21.4%*	*0.0%*
Study/office	2	2	2	2	0	2	1	0
%V	*3.1%*	*3.1%*	*3.6%*	*4.1%*	*0.0%*	*15.4%*	*12.5%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*
TV room	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
Other	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)			-	-	-	-	-	-

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

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Household level data

Table 15.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	65	55	49	1	13	8	5
%H (All HH)		*100.0%*	*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
%H (TV HH)			*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
PVR	31	31	31	30	0	7	6	1
%V	*47.7%*	*47.7%*	*56.4%*	*61.2%*	*0.0%*	*53.8%*	*75.0%*	*20.0%*
%H (All HH)		*100.0%*	*100.0%*	*96.8%*	*0.0%*	*22.6%*	*19.4%*	*3.2%*
%H (TV HH)			*100.0%*	*96.8%*	*0.0%*	*22.6%*	*19.4%*	*3.2%*
DVDR	7	7	7	7	0	1	0	1
%V	*10.8%*	*10.8%*	*12.7%*	*14.3%*	*0.0%*	*7.7%*	*0.0%*	*20.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*14.3%*	*0.0%*	*14.3%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*14.3%*	*0.0%*	*14.3%*
VCR	19	19	13	13	0	1	1	0
%V	*29.2%*	*29.2%*	*23.6%*	*26.5%*	*0.0%*	*7.7%*	*12.5%*	*0.0%*
%H (All HH)		*100.0%*	*68.4%*	*68.4%*	*0.0%*	*5.3%*	*5.3%*	*0.0%*
%H (TV HH)			*68.4%*	*68.4%*	*0.0%*	*5.3%*	*5.3%*	*0.0%*
Any recorder	45	45	38	37	0	7	6	1
%V	*69.2%*	*69.2%*	*69.1%*	*75.5%*	*0.0%*	*53.8%*	*75.0%*	*20.0%*
%H (All HH)		*100.0%*	*84.4%*	*82.2%*	*0.0%*	*15.6%*	*13.3%*	*2.2%*
%H (TV HH)			*84.4%*	*82.2%*	*0.0%*	*15.6%*	*13.3%*	*2.2%*

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 15.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	65	55	49	1	13	8	5
%H (All HH)		*100.0%*	*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
%H (TV HH)			*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
Receives HDTV (via STB or built-in reception)	16	16	16	16	0	3	3	0
%V	*24.6%*	*24.6%*	*29.1%*	*32.7%*	*0.0%*	*23.1%*	*37.5%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*18.8%*	*18.8%*	*0.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*18.8%*	*18.8%*	*0.0%*
DVD/Blu-ray player or recorder	53	53	46	42	1	10	8	3
%V	*81.5%*	*81.5%*	*83.6%*	*85.7%*	*100.0%*	*76.9%*	*100.0%*	*60.0%*
%H (All HH)		*100.0%*	*86.8%*	*79.2%*	*1.9%*	*18.9%*	*15.1%*	*5.7%*
%H (TV HH)			*86.8%*	*79.2%*	*1.9%*	*18.9%*	*15.1%*	*5.7%*

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
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ITV Channel Islands

Household level data

Table 15.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	65	55	49	1	13	8	5
%H (All HH)		*100.0%*	*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
%H (TV HH)			*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
Has PC or Laptop	52	52	47	45	1	10	8	2
%V	*80.0%*	*80.0%*	*85.5%*	*91.8%*	*100.0%*	*76.9%*	*100.0%*	*40.0%*
%H (All HH)		*100.0%*	*90.4%*	*86.5%*	*1.9%*	*19.2%*	*15.4%*	*3.8%*
%H (TV HH)			*90.4%*	*86.5%*	*1.9%*	*19.2%*	*15.4%*	*3.8%*
Has broadband internet	48	48	45	43	0	10	8	2
%V	*73.8%*	*73.8%*	*81.8%*	*87.8%*	*0.0%*	*76.9%*	*100.0%*	*40.0%*
%H (All HH)		*100.0%*	*93.8%*	*89.6%*	*0.0%*	*20.8%*	*16.7%*	*4.2%*
%H (TV HH)			*93.8%*	*89.6%*	*0.0%*	*20.8%*	*16.7%*	*4.2%*

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
April 2010 - March 2011

ITV Channel Islands

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	144	125	117	1	33	27	6
%H		*86.8%*	*81.3%*	*0.7%*	*22.9%*	*18.8%*	*4.2%*
Under 20"	44	34	34	0	7	7	0
%V	*30.6%*	*27.2%*	*29.1%*	*0.0%*	*21.2%*	*25.9%*	*0.0%*
%H		*77.3%*	*77.3%*	*0.0%*	*15.9%*	*15.9%*	*0.0%*
20" - 29"	41	34	28	1	12	8	5
%V	*28.5%*	*27.2%*	*23.9%*	*100.0%*	*36.4%*	*29.6%*	*83.3%*
%H		*82.9%*	*68.3%*	*2.4%*	*29.3%*	*19.5%*	*12.2%*
30" - 39"	31	29	28	0	6	6	1
%V	*21.5%*	*23.2%*	*23.9%*	*0.0%*	*18.2%*	*22.2%*	*16.7%*
%H		*93.5%*	*90.3%*	*0.0%*	*19.4%*	*19.4%*	*3.2%*
40" and over	26	26	25	0	5	5	1
%V	*18.1%*	*20.8%*	*21.4%*	*0.0%*	*15.2%*	*18.5%*	*16.7%*
%H		*100.0%*	*96.2%*	*0.0%*	*19.2%*	*19.2%*	*3.8%*
Don't know	2	2	2	0	2	2	0
%V	*1.4%*	*1.6%*	*1.7%*	*0.0%*	*6.1%*	*7.4%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*

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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ITV Channel Islands

Set level data

Table 15.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	144	125	117	1	33	27	6
%H		*86.8%*	*81.3%*	*0.7%*	*22.9%*	*18.8%*	*4.2%*
Main living room	62	53	48	1	12	8	4
%V	*43.1%*	*42.4%*	*41.0%*	*100.0%*	*36.4%*	*29.6%*	*66.7%*
%H		*85.5%*	*77.4%*	*1.6%*	*19.4%*	*12.9%*	*6.5%*
Kitchen	11	8	8	0	2	2	0
%V	*7.6%*	*6.4%*	*6.8%*	*0.0%*	*6.1%*	*7.4%*	*0.0%*
%H		*72.7%*	*72.7%*	*0.0%*	*18.2%*	*18.2%*	*0.0%*
Adult's bedroom	42	36	35	0	9	8	1
%V	*29.2%*	*28.8%*	*29.9%*	*0.0%*	*27.3%*	*29.6%*	*16.7%*
%H		*85.7%*	*83.3%*	*0.0%*	*21.4%*	*19.0%*	*2.4%*
Child's bedroom	9	9	9	0	3	3	0
%V	*6.3%*	*7.2%*	*7.7%*	*0.0%*	*9.1%*	*11.1%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*
Other bedroom	3	3	3	0	1	1	0
%V	*2.1%*	*2.4%*	*2.6%*	*0.0%*	*3.0%*	*3.7%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*
Second living/dining room	14	12	12	0	4	3	0
%V	*9.7%*	*9.6%*	*10.3%*	*0.0%*	*12.1%*	*11.1%*	*0.0%*
%H		*85.7%*	*85.7%*	*0.0%*	*28.6%*	*21.4%*	*0.0%*
Study/office	2	2	2	0	2	1	0
%V	*1.4%*	*1.6%*	*1.7%*	*0.0%*	*6.1%*	*3.7%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*
TV room	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	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

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ITV Channel Islands

Set level data

Table 15.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	144	125	117	1	33	27	6
%H		*86.8%*	*81.3%*	*0.7%*	*22.9%*	*18.8%*	*4.2%*
PVR	40	40	38	0	9	7	1
%V	*27.8%*	*32.0%*	*32.5%*	*0.0%*	*27.3%*	*25.9%*	*16.7%*
%H		*100.0%*	*95.0%*	*0.0%*	*22.5%*	*17.5%*	*2.5%*
DVDR	8	8	7	0	1	0	1
%V	*5.6%*	*6.4%*	*6.0%*	*0.0%*	*3.0%*	*0.0%*	*16.7%*
%H		*100.0%*	*87.5%*	*0.0%*	*12.5%*	*0.0%*	*12.5%*
VCR	26	18	18	0	1	1	0
%V	*18.1%*	*14.4%*	*15.4%*	*0.0%*	*3.0%*	*3.7%*	*0.0%*
%H		*69.2%*	*69.2%*	*0.0%*	*3.8%*	*3.8%*	*0.0%*
Any recorder	61	54	52	0	10	8	1
%V	*42.4%*	*43.2%*	*44.4%*	*0.0%*	*30.3%*	*29.6%*	*16.7%*
%H		*88.5%*	*85.2%*	*0.0%*	*16.4%*	*13.1%*	*1.6%*

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

Set level data

Table 15.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	144	125	117	1	33	27	6
%H		*86.8%*	*81.3%*	*0.7%*	*22.9%*	*18.8%*	*4.2%*
Receives HDTV (via STB or built-in reception)	16	16	16	0	3	3	0
%V	*11.1%*	*12.8%*	*13.7%*	*0.0%*	*9.1%*	*11.1%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*18.8%*	*18.8%*	*0.0%*
DVD/Blu-ray player or recorder	72	65	61	1	14	11	3
%V	*50.0%*	*52.0%*	*52.1%*	*100.0%*	*42.4%*	*40.7%*	*50.0%*
%H		*90.3%*	*84.7%*	*1.4%*	*19.4%*	*15.3%*	*4.2%*

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

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ITV Channel Islands

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	65	55	49	1	13	8	5
%H		*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
Under 20"	3	1	1	0	0	0	0
%V	*4.6%*	*1.8%*	*2.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*33.3%*	*33.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
20" - 29"	17	12	8	1	5	1	4
%V	*26.2%*	*21.8%*	*16.3%*	*100.0%*	*38.5%*	*12.5%*	*80.0%*
%H		*70.6%*	*47.1%*	*5.9%*	*29.4%*	*5.9%*	*23.5%*
30" - 39"	20	19	18	0	3	2	1
%V	*30.8%*	*34.5%*	*36.7%*	*0.0%*	*23.1%*	*25.0%*	*20.0%*
%H		*95.0%*	*90.0%*	*0.0%*	*15.0%*	*10.0%*	*5.0%*
40" and over	24	24	23	0	5	5	1
%V	*36.9%*	*43.6%*	*46.9%*	*0.0%*	*38.5%*	*62.5%*	*20.0%*
%H		*100.0%*	*95.8%*	*0.0%*	*20.8%*	*20.8%*	*4.2%*
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

Set level data

Table 15.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	65	55	49	1	13	8	5
%H		*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
PVR	30	30	29	0	7	6	1
%V	*46.2%*	*54.5%*	*59.2%*	*0.0%*	*53.8%*	*75.0%*	*20.0%*
%H		*100.0%*	*96.7%*	*0.0%*	*23.3%*	*20.0%*	*3.3%*
DVDR	6	6	6	0	1	0	1
%V	*9.2%*	*10.9%*	*12.2%*	*0.0%*	*7.7%*	*0.0%*	*20.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*16.7%*	*0.0%*	*16.7%*
VCR	16	10	10	0	0	0	0
%V	*24.6%*	*18.2%*	*20.4%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*62.5%*	*62.5%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
Any recorder	42	37	36	0	7	6	1
%V	*64.6%*	*67.3%*	*73.5%*	*0.0%*	*53.8%*	*75.0%*	*20.0%*
%H		*88.1%*	*85.7%*	*0.0%*	*16.7%*	*14.3%*	*2.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	65	55	49	1	13	8	5
%H		*84.6%*	*75.4%*	*1.5%*	*20.0%*	*12.3%*	*7.7%*
Receives HDTV (via STB or built-in reception)	15	15	15	0	3	3	0
%V	*23.1%*	*27.3%*	*30.6%*	*0.0%*	*23.1%*	*37.5%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*20.0%*	*20.0%*	*0.0%*
DVD/Blu-ray player or recorder	48	41	37	1	8	5	3
%V	*73.8%*	*74.5%*	*75.5%*	*100.0%*	*61.5%*	*62.5%*	*60.0%*
%H		*85.4%*	*77.1%*	*2.1%*	*16.7%*	*10.4%*	*6.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Channel Islands

Set level data

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	79	70	68	0	20	18	2
%H		*88.6%*	*86.1%*	*0.0%*	*25.3%*	*22.8%*	*2.5%*
Under 20"	41	34	34	0	7	7	0
%V	*51.9%*	*48.6%*	*50.0%*	*-*	*35.0%*	*38.9%*	*0.0%*
%H		*82.9%*	*82.9%*	*0.0%*	*17.1%*	*17.1%*	*0.0%*
20" - 29"	24	22	21	0	8	7	1
%V	*30.4%*	*31.4%*	*30.9%*	*-*	*40.0%*	*38.9%*	*50.0%*
%H		*91.7%*	*87.5%*	*0.0%*	*33.3%*	*29.2%*	*4.2%*
30" - 39"	11	10	10	0	3	3	0
%V	*13.9%*	*14.3%*	*14.7%*	*-*	*15.0%*	*16.7%*	*0.0%*
%H		*90.9%*	*90.9%*	*0.0%*	*27.3%*	*27.3%*	*0.0%*
40" and over	2	2	2	0	0	0	0
%V	*2.5%*	*2.9%*	*2.9%*	*-*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
Don't know	2	2	2	0	2	2	0
%V	*2.5%*	*2.9%*	*2.9%*	*-*	*10.0%*	*11.1%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	79	70	68	0	20	18	2
%H		*88.6%*	*86.1%*	*0.0%*	*25.3%*	*22.8%*	*2.5%*
PVR	9	9	9	0	2	1	0
%V	*11.4%*	*12.9%*	*13.2%*	*-*	*10.0%*	*5.6%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*22.2%*	*11.1%*	*0.0%*
DVDR	1	1	1	0	0	0	0
%V	*1.3%*	*1.4%*	*1.5%*	*-*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
VCR	10	8	8	0	1	1	0
%V	*12.7%*	*11.4%*	*11.8%*	*-*	*5.0%*	*5.6%*	*0.0%*
%H		*80.0%*	*80.0%*	*0.0%*	*10.0%*	*10.0%*	*0.0%*
Any recorder	19	17	17	0	2	2	0
%V	*24.1%*	*24.3%*	*25.0%*	*-*	*10.0%*	*11.1%*	*0.0%*
%H		*89.5%*	*89.5%*	*0.0%*	*10.5%*	*10.5%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	79	70	68	0	20	18	2
%H		*88.6%*	*86.1%*	*0.0%*	*25.3%*	*22.8%*	*2.5%*
Receives HDTV (via STB or built-in reception)	1	1	1	0	0	0	0
%V	*1.3%*	*1.4%*	*1.5%*	*-*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
DVD/Blu-ray player or recorder	25	24	24	0	6	6	0
%V	*31.6%*	*34.3%*	*35.3%*	*-*	*30.0%*	*33.3%*	*0.0%*
%H		*96.0%*	*96.0%*	*0.0%*	*24.0%*	*24.0%*	*0.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Individual level data

Table 15.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	155	155	137	126	2	32	24	8
%H		*100.0%*	*88.4%*	*81.3%*	*1.3%*	*20.6%*	*15.5%*	*5.2%*
Total Children	34	34	32	30	1	8	7	2
%V	*21.9%*	*21.9%*	*23.4%*	*23.8%*	*50.0%*	*25.0%*	*29.2%*	*25.0%*
%H		*100.0%*	*94.1%*	*88.2%*	*2.9%*	*23.5%*	*20.6%*	*5.9%*
0 - 3	7	7	7	7	1	1	1	0
%V	*4.5%*	*4.5%*	*5.1%*	*5.6%*	*50.0%*	*3.1%*	*4.2%*	*0.0%*
%H		*100.0%*	*100.0%*	*100.0%*	*14.3%*	*14.3%*	*14.3%*	*0.0%*
4 - 15	26	26	24	23	0	7	6	2
%V	*16.8%*	*16.8%*	*17.5%*	*18.3%*	*0.0%*	*21.9%*	*25.0%*	*25.0%*
%H		*100.0%*	*92.3%*	*88.5%*	*0.0%*	*26.9%*	*23.1%*	*7.7%*
4 - 9	13	13	12	11	0	4	3	1
%V	*8.4%*	*8.4%*	*8.8%*	*8.7%*	*0.0%*	*12.5%*	*12.5%*	*12.5%*
%H		*100.0%*	*92.3%*	*84.6%*	*0.0%*	*30.8%*	*23.1%*	*7.7%*
10 - 15	14	14	12	12	0	3	2	1
%V	*9.0%*	*9.0%*	*8.8%*	*9.5%*	*0.0%*	*9.4%*	*8.3%*	*12.5%*
%H		*100.0%*	*85.7%*	*85.7%*	*0.0%*	*21.4%*	*14.3%*	*7.1%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Individual level data

Table 15.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	155	155	137	126	2	32	24	8
%H		*100.0%*	*88.4%*	*81.3%*	*1.3%*	*20.6%*	*15.5%*	*5.2%*
Total Adults (16+)	121	121	105	97	2	24	17	7
%V	*78.1%*	*78.1%*	*76.6%*	*77.0%*	*100.0%*	*75.0%*	*70.8%*	*87.5%*
%H		*100.0%*	*86.8%*	*80.2%*	*1.7%*	*19.8%*	*14.0%*	*5.8%*
16 - 19	7	7	6	6	1	1	1	0
%V	*4.5%*	*4.5%*	*4.4%*	*4.8%*	*50.0%*	*3.1%*	*4.2%*	*0.0%*
%H		*100.0%*	*85.7%*	*85.7%*	*14.3%*	*14.3%*	*14.3%*	*0.0%*
20 - 24	5	5	4	4	0	0	0	0
%V	*3.2%*	*3.2%*	*2.9%*	*3.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*80.0%*	*80.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
25 - 34	22	22	21	20	1	4	3	1
%V	*14.2%*	*14.2%*	*15.3%*	*15.9%*	*50.0%*	*12.5%*	*12.5%*	*12.5%*
%H		*100.0%*	*95.5%*	*90.9%*	*4.5%*	*18.2%*	*13.6%*	*4.5%*
35 - 44	30	30	29	28	0	5	3	2
%V	*19.4%*	*19.4%*	*21.2%*	*22.2%*	*0.0%*	*15.6%*	*12.5%*	*25.0%*
%H		*100.0%*	*96.7%*	*93.3%*	*0.0%*	*16.7%*	*10.0%*	*6.7%*
45 - 54	17	17	12	12	0	3	3	0
%V	*11.0%*	*11.0%*	*8.8%*	*9.5%*	*0.0%*	*9.4%*	*12.5%*	*0.0%*
%H		*100.0%*	*70.6%*	*70.6%*	*0.0%*	*17.6%*	*17.6%*	*0.0%*
55 - 64	16	16	15	13	0	7	5	2
%V	*10.3%*	*10.3%*	*10.9%*	*10.3%*	*0.0%*	*21.9%*	*20.8%*	*25.0%*
%H		*100.0%*	*93.8%*	*81.3%*	*0.0%*	*43.8%*	*31.3%*	*12.5%*
65+	24	24	18	15	1	4	2	2
%V	*15.5%*	*15.5%*	*13.1%*	*11.9%*	*50.0%*	*12.5%*	*8.3%*	*25.0%*
%H		*100.0%*	*75.0%*	*62.5%*	*4.2%*	*16.7%*	*8.3%*	*8.3%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	121	121	105	97	2	24	17	7
%H		*100.0%*	*86.8%*	*80.2%*	*1.7%*	*19.8%*	*14.0%*	*5.8%*
AB	46	46	44	40	0	13	9	3
%V	*38.0%*	*38.0%*	*41.9%*	*41.2%*	*0.0%*	*54.2%*	*52.9%*	*42.9%*
%H		*100.0%*	*95.7%*	*87.0%*	*0.0%*	*28.3%*	*19.6%*	*6.5%*
C1	39	39	35	32	1	4	3	1
%V	*32.2%*	*32.2%*	*33.3%*	*33.0%*	*50.0%*	*16.7%*	*17.6%*	*14.3%*
%H		*100.0%*	*89.7%*	*82.1%*	*2.6%*	*10.3%*	*7.7%*	*2.6%*
C2	20	20	17	16	0	6	5	1
%V	*16.5%*	*16.5%*	*16.2%*	*16.5%*	*0.0%*	*25.0%*	*29.4%*	*14.3%*
%H		*100.0%*	*85.0%*	*80.0%*	*0.0%*	*30.0%*	*25.0%*	*5.0%*
D	9	9	5	5	0	0	0	0
%V	*7.4%*	*7.4%*	*4.8%*	*5.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*55.6%*	*55.6%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
E	7	7	4	3	1	1	0	1
%V	*5.8%*	*5.8%*	*3.8%*	*3.1%*	*50.0%*	*4.2%*	*0.0%*	*14.3%*
%H		*100.0%*	*57.1%*	*42.9%*	*14.3%*	*14.3%*	*0.0%*	*14.3%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	121	121	105	97	2	24	17	7
%H		*100.0%*	*86.8%*	*80.2%*	*1.7%*	*19.8%*	*14.0%*	*5.8%*
Working full time	70	70	64	61	0	12	10	2
%V	*57.9%*	*57.9%*	*61.0%*	*62.9%*	*0.0%*	*50.0%*	*58.8%*	*28.6%*
%H		*100.0%*	*91.4%*	*87.1%*	*0.0%*	*17.1%*	*14.3%*	*2.9%*
Working part time	8	8	7	6	0	2	1	1
%V	*6.6%*	*6.6%*	*6.7%*	*6.2%*	*0.0%*	*8.3%*	*5.9%*	*14.3%*
%H		*100.0%*	*87.5%*	*75.0%*	*0.0%*	*25.0%*	*12.5%*	*12.5%*
Not working	42	42	34	29	2	10	6	3
%V	*34.7%*	*34.7%*	*32.4%*	*29.9%*	*100.0%*	*41.7%*	*35.3%*	*42.9%*
%H		*100.0%*	*81.0%*	*69.0%*	*4.8%*	*23.8%*	*14.3%*	*7.1%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Individual level data

Table 15.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	60	60	53	50	1	11	8	3
%H		*100.0%*	*88.3%*	*83.3%*	*1.7%*	*18.3%*	*13.3%*	*5.0%*
16 - 19	2	2	2	2	0	1	1	0
%V	*3.3%*	*3.3%*	*3.8%*	*4.0%*	*0.0%*	*9.1%*	*12.5%*	*0.0%*
%H		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*
20 - 24	2	2	1	1	0	0	0	0
%V	*3.3%*	*3.3%*	*1.9%*	*2.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*50.0%*	*50.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
25 - 34	12	12	11	11	1	1	1	0
%V	*20.0%*	*20.0%*	*20.8%*	*22.0%*	*100.0%*	*9.1%*	*12.5%*	*0.0%*
%H		*100.0%*	*91.7%*	*91.7%*	*8.3%*	*8.3%*	*8.3%*	*0.0%*
35 - 44	15	15	15	14	0	3	2	1
%V	*25.0%*	*25.0%*	*28.3%*	*28.0%*	*0.0%*	*27.3%*	*25.0%*	*33.3%*
%H		*100.0%*	*100.0%*	*93.3%*	*0.0%*	*20.0%*	*13.3%*	*6.7%*
45 - 54	10	10	7	7	0	2	2	0
%V	*16.7%*	*16.7%*	*13.2%*	*14.0%*	*0.0%*	*18.2%*	*25.0%*	*0.0%*
%H		*100.0%*	*70.0%*	*70.0%*	*0.0%*	*20.0%*	*20.0%*	*0.0%*
55 - 64	8	8	8	7	0	4	2	1
%V	*13.3%*	*13.3%*	*15.1%*	*14.0%*	*0.0%*	*36.4%*	*25.0%*	*33.3%*
%H		*100.0%*	*100.0%*	*87.5%*	*0.0%*	*50.0%*	*25.0%*	*12.5%*
65+	11	11	9	8	0	1	1	0
%V	*18.3%*	*18.3%*	*17.0%*	*16.0%*	*0.0%*	*9.1%*	*12.5%*	*0.0%*
%H		*100.0%*	*81.8%*	*72.7%*	*0.0%*	*9.1%*	*9.1%*	*0.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Individual level data

Table 15.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	60	60	53	50	1	11	8	3
%H		*100.0%*	*88.3%*	*83.3%*	*1.7%*	*18.3%*	*13.3%*	*5.0%*
AB	22	22	22	20	0	6	4	1
%V	*36.7%*	*36.7%*	*41.5%*	*40.0%*	*0.0%*	*54.5%*	*50.0%*	*33.3%*
%H		*100.0%*	*100.0%*	*90.9%*	*0.0%*	*27.3%*	*18.2%*	*4.5%*
C1	21	21	19	17	1	2	1	1
%V	*35.0%*	*35.0%*	*35.8%*	*34.0%*	*100.0%*	*18.2%*	*12.5%*	*33.3%*
%H		*100.0%*	*90.5%*	*81.0%*	*4.8%*	*9.5%*	*4.8%*	*4.8%*
C2	10	10	9	8	0	3	3	1
%V	*16.7%*	*16.7%*	*17.0%*	*16.0%*	*0.0%*	*27.3%*	*37.5%*	*33.3%*
%H		*100.0%*	*90.0%*	*80.0%*	*0.0%*	*30.0%*	*30.0%*	*10.0%*
D	4	4	3	3	0	0	0	0
%V	*6.7%*	*6.7%*	*5.7%*	*6.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*75.0%*	*75.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
E	3	3	2	1	0	0	0	0
%V	*5.0%*	*5.0%*	*3.8%*	*2.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*66.7%*	*33.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	60	60	53	50	1	11	8	3
%H		*100.0%*	*88.3%*	*83.3%*	*1.7%*	*18.3%*	*13.3%*	*5.0%*
Working full time	45	45	41	40	0	8	7	1
%V	*75.0%*	*75.0%*	*77.4%*	*80.0%*	*0.0%*	*72.7%*	*87.5%*	*33.3%*
%H		*100.0%*	*91.1%*	*88.9%*	*0.0%*	*17.8%*	*15.6%*	*2.2%*
Working part time	1	1	1	0	0	1	0	1
%V	*1.7%*	*1.7%*	*1.9%*	*0.0%*	*0.0%*	*9.1%*	*0.0%*	*33.3%*
%H		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*
Not working	13	13	11	9	1	2	1	0
%V	*21.7%*	*21.7%*	*20.8%*	*18.0%*	*100.0%*	*18.2%*	*12.5%*	*0.0%*
%H		*100.0%*	*84.6%*	*69.2%*	*7.7%*	*15.4%*	*7.7%*	*0.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Individual level data

Table 15.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	61	61	52	47	1	13	9	4
%H		*100.0%*	*85.2%*	*77.0%*	*1.6%*	*21.3%*	*14.8%*	*6.6%*
16 - 19	5	5	5	4	1	0	0	0
%V	*8.2%*	*8.2%*	*9.6%*	*8.5%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*100.0%*	*80.0%*	*20.0%*	*0.0%*	*0.0%*	*0.0%*
20 - 24	3	3	3	3	0	0	0	0
%V	*4.9%*	*4.9%*	*5.8%*	*6.4%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
25 - 34	10	10	9	9	0	3	2	1
%V	*16.4%*	*16.4%*	*17.3%*	*19.1%*	*0.0%*	*23.1%*	*22.2%*	*25.0%*
%H		*100.0%*	*90.0%*	*90.0%*	*0.0%*	*30.0%*	*20.0%*	*10.0%*
35 - 44	15	15	14	14	0	2	1	1
%V	*24.6%*	*24.6%*	*26.9%*	*29.8%*	*0.0%*	*15.4%*	*11.1%*	*25.0%*
%H		*100.0%*	*93.3%*	*93.3%*	*0.0%*	*13.3%*	*6.7%*	*6.7%*
45 - 54	7	7	5	4	0	1	1	0
%V	*11.5%*	*11.5%*	*9.6%*	*8.5%*	*0.0%*	*7.7%*	*11.1%*	*0.0%*
%H		*100.0%*	*71.4%*	*57.1%*	*0.0%*	*14.3%*	*14.3%*	*0.0%*
55 - 64	8	8	7	7	0	4	3	1
%V	*13.1%*	*13.1%*	*13.5%*	*14.9%*	*0.0%*	*30.8%*	*33.3%*	*25.0%*
%H		*100.0%*	*87.5%*	*87.5%*	*0.0%*	*50.0%*	*37.5%*	*12.5%*
65+	13	13	9	7	0	3	1	2
%V	*21.3%*	*21.3%*	*17.3%*	*14.9%*	*0.0%*	*23.1%*	*11.1%*	*50.0%*
%H		*100.0%*	*69.2%*	*53.8%*	*0.0%*	*23.1%*	*7.7%*	*15.4%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	61	61	52	47	1	13	9	4
%H		*100.0%*	*85.2%*	*77.0%*	*1.6%*	*21.3%*	*14.8%*	*6.6%*
AB	25	25	22	20	0	7	5	2
%V	*41.0%*	*41.0%*	*42.3%*	*42.6%*	*0.0%*	*53.8%*	*55.6%*	*50.0%*
%H		*100.0%*	*88.0%*	*80.0%*	*0.0%*	*28.0%*	*20.0%*	*8.0%*
C1	18	18	16	15	1	2	1	1
%V	*29.5%*	*29.5%*	*30.8%*	*31.9%*	*100.0%*	*15.4%*	*11.1%*	*25.0%*
%H		*100.0%*	*88.9%*	*83.3%*	*5.6%*	*11.1%*	*5.6%*	*5.6%*
C2	9	9	8	8	0	3	2	1
%V	*14.8%*	*14.8%*	*15.4%*	*17.0%*	*0.0%*	*23.1%*	*22.2%*	*25.0%*
%H		*100.0%*	*88.9%*	*88.9%*	*0.0%*	*33.3%*	*22.2%*	*11.1%*
D	5	5	3	3	0	0	0	0
%V	*8.2%*	*8.2%*	*5.8%*	*6.4%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*60.0%*	*60.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
E	4	4	3	2	0	1	0	1
%V	*6.6%*	*6.6%*	*5.8%*	*4.3%*	*0.0%*	*7.7%*	*0.0%*	*25.0%*
%H		*100.0%*	*75.0%*	*50.0%*	*0.0%*	*25.0%*	*0.0%*	*25.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Channel Islands

Individual level data

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

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	61	61	52	47	1	13	9	4
%H		*100.0%*	*85.2%*	*77.0%*	*1.6%*	*21.3%*	*14.8%*	*6.6%*
Working full time	25	25	22	21	0	4	3	1
%V	*41.0%*	*41.0%*	*42.3%*	*44.7%*	*0.0%*	*30.8%*	*33.3%*	*25.0%*
%H		*100.0%*	*88.0%*	*84.0%*	*0.0%*	*16.0%*	*12.0%*	*4.0%*
Working part time	7	7	6	6	0	1	1	0
%V	*11.5%*	*11.5%*	*11.5%*	*12.8%*	*0.0%*	*7.7%*	*11.1%*	*0.0%*
%H		*100.0%*	*85.7%*	*85.7%*	*0.0%*	*14.3%*	*14.3%*	*0.0%*
Not working	29	29	24	20	1	8	5	3
%V	*47.5%*	*47.5%*	*46.2%*	*42.6%*	*100.0%*	*61.5%*	*55.6%*	*75.0%*
%H		*100.0%*	*82.8%*	*69.0%*	*3.4%*	*27.6%*	*17.2%*	*10.3%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Scotland

Household level data

Table 16.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2269	2202	2093	848	383	1521	651	870
%H (All HH)		*97.0%*	*92.2%*	*37.4%*	*16.9%*	*67.0%*	*28.7%*	*38.3%*
%H (TV HH)			*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
AB	447	438	423	183	79	295	134	161
%V	*19.7%*	*19.9%*	*20.2%*	*21.6%*	*20.6%*	*19.4%*	*20.6%*	*18.5%*
%H (All HH)		*98.0%*	*94.6%*	*40.9%*	*17.7%*	*66.0%*	*30.0%*	*36.0%*
%H (TV HH)			*96.6%*	*41.8%*	*18.0%*	*67.4%*	*30.6%*	*36.8%*
C1	624	599	574	260	99	412	194	218
%V	*27.5%*	*27.2%*	*27.4%*	*30.7%*	*25.8%*	*27.1%*	*29.8%*	*25.1%*
%H (All HH)		*96.0%*	*92.0%*	*41.7%*	*15.9%*	*66.0%*	*31.1%*	*34.9%*
%H (TV HH)			*95.8%*	*43.4%*	*16.5%*	*68.8%*	*32.4%*	*36.4%*
C2	412	401	391	182	78	278	144	134
%V	*18.2%*	*18.2%*	*18.7%*	*21.5%*	*20.4%*	*18.3%*	*22.1%*	*15.4%*
%H (All HH)		*97.3%*	*94.9%*	*44.2%*	*18.9%*	*67.5%*	*35.0%*	*32.5%*
%H (TV HH)			*97.5%*	*45.4%*	*19.5%*	*69.3%*	*35.9%*	*33.4%*
D	400	392	371	135	78	272	113	159
%V	*17.6%*	*17.8%*	*17.7%*	*15.9%*	*20.4%*	*17.9%*	*17.4%*	*18.3%*
%H (All HH)		*98.0%*	*92.8%*	*33.8%*	*19.5%*	*68.0%*	*28.3%*	*39.8%*
%H (TV HH)			*94.6%*	*34.4%*	*19.9%*	*69.4%*	*28.8%*	*40.6%*
E	386	373	334	88	49	265	66	198
%V	*17.0%*	*16.9%*	*16.0%*	*10.4%*	*12.8%*	*17.4%*	*10.1%*	*22.8%*
%H (All HH)		*96.6%*	*86.5%*	*22.8%*	*12.7%*	*68.7%*	*17.1%*	*51.3%*
%H (TV HH)			*89.5%*	*23.6%*	*13.1%*	*71.0%*	*17.7%*	*53.1%*

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
April 2010 - March 2011

ITV Scotland

Household level data

Table 16.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2269	2202	2093	848	383	1521	651	870
%H (All HH)		*97.0%*	*92.2%*	*37.4%*	*16.9%*	*67.0%*	*28.7%*	*38.3%*
%H (TV HH)			*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
Under 25	118	103	96	39	16	65	23	42
%V	*5.2%*	*4.7%*	*4.6%*	*4.6%*	*4.2%*	*4.3%*	*3.5%*	*4.8%*
%H (All HH)		*87.3%*	*81.4%*	*33.1%*	*13.6%*	*55.1%*	*19.5%*	*35.6%*
%H (TV HH)			*93.2%*	*37.9%*	*15.5%*	*63.1%*	*22.3%*	*40.8%*
25 - 34	349	331	323	154	63	209	102	107
%V	*15.4%*	*15.0%*	*15.4%*	*18.2%*	*16.4%*	*13.7%*	*15.7%*	*12.3%*
%H (All HH)		*94.8%*	*92.6%*	*44.1%*	*18.1%*	*59.9%*	*29.2%*	*30.7%*
%H (TV HH)			*97.6%*	*46.5%*	*19.0%*	*63.1%*	*30.8%*	*32.3%*
35 - 44	390	379	370	189	78	262	154	107
%V	*17.2%*	*17.2%*	*17.7%*	*22.3%*	*20.4%*	*17.2%*	*23.7%*	*12.3%*
%H (All HH)		*97.2%*	*94.9%*	*48.5%*	*20.0%*	*67.2%*	*39.5%*	*27.4%*
%H (TV HH)			*97.6%*	*49.9%*	*20.6%*	*69.1%*	*40.6%*	*28.2%*
45 - 54	452	440	426	184	85	312	153	159
%V	*19.9%*	*20.0%*	*20.4%*	*21.7%*	*22.2%*	*20.5%*	*23.5%*	*18.3%*
%H (All HH)		*97.3%*	*94.2%*	*40.7%*	*18.8%*	*69.0%*	*33.8%*	*35.2%*
%H (TV HH)			*96.8%*	*41.8%*	*19.3%*	*70.9%*	*34.8%*	*36.1%*
55 - 64	386	380	364	142	71	272	121	151
%V	*17.0%*	*17.3%*	*17.4%*	*16.7%*	*18.5%*	*17.9%*	*18.6%*	*17.4%*
%H (All HH)		*98.4%*	*94.3%*	*36.8%*	*18.4%*	*70.5%*	*31.3%*	*39.1%*
%H (TV HH)			*95.8%*	*37.4%*	*18.7%*	*71.6%*	*31.8%*	*39.7%*
65 +	574	570	515	141	71	401	98	303
%V	*25.3%*	*25.9%*	*24.6%*	*16.6%*	*18.5%*	*26.4%*	*15.1%*	*34.8%*
%H (All HH)		*99.3%*	*89.7%*	*24.6%*	*12.4%*	*69.9%*	*17.1%*	*52.8%*
%H (TV HH)			*90.4%*	*24.7%*	*12.5%*	*70.4%*	*17.2%*	*53.2%*

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Scotland

Household level data

Table 16.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2269	2202	2093	848	383	1521	651	870
%H (All HH)		*97.0%*	*92.2%*	*37.4%*	*16.9%*	*67.0%*	*28.7%*	*38.3%*
%H (TV HH)			*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
1	843	809	729	202	112	549	135	414
%V	*37.2%*	*36.7%*	*34.8%*	*23.8%*	*29.2%*	*36.1%*	*20.7%*	*47.6%*
%H (All HH)		*96.0%*	*86.5%*	*24.0%*	*13.3%*	*65.1%*	*16.0%*	*49.1%*
%H (TV HH)			*90.1%*	*25.0%*	*13.8%*	*67.9%*	*16.7%*	*51.2%*
2	746	729	711	304	125	522	238	285
%V	*32.9%*	*33.1%*	*34.0%*	*35.8%*	*32.6%*	*34.3%*	*36.6%*	*32.8%*
%H (All HH)		*97.7%*	*95.3%*	*40.8%*	*16.8%*	*70.0%*	*31.9%*	*38.2%*
%H (TV HH)			*97.5%*	*41.7%*	*17.1%*	*71.6%*	*32.6%*	*39.1%*
3	330	324	318	149	74	222	126	96
%V	*14.5%*	*14.7%*	*15.2%*	*17.6%*	*19.3%*	*14.6%*	*19.4%*	*11.0%*
%H (All HH)		*98.2%*	*96.4%*	*45.2%*	*22.4%*	*67.3%*	*38.2%*	*29.1%*
%H (TV HH)			*98.1%*	*46.0%*	*22.8%*	*68.5%*	*38.9%*	*29.6%*
4	247	243	239	139	53	159	107	53
%V	*10.9%*	*11.0%*	*11.4%*	*16.4%*	*13.8%*	*10.5%*	*16.4%*	*6.1%*
%H (All HH)		*98.4%*	*96.8%*	*56.3%*	*21.5%*	*64.4%*	*43.3%*	*21.5%*
%H (TV HH)			*98.4%*	*57.2%*	*21.8%*	*65.4%*	*44.0%*	*21.8%*
5+	103	98	96	54	20	69	46	23
%V	*4.5%*	*4.5%*	*4.6%*	*6.4%*	*5.2%*	*4.5%*	*7.1%*	*2.6%*
%H (All HH)		*95.1%*	*93.2%*	*52.4%*	*19.4%*	*67.0%*	*44.7%*	*22.3%*
%H (TV HH)			*98.0%*	*55.1%*	*20.4%*	*70.4%*	*46.9%*	*23.5%*
Average HH size	2.14	2.15	2.19	2.48	2.34	2.15	2.54	1.85

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
April 2010 - March 2011

ITV Scotland

Household level data

Table 16.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2269	2202	2093	848	383	1521	651	870
%H (All HH)		*97.0%*	*92.2%*	*37.4%*	*16.9%*	*67.0%*	*28.7%*	*38.3%*
%H (TV HH)			*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
Without	1746	1691	1589	578	281	1184	450	734
%V	*77.0%*	*76.8%*	*75.9%*	*68.2%*	*73.4%*	*77.8%*	*69.1%*	*84.4%*
%H (All HH)		*96.8%*	*91.0%*	*33.1%*	*16.1%*	*67.8%*	*25.8%*	*42.0%*
%H (TV HH)			*94.0%*	*34.2%*	*16.6%*	*70.0%*	*26.6%*	*43.4%*
With	523	511	504	269	102	337	201	136
%V	*23.0%*	*23.2%*	*24.1%*	*31.7%*	*26.6%*	*22.2%*	*30.9%*	*15.6%*
%H (All HH)		*97.7%*	*96.4%*	*51.4%*	*19.5%*	*64.4%*	*38.4%*	*26.0%*
%H (TV HH)			*98.6%*	*52.6%*	*20.0%*	*65.9%*	*39.3%*	*26.6%*
0 - 3	191	183	180	97	35	112	64	48
%V	*8.4%*	*8.3%*	*8.6%*	*11.4%*	*9.1%*	*7.4%*	*9.8%*	*5.5%*
%H (All HH)		*95.8%*	*94.2%*	*50.8%*	*18.3%*	*58.6%*	*33.5%*	*25.1%*
%H (TV HH)			*98.4%*	*53.0%*	*19.1%*	*61.2%*	*35.0%*	*26.2%*
4 - 9	234	228	224	117	46	147	84	63
%V	*10.3%*	*10.4%*	*10.7%*	*13.8%*	*12.0%*	*9.7%*	*12.9%*	*7.2%*
%H (All HH)		*97.4%*	*95.7%*	*50.0%*	*19.7%*	*62.8%*	*35.9%*	*26.9%*
%H (TV HH)			*98.2%*	*51.3%*	*20.2%*	*64.5%*	*36.8%*	*27.6%*
10 - 15	252	250	247	136	49	179	115	64
%V	*11.1%*	*11.4%*	*11.8%*	*16.0%*	*12.8%*	*11.8%*	*17.7%*	*7.4%*
%H (All HH)		*99.2%*	*98.0%*	*54.0%*	*19.4%*	*71.0%*	*45.6%*	*25.4%*
%H (TV HH)			*98.8%*	*54.4%*	*19.6%*	*71.6%*	*46.0%*	*25.6%*

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Scotland

Household level data

Table 16.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2269	2202	2093	848	383	1521	651	870
%H (All HH)		*97.0%*	*92.2%*	*37.4%*	*16.9%*	*67.0%*	*28.7%*	*38.3%*
%H (TV HH)			*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
1	839	839	751	239	117	495	102	393
%V	*37.0%*	*38.1%*	*35.9%*	*28.2%*	*30.5%*	*32.5%*	*15.7%*	*45.2%*
%H (All HH)		*100.0%*	*89.5%*	*28.5%*	*13.9%*	*59.0%*	*12.2%*	*46.8%*
%H (TV HH)			*89.5%*	*28.5%*	*13.9%*	*59.0%*	*12.2%*	*46.8%*
2	754	754	736	294	142	538	235	303
%V	*33.2%*	*34.2%*	*35.2%*	*34.7%*	*37.1%*	*35.4%*	*36.1%*	*34.8%*
%H (All HH)		*100.0%*	*97.6%*	*39.0%*	*18.8%*	*71.4%*	*31.2%*	*40.2%*
%H (TV HH)			*97.6%*	*39.0%*	*18.8%*	*71.4%*	*31.2%*	*40.2%*
3	382	382	379	179	82	301	179	122
%V	*16.8%*	*17.3%*	*18.1%*	*21.1%*	*21.4%*	*19.8%*	*27.5%*	*14.0%*
%H (All HH)		*100.0%*	*99.2%*	*46.9%*	*21.5%*	*78.8%*	*46.9%*	*31.9%*
%H (TV HH)			*99.2%*	*46.9%*	*21.5%*	*78.8%*	*46.9%*	*31.9%*
4	156	156	155	89	30	125	88	37
%V	*6.9%*	*7.1%*	*7.4%*	*10.5%*	*7.8%*	*8.2%*	*13.5%*	*4.3%*
%H (All HH)		*100.0%*	*99.4%*	*57.1%*	*19.2%*	*80.1%*	*56.4%*	*23.7%*
%H (TV HH)			*99.4%*	*57.1%*	*19.2%*	*80.1%*	*56.4%*	*23.7%*
5+	72	72	72	47	12	63	48	15
%V	*3.2%*	*3.3%*	*3.4%*	*5.5%*	*3.1%*	*4.1%*	*7.4%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*65.3%*	*16.7%*	*87.5%*	*66.7%*	*20.8%*
%H (TV HH)			*100.0%*	*65.3%*	*16.7%*	*87.5%*	*66.7%*	*20.8%*

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
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ITV Scotland

Household level data

Table 16.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2269	2202	2093	848	383	1521	651	870
%H (All HH)		*97.0%*	*92.2%*	*37.4%*	*16.9%*	*67.0%*	*28.7%*	*38.3%*
%H (TV HH)			*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
Under 20"	894	894	856	351	158	671	321	350
%V	*39.4%*	*40.6%*	*40.9%*	*41.4%*	*41.3%*	*44.1%*	*49.3%*	*40.2%*
%H (All HH)		*100.0%*	*95.7%*	*39.3%*	*17.7%*	*75.1%*	*35.9%*	*39.1%*
%H (TV HH)			*95.7%*	*39.3%*	*17.7%*	*75.1%*	*35.9%*	*39.1%*
20" - 29"	1032	1032	965	363	167	737	296	441
%V	*45.5%*	*46.9%*	*46.1%*	*42.8%*	*43.6%*	*48.5%*	*45.5%*	*50.7%*
%H (All HH)		*100.0%*	*93.5%*	*35.2%*	*16.2%*	*71.4%*	*28.7%*	*42.7%*
%H (TV HH)			*93.5%*	*35.2%*	*16.2%*	*71.4%*	*28.7%*	*42.7%*
30" - 39"	1093	1093	1073	478	202	788	390	398
%V	*48.2%*	*49.6%*	*51.3%*	*56.4%*	*52.7%*	*51.8%*	*59.9%*	*45.7%*
%H (All HH)		*100.0%*	*98.2%*	*43.7%*	*18.5%*	*72.1%*	*35.7%*	*36.4%*
%H (TV HH)			*98.2%*	*43.7%*	*18.5%*	*72.1%*	*35.7%*	*36.4%*
40" and over	646	646	643	354	140	449	293	156
%V	*28.5%*	*29.3%*	*30.7%*	*41.7%*	*36.6%*	*29.5%*	*45.0%*	*17.9%*
%H (All HH)		*100.0%*	*99.5%*	*54.8%*	*21.7%*	*69.5%*	*45.4%*	*24.1%*
%H (TV HH)			*99.5%*	*54.8%*	*21.7%*	*69.5%*	*45.4%*	*24.1%*

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
April 2010 - March 2011

ITV Scotland

Household level data

Table 16.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2269	2202	2093	848	383	1521	651	870
%H (All HH)		*97.0%*	*92.2%*	*37.4%*	*16.9%*	*67.0%*	*28.7%*	*38.3%*
%H (TV HH)			*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
Main living room	2179	2179	2072	838	381	1505	644	861
%V	*96.0%*	*99.0%*	*99.0%*	*98.8%*	*99.5%*	*98.9%*	*98.9%*	*99.0%*
%H (All HH)		*100.0%*	*95.1%*	*38.5%*	*17.5%*	*69.1%*	*29.6%*	*39.5%*
%H (TV HH)			*95.1%*	*38.5%*	*17.5%*	*69.1%*	*29.6%*	*39.5%*
Kitchen	292	292	288	135	48	232	126	107
%V	*12.9%*	*13.3%*	*13.8%*	*15.9%*	*12.5%*	*15.3%*	*19.4%*	*12.3%*
%H (All HH)		*100.0%*	*98.6%*	*46.2%*	*16.4%*	*79.5%*	*43.2%*	*36.6%*
%H (TV HH)			*98.6%*	*46.2%*	*16.4%*	*79.5%*	*43.2%*	*36.6%*
Adult's bedroom	1075	1075	1059	490	216	817	455	362
%V	*47.4%*	*48.8%*	*50.6%*	*57.8%*	*56.4%*	*53.7%*	*69.9%*	*41.6%*
%H (All HH)		*100.0%*	*98.5%*	*45.6%*	*20.1%*	*76.0%*	*42.3%*	*33.7%*
%H (TV HH)			*98.5%*	*45.6%*	*20.1%*	*76.0%*	*42.3%*	*33.7%*
Child's bedroom	233	233	232	129	48	184	125	59
%V	*10.3%*	*10.6%*	*11.1%*	*15.2%*	*12.5%*	*12.1%*	*19.2%*	*6.8%*
%H (All HH)		*100.0%*	*99.6%*	*55.4%*	*20.6%*	*79.0%*	*53.6%*	*25.3%*
%H (TV HH)			*99.6%*	*55.4%*	*20.6%*	*79.0%*	*53.6%*	*25.3%*
Other bedroom	80	80	80	40	17	62	39	23
%V	*3.5%*	*3.6%*	*3.8%*	*4.7%*	*4.4%*	*4.1%*	*6.0%*	*2.6%*
%H (All HH)		*100.0%*	*100.0%*	*50.0%*	*21.3%*	*77.5%*	*48.8%*	*28.8%*
%H (TV HH)			*100.0%*	*50.0%*	*21.3%*	*77.5%*	*48.8%*	*28.8%*
Second living/dining room	171	171	168	94	23	127	76	51
%V	*7.5%*	*7.8%*	*8.0%*	*11.1%*	*6.0%*	*8.3%*	*11.7%*	*5.9%*
%H (All HH)		*100.0%*	*98.2%*	*55.0%*	*13.5%*	*74.3%*	*44.4%*	*29.8%*
%H (TV HH)			*98.2%*	*55.0%*	*13.5%*	*74.3%*	*44.4%*	*29.8%*
Study/office	47	47	46	23	8	36	20	16
%V	*2.1%*	*2.1%*	*2.2%*	*2.7%*	*2.1%*	*2.4%*	*3.1%*	*1.8%*
%H (All HH)		*100.0%*	*97.9%*	*48.9%*	*17.0%*	*76.6%*	*42.6%*	*34.0%*
%H (TV HH)			*97.9%*	*48.9%*	*17.0%*	*76.6%*	*42.6%*	*34.0%*
TV room	24	24	24	14	4	18	12	6
%V	*1.1%*	*1.1%*	*1.1%*	*1.7%*	*1.0%*	*1.2%*	*1.8%*	*0.7%*
%H (All HH)		*100.0%*	*100.0%*	*58.3%*	*16.7%*	*75.0%*	*50.0%*	*25.0%*
%H (TV HH)			*100.0%*	*58.3%*	*16.7%*	*75.0%*	*50.0%*	*25.0%*
No specific location	6	6	5	1	2	3	1	2
%V	*0.3%*	*0.3%*	*0.2%*	*0.1%*	*0.5%*	*0.2%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*83.3%*	*16.7%*	*33.3%*	*50.0%*	*16.7%*	*33.3%*
%H (TV HH)			*83.3%*	*16.7%*	*33.3%*	*50.0%*	*16.7%*	*33.3%*
Other	8	8	8	5	0	6	3	3
%V	*0.4%*	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.5%*	*0.3%*
%H (All HH)		*100.0%*	*100.0%*	*62.5%*	*0.0%*	*75.0%*	*37.5%*	*37.5%*
%H (TV HH)			*100.0%*	*62.5%*	*0.0%*	*75.0%*	*37.5%*	*37.5%*

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
April 2010 - March 2011

ITV Scotland

Household level data

Table 16.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2269	2202	2093	848	383	1521	651	870
%H (All HH)		*97.0%*	*92.2%*	*37.4%*	*16.9%*	*67.0%*	*28.7%*	*38.3%*
%H (TV HH)			*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
PVR	938	938	938	620	165	608	448	160
%V	*41.3%*	*42.6%*	*44.8%*	*73.1%*	*43.1%*	*40.0%*	*68.8%*	*18.4%*
%H (All HH)		*100.0%*	*100.0%*	*66.1%*	*17.6%*	*64.8%*	*47.8%*	*17.1%*
%H (TV HH)			*100.0%*	*66.1%*	*17.6%*	*64.8%*	*47.8%*	*17.1%*
DVDR	427	427	418	196	72	311	160	151
%V	*18.8%*	*19.4%*	*20.0%*	*23.1%*	*18.8%*	*20.4%*	*24.6%*	*17.4%*
%H (All HH)		*100.0%*	*97.9%*	*45.9%*	*16.9%*	*72.8%*	*37.5%*	*35.4%*
%H (TV HH)			*97.9%*	*45.9%*	*16.9%*	*72.8%*	*37.5%*	*35.4%*
VCR	464	464	430	145	84	322	121	201
%V	*20.4%*	*21.1%*	*20.5%*	*17.1%*	*21.9%*	*21.2%*	*18.6%*	*23.1%*
%H (All HH)		*100.0%*	*92.7%*	*31.3%*	*18.1%*	*69.4%*	*26.1%*	*43.3%*
%H (TV HH)			*92.7%*	*31.3%*	*18.1%*	*69.4%*	*26.1%*	*43.3%*
Any recorder	1422	1422	1382	713	255	962	539	422
%V	*62.7%*	*64.6%*	*66.0%*	*84.1%*	*66.6%*	*63.2%*	*82.8%*	*48.5%*
%H (All HH)		*100.0%*	*97.2%*	*50.1%*	*17.9%*	*67.7%*	*37.9%*	*29.7%*
%H (TV HH)			*97.2%*	*50.1%*	*17.9%*	*67.7%*	*37.9%*	*29.7%*

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
April 2010 - March 2011

ITV Scotland

Household level data

Table 16.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2269	2202	2093	848	383	1521	651	870
%H (All HH)		*97.0%*	*92.2%*	*37.4%*	*16.9%*	*67.0%*	*28.7%*	*38.3%*
%H (TV HH)			*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
Receives HDTV (via STB or built-in reception)	635	635	635	379	173	413	323	90
%V	*28.0%*	*28.8%*	*30.3%*	*44.7%*	*45.2%*	*27.2%*	*49.6%*	*10.3%*
%H (All HH)		*100.0%*	*100.0%*	*59.7%*	*27.2%*	*65.0%*	*50.9%*	*14.2%*
%H (TV HH)			*100.0%*	*59.7%*	*27.2%*	*65.0%*	*50.9%*	*14.2%*
DVD/Blu-ray player or recorder	1817	1817	1767	752	342	1275	594	681
%V	*80.1%*	*82.5%*	*84.4%*	*88.7%*	*89.3%*	*83.8%*	*91.2%*	*78.3%*
%H (All HH)		*100.0%*	*97.2%*	*41.4%*	*18.8%*	*70.2%*	*32.7%*	*37.5%*
%H (TV HH)			*97.2%*	*41.4%*	*18.8%*	*70.2%*	*32.7%*	*37.5%*

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
April 2010 - March 2011

ITV Scotland

Household level data

Table 16.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2269	2202	2093	848	383	1521	651	870
%H (All HH)		*97.0%*	*92.2%*	*37.4%*	*16.9%*	*67.0%*	*28.7%*	*38.3%*
%H (TV HH)			*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
Has PC or Laptop	1578	1529	1501	712	307	1049	558	491
%V	*69.5%*	*69.4%*	*71.7%*	*84.0%*	*80.2%*	*69.0%*	*85.7%*	*56.4%*
%H (All HH)		*96.9%*	*95.1%*	*45.1%*	*19.5%*	*66.5%*	*35.4%*	*31.1%*
%H (TV HH)			*98.2%*	*46.6%*	*20.1%*	*68.6%*	*36.5%*	*32.1%*
Has broadband internet	1431	1391	1368	665	285	951	524	428
%V	*63.1%*	*63.2%*	*65.4%*	*78.4%*	*74.4%*	*62.5%*	*80.5%*	*49.2%*
%H (All HH)		*97.2%*	*95.6%*	*46.5%*	*19.9%*	*66.5%*	*36.6%*	*29.9%*
%H (TV HH)			*98.3%*	*47.8%*	*20.5%*	*68.4%*	*37.7%*	*30.8%*

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
April 2010 - March 2011

ITV Scotland

Set level data

Table 16.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4496	4361	1968	829	3305	1712	1593
%H		*97.0%*	*43.8%*	*18.4%*	*73.5%*	*38.1%*	*35.4%*
Under 20"	1227	1185	521	224	937	490	447
%V	*27.3%*	*27.2%*	*26.5%*	*27.0%*	*28.4%*	*28.6%*	*28.1%*
%H		*96.6%*	*42.5%*	*18.3%*	*76.4%*	*39.9%*	*36.4%*
20" - 29"	1269	1201	466	209	932	398	534
%V	*28.2%*	*27.5%*	*23.7%*	*25.2%*	*28.2%*	*23.2%*	*33.5%*
%H		*94.6%*	*36.7%*	*16.5%*	*73.4%*	*31.4%*	*42.1%*
30" - 39"	1266	1246	575	236	926	484	441
%V	*28.2%*	*28.6%*	*29.2%*	*28.5%*	*28.0%*	*28.3%*	*27.7%*
%H		*98.4%*	*45.4%*	*18.6%*	*73.1%*	*38.2%*	*34.8%*
40" and over	708	705	395	155	494	331	163
%V	*15.7%*	*16.2%*	*20.1%*	*18.7%*	*14.9%*	*19.3%*	*10.2%*
%H		*99.6%*	*55.8%*	*21.9%*	*69.8%*	*46.8%*	*23.0%*
Don't know	26	24	10	6	16	8	8
%V	*0.6%*	*0.6%*	*0.5%*	*0.7%*	*0.5%*	*0.5%*	*0.5%*
%H		*92.3%*	*38.5%*	*23.1%*	*61.5%*	*30.8%*	*30.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Scotland

Set level data

Table 16.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4496	4361	1968	829	3305	1712	1593
%H		*97.0%*	*43.8%*	*18.4%*	*73.5%*	*38.1%*	*35.4%*
Main living room	2206	2097	848	386	1527	655	871
%V	*49.1%*	*48.1%*	*43.1%*	*46.6%*	*46.2%*	*38.3%*	*54.7%*
%H		*95.1%*	*38.4%*	*17.5%*	*69.2%*	*29.7%*	*39.5%*
Kitchen	295	291	136	48	235	126	108
%V	*6.6%*	*6.7%*	*6.9%*	*5.8%*	*7.1%*	*7.4%*	*6.8%*
%H		*98.6%*	*46.1%*	*16.3%*	*79.7%*	*42.7%*	*36.6%*
Adult's bedroom	1340	1324	623	278	1037	599	437
%V	*29.8%*	*30.4%*	*31.7%*	*33.5%*	*31.4%*	*35.0%*	*27.4%*
%H		*98.8%*	*46.5%*	*20.7%*	*77.4%*	*44.7%*	*32.6%*
Child's bedroom	303	302	173	61	243	171	72
%V	*6.7%*	*6.9%*	*8.8%*	*7.4%*	*7.4%*	*10.0%*	*4.5%*
%H		*99.7%*	*57.1%*	*20.1%*	*80.2%*	*56.4%*	*23.8%*
Other bedroom	90	90	47	18	70	44	26
%V	*2.0%*	*2.1%*	*2.4%*	*2.2%*	*2.1%*	*2.6%*	*1.6%*
%H		*100.0%*	*52.2%*	*20.0%*	*77.8%*	*48.9%*	*28.9%*
Second living/dining room	176	172	97	24	130	78	52
%V	*3.9%*	*3.9%*	*4.9%*	*2.9%*	*3.9%*	*4.6%*	*3.3%*
%H		*97.7%*	*55.1%*	*13.6%*	*73.9%*	*44.3%*	*29.5%*
Study/office	47	46	23	8	36	20	16
%V	*1.0%*	*1.1%*	*1.2%*	*1.0%*	*1.1%*	*1.2%*	*1.0%*
%H		*97.9%*	*48.9%*	*17.0%*	*76.6%*	*42.6%*	*34.0%*
TV room	25	25	14	4	18	12	6
%V	*0.6%*	*0.6%*	*0.7%*	*0.5%*	*0.5%*	*0.7%*	*0.4%*
%H		*100.0%*	*56.0%*	*16.0%*	*72.0%*	*48.0%*	*24.0%*
No specific location	6	5	1	2	3	1	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*
%H		*83.3%*	*16.7%*	*33.3%*	*50.0%*	*16.7%*	*33.3%*
Other	9	9	6	0	6	3	3
%V	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*
%H		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*

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

Set level data

Table 16.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4496	4361	1968	829	3305	1712	1593
%H		*97.0%*	*43.8%*	*18.4%*	*73.5%*	*38.1%*	*35.4%*
PVR	1204	1203	843	195	771	595	176
%V	*26.8%*	*27.6%*	*42.8%*	*23.5%*	*23.3%*	*34.8%*	*11.0%*
%H		*99.9%*	*70.0%*	*16.2%*	*64.0%*	*49.4%*	*14.6%*
DVDR	529	521	257	89	395	219	176
%V	*11.8%*	*11.9%*	*13.1%*	*10.7%*	*12.0%*	*12.8%*	*11.0%*
%H		*98.5%*	*48.6%*	*16.8%*	*74.7%*	*41.4%*	*33.3%*
VCR	536	500	171	101	380	152	229
%V	*11.9%*	*11.5%*	*8.7%*	*12.2%*	*11.5%*	*8.9%*	*14.4%*
%H		*93.3%*	*31.9%*	*18.8%*	*70.9%*	*28.4%*	*42.7%*
Any recorder	1910	1868	1046	332	1301	800	501
%V	*42.5%*	*42.8%*	*53.2%*	*40.0%*	*39.4%*	*46.7%*	*31.5%*
%H		*97.8%*	*54.8%*	*17.4%*	*68.1%*	*41.9%*	*26.2%*

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

Set level data

Table 16.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4496	4361	1968	829	3305	1712	1593
%H		*97.0%*	*43.8%*	*18.4%*	*73.5%*	*38.1%*	*35.4%*
Receives HDTV (via STB or built-in reception)	787	787	476	211	520	412	107
%V	*17.5%*	*18.0%*	*24.2%*	*25.5%*	*15.7%*	*24.1%*	*6.7%*
%H		*100.0%*	*60.5%*	*26.8%*	*66.1%*	*52.4%*	*13.6%*
DVD/Blu-ray player or recorder	2764	2710	1250	549	1999	1071	928
%V	*61.5%*	*62.1%*	*63.5%*	*66.2%*	*60.5%*	*62.6%*	*58.3%*
%H		*98.0%*	*45.2%*	*19.9%*	*72.3%*	*38.7%*	*33.6%*

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

Set level data

Table 16.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2201	2092	848	383	1520	651	870
%H		*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
Under 20"	96	74	13	5	60	4	56
%V	*4.4%*	*3.5%*	*1.5%*	*1.3%*	*3.9%*	*0.6%*	*6.4%*
%H		*77.1%*	*13.5%*	*5.2%*	*62.5%*	*4.2%*	*58.3%*
20" - 29"	590	527	138	83	393	87	306
%V	*26.8%*	*25.2%*	*16.3%*	*21.7%*	*25.9%*	*13.4%*	*35.2%*
%H		*89.3%*	*23.4%*	*14.1%*	*66.6%*	*14.7%*	*51.9%*
30" - 39"	877	858	349	157	624	272	353
%V	*39.8%*	*41.0%*	*41.2%*	*41.0%*	*41.1%*	*41.8%*	*40.6%*
%H		*97.8%*	*39.8%*	*17.9%*	*71.2%*	*31.0%*	*40.3%*
40" and over	627	624	343	136	436	286	150
%V	*28.5%*	*29.8%*	*40.4%*	*35.5%*	*28.7%*	*43.9%*	*17.2%*
%H		*99.5%*	*54.7%*	*21.7%*	*69.5%*	*45.6%*	*23.9%*
Don't know	11	10	4	1	7	3	4
%V	*0.5%*	*0.5%*	*0.5%*	*0.3%*	*0.5%*	*0.5%*	*0.5%*
%H		*90.9%*	*36.4%*	*9.1%*	*63.6%*	*27.3%*	*36.4%*

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

Set level data

Table 16.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2201	2092	848	383	1520	651	870
%H		*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
PVR	913	912	607	157	587	434	153
%V	*41.5%*	*43.6%*	*71.6%*	*41.0%*	*38.6%*	*66.7%*	*17.6%*
%H		*99.9%*	*66.5%*	*17.2%*	*64.3%*	*47.5%*	*16.8%*
DVDR	370	361	161	59	267	126	141
%V	*16.8%*	*17.3%*	*19.0%*	*15.4%*	*17.6%*	*19.4%*	*16.2%*
%H		*97.6%*	*43.5%*	*15.9%*	*72.2%*	*34.1%*	*38.1%*
VCR	384	350	105	69	258	81	177
%V	*17.4%*	*16.7%*	*12.4%*	*18.0%*	*17.0%*	*12.4%*	*20.3%*
%H		*91.1%*	*27.3%*	*18.0%*	*67.2%*	*21.1%*	*46.1%*
Any recorder	1361	1322	692	237	910	511	399
%V	*61.8%*	*63.2%*	*81.6%*	*61.9%*	*59.9%*	*78.5%*	*45.9%*
%H		*97.1%*	*50.8%*	*17.4%*	*66.9%*	*37.5%*	*29.3%*

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

Set level data

Table 16.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2201	2092	848	383	1520	651	870
%H		*95.0%*	*38.5%*	*17.4%*	*69.1%*	*29.6%*	*39.5%*
Receives HDTV (via STB or built-in reception)	608	608	359	167	395	308	87
%V	*27.6%*	*29.1%*	*42.3%*	*43.6%*	*26.0%*	*47.3%*	*10.0%*
%H		*100.0%*	*59.0%*	*27.5%*	*65.0%*	*50.7%*	*14.3%*
DVD/Blu-ray player or recorder	1701	1652	696	319	1191	546	644
%V	*77.3%*	*79.0%*	*82.1%*	*83.3%*	*78.4%*	*83.9%*	*74.0%*
%H		*97.1%*	*40.9%*	*18.8%*	*70.0%*	*32.1%*	*37.9%*

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

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Set level data

Table 16.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2295	2269	1120	447	1785	1062	723
%H		*98.9%*	*48.8%*	*19.5%*	*77.8%*	*46.3%*	*31.5%*
Under 20"	1131	1112	508	219	877	486	391
%V	*49.3%*	*49.0%*	*45.4%*	*49.0%*	*49.1%*	*45.8%*	*54.1%*
%H		*98.3%*	*44.9%*	*19.4%*	*77.5%*	*43.0%*	*34.6%*
20" - 29"	680	674	328	126	539	311	228
%V	*29.6%*	*29.7%*	*29.3%*	*28.2%*	*30.2%*	*29.3%*	*31.5%*
%H		*99.1%*	*48.2%*	*18.5%*	*79.3%*	*45.7%*	*33.5%*
30" - 39"	389	388	226	78	301	213	89
%V	*16.9%*	*17.1%*	*20.2%*	*17.4%*	*16.9%*	*20.1%*	*12.3%*
%H		*99.7%*	*58.1%*	*20.1%*	*77.4%*	*54.8%*	*22.9%*
40" and over	81	81	52	19	58	46	12
%V	*3.5%*	*3.6%*	*4.6%*	*4.3%*	*3.2%*	*4.3%*	*1.7%*
%H		*100.0%*	*64.2%*	*23.5%*	*71.6%*	*56.8%*	*14.8%*
Don't know	14	14	5	5	10	6	4
%V	*0.6%*	*0.6%*	*0.4%*	*1.1%*	*0.6%*	*0.6%*	*0.6%*
%H		*100.0%*	*35.7%*	*35.7%*	*71.4%*	*42.9%*	*28.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Scotland

Set level data

Table 16.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2295	2269	1120	447	1785	1062	723
%H		*98.9%*	*48.8%*	*19.5%*	*77.8%*	*46.3%*	*31.5%*
PVR	291	291	236	37	184	161	23
%V	*12.7%*	*12.8%*	*21.1%*	*8.3%*	*10.3%*	*15.2%*	*3.2%*
%H		*100.0%*	*81.1%*	*12.7%*	*63.2%*	*55.3%*	*7.9%*
DVDR	160	160	96	29	128	93	35
%V	*7.0%*	*7.1%*	*8.6%*	*6.5%*	*7.2%*	*8.8%*	*4.8%*
%H		*100.0%*	*60.0%*	*18.1%*	*80.0%*	*58.1%*	*21.9%*
VCR	153	150	66	32	123	71	52
%V	*6.7%*	*6.6%*	*5.9%*	*7.2%*	*6.9%*	*6.7%*	*7.2%*
%H		*98.0%*	*43.1%*	*20.9%*	*80.4%*	*46.4%*	*34.0%*
Any recorder	549	547	354	96	391	289	102
%V	*23.9%*	*24.1%*	*31.6%*	*21.5%*	*21.9%*	*27.2%*	*14.1%*
%H		*99.6%*	*64.5%*	*17.5%*	*71.2%*	*52.6%*	*18.6%*

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

Set level data

Table 16.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2295	2269	1120	447	1785	1062	723
%H		*98.9%*	*48.8%*	*19.5%*	*77.8%*	*46.3%*	*31.5%*
Receives HDTV (via STB or built-in reception)	179	179	117	44	125	104	21
%V	*7.8%*	*7.9%*	*10.4%*	*9.8%*	*7.0%*	*9.8%*	*2.9%*
%H		*100.0%*	*65.4%*	*24.6%*	*69.8%*	*58.1%*	*11.7%*
DVD/Blu-ray player or recorder	1063	1058	553	230	808	525	283
%V	*46.3%*	*46.6%*	*49.4%*	*51.5%*	*45.3%*	*49.4%*	*39.1%*
%H		*99.5%*	*52.0%*	*21.6%*	*76.0%*	*49.4%*	*26.6%*

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

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ITV Scotland

Individual level data

Table 16.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	4861	4731	4574	2102	896	3263	1656	1607
%H		*97.3%*	*94.1%*	*43.2%*	*18.4%*	*67.1%*	*34.1%*	*33.1%*
Total Children	850	828	816	448	159	544	328	216
%V	*17.5%*	*17.5%*	*17.8%*	*21.3%*	*17.7%*	*16.7%*	*19.8%*	*13.4%*
%H		*97.4%*	*96.0%*	*52.7%*	*18.7%*	*64.0%*	*38.6%*	*25.4%*
0 - 3	226	218	214	119	40	133	77	56
%V	*4.6%*	*4.6%*	*4.7%*	*5.7%*	*4.5%*	*4.1%*	*4.6%*	*3.5%*
%H		*96.5%*	*94.7%*	*52.7%*	*17.7%*	*58.8%*	*34.1%*	*24.8%*
4 - 15	624	610	602	329	119	411	250	160
%V	*12.8%*	*12.9%*	*13.2%*	*15.7%*	*13.3%*	*12.6%*	*15.1%*	*10.0%*
%H		*97.8%*	*96.5%*	*52.7%*	*19.1%*	*65.9%*	*40.1%*	*25.6%*
4 - 9	304	294	290	154	60	187	108	79
%V	*6.3%*	*6.2%*	*6.3%*	*7.3%*	*6.7%*	*5.7%*	*6.5%*	*4.9%*
%H		*96.7%*	*95.4%*	*50.7%*	*19.7%*	*61.5%*	*35.5%*	*26.0%*
10 - 15	320	316	313	175	58	223	142	81
%V	*6.6%*	*6.7%*	*6.8%*	*8.3%*	*6.5%*	*6.8%*	*8.6%*	*5.0%*
%H		*98.8%*	*97.8%*	*54.7%*	*18.1%*	*69.7%*	*44.4%*	*25.3%*

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 16.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	4861	4731	4574	2102	896	3263	1656	1607
%H		*97.3%*	*94.1%*	*43.2%*	*18.4%*	*67.1%*	*34.1%*	*33.1%*
Total Adults (16+)	4011	3903	3758	1654	737	2720	1329	1391
%V	*82.5%*	*82.5%*	*82.2%*	*78.7%*	*82.3%*	*83.4%*	*80.3%*	*86.6%*
%H		*97.3%*	*93.7%*	*41.2%*	*18.4%*	*67.8%*	*33.1%*	*34.7%*
16 - 19	247	235	228	118	45	172	103	69
%V	*5.1%*	*5.0%*	*5.0%*	*5.6%*	*5.0%*	*5.3%*	*6.2%*	*4.3%*
%H		*95.1%*	*92.3%*	*47.8%*	*18.2%*	*69.6%*	*41.7%*	*27.9%*
20 - 24	312	287	276	123	63	197	104	93
%V	*6.4%*	*6.1%*	*6.0%*	*5.9%*	*7.0%*	*6.0%*	*6.3%*	*5.8%*
%H		*92.0%*	*88.5%*	*39.4%*	*20.2%*	*63.1%*	*33.3%*	*29.8%*
25 - 34	630	602	591	282	130	392	208	184
%V	*13.0%*	*12.7%*	*12.9%*	*13.4%*	*14.5%*	*12.0%*	*12.6%*	*11.4%*
%H		*95.6%*	*93.8%*	*44.8%*	*20.6%*	*62.2%*	*33.0%*	*29.2%*
35 - 44	668	651	639	339	133	442	268	174
%V	*13.7%*	*13.8%*	*14.0%*	*16.1%*	*14.8%*	*13.5%*	*16.2%*	*10.8%*
%H		*97.5%*	*95.7%*	*50.7%*	*19.9%*	*66.2%*	*40.1%*	*26.0%*
45 - 54	734	719	699	322	141	506	266	240
%V	*15.1%*	*15.2%*	*15.3%*	*15.3%*	*15.7%*	*15.5%*	*16.1%*	*14.9%*
%H		*98.0%*	*95.2%*	*43.9%*	*19.2%*	*68.9%*	*36.2%*	*32.7%*
55 - 64	623	615	595	251	121	441	216	224
%V	*12.8%*	*13.0%*	*13.0%*	*11.9%*	*13.5%*	*13.5%*	*13.0%*	*13.9%*
%H		*98.7%*	*95.5%*	*40.3%*	*19.4%*	*70.8%*	*34.7%*	*36.0%*
65+	798	794	730	219	104	570	163	407
%V	*16.4%*	*16.8%*	*16.0%*	*10.4%*	*11.6%*	*17.5%*	*9.8%*	*25.3%*
%H		*99.5%*	*91.5%*	*27.4%*	*13.0%*	*71.4%*	*20.4%*	*51.0%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4011	3903	3758	1654	737	2720	1329	1391
%H		*97.3%*	*93.7%*	*41.2%*	*18.4%*	*67.8%*	*33.1%*	*34.7%*
AB	857	840	816	380	150	569	282	287
%V	*21.4%*	*21.5%*	*21.7%*	*23.0%*	*20.4%*	*20.9%*	*21.2%*	*20.6%*
%H		*98.0%*	*95.2%*	*44.3%*	*17.5%*	*66.4%*	*32.9%*	*33.5%*
C1	1135	1092	1056	514	203	757	410	348
%V	*28.3%*	*28.0%*	*28.1%*	*31.1%*	*27.5%*	*27.8%*	*30.9%*	*25.0%*
%H		*96.2%*	*93.0%*	*45.3%*	*17.9%*	*66.7%*	*36.1%*	*30.7%*
C2	818	798	784	373	167	562	311	251
%V	*20.4%*	*20.4%*	*20.9%*	*22.6%*	*22.7%*	*20.7%*	*23.4%*	*18.0%*
%H		*97.6%*	*95.8%*	*45.6%*	*20.4%*	*68.7%*	*38.0%*	*30.7%*
D	699	686	659	262	144	480	223	257
%V	*17.4%*	*17.6%*	*17.5%*	*15.8%*	*19.5%*	*17.6%*	*16.8%*	*18.5%*
%H		*98.1%*	*94.3%*	*37.5%*	*20.6%*	*68.7%*	*31.9%*	*36.8%*
E	502	487	443	125	74	351	102	248
%V	*12.5%*	*12.5%*	*11.8%*	*7.6%*	*10.0%*	*12.9%*	*7.7%*	*17.8%*
%H		*97.0%*	*88.2%*	*24.9%*	*14.7%*	*69.9%*	*20.3%*	*49.4%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Scotland

Individual level data

Table 16.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4011	3903	3758	1654	737	2720	1329	1391
%H		*97.3%*	*93.7%*	*41.2%*	*18.4%*	*67.8%*	*33.1%*	*34.7%*
Working full time	1765	1727	1696	871	348	1176	689	487
%V	*44.0%*	*44.2%*	*45.1%*	*52.7%*	*47.2%*	*43.2%*	*51.8%*	*35.0%*
%H		*97.8%*	*96.1%*	*49.3%*	*19.7%*	*66.6%*	*39.0%*	*27.6%*
Working part time	386	379	373	176	86	265	150	115
%V	*9.6%*	*9.7%*	*9.9%*	*10.6%*	*11.7%*	*9.7%*	*11.3%*	*8.3%*
%H		*98.2%*	*96.6%*	*45.6%*	*22.3%*	*68.7%*	*38.9%*	*29.8%*
Not working	1860	1797	1689	607	303	1278	490	788
%V	*46.4%*	*46.0%*	*44.9%*	*36.7%*	*41.1%*	*47.0%*	*36.9%*	*56.6%*
%H		*96.6%*	*90.8%*	*32.6%*	*16.3%*	*68.7%*	*26.3%*	*42.4%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Scotland

Individual level data

Table 16.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1918	1856	1788	817	354	1280	650	630
%H		*96.8%*	*93.2%*	*42.6%*	*18.5%*	*66.7%*	*33.9%*	*32.8%*
16 - 19	121	115	112	64	20	84	54	30
%V	*6.3%*	*6.2%*	*6.3%*	*7.8%*	*5.6%*	*6.6%*	*8.3%*	*4.8%*
%H		*95.0%*	*92.6%*	*52.9%*	*16.5%*	*69.4%*	*44.6%*	*24.8%*
20 - 24	163	149	143	64	34	101	54	47
%V	*8.5%*	*8.0%*	*8.0%*	*7.8%*	*9.6%*	*7.9%*	*8.3%*	*7.5%*
%H		*91.4%*	*87.7%*	*39.3%*	*20.9%*	*62.0%*	*33.1%*	*28.8%*
25 - 34	315	299	294	140	67	196	107	89
%V	*16.4%*	*16.1%*	*16.4%*	*17.1%*	*18.9%*	*15.3%*	*16.5%*	*14.1%*
%H		*94.9%*	*93.3%*	*44.4%*	*21.3%*	*62.2%*	*34.0%*	*28.3%*
35 - 44	321	311	304	159	64	208	124	84
%V	*16.7%*	*16.8%*	*17.0%*	*19.5%*	*18.1%*	*16.3%*	*19.1%*	*13.3%*
%H		*96.9%*	*94.7%*	*49.5%*	*19.9%*	*64.8%*	*38.6%*	*26.2%*
45 - 54	352	342	329	157	64	237	126	111
%V	*18.4%*	*18.4%*	*18.4%*	*19.2%*	*18.1%*	*18.5%*	*19.4%*	*17.6%*
%H		*97.2%*	*93.5%*	*44.6%*	*18.2%*	*67.3%*	*35.8%*	*31.5%*
55 - 64	300	295	284	125	55	208	104	104
%V	*15.6%*	*15.9%*	*15.9%*	*15.3%*	*15.5%*	*16.3%*	*16.0%*	*16.5%*
%H		*98.3%*	*94.7%*	*41.7%*	*18.3%*	*69.3%*	*34.7%*	*34.7%*
65+	347	345	323	108	49	247	81	165
%V	*18.1%*	*18.6%*	*18.1%*	*13.2%*	*13.8%*	*19.3%*	*12.5%*	*26.2%*
%H		*99.4%*	*93.1%*	*31.1%*	*14.1%*	*71.2%*	*23.3%*	*47.6%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Scotland

Individual level data

Table 16.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1918	1856	1788	817	354	1280	650	630
%H		*96.8%*	*93.2%*	*42.6%*	*18.5%*	*66.7%*	*33.9%*	*32.8%*
AB	425	416	406	198	76	277	144	133
%V	*22.2%*	*22.4%*	*22.7%*	*24.2%*	*21.5%*	*21.6%*	*22.2%*	*21.1%*
%H		*97.9%*	*95.5%*	*46.6%*	*17.9%*	*65.2%*	*33.9%*	*31.3%*
C1	503	479	465	241	89	331	192	139
%V	*26.2%*	*25.8%*	*26.0%*	*29.5%*	*25.1%*	*25.9%*	*29.5%*	*22.1%*
%H		*95.2%*	*92.4%*	*47.9%*	*17.7%*	*65.8%*	*38.2%*	*27.6%*
C2	447	434	425	200	92	305	168	137
%V	*23.3%*	*23.4%*	*23.8%*	*24.5%*	*26.0%*	*23.8%*	*25.8%*	*21.7%*
%H		*97.1%*	*95.1%*	*44.7%*	*20.6%*	*68.2%*	*37.6%*	*30.6%*
D	337	329	313	128	65	224	102	122
%V	*17.6%*	*17.7%*	*17.5%*	*15.7%*	*18.4%*	*17.5%*	*15.7%*	*19.4%*
%H		*97.6%*	*92.9%*	*38.0%*	*19.3%*	*66.5%*	*30.3%*	*36.2%*
E	207	198	180	50	33	144	44	99
%V	*10.8%*	*10.7%*	*10.1%*	*6.1%*	*9.3%*	*11.3%*	*6.8%*	*15.7%*
%H		*95.7%*	*87.0%*	*24.2%*	*15.9%*	*69.6%*	*21.3%*	*47.8%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Scotland

Individual level data

Table 16.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1918	1856	1788	817	354	1280	650	630
%H		*96.8%*	*93.2%*	*42.6%*	*18.5%*	*66.7%*	*33.9%*	*32.8%*
Working full time	1066	1038	1019	535	205	698	413	285
%V	*55.6%*	*55.9%*	*57.0%*	*65.5%*	*57.9%*	*54.5%*	*63.5%*	*45.2%*
%H		*97.4%*	*95.6%*	*50.2%*	*19.2%*	*65.5%*	*38.7%*	*26.7%*
Working part time	61	59	56	22	15	41	21	21
%V	*3.2%*	*3.2%*	*3.1%*	*2.7%*	*4.2%*	*3.2%*	*3.2%*	*3.3%*
%H		*96.7%*	*91.8%*	*36.1%*	*24.6%*	*67.2%*	*34.4%*	*34.4%*
Not working	791	758	713	259	135	541	217	324
%V	*41.2%*	*40.8%*	*39.9%*	*31.7%*	*38.1%*	*42.3%*	*33.4%*	*51.4%*
%H		*95.8%*	*90.1%*	*32.7%*	*17.1%*	*68.4%*	*27.4%*	*41.0%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Scotland

Individual level data

Table 16.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2093	2048	1970	837	383	1439	678	761
%H		*97.8%*	*94.1%*	*40.0%*	*18.3%*	*68.8%*	*32.4%*	*36.4%*
16 - 19	126	120	116	54	24	88	50	39
%V	*6.0%*	*5.9%*	*5.9%*	*6.5%*	*6.3%*	*6.1%*	*7.4%*	*5.1%*
%H		*95.2%*	*92.1%*	*42.9%*	*19.0%*	*69.8%*	*39.7%*	*31.0%*
20 - 24	149	138	133	59	29	96	50	46
%V	*7.1%*	*6.7%*	*6.8%*	*7.0%*	*7.6%*	*6.7%*	*7.4%*	*6.0%*
%H		*92.6%*	*89.3%*	*39.6%*	*19.5%*	*64.4%*	*33.6%*	*30.9%*
25 - 34	315	304	297	141	63	196	101	95
%V	*15.1%*	*14.8%*	*15.1%*	*16.8%*	*16.4%*	*13.6%*	*14.9%*	*12.5%*
%H		*96.5%*	*94.3%*	*44.8%*	*20.0%*	*62.2%*	*32.1%*	*30.2%*
35 - 44	347	340	335	180	69	234	145	90
%V	*16.6%*	*16.6%*	*17.0%*	*21.5%*	*18.0%*	*16.3%*	*21.4%*	*11.8%*
%H		*98.0%*	*96.5%*	*51.9%*	*19.9%*	*67.4%*	*41.8%*	*25.9%*
45 - 54	382	377	370	166	77	269	140	129
%V	*18.3%*	*18.4%*	*18.8%*	*19.8%*	*20.1%*	*18.7%*	*20.6%*	*17.0%*
%H		*98.7%*	*96.9%*	*43.5%*	*20.2%*	*70.4%*	*36.6%*	*33.8%*
55 - 64	322	320	311	126	66	233	112	121
%V	*15.4%*	*15.6%*	*15.8%*	*15.1%*	*17.2%*	*16.2%*	*16.5%*	*15.9%*
%H		*99.4%*	*96.6%*	*39.1%*	*20.5%*	*72.4%*	*34.8%*	*37.6%*
65+	451	449	407	111	55	323	82	242
%V	*21.5%*	*21.9%*	*20.7%*	*13.3%*	*14.4%*	*22.4%*	*12.1%*	*31.8%*
%H		*99.6%*	*90.2%*	*24.6%*	*12.2%*	*71.6%*	*18.2%*	*53.7%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Scotland

Individual level data

Table 16.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2093	2048	1970	837	383	1439	678	761
%H		*97.8%*	*94.1%*	*40.0%*	*18.3%*	*68.8%*	*32.4%*	*36.4%*
AB	432	423	410	183	74	292	139	154
%V	*20.6%*	*20.7%*	*20.8%*	*21.9%*	*19.3%*	*20.3%*	*20.5%*	*20.2%*
%H		*97.9%*	*94.9%*	*42.4%*	*17.1%*	*67.6%*	*32.2%*	*35.6%*
C1	632	614	591	273	114	426	218	209
%V	*30.2%*	*30.0%*	*30.0%*	*32.6%*	*29.8%*	*29.6%*	*32.2%*	*27.5%*
%H		*97.2%*	*93.5%*	*43.2%*	*18.0%*	*67.4%*	*34.5%*	*33.1%*
C2	371	365	359	173	75	257	143	114
%V	*17.7%*	*17.8%*	*18.2%*	*20.7%*	*19.6%*	*17.9%*	*21.1%*	*15.0%*
%H		*98.4%*	*96.8%*	*46.6%*	*20.2%*	*69.3%*	*38.5%*	*30.7%*
D	362	358	346	134	79	256	121	135
%V	*17.3%*	*17.5%*	*17.6%*	*16.0%*	*20.6%*	*17.8%*	*17.8%*	*17.7%*
%H		*98.9%*	*95.6%*	*37.0%*	*21.8%*	*70.7%*	*33.4%*	*37.3%*
E	295	288	263	75	41	207	58	149
%V	*14.1%*	*14.1%*	*13.4%*	*9.0%*	*10.7%*	*14.4%*	*8.6%*	*19.6%*
%H		*97.6%*	*89.2%*	*25.4%*	*13.9%*	*70.2%*	*19.7%*	*50.5%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Scotland

Individual level data

Table 16.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2093	2048	1970	837	383	1439	678	761
%H		*97.8%*	*94.1%*	*40.0%*	*18.3%*	*68.8%*	*32.4%*	*36.4%*
Working full time	699	688	678	336	143	478	276	202
%V	*33.4%*	*33.6%*	*34.4%*	*40.1%*	*37.3%*	*33.2%*	*40.7%*	*26.5%*
%H		*98.4%*	*97.0%*	*48.1%*	*20.5%*	*68.4%*	*39.5%*	*28.9%*
Working part time	325	321	317	154	71	224	129	95
%V	*15.5%*	*15.7%*	*16.1%*	*18.4%*	*18.5%*	*15.6%*	*19.0%*	*12.5%*
%H		*98.8%*	*97.5%*	*47.4%*	*21.8%*	*68.9%*	*39.7%*	*29.2%*
Not working	1069	1039	976	348	168	737	273	464
%V	*51.1%*	*50.7%*	*49.5%*	*41.6%*	*43.9%*	*51.2%*	*40.3%*	*61.0%*
%H		*97.2%*	*91.3%*	*32.6%*	*15.7%*	*68.9%*	*25.5%*	*43.4%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 17.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2338	2263	2256	1107	260	1780	878	902
%H (All HH)		*96.8%*	*96.5%*	*47.3%*	*11.1%*	*76.1%*	*37.6%*	*38.6%*
%H (TV HH)			*99.7%*	*48.9%*	*11.5%*	*78.7%*	*38.8%*	*39.9%*
AB	490	479	476	239	56	367	183	184
%V	*21.0%*	*21.2%*	*21.1%*	*21.6%*	*21.5%*	*20.6%*	*20.8%*	*20.4%*
%H (All HH)		*97.8%*	*97.1%*	*48.8%*	*11.4%*	*74.9%*	*37.3%*	*37.6%*
%H (TV HH)			*99.4%*	*49.9%*	*11.7%*	*76.6%*	*38.2%*	*38.4%*
C1	644	612	611	302	77	481	244	237
%V	*27.5%*	*27.0%*	*27.1%*	*27.3%*	*29.6%*	*27.0%*	*27.8%*	*26.3%*
%H (All HH)		*95.0%*	*94.9%*	*46.9%*	*12.0%*	*74.7%*	*37.9%*	*36.8%*
%H (TV HH)			*99.8%*	*49.3%*	*12.6%*	*78.6%*	*39.9%*	*38.7%*
C2	522	512	510	272	64	407	227	180
%V	*22.3%*	*22.6%*	*22.6%*	*24.6%*	*24.6%*	*22.9%*	*25.9%*	*20.0%*
%H (All HH)		*98.1%*	*97.7%*	*52.1%*	*12.3%*	*78.0%*	*43.5%*	*34.5%*
%H (TV HH)			*99.6%*	*53.1%*	*12.5%*	*79.5%*	*44.3%*	*35.2%*
D	402	391	391	187	47	309	152	157
%V	*17.2%*	*17.3%*	*17.3%*	*16.9%*	*18.1%*	*17.4%*	*17.3%*	*17.4%*
%H (All HH)		*97.3%*	*97.3%*	*46.5%*	*11.7%*	*76.9%*	*37.8%*	*39.1%*
%H (TV HH)			*100.0%*	*47.8%*	*12.0%*	*79.0%*	*38.9%*	*40.2%*
E	280	269	267	107	18	216	72	144
%V	*12.0%*	*11.9%*	*11.8%*	*9.7%*	*6.9%*	*12.1%*	*8.2%*	*16.0%*
%H (All HH)		*96.1%*	*95.4%*	*38.2%*	*6.4%*	*77.1%*	*25.7%*	*51.4%*
%H (TV HH)			*99.3%*	*39.8%*	*6.7%*	*80.3%*	*26.8%*	*53.5%*

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
April 2010 - March 2011

ITV Wales and West

Household level data

Table 17.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2338	2263	2256	1107	260	1780	878	902
%H (All HH)		*96.8%*	*96.5%*	*47.3%*	*11.1%*	*76.1%*	*37.6%*	*38.6%*
%H (TV HH)			*99.7%*	*48.9%*	*11.5%*	*78.7%*	*38.8%*	*39.9%*
Under 25	136	118	117	49	15	88	35	53
%V	*5.8%*	*5.2%*	*5.2%*	*4.4%*	*5.8%*	*4.9%*	*4.0%*	*5.9%*
%H (All HH)		*86.8%*	*86.0%*	*36.0%*	*11.0%*	*64.7%*	*25.7%*	*39.0%*
%H (TV HH)			*99.2%*	*41.5%*	*12.7%*	*74.6%*	*29.7%*	*44.9%*
25 - 34	329	307	306	166	52	213	123	90
%V	*14.1%*	*13.6%*	*13.6%*	*15.0%*	*20.0%*	*12.0%*	*14.0%*	*10.0%*
%H (All HH)		*93.3%*	*93.0%*	*50.5%*	*15.8%*	*64.7%*	*37.4%*	*27.4%*
%H (TV HH)			*99.7%*	*54.1%*	*16.9%*	*69.4%*	*40.1%*	*29.3%*
35 - 44	406	396	395	229	48	306	184	122
%V	*17.4%*	*17.5%*	*17.5%*	*20.7%*	*18.5%*	*17.2%*	*21.0%*	*13.5%*
%H (All HH)		*97.5%*	*97.3%*	*56.4%*	*11.8%*	*75.4%*	*45.3%*	*30.0%*
%H (TV HH)			*99.7%*	*57.8%*	*12.1%*	*77.3%*	*46.5%*	*30.8%*
45 - 54	432	422	422	227	62	338	203	135
%V	*18.5%*	*18.6%*	*18.7%*	*20.5%*	*23.8%*	*19.0%*	*23.1%*	*15.0%*
%H (All HH)		*97.7%*	*97.7%*	*52.5%*	*14.4%*	*78.2%*	*47.0%*	*31.3%*
%H (TV HH)			*100.0%*	*53.8%*	*14.7%*	*80.1%*	*48.1%*	*32.0%*
55 - 64	402	395	394	204	39	318	164	154
%V	*17.2%*	*17.5%*	*17.5%*	*18.4%*	*15.0%*	*17.9%*	*18.7%*	*17.1%*
%H (All HH)		*98.3%*	*98.0%*	*50.7%*	*9.7%*	*79.1%*	*40.8%*	*38.3%*
%H (TV HH)			*99.7%*	*51.6%*	*9.9%*	*80.5%*	*41.5%*	*39.0%*
65 +	632	625	622	231	44	516	169	347
%V	*27.0%*	*27.6%*	*27.6%*	*20.9%*	*16.9%*	*29.0%*	*19.2%*	*38.5%*
%H (All HH)		*98.9%*	*98.4%*	*36.6%*	*7.0%*	*81.6%*	*26.7%*	*54.9%*
%H (TV HH)			*99.5%*	*37.0%*	*7.0%*	*82.6%*	*27.0%*	*55.5%*

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
April 2010 - March 2011

ITV Wales and West

Household level data

Table 17.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2338	2263	2256	1107	260	1780	878	902
%H (All HH)		*96.8%*	*96.5%*	*47.3%*	*11.1%*	*76.1%*	*37.6%*	*38.6%*
%H (TV HH)			*99.7%*	*48.9%*	*11.5%*	*78.7%*	*38.8%*	*39.9%*
1	753	706	700	244	66	546	156	390
%V	*32.2%*	*31.2%*	*31.0%*	*22.0%*	*25.4%*	*30.7%*	*17.8%*	*43.2%*
%H (All HH)		*93.8%*	*93.0%*	*32.4%*	*8.8%*	*72.5%*	*20.7%*	*51.8%*
%H (TV HH)			*99.2%*	*34.6%*	*9.3%*	*77.3%*	*22.1%*	*55.2%*
2	838	822	821	408	94	659	336	323
%V	*35.8%*	*36.3%*	*36.4%*	*36.9%*	*36.2%*	*37.0%*	*38.3%*	*35.8%*
%H (All HH)		*98.1%*	*98.0%*	*48.7%*	*11.2%*	*78.6%*	*40.1%*	*38.5%*
%H (TV HH)			*99.9%*	*49.6%*	*11.4%*	*80.2%*	*40.9%*	*39.3%*
3	351	344	343	204	48	267	172	95
%V	*15.0%*	*15.2%*	*15.2%*	*18.4%*	*18.5%*	*15.0%*	*19.6%*	*10.5%*
%H (All HH)		*98.0%*	*97.7%*	*58.1%*	*13.7%*	*76.1%*	*49.0%*	*27.1%*
%H (TV HH)			*99.7%*	*59.3%*	*14.0%*	*77.6%*	*50.0%*	*27.6%*
4	284	281	281	174	38	224	152	72
%V	*12.1%*	*12.4%*	*12.5%*	*15.7%*	*14.6%*	*12.6%*	*17.3%*	*8.0%*
%H (All HH)		*98.9%*	*98.9%*	*61.3%*	*13.4%*	*78.9%*	*53.5%*	*25.4%*
%H (TV HH)			*100.0%*	*61.9%*	*13.5%*	*79.7%*	*54.1%*	*25.6%*
5+	113	111	110	77	13	84	63	22
%V	*4.8%*	*4.9%*	*4.9%*	*7.0%*	*5.0%*	*4.7%*	*7.2%*	*2.4%*
%H (All HH)		*98.2%*	*97.3%*	*68.1%*	*11.5%*	*74.3%*	*55.8%*	*19.5%*
%H (TV HH)			*99.1%*	*69.4%*	*11.7%*	*75.7%*	*56.8%*	*19.8%*
Average HH size	2.23	2.25	2.26	2.51	2.40	2.25	2.60	1.91

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
April 2010 - March 2011

ITV Wales and West

Household level data

Table 17.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2338	2263	2256	1107	260	1780	878	902
%H (All HH)		*96.8%*	*96.5%*	*47.3%*	*11.1%*	*76.1%*	*37.6%*	*38.6%*
%H (TV HH)			*99.7%*	*48.9%*	*11.5%*	*78.7%*	*38.8%*	*39.9%*
Without	1776	1710	1703	766	193	1360	608	752
%V	*76.0%*	*75.6%*	*75.5%*	*69.2%*	*74.2%*	*76.4%*	*69.2%*	*83.4%*
%H (All HH)		*96.3%*	*95.9%*	*43.1%*	*10.9%*	*76.6%*	*34.2%*	*42.3%*
%H (TV HH)			*99.6%*	*44.8%*	*11.3%*	*79.5%*	*35.6%*	*44.0%*
With	562	554	553	340	67	419	270	149
%V	*24.0%*	*24.5%*	*24.5%*	*30.7%*	*25.8%*	*23.5%*	*30.8%*	*16.5%*
%H (All HH)		*98.6%*	*98.4%*	*60.5%*	*11.9%*	*74.6%*	*48.0%*	*26.5%*
%H (TV HH)			*99.8%*	*61.4%*	*12.1%*	*75.6%*	*48.7%*	*26.9%*
0 - 3	211	207	207	122	28	151	93	58
%V	*9.0%*	*9.1%*	*9.2%*	*11.0%*	*10.8%*	*8.5%*	*10.6%*	*6.4%*
%H (All HH)		*98.1%*	*98.1%*	*57.8%*	*13.3%*	*71.6%*	*44.1%*	*27.5%*
%H (TV HH)			*100.0%*	*58.9%*	*13.5%*	*72.9%*	*44.9%*	*28.0%*
4 - 9	271	267	267	168	29	198	125	72
%V	*11.6%*	*11.8%*	*11.8%*	*15.2%*	*11.2%*	*11.1%*	*14.2%*	*8.0%*
%H (All HH)		*98.5%*	*98.5%*	*62.0%*	*10.7%*	*73.1%*	*46.1%*	*26.6%*
%H (TV HH)			*100.0%*	*62.9%*	*10.9%*	*74.2%*	*46.8%*	*27.0%*
10 - 15	273	270	270	173	34	214	148	66
%V	*11.7%*	*11.9%*	*12.0%*	*15.6%*	*13.1%*	*12.0%*	*16.9%*	*7.3%*
%H (All HH)		*98.9%*	*98.9%*	*63.4%*	*12.5%*	*78.4%*	*54.2%*	*24.2%*
%H (TV HH)			*100.0%*	*64.1%*	*12.6%*	*79.3%*	*54.8%*	*24.4%*

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Household level data

Table 17.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2338	2263	2256	1107	260	1780	878	902
%H (All HH)		*96.8%*	*96.5%*	*47.3%*	*11.1%*	*76.1%*	*37.6%*	*38.6%*
%H (TV HH)			*99.7%*	*48.9%*	*11.5%*	*78.7%*	*38.8%*	*39.9%*
1	902	902	895	340	106	625	174	451
%V	*38.6%*	*39.9%*	*39.7%*	*30.7%*	*40.8%*	*35.1%*	*19.8%*	*50.0%*
%H (All HH)		*100.0%*	*99.2%*	*37.7%*	*11.8%*	*69.3%*	*19.3%*	*50.0%*
%H (TV HH)			*99.2%*	*37.7%*	*11.8%*	*69.3%*	*19.3%*	*50.0%*
2	816	816	815	427	89	667	361	306
%V	*34.9%*	*36.1%*	*36.1%*	*38.6%*	*34.2%*	*37.5%*	*41.1%*	*33.9%*
%H (All HH)		*100.0%*	*99.9%*	*52.3%*	*10.9%*	*81.7%*	*44.2%*	*37.5%*
%H (TV HH)			*99.9%*	*52.3%*	*10.9%*	*81.7%*	*44.2%*	*37.5%*
3	352	352	352	209	42	314	209	105
%V	*15.1%*	*15.6%*	*15.6%*	*18.9%*	*16.2%*	*17.6%*	*23.8%*	*11.6%*
%H (All HH)		*100.0%*	*100.0%*	*59.4%*	*11.9%*	*89.2%*	*59.4%*	*29.8%*
%H (TV HH)			*100.0%*	*59.4%*	*11.9%*	*89.2%*	*59.4%*	*29.8%*
4	132	132	132	88	17	117	90	27
%V	*5.6%*	*5.8%*	*5.9%*	*7.9%*	*6.5%*	*6.6%*	*10.3%*	*3.0%*
%H (All HH)		*100.0%*	*100.0%*	*66.7%*	*12.9%*	*88.6%*	*68.2%*	*20.5%*
%H (TV HH)			*100.0%*	*66.7%*	*12.9%*	*88.6%*	*68.2%*	*20.5%*
5+	62	62	62	43	6	57	44	13
%V	*2.7%*	*2.7%*	*2.7%*	*3.9%*	*2.3%*	*3.2%*	*5.0%*	*1.4%*
%H (All HH)		*100.0%*	*100.0%*	*69.4%*	*9.7%*	*91.9%*	*71.0%*	*21.0%*
%H (TV HH)			*100.0%*	*69.4%*	*9.7%*	*91.9%*	*71.0%*	*21.0%*

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
April 2010 - March 2011

ITV Wales and West

Household level data

Table 17.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2338	2263	2256	1107	260	1780	878	902
%H (All HH)		*96.8%*	*96.5%*	*47.3%*	*11.1%*	*76.1%*	*37.6%*	*38.6%*
%H (TV HH)			*99.7%*	*48.9%*	*11.5%*	*78.7%*	*38.8%*	*39.9%*
Under 20"	851	851	848	442	84	736	408	328
%V	*36.4%*	*37.6%*	*37.6%*	*39.9%*	*32.3%*	*41.3%*	*46.5%*	*36.4%*
%H (All HH)		*100.0%*	*99.6%*	*51.9%*	*9.9%*	*86.5%*	*47.9%*	*38.5%*
%H (TV HH)			*99.6%*	*51.9%*	*9.9%*	*86.5%*	*47.9%*	*38.5%*
20" - 29"	1174	1174	1171	536	131	960	447	513
%V	*50.2%*	*51.9%*	*51.9%*	*48.4%*	*50.4%*	*53.9%*	*50.9%*	*56.9%*
%H (All HH)		*100.0%*	*99.7%*	*45.7%*	*11.2%*	*81.8%*	*38.1%*	*43.7%*
%H (TV HH)			*99.7%*	*45.7%*	*11.2%*	*81.8%*	*38.1%*	*43.7%*
30" - 39"	1101	1101	1099	604	141	865	503	363
%V	*47.1%*	*48.7%*	*48.7%*	*54.6%*	*54.2%*	*48.6%*	*57.3%*	*40.2%*
%H (All HH)		*100.0%*	*99.8%*	*54.9%*	*12.8%*	*78.6%*	*45.7%*	*33.0%*
%H (TV HH)			*99.8%*	*54.9%*	*12.8%*	*78.6%*	*45.7%*	*33.0%*
40" and over	543	543	543	367	63	426	306	120
%V	*23.2%*	*24.0%*	*24.1%*	*33.2%*	*24.2%*	*23.9%*	*34.9%*	*13.3%*
%H (All HH)		*100.0%*	*100.0%*	*67.6%*	*11.6%*	*78.5%*	*56.4%*	*22.1%*
%H (TV HH)			*100.0%*	*67.6%*	*11.6%*	*78.5%*	*56.4%*	*22.1%*

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Household level data

Table 17.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2338	2263	2256	1107	260	1780	878	902
%H (All HH)		*96.8%*	*96.5%*	*47.3%*	*11.1%*	*76.1%*	*37.6%*	*38.6%*
%H (TV HH)			*99.7%*	*48.9%*	*11.5%*	*78.7%*	*38.8%*	*39.9%*
Main living room	2238	2238	2231	1100	259	1758	873	886
%V	*95.7%*	*98.9%*	*98.9%*	*99.4%*	*99.6%*	*98.8%*	*99.4%*	*98.2%*
%H (All HH)		*100.0%*	*99.7%*	*49.2%*	*11.6%*	*78.6%*	*39.0%*	*39.6%*
%H (TV HH)			*99.7%*	*49.2%*	*11.6%*	*78.6%*	*39.0%*	*39.6%*
Kitchen	310	310	309	176	19	272	157	115
%V	*13.3%*	*13.7%*	*13.7%*	*15.9%*	*7.3%*	*15.3%*	*17.9%*	*12.7%*
%H (All HH)		*100.0%*	*99.7%*	*56.8%*	*6.1%*	*87.7%*	*50.6%*	*37.1%*
%H (TV HH)			*99.7%*	*56.8%*	*6.1%*	*87.7%*	*50.6%*	*37.1%*
Adult's bedroom	967	967	967	556	116	828	523	304
%V	*41.4%*	*42.7%*	*42.9%*	*50.2%*	*44.6%*	*46.5%*	*59.6%*	*33.7%*
%H (All HH)		*100.0%*	*100.0%*	*57.5%*	*12.0%*	*85.6%*	*54.1%*	*31.4%*
%H (TV HH)			*100.0%*	*57.5%*	*12.0%*	*85.6%*	*54.1%*	*31.4%*
Child's bedroom	233	233	233	147	34	204	150	54
%V	*10.0%*	*10.3%*	*10.3%*	*13.3%*	*13.1%*	*11.5%*	*17.1%*	*6.0%*
%H (All HH)		*100.0%*	*100.0%*	*63.1%*	*14.6%*	*87.6%*	*64.4%*	*23.2%*
%H (TV HH)			*100.0%*	*63.1%*	*14.6%*	*87.6%*	*64.4%*	*23.2%*
Other bedroom	84	84	83	49	11	72	48	24
%V	*3.6%*	*3.7%*	*3.7%*	*4.4%*	*4.2%*	*4.0%*	*5.5%*	*2.7%*
%H (All HH)		*100.0%*	*98.8%*	*58.3%*	*13.1%*	*85.7%*	*57.1%*	*28.6%*
%H (TV HH)			*98.8%*	*58.3%*	*13.1%*	*85.7%*	*57.1%*	*28.6%*
Second living/dining room	302	302	302	179	32	255	163	92
%V	*12.9%*	*13.3%*	*13.4%*	*16.2%*	*12.3%*	*14.3%*	*18.6%*	*10.2%*
%H (All HH)		*100.0%*	*100.0%*	*59.3%*	*10.6%*	*84.4%*	*54.0%*	*30.5%*
%H (TV HH)			*100.0%*	*59.3%*	*10.6%*	*84.4%*	*54.0%*	*30.5%*
Study/office	42	42	42	23	4	38	22	16
%V	*1.8%*	*1.9%*	*1.9%*	*2.1%*	*1.5%*	*2.1%*	*2.5%*	*1.8%*
%H (All HH)		*100.0%*	*100.0%*	*54.8%*	*9.5%*	*90.5%*	*52.4%*	*38.1%*
%H (TV HH)			*100.0%*	*54.8%*	*9.5%*	*90.5%*	*52.4%*	*38.1%*
TV room	12	12	12	8	0	10	7	3
%V	*0.5%*	*0.5%*	*0.5%*	*0.7%*	*0.0%*	*0.6%*	*0.8%*	*0.3%*
%H (All HH)		*100.0%*	*100.0%*	*66.7%*	*0.0%*	*83.3%*	*58.3%*	*25.0%*
%H (TV HH)			*100.0%*	*66.7%*	*0.0%*	*83.3%*	*58.3%*	*25.0%*
No specific location	5	5	5	2	2	4	2	2
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.8%*	*0.2%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*40.0%*	*40.0%*	*80.0%*	*40.0%*	*40.0%*
%H (TV HH)			*100.0%*	*40.0%*	*40.0%*	*80.0%*	*40.0%*	*40.0%*
Other	5	5	5	4	0	4	3	1
%V	*0.2%*	*0.2%*	*0.2%*	*0.4%*	*0.0%*	*0.2%*	*0.3%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*80.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*
%H (TV HH)			*100.0%*	*80.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*

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
April 2010 - March 2011

ITV Wales and West

Household level data

Table 17.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2338	2263	2256	1107	260	1780	878	902
%H (All HH)		*96.8%*	*96.5%*	*47.3%*	*11.1%*	*76.1%*	*37.6%*	*38.6%*
%H (TV HH)			*99.7%*	*48.9%*	*11.5%*	*78.7%*	*38.8%*	*39.9%*
PVR	1056	1056	1056	739	115	789	579	210
%V	*45.2%*	*46.7%*	*46.8%*	*66.8%*	*44.2%*	*44.3%*	*65.9%*	*23.3%*
%H (All HH)		*100.0%*	*100.0%*	*70.0%*	*10.9%*	*74.7%*	*54.8%*	*19.9%*
%H (TV HH)			*100.0%*	*70.0%*	*10.9%*	*74.7%*	*54.8%*	*19.9%*
DVDR	305	305	304	162	31	245	132	113
%V	*13.0%*	*13.5%*	*13.5%*	*14.6%*	*11.9%*	*13.8%*	*15.0%*	*12.5%*
%H (All HH)		*100.0%*	*99.7%*	*53.1%*	*10.2%*	*80.3%*	*43.3%*	*37.0%*
%H (TV HH)			*99.7%*	*53.1%*	*10.2%*	*80.3%*	*43.3%*	*37.0%*
VCR	380	380	379	178	48	297	140	157
%V	*16.3%*	*16.8%*	*16.8%*	*16.1%*	*18.5%*	*16.7%*	*15.9%*	*17.4%*
%H (All HH)		*100.0%*	*99.7%*	*46.8%*	*12.6%*	*78.2%*	*36.8%*	*41.3%*
%H (TV HH)			*99.7%*	*46.8%*	*12.6%*	*78.2%*	*36.8%*	*41.3%*
Any recorder	1370	1370	1369	849	153	1046	667	379
%V	*58.6%*	*60.5%*	*60.7%*	*76.7%*	*58.8%*	*58.8%*	*76.0%*	*42.0%*
%H (All HH)		*100.0%*	*99.9%*	*62.0%*	*11.2%*	*76.4%*	*48.7%*	*27.7%*
%H (TV HH)			*99.9%*	*62.0%*	*11.2%*	*76.4%*	*48.7%*	*27.7%*

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
April 2010 - March 2011

ITV Wales and West

Household level data

Table 17.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2338	2263	2256	1107	260	1780	878	902
%H (All HH)		*96.8%*	*96.5%*	*47.3%*	*11.1%*	*76.1%*	*37.6%*	*38.6%*
%H (TV HH)			*99.7%*	*48.9%*	*11.5%*	*78.7%*	*38.8%*	*39.9%*
Receives HDTV (via STB or built-in reception)	553	553	553	360	119	414	333	81
%V	*23.7%*	*24.4%*	*24.5%*	*32.5%*	*45.8%*	*23.3%*	*37.9%*	*9.0%*
%H (All HH)		*100.0%*	*100.0%*	*65.1%*	*21.5%*	*74.9%*	*60.2%*	*14.6%*
%H (TV HH)			*100.0%*	*65.1%*	*21.5%*	*74.9%*	*60.2%*	*14.6%*
DVD/Blu-ray player or recorder	1785	1785	1782	927	227	1401	760	641
%V	*76.3%*	*78.9%*	*79.0%*	*83.7%*	*87.3%*	*78.7%*	*86.6%*	*71.1%*
%H (All HH)		*100.0%*	*99.8%*	*51.9%*	*12.7%*	*78.5%*	*42.6%*	*35.9%*
%H (TV HH)			*99.8%*	*51.9%*	*12.7%*	*78.5%*	*42.6%*	*35.9%*

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
April 2010 - March 2011

ITV Wales and West

Household level data

Table 17.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2338	2263	2256	1107	260	1780	878	902
%H (All HH)		*96.8%*	*96.5%*	*47.3%*	*11.1%*	*76.1%*	*37.6%*	*38.6%*
%H (TV HH)			*99.7%*	*48.9%*	*11.5%*	*78.7%*	*38.8%*	*39.9%*
Has PC or Laptop	1674	1622	1619	884	223	1254	729	525
%V	*71.6%*	*71.7%*	*71.8%*	*79.9%*	*85.8%*	*70.4%*	*83.0%*	*58.2%*
%H (All HH)		*96.9%*	*96.7%*	*52.8%*	*13.3%*	*74.9%*	*43.5%*	*31.4%*
%H (TV HH)			*99.8%*	*54.5%*	*13.7%*	*77.3%*	*44.9%*	*32.4%*
Has broadband internet	1537	1489	1487	824	215	1146	686	461
%V	*65.7%*	*65.8%*	*65.9%*	*74.4%*	*82.7%*	*64.4%*	*78.1%*	*51.1%*
%H (All HH)		*96.9%*	*96.7%*	*53.6%*	*14.0%*	*74.6%*	*44.6%*	*30.0%*
%H (TV HH)			*99.9%*	*55.3%*	*14.4%*	*77.0%*	*46.1%*	*31.0%*

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
April 2010 - March 2011

ITV Wales and West

Set level data

Table 17.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4452	4444	2409	514	3678	2123	1555
%H		*99.8%*	*54.1%*	*11.5%*	*82.6%*	*47.7%*	*34.9%*
Under 20"	1145	1141	614	111	1003	580	423
%V	*25.7%*	*25.7%*	*25.5%*	*21.6%*	*27.3%*	*27.3%*	*27.2%*
%H		*99.7%*	*53.6%*	*9.7%*	*87.6%*	*50.7%*	*36.9%*
20" - 29"	1446	1443	678	169	1205	598	607
%V	*32.5%*	*32.5%*	*28.1%*	*32.9%*	*32.8%*	*28.2%*	*39.0%*
%H		*99.8%*	*46.9%*	*11.7%*	*83.3%*	*41.4%*	*42.0%*
30" - 39"	1256	1255	708	164	994	602	392
%V	*28.2%*	*28.2%*	*29.4%*	*31.9%*	*27.0%*	*28.4%*	*25.2%*
%H		*99.9%*	*56.4%*	*13.1%*	*79.1%*	*47.9%*	*31.2%*
40" and over	590	589	404	68	463	339	125
%V	*13.3%*	*13.3%*	*16.8%*	*13.2%*	*12.6%*	*16.0%*	*8.0%*
%H		*99.8%*	*68.5%*	*11.5%*	*78.5%*	*57.5%*	*21.2%*
Don't know	15	15	4	2	12	3	9
%V	*0.3%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*	*0.1%*	*0.6%*
%H		*100.0%*	*26.7%*	*13.3%*	*80.0%*	*20.0%*	*60.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Set level data

Table 17.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4452	4444	2409	514	3678	2123	1555
%H		*99.8%*	*54.1%*	*11.5%*	*82.6%*	*47.7%*	*34.9%*
Main living room	2257	2250	1110	261	1775	882	893
%V	*50.7%*	*50.6%*	*46.1%*	*50.8%*	*48.3%*	*41.5%*	*57.4%*
%H		*99.7%*	*49.2%*	*11.6%*	*78.6%*	*39.1%*	*39.6%*
Kitchen	311	310	177	19	273	158	115
%V	*7.0%*	*7.0%*	*7.3%*	*3.7%*	*7.4%*	*7.4%*	*7.4%*
%H		*99.7%*	*56.9%*	*6.1%*	*87.8%*	*50.8%*	*37.0%*
Adult's bedroom	1110	1110	647	138	959	622	337
%V	*24.9%*	*25.0%*	*26.9%*	*26.8%*	*26.1%*	*29.3%*	*21.7%*
%H		*100.0%*	*58.3%*	*12.4%*	*86.4%*	*56.0%*	*30.4%*
Child's bedroom	309	309	198	45	272	204	68
%V	*6.9%*	*7.0%*	*8.2%*	*8.8%*	*7.4%*	*9.6%*	*4.4%*
%H		*100.0%*	*64.1%*	*14.6%*	*88.0%*	*66.0%*	*22.0%*
Other bedroom	93	92	56	11	81	55	27
%V	*2.1%*	*2.1%*	*2.3%*	*2.1%*	*2.2%*	*2.6%*	*1.7%*
%H		*98.9%*	*60.2%*	*11.8%*	*87.1%*	*59.1%*	*29.0%*
Second living/dining room	307	307	183	32	260	167	93
%V	*6.9%*	*6.9%*	*7.6%*	*6.2%*	*7.1%*	*7.9%*	*6.0%*
%H		*100.0%*	*59.6%*	*10.4%*	*84.7%*	*54.4%*	*30.3%*
Study/office	43	43	23	4	39	23	16
%V	*1.0%*	*1.0%*	*1.0%*	*0.8%*	*1.1%*	*1.1%*	*1.0%*
%H		*100.0%*	*53.5%*	*9.3%*	*90.7%*	*53.5%*	*37.2%*
TV room	12	12	8	0	10	7	3
%V	*0.3%*	*0.3%*	*0.3%*	*0.0%*	*0.3%*	*0.3%*	*0.2%*
%H		*100.0%*	*66.7%*	*0.0%*	*83.3%*	*58.3%*	*25.0%*
No specific location	6	6	2	2	4	2	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.4%*	*0.1%*	*0.1%*	*0.1%*
%H		*100.0%*	*33.3%*	*33.3%*	*66.7%*	*33.3%*	*33.3%*
Other	5	5	4	0	4	3	1
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*
%H		*100.0%*	*80.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Set level data

Table 17.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4452	4444	2409	514	3678	2123	1555
%H		*99.8%*	*54.1%*	*11.5%*	*82.6%*	*47.7%*	*34.9%*
PVR	1279	1279	923	128	947	708	238
%V	*28.7%*	*28.8%*	*38.3%*	*24.9%*	*25.7%*	*33.3%*	*15.3%*
%H		*100.0%*	*72.2%*	*10.0%*	*74.0%*	*55.4%*	*18.6%*
DVDR	355	354	197	36	287	163	124
%V	*8.0%*	*8.0%*	*8.2%*	*7.0%*	*7.8%*	*7.7%*	*8.0%*
%H		*99.7%*	*55.5%*	*10.1%*	*80.8%*	*45.9%*	*34.9%*
VCR	438	438	208	58	349	175	174
%V	*9.8%*	*9.9%*	*8.6%*	*11.3%*	*9.5%*	*8.2%*	*11.2%*
%H		*100.0%*	*47.5%*	*13.2%*	*79.7%*	*40.0%*	*39.7%*
Any recorder	1733	1732	1119	184	1325	882	443
%V	*38.9%*	*39.0%*	*46.5%*	*35.8%*	*36.0%*	*41.5%*	*28.5%*
%H		*99.9%*	*64.6%*	*10.6%*	*76.5%*	*50.9%*	*25.6%*

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

Set level data

Table 17.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4452	4444	2409	514	3678	2123	1555
%H		*99.8%*	*54.1%*	*11.5%*	*82.6%*	*47.7%*	*34.9%*
Receives HDTV (via STB or built-in reception)	663	663	428	141	499	395	103
%V	*14.9%*	*14.9%*	*17.8%*	*27.4%*	*13.6%*	*18.6%*	*6.6%*
%H		*100.0%*	*64.6%*	*21.3%*	*75.3%*	*59.6%*	*15.5%*
DVD/Blu-ray player or recorder	2649	2646	1468	346	2150	1294	856
%V	*59.5%*	*59.5%*	*60.9%*	*67.3%*	*58.5%*	*61.0%*	*55.0%*
%H		*99.9%*	*55.4%*	*13.1%*	*81.2%*	*48.8%*	*32.3%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Set level data

Table 17.15: Main Set Screen Size

	TV HH	Platforms available in Household: Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2262	2255	1107	260	1779	878	901
%H		*99.7%*	*48.9%*	*11.5%*	*78.6%*	*38.8%*	*39.8%*
Under 20"	86	83	20	5	70	11	58
%V	*3.8%*	*3.7%*	*1.8%*	*1.9%*	*3.9%*	*1.3%*	*6.4%*
%H		*96.5%*	*23.3%*	*5.8%*	*81.4%*	*12.8%*	*67.4%*
20" - 29"	722	720	255	74	573	181	392
%V	*31.9%*	*31.9%*	*23.0%*	*28.5%*	*32.2%*	*20.6%*	*43.5%*
%H		*99.7%*	*35.3%*	*10.2%*	*79.4%*	*25.1%*	*54.3%*
30" - 39"	926	924	479	120	723	392	330
%V	*40.9%*	*41.0%*	*43.3%*	*46.2%*	*40.6%*	*44.6%*	*36.6%*
%H		*99.8%*	*51.7%*	*13.0%*	*78.1%*	*42.3%*	*35.6%*
40" and over	520	520	350	61	407	292	115
%V	*23.0%*	*23.1%*	*31.6%*	*23.5%*	*22.9%*	*33.3%*	*12.8%*
%H		*100.0%*	*67.3%*	*11.7%*	*78.3%*	*56.2%*	*22.1%*
Don't know	8	8	2	1	6	1	5
%V	*0.4%*	*0.4%*	*0.2%*	*0.4%*	*0.3%*	*0.1%*	*0.6%*
%H		*100.0%*	*25.0%*	*12.5%*	*75.0%*	*12.5%*	*62.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Set level data

Table 17.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2262	2255	1107	260	1779	878	901
%H		*99.7%*	*48.9%*	*11.5%*	*78.6%*	*38.8%*	*39.8%*
PVR	1017	1017	715	111	754	556	198
%V	*45.0%*	*45.1%*	*64.6%*	*42.7%*	*42.4%*	*63.3%*	*22.0%*
%H		*100.0%*	*70.3%*	*10.9%*	*74.1%*	*54.7%*	*19.5%*
DVDR	267	266	141	26	211	111	101
%V	*11.8%*	*11.8%*	*12.7%*	*10.0%*	*11.9%*	*12.6%*	*11.2%*
%H		*99.6%*	*52.8%*	*9.7%*	*79.0%*	*41.6%*	*37.8%*
VCR	322	322	143	41	249	109	140
%V	*14.2%*	*14.3%*	*12.9%*	*15.8%*	*14.0%*	*12.4%*	*15.5%*
%H		*100.0%*	*44.4%*	*12.7%*	*77.3%*	*33.9%*	*43.5%*
Any recorder	1318	1317	823	146	1000	641	359
%V	*58.3%*	*58.4%*	*74.3%*	*56.2%*	*56.2%*	*73.0%*	*39.8%*
%H		*99.9%*	*62.4%*	*11.1%*	*75.9%*	*48.6%*	*27.2%*

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

Set level data

Table 17.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2262	2255	1107	260	1779	878	901
%H		*99.7%*	*48.9%*	*11.5%*	*78.6%*	*38.8%*	*39.8%*
Receives HDTV (via STB or built-in reception)	526	526	341	116	390	315	75
%V	*23.3%*	*23.3%*	*30.8%*	*44.6%*	*21.9%*	*35.9%*	*8.3%*
%H		*100.0%*	*64.8%*	*22.1%*	*74.1%*	*59.9%*	*14.3%*
DVD/Blu-ray player or recorder	1674	1671	859	215	1306	698	608
%V	*74.0%*	*74.1%*	*77.6%*	*82.7%*	*73.4%*	*79.5%*	*67.5%*
%H		*99.8%*	*51.3%*	*12.8%*	*78.0%*	*41.7%*	*36.3%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Set level data

Table 17.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2189	2189	1302	253	1899	1245	654
%H		*100.0%*	*59.5%*	*11.6%*	*86.8%*	*56.9%*	*29.9%*
Under 20"	1059	1058	594	106	934	569	364
%V	*48.4%*	*48.3%*	*45.6%*	*41.9%*	*49.2%*	*45.7%*	*55.7%*
%H		*99.9%*	*56.1%*	*10.0%*	*88.2%*	*53.7%*	*34.4%*
20" - 29"	724	724	422	95	632	417	215
%V	*33.1%*	*33.1%*	*32.4%*	*37.5%*	*33.3%*	*33.5%*	*32.9%*
%H		*100.0%*	*58.3%*	*13.1%*	*87.3%*	*57.6%*	*29.7%*
30" - 39"	330	330	229	44	271	210	62
%V	*15.1%*	*15.1%*	*17.6%*	*17.4%*	*14.3%*	*16.9%*	*9.5%*
%H		*100.0%*	*69.4%*	*13.3%*	*82.1%*	*63.6%*	*18.8%*
40" and over	69	69	54	6	56	47	10
%V	*3.2%*	*3.2%*	*4.1%*	*2.4%*	*2.9%*	*3.8%*	*1.5%*
%H		*100.0%*	*78.3%*	*8.7%*	*81.2%*	*68.1%*	*14.5%*
Don't know	8	8	3	1	6	2	4
%V	*0.4%*	*0.4%*	*0.2%*	*0.4%*	*0.3%*	*0.2%*	*0.6%*
%H		*100.0%*	*37.5%*	*12.5%*	*75.0%*	*25.0%*	*50.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Set level data

Table 17.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2189	2189	1302	253	1899	1245	654
%H		*100.0%*	*59.5%*	*11.6%*	*86.8%*	*56.9%*	*29.9%*
PVR	263	263	208	17	193	153	40
%V	*12.0%*	*12.0%*	*16.0%*	*6.7%*	*10.2%*	*12.3%*	*6.1%*
%H		*100.0%*	*79.1%*	*6.5%*	*73.4%*	*58.2%*	*15.2%*
DVDR	88	88	56	10	76	52	23
%V	*4.0%*	*4.0%*	*4.3%*	*4.0%*	*4.0%*	*4.2%*	*3.5%*
%H		*100.0%*	*63.6%*	*11.4%*	*86.4%*	*59.1%*	*26.1%*
VCR	116	116	65	17	100	66	34
%V	*5.3%*	*5.3%*	*5.0%*	*6.7%*	*5.3%*	*5.3%*	*5.2%*
%H		*100.0%*	*56.0%*	*14.7%*	*86.2%*	*56.9%*	*29.3%*
Any recorder	415	415	296	38	326	241	85
%V	*19.0%*	*19.0%*	*22.7%*	*15.0%*	*17.2%*	*19.4%*	*13.0%*
%H		*100.0%*	*71.3%*	*9.2%*	*78.6%*	*58.1%*	*20.5%*

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

Set level data

Table 17.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2189	2189	1302	253	1899	1245	654
%H		*100.0%*	*59.5%*	*11.6%*	*86.8%*	*56.9%*	*29.9%*
Receives HDTV (via STB or built-in reception)	137	137	87	25	109	81	28
%V	*6.3%*	*6.3%*	*6.7%*	*9.9%*	*5.7%*	*6.5%*	*4.3%*
%H		*100.0%*	*63.5%*	*18.2%*	*79.6%*	*59.1%*	*20.4%*
DVD/Blu-ray player or recorder	975	975	608	131	844	596	248
%V	*44.5%*	*44.5%*	*46.7%*	*51.8%*	*44.4%*	*47.9%*	*37.9%*
%H		*100.0%*	*62.4%*	*13.4%*	*86.6%*	*61.1%*	*25.4%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Individual level data

Table 17.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	5220	5098	5088	2780	625	4010	2284	1726
%H		*97.7%*	*97.5%*	*53.3%*	*12.0%*	*76.8%*	*43.8%*	*33.1%*
Total Children	957	942	942	590	115	712	467	245
%V	*18.3%*	*18.5%*	*18.5%*	*21.2%*	*18.4%*	*17.8%*	*20.4%*	*14.2%*
%H		*98.4%*	*98.4%*	*61.7%*	*12.0%*	*74.4%*	*48.8%*	*25.6%*
0 - 3	250	245	245	145	35	179	112	67
%V	*4.8%*	*4.8%*	*4.8%*	*5.2%*	*5.6%*	*4.5%*	*4.9%*	*3.9%*
%H		*98.0%*	*98.0%*	*58.0%*	*14.0%*	*71.6%*	*44.8%*	*26.8%*
4 - 15	707	697	697	445	81	533	356	178
%V	*13.5%*	*13.7%*	*13.7%*	*16.0%*	*13.0%*	*13.3%*	*15.6%*	*10.3%*
%H		*98.6%*	*98.6%*	*62.9%*	*11.5%*	*75.4%*	*50.4%*	*25.2%*
4 - 9	346	341	341	215	35	252	159	93
%V	*6.6%*	*6.7%*	*6.7%*	*7.7%*	*5.6%*	*6.3%*	*7.0%*	*5.4%*
%H		*98.6%*	*98.6%*	*62.1%*	*10.1%*	*72.8%*	*46.0%*	*26.9%*
10 - 15	361	356	356	230	45	282	197	85
%V	*6.9%*	*7.0%*	*7.0%*	*8.3%*	*7.2%*	*7.0%*	*8.6%*	*4.9%*
%H		*98.6%*	*98.6%*	*63.7%*	*12.5%*	*78.1%*	*54.6%*	*23.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Individual level data

Table 17.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	5220	5098	5088	2780	625	4010	2284	1726
%H		*97.7%*	*97.5%*	*53.3%*	*12.0%*	*76.8%*	*43.8%*	*33.1%*
Total Adults (16+)	4263	4156	4147	2190	510	3298	1817	1481
%V	*81.7%*	*81.5%*	*81.5%*	*78.8%*	*81.6%*	*82.2%*	*79.6%*	*85.8%*
%H		*97.5%*	*97.3%*	*51.4%*	*12.0%*	*77.4%*	*42.6%*	*34.7%*
16 - 19	257	251	251	154	31	204	134	70
%V	*4.9%*	*4.9%*	*4.9%*	*5.5%*	*5.0%*	*5.1%*	*5.9%*	*4.1%*
%H		*97.7%*	*97.7%*	*59.9%*	*12.1%*	*79.4%*	*52.1%*	*27.2%*
20 - 24	346	320	318	164	52	251	147	105
%V	*6.6%*	*6.3%*	*6.3%*	*5.9%*	*8.3%*	*6.3%*	*6.4%*	*6.1%*
%H		*92.5%*	*91.9%*	*47.4%*	*15.0%*	*72.5%*	*42.5%*	*30.3%*
25 - 34	635	605	604	338	105	436	269	166
%V	*12.2%*	*11.9%*	*11.9%*	*12.2%*	*16.8%*	*10.9%*	*11.8%*	*9.6%*
%H		*95.3%*	*95.1%*	*53.2%*	*16.5%*	*68.7%*	*42.4%*	*26.1%*
35 - 44	696	681	680	406	85	521	324	197
%V	*13.3%*	*13.4%*	*13.4%*	*14.6%*	*13.6%*	*13.0%*	*14.2%*	*11.4%*
%H		*97.8%*	*97.7%*	*58.3%*	*12.2%*	*74.9%*	*46.6%*	*28.3%*
45 - 54	725	713	713	409	98	576	363	213
%V	*13.9%*	*14.0%*	*14.0%*	*14.7%*	*15.7%*	*14.4%*	*15.9%*	*12.3%*
%H		*98.3%*	*98.3%*	*56.4%*	*13.5%*	*79.4%*	*50.1%*	*29.4%*
55 - 64	672	662	661	353	72	540	298	242
%V	*12.9%*	*13.0%*	*13.0%*	*12.7%*	*11.5%*	*13.5%*	*13.0%*	*14.0%*
%H		*98.5%*	*98.4%*	*52.5%*	*10.7%*	*80.4%*	*44.3%*	*36.0%*
65+	933	924	920	366	67	770	282	489
%V	*17.9%*	*18.1%*	*18.1%*	*13.2%*	*10.7%*	*19.2%*	*12.3%*	*28.3%*
%H		*99.0%*	*98.6%*	*39.2%*	*7.2%*	*82.5%*	*30.2%*	*52.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Individual level data

Table 17.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4263	4156	4147	2190	510	3298	1817	1481
%H		*97.5%*	*97.3%*	*51.4%*	*12.0%*	*77.4%*	*42.6%*	*34.7%*
AB	938	921	919	482	111	715	384	332
%V	*22.0%*	*22.2%*	*22.2%*	*22.0%*	*21.8%*	*21.7%*	*21.1%*	*22.4%*
%H		*98.2%*	*98.0%*	*51.4%*	*11.8%*	*76.2%*	*40.9%*	*35.4%*
C1	1199	1152	1151	605	153	914	512	402
%V	*28.1%*	*27.7%*	*27.8%*	*27.6%*	*30.0%*	*27.7%*	*28.2%*	*27.1%*
%H		*96.1%*	*96.0%*	*50.5%*	*12.8%*	*76.2%*	*42.7%*	*33.5%*
C2	1035	1018	1017	573	133	819	496	323
%V	*24.3%*	*24.5%*	*24.5%*	*26.2%*	*26.1%*	*24.8%*	*27.3%*	*21.8%*
%H		*98.4%*	*98.3%*	*55.4%*	*12.9%*	*79.1%*	*47.9%*	*31.2%*
D	721	706	706	376	86	564	317	247
%V	*16.9%*	*17.0%*	*17.0%*	*17.2%*	*16.9%*	*17.1%*	*17.4%*	*16.7%*
%H		*97.9%*	*97.9%*	*52.1%*	*11.9%*	*78.2%*	*44.0%*	*34.3%*
E	371	357	355	155	26	286	109	177
%V	*8.7%*	*8.6%*	*8.6%*	*7.1%*	*5.1%*	*8.7%*	*6.0%*	*12.0%*
%H		*96.2%*	*95.7%*	*41.8%*	*7.0%*	*77.1%*	*29.4%*	*47.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Individual level data

Table 17.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4263	4156	4147	2190	510	3298	1817	1481
%H		*97.5%*	*97.3%*	*51.4%*	*12.0%*	*77.4%*	*42.6%*	*34.7%*
Working full time	1895	1852	1849	1064	268	1429	893	536
%V	*44.5%*	*44.6%*	*44.6%*	*48.6%*	*52.5%*	*43.3%*	*49.1%*	*36.2%*
%H		*97.7%*	*97.6%*	*56.1%*	*14.1%*	*75.4%*	*47.1%*	*28.3%*
Working part time	438	430	430	234	56	343	199	144
%V	*10.3%*	*10.3%*	*10.4%*	*10.7%*	*11.0%*	*10.4%*	*11.0%*	*9.7%*
%H		*98.2%*	*98.2%*	*53.4%*	*12.8%*	*78.3%*	*45.4%*	*32.9%*
Not working	1931	1874	1868	892	186	1527	725	802
%V	*45.3%*	*45.1%*	*45.0%*	*40.7%*	*36.5%*	*46.3%*	*39.9%*	*54.2%*
%H		*97.0%*	*96.7%*	*46.2%*	*9.6%*	*79.1%*	*37.5%*	*41.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Individual level data

Table 17.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2089	2025	2020	1104	257	1598	921	677
%H		*96.9%*	*96.7%*	*52.8%*	*12.3%*	*76.5%*	*44.1%*	*32.4%*
16 - 19	136	132	132	85	16	109	76	33
%V	*6.5%*	*6.5%*	*6.5%*	*7.7%*	*6.2%*	*6.8%*	*8.3%*	*4.9%*
%H		*97.1%*	*97.1%*	*62.5%*	*11.8%*	*80.1%*	*55.9%*	*24.3%*
20 - 24	179	163	162	90	27	128	82	46
%V	*8.6%*	*8.0%*	*8.0%*	*8.2%*	*10.5%*	*8.0%*	*8.9%*	*6.8%*
%H		*91.1%*	*90.5%*	*50.3%*	*15.1%*	*71.5%*	*45.8%*	*25.7%*
25 - 34	328	311	310	172	58	221	138	83
%V	*15.7%*	*15.4%*	*15.3%*	*15.6%*	*22.6%*	*13.8%*	*15.0%*	*12.3%*
%H		*94.8%*	*94.5%*	*52.4%*	*17.7%*	*67.4%*	*42.1%*	*25.3%*
35 - 44	339	330	329	202	40	249	156	93
%V	*16.2%*	*16.3%*	*16.3%*	*18.3%*	*15.6%*	*15.6%*	*16.9%*	*13.7%*
%H		*97.3%*	*97.1%*	*59.6%*	*11.8%*	*73.5%*	*46.0%*	*27.4%*
45 - 54	354	348	348	202	44	284	179	104
%V	*16.9%*	*17.2%*	*17.2%*	*18.3%*	*17.1%*	*17.8%*	*19.4%*	*15.4%*
%H		*98.3%*	*98.3%*	*57.1%*	*12.4%*	*80.2%*	*50.6%*	*29.4%*
55 - 64	325	317	316	172	38	257	148	109
%V	*15.6%*	*15.7%*	*15.6%*	*15.6%*	*14.8%*	*16.1%*	*16.1%*	*16.1%*
%H		*97.5%*	*97.2%*	*52.9%*	*11.7%*	*79.1%*	*45.5%*	*33.5%*
65+	429	423	422	181	34	350	143	207
%V	*20.5%*	*20.9%*	*20.9%*	*16.4%*	*13.2%*	*21.9%*	*15.5%*	*30.6%*
%H		*98.6%*	*98.4%*	*42.2%*	*7.9%*	*81.6%*	*33.3%*	*48.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Individual level data

Table 17.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2089	2025	2020	1104	257	1598	921	677
%H		*96.9%*	*96.7%*	*52.8%*	*12.3%*	*76.5%*	*44.1%*	*32.4%*
AB	478	469	468	248	60	364	200	164
%V	*22.9%*	*23.2%*	*23.2%*	*22.5%*	*23.3%*	*22.8%*	*21.7%*	*24.2%*
%H		*98.1%*	*97.9%*	*51.9%*	*12.6%*	*76.2%*	*41.8%*	*34.3%*
C1	560	533	531	293	77	414	248	166
%V	*26.8%*	*26.3%*	*26.3%*	*26.5%*	*30.0%*	*25.9%*	*26.9%*	*24.5%*
%H		*95.2%*	*94.8%*	*52.3%*	*13.8%*	*73.9%*	*44.3%*	*29.6%*
C2	568	555	554	314	73	444	271	173
%V	*27.2%*	*27.4%*	*27.4%*	*28.4%*	*28.4%*	*27.8%*	*29.4%*	*25.6%*
%H		*97.7%*	*97.5%*	*55.3%*	*12.9%*	*78.2%*	*47.7%*	*30.5%*
D	344	335	334	188	40	270	161	109
%V	*16.5%*	*16.5%*	*16.5%*	*17.0%*	*15.6%*	*16.9%*	*17.5%*	*16.1%*
%H		*97.4%*	*97.1%*	*54.7%*	*11.6%*	*78.5%*	*46.8%*	*31.7%*
E	140	133	132	61	8	106	42	65
%V	*6.7%*	*6.6%*	*6.5%*	*5.5%*	*3.1%*	*6.6%*	*4.6%*	*9.6%*
%H		*95.0%*	*94.3%*	*43.6%*	*5.7%*	*75.7%*	*30.0%*	*46.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Individual level data

Table 17.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2089	2025	2020	1104	257	1598	921	677
%H		*96.9%*	*96.7%*	*52.8%*	*12.3%*	*76.5%*	*44.1%*	*32.4%*
Working full time	1173	1142	1140	671	161	882	560	322
%V	*56.2%*	*56.4%*	*56.4%*	*60.8%*	*62.6%*	*55.2%*	*60.8%*	*47.6%*
%H		*97.4%*	*97.2%*	*57.2%*	*13.7%*	*75.2%*	*47.7%*	*27.5%*
Working part time	84	81	81	43	11	65	36	30
%V	*4.0%*	*4.0%*	*4.0%*	*3.9%*	*4.3%*	*4.1%*	*3.9%*	*4.4%*
%H		*96.4%*	*96.4%*	*51.2%*	*13.1%*	*77.4%*	*42.9%*	*35.7%*
Not working	833	801	798	390	86	650	324	326
%V	*39.9%*	*39.6%*	*39.5%*	*35.3%*	*33.5%*	*40.7%*	*35.2%*	*48.2%*
%H		*96.2%*	*95.8%*	*46.8%*	*10.3%*	*78.0%*	*38.9%*	*39.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Individual level data

Table 17.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2174	2131	2127	1086	253	1701	897	804
%H		*98.0%*	*97.8%*	*50.0%*	*11.6%*	*78.2%*	*41.3%*	*37.0%*
16 - 19	122	119	118	68	15	95	58	37
%V	*5.6%*	*5.6%*	*5.5%*	*6.3%*	*5.9%*	*5.6%*	*6.5%*	*4.6%*
%H		*97.5%*	*96.7%*	*55.7%*	*12.3%*	*77.9%*	*47.5%*	*30.3%*
20 - 24	167	157	157	74	25	123	65	58
%V	*7.7%*	*7.4%*	*7.4%*	*6.8%*	*9.9%*	*7.2%*	*7.2%*	*7.2%*
%H		*94.0%*	*94.0%*	*44.3%*	*15.0%*	*73.7%*	*38.9%*	*34.7%*
25 - 34	307	294	294	166	47	215	132	83
%V	*14.1%*	*13.8%*	*13.8%*	*15.3%*	*18.6%*	*12.6%*	*14.7%*	*10.3%*
%H		*95.8%*	*95.8%*	*54.1%*	*15.3%*	*70.0%*	*43.0%*	*27.0%*
35 - 44	357	351	350	205	45	272	169	104
%V	*16.4%*	*16.5%*	*16.5%*	*18.9%*	*17.8%*	*16.0%*	*18.8%*	*12.9%*
%H		*98.3%*	*98.0%*	*57.4%*	*12.6%*	*76.2%*	*47.3%*	*29.1%*
45 - 54	371	365	365	207	53	292	184	108
%V	*17.1%*	*17.1%*	*17.2%*	*19.1%*	*20.9%*	*17.2%*	*20.5%*	*13.4%*
%H		*98.4%*	*98.4%*	*55.8%*	*14.3%*	*78.7%*	*49.6%*	*29.1%*
55 - 64	347	345	345	181	34	283	150	133
%V	*16.0%*	*16.2%*	*16.2%*	*16.7%*	*13.4%*	*16.6%*	*16.7%*	*16.5%*
%H		*99.4%*	*99.4%*	*52.2%*	*9.8%*	*81.6%*	*43.2%*	*38.3%*
65+	504	500	498	185	33	421	139	281
%V	*23.2%*	*23.5%*	*23.4%*	*17.0%*	*13.0%*	*24.8%*	*15.5%*	*35.0%*
%H		*99.2%*	*98.8%*	*36.7%*	*6.5%*	*83.5%*	*27.6%*	*55.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Individual level data

Table 17.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2174	2131	2127	1086	253	1701	897	804
%H		*98.0%*	*97.8%*	*50.0%*	*11.6%*	*78.2%*	*41.3%*	*37.0%*
AB	460	452	450	234	51	352	184	168
%V	*21.2%*	*21.2%*	*21.2%*	*21.5%*	*20.2%*	*20.7%*	*20.5%*	*20.9%*
%H		*98.3%*	*97.8%*	*50.9%*	*11.1%*	*76.5%*	*40.0%*	*36.5%*
C1	640	619	619	311	76	500	264	236
%V	*29.4%*	*29.0%*	*29.1%*	*28.6%*	*30.0%*	*29.4%*	*29.4%*	*29.4%*
%H		*96.7%*	*96.7%*	*48.6%*	*11.9%*	*78.1%*	*41.3%*	*36.9%*
C2	467	464	463	259	61	375	225	149
%V	*21.5%*	*21.8%*	*21.8%*	*23.8%*	*24.1%*	*22.0%*	*25.1%*	*18.5%*
%H		*99.4%*	*99.1%*	*55.5%*	*13.1%*	*80.3%*	*48.2%*	*31.9%*
D	377	372	371	188	47	294	156	138
%V	*17.3%*	*17.5%*	*17.4%*	*17.3%*	*18.6%*	*17.3%*	*17.4%*	*17.2%*
%H		*98.7%*	*98.4%*	*49.9%*	*12.5%*	*78.0%*	*41.4%*	*36.6%*
E	230	224	223	94	18	180	67	112
%V	*10.6%*	*10.5%*	*10.5%*	*8.7%*	*7.1%*	*10.6%*	*7.5%*	*13.9%*
%H		*97.4%*	*97.0%*	*40.9%*	*7.8%*	*78.3%*	*29.1%*	*48.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Wales and West

Individual level data

Table 17.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2174	2131	2127	1086	253	1701	897	804
%H		*98.0%*	*97.8%*	*50.0%*	*11.6%*	*78.2%*	*41.3%*	*37.0%*
Working full time	722	710	709	393	107	547	333	214
%V	*33.2%*	*33.3%*	*33.3%*	*36.2%*	*42.3%*	*32.2%*	*37.1%*	*26.6%*
%H		*98.3%*	*98.2%*	*54.4%*	*14.8%*	*75.8%*	*46.1%*	*29.6%*
Working part time	353	349	349	192	46	278	164	114
%V	*16.2%*	*16.4%*	*16.4%*	*17.7%*	*18.2%*	*16.3%*	*18.3%*	*14.2%*
%H		*98.9%*	*98.9%*	*54.4%*	*13.0%*	*78.8%*	*46.5%*	*32.3%*
Not working	1098	1073	1070	501	100	876	400	476
%V	*50.5%*	*50.4%*	*50.3%*	*46.1%*	*39.5%*	*51.5%*	*44.6%*	*59.2%*
%H		*97.7%*	*97.4%*	*45.6%*	*9.1%*	*79.8%*	*36.4%*	*43.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV West Macro

Household level data

Table 18.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3159	3057	3048	1431	328	2439	1131	1308
%H (All HH)		*96.8%*	*96.5%*	*45.3%*	*10.4%*	*77.2%*	*35.8%*	*41.4%*
%H (TV HH)			*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
AB	678	663	659	320	72	515	244	271
%V	*21.5%*	*21.7%*	*21.6%*	*22.4%*	*22.0%*	*21.1%*	*21.6%*	*20.7%*
%H (All HH)		*97.8%*	*97.2%*	*47.2%*	*10.6%*	*76.0%*	*36.0%*	*40.0%*
%H (TV HH)			*99.4%*	*48.3%*	*10.9%*	*77.7%*	*36.8%*	*40.9%*
C1	903	862	862	407	101	684	326	358
%V	*28.6%*	*28.2%*	*28.3%*	*28.4%*	*30.8%*	*28.0%*	*28.8%*	*27.4%*
%H (All HH)		*95.5%*	*95.5%*	*45.1%*	*11.2%*	*75.7%*	*36.1%*	*39.6%*
%H (TV HH)			*100.0%*	*47.2%*	*11.7%*	*79.4%*	*37.8%*	*41.5%*
C2	705	693	691	350	78	562	292	270
%V	*22.3%*	*22.7%*	*22.7%*	*24.5%*	*23.8%*	*23.0%*	*25.8%*	*20.6%*
%H (All HH)		*98.3%*	*98.0%*	*49.6%*	*11.1%*	*79.7%*	*41.4%*	*38.3%*
%H (TV HH)			*99.7%*	*50.5%*	*11.3%*	*81.1%*	*42.1%*	*39.0%*
D	512	495	494	227	56	395	183	213
%V	*16.2%*	*16.2%*	*16.2%*	*15.9%*	*17.1%*	*16.2%*	*16.2%*	*16.3%*
%H (All HH)		*96.7%*	*96.5%*	*44.3%*	*10.9%*	*77.1%*	*35.7%*	*41.6%*
%H (TV HH)			*99.8%*	*45.9%*	*11.3%*	*79.8%*	*37.0%*	*43.0%*
E	361	345	342	127	21	282	86	196
%V	*11.4%*	*11.3%*	*11.2%*	*8.9%*	*6.4%*	*11.6%*	*7.6%*	*15.0%*
%H (All HH)		*95.6%*	*94.7%*	*35.2%*	*5.8%*	*78.1%*	*23.8%*	*54.3%*
%H (TV HH)			*99.1%*	*36.8%*	*6.1%*	*81.7%*	*24.9%*	*56.8%*

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV West Macro

Household level data

Table 18.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3159	3057	3048	1431	328	2439	1131	1308
%H (All HH)		*96.8%*	*96.5%*	*45.3%*	*10.4%*	*77.2%*	*35.8%*	*41.4%*
%H (TV HH)			*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
Under 25	178	157	155	62	19	117	44	73
%V	*5.6%*	*5.1%*	*5.1%*	*4.3%*	*5.8%*	*4.8%*	*3.9%*	*5.6%*
%H (All HH)		*88.2%*	*87.1%*	*34.8%*	*10.7%*	*65.7%*	*24.7%*	*41.0%*
%H (TV HH)			*98.7%*	*39.5%*	*12.1%*	*74.5%*	*28.0%*	*46.5%*
25 - 34	423	397	396	210	63	280	154	126
%V	*13.4%*	*13.0%*	*13.0%*	*14.7%*	*19.2%*	*11.5%*	*13.6%*	*9.6%*
%H (All HH)		*93.9%*	*93.6%*	*49.6%*	*14.9%*	*66.2%*	*36.4%*	*29.8%*
%H (TV HH)			*99.7%*	*52.9%*	*15.9%*	*70.5%*	*38.8%*	*31.7%*
35 - 44	529	515	514	293	57	402	234	167
%V	*16.7%*	*16.8%*	*16.9%*	*20.5%*	*17.4%*	*16.5%*	*20.7%*	*12.8%*
%H (All HH)		*97.4%*	*97.2%*	*55.4%*	*10.8%*	*76.0%*	*44.2%*	*31.6%*
%H (TV HH)			*99.8%*	*56.9%*	*11.1%*	*78.1%*	*45.4%*	*32.4%*
45 - 54	581	565	565	290	82	461	264	198
%V	*18.4%*	*18.5%*	*18.5%*	*20.3%*	*25.0%*	*18.9%*	*23.3%*	*15.1%*
%H (All HH)		*97.2%*	*97.2%*	*49.9%*	*14.1%*	*79.3%*	*45.4%*	*34.1%*
%H (TV HH)			*100.0%*	*51.3%*	*14.5%*	*81.6%*	*46.7%*	*35.0%*
55 - 64	565	552	551	271	51	447	213	234
%V	*17.9%*	*18.1%*	*18.1%*	*18.9%*	*15.5%*	*18.3%*	*18.8%*	*17.9%*
%H (All HH)		*97.7%*	*97.5%*	*48.0%*	*9.0%*	*79.1%*	*37.7%*	*41.4%*
%H (TV HH)			*99.8%*	*49.1%*	*9.2%*	*81.0%*	*38.6%*	*42.4%*
65 +	884	871	868	305	55	731	222	509
%V	*28.0%*	*28.5%*	*28.5%*	*21.3%*	*16.8%*	*30.0%*	*19.6%*	*38.9%*
%H (All HH)		*98.5%*	*98.2%*	*34.5%*	*6.2%*	*82.7%*	*25.1%*	*57.6%*
%H (TV HH)			*99.7%*	*35.0%*	*6.3%*	*83.9%*	*25.5%*	*58.4%*

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV West Macro

Household level data

Table 18.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3159	3057	3048	1431	328	2439	1131	1308
%H (All HH)		*96.8%*	*96.5%*	*45.3%*	*10.4%*	*77.2%*	*35.8%*	*41.4%*
%H (TV HH)			*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
1	1028	964	956	313	80	766	200	566
%V	*32.5%*	*31.5%*	*31.4%*	*21.9%*	*24.4%*	*31.4%*	*17.7%*	*43.3%*
%H (All HH)		*93.8%*	*93.0%*	*30.4%*	*7.8%*	*74.5%*	*19.5%*	*55.1%*
%H (TV HH)			*99.2%*	*32.5%*	*8.3%*	*79.5%*	*20.7%*	*58.7%*
2	1134	1113	1112	535	116	896	431	465
%V	*35.9%*	*36.4%*	*36.5%*	*37.4%*	*35.4%*	*36.7%*	*38.1%*	*35.6%*
%H (All HH)		*98.1%*	*98.1%*	*47.2%*	*10.2%*	*79.0%*	*38.0%*	*41.0%*
%H (TV HH)			*99.9%*	*48.1%*	*10.4%*	*80.5%*	*38.7%*	*41.8%*
3	469	461	461	269	63	363	228	134
%V	*14.8%*	*15.1%*	*15.1%*	*18.8%*	*19.2%*	*14.9%*	*20.2%*	*10.2%*
%H (All HH)		*98.3%*	*98.3%*	*57.4%*	*13.4%*	*77.4%*	*48.6%*	*28.6%*
%H (TV HH)			*100.0%*	*58.4%*	*13.7%*	*78.7%*	*49.5%*	*29.1%*
4	376	371	371	218	50	298	192	106
%V	*11.9%*	*12.1%*	*12.2%*	*15.2%*	*15.2%*	*12.2%*	*17.0%*	*8.1%*
%H (All HH)		*98.7%*	*98.7%*	*58.0%*	*13.3%*	*79.3%*	*51.1%*	*28.2%*
%H (TV HH)			*100.0%*	*58.8%*	*13.5%*	*80.3%*	*51.8%*	*28.6%*
5+	152	148	148	96	19	115	80	35
%V	*4.8%*	*4.8%*	*4.9%*	*6.7%*	*5.8%*	*4.7%*	*7.1%*	*2.7%*
%H (All HH)		*97.4%*	*97.4%*	*63.2%*	*12.5%*	*75.7%*	*52.6%*	*23.0%*
%H (TV HH)			*100.0%*	*64.9%*	*12.8%*	*77.7%*	*54.1%*	*23.6%*
Average HH size	2.22	2.24	2.24	2.50	2.46	2.24	2.60	1.92

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
April 2010 - March 2011

ITV West Macro

Household level data

Table 18.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3159	3057	3048	1431	328	2439	1131	1308
%H (All HH)		*96.8%*	*96.5%*	*45.3%*	*10.4%*	*77.2%*	*35.8%*	*41.4%*
%H (TV HH)			*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
Without	2418	2330	2321	1001	240	1884	790	1094
%V	*76.5%*	*76.2%*	*76.1%*	*70.0%*	*73.2%*	*77.2%*	*69.8%*	*83.6%*
%H (All HH)		*96.4%*	*96.0%*	*41.4%*	*9.9%*	*77.9%*	*32.7%*	*45.2%*
%H (TV HH)			*99.6%*	*43.0%*	*10.3%*	*80.9%*	*33.9%*	*47.0%*
With	741	727	727	430	88	555	341	214
%V	*23.5%*	*23.8%*	*23.9%*	*30.0%*	*26.8%*	*22.8%*	*30.2%*	*16.4%*
%H (All HH)		*98.1%*	*98.1%*	*58.0%*	*11.9%*	*74.9%*	*46.0%*	*28.9%*
%H (TV HH)			*100.0%*	*59.1%*	*12.1%*	*76.3%*	*46.9%*	*29.4%*
0 - 3	273	266	266	152	35	191	111	80
%V	*8.6%*	*8.7%*	*8.7%*	*10.6%*	*10.7%*	*7.8%*	*9.8%*	*6.1%*
%H (All HH)		*97.4%*	*97.4%*	*55.7%*	*12.8%*	*70.0%*	*40.7%*	*29.3%*
%H (TV HH)			*100.0%*	*57.1%*	*13.2%*	*71.8%*	*41.7%*	*30.1%*
4 - 9	355	349	349	212	37	259	157	102
%V	*11.2%*	*11.4%*	*11.5%*	*14.8%*	*11.3%*	*10.6%*	*13.9%*	*7.8%*
%H (All HH)		*98.3%*	*98.3%*	*59.7%*	*10.4%*	*73.0%*	*44.2%*	*28.7%*
%H (TV HH)			*100.0%*	*60.7%*	*10.6%*	*74.2%*	*45.0%*	*29.2%*
10 - 15	362	357	357	219	47	288	193	95
%V	*11.5%*	*11.7%*	*11.7%*	*15.3%*	*14.3%*	*11.8%*	*17.1%*	*7.3%*
%H (All HH)		*98.6%*	*98.6%*	*60.5%*	*13.0%*	*79.6%*	*53.3%*	*26.2%*
%H (TV HH)			*100.0%*	*61.3%*	*13.2%*	*80.7%*	*54.1%*	*26.6%*

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
April 2010 - March 2011

ITV West Macro

Household level data

Table 18.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3159	3057	3048	1431	328	2439	1131	1308
%H (All HH)		*96.8%*	*96.5%*	*45.3%*	*10.4%*	*77.2%*	*35.8%*	*41.4%*
%H (TV HH)			*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
1	1230	1230	1222	444	127	866	214	651
%V	*38.9%*	*40.2%*	*40.1%*	*31.0%*	*38.7%*	*35.5%*	*18.9%*	*49.8%*
%H (All HH)		*100.0%*	*99.3%*	*36.1%*	*10.3%*	*70.4%*	*17.4%*	*52.9%*
%H (TV HH)			*99.3%*	*36.1%*	*10.3%*	*70.4%*	*17.4%*	*52.9%*
2	1077	1077	1076	534	108	896	454	442
%V	*34.1%*	*35.2%*	*35.3%*	*37.3%*	*32.9%*	*36.7%*	*40.1%*	*33.8%*
%H (All HH)		*100.0%*	*99.9%*	*49.6%*	*10.0%*	*83.2%*	*42.2%*	*41.0%*
%H (TV HH)			*99.9%*	*49.6%*	*10.0%*	*83.2%*	*42.2%*	*41.0%*
3	478	478	477	275	58	427	276	151
%V	*15.1%*	*15.6%*	*15.6%*	*19.2%*	*17.7%*	*17.5%*	*24.4%*	*11.5%*
%H (All HH)		*100.0%*	*99.8%*	*57.5%*	*12.1%*	*89.3%*	*57.7%*	*31.6%*
%H (TV HH)			*99.8%*	*57.5%*	*12.1%*	*89.3%*	*57.7%*	*31.6%*
4	185	185	185	120	25	168	127	41
%V	*5.9%*	*6.1%*	*6.1%*	*8.4%*	*7.6%*	*6.9%*	*11.2%*	*3.1%*
%H (All HH)		*100.0%*	*100.0%*	*64.9%*	*13.5%*	*90.8%*	*68.6%*	*22.2%*
%H (TV HH)			*100.0%*	*64.9%*	*13.5%*	*90.8%*	*68.6%*	*22.2%*
5+	88	88	88	58	9	82	60	22
%V	*2.8%*	*2.9%*	*2.9%*	*4.1%*	*2.7%*	*3.4%*	*5.3%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*65.9%*	*10.2%*	*93.2%*	*68.2%*	*25.0%*
%H (TV HH)			*100.0%*	*65.9%*	*10.2%*	*93.2%*	*68.2%*	*25.0%*

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
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ITV West Macro

Household level data

Table 18.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3159	3057	3048	1431	328	2439	1131	1308
%H (All HH)		*96.8%*	*96.5%*	*45.3%*	*10.4%*	*77.2%*	*35.8%*	*41.4%*
%H (TV HH)			*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
Under 20"	1209	1209	1206	588	119	1063	556	507
%V	*38.3%*	*39.5%*	*39.6%*	*41.1%*	*36.3%*	*43.6%*	*49.2%*	*38.8%*
%H (All HH)		*100.0%*	*99.8%*	*48.6%*	*9.8%*	*87.9%*	*46.0%*	*41.9%*
%H (TV HH)			*99.8%*	*48.6%*	*9.8%*	*87.9%*	*46.0%*	*41.9%*
20" - 29"	1590	1590	1586	696	162	1320	582	738
%V	*50.3%*	*52.0%*	*52.0%*	*48.6%*	*49.4%*	*54.1%*	*51.5%*	*56.4%*
%H (All HH)		*100.0%*	*99.7%*	*43.8%*	*10.2%*	*83.0%*	*36.6%*	*46.4%*
%H (TV HH)			*99.7%*	*43.8%*	*10.2%*	*83.0%*	*36.6%*	*46.4%*
30" - 39"	1472	1472	1470	775	177	1172	642	530
%V	*46.6%*	*48.2%*	*48.2%*	*54.2%*	*54.0%*	*48.1%*	*56.8%*	*40.5%*
%H (All HH)		*100.0%*	*99.9%*	*52.6%*	*12.0%*	*79.6%*	*43.6%*	*36.0%*
%H (TV HH)			*99.9%*	*52.6%*	*12.0%*	*79.6%*	*43.6%*	*36.0%*
40" and over	693	693	693	463	83	544	388	156
%V	*21.9%*	*22.7%*	*22.7%*	*32.4%*	*25.3%*	*22.3%*	*34.3%*	*11.9%*
%H (All HH)		*100.0%*	*100.0%*	*66.8%*	*12.0%*	*78.5%*	*56.0%*	*22.5%*
%H (TV HH)			*100.0%*	*66.8%*	*12.0%*	*78.5%*	*56.0%*	*22.5%*

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

Table 18.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3159	3057	3048	1431	328	2439	1131	1308
%H (All HH)		*96.8%*	*96.5%*	*45.3%*	*10.4%*	*77.2%*	*35.8%*	*41.4%*
%H (TV HH)			*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
Main living room	3027	3027	3018	1423	326	2412	1125	1287
%V	*95.8%*	*99.0%*	*99.0%*	*99.4%*	*99.4%*	*98.9%*	*99.5%*	*98.4%*
%H (All HH)		*100.0%*	*99.7%*	*47.0%*	*10.8%*	*79.7%*	*37.2%*	*42.5%*
%H (TV HH)			*99.7%*	*47.0%*	*10.8%*	*79.7%*	*37.2%*	*42.5%*
Kitchen	415	415	415	227	26	369	206	164
%V	*13.1%*	*13.6%*	*13.6%*	*15.9%*	*7.9%*	*15.1%*	*18.2%*	*12.5%*
%H (All HH)		*100.0%*	*100.0%*	*54.7%*	*6.3%*	*88.9%*	*49.6%*	*39.5%*
%H (TV HH)			*100.0%*	*54.7%*	*6.3%*	*88.9%*	*49.6%*	*39.5%*
Adult's bedroom	1311	1311	1310	725	154	1136	690	446
%V	*41.5%*	*42.9%*	*43.0%*	*50.7%*	*47.0%*	*46.6%*	*61.0%*	*34.1%*
%H (All HH)		*100.0%*	*99.9%*	*55.3%*	*11.7%*	*86.7%*	*52.6%*	*34.0%*
%H (TV HH)			*99.9%*	*55.3%*	*11.7%*	*86.7%*	*52.6%*	*34.0%*
Child's bedroom	305	305	305	188	43	270	193	77
%V	*9.7%*	*10.0%*	*10.0%*	*13.1%*	*13.1%*	*11.1%*	*17.1%*	*5.9%*
%H (All HH)		*100.0%*	*100.0%*	*61.6%*	*14.1%*	*88.5%*	*63.3%*	*25.2%*
%H (TV HH)			*100.0%*	*61.6%*	*14.1%*	*88.5%*	*63.3%*	*25.2%*
Other bedroom	120	120	119	67	16	105	67	39
%V	*3.8%*	*3.9%*	*3.9%*	*4.7%*	*4.9%*	*4.3%*	*5.9%*	*3.0%*
%H (All HH)		*100.0%*	*99.2%*	*55.8%*	*13.3%*	*87.5%*	*55.8%*	*32.5%*
%H (TV HH)			*99.2%*	*55.8%*	*13.3%*	*87.5%*	*55.8%*	*32.5%*
Second living/dining room	384	384	384	219	36	331	201	130
%V	*12.2%*	*12.6%*	*12.6%*	*15.3%*	*11.0%*	*13.6%*	*17.8%*	*9.9%*
%H (All HH)		*100.0%*	*100.0%*	*57.0%*	*9.4%*	*86.2%*	*52.3%*	*33.9%*
%H (TV HH)			*100.0%*	*57.0%*	*9.4%*	*86.2%*	*52.3%*	*33.9%*
Study/office	58	58	58	33	6	53	33	20
%V	*1.8%*	*1.9%*	*1.9%*	*2.3%*	*1.8%*	*2.2%*	*2.9%*	*1.5%*
%H (All HH)		*100.0%*	*100.0%*	*56.9%*	*10.3%*	*91.4%*	*56.9%*	*34.5%*
%H (TV HH)			*100.0%*	*56.9%*	*10.3%*	*91.4%*	*56.9%*	*34.5%*
TV room	15	15	15	10	1	13	8	5
%V	*0.5%*	*0.5%*	*0.5%*	*0.7%*	*0.3%*	*0.5%*	*0.7%*	*0.4%*
%H (All HH)		*100.0%*	*100.0%*	*66.7%*	*6.7%*	*86.7%*	*53.3%*	*33.3%*
%H (TV HH)			*100.0%*	*66.7%*	*6.7%*	*86.7%*	*53.3%*	*33.3%*
No specific location	8	8	8	3	2	7	3	4
%V	*0.3%*	*0.3%*	*0.3%*	*0.2%*	*0.6%*	*0.3%*	*0.3%*	*0.3%*
%H (All HH)		*100.0%*	*100.0%*	*37.5%*	*25.0%*	*87.5%*	*37.5%*	*50.0%*
%H (TV HH)			*100.0%*	*37.5%*	*25.0%*	*87.5%*	*37.5%*	*50.0%*
Other	13	13	13	7	1	12	7	5
%V	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*	*0.6%*	*0.4%*
%H (All HH)		*100.0%*	*100.0%*	*53.8%*	*7.7%*	*92.3%*	*53.8%*	*38.5%*
%H (TV HH)			*100.0%*	*53.8%*	*7.7%*	*92.3%*	*53.8%*	*38.5%*

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
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ITV West Macro

Household level data

Table 18.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3159	3057	3048	1431	328	2439	1131	1308
%H (All HH)		*96.8%*	*96.5%*	*45.3%*	*10.4%*	*77.2%*	*35.8%*	*41.4%*
%H (TV HH)			*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
PVR	1440	1440	1440	969	149	1089	754	336
%V	*45.6%*	*47.1%*	*47.2%*	*67.7%*	*45.4%*	*44.6%*	*66.7%*	*25.7%*
%H (All HH)		*100.0%*	*100.0%*	*67.3%*	*10.3%*	*75.6%*	*52.4%*	*23.3%*
%H (TV HH)			*100.0%*	*67.3%*	*10.3%*	*75.6%*	*52.4%*	*23.3%*
DVDR	413	413	412	205	44	334	168	166
%V	*13.1%*	*13.5%*	*13.5%*	*14.3%*	*13.4%*	*13.7%*	*14.9%*	*12.7%*
%H (All HH)		*100.0%*	*99.8%*	*49.6%*	*10.7%*	*80.9%*	*40.7%*	*40.2%*
%H (TV HH)			*99.8%*	*49.6%*	*10.7%*	*80.9%*	*40.7%*	*40.2%*
VCR	510	510	510	236	63	407	191	216
%V	*16.1%*	*16.7%*	*16.7%*	*16.5%*	*19.2%*	*16.7%*	*16.9%*	*16.5%*
%H (All HH)		*100.0%*	*100.0%*	*46.3%*	*12.4%*	*79.8%*	*37.5%*	*42.4%*
%H (TV HH)			*100.0%*	*46.3%*	*12.4%*	*79.8%*	*37.5%*	*42.4%*
Any recorder	1852	1852	1851	1108	195	1429	865	564
%V	*58.6%*	*60.6%*	*60.7%*	*77.4%*	*59.5%*	*58.6%*	*76.5%*	*43.1%*
%H (All HH)		*100.0%*	*99.9%*	*59.8%*	*10.5%*	*77.2%*	*46.7%*	*30.5%*
%H (TV HH)			*99.9%*	*59.8%*	*10.5%*	*77.2%*	*46.7%*	*30.5%*

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
April 2010 - March 2011

ITV West Macro

Household level data

Table 18.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3159	3057	3048	1431	328	2439	1131	1308
%H (All HH)		*96.8%*	*96.5%*	*45.3%*	*10.4%*	*77.2%*	*35.8%*	*41.4%*
%H (TV HH)			*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
Receives HDTV (via STB or built-in reception)	716	716	716	460	153	539	425	113
%V	*22.7%*	*23.4%*	*23.5%*	*32.1%*	*46.6%*	*22.1%*	*37.6%*	*8.6%*
%H (All HH)		*100.0%*	*100.0%*	*64.2%*	*21.4%*	*75.3%*	*59.4%*	*15.8%*
%H (TV HH)			*100.0%*	*64.2%*	*21.4%*	*75.3%*	*59.4%*	*15.8%*
DVD/Blu-ray player or recorder	2433	2433	2428	1210	289	1935	986	948
%V	*77.0%*	*79.6%*	*79.7%*	*84.6%*	*88.1%*	*79.3%*	*87.2%*	*72.5%*
%H (All HH)		*100.0%*	*99.8%*	*49.7%*	*11.9%*	*79.5%*	*40.5%*	*39.0%*
%H (TV HH)			*99.8%*	*49.7%*	*11.9%*	*79.5%*	*40.5%*	*39.0%*

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
April 2010 - March 2011

ITV West Macro

Household level data

Table 18.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3159	3057	3048	1431	328	2439	1131	1308
%H (All HH)		*96.8%*	*96.5%*	*45.3%*	*10.4%*	*77.2%*	*35.8%*	*41.4%*
%H (TV HH)			*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
Has PC or Laptop	2293	2226	2221	1168	285	1740	954	786
%V	*72.6%*	*72.8%*	*72.9%*	*81.6%*	*86.9%*	*71.3%*	*84.4%*	*60.1%*
%H (All HH)		*97.1%*	*96.9%*	*50.9%*	*12.4%*	*75.9%*	*41.6%*	*34.3%*
%H (TV HH)			*99.8%*	*52.5%*	*12.8%*	*78.2%*	*42.9%*	*35.3%*
Has broadband internet	2104	2044	2040	1091	276	1589	900	689
%V	*66.6%*	*66.9%*	*66.9%*	*76.2%*	*84.1%*	*65.1%*	*79.6%*	*52.7%*
%H (All HH)		*97.1%*	*97.0%*	*51.9%*	*13.1%*	*75.5%*	*42.8%*	*32.7%*
%H (TV HH)			*99.8%*	*53.4%*	*13.5%*	*77.7%*	*44.0%*	*33.7%*

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV West Macro

Set level data

Table 18.11: Screen Size

		Platforms available in Household						
		TV	**Multi-channel**	**DSat**	**Cable**	**DTT**	**DTT + Cab/DSat**	**DTT only**
		HH	**HH**	**HH**	**HH**	**HH**	**HH**	**HH**
Total Sets		6032	6021	3133	669	5054	2785	2269
	%H		*99.8%*	*51.9%*	*11.1%*	*83.8%*	*46.2%*	*37.6%*
Under 20"		1639	1636	830	164	1460	807	653
	%V	*27.2%*	*27.2%*	*26.5%*	*24.5%*	*28.9%*	*29.0%*	*28.8%*
	%H		*99.8%*	*50.6%*	*10.0%*	*89.1%*	*49.2%*	*39.8%*
20" - 29"		1948	1944	882	209	1646	777	868
	%V	*32.3%*	*32.3%*	*28.2%*	*31.2%*	*32.6%*	*27.9%*	*38.3%*
	%H		*99.8%*	*45.3%*	*10.7%*	*84.5%*	*39.9%*	*44.6%*
30" - 39"		1670	1668	903	204	1340	766	575
	%V	*27.7%*	*27.7%*	*28.8%*	*30.5%*	*26.5%*	*27.5%*	*25.3%*
	%H		*99.9%*	*54.1%*	*12.2%*	*80.2%*	*45.9%*	*34.4%*
40" and over		754	754	511	90	594	430	163
	%V	*12.5%*	*12.5%*	*16.3%*	*13.5%*	*11.8%*	*15.4%*	*7.2%*
	%H		*100.0%*	*67.8%*	*11.9%*	*78.8%*	*57.0%*	*21.6%*
Don't know		20	19	7	2	15	5	10
	%V	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.4%*
	%H		*95.0%*	*35.0%*	*10.0%*	*75.0%*	*25.0%*	*50.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV West Macro

Set level data

Table 18.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6032	6021	3133	669	5054	2785	2269
%H		*99.8%*	*51.9%*	*11.1%*	*83.8%*	*46.2%*	*37.6%*
Main living room	3052	3043	1436	330	2435	1138	1297
%V	*50.6%*	*50.5%*	*45.8%*	*49.3%*	*48.2%*	*40.9%*	*57.2%*
%H		*99.7%*	*47.1%*	*10.8%*	*79.8%*	*37.3%*	*42.5%*
Kitchen	416	416	228	26	370	206	164
%V	*6.9%*	*6.9%*	*7.3%*	*3.9%*	*7.3%*	*7.4%*	*7.2%*
%H		*100.0%*	*54.8%*	*6.3%*	*88.9%*	*49.5%*	*39.4%*
Adult's bedroom	1541	1540	866	193	1349	847	502
%V	*25.5%*	*25.6%*	*27.6%*	*28.8%*	*26.7%*	*30.4%*	*22.1%*
%H		*99.9%*	*56.2%*	*12.5%*	*87.5%*	*55.0%*	*32.6%*
Child's bedroom	401	401	249	58	358	260	98
%V	*6.6%*	*6.7%*	*7.9%*	*8.7%*	*7.1%*	*9.3%*	*4.3%*
%H		*100.0%*	*62.1%*	*14.5%*	*89.3%*	*64.8%*	*24.4%*
Other bedroom	135	134	78	16	120	77	42
%V	*2.2%*	*2.2%*	*2.5%*	*2.4%*	*2.4%*	*2.8%*	*1.9%*
%H		*99.3%*	*57.8%*	*11.9%*	*88.9%*	*57.0%*	*31.1%*
Second living/dining room	389	389	223	36	336	205	132
%V	*6.4%*	*6.5%*	*7.1%*	*5.4%*	*6.6%*	*7.4%*	*5.8%*
%H		*100.0%*	*57.3%*	*9.3%*	*86.4%*	*52.7%*	*33.9%*
Study/office	59	59	33	6	54	33	20
%V	*1.0%*	*1.0%*	*1.1%*	*0.9%*	*1.1%*	*1.2%*	*0.9%*
%H		*100.0%*	*55.9%*	*10.2%*	*91.5%*	*55.9%*	*33.9%*
TV room	15	15	10	1	13	8	5
%V	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.3%*	*0.3%*	*0.2%*
%H		*100.0%*	*66.7%*	*6.7%*	*86.7%*	*53.3%*	*33.3%*
No specific location	8	8	3	2	7	3	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.3%*	*0.1%*	*0.1%*	*0.2%*
%H		*100.0%*	*37.5%*	*25.0%*	*87.5%*	*37.5%*	*50.0%*
Other	14	14	7	1	13	8	5
%V	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.3%*	*0.2%*
%H		*100.0%*	*50.0%*	*7.1%*	*92.9%*	*57.1%*	*35.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 18.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6032	6021	3133	669	5054	2785	2269
%H		*99.8%*	*51.9%*	*11.1%*	*83.8%*	*46.2%*	*37.6%*
PVR	1726	1726	1201	167	1295	920	376
%V	*28.6%*	*28.7%*	*38.3%*	*25.0%*	*25.6%*	*33.0%*	*16.6%*
%H		*100.0%*	*69.6%*	*9.7%*	*75.0%*	*53.3%*	*21.8%*
DVDR	477	476	250	51	387	206	181
%V	*7.9%*	*7.9%*	*8.0%*	*7.6%*	*7.7%*	*7.4%*	*8.0%*
%H		*99.8%*	*52.4%*	*10.7%*	*81.1%*	*43.2%*	*37.9%*
VCR	586	585	275	76	474	234	241
%V	*9.7%*	*9.7%*	*8.8%*	*11.4%*	*9.4%*	*8.4%*	*10.6%*
%H		*99.8%*	*46.9%*	*13.0%*	*80.9%*	*39.9%*	*41.1%*
Any recorder	2319	2318	1447	237	1794	1138	656
%V	*38.4%*	*38.5%*	*46.2%*	*35.4%*	*35.5%*	*40.9%*	*28.9%*
%H		*100.0%*	*62.4%*	*10.2%*	*77.4%*	*49.1%*	*28.3%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6032	6021	3133	669	5054	2785	2269
%H		*99.8%*	*51.9%*	*11.1%*	*83.8%*	*46.2%*	*37.6%*
Receives HDTV (via STB or built-in reception)	853	853	544	179	646	505	141
%V	*14.1%*	*14.2%*	*17.4%*	*26.8%*	*12.8%*	*18.1%*	*6.2%*
%H		*100.0%*	*63.8%*	*21.0%*	*75.7%*	*59.2%*	*16.5%*
DVD/Blu-ray player or recorder	3620	3615	1930	456	2974	1708	1266
%V	*60.0%*	*60.0%*	*61.6%*	*68.2%*	*58.8%*	*61.3%*	*55.8%*
%H		*99.9%*	*53.3%*	*12.6%*	*82.2%*	*47.2%*	*35.0%*

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

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Set level data

Table 18.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3057	3047	1431	328	2438	1131	1307
%H		*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
Under 20"	145	142	30	6	122	16	106
%V	*4.7%*	*4.7%*	*2.1%*	*1.8%*	*5.0%*	*1.4%*	*8.1%*
%H		*97.9%*	*20.7%*	*4.1%*	*84.1%*	*11.0%*	*73.1%*
20" - 29"	991	988	334	89	802	235	567
%V	*32.4%*	*32.4%*	*23.3%*	*27.1%*	*32.9%*	*20.8%*	*43.4%*
%H		*99.7%*	*33.7%*	*9.0%*	*80.9%*	*23.7%*	*57.2%*
30" - 39"	1250	1248	624	151	989	509	480
%V	*40.9%*	*41.0%*	*43.6%*	*46.0%*	*40.6%*	*45.0%*	*36.7%*
%H		*99.8%*	*49.9%*	*12.1%*	*79.1%*	*40.7%*	*38.4%*
40" and over	660	660	439	81	517	369	148
%V	*21.6%*	*21.7%*	*30.7%*	*24.7%*	*21.2%*	*32.6%*	*11.3%*
%H		*100.0%*	*66.5%*	*12.3%*	*78.3%*	*55.9%*	*22.4%*
Don't know	10	10	3	1	8	2	6
%V	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.5%*
%H		*100.0%*	*30.0%*	*10.0%*	*80.0%*	*20.0%*	*60.0%*

Base: ITV West Macro - 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 18.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3057	3047	1431	328	2438	1131	1307
%H		*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
PVR	1386	1386	939	144	1041	725	316
%V	*45.3%*	*45.5%*	*65.6%*	*43.9%*	*42.7%*	*64.1%*	*24.2%*
%H		*100.0%*	*67.7%*	*10.4%*	*75.1%*	*52.3%*	*22.8%*
DVDR	365	364	180	39	291	142	149
%V	*11.9%*	*11.9%*	*12.6%*	*11.9%*	*11.9%*	*12.6%*	*11.4%*
%H		*99.7%*	*49.3%*	*10.7%*	*79.7%*	*38.9%*	*40.8%*
VCR	430	429	189	52	338	147	192
%V	*14.1%*	*14.1%*	*13.2%*	*15.9%*	*13.9%*	*13.0%*	*14.7%*
%H		*99.8%*	*44.0%*	*12.1%*	*78.6%*	*34.2%*	*44.7%*
Any recorder	1779	1778	1074	186	1363	831	532
%V	*58.2%*	*58.4%*	*75.1%*	*56.7%*	*55.9%*	*73.5%*	*40.7%*
%H		*99.9%*	*60.4%*	*10.5%*	*76.6%*	*46.7%*	*29.9%*

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

Set level data

Table 18.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3057	3047	1431	328	2438	1131	1307
%H		*99.7%*	*46.8%*	*10.7%*	*79.8%*	*37.0%*	*42.8%*
Receives HDTV (via STB or built-in reception)	683	683	439	149	510	406	104
%V	*22.3%*	*22.4%*	*30.7%*	*45.4%*	*20.9%*	*35.9%*	*8.0%*
%H		*100.0%*	*64.3%*	*21.8%*	*74.7%*	*59.4%*	*15.2%*
DVD/Blu-ray player or recorder	2289	2285	1127	274	1811	911	901
%V	*74.9%*	*75.0%*	*78.8%*	*83.5%*	*74.3%*	*80.5%*	*68.9%*
%H		*99.8%*	*49.2%*	*12.0%*	*79.1%*	*39.8%*	*39.4%*

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

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Set level data

Table 18.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2975	2974	1702	341	2616	1654	962
%H		*100.0%*	*57.2%*	*11.5%*	*87.9%*	*55.6%*	*32.3%*
Under 20"	1494	1494	800	158	1337	791	547
%V	*50.2%*	*50.2%*	*47.0%*	*46.3%*	*51.1%*	*47.8%*	*56.9%*
%H		*100.0%*	*53.5%*	*10.6%*	*89.5%*	*52.9%*	*36.6%*
20" - 29"	957	956	548	120	844	543	301
%V	*32.2%*	*32.1%*	*32.2%*	*35.2%*	*32.3%*	*32.8%*	*31.3%*
%H		*99.9%*	*57.3%*	*12.5%*	*88.2%*	*56.7%*	*31.5%*
30" - 39"	421	420	278	53	352	257	95
%V	*14.2%*	*14.1%*	*16.3%*	*15.5%*	*13.5%*	*15.5%*	*9.9%*
%H		*99.8%*	*66.0%*	*12.6%*	*83.6%*	*61.0%*	*22.6%*
40" and over	94	94	72	9	76	61	15
%V	*3.2%*	*3.2%*	*4.2%*	*2.6%*	*2.9%*	*3.7%*	*1.6%*
%H		*100.0%*	*76.6%*	*9.6%*	*80.9%*	*64.9%*	*16.0%*
Don't know	10	9	4	2	7	3	4
%V	*0.3%*	*0.3%*	*0.2%*	*0.6%*	*0.3%*	*0.2%*	*0.4%*
%H		*90.0%*	*40.0%*	*20.0%*	*70.0%*	*30.0%*	*40.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 18.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2975	2974	1702	341	2616	1654	962
%H		*100.0%*	*57.2%*	*11.5%*	*87.9%*	*55.6%*	*32.3%*
PVR	341	341	262	23	255	195	60
%V	*11.5%*	*11.5%*	*15.4%*	*6.7%*	*9.7%*	*11.8%*	*6.2%*
%H		*100.0%*	*76.8%*	*6.7%*	*74.8%*	*57.2%*	*17.6%*
DVDR	112	112	70	13	96	64	32
%V	*3.8%*	*3.8%*	*4.1%*	*3.8%*	*3.7%*	*3.9%*	*3.3%*
%H		*100.0%*	*62.5%*	*11.6%*	*85.7%*	*57.1%*	*28.6%*
VCR	156	156	86	24	136	87	49
%V	*5.2%*	*5.2%*	*5.1%*	*7.0%*	*5.2%*	*5.3%*	*5.1%*
%H		*100.0%*	*55.1%*	*15.4%*	*87.2%*	*55.8%*	*31.4%*
Any recorder	540	540	373	51	431	307	124
%V	*18.2%*	*18.2%*	*21.9%*	*15.0%*	*16.5%*	*18.6%*	*12.9%*
%H		*100.0%*	*69.1%*	*9.4%*	*79.8%*	*56.9%*	*23.0%*

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

Set level data

Table 18.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2975	2974	1702	341	2616	1654	962
%H		*100.0%*	*57.2%*	*11.5%*	*87.9%*	*55.6%*	*32.3%*
Receives HDTV (via STB or built-in reception)	170	170	106	30	136	99	37
%V	*5.7%*	*5.7%*	*6.2%*	*8.8%*	*5.2%*	*6.0%*	*3.8%*
%H		*100.0%*	*62.4%*	*17.6%*	*80.0%*	*58.2%*	*21.8%*
DVD/Blu-ray player or recorder	1331	1330	803	181	1163	798	365
%V	*44.7%*	*44.7%*	*47.2%*	*53.1%*	*44.5%*	*48.2%*	*37.9%*
%H		*99.9%*	*60.3%*	*13.6%*	*87.4%*	*60.0%*	*27.4%*

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

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Individual level data

Table 18.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	7024	6854	6842	3576	807	5453	2940	2513
%H		*97.6%*	*97.4%*	*50.9%*	*11.5%*	*77.6%*	*41.9%*	*35.8%*
Total Children	1256	1231	1230	739	150	935	584	351
%V	*17.9%*	*18.0%*	*18.0%*	*20.7%*	*18.6%*	*17.1%*	*19.9%*	*14.0%*
%H		*98.0%*	*97.9%*	*58.8%*	*11.9%*	*74.4%*	*46.5%*	*27.9%*
0 - 3	321	313	312	178	43	226	132	94
%V	*4.6%*	*4.6%*	*4.6%*	*5.0%*	*5.3%*	*4.1%*	*4.5%*	*3.7%*
%H		*97.5%*	*97.2%*	*55.5%*	*13.4%*	*70.4%*	*41.1%*	*29.3%*
4 - 15	935	918	918	561	107	708	452	257
%V	*13.3%*	*13.4%*	*13.4%*	*15.7%*	*13.3%*	*13.0%*	*15.4%*	*10.2%*
%H		*98.2%*	*98.2%*	*60.0%*	*11.4%*	*75.7%*	*48.3%*	*27.5%*
4 - 9	459	450	449	271	47	333	199	134
%V	*6.5%*	*6.6%*	*6.6%*	*7.6%*	*5.8%*	*6.1%*	*6.8%*	*5.3%*
%H		*98.0%*	*97.8%*	*59.0%*	*10.2%*	*72.5%*	*43.4%*	*29.2%*
10 - 15	475	468	468	291	60	375	253	122
%V	*6.8%*	*6.8%*	*6.8%*	*8.1%*	*7.4%*	*6.9%*	*8.6%*	*4.9%*
%H		*98.5%*	*98.5%*	*61.3%*	*12.6%*	*78.9%*	*53.3%*	*25.7%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 18.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	7024	6854	6842	3576	807	5453	2940	2513
%H		*97.6%*	*97.4%*	*50.9%*	*11.5%*	*77.6%*	*41.9%*	*35.8%*
Total Adults (16+)	5768	5623	5611	2837	657	4518	2356	2162
%V	*82.1%*	*82.0%*	*82.0%*	*79.3%*	*81.4%*	*82.9%*	*80.1%*	*86.0%*
%H		*97.5%*	*97.3%*	*49.2%*	*11.4%*	*78.3%*	*40.8%*	*37.5%*
16 - 19	348	341	341	197	43	285	180	105
%V	*5.0%*	*5.0%*	*5.0%*	*5.5%*	*5.3%*	*5.2%*	*6.1%*	*4.2%*
%H		*98.0%*	*98.0%*	*56.6%*	*12.4%*	*81.9%*	*51.7%*	*30.2%*
20 - 24	459	428	426	210	73	334	188	146
%V	*6.5%*	*6.2%*	*6.2%*	*5.9%*	*9.0%*	*6.1%*	*6.4%*	*5.8%*
%H		*93.2%*	*92.8%*	*45.8%*	*15.9%*	*72.8%*	*41.0%*	*31.8%*
25 - 34	821	785	783	426	129	569	334	235
%V	*11.7%*	*11.5%*	*11.4%*	*11.9%*	*16.0%*	*10.4%*	*11.4%*	*9.4%*
%H		*95.6%*	*95.4%*	*51.9%*	*15.7%*	*69.3%*	*40.7%*	*28.6%*
35 - 44	917	895	893	522	105	696	421	276
%V	*13.1%*	*13.1%*	*13.1%*	*14.6%*	*13.0%*	*12.8%*	*14.3%*	*11.0%*
%H		*97.6%*	*97.4%*	*56.9%*	*11.5%*	*75.9%*	*45.9%*	*30.1%*
45 - 54	978	959	959	523	130	786	471	314
%V	*13.9%*	*14.0%*	*14.0%*	*14.6%*	*16.1%*	*14.4%*	*16.0%*	*12.5%*
%H		*98.1%*	*98.1%*	*53.5%*	*13.3%*	*80.4%*	*48.2%*	*32.1%*
55 - 64	936	920	918	468	93	754	389	365
%V	*13.3%*	*13.4%*	*13.4%*	*13.1%*	*11.5%*	*13.8%*	*13.2%*	*14.5%*
%H		*98.3%*	*98.1%*	*50.0%*	*9.9%*	*80.6%*	*41.6%*	*39.0%*
65+	1310	1295	1291	490	83	1094	373	721
%V	*18.7%*	*18.9%*	*18.9%*	*13.7%*	*10.3%*	*20.1%*	*12.7%*	*28.7%*
%H		*98.9%*	*98.5%*	*37.4%*	*6.3%*	*83.5%*	*28.5%*	*55.0%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 18.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	5768	5623	5611	2837	657	4518	2356	2162
%H		*97.5%*	*97.3%*	*49.2%*	*11.4%*	*78.3%*	*40.8%*	*37.5%*
AB	1291	1267	1263	644	148	994	513	481
%V	*22.4%*	*22.5%*	*22.5%*	*22.7%*	*22.5%*	*22.0%*	*21.8%*	*22.2%*
%H		*98.1%*	*97.8%*	*49.9%*	*11.5%*	*77.0%*	*39.7%*	*37.3%*
C1	1677	1619	1617	816	206	1292	684	608
%V	*29.1%*	*28.8%*	*28.8%*	*28.8%*	*31.4%*	*28.6%*	*29.0%*	*28.1%*
%H		*96.5%*	*96.4%*	*48.7%*	*12.3%*	*77.0%*	*40.8%*	*36.3%*
C2	1401	1381	1379	738	166	1132	640	492
%V	*24.3%*	*24.6%*	*24.6%*	*26.0%*	*25.3%*	*25.1%*	*27.2%*	*22.8%*
%H		*98.6%*	*98.4%*	*52.7%*	*11.8%*	*80.8%*	*45.7%*	*35.1%*
D	926	902	901	458	106	730	390	340
%V	*16.1%*	*16.0%*	*16.1%*	*16.1%*	*16.1%*	*16.2%*	*16.6%*	*15.7%*
%H		*97.4%*	*97.3%*	*49.5%*	*11.4%*	*78.8%*	*42.1%*	*36.7%*
E	473	453	450	183	30	370	128	241
%V	*8.2%*	*8.1%*	*8.0%*	*6.5%*	*4.6%*	*8.2%*	*5.4%*	*11.1%*
%H		*95.8%*	*95.1%*	*38.7%*	*6.3%*	*78.2%*	*27.1%*	*51.0%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV West Macro

Individual level data

Table 18.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	5768	5623	5611	2837	657	4518	2356	2162
%H		*97.5%*	*97.3%*	*49.2%*	*11.4%*	*78.3%*	*40.8%*	*37.5%*
Working full time	2526	2465	2461	1368	342	1934	1158	775
%V	*43.8%*	*43.8%*	*43.9%*	*48.2%*	*52.1%*	*42.8%*	*49.2%*	*35.8%*
%H		*97.6%*	*97.4%*	*54.2%*	*13.5%*	*76.6%*	*45.8%*	*30.7%*
Working part time	615	606	606	318	74	489	271	218
%V	*10.7%*	*10.8%*	*10.8%*	*11.2%*	*11.3%*	*10.8%*	*11.5%*	*10.1%*
%H		*98.5%*	*98.5%*	*51.7%*	*12.0%*	*79.5%*	*44.1%*	*35.4%*
Not working	2627	2552	2545	1151	240	2096	927	1169
%V	*45.5%*	*45.4%*	*45.4%*	*40.6%*	*36.5%*	*46.4%*	*39.3%*	*54.1%*
%H		*97.1%*	*96.9%*	*43.8%*	*9.1%*	*79.8%*	*35.3%*	*44.5%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV West Macro

Individual level data

Table 18.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2818	2732	2727	1428	333	2186	1196	990
%H		*96.9%*	*96.8%*	*50.7%*	*11.8%*	*77.6%*	*42.4%*	*35.1%*
16 - 19	185	182	182	109	22	154	101	53
%V	*6.6%*	*6.7%*	*6.7%*	*7.6%*	*6.6%*	*7.0%*	*8.4%*	*5.4%*
%H		*98.4%*	*98.4%*	*58.9%*	*11.9%*	*83.2%*	*54.6%*	*28.6%*
20 - 24	239	219	218	116	39	173	107	66
%V	*8.5%*	*8.0%*	*8.0%*	*8.1%*	*11.7%*	*7.9%*	*8.9%*	*6.7%*
%H		*91.6%*	*91.2%*	*48.5%*	*16.3%*	*72.4%*	*44.8%*	*27.6%*
25 - 34	419	398	397	215	71	286	171	116
%V	*14.9%*	*14.6%*	*14.6%*	*15.1%*	*21.3%*	*13.1%*	*14.3%*	*11.7%*
%H		*95.0%*	*94.7%*	*51.3%*	*16.9%*	*68.3%*	*40.8%*	*27.7%*
35 - 44	445	433	432	256	49	332	200	131
%V	*15.8%*	*15.8%*	*15.8%*	*17.9%*	*14.7%*	*15.2%*	*16.7%*	*13.2%*
%H		*97.3%*	*97.1%*	*57.5%*	*11.0%*	*74.6%*	*44.9%*	*29.4%*
45 - 54	475	467	467	258	60	384	231	153
%V	*16.9%*	*17.1%*	*17.1%*	*18.1%*	*18.0%*	*17.6%*	*19.3%*	*15.5%*
%H		*98.3%*	*98.3%*	*54.3%*	*12.6%*	*80.8%*	*48.6%*	*32.2%*
55 - 64	452	442	441	230	50	362	196	166
%V	*16.0%*	*16.2%*	*16.2%*	*16.1%*	*15.0%*	*16.6%*	*16.4%*	*16.8%*
%H		*97.8%*	*97.6%*	*50.9%*	*11.1%*	*80.1%*	*43.4%*	*36.7%*
65+	601	592	591	244	43	496	190	305
%V	*21.3%*	*21.7%*	*21.7%*	*17.1%*	*12.9%*	*22.7%*	*15.9%*	*30.8%*
%H		*98.5%*	*98.3%*	*40.6%*	*7.2%*	*82.5%*	*31.6%*	*50.7%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV West Macro

Individual level data

Table 18.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2818	2732	2727	1428	333	2186	1196	990
%H		*96.9%*	*96.8%*	*50.7%*	*11.8%*	*77.6%*	*42.4%*	*35.1%*
AB	652	640	639	329	80	504	268	236
%V	*23.1%*	*23.4%*	*23.4%*	*23.0%*	*24.0%*	*23.1%*	*22.4%*	*23.8%*
%H		*98.2%*	*98.0%*	*50.5%*	*12.3%*	*77.3%*	*41.1%*	*36.2%*
C1	782	750	749	397	103	587	332	255
%V	*27.8%*	*27.5%*	*27.5%*	*27.8%*	*30.9%*	*26.9%*	*27.8%*	*25.8%*
%H		*95.9%*	*95.8%*	*50.8%*	*13.2%*	*75.1%*	*42.5%*	*32.6%*
C2	765	751	749	402	89	613	347	267
%V	*27.1%*	*27.5%*	*27.5%*	*28.2%*	*26.7%*	*28.0%*	*29.0%*	*27.0%*
%H		*98.2%*	*97.9%*	*52.5%*	*11.6%*	*80.1%*	*45.4%*	*34.9%*
D	440	425	425	230	51	348	201	147
%V	*15.6%*	*15.6%*	*15.6%*	*16.1%*	*15.3%*	*15.9%*	*16.8%*	*14.8%*
%H		*96.6%*	*96.6%*	*52.3%*	*11.6%*	*79.1%*	*45.7%*	*33.4%*
E	177	166	165	71	10	134	49	85
%V	*6.3%*	*6.1%*	*6.1%*	*5.0%*	*3.0%*	*6.1%*	*4.1%*	*8.6%*
%H		*93.8%*	*93.2%*	*40.1%*	*5.6%*	*75.7%*	*27.7%*	*48.0%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV West Macro

Individual level data

Table 18.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2818	2732	2727	1428	333	2186	1196	990
%H		*96.9%*	*96.8%*	*50.7%*	*11.8%*	*77.6%*	*42.4%*	*35.1%*
Working full time	1572	1530	1528	865	207	1203	731	472
%V	*55.8%*	*56.0%*	*56.0%*	*60.6%*	*62.2%*	*55.0%*	*61.1%*	*47.7%*
%H		*97.3%*	*97.2%*	*55.0%*	*13.2%*	*76.5%*	*46.5%*	*30.0%*
Working part time	117	114	114	57	13	93	47	46
%V	*4.2%*	*4.2%*	*4.2%*	*4.0%*	*3.9%*	*4.3%*	*3.9%*	*4.6%*
%H		*97.4%*	*97.4%*	*48.7%*	*11.1%*	*79.5%*	*40.2%*	*39.3%*
Not working	1129	1088	1085	507	113	890	418	472
%V	*40.1%*	*39.8%*	*39.8%*	*35.5%*	*33.9%*	*40.7%*	*34.9%*	*47.7%*
%H		*96.4%*	*96.1%*	*44.9%*	*10.0%*	*78.8%*	*37.0%*	*41.8%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV West Macro

Individual level data

Table 18.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2950	2891	2884	1409	324	2332	1160	1173
%H		*98.0%*	*97.8%*	*47.8%*	*11.0%*	*79.1%*	*39.3%*	*39.8%*
16 - 19	163	160	159	88	21	131	79	53
%V	*5.5%*	*5.5%*	*5.5%*	*6.2%*	*6.5%*	*5.6%*	*6.8%*	*4.5%*
%H		*98.2%*	*97.5%*	*54.0%*	*12.9%*	*80.4%*	*48.5%*	*32.5%*
20 - 24	220	209	208	95	34	161	81	80
%V	*7.5%*	*7.2%*	*7.2%*	*6.7%*	*10.5%*	*6.9%*	*7.0%*	*6.8%*
%H		*95.0%*	*94.5%*	*43.2%*	*15.5%*	*73.2%*	*36.8%*	*36.4%*
25 - 34	403	387	386	211	58	283	163	119
%V	*13.7%*	*13.4%*	*13.4%*	*15.0%*	*17.9%*	*12.1%*	*14.1%*	*10.1%*
%H		*96.0%*	*95.8%*	*52.4%*	*14.4%*	*70.2%*	*40.4%*	*29.5%*
35 - 44	471	462	462	266	56	365	221	144
%V	*16.0%*	*16.0%*	*16.0%*	*18.9%*	*17.3%*	*15.7%*	*19.1%*	*12.3%*
%H		*98.1%*	*98.1%*	*56.5%*	*11.9%*	*77.5%*	*46.9%*	*30.6%*
45 - 54	502	492	492	265	71	402	240	162
%V	*17.0%*	*17.0%*	*17.1%*	*18.8%*	*21.9%*	*17.2%*	*20.7%*	*13.8%*
%H		*98.0%*	*98.0%*	*52.8%*	*14.1%*	*80.1%*	*47.8%*	*32.3%*
55 - 64	483	478	477	239	43	392	193	199
%V	*16.4%*	*16.5%*	*16.5%*	*17.0%*	*13.3%*	*16.8%*	*16.6%*	*17.0%*
%H		*99.0%*	*98.8%*	*49.5%*	*8.9%*	*81.2%*	*40.0%*	*41.2%*
65+	709	703	700	246	40	599	183	416
%V	*24.0%*	*24.3%*	*24.3%*	*17.5%*	*12.3%*	*25.7%*	*15.8%*	*35.5%*
%H		*99.2%*	*98.7%*	*34.7%*	*5.6%*	*84.5%*	*25.8%*	*58.7%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV West Macro

Individual level data

Table 18.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2950	2891	2884	1409	324	2332	1160	1173
%H		*98.0%*	*97.8%*	*47.8%*	*11.0%*	*79.1%*	*39.3%*	*39.8%*
AB	639	627	624	315	68	490	245	245
%V	*21.7%*	*21.7%*	*21.6%*	*22.4%*	*21.0%*	*21.0%*	*21.1%*	*20.9%*
%H		*98.1%*	*97.7%*	*49.3%*	*10.6%*	*76.7%*	*38.3%*	*38.3%*
C1	895	869	868	419	103	705	352	353
%V	*30.3%*	*30.1%*	*30.1%*	*29.7%*	*31.8%*	*30.2%*	*30.3%*	*30.1%*
%H		*97.1%*	*97.0%*	*46.8%*	*11.5%*	*78.8%*	*39.3%*	*39.4%*
C2	636	631	630	336	77	519	293	226
%V	*21.6%*	*21.8%*	*21.8%*	*23.8%*	*23.8%*	*22.3%*	*25.3%*	*19.3%*
%H		*99.2%*	*99.1%*	*52.8%*	*12.1%*	*81.6%*	*46.1%*	*35.5%*
D	485	477	476	228	55	382	189	194
%V	*16.4%*	*16.5%*	*16.5%*	*16.2%*	*17.0%*	*16.4%*	*16.3%*	*16.5%*
%H		*98.4%*	*98.1%*	*47.0%*	*11.3%*	*78.8%*	*39.0%*	*40.0%*
E	295	288	286	111	20	236	80	156
%V	*10.0%*	*10.0%*	*9.9%*	*7.9%*	*6.2%*	*10.1%*	*6.9%*	*13.3%*
%H		*97.6%*	*96.9%*	*37.6%*	*6.8%*	*80.0%*	*27.1%*	*52.9%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV West Macro

Individual level data

Table 18.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2950	2891	2884	1409	324	2332	1160	1173
%H		*98.0%*	*97.8%*	*47.8%*	*11.0%*	*79.1%*	*39.3%*	*39.8%*
Working full time	954	935	933	503	135	731	428	303
%V	*32.3%*	*32.3%*	*32.4%*	*35.7%*	*41.7%*	*31.3%*	*36.9%*	*25.8%*
%H		*98.0%*	*97.8%*	*52.7%*	*14.2%*	*76.6%*	*44.9%*	*31.8%*
Working part time	498	492	491	261	62	396	224	172
%V	*16.9%*	*17.0%*	*17.0%*	*18.5%*	*19.1%*	*17.0%*	*19.3%*	*14.7%*
%H		*98.8%*	*98.6%*	*52.4%*	*12.4%*	*79.5%*	*45.0%*	*34.5%*
Not working	1498	1464	1460	645	127	1206	509	697
%V	*50.8%*	*50.6%*	*50.6%*	*45.8%*	*39.2%*	*51.7%*	*43.9%*	*59.4%*
%H		*97.7%*	*97.5%*	*43.1%*	*8.5%*	*80.5%*	*34.0%*	*46.5%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7102	6869	6593	2834	996	5009	2190	2820
%H (All HH)		*96.7%*	*92.8%*	*39.9%*	*14.0%*	*70.5%*	*30.8%*	*39.7%*
%H (TV HH)			*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.1%*
AB	1535	1504	1459	676	195	1093	494	599
%V	*21.6%*	*21.9%*	*22.1%*	*23.9%*	*19.6%*	*21.8%*	*22.6%*	*21.2%*
%H (All HH)		*98.0%*	*95.0%*	*44.0%*	*12.7%*	*71.2%*	*32.2%*	*39.0%*
%H (TV HH)			*97.0%*	*44.9%*	*13.0%*	*72.7%*	*32.8%*	*39.8%*
C1	1989	1897	1830	809	290	1377	629	748
%V	*28.0%*	*27.6%*	*27.8%*	*28.5%*	*29.1%*	*27.5%*	*28.7%*	*26.5%*
%H (All HH)		*95.4%*	*92.0%*	*40.7%*	*14.6%*	*69.2%*	*31.6%*	*37.6%*
%H (TV HH)			*96.5%*	*42.6%*	*15.3%*	*72.6%*	*33.2%*	*39.4%*
C2	1521	1491	1455	660	240	1118	547	571
%V	*21.4%*	*21.7%*	*22.1%*	*23.3%*	*24.1%*	*22.3%*	*25.0%*	*20.2%*
%H (All HH)		*98.0%*	*95.7%*	*43.4%*	*15.8%*	*73.5%*	*36.0%*	*37.5%*
%H (TV HH)			*97.6%*	*44.3%*	*16.1%*	*75.0%*	*36.7%*	*38.3%*
D	1197	1158	1106	456	176	847	364	483
%V	*16.9%*	*16.9%*	*16.8%*	*16.1%*	*17.7%*	*16.9%*	*16.6%*	*17.1%*
%H (All HH)		*96.7%*	*92.4%*	*38.1%*	*14.7%*	*70.8%*	*30.4%*	*40.4%*
%H (TV HH)			*95.5%*	*39.4%*	*15.2%*	*73.1%*	*31.4%*	*41.7%*
E	859	819	743	234	96	575	156	419
%V	*12.1%*	*11.9%*	*11.3%*	*8.3%*	*9.6%*	*11.5%*	*7.1%*	*14.9%*
%H (All HH)		*95.3%*	*86.5%*	*27.2%*	*11.2%*	*66.9%*	*18.2%*	*48.8%*
%H (TV HH)			*90.7%*	*28.6%*	*11.7%*	*70.2%*	*19.0%*	*51.2%*

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
April 2010 - March 2011

ITV MidWest

Household level data

Table 19.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7102	6869	6593	2834	996	5009	2190	2820
%H (All HH)		*96.7%*	*92.8%*	*39.9%*	*14.0%*	*70.5%*	*30.8%*	*39.7%*
%H (TV HH)			*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.1%*
Under 25	388	340	321	121	61	228	84	144
%V	*5.5%*	*4.9%*	*4.9%*	*4.3%*	*6.1%*	*4.6%*	*3.8%*	*5.1%*
%H (All HH)		*87.6%*	*82.7%*	*31.2%*	*15.7%*	*58.8%*	*21.6%*	*37.1%*
%H (TV HH)			*94.4%*	*35.6%*	*17.9%*	*67.1%*	*24.7%*	*42.4%*
25 - 34	1008	945	926	466	187	617	337	281
%V	*14.2%*	*13.8%*	*14.0%*	*16.4%*	*18.8%*	*12.3%*	*15.4%*	*10.0%*
%H (All HH)		*93.8%*	*91.9%*	*46.2%*	*18.6%*	*61.2%*	*33.4%*	*27.9%*
%H (TV HH)			*98.0%*	*49.3%*	*19.8%*	*65.3%*	*35.7%*	*29.7%*
35 - 44	1252	1213	1191	644	201	849	489	360
%V	*17.6%*	*17.7%*	*18.1%*	*22.7%*	*20.2%*	*16.9%*	*22.3%*	*12.8%*
%H (All HH)		*96.9%*	*95.1%*	*51.4%*	*16.1%*	*67.8%*	*39.1%*	*28.8%*
%H (TV HH)			*98.2%*	*53.1%*	*16.6%*	*70.0%*	*40.3%*	*29.7%*
45 - 54	1346	1316	1283	607	234	987	532	454
%V	*19.0%*	*19.2%*	*19.5%*	*21.4%*	*23.5%*	*19.7%*	*24.3%*	*16.1%*
%H (All HH)		*97.8%*	*95.3%*	*45.1%*	*17.4%*	*73.3%*	*39.5%*	*33.7%*
%H (TV HH)			*97.5%*	*46.1%*	*17.8%*	*75.0%*	*40.4%*	*34.5%*
55 - 64	1214	1189	1153	494	160	890	379	511
%V	*17.1%*	*17.3%*	*17.5%*	*17.4%*	*16.1%*	*17.8%*	*17.3%*	*18.1%*
%H (All HH)		*97.9%*	*95.0%*	*40.7%*	*13.2%*	*73.3%*	*31.2%*	*42.1%*
%H (TV HH)			*97.0%*	*41.5%*	*13.5%*	*74.9%*	*31.9%*	*43.0%*
65 +	1894	1866	1719	502	153	1438	369	1070
%V	*26.7%*	*27.2%*	*26.1%*	*17.7%*	*15.4%*	*28.7%*	*16.8%*	*37.9%*
%H (All HH)		*98.5%*	*90.8%*	*26.5%*	*8.1%*	*75.9%*	*19.5%*	*56.5%*
%H (TV HH)			*92.1%*	*26.9%*	*8.2%*	*77.1%*	*19.8%*	*57.3%*

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Household level data

Table 19.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7102	6869	6593	2834	996	5009	2190	2820
%H (All HH)		*96.7%*	*92.8%*	*39.9%*	*14.0%*	*70.5%*	*30.8%*	*39.7%*
%H (TV HH)			*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.1%*
1	2291	2156	1976	563	243	1545	368	1177
%V	*32.3%*	*31.4%*	*30.0%*	*19.9%*	*24.4%*	*30.8%*	*16.8%*	*41.7%*
%H (All HH)		*94.1%*	*86.3%*	*24.6%*	*10.6%*	*67.4%*	*16.1%*	*51.4%*
%H (TV HH)			*91.7%*	*26.1%*	*11.3%*	*71.7%*	*17.1%*	*54.6%*
2	2457	2409	2344	1012	327	1799	779	1020
%V	*34.6%*	*35.1%*	*35.6%*	*35.7%*	*32.8%*	*35.9%*	*35.6%*	*36.2%*
%H (All HH)		*98.0%*	*95.4%*	*41.2%*	*13.3%*	*73.2%*	*31.7%*	*41.5%*
%H (TV HH)			*97.3%*	*42.0%*	*13.6%*	*74.7%*	*32.3%*	*42.3%*
3	1072	1048	1033	560	185	750	446	304
%V	*15.1%*	*15.3%*	*15.7%*	*19.8%*	*18.6%*	*15.0%*	*20.4%*	*10.8%*
%H (All HH)		*97.8%*	*96.4%*	*52.2%*	*17.3%*	*70.0%*	*41.6%*	*28.4%*
%H (TV HH)			*98.6%*	*53.4%*	*17.7%*	*71.6%*	*42.6%*	*29.0%*
4	886	871	861	471	161	650	412	238
%V	*12.5%*	*12.7%*	*13.1%*	*16.6%*	*16.2%*	*13.0%*	*18.8%*	*8.4%*
%H (All HH)		*98.3%*	*97.2%*	*53.2%*	*18.2%*	*73.4%*	*46.5%*	*26.9%*
%H (TV HH)			*98.9%*	*54.1%*	*18.5%*	*74.6%*	*47.3%*	*27.3%*
5+	396	384	379	228	81	264	184	80
%V	*5.6%*	*5.6%*	*5.7%*	*8.0%*	*8.1%*	*5.3%*	*8.4%*	*2.8%*
%H (All HH)		*97.0%*	*95.7%*	*57.6%*	*20.5%*	*66.7%*	*46.5%*	*20.2%*
%H (TV HH)			*98.7%*	*59.4%*	*21.1%*	*68.8%*	*47.9%*	*20.8%*
Average HH size	2.27	2.29	2.32	2.61	2.54	2.28	2.70	1.96

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
April 2010 - March 2011

ITV MidWest

Household level data

Table 19.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7102	6869	6593	2834	996	5009	2190	2820
%H (All HH)		*96.7%*	*92.8%*	*39.9%*	*14.0%*	*70.5%*	*30.8%*	*39.7%*
%H (TV HH)			*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.1%*
Without	5344	5149	4901	1891	695	3805	1456	2349
%V	*75.2%*	*75.0%*	*74.3%*	*66.7%*	*69.8%*	*76.0%*	*66.5%*	*83.3%*
%H (All HH)		*96.4%*	*91.7%*	*35.4%*	*13.0%*	*71.2%*	*27.2%*	*44.0%*
%H (TV HH)			*95.2%*	*36.7%*	*13.5%*	*73.9%*	*28.3%*	*45.6%*
With	1758	1720	1692	943	301	1204	733	471
%V	*24.8%*	*25.0%*	*25.7%*	*33.3%*	*30.2%*	*24.0%*	*33.5%*	*16.7%*
%H (All HH)		*97.8%*	*96.2%*	*53.6%*	*17.1%*	*68.5%*	*41.7%*	*26.8%*
%H (TV HH)			*98.4%*	*54.8%*	*17.5%*	*70.0%*	*42.6%*	*27.4%*
0 - 3	654	636	622	344	112	417	242	176
%V	*9.2%*	*9.3%*	*9.4%*	*12.1%*	*11.2%*	*8.3%*	*11.1%*	*6.2%*
%H (All HH)		*97.2%*	*95.1%*	*52.6%*	*17.1%*	*63.8%*	*37.0%*	*26.9%*
%H (TV HH)			*97.8%*	*54.1%*	*17.6%*	*65.6%*	*38.1%*	*27.7%*
4 - 9	844	827	815	456	148	575	354	221
%V	*11.9%*	*12.0%*	*12.4%*	*16.1%*	*14.9%*	*11.5%*	*16.2%*	*7.8%*
%H (All HH)		*98.0%*	*96.6%*	*54.0%*	*17.5%*	*68.1%*	*41.9%*	*26.2%*
%H (TV HH)			*98.5%*	*55.1%*	*17.9%*	*69.5%*	*42.8%*	*26.7%*
10 - 15	857	841	833	476	157	621	407	213
%V	*12.1%*	*12.2%*	*12.6%*	*16.8%*	*15.8%*	*12.4%*	*18.6%*	*7.6%*
%H (All HH)		*98.1%*	*97.2%*	*55.5%*	*18.3%*	*72.5%*	*47.5%*	*24.9%*
%H (TV HH)			*99.0%*	*56.6%*	*18.7%*	*73.8%*	*48.4%*	*25.3%*

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Household level data

Table 19.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7102	6869	6593	2834	996	5009	2190	2820
%H (All HH)		*96.7%*	*92.8%*	*39.9%*	*14.0%*	*70.5%*	*30.8%*	*39.7%*
%H (TV HH)			*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.1%*
1	2765	2765	2563	890	356	1724	404	1320
%V	*38.9%*	*40.3%*	*38.9%*	*31.4%*	*35.7%*	*34.4%*	*18.4%*	*46.8%*
%H (All HH)		*100.0%*	*92.7%*	*32.2%*	*12.9%*	*62.4%*	*14.6%*	*47.7%*
%H (TV HH)			*92.7%*	*32.2%*	*12.9%*	*62.4%*	*14.6%*	*47.7%*
2	2368	2368	2309	1019	338	1816	836	979
%V	*33.3%*	*34.5%*	*35.0%*	*36.0%*	*33.9%*	*36.3%*	*38.2%*	*34.7%*
%H (All HH)		*100.0%*	*97.5%*	*43.0%*	*14.3%*	*76.7%*	*35.3%*	*41.3%*
%H (TV HH)			*97.5%*	*43.0%*	*14.3%*	*76.7%*	*35.3%*	*41.3%*
3	1094	1094	1081	556	181	915	555	360
%V	*15.4%*	*15.9%*	*16.4%*	*19.6%*	*18.2%*	*18.3%*	*25.3%*	*12.8%*
%H (All HH)		*100.0%*	*98.8%*	*50.8%*	*16.5%*	*83.6%*	*50.7%*	*32.9%*
%H (TV HH)			*98.8%*	*50.8%*	*16.5%*	*83.6%*	*50.7%*	*32.9%*
4	434	434	432	251	80	367	259	108
%V	*6.1%*	*6.3%*	*6.6%*	*8.9%*	*8.0%*	*7.3%*	*11.8%*	*3.8%*
%H (All HH)		*100.0%*	*99.5%*	*57.8%*	*18.4%*	*84.6%*	*59.7%*	*24.9%*
%H (TV HH)			*99.5%*	*57.8%*	*18.4%*	*84.6%*	*59.7%*	*24.9%*
5+	208	208	207	118	41	187	135	52
%V	*2.9%*	*3.0%*	*3.1%*	*4.2%*	*4.1%*	*3.7%*	*6.2%*	*1.8%*
%H (All HH)		*100.0%*	*99.5%*	*56.7%*	*19.7%*	*89.9%*	*64.9%*	*25.0%*
%H (TV HH)			*99.5%*	*56.7%*	*19.7%*	*89.9%*	*64.9%*	*25.0%*

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Household level data

Table 19.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7102	6869	6593	2834	996	5009	2190	2820
%H (All HH)		*96.7%*	*92.8%*	*39.9%*	*14.0%*	*70.5%*	*30.8%*	*39.7%*
%H (TV HH)			*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.1%*
Under 20"	2727	2727	2639	1155	390	2198	1080	1118
%V	*38.4%*	*39.7%*	*40.0%*	*40.8%*	*39.2%*	*43.9%*	*49.3%*	*39.6%*
%H (All HH)		*100.0%*	*96.8%*	*42.4%*	*14.3%*	*80.6%*	*39.6%*	*41.0%*
%H (TV HH)			*96.8%*	*42.4%*	*14.3%*	*80.6%*	*39.6%*	*41.0%*
20" - 29"	3502	3502	3322	1302	491	2647	1087	1560
%V	*49.3%*	*51.0%*	*50.4%*	*45.9%*	*49.3%*	*52.8%*	*49.6%*	*55.3%*
%H (All HH)		*100.0%*	*94.9%*	*37.2%*	*14.0%*	*75.6%*	*31.0%*	*44.5%*
%H (TV HH)			*94.9%*	*37.2%*	*14.0%*	*75.6%*	*31.0%*	*44.5%*
30" - 39"	3274	3274	3223	1555	504	2453	1256	1197
%V	*46.1%*	*47.7%*	*48.9%*	*54.9%*	*50.6%*	*49.0%*	*57.4%*	*42.4%*
%H (All HH)		*100.0%*	*98.4%*	*47.5%*	*15.4%*	*74.9%*	*38.4%*	*36.6%*
%H (TV HH)			*98.4%*	*47.5%*	*15.4%*	*74.9%*	*38.4%*	*36.6%*
40" and over	1611	1611	1601	967	295	1177	809	368
%V	*22.7%*	*23.5%*	*24.3%*	*34.1%*	*29.6%*	*23.5%*	*36.9%*	*13.0%*
%H (All HH)		*100.0%*	*99.4%*	*60.0%*	*18.3%*	*73.1%*	*50.2%*	*22.8%*
%H (TV HH)			*99.4%*	*60.0%*	*18.3%*	*73.1%*	*50.2%*	*22.8%*

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Household level data

Table 19.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7102	6869	6593	2834	996	5009	2190	2820
%H (All HH)		*96.7%*	*92.8%*	*39.9%*	*14.0%*	*70.5%*	*30.8%*	*39.7%*
%H (TV HH)			*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.1%*
Main living room	6803	6803	6532	2812	993	4964	2179	2785
%V	*95.8%*	*99.0%*	*99.1%*	*99.2%*	*99.7%*	*99.1%*	*99.5%*	*98.8%*
%H (All HH)		*100.0%*	*96.0%*	*41.3%*	*14.6%*	*73.0%*	*32.0%*	*40.9%*
%H (TV HH)			*96.0%*	*41.3%*	*14.6%*	*73.0%*	*32.0%*	*40.9%*
Kitchen	910	910	895	443	110	762	411	351
%V	*12.8%*	*13.2%*	*13.6%*	*15.6%*	*11.0%*	*15.2%*	*18.8%*	*12.4%*
%H (All HH)		*100.0%*	*98.4%*	*48.7%*	*12.1%*	*83.7%*	*45.2%*	*38.6%*
%H (TV HH)			*98.4%*	*48.7%*	*12.1%*	*83.7%*	*45.2%*	*38.6%*
Adult's bedroom	3004	3004	2955	1458	490	2405	1354	1051
%V	*42.3%*	*43.7%*	*44.8%*	*51.4%*	*49.2%*	*48.0%*	*61.8%*	*37.3%*
%H (All HH)		*100.0%*	*98.4%*	*48.5%*	*16.3%*	*80.1%*	*45.1%*	*35.0%*
%H (TV HH)			*98.4%*	*48.5%*	*16.3%*	*80.1%*	*45.1%*	*35.0%*
Child's bedroom	664	664	660	366	141	558	396	162
%V	*9.3%*	*9.7%*	*10.0%*	*12.9%*	*14.2%*	*11.1%*	*18.1%*	*5.7%*
%H (All HH)		*100.0%*	*99.4%*	*55.1%*	*21.2%*	*84.0%*	*59.6%*	*24.4%*
%H (TV HH)			*99.4%*	*55.1%*	*21.2%*	*84.0%*	*59.6%*	*24.4%*
Other bedroom	279	279	275	139	46	232	136	96
%V	*3.9%*	*4.1%*	*4.2%*	*4.9%*	*4.6%*	*4.6%*	*6.2%*	*3.4%*
%H (All HH)		*100.0%*	*98.6%*	*49.8%*	*16.5%*	*83.2%*	*48.7%*	*34.4%*
%H (TV HH)			*98.6%*	*49.8%*	*16.5%*	*83.2%*	*48.7%*	*34.4%*
Second living/dining room	824	824	810	412	116	672	382	290
%V	*11.6%*	*12.0%*	*12.3%*	*14.5%*	*11.6%*	*13.4%*	*17.4%*	*10.3%*
%H (All HH)		*100.0%*	*98.3%*	*50.0%*	*14.1%*	*81.6%*	*46.4%*	*35.2%*
%H (TV HH)			*98.3%*	*50.0%*	*14.1%*	*81.6%*	*46.4%*	*35.2%*
Study/office	142	142	142	77	21	115	67	47
%V	*2.0%*	*2.1%*	*2.2%*	*2.7%*	*2.1%*	*2.3%*	*3.1%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*54.2%*	*14.8%*	*81.0%*	*47.2%*	*33.1%*
%H (TV HH)			*100.0%*	*54.2%*	*14.8%*	*81.0%*	*47.2%*	*33.1%*
TV room	46	46	45	23	8	39	24	15
%V	*0.6%*	*0.7%*	*0.7%*	*0.8%*	*0.8%*	*0.8%*	*1.1%*	*0.5%*
%H (All HH)		*100.0%*	*97.8%*	*50.0%*	*17.4%*	*84.8%*	*52.2%*	*32.6%*
%H (TV HH)			*97.8%*	*50.0%*	*17.4%*	*84.8%*	*52.2%*	*32.6%*
No specific location	17	17	16	7	4	14	6	7
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.4%*	*0.3%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*94.1%*	*41.2%*	*23.5%*	*82.4%*	*35.3%*	*41.2%*
%H (TV HH)			*94.1%*	*41.2%*	*23.5%*	*82.4%*	*35.3%*	*41.2%*
Other	43	43	43	20	9	38	24	14
%V	*0.6%*	*0.6%*	*0.7%*	*0.7%*	*0.9%*	*0.8%*	*1.1%*	*0.5%*
%H (All HH)		*100.0%*	*100.0%*	*46.5%*	*20.9%*	*88.4%*	*55.8%*	*32.6%*
%H (TV HH)			*100.0%*	*46.5%*	*20.9%*	*88.4%*	*55.8%*	*32.6%*

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Household level data

Table 19.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7102	6869	6593	2834	996	5009	2190	2820
%H (All HH)		*96.7%*	*92.8%*	*39.9%*	*14.0%*	*70.5%*	*30.8%*	*39.7%*
%H (TV HH)			*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.1%*
PVR	3000	3000	2999	1953	435	2117	1461	656
%V	*42.2%*	*43.7%*	*45.5%*	*68.9%*	*43.7%*	*42.3%*	*66.7%*	*23.3%*
%H (All HH)		*100.0%*	*100.0%*	*65.1%*	*14.5%*	*70.6%*	*48.7%*	*21.9%*
%H (TV HH)			*100.0%*	*65.1%*	*14.5%*	*70.6%*	*48.7%*	*21.9%*
DVDR	1093	1093	1070	480	182	829	405	424
%V	*15.4%*	*15.9%*	*16.2%*	*16.9%*	*18.3%*	*16.6%*	*18.5%*	*15.0%*
%H (All HH)		*100.0%*	*97.9%*	*43.9%*	*16.7%*	*75.8%*	*37.1%*	*38.8%*
%H (TV HH)			*97.9%*	*43.9%*	*16.7%*	*75.8%*	*37.1%*	*38.8%*
VCR	1495	1495	1406	535	232	1086	430	656
%V	*21.1%*	*21.8%*	*21.3%*	*18.9%*	*23.3%*	*21.7%*	*19.6%*	*23.3%*
%H (All HH)		*100.0%*	*94.0%*	*35.8%*	*15.5%*	*72.6%*	*28.8%*	*43.9%*
%H (TV HH)			*94.0%*	*35.8%*	*15.5%*	*72.6%*	*28.8%*	*43.9%*
Any recorder	4291	4291	4190	2264	624	3074	1720	1354
%V	*60.4%*	*62.5%*	*63.6%*	*79.9%*	*62.7%*	*61.4%*	*78.5%*	*48.0%*
%H (All HH)		*100.0%*	*97.6%*	*52.8%*	*14.5%*	*71.6%*	*40.1%*	*31.6%*
%H (TV HH)			*97.6%*	*52.8%*	*14.5%*	*71.6%*	*40.1%*	*31.6%*

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
April 2010 - March 2011

ITV MidWest

Household level data

Table 19.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7102	6869	6593	2834	996	5009	2190	2820
%H (All HH)		*96.7%*	*92.8%*	*39.9%*	*14.0%*	*70.5%*	*30.8%*	*39.7%*
%H (TV HH)			*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.1%*
Receives HDTV (via STB or built-in reception)	1758	1758	1758	1050	457	1236	949	287
%V	*24.8%*	*25.6%*	*26.7%*	*37.1%*	*45.9%*	*24.7%*	*43.3%*	*10.2%*
%H (All HH)		*100.0%*	*100.0%*	*59.7%*	*26.0%*	*70.3%*	*54.0%*	*16.3%*
%H (TV HH)			*100.0%*	*59.7%*	*26.0%*	*70.3%*	*54.0%*	*16.3%*
DVD/Blu-ray player or recorder	5315	5315	5187	2366	821	3927	1870	2057
%V	*74.8%*	*77.4%*	*78.7%*	*83.5%*	*82.4%*	*78.4%*	*85.4%*	*72.9%*
%H (All HH)		*100.0%*	*97.6%*	*44.5%*	*15.4%*	*73.9%*	*35.2%*	*38.7%*
%H (TV HH)			*97.6%*	*44.5%*	*15.4%*	*73.9%*	*35.2%*	*38.7%*

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Household level data

Table 19.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7102	6869	6593	2834	996	5009	2190	2820
%H (All HH)		*96.7%*	*92.8%*	*39.9%*	*14.0%*	*70.5%*	*30.8%*	*39.7%*
%H (TV HH)			*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.1%*
Has PC or Laptop	5140	4995	4894	2376	844	3616	1889	1728
%V	*72.4%*	*72.7%*	*74.2%*	*83.8%*	*84.7%*	*72.2%*	*86.3%*	*61.3%*
%H (All HH)		*97.2%*	*95.2%*	*46.2%*	*16.4%*	*70.4%*	*36.8%*	*33.6%*
%H (TV HH)			*98.0%*	*47.6%*	*16.9%*	*72.4%*	*37.8%*	*34.6%*
Has broadband internet	4644	4506	4431	2195	799	3250	1763	1487
%V	*65.4%*	*65.6%*	*67.2%*	*77.5%*	*80.2%*	*64.9%*	*80.5%*	*52.7%*
%H (All HH)		*97.0%*	*95.4%*	*47.3%*	*17.2%*	*70.0%*	*38.0%*	*32.0%*
%H (TV HH)			*98.3%*	*48.7%*	*17.7%*	*72.1%*	*39.1%*	*33.0%*

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
April 2010 - March 2011

ITV MidWest

Set level data

Table 19.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	13638	13269	6245	2115	10578	5513	5065
%H		*97.3%*	*45.8%*	*15.5%*	*77.6%*	*40.4%*	*37.1%*
Under 20"	3758	3649	1648	570	3072	1603	1469
%V	*27.6%*	*27.5%*	*26.4%*	*27.0%*	*29.0%*	*29.1%*	*29.0%*
%H		*97.1%*	*43.9%*	*15.2%*	*81.7%*	*42.7%*	*39.1%*
20" - 29"	4347	4154	1691	632	3367	1493	1874
%V	*31.9%*	*31.3%*	*27.1%*	*29.9%*	*31.8%*	*27.1%*	*37.0%*
%H		*95.6%*	*38.9%*	*14.5%*	*77.5%*	*34.3%*	*43.1%*
30" - 39"	3708	3655	1814	584	2797	1499	1298
%V	*27.2%*	*27.5%*	*29.0%*	*27.6%*	*26.4%*	*27.2%*	*25.6%*
%H		*98.6%*	*48.9%*	*15.7%*	*75.4%*	*40.4%*	*35.0%*
40" and over	1745	1736	1063	316	1280	890	390
%V	*12.8%*	*13.1%*	*17.0%*	*14.9%*	*12.1%*	*16.1%*	*7.7%*
%H		*99.5%*	*60.9%*	*18.1%*	*73.4%*	*51.0%*	*22.3%*
Don't know	81	76	30	13	62	29	33
%V	*0.6%*	*0.6%*	*0.5%*	*0.6%*	*0.6%*	*0.5%*	*0.7%*
%H		*93.8%*	*37.0%*	*16.0%*	*76.5%*	*35.8%*	*40.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Set level data

Table 19.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	13638	13269	6245	2115	10578	5513	5065
%H		*97.3%*	*45.8%*	*15.5%*	*77.6%*	*40.4%*	*37.1%*
Main living room	6863	6589	2839	1003	5011	2207	2804
%V	*50.3%*	*49.7%*	*45.5%*	*47.4%*	*47.4%*	*40.0%*	*55.4%*
%H		*96.0%*	*41.4%*	*14.6%*	*73.0%*	*32.2%*	*40.9%*
Kitchen	913	898	444	110	765	413	352
%V	*6.7%*	*6.8%*	*7.1%*	*5.2%*	*7.2%*	*7.5%*	*6.9%*
%H		*98.4%*	*48.6%*	*12.0%*	*83.8%*	*45.2%*	*38.6%*
Adult's bedroom	3581	3528	1767	601	2899	1682	1218
%V	*26.3%*	*26.6%*	*28.3%*	*28.4%*	*27.4%*	*30.5%*	*24.0%*
%H		*98.5%*	*49.3%*	*16.8%*	*81.0%*	*47.0%*	*34.0%*
Child's bedroom	869	864	486	186	738	535	203
%V	*6.4%*	*6.5%*	*7.8%*	*8.8%*	*7.0%*	*9.7%*	*4.0%*
%H		*99.4%*	*55.9%*	*21.4%*	*84.9%*	*61.6%*	*23.4%*
Other bedroom	323	316	162	53	271	164	107
%V	*2.4%*	*2.4%*	*2.6%*	*2.5%*	*2.6%*	*3.0%*	*2.1%*
%H		*97.8%*	*50.2%*	*16.4%*	*83.9%*	*50.8%*	*33.1%*
Second living/dining room	836	822	417	117	684	388	295
%V	*6.1%*	*6.2%*	*6.7%*	*5.5%*	*6.5%*	*7.0%*	*5.8%*
%H		*98.3%*	*49.9%*	*14.0%*	*81.8%*	*46.4%*	*35.3%*
Study/office	144	144	78	22	116	68	48
%V	*1.1%*	*1.1%*	*1.2%*	*1.0%*	*1.1%*	*1.2%*	*0.9%*
%H		*100.0%*	*54.2%*	*15.3%*	*80.6%*	*47.2%*	*33.3%*
TV room	46	46	23	8	40	24	15
%V	*0.3%*	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*
%H		*100.0%*	*50.0%*	*17.4%*	*87.0%*	*52.2%*	*32.6%*
No specific location	17	17	7	4	14	6	8
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*
%H		*100.0%*	*41.2%*	*23.5%*	*82.4%*	*35.3%*	*47.1%*
Other	45	45	22	9	40	25	15
%V	*0.3%*	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*
%H		*100.0%*	*48.9%*	*20.0%*	*88.9%*	*55.6%*	*33.3%*

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

Set level data

Table 19.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	13638	13269	6245	2115	10578	5513	5065
%H		*97.3%*	*45.8%*	*15.5%*	*77.6%*	*40.4%*	*37.1%*
PVR	3640	3639	2470	500	2548	1821	727
%V	*26.7%*	*27.4%*	*39.6%*	*23.6%*	*24.1%*	*33.0%*	*14.4%*
%H		*100.0%*	*67.9%*	*13.7%*	*70.0%*	*50.0%*	*20.0%*
DVDR	1288	1261	580	229	985	510	475
%V	*9.4%*	*9.5%*	*9.3%*	*10.8%*	*9.3%*	*9.3%*	*9.4%*
%H		*97.9%*	*45.0%*	*17.8%*	*76.5%*	*39.6%*	*36.9%*
VCR	1731	1635	632	282	1269	526	742
%V	*12.7%*	*12.3%*	*10.1%*	*13.3%*	*12.0%*	*9.5%*	*14.6%*
%H		*94.5%*	*36.5%*	*16.3%*	*73.3%*	*30.4%*	*42.9%*
Any recorder	5510	5400	3056	819	3971	2367	1604
%V	*40.4%*	*40.7%*	*48.9%*	*38.7%*	*37.5%*	*42.9%*	*31.7%*
%H		*98.0%*	*55.5%*	*14.9%*	*72.1%*	*43.0%*	*29.1%*

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

Set level data

Table 19.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	13638	13269	6245	2115	10578	5513	5065
%H		*97.3%*	*45.8%*	*15.5%*	*77.6%*	*40.4%*	*37.1%*
Receives HDTV (via STB or built-in reception)	2139	2139	1278	555	1525	1173	352
%V	*15.7%*	*16.1%*	*20.5%*	*26.2%*	*14.4%*	*21.3%*	*6.9%*
%H		*100.0%*	*59.7%*	*25.9%*	*71.3%*	*54.8%*	*16.5%*
DVD/Blu-ray player or recorder	7810	7671	3726	1284	6016	3252	2764
%V	*57.3%*	*57.8%*	*59.7%*	*60.7%*	*56.9%*	*59.0%*	*54.6%*
%H		*98.2%*	*47.7%*	*16.4%*	*77.0%*	*41.6%*	*35.4%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Set level data

Table 19.15: Main Set Screen Size

	TV HH	Platforms available in Household: Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	6865	6590	2833	996	5007	2190	2818
%H		*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.0%*
Under 20"	291	248	46	19	211	29	182
%V	*4.2%*	*3.8%*	*1.6%*	*1.9%*	*4.2%*	*1.3%*	*6.5%*
%H		*85.2%*	*15.8%*	*6.5%*	*72.5%*	*10.0%*	*62.5%*
20" - 29"	2216	2046	600	272	1588	409	1179
%V	*32.3%*	*31.0%*	*21.2%*	*27.3%*	*31.7%*	*18.7%*	*41.8%*
%H		*92.3%*	*27.1%*	*12.3%*	*71.7%*	*18.5%*	*53.2%*
30" - 39"	2782	2733	1248	419	2063	972	1091
%V	*40.5%*	*41.5%*	*44.1%*	*42.1%*	*41.2%*	*44.4%*	*38.7%*
%H		*98.2%*	*44.9%*	*15.1%*	*74.2%*	*34.9%*	*39.2%*
40" and over	1543	1534	928	283	1124	773	350
%V	*22.5%*	*23.3%*	*32.8%*	*28.4%*	*22.4%*	*35.3%*	*12.4%*
%H		*99.4%*	*60.1%*	*18.3%*	*72.8%*	*50.1%*	*22.7%*
Don't know	33	29	11	3	22	7	16
%V	*0.5%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.3%*	*0.6%*
%H		*87.9%*	*33.3%*	*9.1%*	*66.7%*	*21.2%*	*48.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Set level data

Table 19.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	6865	6590	2833	996	5007	2190	2818
%H		*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.0%*
PVR	2895	2894	1902	416	2026	1408	618
%V	*42.2%*	*43.9%*	*67.1%*	*41.8%*	*40.5%*	*64.3%*	*21.9%*
%H		*100.0%*	*65.7%*	*14.4%*	*70.0%*	*48.6%*	*21.3%*
DVDR	950	929	410	153	712	335	378
%V	*13.8%*	*14.1%*	*14.5%*	*15.4%*	*14.2%*	*15.3%*	*13.4%*
%H		*97.8%*	*43.2%*	*16.1%*	*74.9%*	*35.3%*	*39.8%*
VCR	1255	1170	423	183	896	319	576
%V	*18.3%*	*17.8%*	*14.9%*	*18.4%*	*17.9%*	*14.6%*	*20.4%*
%H		*93.2%*	*33.7%*	*14.6%*	*71.4%*	*25.4%*	*45.9%*
Any recorder	4115	4018	2206	592	2918	1650	1268
%V	*59.9%*	*61.0%*	*77.9%*	*59.4%*	*58.3%*	*75.3%*	*45.0%*
%H		*97.6%*	*53.6%*	*14.4%*	*70.9%*	*40.1%*	*30.8%*

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

Set level data

Table 19.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	6865	6590	2833	996	5007	2190	2818
%H		*96.0%*	*41.3%*	*14.5%*	*72.9%*	*31.9%*	*41.0%*
Receives HDTV (via STB or built-in reception)	1679	1679	1006	439	1169	902	267
%V	*24.5%*	*25.5%*	*35.5%*	*44.1%*	*23.3%*	*41.2%*	*9.5%*
%H		*100.0%*	*59.9%*	*26.1%*	*69.6%*	*53.7%*	*15.9%*
DVD/Blu-ray player or recorder	5012	4891	2216	773	3681	1727	1954
%V	*73.0%*	*74.2%*	*78.2%*	*77.6%*	*73.5%*	*78.9%*	*69.3%*
%H		*97.6%*	*44.2%*	*15.4%*	*73.4%*	*34.5%*	*39.0%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Set level data

Table 19.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	6774	6680	3413	1118	5571	3324	2247
%H		*98.6%*	*50.4%*	*16.5%*	*82.2%*	*49.1%*	*33.2%*
Under 20"	3467	3401	1602	551	2861	1574	1287
%V	*51.2%*	*50.9%*	*46.9%*	*49.3%*	*51.4%*	*47.4%*	*57.3%*
%H		*98.1%*	*46.2%*	*15.9%*	*82.5%*	*45.4%*	*37.1%*
20" - 29"	2131	2107	1091	359	1779	1084	695
%V	*31.5%*	*31.5%*	*32.0%*	*32.1%*	*31.9%*	*32.6%*	*30.9%*
%H		*98.9%*	*51.2%*	*16.8%*	*83.5%*	*50.9%*	*32.6%*
30" - 39"	926	922	566	166	734	527	208
%V	*13.7%*	*13.8%*	*16.6%*	*14.8%*	*13.2%*	*15.9%*	*9.3%*
%H		*99.6%*	*61.1%*	*17.9%*	*79.3%*	*56.9%*	*22.5%*
40" and over	203	202	135	33	156	116	40
%V	*3.0%*	*3.0%*	*4.0%*	*3.0%*	*2.8%*	*3.5%*	*1.8%*
%H		*99.5%*	*66.5%*	*16.3%*	*76.8%*	*57.1%*	*19.7%*
Don't know	48	47	20	10	39	22	17
%V	*0.7%*	*0.7%*	*0.6%*	*0.9%*	*0.7%*	*0.7%*	*0.8%*
%H		*97.9%*	*41.7%*	*20.8%*	*81.3%*	*45.8%*	*35.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	6774	6680	3413	1118	5571	3324	2247
%H		*98.6%*	*50.4%*	*16.5%*	*82.2%*	*49.1%*	*33.2%*
PVR	745	745	568	84	523	414	109
%V	*11.0%*	*11.2%*	*16.6%*	*7.5%*	*9.4%*	*12.5%*	*4.9%*
%H		*100.0%*	*76.2%*	*11.3%*	*70.2%*	*55.6%*	*14.6%*
DVDR	337	332	170	76	273	176	97
%V	*5.0%*	*5.0%*	*5.0%*	*6.8%*	*4.9%*	*5.3%*	*4.3%*
%H		*98.5%*	*50.4%*	*22.6%*	*81.0%*	*52.2%*	*28.8%*
VCR	476	465	209	99	373	207	166
%V	*7.0%*	*7.0%*	*6.1%*	*8.9%*	*6.7%*	*6.2%*	*7.4%*
%H		*97.7%*	*43.9%*	*20.8%*	*78.4%*	*43.5%*	*34.9%*
Any recorder	1396	1382	850	227	1052	716	336
%V	*20.6%*	*20.7%*	*24.9%*	*20.3%*	*18.9%*	*21.5%*	*15.0%*
%H		*99.0%*	*60.9%*	*16.3%*	*75.4%*	*51.3%*	*24.1%*

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

Set level data

Table 19.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	6774	6680	3413	1118	5571	3324	2247
%H		*98.6%*	*50.4%*	*16.5%*	*82.2%*	*49.1%*	*33.2%*
Receives HDTV (via STB or built-in reception)	460	460	273	116	356	271	85
%V	*6.8%*	*6.9%*	*8.0%*	*10.4%*	*6.4%*	*8.2%*	*3.8%*
%H		*100.0%*	*59.3%*	*25.2%*	*77.4%*	*58.9%*	*18.5%*
DVD/Blu-ray player or recorder	2798	2780	1511	511	2335	1525	810
%V	*41.3%*	*41.6%*	*44.3%*	*45.7%*	*41.9%*	*45.9%*	*36.0%*
%H		*99.4%*	*54.0%*	*18.3%*	*83.5%*	*54.5%*	*28.9%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Individual level data

Table 19.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	16126	15700	15271	7401	2535	11421	5906	5515
%H		*97.4%*	*94.7%*	*45.9%*	*15.7%*	*70.8%*	*36.6%*	*34.2%*
Total Children	3018	2949	2902	1633	530	2055	1274	781
%V	*18.7%*	*18.8%*	*19.0%*	*22.1%*	*20.9%*	*18.0%*	*21.6%*	*14.2%*
%H		*97.7%*	*96.2%*	*54.1%*	*17.6%*	*68.1%*	*42.2%*	*25.9%*
0 - 3	780	757	739	409	134	494	285	208
%V	*4.8%*	*4.8%*	*4.8%*	*5.5%*	*5.3%*	*4.3%*	*4.8%*	*3.8%*
%H		*97.1%*	*94.7%*	*52.4%*	*17.2%*	*63.3%*	*36.5%*	*26.7%*
4 - 15	2238	2192	2164	1224	395	1561	989	573
%V	*13.9%*	*14.0%*	*14.2%*	*16.5%*	*15.6%*	*13.7%*	*16.7%*	*10.4%*
%H		*97.9%*	*96.7%*	*54.7%*	*17.6%*	*69.7%*	*44.2%*	*25.6%*
4 - 9	1117	1093	1076	604	191	752	458	294
%V	*6.9%*	*7.0%*	*7.0%*	*8.2%*	*7.5%*	*6.6%*	*7.8%*	*5.3%*
%H		*97.9%*	*96.3%*	*54.1%*	*17.1%*	*67.3%*	*41.0%*	*26.3%*
10 - 15	1121	1098	1088	621	205	810	531	278
%V	*7.0%*	*7.0%*	*7.1%*	*8.4%*	*8.1%*	*7.1%*	*9.0%*	*5.0%*
%H		*97.9%*	*97.1%*	*55.4%*	*18.3%*	*72.3%*	*47.4%*	*24.8%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Individual level data

Table 19.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	16126	15700	15271	7401	2535	11421	5906	5515
%H		*97.4%*	*94.7%*	*45.9%*	*15.7%*	*70.8%*	*36.6%*	*34.2%*
Total Adults (16+)	13107	12751	12369	5768	2005	9366	4632	4734
%V	*81.3%*	*81.2%*	*81.0%*	*77.9%*	*79.1%*	*82.0%*	*78.4%*	*85.8%*
%H		*97.3%*	*94.4%*	*44.0%*	*15.3%*	*71.5%*	*35.3%*	*36.1%*
16 - 19	804	788	776	415	154	588	369	219
%V	*5.0%*	*5.0%*	*5.1%*	*5.6%*	*6.1%*	*5.1%*	*6.2%*	*4.0%*
%H		*98.0%*	*96.5%*	*51.6%*	*19.2%*	*73.1%*	*45.9%*	*27.2%*
20 - 24	1061	985	955	451	200	700	379	320
%V	*6.6%*	*6.3%*	*6.3%*	*6.1%*	*7.9%*	*6.1%*	*6.4%*	*5.8%*
%H		*92.8%*	*90.0%*	*42.5%*	*18.9%*	*66.0%*	*35.7%*	*30.2%*
25 - 34	1967	1871	1837	946	386	1242	712	530
%V	*12.2%*	*11.9%*	*12.0%*	*12.8%*	*15.2%*	*10.9%*	*12.1%*	*9.6%*
%H		*95.1%*	*93.4%*	*48.1%*	*19.6%*	*63.1%*	*36.2%*	*26.9%*
35 - 44	2190	2132	2096	1160	360	1499	895	604
%V	*13.6%*	*13.6%*	*13.7%*	*15.7%*	*14.2%*	*13.1%*	*15.2%*	*11.0%*
%H		*97.4%*	*95.7%*	*53.0%*	*16.4%*	*68.4%*	*40.9%*	*27.6%*
45 - 54	2258	2217	2169	1084	380	1669	940	729
%V	*14.0%*	*14.1%*	*14.2%*	*14.6%*	*15.0%*	*14.6%*	*15.9%*	*13.2%*
%H		*98.2%*	*96.1%*	*48.0%*	*16.8%*	*73.9%*	*41.6%*	*32.3%*
55 - 64	2029	1995	1943	873	288	1504	700	803
%V	*12.6%*	*12.7%*	*12.7%*	*11.8%*	*11.4%*	*13.2%*	*11.9%*	*14.6%*
%H		*98.3%*	*95.8%*	*43.0%*	*14.2%*	*74.1%*	*34.5%*	*39.6%*
65+	2798	2763	2592	839	237	2165	637	1529
%V	*17.4%*	*17.6%*	*17.0%*	*11.3%*	*9.3%*	*19.0%*	*10.8%*	*27.7%*
%H		*98.7%*	*92.6%*	*30.0%*	*8.5%*	*77.4%*	*22.8%*	*54.6%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Individual level data

Table 19.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	13107	12751	12369	5768	2005	9366	4632	4734
%H		*97.3%*	*94.4%*	*44.0%*	*15.3%*	*71.5%*	*35.3%*	*36.1%*
AB	3004	2949	2879	1411	401	2153	1058	1095
%V	*22.9%*	*23.1%*	*23.3%*	*24.5%*	*20.0%*	*23.0%*	*22.8%*	*23.1%*
%H		*98.2%*	*95.8%*	*47.0%*	*13.3%*	*71.7%*	*35.2%*	*36.5%*
C1	3717	3570	3477	1644	598	2609	1335	1274
%V	*28.4%*	*28.0%*	*28.1%*	*28.5%*	*29.8%*	*27.9%*	*28.8%*	*26.9%*
%H		*96.0%*	*93.5%*	*44.2%*	*16.1%*	*70.2%*	*35.9%*	*34.3%*
C2	3038	2988	2933	1413	518	2245	1204	1042
%V	*23.2%*	*23.4%*	*23.7%*	*24.5%*	*25.8%*	*24.0%*	*26.0%*	*22.0%*
%H		*98.4%*	*96.5%*	*46.5%*	*17.1%*	*73.9%*	*39.6%*	*34.3%*
D	2188	2130	2057	943	351	1575	790	785
%V	*16.7%*	*16.7%*	*16.6%*	*16.3%*	*17.5%*	*16.8%*	*17.1%*	*16.6%*
%H		*97.3%*	*94.0%*	*43.1%*	*16.0%*	*72.0%*	*36.1%*	*35.9%*
E	1161	1115	1024	358	138	783	246	538
%V	*8.9%*	*8.7%*	*8.3%*	*6.2%*	*6.9%*	*8.4%*	*5.3%*	*11.4%*
%H		*96.0%*	*88.2%*	*30.8%*	*11.9%*	*67.4%*	*21.2%*	*46.3%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Individual level data

Table 19.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	13107	12751	12369	5768	2005	9366	4632	4734
%H		*97.3%*	*94.4%*	*44.0%*	*15.3%*	*71.5%*	*35.3%*	*36.1%*
Working full time	5746	5606	5502	2865	995	4048	2340	1708
%V	*43.8%*	*44.0%*	*44.5%*	*49.7%*	*49.6%*	*43.2%*	*50.5%*	*36.1%*
%H		*97.6%*	*95.8%*	*49.9%*	*17.3%*	*70.4%*	*40.7%*	*29.7%*
Working part time	1402	1380	1351	672	223	1020	549	471
%V	*10.7%*	*10.8%*	*10.9%*	*11.7%*	*11.1%*	*10.9%*	*11.9%*	*9.9%*
%H		*98.4%*	*96.4%*	*47.9%*	*15.9%*	*72.8%*	*39.2%*	*33.6%*
Not working	5960	5765	5516	2231	787	4298	1742	2556
%V	*45.5%*	*45.2%*	*44.6%*	*38.7%*	*39.3%*	*45.9%*	*37.6%*	*54.0%*
%H		*96.7%*	*92.6%*	*37.4%*	*13.2%*	*72.1%*	*29.2%*	*42.9%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Individual level data

Table 19.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	6419	6212	6046	2924	1001	4554	2362	2192
%H		*96.8%*	*94.2%*	*45.6%*	*15.6%*	*70.9%*	*36.8%*	*34.1%*
16 - 19	420	412	408	223	80	320	210	110
%V	*6.5%*	*6.6%*	*6.7%*	*7.6%*	*8.0%*	*7.0%*	*8.9%*	*5.0%*
%H		*98.1%*	*97.1%*	*53.1%*	*19.0%*	*76.2%*	*50.0%*	*26.2%*
20 - 24	545	503	488	246	106	361	212	148
%V	*8.5%*	*8.1%*	*8.1%*	*8.4%*	*10.6%*	*7.9%*	*9.0%*	*6.8%*
%H		*92.3%*	*89.5%*	*45.1%*	*19.4%*	*66.2%*	*38.9%*	*27.2%*
25 - 34	991	933	914	467	197	619	355	264
%V	*15.4%*	*15.0%*	*15.1%*	*16.0%*	*19.7%*	*13.6%*	*15.0%*	*12.0%*
%H		*94.1%*	*92.2%*	*47.1%*	*19.9%*	*62.5%*	*35.8%*	*26.6%*
35 - 44	1082	1048	1031	578	172	726	433	293
%V	*16.9%*	*16.9%*	*17.1%*	*19.8%*	*17.2%*	*15.9%*	*18.3%*	*13.4%*
%H		*96.9%*	*95.3%*	*53.4%*	*15.9%*	*67.1%*	*40.0%*	*27.1%*
45 - 54	1100	1078	1052	535	178	810	459	351
%V	*17.1%*	*17.4%*	*17.4%*	*18.3%*	*17.8%*	*17.8%*	*19.4%*	*16.0%*
%H		*98.0%*	*95.6%*	*48.6%*	*16.2%*	*73.6%*	*41.7%*	*31.9%*
55 - 64	1001	980	955	442	148	733	358	376
%V	*15.6%*	*15.8%*	*15.8%*	*15.1%*	*14.8%*	*16.1%*	*15.2%*	*17.2%*
%H		*97.9%*	*95.4%*	*44.2%*	*14.8%*	*73.2%*	*35.8%*	*37.6%*
65+	1279	1259	1198	434	121	985	335	650
%V	*19.9%*	*20.3%*	*19.8%*	*14.8%*	*12.1%*	*21.6%*	*14.2%*	*29.7%*
%H		*98.4%*	*93.7%*	*33.9%*	*9.5%*	*77.0%*	*26.2%*	*50.8%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Individual level data

Table 19.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	6419	6212	6046	2924	1001	4554	2362	2192
%H		*96.8%*	*94.2%*	*45.6%*	*15.6%*	*70.9%*	*36.8%*	*34.1%*
AB	1509	1481	1451	719	209	1088	551	537
%V	*23.5%*	*23.8%*	*24.0%*	*24.6%*	*20.9%*	*23.9%*	*23.3%*	*24.5%*
%H		*98.1%*	*96.2%*	*47.6%*	*13.9%*	*72.1%*	*36.5%*	*35.6%*
C1	1739	1656	1615	806	287	1192	651	541
%V	*27.1%*	*26.7%*	*26.7%*	*27.6%*	*28.7%*	*26.2%*	*27.6%*	*24.7%*
%H		*95.2%*	*92.9%*	*46.3%*	*16.5%*	*68.5%*	*37.4%*	*31.1%*
C2	1662	1630	1599	769	280	1225	652	572
%V	*25.9%*	*26.2%*	*26.4%*	*26.3%*	*28.0%*	*26.9%*	*27.6%*	*26.1%*
%H		*98.1%*	*96.2%*	*46.3%*	*16.8%*	*73.7%*	*39.2%*	*34.4%*
D	1046	1013	981	479	172	746	405	341
%V	*16.3%*	*16.3%*	*16.2%*	*16.4%*	*17.2%*	*16.4%*	*17.1%*	*15.6%*
%H		*96.8%*	*93.8%*	*45.8%*	*16.4%*	*71.3%*	*38.7%*	*32.6%*
E	462	433	399	151	53	304	103	201
%V	*7.2%*	*7.0%*	*6.6%*	*5.2%*	*5.3%*	*6.7%*	*4.4%*	*9.2%*
%H		*93.7%*	*86.4%*	*32.7%*	*11.5%*	*65.8%*	*22.3%*	*43.5%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Individual level data

Table 19.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	6419	6212	6046	2924	1001	4554	2362	2192
%H		*96.8%*	*94.2%*	*45.6%*	*15.6%*	*70.9%*	*36.8%*	*34.1%*
Working full time	3616	3519	3451	1818	613	2534	1471	1064
%V	*56.3%*	*56.6%*	*57.1%*	*62.2%*	*61.2%*	*55.6%*	*62.3%*	*48.5%*
%H		*97.3%*	*95.4%*	*50.3%*	*17.0%*	*70.1%*	*40.7%*	*29.4%*
Working part time	261	255	250	124	36	188	95	93
%V	*4.1%*	*4.1%*	*4.1%*	*4.2%*	*3.6%*	*4.1%*	*4.0%*	*4.2%*
%H		*97.7%*	*95.8%*	*47.5%*	*13.8%*	*72.0%*	*36.4%*	*35.6%*
Not working	2542	2438	2345	982	353	1832	797	1035
%V	*39.6%*	*39.2%*	*38.8%*	*33.6%*	*35.3%*	*40.2%*	*33.7%*	*47.2%*
%H		*95.9%*	*92.3%*	*38.6%*	*13.9%*	*72.1%*	*31.4%*	*40.7%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Individual level data

Table 19.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	6689	6539	6323	2843	1004	4812	2270	2542
%H		*97.8%*	*94.5%*	*42.5%*	*15.0%*	*71.9%*	*33.9%*	*38.0%*
16 - 19	384	377	368	192	74	268	159	109
%V	*5.7%*	*5.8%*	*5.8%*	*6.8%*	*7.4%*	*5.6%*	*7.0%*	*4.3%*
%H		*98.2%*	*95.8%*	*50.0%*	*19.3%*	*69.8%*	*41.4%*	*28.4%*
20 - 24	516	482	467	205	95	339	167	172
%V	*7.7%*	*7.4%*	*7.4%*	*7.2%*	*9.5%*	*7.0%*	*7.4%*	*6.8%*
%H		*93.4%*	*90.5%*	*39.7%*	*18.4%*	*65.7%*	*32.4%*	*33.3%*
25 - 34	975	938	922	479	189	623	357	266
%V	*14.6%*	*14.3%*	*14.6%*	*16.8%*	*18.8%*	*12.9%*	*15.7%*	*10.5%*
%H		*96.2%*	*94.6%*	*49.1%*	*19.4%*	*63.9%*	*36.6%*	*27.3%*
35 - 44	1108	1084	1065	582	188	773	462	310
%V	*16.6%*	*16.6%*	*16.8%*	*20.5%*	*18.7%*	*16.1%*	*20.4%*	*12.2%*
%H		*97.8%*	*96.1%*	*52.5%*	*17.0%*	*69.8%*	*41.7%*	*28.0%*
45 - 54	1158	1139	1117	549	202	859	481	378
%V	*17.3%*	*17.4%*	*17.7%*	*19.3%*	*20.1%*	*17.9%*	*21.2%*	*14.9%*
%H		*98.4%*	*96.5%*	*47.4%*	*17.4%*	*74.2%*	*41.5%*	*32.6%*
55 - 64	1028	1015	989	431	141	770	342	428
%V	*15.4%*	*15.5%*	*15.6%*	*15.2%*	*14.0%*	*16.0%*	*15.1%*	*16.8%*
%H		*98.7%*	*96.2%*	*41.9%*	*13.7%*	*74.9%*	*33.3%*	*41.6%*
65+	1519	1504	1394	405	117	1180	301	879
%V	*22.7%*	*23.0%*	*22.0%*	*14.2%*	*11.7%*	*24.5%*	*13.3%*	*34.6%*
%H		*99.0%*	*91.8%*	*26.7%*	*7.7%*	*77.7%*	*19.8%*	*57.9%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Individual level data

Table 19.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	6689	6539	6323	2843	1004	4812	2270	2542
%H		*97.8%*	*94.5%*	*42.5%*	*15.0%*	*71.9%*	*33.9%*	*38.0%*
AB	1495	1468	1427	691	192	1065	507	558
%V	*22.4%*	*22.4%*	*22.6%*	*24.3%*	*19.1%*	*22.1%*	*22.3%*	*22.0%*
%H		*98.2%*	*95.5%*	*46.2%*	*12.8%*	*71.2%*	*33.9%*	*37.3%*
C1	1978	1915	1862	837	310	1418	684	734
%V	*29.6%*	*29.3%*	*29.4%*	*29.4%*	*30.9%*	*29.5%*	*30.1%*	*28.9%*
%H		*96.8%*	*94.1%*	*42.3%*	*15.7%*	*71.7%*	*34.6%*	*37.1%*
C2	1375	1357	1334	644	238	1021	551	469
%V	*20.6%*	*20.8%*	*21.1%*	*22.7%*	*23.7%*	*21.2%*	*24.3%*	*18.5%*
%H		*98.7%*	*97.0%*	*46.8%*	*17.3%*	*74.3%*	*40.1%*	*34.1%*
D	1142	1117	1076	464	179	829	385	445
%V	*17.1%*	*17.1%*	*17.0%*	*16.3%*	*17.8%*	*17.2%*	*17.0%*	*17.5%*
%H		*97.8%*	*94.2%*	*40.6%*	*15.7%*	*72.6%*	*33.7%*	*39.0%*
E	699	682	625	207	85	479	143	337
%V	*10.4%*	*10.4%*	*9.9%*	*7.3%*	*8.5%*	*10.0%*	*6.3%*	*13.3%*
%H		*97.6%*	*89.4%*	*29.6%*	*12.2%*	*68.5%*	*20.5%*	*48.2%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV MidWest

Individual level data

Table 19.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	6689	6539	6323	2843	1004	4812	2270	2542
%H		*97.8%*	*94.5%*	*42.5%*	*15.0%*	*71.9%*	*33.9%*	*38.0%*
Working full time	2130	2087	2051	1047	382	1514	870	644
%V	*31.8%*	*31.9%*	*32.4%*	*36.8%*	*38.0%*	*31.5%*	*38.3%*	*25.3%*
%H		*98.0%*	*96.3%*	*49.2%*	*17.9%*	*71.1%*	*40.8%*	*30.2%*
Working part time	1141	1125	1101	548	188	832	454	377
%V	*17.1%*	*17.2%*	*17.4%*	*19.3%*	*18.7%*	*17.3%*	*20.0%*	*14.8%*
%H		*98.6%*	*96.5%*	*48.0%*	*16.5%*	*72.9%*	*39.8%*	*33.0%*
Not working	3418	3327	3171	1249	434	2466	946	1521
%V	*51.1%*	*50.9%*	*50.2%*	*43.9%*	*43.2%*	*51.2%*	*41.7%*	*59.8%*
%H		*97.3%*	*92.8%*	*36.5%*	*12.7%*	*72.1%*	*27.7%*	*44.5%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South and South East

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ITV South and South East

Household level data

Table 20.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2617	2543	2365	1096	322	1532	572	960
%H (All HH)		*97.2%*	*90.4%*	*41.9%*	*12.3%*	*58.5%*	*21.9%*	*36.7%*
%H (TV HH)			*93.0%*	*43.1%*	*12.7%*	*60.2%*	*22.5%*	*37.8%*
AB	754	740	701	342	97	441	176	265
%V	*28.8%*	*29.1%*	*29.6%*	*31.2%*	*30.1%*	*28.8%*	*30.8%*	*27.6%*
%H (All HH)		*98.1%*	*93.0%*	*45.4%*	*12.9%*	*58.5%*	*23.3%*	*35.1%*
%H (TV HH)			*94.7%*	*46.2%*	*13.1%*	*59.6%*	*23.8%*	*35.8%*
C1	765	740	685	313	101	448	172	275
%V	*29.2%*	*29.1%*	*29.0%*	*28.6%*	*31.4%*	*29.2%*	*30.1%*	*28.6%*
%H (All HH)		*96.7%*	*89.5%*	*40.9%*	*13.2%*	*58.6%*	*22.5%*	*35.9%*
%H (TV HH)			*92.6%*	*42.3%*	*13.6%*	*60.5%*	*23.2%*	*37.2%*
C2	528	514	485	249	69	308	136	172
%V	*20.2%*	*20.2%*	*20.5%*	*22.7%*	*21.4%*	*20.1%*	*23.8%*	*17.9%*
%H (All HH)		*97.3%*	*91.9%*	*47.2%*	*13.1%*	*58.3%*	*25.8%*	*32.6%*
%H (TV HH)			*94.4%*	*48.4%*	*13.4%*	*59.9%*	*26.5%*	*33.5%*
D	281	272	253	115	33	167	61	107
%V	*10.7%*	*10.7%*	*10.7%*	*10.5%*	*10.2%*	*10.9%*	*10.7%*	*11.1%*
%H (All HH)		*96.8%*	*90.0%*	*40.9%*	*11.7%*	*59.4%*	*21.7%*	*38.1%*
%H (TV HH)			*93.0%*	*42.3%*	*12.1%*	*61.4%*	*22.4%*	*39.3%*
E	291	276	240	77	22	168	27	141
%V	*11.1%*	*10.9%*	*10.1%*	*7.0%*	*6.8%*	*11.0%*	*4.7%*	*14.7%*
%H (All HH)		*94.8%*	*82.5%*	*26.5%*	*7.6%*	*57.7%*	*9.3%*	*48.5%*
%H (TV HH)			*87.0%*	*27.9%*	*8.0%*	*60.9%*	*9.8%*	*51.1%*

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
April 2010 - March 2011

ITV South and South East

Household level data

Table 20.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2617	2543	2365	1096	322	1532	572	960
%H (All HH)		*97.2%*	*90.4%*	*41.9%*	*12.3%*	*58.5%*	*21.9%*	*36.7%*
%H (TV HH)			*93.0%*	*43.1%*	*12.7%*	*60.2%*	*22.5%*	*37.8%*
Under 25	125	106	91	36	6	62	13	49
%V	*4.8%*	*4.2%*	*3.8%*	*3.3%*	*1.9%*	*4.0%*	*2.3%*	*5.1%*
%H (All HH)		*84.8%*	*72.8%*	*28.8%*	*4.8%*	*49.6%*	*10.4%*	*39.2%*
%H (TV HH)			*85.8%*	*34.0%*	*5.7%*	*58.5%*	*12.3%*	*46.2%*
25 - 34	368	353	343	185	61	182	86	96
%V	*14.1%*	*13.9%*	*14.5%*	*16.9%*	*18.9%*	*11.9%*	*15.0%*	*10.0%*
%H (All HH)		*95.9%*	*93.2%*	*50.3%*	*16.6%*	*49.5%*	*23.4%*	*26.1%*
%H (TV HH)			*97.2%*	*52.4%*	*17.3%*	*51.6%*	*24.4%*	*27.2%*
35 - 44	464	449	441	243	83	273	153	120
%V	*17.7%*	*17.7%*	*18.6%*	*22.2%*	*25.8%*	*17.8%*	*26.7%*	*12.5%*
%H (All HH)		*96.8%*	*95.0%*	*52.4%*	*17.9%*	*58.8%*	*33.0%*	*25.9%*
%H (TV HH)			*98.2%*	*54.1%*	*18.5%*	*60.8%*	*34.1%*	*26.7%*
45 - 54	486	478	460	231	69	297	131	166
%V	*18.6%*	*18.8%*	*19.5%*	*21.1%*	*21.4%*	*19.4%*	*22.9%*	*17.3%*
%H (All HH)		*98.4%*	*94.7%*	*47.5%*	*14.2%*	*61.1%*	*27.0%*	*34.2%*
%H (TV HH)			*96.2%*	*48.3%*	*14.4%*	*62.1%*	*27.4%*	*34.7%*
55 - 64	437	429	405	186	55	262	96	166
%V	*16.7%*	*16.9%*	*17.1%*	*17.0%*	*17.1%*	*17.1%*	*16.8%*	*17.3%*
%H (All HH)		*98.2%*	*92.7%*	*42.6%*	*12.6%*	*60.0%*	*22.0%*	*38.0%*
%H (TV HH)			*94.4%*	*43.4%*	*12.8%*	*61.1%*	*22.4%*	*38.7%*
65 +	737	728	625	216	48	456	93	363
%V	*28.2%*	*28.6%*	*26.4%*	*19.7%*	*14.9%*	*29.8%*	*16.3%*	*37.8%*
%H (All HH)		*98.8%*	*84.8%*	*29.3%*	*6.5%*	*61.9%*	*12.6%*	*49.3%*
%H (TV HH)			*85.9%*	*29.7%*	*6.6%*	*62.6%*	*12.8%*	*49.9%*

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
April 2010 - March 2011

ITV South and South East

Household level data

Table 20.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2617	2543	2365	1096	322	1532	572	960
%H (All HH)		*97.2%*	*90.4%*	*41.9%*	*12.3%*	*58.5%*	*21.9%*	*36.7%*
%H (TV HH)			*93.0%*	*43.1%*	*12.7%*	*60.2%*	*22.5%*	*37.8%*
1	867	825	713	235	68	486	78	408
%V	*33.1%*	*32.4%*	*30.1%*	*21.4%*	*21.1%*	*31.7%*	*13.6%*	*42.5%*
%H (All HH)		*95.2%*	*82.2%*	*27.1%*	*7.8%*	*56.1%*	*9.0%*	*47.1%*
%H (TV HH)			*86.4%*	*28.5%*	*8.2%*	*58.9%*	*9.5%*	*49.5%*
2	896	881	836	406	115	543	222	321
%V	*34.2%*	*34.6%*	*35.3%*	*37.0%*	*35.7%*	*35.4%*	*38.8%*	*33.4%*
%H (All HH)		*98.3%*	*93.3%*	*45.3%*	*12.8%*	*60.6%*	*24.8%*	*35.8%*
%H (TV HH)			*94.9%*	*46.1%*	*13.1%*	*61.6%*	*25.2%*	*36.4%*
3	381	376	366	199	61	222	114	108
%V	*14.6%*	*14.8%*	*15.5%*	*18.2%*	*18.9%*	*14.5%*	*19.9%*	*11.3%*
%H (All HH)		*98.7%*	*96.1%*	*52.2%*	*16.0%*	*58.3%*	*29.9%*	*28.3%*
%H (TV HH)			*97.3%*	*52.9%*	*16.2%*	*59.0%*	*30.3%*	*28.7%*
4	329	326	320	181	51	197	104	93
%V	*12.6%*	*12.8%*	*13.5%*	*16.5%*	*15.8%*	*12.9%*	*18.2%*	*9.7%*
%H (All HH)		*99.1%*	*97.3%*	*55.0%*	*15.5%*	*59.9%*	*31.6%*	*28.3%*
%H (TV HH)			*98.2%*	*55.5%*	*15.6%*	*60.4%*	*31.9%*	*28.5%*
5+	144	134	130	76	26	84	53	30
%V	*5.5%*	*5.3%*	*5.5%*	*6.9%*	*8.1%*	*5.5%*	*9.3%*	*3.1%*
%H (All HH)		*93.1%*	*90.3%*	*52.8%*	*18.1%*	*58.3%*	*36.8%*	*20.8%*
%H (TV HH)			*97.0%*	*56.7%*	*19.4%*	*62.7%*	*39.6%*	*22.4%*
Average HH size	2.25	2.26	2.31	2.53	2.58	2.27	2.75	1.99

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
April 2010 - March 2011

ITV South and South East

Household level data

Table 20.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2617	2543	2365	1096	322	1532	572	960
%H (All HH)		*97.2%*	*90.4%*	*41.9%*	*12.3%*	*58.5%*	*21.9%*	*36.7%*
%H (TV HH)			*93.0%*	*43.1%*	*12.7%*	*60.2%*	*22.5%*	*37.8%*
Without	1983	1914	1749	754	214	1166	380	786
%V	*75.8%*	*75.3%*	*74.0%*	*68.8%*	*66.5%*	*76.1%*	*66.4%*	*81.9%*
%H (All HH)		*96.5%*	*88.2%*	*38.0%*	*10.8%*	*58.8%*	*19.2%*	*39.6%*
%H (TV HH)			*91.4%*	*39.4%*	*11.2%*	*60.9%*	*19.9%*	*41.1%*
With	634	629	616	342	108	366	192	174
%V	*24.2%*	*24.7%*	*26.0%*	*31.2%*	*33.5%*	*23.9%*	*33.6%*	*18.1%*
%H (All HH)		*99.2%*	*97.2%*	*53.9%*	*17.0%*	*57.7%*	*30.3%*	*27.4%*
%H (TV HH)			*97.9%*	*54.4%*	*17.2%*	*58.2%*	*30.5%*	*27.7%*
0 - 3	247	244	239	124	42	134	59	75
%V	*9.4%*	*9.6%*	*10.1%*	*11.3%*	*13.0%*	*8.7%*	*10.3%*	*7.8%*
%H (All HH)		*98.8%*	*96.8%*	*50.2%*	*17.0%*	*54.3%*	*23.9%*	*30.4%*
%H (TV HH)			*98.0%*	*50.8%*	*17.2%*	*54.9%*	*24.2%*	*30.7%*
4 - 9	290	286	281	166	51	160	90	70
%V	*11.1%*	*11.2%*	*11.9%*	*15.1%*	*15.8%*	*10.4%*	*15.7%*	*7.3%*
%H (All HH)		*98.6%*	*96.9%*	*57.2%*	*17.6%*	*55.2%*	*31.0%*	*24.1%*
%H (TV HH)			*98.3%*	*58.0%*	*17.8%*	*55.9%*	*31.5%*	*24.5%*
10 - 15	308	307	301	171	56	192	114	78
%V	*11.8%*	*12.1%*	*12.7%*	*15.6%*	*17.4%*	*12.5%*	*19.9%*	*8.1%*
%H (All HH)		*99.7%*	*97.7%*	*55.5%*	*18.2%*	*62.3%*	*37.0%*	*25.3%*
%H (TV HH)			*98.0%*	*55.7%*	*18.2%*	*62.5%*	*37.1%*	*25.4%*

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Household level data

Table 20.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2617	2543	2365	1096	322	1532	572	960
%H (All HH)		*97.2%*	*90.4%*	*41.9%*	*12.3%*	*58.5%*	*21.9%*	*36.7%*
%H (TV HH)			*93.0%*	*43.1%*	*12.7%*	*60.2%*	*22.5%*	*37.8%*
1	1001	1001	881	317	115	531	84	446
%V	*38.2%*	*39.4%*	*37.3%*	*28.9%*	*35.7%*	*34.7%*	*14.7%*	*46.5%*
%H (All HH)		*100.0%*	*88.0%*	*31.7%*	*11.5%*	*53.0%*	*8.4%*	*44.6%*
%H (TV HH)			*88.0%*	*31.7%*	*11.5%*	*53.0%*	*8.4%*	*44.6%*
2	857	857	813	381	105	530	198	332
%V	*32.7%*	*33.7%*	*34.4%*	*34.8%*	*32.6%*	*34.6%*	*34.6%*	*34.6%*
%H (All HH)		*100.0%*	*94.9%*	*44.5%*	*12.3%*	*61.8%*	*23.1%*	*38.7%*
%H (TV HH)			*94.9%*	*44.5%*	*12.3%*	*61.8%*	*23.1%*	*38.7%*
3	418	418	410	231	66	289	168	121
%V	*16.0%*	*16.4%*	*17.3%*	*21.1%*	*20.5%*	*18.9%*	*29.4%*	*12.6%*
%H (All HH)		*100.0%*	*98.1%*	*55.3%*	*15.8%*	*69.1%*	*40.2%*	*28.9%*
%H (TV HH)			*98.1%*	*55.3%*	*15.8%*	*69.1%*	*40.2%*	*28.9%*
4	172	172	168	98	25	117	71	46
%V	*6.6%*	*6.8%*	*7.1%*	*8.9%*	*7.8%*	*7.6%*	*12.4%*	*4.8%*
%H (All HH)		*100.0%*	*97.7%*	*57.0%*	*14.5%*	*68.0%*	*41.3%*	*26.7%*
%H (TV HH)			*97.7%*	*57.0%*	*14.5%*	*68.0%*	*41.3%*	*26.7%*
5+	94	94	94	69	12	65	50	15
%V	*3.6%*	*3.7%*	*4.0%*	*6.3%*	*3.7%*	*4.2%*	*8.7%*	*1.6%*
%H (All HH)		*100.0%*	*100.0%*	*73.4%*	*12.8%*	*69.1%*	*53.2%*	*16.0%*
%H (TV HH)			*100.0%*	*73.4%*	*12.8%*	*69.1%*	*53.2%*	*16.0%*

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Household level data

Table 20.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2617	2543	2365	1096	322	1532	572	960
%H (All HH)		*97.2%*	*90.4%*	*41.9%*	*12.3%*	*58.5%*	*21.9%*	*36.7%*
%H (TV HH)			*93.0%*	*43.1%*	*12.7%*	*60.2%*	*22.5%*	*37.8%*
Under 20"	1098	1098	1024	478	142	718	305	413
%V	*42.0%*	*43.2%*	*43.3%*	*43.6%*	*44.1%*	*46.9%*	*53.3%*	*43.0%*
%H (All HH)		*100.0%*	*93.3%*	*43.5%*	*12.9%*	*65.4%*	*27.8%*	*37.6%*
%H (TV HH)			*93.3%*	*43.5%*	*12.9%*	*65.4%*	*27.8%*	*37.6%*
20" - 29"	1289	1289	1186	527	150	810	293	517
%V	*49.3%*	*50.7%*	*50.1%*	*48.1%*	*46.6%*	*52.9%*	*51.2%*	*53.9%*
%H (All HH)		*100.0%*	*92.0%*	*40.9%*	*11.6%*	*62.8%*	*22.7%*	*40.1%*
%H (TV HH)			*92.0%*	*40.9%*	*11.6%*	*62.8%*	*22.7%*	*40.1%*
30" - 39"	1163	1163	1124	580	162	714	324	390
%V	*44.4%*	*45.7%*	*47.5%*	*52.9%*	*50.3%*	*46.6%*	*56.6%*	*40.6%*
%H (All HH)		*100.0%*	*96.6%*	*49.9%*	*13.9%*	*61.4%*	*27.9%*	*33.5%*
%H (TV HH)			*96.6%*	*49.9%*	*13.9%*	*61.4%*	*27.9%*	*33.5%*
40" and over	630	630	625	414	90	373	248	125
%V	*24.1%*	*24.8%*	*26.4%*	*37.8%*	*28.0%*	*24.3%*	*43.4%*	*13.0%*
%H (All HH)		*100.0%*	*99.2%*	*65.7%*	*14.3%*	*59.2%*	*39.4%*	*19.8%*
%H (TV HH)			*99.2%*	*65.7%*	*14.3%*	*59.2%*	*39.4%*	*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
April 2010 - March 2011

ITV South and South East

Household level data

Table 20.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2617	2543	2365	1096	322	1532	572	960
%H (All HH)		*97.2%*	*90.4%*	*41.9%*	*12.3%*	*58.5%*	*21.9%*	*36.7%*
%H (TV HH)			*93.0%*	*43.1%*	*12.7%*	*60.2%*	*22.5%*	*37.8%*
Main living room	2512	2512	2342	1089	319	1514	567	947
%V	*96.0%*	*98.8%*	*99.0%*	*99.4%*	*99.1%*	*98.8%*	*99.1%*	*98.6%*
%H (All HH)		*100.0%*	*93.2%*	*43.4%*	*12.7%*	*60.3%*	*22.6%*	*37.7%*
%H (TV HH)			*93.2%*	*43.4%*	*12.7%*	*60.3%*	*22.6%*	*37.7%*
Kitchen	354	354	342	189	43	237	123	114
%V	*13.5%*	*13.9%*	*14.5%*	*17.2%*	*13.4%*	*15.5%*	*21.5%*	*11.9%*
%H (All HH)		*100.0%*	*96.6%*	*53.4%*	*12.1%*	*66.9%*	*34.7%*	*32.2%*
%H (TV HH)			*96.6%*	*53.4%*	*12.1%*	*66.9%*	*34.7%*	*32.2%*
Adult's bedroom	1203	1203	1159	623	164	785	400	385
%V	*46.0%*	*47.3%*	*49.0%*	*56.8%*	*50.9%*	*51.2%*	*69.9%*	*40.1%*
%H (All HH)		*100.0%*	*96.3%*	*51.8%*	*13.6%*	*65.3%*	*33.3%*	*32.0%*
%H (TV HH)			*96.3%*	*51.8%*	*13.6%*	*65.3%*	*33.3%*	*32.0%*
Child's bedroom	215	215	212	136	33	145	98	47
%V	*8.2%*	*8.5%*	*9.0%*	*12.4%*	*10.2%*	*9.5%*	*17.1%*	*4.9%*
%H (All HH)		*100.0%*	*98.6%*	*63.3%*	*15.3%*	*67.4%*	*45.6%*	*21.9%*
%H (TV HH)			*98.6%*	*63.3%*	*15.3%*	*67.4%*	*45.6%*	*21.9%*
Other bedroom	106	106	103	58	11	71	35	36
%V	*4.1%*	*4.2%*	*4.4%*	*5.3%*	*3.4%*	*4.6%*	*6.1%*	*3.8%*
%H (All HH)		*100.0%*	*97.2%*	*54.7%*	*10.4%*	*67.0%*	*33.0%*	*34.0%*
%H (TV HH)			*97.2%*	*54.7%*	*10.4%*	*67.0%*	*33.0%*	*34.0%*
Second living/dining room	259	259	247	142	34	164	91	73
%V	*9.9%*	*10.2%*	*10.4%*	*13.0%*	*10.6%*	*10.7%*	*15.9%*	*7.6%*
%H (All HH)		*100.0%*	*95.4%*	*54.8%*	*13.1%*	*63.3%*	*35.1%*	*28.2%*
%H (TV HH)			*95.4%*	*54.8%*	*13.1%*	*63.3%*	*35.1%*	*28.2%*
Study/office	72	72	72	45	8	48	28	20
%V	*2.8%*	*2.8%*	*3.0%*	*4.1%*	*2.5%*	*3.1%*	*4.9%*	*2.1%*
%H (All HH)		*100.0%*	*100.0%*	*62.5%*	*11.1%*	*66.7%*	*38.9%*	*27.8%*
%H (TV HH)			*100.0%*	*62.5%*	*11.1%*	*66.7%*	*38.9%*	*27.8%*
TV room	25	25	25	17	1	18	11	7
%V	*1.0%*	*1.0%*	*1.1%*	*1.6%*	*0.3%*	*1.2%*	*1.9%*	*0.7%*
%H (All HH)		*100.0%*	*100.0%*	*68.0%*	*4.0%*	*72.0%*	*44.0%*	*28.0%*
%H (TV HH)			*100.0%*	*68.0%*	*4.0%*	*72.0%*	*44.0%*	*28.0%*
No specific location	6	6	6	3	1	5	3	2
%V	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*50.0%*	*16.7%*	*83.3%*	*50.0%*	*33.3%*
%H (TV HH)			*100.0%*	*50.0%*	*16.7%*	*83.3%*	*50.0%*	*33.3%*
Other	19	19	17	9	2	12	5	6
%V	*0.7%*	*0.7%*	*0.7%*	*0.8%*	*0.6%*	*0.8%*	*0.9%*	*0.6%*
%H (All HH)		*100.0%*	*89.5%*	*47.4%*	*10.5%*	*63.2%*	*26.3%*	*31.6%*
%H (TV HH)			*89.5%*	*47.4%*	*10.5%*	*63.2%*	*26.3%*	*31.6%*

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Household level data

Table 20.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2617	2543	2365	1096	322	1532	572	960
%H (All HH)		*97.2%*	*90.4%*	*41.9%*	*12.3%*	*58.5%*	*21.9%*	*36.7%*
%H (TV HH)			*93.0%*	*43.1%*	*12.7%*	*60.2%*	*22.5%*	*37.8%*
PVR	1126	1126	1125	771	147	613	395	218
%V	*43.0%*	*44.3%*	*47.6%*	*70.3%*	*45.7%*	*40.0%*	*69.1%*	*22.7%*
%H (All HH)		*100.0%*	*99.9%*	*68.5%*	*13.1%*	*54.4%*	*35.1%*	*19.4%*
%H (TV HH)			*99.9%*	*68.5%*	*13.1%*	*54.4%*	*35.1%*	*19.4%*
DVDR	402	402	386	200	48	253	109	144
%V	*15.4%*	*15.8%*	*16.3%*	*18.2%*	*14.9%*	*16.5%*	*19.1%*	*15.0%*
%H (All HH)		*100.0%*	*96.0%*	*49.8%*	*11.9%*	*62.9%*	*27.1%*	*35.8%*
%H (TV HH)			*96.0%*	*49.8%*	*11.9%*	*62.9%*	*27.1%*	*35.8%*
VCR	634	634	583	227	89	399	126	273
%V	*24.2%*	*24.9%*	*24.7%*	*20.7%*	*27.6%*	*26.0%*	*22.0%*	*28.4%*
%H (All HH)		*100.0%*	*92.0%*	*35.8%*	*14.0%*	*62.9%*	*19.9%*	*43.1%*
%H (TV HH)			*92.0%*	*35.8%*	*14.0%*	*62.9%*	*19.9%*	*43.1%*
Any recorder	1690	1690	1631	903	227	990	474	516
%V	*64.6%*	*66.5%*	*69.0%*	*82.4%*	*70.5%*	*64.6%*	*82.9%*	*53.8%*
%H (All HH)		*100.0%*	*96.5%*	*53.4%*	*13.4%*	*58.6%*	*28.0%*	*30.5%*
%H (TV HH)			*96.5%*	*53.4%*	*13.4%*	*58.6%*	*28.0%*	*30.5%*

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Household level data

Table 20.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2617	2543	2365	1096	322	1532	572	960
%H (All HH)		*97.2%*	*90.4%*	*41.9%*	*12.3%*	*58.5%*	*21.9%*	*36.7%*
%H (TV HH)			*93.0%*	*43.1%*	*12.7%*	*60.2%*	*22.5%*	*37.8%*
Receives HDTV (via STB or built-in reception)	670	670	670	439	157	350	266	83
%V	*25.6%*	*26.3%*	*28.3%*	*40.1%*	*48.8%*	*22.8%*	*46.5%*	*8.6%*
%H (All HH)		*100.0%*	*100.0%*	*65.5%*	*23.4%*	*52.2%*	*39.7%*	*12.4%*
%H (TV HH)			*100.0%*	*65.5%*	*23.4%*	*52.2%*	*39.7%*	*12.4%*
DVD/Blu-ray player or recorder	2062	2062	1977	962	288	1273	530	743
%V	*78.8%*	*81.1%*	*83.6%*	*87.8%*	*89.4%*	*83.1%*	*92.7%*	*77.4%*
%H (All HH)		*100.0%*	*95.9%*	*46.7%*	*14.0%*	*61.7%*	*25.7%*	*36.0%*
%H (TV HH)			*95.9%*	*46.7%*	*14.0%*	*61.7%*	*25.7%*	*36.0%*

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Household level data

Table 20.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2617	2543	2365	1096	322	1532	572	960
%H (All HH)		*97.2%*	*90.4%*	*41.9%*	*12.3%*	*58.5%*	*21.9%*	*36.7%*
%H (TV HH)			*93.0%*	*43.1%*	*12.7%*	*60.2%*	*22.5%*	*37.8%*
Has PC or Laptop	2033	1978	1908	958	290	1196	523	673
%V	*77.7%*	*77.8%*	*80.7%*	*87.4%*	*90.1%*	*78.1%*	*91.4%*	*70.1%*
%H (All HH)		*97.3%*	*93.9%*	*47.1%*	*14.3%*	*58.8%*	*25.7%*	*33.1%*
%H (TV HH)			*96.5%*	*48.4%*	*14.7%*	*60.5%*	*26.4%*	*34.0%*
Has broadband internet	1898	1848	1785	907	285	1108	502	606
%V	*72.5%*	*72.7%*	*75.5%*	*82.8%*	*88.5%*	*72.3%*	*87.8%*	*63.1%*
%H (All HH)		*97.4%*	*94.0%*	*47.8%*	*15.0%*	*58.4%*	*26.4%*	*31.9%*
%H (TV HH)			*96.6%*	*49.1%*	*15.4%*	*60.0%*	*27.2%*	*32.8%*

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
April 2010 - March 2011

ITV South and South East

Set level data

Table 20.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5173	4921	2548	683	3283	1546	1737
%H		*95.1%*	*49.3%*	*13.2%*	*63.5%*	*29.9%*	*33.6%*
Under 20"	1568	1478	713	208	1050	478	571
%V	*30.3%*	*30.0%*	*28.0%*	*30.5%*	*32.0%*	*30.9%*	*32.9%*
%H		*94.3%*	*45.5%*	*13.3%*	*67.0%*	*30.5%*	*36.4%*
20" - 29"	1570	1457	678	191	997	394	603
%V	*30.3%*	*29.6%*	*26.6%*	*28.0%*	*30.4%*	*25.5%*	*34.7%*
%H		*92.8%*	*43.2%*	*12.2%*	*63.5%*	*25.1%*	*38.4%*
30" - 39"	1310	1270	679	179	811	387	424
%V	*25.3%*	*25.8%*	*26.6%*	*26.2%*	*24.7%*	*25.0%*	*24.4%*
%H		*96.9%*	*51.8%*	*13.7%*	*61.9%*	*29.5%*	*32.4%*
40" and over	692	687	461	101	410	279	130
%V	*13.4%*	*14.0%*	*18.1%*	*14.8%*	*12.5%*	*18.0%*	*7.5%*
%H		*99.3%*	*66.6%*	*14.6%*	*59.2%*	*40.3%*	*18.8%*
Don't know	33	28	17	3	15	7	8
%V	*0.6%*	*0.6%*	*0.7%*	*0.4%*	*0.5%*	*0.5%*	*0.5%*
%H		*84.8%*	*51.5%*	*9.1%*	*45.5%*	*21.2%*	*24.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Set level data

Table 20.12: Location of set

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5173	4921	2548	683	3283	1546	1737
%H		*95.1%*	*49.3%*	*13.2%*	*63.5%*	*29.9%*	*33.6%*
Main living room	2534	2362	1099	320	1528	573	956
%V	*49.0%*	*48.0%*	*43.1%*	*46.9%*	*46.5%*	*37.1%*	*55.0%*
%H		*93.2%*	*43.4%*	*12.6%*	*60.3%*	*22.6%*	*37.7%*
Kitchen	355	343	189	43	237	123	114
%V	*6.9%*	*7.0%*	*7.4%*	*6.3%*	*7.2%*	*8.0%*	*6.6%*
%H		*96.6%*	*53.2%*	*12.1%*	*66.8%*	*34.6%*	*32.1%*
Adult's bedroom	1487	1439	787	219	990	536	454
%V	*28.7%*	*29.2%*	*30.9%*	*32.1%*	*30.2%*	*34.7%*	*26.1%*
%H		*96.8%*	*52.9%*	*14.7%*	*66.6%*	*36.0%*	*30.5%*
Child's bedroom	287	284	181	43	196	130	66
%V	*5.5%*	*5.8%*	*7.1%*	*6.3%*	*6.0%*	*8.4%*	*3.8%*
%H		*99.0%*	*63.1%*	*15.0%*	*68.3%*	*45.3%*	*23.0%*
Other bedroom	124	122	74	11	83	44	39
%V	*2.4%*	*2.5%*	*2.9%*	*1.6%*	*2.5%*	*2.8%*	*2.2%*
%H		*98.4%*	*59.7%*	*8.9%*	*66.9%*	*35.5%*	*31.5%*
Second living/dining room	261	250	143	35	166	92	73
%V	*5.0%*	*5.1%*	*5.6%*	*5.1%*	*5.1%*	*6.0%*	*4.2%*
%H		*95.8%*	*54.8%*	*13.4%*	*63.6%*	*35.2%*	*28.0%*
Study/office	74	73	46	8	49	29	20
%V	*1.4%*	*1.5%*	*1.8%*	*1.2%*	*1.5%*	*1.9%*	*1.2%*
%H		*98.6%*	*62.2%*	*10.8%*	*66.2%*	*39.2%*	*27.0%*
TV room	25	25	17	1	18	11	7
%V	*0.5%*	*0.5%*	*0.7%*	*0.1%*	*0.5%*	*0.7%*	*0.4%*
%H		*100.0%*	*68.0%*	*4.0%*	*72.0%*	*44.0%*	*28.0%*
No specific location	6	6	3	1	5	3	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*
%H		*100.0%*	*50.0%*	*16.7%*	*83.3%*	*50.0%*	*33.3%*
Other	20	18	9	2	12	5	7
%V	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*90.0%*	*45.0%*	*10.0%*	*60.0%*	*25.0%*	*35.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5173	4921	2548	683	3283	1546	1737
%H		*95.1%*	*49.3%*	*13.2%*	*63.5%*	*29.9%*	*33.6%*
PVR	1473	1471	1076	176	769	534	234
%V	*28.5%*	*29.9%*	*42.2%*	*25.8%*	*23.4%*	*34.5%*	*13.5%*
%H		*99.9%*	*73.0%*	*11.9%*	*52.2%*	*36.3%*	*15.9%*
DVDR	460	443	234	54	288	127	161
%V	*8.9%*	*9.0%*	*9.2%*	*7.9%*	*8.8%*	*8.2%*	*9.3%*
%H		*96.3%*	*50.9%*	*11.7%*	*62.6%*	*27.6%*	*35.0%*
VCR	728	673	269	104	461	151	310
%V	*14.1%*	*13.7%*	*10.6%*	*15.2%*	*14.0%*	*9.8%*	*17.8%*
%H		*92.4%*	*37.0%*	*14.3%*	*63.3%*	*20.7%*	*42.6%*
Any recorder	2241	2175	1312	287	1286	684	601
%V	*43.3%*	*44.2%*	*51.5%*	*42.0%*	*39.2%*	*44.2%*	*34.6%*
%H		*97.1%*	*58.5%*	*12.8%*	*57.4%*	*30.5%*	*26.8%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5173	4921	2548	683	3283	1546	1737
%H		*95.1%*	*49.3%*	*13.2%*	*63.5%*	*29.9%*	*33.6%*
Receives HDTV (via STB or built-in reception)	866	866	593	189	447	351	95
%V	*16.7%*	*17.6%*	*23.3%*	*27.7%*	*13.6%*	*22.7%*	*5.5%*
%H		*100.0%*	*68.5%*	*21.8%*	*51.6%*	*40.5%*	*11.0%*
DVD/Blu-ray player or recorder	3010	2912	1526	443	1941	964	977
%V	*58.2%*	*59.2%*	*59.9%*	*64.9%*	*59.1%*	*62.4%*	*56.2%*
%H		*96.7%*	*50.7%*	*14.7%*	*64.5%*	*32.0%*	*32.5%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2541	2364	1096	322	1531	572	959
%H		*93.0%*	*43.1%*	*12.7%*	*60.3%*	*22.5%*	*37.7%*
Under 20"	125	91	14	9	70	3	67
%V	*4.9%*	*3.8%*	*1.3%*	*2.8%*	*4.6%*	*0.5%*	*7.0%*
%H		*72.8%*	*11.2%*	*7.2%*	*56.0%*	*2.4%*	*53.6%*
20" - 29"	811	716	228	86	505	99	405
%V	*31.9%*	*30.3%*	*20.8%*	*26.7%*	*33.0%*	*17.3%*	*42.2%*
%H		*88.3%*	*28.1%*	*10.6%*	*62.3%*	*12.2%*	*49.9%*
30" - 39"	981	941	446	139	594	231	363
%V	*38.6%*	*39.8%*	*40.7%*	*43.2%*	*38.8%*	*40.4%*	*37.9%*
%H		*95.9%*	*45.5%*	*14.2%*	*60.6%*	*23.5%*	*37.0%*
40" and over	605	602	399	87	356	236	120
%V	*23.8%*	*25.5%*	*36.4%*	*27.0%*	*23.3%*	*41.3%*	*12.5%*
%H		*99.5%*	*66.0%*	*14.4%*	*58.8%*	*39.0%*	*19.8%*
Don't know	19	14	9	1	6	2	4
%V	*0.7%*	*0.6%*	*0.8%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*73.7%*	*47.4%*	*5.3%*	*31.6%*	*10.5%*	*21.1%*

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 20.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2541	2364	1096	322	1531	572	959
%H		*93.0%*	*43.1%*	*12.7%*	*60.3%*	*22.5%*	*37.7%*
PVR	1097	1097	757	141	592	384	208
%V	*43.2%*	*46.4%*	*69.1%*	*43.8%*	*38.7%*	*67.1%*	*21.7%*
%H		*100.0%*	*69.0%*	*12.9%*	*54.0%*	*35.0%*	*19.0%*
DVDR	355	339	173	41	217	88	129
%V	*14.0%*	*14.3%*	*15.8%*	*12.7%*	*14.2%*	*15.4%*	*13.5%*
%H		*95.5%*	*48.7%*	*11.5%*	*61.1%*	*24.8%*	*36.3%*
VCR	541	491	181	77	335	97	238
%V	*21.3%*	*20.8%*	*16.5%*	*23.9%*	*21.9%*	*17.0%*	*24.8%*
%H		*90.8%*	*33.5%*	*14.2%*	*61.9%*	*17.9%*	*44.0%*
Any recorder	1634	1577	887	218	949	462	486
%V	*64.3%*	*66.7%*	*80.9%*	*67.7%*	*62.0%*	*80.8%*	*50.7%*
%H		*96.5%*	*54.3%*	*13.3%*	*58.1%*	*28.3%*	*29.7%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2541	2364	1096	322	1531	572	959
%H		*93.0%*	*43.1%*	*12.7%*	*60.3%*	*22.5%*	*37.7%*
Receives HDTV (via STB or built-in reception)	641	641	418	152	332	253	79
%V	*25.2%*	*27.1%*	*38.1%*	*47.2%*	*21.7%*	*44.2%*	*8.2%*
%H		*100.0%*	*65.2%*	*23.7%*	*51.8%*	*39.5%*	*12.3%*
DVD/Blu-ray player or recorder	1972	1890	911	276	1217	499	717
%V	*77.6%*	*79.9%*	*83.1%*	*85.7%*	*79.5%*	*87.2%*	*74.8%*
%H		*95.8%*	*46.2%*	*14.0%*	*61.7%*	*25.3%*	*36.4%*

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

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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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2632	2556	1452	361	1751	974	777
%H		*97.1%*	*55.2%*	*13.7%*	*66.5%*	*37.0%*	*29.5%*
Under 20"	1443	1388	699	199	980	475	504
%V	*54.8%*	*54.3%*	*48.1%*	*55.1%*	*56.0%*	*48.8%*	*64.9%*
%H		*96.2%*	*48.4%*	*13.8%*	*67.9%*	*32.9%*	*34.9%*
20" - 29"	759	741	450	106	493	295	198
%V	*28.8%*	*29.0%*	*31.0%*	*29.4%*	*28.2%*	*30.3%*	*25.5%*
%H		*97.6%*	*59.3%*	*14.0%*	*65.0%*	*38.9%*	*26.1%*
30" - 39"	329	329	233	40	217	156	61
%V	*12.5%*	*12.9%*	*16.0%*	*11.1%*	*12.4%*	*16.0%*	*7.9%*
%H		*100.0%*	*70.8%*	*12.2%*	*66.0%*	*47.4%*	*18.5%*
40" and over	86	85	62	15	53	43	11
%V	*3.3%*	*3.3%*	*4.3%*	*4.2%*	*3.0%*	*4.4%*	*1.4%*
%H		*98.8%*	*72.1%*	*17.4%*	*61.6%*	*50.0%*	*12.8%*
Don't know	14	14	8	2	8	5	4
%V	*0.5%*	*0.5%*	*0.6%*	*0.6%*	*0.5%*	*0.5%*	*0.5%*
%H		*100.0%*	*57.1%*	*14.3%*	*57.1%*	*35.7%*	*28.6%*

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2632	2556	1452	361	1751	974	777
%H		*97.1%*	*55.2%*	*13.7%*	*66.5%*	*37.0%*	*29.5%*
PVR	375	374	318	35	177	151	26
%V	*14.2%*	*14.6%*	*21.9%*	*9.7%*	*10.1%*	*15.5%*	*3.3%*
%H		*99.7%*	*84.8%*	*9.3%*	*47.2%*	*40.3%*	*6.9%*
DVDR	106	103	61	14	71	39	32
%V	*4.0%*	*4.0%*	*4.2%*	*3.9%*	*4.1%*	*4.0%*	*4.1%*
%H		*97.2%*	*57.5%*	*13.2%*	*67.0%*	*36.8%*	*30.2%*
VCR	187	182	88	27	126	55	71
%V	*7.1%*	*7.1%*	*6.1%*	*7.5%*	*7.2%*	*5.6%*	*9.1%*
%H		*97.3%*	*47.1%*	*14.4%*	*67.4%*	*29.4%*	*38.0%*
Any recorder	607	599	425	69	337	222	115
%V	*23.1%*	*23.4%*	*29.3%*	*19.1%*	*19.2%*	*22.8%*	*14.8%*
%H		*98.7%*	*70.0%*	*11.4%*	*55.5%*	*36.6%*	*18.9%*

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

Set level data

Table 20.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2632	2556	1452	361	1751	974	777
%H		*97.1%*	*55.2%*	*13.7%*	*66.5%*	*37.0%*	*29.5%*
Receives HDTV (via STB or built-in reception)	225	225	175	37	115	98	17
%V	*8.5%*	*8.8%*	*12.1%*	*10.2%*	*6.6%*	*10.1%*	*2.2%*
%H		*100.0%*	*77.8%*	*16.4%*	*51.1%*	*43.6%*	*7.6%*
DVD/Blu-ray player or recorder	1038	1022	615	167	724	465	260
%V	*39.4%*	*40.0%*	*42.4%*	*46.3%*	*41.3%*	*47.7%*	*33.5%*
%H		*98.5%*	*59.2%*	*16.1%*	*69.7%*	*44.8%*	*25.0%*

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

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ITV South and South East

Individual level data

Table 20.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	5893	5740	5462	2774	831	3479	1573	1906
%H		*97.4%*	*92.7%*	*47.1%*	*14.1%*	*59.0%*	*26.7%*	*32.3%*
Total Children	1071	1059	1041	577	186	626	332	294
%V	*18.2%*	*18.4%*	*19.1%*	*20.8%*	*22.4%*	*18.0%*	*21.1%*	*15.4%*
%H		*98.9%*	*97.2%*	*53.9%*	*17.4%*	*58.5%*	*31.0%*	*27.5%*
0 - 3	296	294	289	146	52	164	71	93
%V	*5.0%*	*5.1%*	*5.3%*	*5.3%*	*6.3%*	*4.7%*	*4.5%*	*4.9%*
%H		*99.3%*	*97.6%*	*49.3%*	*17.6%*	*55.4%*	*24.0%*	*31.4%*
4 - 15	775	765	753	431	134	462	262	200
%V	*13.2%*	*13.3%*	*13.8%*	*15.5%*	*16.1%*	*13.3%*	*16.7%*	*10.5%*
%H		*98.7%*	*97.2%*	*55.6%*	*17.3%*	*59.6%*	*33.8%*	*25.8%*
4 - 9	377	370	364	209	67	214	119	96
%V	*6.4%*	*6.4%*	*6.7%*	*7.5%*	*8.1%*	*6.2%*	*7.6%*	*5.0%*
%H		*98.1%*	*96.6%*	*55.4%*	*17.8%*	*56.8%*	*31.6%*	*25.5%*
10 - 15	398	395	388	221	67	248	143	105
%V	*6.8%*	*6.9%*	*7.1%*	*8.0%*	*8.1%*	*7.1%*	*9.1%*	*5.5%*
%H		*99.2%*	*97.5%*	*55.5%*	*16.8%*	*62.3%*	*35.9%*	*26.4%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	5893	5740	5462	2774	831	3479	1573	1906
%H		*97.4%*	*92.7%*	*47.1%*	*14.1%*	*59.0%*	*26.7%*	*32.3%*
Total Adults (16+)	4822	4681	4420	2197	645	2853	1241	1612
%V	*81.8%*	*81.6%*	*80.9%*	*79.2%*	*77.6%*	*82.0%*	*78.9%*	*84.6%*
%H		*97.1%*	*91.7%*	*45.6%*	*13.4%*	*59.2%*	*25.7%*	*33.4%*
16 - 19	313	290	276	142	50	182	94	88
%V	*5.3%*	*5.1%*	*5.1%*	*5.1%*	*6.0%*	*5.2%*	*6.0%*	*4.6%*
%H		*92.7%*	*88.2%*	*45.4%*	*16.0%*	*58.1%*	*30.0%*	*28.1%*
20 - 24	358	325	298	158	42	193	92	101
%V	*6.1%*	*5.7%*	*5.5%*	*5.7%*	*5.1%*	*5.5%*	*5.8%*	*5.3%*
%H		*90.8%*	*83.2%*	*44.1%*	*11.7%*	*53.9%*	*25.7%*	*28.2%*
25 - 34	702	668	650	354	121	359	180	179
%V	*11.9%*	*11.6%*	*11.9%*	*12.8%*	*14.6%*	*10.3%*	*11.4%*	*9.4%*
%H		*95.2%*	*92.6%*	*50.4%*	*17.2%*	*51.1%*	*25.6%*	*25.5%*
35 - 44	819	798	786	443	145	484	274	210
%V	*13.9%*	*13.9%*	*14.4%*	*16.0%*	*17.4%*	*13.9%*	*17.4%*	*11.0%*
%H		*97.4%*	*96.0%*	*54.1%*	*17.7%*	*59.1%*	*33.5%*	*25.6%*
45 - 54	844	834	805	429	113	521	252	270
%V	*14.3%*	*14.5%*	*14.7%*	*15.5%*	*13.6%*	*15.0%*	*16.0%*	*14.2%*
%H		*98.8%*	*95.4%*	*50.8%*	*13.4%*	*61.7%*	*29.9%*	*32.0%*
55 - 64	713	703	672	321	98	435	178	257
%V	*12.1%*	*12.2%*	*12.3%*	*11.6%*	*11.8%*	*12.5%*	*11.3%*	*13.5%*
%H		*98.6%*	*94.2%*	*45.0%*	*13.7%*	*61.0%*	*25.0%*	*36.0%*
65+	1074	1062	932	351	76	679	171	508
%V	*18.2%*	*18.5%*	*17.1%*	*12.7%*	*9.1%*	*19.5%*	*10.9%*	*26.7%*
%H		*98.9%*	*86.8%*	*32.7%*	*7.1%*	*63.2%*	*15.9%*	*47.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Individual level data

Table 20.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4822	4681	4420	2197	645	2853	1241	1612
%H		*97.1%*	*91.7%*	*45.6%*	*13.4%*	*59.2%*	*25.7%*	*33.4%*
AB	1470	1448	1389	720	202	865	388	476
%V	*30.5%*	*30.9%*	*31.4%*	*32.8%*	*31.3%*	*30.3%*	*31.3%*	*29.5%*
%H		*98.5%*	*94.5%*	*49.0%*	*13.7%*	*58.8%*	*26.4%*	*32.4%*
C1	1403	1341	1262	623	193	823	365	457
%V	*29.1%*	*28.6%*	*28.6%*	*28.4%*	*29.9%*	*28.8%*	*29.4%*	*28.3%*
%H		*95.6%*	*90.0%*	*44.4%*	*13.8%*	*58.7%*	*26.0%*	*32.6%*
C2	1057	1035	988	529	144	636	311	325
%V	*21.9%*	*22.1%*	*22.4%*	*24.1%*	*22.3%*	*22.3%*	*25.1%*	*20.2%*
%H		*97.9%*	*93.5%*	*50.0%*	*13.6%*	*60.2%*	*29.4%*	*30.7%*
D	509	492	460	217	72	307	131	175
%V	*10.6%*	*10.5%*	*10.4%*	*9.9%*	*11.2%*	*10.8%*	*10.6%*	*10.9%*
%H		*96.7%*	*90.4%*	*42.6%*	*14.1%*	*60.3%*	*25.7%*	*34.4%*
E	383	364	321	109	35	222	45	178
%V	*7.9%*	*7.8%*	*7.3%*	*5.0%*	*5.4%*	*7.8%*	*3.6%*	*11.0%*
%H		*95.0%*	*83.8%*	*28.5%*	*9.1%*	*58.0%*	*11.7%*	*46.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Individual level data

Table 20.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4822	4681	4420	2197	645	2853	1241	1612
%H		*97.1%*	*91.7%*	*45.6%*	*13.4%*	*59.2%*	*25.7%*	*33.4%*
Working full time	2158	2118	2057	1151	333	1261	666	594
%V	*44.8%*	*45.2%*	*46.5%*	*52.4%*	*51.6%*	*44.2%*	*53.7%*	*36.8%*
%H		*98.1%*	*95.3%*	*53.3%*	*15.4%*	*58.4%*	*30.9%*	*27.5%*
Working part time	547	534	519	256	84	327	146	181
%V	*11.3%*	*11.4%*	*11.7%*	*11.7%*	*13.0%*	*11.5%*	*11.8%*	*11.2%*
%H		*97.6%*	*94.9%*	*46.8%*	*15.4%*	*59.8%*	*26.7%*	*33.1%*
Not working	2117	2029	1845	790	227	1264	428	837
%V	*43.9%*	*43.3%*	*41.7%*	*36.0%*	*35.2%*	*44.3%*	*34.5%*	*51.9%*
%H		*95.8%*	*87.2%*	*37.3%*	*10.7%*	*59.7%*	*20.2%*	*39.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Individual level data

Table 20.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2319	2242	2138	1116	315	1356	632	724
%H		*96.7%*	*92.2%*	*48.1%*	*13.6%*	*58.5%*	*27.3%*	*31.2%*
16 - 19	160	147	140	79	23	88	51	37
%V	*6.9%*	*6.6%*	*6.5%*	*7.1%*	*7.3%*	*6.5%*	*8.1%*	*5.1%*
%H		*91.9%*	*87.5%*	*49.4%*	*14.4%*	*55.0%*	*31.9%*	*23.1%*
20 - 24	177	164	154	87	22	95	48	47
%V	*7.6%*	*7.3%*	*7.2%*	*7.8%*	*7.0%*	*7.0%*	*7.6%*	*6.5%*
%H		*92.7%*	*87.0%*	*49.2%*	*12.4%*	*53.7%*	*27.1%*	*26.6%*
25 - 34	352	330	320	173	59	178	87	91
%V	*15.2%*	*14.7%*	*15.0%*	*15.5%*	*18.7%*	*13.1%*	*13.8%*	*12.6%*
%H		*93.8%*	*90.9%*	*49.1%*	*16.8%*	*50.6%*	*24.7%*	*25.9%*
35 - 44	398	390	386	219	72	234	134	100
%V	*17.2%*	*17.4%*	*18.1%*	*19.6%*	*22.9%*	*17.3%*	*21.2%*	*13.8%*
%H		*98.0%*	*97.0%*	*55.0%*	*18.1%*	*58.8%*	*33.7%*	*25.1%*
45 - 54	417	410	396	218	54	257	130	126
%V	*18.0%*	*18.3%*	*18.5%*	*19.5%*	*17.1%*	*19.0%*	*20.6%*	*17.4%*
%H		*98.3%*	*95.0%*	*52.3%*	*12.9%*	*61.6%*	*31.2%*	*30.2%*
55 - 64	338	331	317	150	46	211	88	123
%V	*14.6%*	*14.8%*	*14.8%*	*13.4%*	*14.6%*	*15.6%*	*13.9%*	*17.0%*
%H		*97.9%*	*93.8%*	*44.4%*	*13.6%*	*62.4%*	*26.0%*	*36.4%*
65+	477	470	425	190	39	294	95	199
%V	*20.6%*	*21.0%*	*19.9%*	*17.0%*	*12.4%*	*21.7%*	*15.0%*	*27.5%*
%H		*98.5%*	*89.1%*	*39.8%*	*8.2%*	*61.6%*	*19.9%*	*41.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Individual level data

Table 20.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2319	2242	2138	1116	315	1356	632	724
%H		*96.7%*	*92.2%*	*48.1%*	*13.6%*	*58.5%*	*27.3%*	*31.2%*
AB	740	728	703	386	103	422	203	219
%V	*31.9%*	*32.5%*	*32.9%*	*34.6%*	*32.7%*	*31.1%*	*32.1%*	*30.2%*
%H		*98.4%*	*95.0%*	*52.2%*	*13.9%*	*57.0%*	*27.4%*	*29.6%*
C1	636	609	580	308	91	367	181	187
%V	*27.4%*	*27.2%*	*27.1%*	*27.6%*	*28.9%*	*27.1%*	*28.6%*	*25.8%*
%H		*95.8%*	*91.2%*	*48.4%*	*14.3%*	*57.7%*	*28.5%*	*29.4%*
C2	554	541	520	280	71	339	165	174
%V	*23.9%*	*24.1%*	*24.3%*	*25.1%*	*22.5%*	*25.0%*	*26.1%*	*24.0%*
%H		*97.7%*	*93.9%*	*50.5%*	*12.8%*	*61.2%*	*29.8%*	*31.4%*
D	236	223	208	98	35	140	63	77
%V	*10.2%*	*9.9%*	*9.7%*	*8.8%*	*11.1%*	*10.3%*	*10.0%*	*10.6%*
%H		*94.5%*	*88.1%*	*41.5%*	*14.8%*	*59.3%*	*26.7%*	*32.6%*
E	153	141	126	44	15	88	21	67
%V	*6.6%*	*6.3%*	*5.9%*	*3.9%*	*4.8%*	*6.5%*	*3.3%*	*9.3%*
%H		*92.2%*	*82.4%*	*28.8%*	*9.8%*	*57.5%*	*13.7%*	*43.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Individual level data

Table 20.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2319	2242	2138	1116	315	1356	632	724
%H		*96.7%*	*92.2%*	*48.1%*	*13.6%*	*58.5%*	*27.3%*	*31.2%*
Working full time	1346	1320	1282	725	208	784	422	363
%V	*58.0%*	*58.9%*	*60.0%*	*65.0%*	*66.0%*	*57.8%*	*66.8%*	*50.1%*
%H		*98.1%*	*95.2%*	*53.9%*	*15.5%*	*58.2%*	*31.4%*	*27.0%*
Working part time	107	98	94	40	10	66	24	42
%V	*4.6%*	*4.4%*	*4.4%*	*3.6%*	*3.2%*	*4.9%*	*3.8%*	*5.8%*
%H		*91.6%*	*87.9%*	*37.4%*	*9.3%*	*61.7%*	*22.4%*	*39.3%*
Not working	865	824	762	351	96	506	187	319
%V	*37.3%*	*36.8%*	*35.6%*	*31.5%*	*30.5%*	*37.3%*	*29.6%*	*44.1%*
%H		*95.3%*	*88.1%*	*40.6%*	*11.1%*	*58.5%*	*21.6%*	*36.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Individual level data

Table 20.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2503	2438	2283	1081	330	1497	608	888
%H		*97.4%*	*91.2%*	*43.2%*	*13.2%*	*59.8%*	*24.3%*	*35.5%*
16 - 19	153	143	137	62	27	94	43	51
%V	*6.1%*	*5.9%*	*6.0%*	*5.7%*	*8.2%*	*6.3%*	*7.1%*	*5.7%*
%H		*93.5%*	*89.5%*	*40.5%*	*17.6%*	*61.4%*	*28.1%*	*33.3%*
20 - 24	181	161	144	70	20	98	44	54
%V	*7.2%*	*6.6%*	*6.3%*	*6.5%*	*6.1%*	*6.5%*	*7.2%*	*6.1%*
%H		*89.0%*	*79.6%*	*38.7%*	*11.0%*	*54.1%*	*24.3%*	*29.8%*
25 - 34	350	338	331	180	62	181	93	88
%V	*14.0%*	*13.9%*	*14.5%*	*16.7%*	*18.8%*	*12.1%*	*15.3%*	*9.9%*
%H		*96.6%*	*94.6%*	*51.4%*	*17.7%*	*51.7%*	*26.6%*	*25.1%*
35 - 44	421	408	400	224	73	250	140	110
%V	*16.8%*	*16.7%*	*17.5%*	*20.7%*	*22.1%*	*16.7%*	*23.0%*	*12.4%*
%H		*96.9%*	*95.0%*	*53.2%*	*17.3%*	*59.4%*	*33.3%*	*26.1%*
45 - 54	426	424	410	211	60	265	121	143
%V	*17.0%*	*17.4%*	*18.0%*	*19.5%*	*18.2%*	*17.7%*	*19.9%*	*16.1%*
%H		*99.5%*	*96.2%*	*49.5%*	*14.1%*	*62.2%*	*28.4%*	*33.6%*
55 - 64	375	372	355	171	51	224	90	134
%V	*15.0%*	*15.3%*	*15.5%*	*15.8%*	*15.5%*	*15.0%*	*14.8%*	*15.1%*
%H		*99.2%*	*94.7%*	*45.6%*	*13.6%*	*59.7%*	*24.0%*	*35.7%*
65+	597	592	507	161	38	385	77	309
%V	*23.9%*	*24.3%*	*22.2%*	*14.9%*	*11.5%*	*25.7%*	*12.7%*	*34.8%*
%H		*99.2%*	*84.9%*	*27.0%*	*6.4%*	*64.5%*	*12.9%*	*51.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Individual level data

Table 20.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2503	2438	2283	1081	330	1497	608	888
%H		*97.4%*	*91.2%*	*43.2%*	*13.2%*	*59.8%*	*24.3%*	*35.5%*
AB	730	720	686	334	99	442	185	257
%V	*29.2%*	*29.5%*	*30.0%*	*30.9%*	*30.0%*	*29.5%*	*30.4%*	*28.9%*
%H		*98.6%*	*94.0%*	*45.8%*	*13.6%*	*60.5%*	*25.3%*	*35.2%*
C1	767	732	682	315	102	455	185	271
%V	*30.6%*	*30.0%*	*29.9%*	*29.1%*	*30.9%*	*30.4%*	*30.4%*	*30.5%*
%H		*95.4%*	*88.9%*	*41.1%*	*13.3%*	*59.3%*	*24.1%*	*35.3%*
C2	503	494	468	249	73	298	146	152
%V	*20.1%*	*20.3%*	*20.5%*	*23.0%*	*22.1%*	*19.9%*	*24.0%*	*17.1%*
%H		*98.2%*	*93.0%*	*49.5%*	*14.5%*	*59.2%*	*29.0%*	*30.2%*
D	273	269	252	119	37	167	69	99
%V	*10.9%*	*11.0%*	*11.0%*	*11.0%*	*11.2%*	*11.2%*	*11.3%*	*11.1%*
%H		*98.5%*	*92.3%*	*43.6%*	*13.6%*	*61.2%*	*25.3%*	*36.3%*
E	230	223	194	64	20	134	24	111
%V	*9.2%*	*9.1%*	*8.5%*	*5.9%*	*6.1%*	*9.0%*	*3.9%*	*12.5%*
%H		*97.0%*	*84.3%*	*27.8%*	*8.7%*	*58.3%*	*10.4%*	*48.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South and South East

Individual level data

Table 20.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2503	2438	2283	1081	330	1497	608	888
%H		*97.4%*	*91.2%*	*43.2%*	*13.2%*	*59.8%*	*24.3%*	*35.5%*
Working full time	811	798	775	426	125	477	245	232
%V	*32.4%*	*32.7%*	*33.9%*	*39.4%*	*37.9%*	*31.9%*	*40.3%*	*26.1%*
%H		*98.4%*	*95.6%*	*52.5%*	*15.4%*	*58.8%*	*30.2%*	*28.6%*
Working part time	440	436	425	216	74	261	123	139
%V	*17.6%*	*17.9%*	*18.6%*	*20.0%*	*22.4%*	*17.4%*	*20.2%*	*15.7%*
%H		*99.1%*	*96.6%*	*49.1%*	*16.8%*	*59.3%*	*28.0%*	*31.6%*
Not working	1252	1205	1083	439	131	758	241	518
%V	*50.0%*	*49.4%*	*47.4%*	*40.6%*	*39.7%*	*50.6%*	*39.6%*	*58.3%*
%H		*96.2%*	*86.5%*	*35.1%*	*10.5%*	*60.5%*	*19.2%*	*41.4%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4722	4586	4236	1997	614	2729	1060	1669
%H (All HH)		*97.1%*	*89.7%*	*42.3%*	*13.0%*	*57.8%*	*22.4%*	*35.3%*
%H (TV HH)			*92.4%*	*43.5%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
AB	1264	1243	1176	582	175	726	296	431
%V	*26.8%*	*27.1%*	*27.8%*	*29.1%*	*28.5%*	*26.6%*	*27.9%*	*25.8%*
%H (All HH)		*98.3%*	*93.0%*	*46.0%*	*13.8%*	*57.4%*	*23.4%*	*34.1%*
%H (TV HH)			*94.6%*	*46.8%*	*14.1%*	*58.4%*	*23.8%*	*34.7%*
C1	1329	1283	1184	571	176	770	320	450
%V	*28.1%*	*28.0%*	*28.0%*	*28.6%*	*28.7%*	*28.2%*	*30.2%*	*27.0%*
%H (All HH)		*96.5%*	*89.1%*	*43.0%*	*13.2%*	*57.9%*	*24.1%*	*33.9%*
%H (TV HH)			*92.3%*	*44.5%*	*13.7%*	*60.0%*	*24.9%*	*35.1%*
C2	973	953	896	467	128	573	259	314
%V	*20.6%*	*20.8%*	*21.2%*	*23.4%*	*20.8%*	*21.0%*	*24.4%*	*18.8%*
%H (All HH)		*97.9%*	*92.1%*	*48.0%*	*13.2%*	*58.9%*	*26.6%*	*32.3%*
%H (TV HH)			*94.0%*	*49.0%*	*13.4%*	*60.1%*	*27.2%*	*32.9%*
D	609	583	536	239	82	347	129	219
%V	*12.9%*	*12.7%*	*12.7%*	*12.0%*	*13.4%*	*12.7%*	*12.2%*	*13.1%*
%H (All HH)		*95.7%*	*88.0%*	*39.2%*	*13.5%*	*57.0%*	*21.2%*	*36.0%*
%H (TV HH)			*91.9%*	*41.0%*	*14.1%*	*59.5%*	*22.1%*	*37.6%*
E	547	523	445	138	53	313	56	257
%V	*11.6%*	*11.4%*	*10.5%*	*6.9%*	*8.6%*	*11.5%*	*5.3%*	*15.4%*
%H (All HH)		*95.6%*	*81.4%*	*25.2%*	*9.7%*	*57.2%*	*10.2%*	*47.0%*
%H (TV HH)			*85.1%*	*26.4%*	*10.1%*	*59.8%*	*10.7%*	*49.1%*

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
April 2010 - March 2011

ITV South East Macro

Household level data

Table 21.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4722	4586	4236	1997	614	2729	1060	1669
%H (All HH)		*97.1%*	*89.7%*	*42.3%*	*13.0%*	*57.8%*	*22.4%*	*35.3%*
%H (TV HH)			*92.4%*	*43.5%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
Under 25	233	210	183	75	24	112	27	84
%V	*4.9%*	*4.6%*	*4.3%*	*3.8%*	*3.9%*	*4.1%*	*2.5%*	*5.0%*
%H (All HH)		*90.1%*	*78.5%*	*32.2%*	*10.3%*	*48.1%*	*11.6%*	*36.1%*
%H (TV HH)			*87.1%*	*35.7%*	*11.4%*	*53.3%*	*12.9%*	*40.0%*
25 - 34	706	658	630	329	121	331	148	183
%V	*15.0%*	*14.3%*	*14.9%*	*16.5%*	*19.7%*	*12.1%*	*14.0%*	*11.0%*
%H (All HH)		*93.2%*	*89.2%*	*46.6%*	*17.1%*	*46.9%*	*21.0%*	*25.9%*
%H (TV HH)			*95.7%*	*50.0%*	*18.4%*	*50.3%*	*22.5%*	*27.8%*
35 - 44	862	841	814	459	147	497	276	221
%V	*18.3%*	*18.3%*	*19.2%*	*23.0%*	*23.9%*	*18.2%*	*26.0%*	*13.2%*
%H (All HH)		*97.6%*	*94.4%*	*53.2%*	*17.1%*	*57.7%*	*32.0%*	*25.6%*
%H (TV HH)			*96.8%*	*54.6%*	*17.5%*	*59.1%*	*32.8%*	*26.3%*
45 - 54	865	849	812	424	132	511	239	272
%V	*18.3%*	*18.5%*	*19.2%*	*21.2%*	*21.5%*	*18.7%*	*22.5%*	*16.3%*
%H (All HH)		*98.2%*	*93.9%*	*49.0%*	*15.3%*	*59.1%*	*27.6%*	*31.4%*
%H (TV HH)			*95.6%*	*49.9%*	*15.5%*	*60.2%*	*28.2%*	*32.0%*
55 - 64	803	790	746	347	106	492	191	301
%V	*17.0%*	*17.2%*	*17.6%*	*17.4%*	*17.3%*	*18.0%*	*18.0%*	*18.0%*
%H (All HH)		*98.4%*	*92.9%*	*43.2%*	*13.2%*	*61.3%*	*23.8%*	*37.5%*
%H (TV HH)			*94.4%*	*43.9%*	*13.4%*	*62.3%*	*24.2%*	*38.1%*
65 +	1253	1238	1051	363	85	787	179	608
%V	*26.5%*	*27.0%*	*24.8%*	*18.2%*	*13.8%*	*28.8%*	*16.9%*	*36.4%*
%H (All HH)		*98.8%*	*83.9%*	*29.0%*	*6.8%*	*62.8%*	*14.3%*	*48.5%*
%H (TV HH)			*84.9%*	*29.3%*	*6.9%*	*63.6%*	*14.5%*	*49.1%*

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
April 2010 - March 2011

ITV South East Macro

Household level data

Table 21.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4722	4586	4236	1997	614	2729	1060	1669
%H (All HH)		*97.1%*	*89.7%*	*42.3%*	*13.0%*	*57.8%*	*22.4%*	*35.3%*
%H (TV HH)			*92.4%*	*43.5%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
1	1520	1442	1220	399	141	829	149	680
%V	*32.2%*	*31.4%*	*28.8%*	*20.0%*	*23.0%*	*30.4%*	*14.1%*	*40.7%*
%H (All HH)		*94.9%*	*80.3%*	*26.3%*	*9.3%*	*54.5%*	*9.8%*	*44.7%*
%H (TV HH)			*84.6%*	*27.7%*	*9.8%*	*57.5%*	*10.3%*	*47.2%*
2	1654	1628	1538	742	216	1007	409	598
%V	*35.0%*	*35.5%*	*36.3%*	*37.2%*	*35.2%*	*36.9%*	*38.6%*	*35.8%*
%H (All HH)		*98.4%*	*93.0%*	*44.9%*	*13.1%*	*60.9%*	*24.7%*	*36.2%*
%H (TV HH)			*94.5%*	*45.6%*	*13.3%*	*61.9%*	*25.1%*	*36.7%*
3	701	687	667	377	123	390	214	176
%V	*14.8%*	*15.0%*	*15.7%*	*18.9%*	*20.0%*	*14.3%*	*20.2%*	*10.5%*
%H (All HH)		*98.0%*	*95.1%*	*53.8%*	*17.5%*	*55.6%*	*30.5%*	*25.1%*
%H (TV HH)			*97.1%*	*54.9%*	*17.9%*	*56.8%*	*31.1%*	*25.6%*
4	585	580	568	333	90	351	193	158
%V	*12.4%*	*12.6%*	*13.4%*	*16.7%*	*14.7%*	*12.9%*	*18.2%*	*9.5%*
%H (All HH)		*99.1%*	*97.1%*	*56.9%*	*15.4%*	*60.0%*	*33.0%*	*27.0%*
%H (TV HH)			*97.9%*	*57.4%*	*15.5%*	*60.5%*	*33.3%*	*27.2%*
5+	262	249	243	146	45	153	95	57
%V	*5.5%*	*5.4%*	*5.7%*	*7.3%*	*7.3%*	*5.6%*	*9.0%*	*3.4%*
%H (All HH)		*95.0%*	*92.7%*	*55.7%*	*17.2%*	*58.4%*	*36.3%*	*21.8%*
%H (TV HH)			*97.6%*	*58.6%*	*18.1%*	*61.4%*	*38.2%*	*22.9%*
Average HH size	2.26	2.27	2.33	2.57	2.50	2.28	2.73	2.00

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
April 2010 - March 2011

ITV South East Macro

Household level data

Table 21.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4722	4586	4236	1997	614	2729	1060	1669
%H (All HH)		*97.1%*	*89.7%*	*42.3%*	*13.0%*	*57.8%*	*22.4%*	*35.3%*
%H (TV HH)			*92.4%*	*43.5%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
Without	3545	3424	3104	1346	422	2067	708	1360
%V	*75.1%*	*74.7%*	*73.3%*	*67.4%*	*68.7%*	*75.7%*	*66.8%*	*81.5%*
%H (All HH)		*96.6%*	*87.6%*	*38.0%*	*11.9%*	*58.3%*	*20.0%*	*38.4%*
%H (TV HH)			*90.7%*	*39.3%*	*12.3%*	*60.4%*	*20.7%*	*39.7%*
With	1177	1162	1132	651	192	662	352	310
%V	*24.9%*	*25.3%*	*26.7%*	*32.6%*	*31.3%*	*24.3%*	*33.2%*	*18.6%*
%H (All HH)		*98.7%*	*96.2%*	*55.3%*	*16.3%*	*56.2%*	*29.9%*	*26.3%*
%H (TV HH)			*97.4%*	*56.0%*	*16.5%*	*57.0%*	*30.3%*	*26.7%*
0 - 3	460	452	440	240	75	238	107	131
%V	*9.7%*	*9.9%*	*10.4%*	*12.0%*	*12.2%*	*8.7%*	*10.1%*	*7.8%*
%H (All HH)		*98.3%*	*95.7%*	*52.2%*	*16.3%*	*51.7%*	*23.3%*	*28.5%*
%H (TV HH)			*97.3%*	*53.1%*	*16.6%*	*52.7%*	*23.7%*	*29.0%*
4 - 9	557	550	536	317	95	310	175	135
%V	*11.8%*	*12.0%*	*12.7%*	*15.9%*	*15.5%*	*11.4%*	*16.5%*	*8.1%*
%H (All HH)		*98.7%*	*96.2%*	*56.9%*	*17.1%*	*55.7%*	*31.4%*	*24.2%*
%H (TV HH)			*97.5%*	*57.6%*	*17.3%*	*56.4%*	*31.8%*	*24.5%*
10 - 15	560	557	547	327	96	346	210	136
%V	*11.9%*	*12.1%*	*12.9%*	*16.4%*	*15.6%*	*12.7%*	*19.8%*	*8.1%*
%H (All HH)		*99.5%*	*97.7%*	*58.4%*	*17.1%*	*61.8%*	*37.5%*	*24.3%*
%H (TV HH)			*98.2%*	*58.7%*	*17.2%*	*62.1%*	*37.7%*	*24.4%*

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South East Macro

Household level data

Table 21.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4722	4586	4236	1997	614	2729	1060	1669
%H (All HH)		*97.1%*	*89.7%*	*42.3%*	*13.0%*	*57.8%*	*22.4%*	*35.3%*
%H (TV HH)			*92.4%*	*43.5%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
1	1776	1776	1535	568	221	899	155	744
%V	*37.6%*	*38.7%*	*36.2%*	*28.4%*	*36.0%*	*32.9%*	*14.6%*	*44.6%*
%H (All HH)		*100.0%*	*86.4%*	*32.0%*	*12.4%*	*50.6%*	*8.7%*	*41.9%*
%H (TV HH)			*86.4%*	*32.0%*	*12.4%*	*50.6%*	*8.7%*	*41.9%*
2	1567	1567	1485	698	205	977	379	598
%V	*33.2%*	*34.2%*	*35.1%*	*35.0%*	*33.4%*	*35.8%*	*35.8%*	*35.8%*
%H (All HH)		*100.0%*	*94.8%*	*44.5%*	*13.1%*	*62.3%*	*24.2%*	*38.2%*
%H (TV HH)			*94.8%*	*44.5%*	*13.1%*	*62.3%*	*24.2%*	*38.2%*
3	758	758	740	423	121	513	298	215
%V	*16.1%*	*16.5%*	*17.5%*	*21.2%*	*19.7%*	*18.8%*	*28.1%*	*12.9%*
%H (All HH)		*100.0%*	*97.6%*	*55.8%*	*16.0%*	*67.7%*	*39.3%*	*28.4%*
%H (TV HH)			*97.6%*	*55.8%*	*16.0%*	*67.7%*	*39.3%*	*28.4%*
4	307	307	300	183	46	211	134	77
%V	*6.5%*	*6.7%*	*7.1%*	*9.2%*	*7.5%*	*7.7%*	*12.6%*	*4.6%*
%H (All HH)		*100.0%*	*97.7%*	*59.6%*	*15.0%*	*68.7%*	*43.6%*	*25.1%*
%H (TV HH)			*97.7%*	*59.6%*	*15.0%*	*68.7%*	*43.6%*	*25.1%*
5+	178	178	177	125	22	129	94	35
%V	*3.8%*	*3.9%*	*4.2%*	*6.3%*	*3.6%*	*4.7%*	*8.9%*	*2.1%*
%H (All HH)		*100.0%*	*99.4%*	*70.2%*	*12.4%*	*72.5%*	*52.8%*	*19.7%*
%H (TV HH)			*99.4%*	*70.2%*	*12.4%*	*72.5%*	*52.8%*	*19.7%*

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
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ITV South East Macro

Household level data

Table 21.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4722	4586	4236	1997	614	2729	1060	1669
%H (All HH)		*97.1%*	*89.7%*	*42.3%*	*13.0%*	*57.8%*	*22.4%*	*35.3%*
%H (TV HH)			*92.4%*	*43.5%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
Under 20"	2047	2047	1905	911	285	1321	582	739
%V	*43.4%*	*44.6%*	*45.0%*	*45.6%*	*46.4%*	*48.4%*	*54.9%*	*44.3%*
%H (All HH)		*100.0%*	*93.1%*	*44.5%*	*13.9%*	*64.5%*	*28.4%*	*36.1%*
%H (TV HH)			*93.1%*	*44.5%*	*13.9%*	*64.5%*	*28.4%*	*36.1%*
20" - 29"	2285	2285	2077	922	295	1430	540	890
%V	*48.4%*	*49.8%*	*49.0%*	*46.2%*	*48.0%*	*52.4%*	*50.9%*	*53.3%*
%H (All HH)		*100.0%*	*90.9%*	*40.4%*	*12.9%*	*62.6%*	*23.6%*	*38.9%*
%H (TV HH)			*90.9%*	*40.4%*	*12.9%*	*62.6%*	*23.6%*	*38.9%*
30" - 39"	2091	2091	2016	1056	298	1280	591	689
%V	*44.3%*	*45.6%*	*47.6%*	*52.9%*	*48.5%*	*46.9%*	*55.8%*	*41.3%*
%H (All HH)		*100.0%*	*96.4%*	*50.5%*	*14.3%*	*61.2%*	*28.3%*	*33.0%*
%H (TV HH)			*96.4%*	*50.5%*	*14.3%*	*61.2%*	*28.3%*	*33.0%*
40" and over	1137	1137	1129	746	171	668	441	227
%V	*24.1%*	*24.8%*	*26.7%*	*37.4%*	*27.9%*	*24.5%*	*41.6%*	*13.6%*
%H (All HH)		*100.0%*	*99.3%*	*65.6%*	*15.0%*	*58.8%*	*38.8%*	*20.0%*
%H (TV HH)			*99.3%*	*65.6%*	*15.0%*	*58.8%*	*38.8%*	*20.0%*

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
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ITV South East Macro

Household level data

Table 21.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4722	4586	4236	1997	614	2729	1060	1669
%H (All HH)		*97.1%*	*89.7%*	*42.3%*	*13.0%*	*57.8%*	*22.4%*	*35.3%*
%H (TV HH)			*92.4%*	*43.5%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
Main living room	4529	4529	4192	1979	610	2696	1051	1646
%V	*95.9%*	*98.8%*	*99.0%*	*99.1%*	*99.3%*	*98.8%*	*99.2%*	*98.6%*
%H (All HH)		*100.0%*	*92.6%*	*43.7%*	*13.5%*	*59.5%*	*23.2%*	*36.3%*
%H (TV HH)			*92.6%*	*43.7%*	*13.5%*	*59.5%*	*23.2%*	*36.3%*
Kitchen	687	687	662	369	75	476	247	228
%V	*14.5%*	*15.0%*	*15.6%*	*18.5%*	*12.2%*	*17.4%*	*23.3%*	*13.7%*
%H (All HH)		*100.0%*	*96.4%*	*53.7%*	*10.9%*	*69.3%*	*36.0%*	*33.2%*
%H (TV HH)			*96.4%*	*53.7%*	*10.9%*	*69.3%*	*36.0%*	*33.2%*
Adult's bedroom	2156	2156	2076	1123	318	1405	733	672
%V	*45.7%*	*47.0%*	*49.0%*	*56.2%*	*51.8%*	*51.5%*	*69.2%*	*40.3%*
%H (All HH)		*100.0%*	*96.3%*	*52.1%*	*14.7%*	*65.2%*	*34.0%*	*31.2%*
%H (TV HH)			*96.3%*	*52.1%*	*14.7%*	*65.2%*	*34.0%*	*31.2%*
Child's bedroom	415	415	411	264	64	284	189	95
%V	*8.8%*	*9.0%*	*9.7%*	*13.2%*	*10.4%*	*10.4%*	*17.8%*	*5.7%*
%H (All HH)		*100.0%*	*99.0%*	*63.6%*	*15.4%*	*68.4%*	*45.5%*	*22.9%*
%H (TV HH)			*99.0%*	*63.6%*	*15.4%*	*68.4%*	*45.5%*	*22.9%*
Other bedroom	196	196	192	117	24	126	70	56
%V	*4.2%*	*4.3%*	*4.5%*	*5.9%*	*3.9%*	*4.6%*	*6.6%*	*3.4%*
%H (All HH)		*100.0%*	*98.0%*	*59.7%*	*12.2%*	*64.3%*	*35.7%*	*28.6%*
%H (TV HH)			*98.0%*	*59.7%*	*12.2%*	*64.3%*	*35.7%*	*28.6%*
Second living/dining room	468	468	446	249	60	316	168	148
%V	*9.9%*	*10.2%*	*10.5%*	*12.5%*	*9.8%*	*11.6%*	*15.8%*	*8.9%*
%H (All HH)		*100.0%*	*95.3%*	*53.2%*	*12.8%*	*67.5%*	*35.9%*	*31.6%*
%H (TV HH)			*95.3%*	*53.2%*	*12.8%*	*67.5%*	*35.9%*	*31.6%*
Study/office	125	125	123	78	12	84	49	35
%V	*2.6%*	*2.7%*	*2.9%*	*3.9%*	*2.0%*	*3.1%*	*4.6%*	*2.1%*
%H (All HH)		*100.0%*	*98.4%*	*62.4%*	*9.6%*	*67.2%*	*39.2%*	*28.0%*
%H (TV HH)			*98.4%*	*62.4%*	*9.6%*	*67.2%*	*39.2%*	*28.0%*
TV room	48	48	47	33	2	33	19	13
%V	*1.0%*	*1.0%*	*1.1%*	*1.7%*	*0.3%*	*1.2%*	*1.8%*	*0.8%*
%H (All HH)		*100.0%*	*97.9%*	*68.8%*	*4.2%*	*68.8%*	*39.6%*	*27.1%*
%H (TV HH)			*97.9%*	*68.8%*	*4.2%*	*68.8%*	*39.6%*	*27.1%*
No specific location	10	10	9	4	1	8	4	4
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.4%*	*0.2%*
%H (All HH)		*100.0%*	*90.0%*	*40.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*
%H (TV HH)			*90.0%*	*40.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*
Other	45	45	42	25	2	32	17	15
%V	*1.0%*	*1.0%*	*1.0%*	*1.3%*	*0.3%*	*1.2%*	*1.6%*	*0.9%*
%H (All HH)		*100.0%*	*93.3%*	*55.6%*	*4.4%*	*71.1%*	*37.8%*	*33.3%*
%H (TV HH)			*93.3%*	*55.6%*	*4.4%*	*71.1%*	*37.8%*	*33.3%*

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

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ITV South East Macro

Household level data

Table 21.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4722	4586	4236	1997	614	2729	1060	1669
%H (All HH)		*97.1%*	*89.7%*	*42.3%*	*13.0%*	*57.8%*	*22.4%*	*35.3%*
%H (TV HH)			*92.4%*	*43.5%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
PVR	1989	1989	1988	1387	276	1084	727	357
%V	*42.1%*	*43.4%*	*46.9%*	*69.5%*	*45.0%*	*39.7%*	*68.6%*	*21.4%*
%H (All HH)		*100.0%*	*99.9%*	*69.7%*	*13.9%*	*54.5%*	*36.6%*	*17.9%*
%H (TV HH)			*99.9%*	*69.7%*	*13.9%*	*54.5%*	*36.6%*	*17.9%*
DVDR	817	817	782	418	102	520	244	275
%V	*17.3%*	*17.8%*	*18.5%*	*20.9%*	*16.6%*	*19.1%*	*23.0%*	*16.5%*
%H (All HH)		*100.0%*	*95.7%*	*51.2%*	*12.5%*	*63.6%*	*29.9%*	*33.7%*
%H (TV HH)			*95.7%*	*51.2%*	*12.5%*	*63.6%*	*29.9%*	*33.7%*
VCR	1138	1138	1035	416	166	703	235	468
%V	*24.1%*	*24.8%*	*24.4%*	*20.8%*	*27.0%*	*25.8%*	*22.2%*	*28.0%*
%H (All HH)		*100.0%*	*90.9%*	*36.6%*	*14.6%*	*61.8%*	*20.7%*	*41.1%*
%H (TV HH)			*90.9%*	*36.6%*	*14.6%*	*61.8%*	*20.7%*	*41.1%*
Any recorder	3008	3008	2885	1639	417	1746	873	873
%V	*63.7%*	*65.6%*	*68.1%*	*82.1%*	*67.9%*	*64.0%*	*82.4%*	*52.3%*
%H (All HH)		*100.0%*	*95.9%*	*54.5%*	*13.9%*	*58.0%*	*29.0%*	*29.0%*
%H (TV HH)			*95.9%*	*54.5%*	*13.9%*	*58.0%*	*29.0%*	*29.0%*

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
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ITV South East Macro

Household level data

Table 21.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4722	4586	4236	1997	614	2729	1060	1669
%H (All HH)		*97.1%*	*89.7%*	*42.3%*	*13.0%*	*57.8%*	*22.4%*	*35.3%*
%H (TV HH)			*92.4%*	*43.5%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
Receives HDTV (via STB or built-in reception)	1234	1234	1234	797	286	665	488	177
%V	*26.1%*	*26.9%*	*29.1%*	*39.9%*	*46.6%*	*24.4%*	*46.0%*	*10.6%*
%H (All HH)		*100.0%*	*100.0%*	*64.6%*	*23.2%*	*53.9%*	*39.5%*	*14.3%*
%H (TV HH)			*100.0%*	*64.6%*	*23.2%*	*53.9%*	*39.5%*	*14.3%*
DVD/Blu-ray player or recorder	3554	3554	3395	1698	510	2164	934	1230
%V	*75.3%*	*77.5%*	*80.1%*	*85.0%*	*83.1%*	*79.3%*	*88.1%*	*73.7%*
%H (All HH)		*100.0%*	*95.5%*	*47.8%*	*14.4%*	*60.9%*	*26.3%*	*34.6%*
%H (TV HH)			*95.5%*	*47.8%*	*14.4%*	*60.9%*	*26.3%*	*34.6%*

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV South East Macro

Household level data

Table 21.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	4722	4586	4236	1997	614	2729	1060	1669
%H (All HH)		*97.1%*	*89.7%*	*42.3%*	*13.0%*	*57.8%*	*22.4%*	*35.3%*
%H (TV HH)			*92.4%*	*43.5%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
Has PC or Laptop	3622	3521	3384	1739	545	2097	954	1143
%V	*76.7%*	*76.8%*	*79.9%*	*87.1%*	*88.8%*	*76.8%*	*90.0%*	*68.5%*
%H (All HH)		*97.2%*	*93.4%*	*48.0%*	*15.0%*	*57.9%*	*26.3%*	*31.6%*
%H (TV HH)			*96.1%*	*49.4%*	*15.5%*	*59.6%*	*27.1%*	*32.5%*
Has broadband internet	3329	3242	3125	1641	522	1916	912	1004
%V	*70.5%*	*70.7%*	*73.8%*	*82.2%*	*85.0%*	*70.2%*	*86.0%*	*60.2%*
%H (All HH)		*97.4%*	*93.9%*	*49.3%*	*15.7%*	*57.6%*	*27.4%*	*30.2%*
%H (TV HH)			*96.4%*	*50.6%*	*16.1%*	*59.1%*	*28.1%*	*31.0%*

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
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ITV South East Macro

Set level data

Table 21.11: Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9371	8877	4644	1292	5936	2854	3081
%H		*94.7%*	*49.6%*	*13.8%*	*63.3%*	*30.5%*	*32.9%*
Under 20"	2894	2720	1353	395	1921	906	1015
%V	*30.9%*	*30.6%*	*29.1%*	*30.6%*	*32.4%*	*31.7%*	*32.9%*
%H		*94.0%*	*46.8%*	*13.6%*	*66.4%*	*31.3%*	*35.1%*
20" - 29"	2795	2570	1201	373	1773	730	1043
%V	*29.8%*	*29.0%*	*25.9%*	*28.9%*	*29.9%*	*25.6%*	*33.9%*
%H		*91.9%*	*43.0%*	*13.3%*	*63.4%*	*26.1%*	*37.3%*
30" - 39"	2348	2270	1225	329	1448	700	748
%V	*25.1%*	*25.6%*	*26.4%*	*25.5%*	*24.4%*	*24.5%*	*24.3%*
%H		*96.7%*	*52.2%*	*14.0%*	*61.7%*	*29.8%*	*31.9%*
40" and over	1244	1235	824	187	734	491	243
%V	*13.3%*	*13.9%*	*17.7%*	*14.5%*	*12.4%*	*17.2%*	*7.9%*
%H		*99.3%*	*66.2%*	*15.0%*	*59.0%*	*39.5%*	*19.5%*
Don't know	91	80	40	8	60	27	33
%V	*1.0%*	*0.9%*	*0.9%*	*0.6%*	*1.0%*	*0.9%*	*1.1%*
%H		*87.9%*	*44.0%*	*8.8%*	*65.9%*	*29.7%*	*36.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South East Macro

Set level data

Table 21.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9371	8877	4644	1292	5936	2854	3081
%H		*94.7%*	*49.6%*	*13.8%*	*63.3%*	*30.5%*	*32.9%*
Main living room	4569	4230	1999	613	2722	1061	1661
%V	*48.8%*	*47.7%*	*43.0%*	*47.4%*	*45.9%*	*37.2%*	*53.9%*
%H		*92.6%*	*43.8%*	*13.4%*	*59.6%*	*23.2%*	*36.4%*
Kitchen	690	665	371	75	477	249	228
%V	*7.4%*	*7.5%*	*8.0%*	*5.8%*	*8.0%*	*8.7%*	*7.4%*
%H		*96.4%*	*53.8%*	*10.9%*	*69.1%*	*36.1%*	*33.0%*
Adult's bedroom	2629	2538	1389	411	1733	944	788
%V	*28.1%*	*28.6%*	*29.9%*	*31.8%*	*29.2%*	*33.1%*	*25.6%*
%H		*96.5%*	*52.8%*	*15.6%*	*65.9%*	*35.9%*	*30.0%*
Child's bedroom	549	544	347	86	380	251	128
%V	*5.9%*	*6.1%*	*7.5%*	*6.7%*	*6.4%*	*8.8%*	*4.2%*
%H		*99.1%*	*63.2%*	*15.7%*	*69.2%*	*45.7%*	*23.3%*
Other bedroom	230	226	144	28	149	89	60
%V	*2.5%*	*2.5%*	*3.1%*	*2.2%*	*2.5%*	*3.1%*	*1.9%*
%H		*98.3%*	*62.6%*	*12.2%*	*64.8%*	*38.7%*	*26.1%*
Second living/dining room	473	449	252	61	317	170	148
%V	*5.0%*	*5.1%*	*5.4%*	*4.7%*	*5.3%*	*6.0%*	*4.8%*
%H		*94.9%*	*53.3%*	*12.9%*	*67.0%*	*35.9%*	*31.3%*
Study/office	128	126	81	12	86	50	35
%V	*1.4%*	*1.4%*	*1.7%*	*0.9%*	*1.4%*	*1.8%*	*1.1%*
%H		*98.4%*	*63.3%*	*9.4%*	*67.2%*	*39.1%*	*27.3%*
TV room	48	47	33	2	33	19	13
%V	*0.5%*	*0.5%*	*0.7%*	*0.2%*	*0.6%*	*0.7%*	*0.4%*
%H		*97.9%*	*68.8%*	*4.2%*	*68.8%*	*39.6%*	*27.1%*
No specific location	10	9	4	1	8	4	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*90.0%*	*40.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*
Other	46	43	25	2	33	17	15
%V	*0.5%*	*0.5%*	*0.5%*	*0.2%*	*0.6%*	*0.6%*	*0.5%*
%H		*93.5%*	*54.3%*	*4.3%*	*71.7%*	*37.0%*	*32.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South East Macro

Set level data

Table 21.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9371	8877	4644	1292	5936	2854	3081
%H		*94.7%*	*49.6%*	*13.8%*	*63.3%*	*30.5%*	*32.9%*
PVR	2588	2586	1922	320	1368	983	385
%V	*27.6%*	*29.1%*	*41.4%*	*24.8%*	*23.0%*	*34.4%*	*12.5%*
%H		*99.9%*	*74.3%*	*12.4%*	*52.9%*	*38.0%*	*14.9%*
DVDR	965	928	513	119	623	310	312
%V	*10.3%*	*10.5%*	*11.0%*	*9.2%*	*10.5%*	*10.9%*	*10.1%*
%H		*96.2%*	*53.2%*	*12.3%*	*64.6%*	*32.1%*	*32.3%*
VCR	1319	1204	505	189	816	284	532
%V	*14.1%*	*13.6%*	*10.9%*	*14.6%*	*13.7%*	*10.0%*	*17.3%*
%H		*91.3%*	*38.3%*	*14.3%*	*61.9%*	*21.5%*	*40.3%*
Any recorder	4044	3908	2400	530	2336	1294	1042
%V	*43.2%*	*44.0%*	*51.7%*	*41.0%*	*39.4%*	*45.3%*	*33.8%*
%H		*96.6%*	*59.3%*	*13.1%*	*57.8%*	*32.0%*	*25.8%*

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

Set level data

Table 21.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9371	8877	4644	1292	5936	2854	3081
%H		*94.7%*	*49.6%*	*13.8%*	*63.3%*	*30.5%*	*32.9%*
Receives HDTV (via STB or built-in reception)	1578	1578	1060	340	854	643	210
%V	*16.8%*	*17.8%*	*22.8%*	*26.3%*	*14.4%*	*22.5%*	*6.8%*
%H		*100.0%*	*67.2%*	*21.5%*	*54.1%*	*40.7%*	*13.3%*
DVD/Blu-ray player or recorder	5182	5002	2684	767	3296	1665	1631
%V	*55.3%*	*56.3%*	*57.8%*	*59.4%*	*55.5%*	*58.3%*	*52.9%*
%H		*96.5%*	*51.8%*	*14.8%*	*63.6%*	*32.1%*	*31.5%*

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

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Set level data

Table 21.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4583	4235	1997	614	2728	1060	1668
%H		*92.4%*	*43.6%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
Under 20"	222	159	30	26	116	14	103
%V	*4.8%*	*3.8%*	*1.5%*	*4.2%*	*4.3%*	*1.3%*	*6.2%*
%H		*71.6%*	*13.5%*	*11.7%*	*52.3%*	*6.3%*	*46.4%*
20" - 29"	1444	1248	405	165	870	180	689
%V	*31.5%*	*29.5%*	*20.3%*	*26.9%*	*31.9%*	*17.0%*	*41.3%*
%H		*86.4%*	*28.0%*	*11.4%*	*60.2%*	*12.5%*	*47.7%*
30" - 39"	1769	1695	821	254	1071	431	640
%V	*38.6%*	*40.0%*	*41.1%*	*41.4%*	*39.3%*	*40.7%*	*38.4%*
%H		*95.8%*	*46.4%*	*14.4%*	*60.5%*	*24.4%*	*36.2%*
40" and over	1101	1093	724	166	643	426	217
%V	*24.0%*	*25.8%*	*36.3%*	*27.0%*	*23.6%*	*40.2%*	*13.0%*
%H		*99.3%*	*65.8%*	*15.1%*	*58.4%*	*38.7%*	*19.7%*
Don't know	47	39	17	3	27	9	19
%V	*1.0%*	*0.9%*	*0.9%*	*0.5%*	*1.0%*	*0.8%*	*1.1%*
%H		*83.0%*	*36.2%*	*6.4%*	*57.4%*	*19.1%*	*40.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4583	4235	1997	614	2728	1060	1668
%H		*92.4%*	*43.6%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
PVR	1930	1929	1360	261	1040	703	337
%V	*42.1%*	*45.5%*	*68.1%*	*42.5%*	*38.1%*	*66.3%*	*20.2%*
%H		*99.9%*	*70.5%*	*13.5%*	*53.9%*	*36.4%*	*17.5%*
DVDR	708	674	355	83	440	193	247
%V	*15.4%*	*15.9%*	*17.8%*	*13.5%*	*16.1%*	*18.2%*	*14.8%*
%H		*95.2%*	*50.1%*	*11.7%*	*62.1%*	*27.3%*	*34.9%*
VCR	955	856	328	136	583	179	404
%V	*20.8%*	*20.2%*	*16.4%*	*22.1%*	*21.4%*	*16.9%*	*24.2%*
%H		*89.6%*	*34.3%*	*14.2%*	*61.0%*	*18.7%*	*42.3%*
Any recorder	2894	2777	1598	396	1668	845	823
%V	*63.1%*	*65.6%*	*80.0%*	*64.5%*	*61.1%*	*79.7%*	*49.3%*
%H		*96.0%*	*55.2%*	*13.7%*	*57.6%*	*29.2%*	*28.4%*

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

Set level data

Table 21.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4583	4235	1997	614	2728	1060	1668
%H		*92.4%*	*43.6%*	*13.4%*	*59.5%*	*23.1%*	*36.4%*
Receives HDTV (via STB or built-in reception)	1178	1178	760	276	626	461	165
%V	*25.7%*	*27.8%*	*38.1%*	*45.0%*	*22.9%*	*43.5%*	*9.9%*
%H		*100.0%*	*64.5%*	*23.4%*	*53.1%*	*39.1%*	*14.0%*
DVD/Blu-ray player or recorder	3363	3209	1599	480	2039	870	1169
%V	*73.4%*	*75.8%*	*80.1%*	*78.2%*	*74.7%*	*82.1%*	*70.1%*
%H		*95.4%*	*47.5%*	*14.3%*	*60.6%*	*25.9%*	*34.8%*

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

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Set level data

Table 21.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4788	4642	2648	678	3208	1794	1414
%H		*97.0%*	*55.3%*	*14.2%*	*67.0%*	*37.5%*	*29.5%*
Under 20"	2671	2561	1323	369	1805	892	912
%V	*55.8%*	*55.2%*	*50.0%*	*54.4%*	*56.3%*	*49.7%*	*64.5%*
%H		*95.9%*	*49.5%*	*13.8%*	*67.6%*	*33.4%*	*34.1%*
20" - 29"	1350	1322	797	208	903	550	353
%V	*28.2%*	*28.5%*	*30.1%*	*30.7%*	*28.1%*	*30.7%*	*25.0%*
%H		*97.9%*	*59.0%*	*15.4%*	*66.9%*	*40.7%*	*26.1%*
30" - 39"	579	575	404	74	377	269	108
%V	*12.1%*	*12.4%*	*15.3%*	*10.9%*	*11.8%*	*15.0%*	*7.6%*
%H		*99.3%*	*69.8%*	*12.8%*	*65.1%*	*46.5%*	*18.7%*
40" and over	143	142	101	21	91	65	26
%V	*3.0%*	*3.1%*	*3.8%*	*3.1%*	*2.8%*	*3.6%*	*1.8%*
%H		*99.3%*	*70.6%*	*14.7%*	*63.6%*	*45.5%*	*18.2%*
Don't know	44	42	23	5	32	18	14
%V	*0.9%*	*0.9%*	*0.9%*	*0.7%*	*1.0%*	*1.0%*	*1.0%*
%H		*95.5%*	*52.3%*	*11.4%*	*72.7%*	*40.9%*	*31.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South East Macro

Set level data

Table 21.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4788	4642	2648	678	3208	1794	1414
%H		*97.0%*	*55.3%*	*14.2%*	*67.0%*	*37.5%*	*29.5%*
PVR	658	657	562	59	328	280	48
%V	*13.7%*	*14.2%*	*21.2%*	*8.7%*	*10.2%*	*15.6%*	*3.4%*
%H		*99.8%*	*85.4%*	*9.0%*	*49.8%*	*42.6%*	*7.3%*
DVDR	257	254	158	36	183	118	65
%V	*5.4%*	*5.5%*	*6.0%*	*5.3%*	*5.7%*	*6.6%*	*4.6%*
%H		*98.8%*	*61.5%*	*14.0%*	*71.2%*	*45.9%*	*25.3%*
VCR	364	348	177	53	233	105	129
%V	*7.6%*	*7.5%*	*6.7%*	*7.8%*	*7.3%*	*5.9%*	*9.1%*
%H		*95.6%*	*48.6%*	*14.6%*	*64.0%*	*28.8%*	*35.4%*
Any recorder	1150	1131	802	134	668	449	219
%V	*24.0%*	*24.4%*	*30.3%*	*19.8%*	*20.8%*	*25.0%*	*15.5%*
%H		*98.3%*	*69.7%*	*11.7%*	*58.1%*	*39.0%*	*19.0%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4788	4642	2648	678	3208	1794	1414
%H		*97.0%*	*55.3%*	*14.2%*	*67.0%*	*37.5%*	*29.5%*
Receives HDTV (via STB or built-in reception)	401	401	300	63	228	182	46
%V	*8.4%*	*8.6%*	*11.3%*	*9.3%*	*7.1%*	*10.1%*	*3.3%*
%H		*100.0%*	*74.8%*	*15.7%*	*56.9%*	*45.4%*	*11.5%*
DVD/Blu-ray player or recorder	1819	1792	1084	287	1257	795	462
%V	*38.0%*	*38.6%*	*40.9%*	*42.3%*	*39.2%*	*44.3%*	*32.7%*
%H		*98.5%*	*59.6%*	*15.8%*	*69.1%*	*43.7%*	*25.4%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South East Macro

Individual level data

Table 21.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	10668	10402	9864	5121	1538	6233	2890	3342
%H		*97.5%*	*92.5%*	*48.0%*	*14.4%*	*58.4%*	*27.1%*	*31.3%*
Total Children	1991	1966	1926	1109	332	1136	614	522
%V	*18.7%*	*18.9%*	*19.5%*	*21.7%*	*21.6%*	*18.2%*	*21.2%*	*15.6%*
%H		*98.7%*	*96.7%*	*55.7%*	*16.7%*	*57.1%*	*30.8%*	*26.2%*
0 - 3	548	538	525	278	91	288	124	164
%V	*5.1%*	*5.2%*	*5.3%*	*5.4%*	*5.9%*	*4.6%*	*4.3%*	*4.9%*
%H		*98.2%*	*95.8%*	*50.7%*	*16.6%*	*52.6%*	*22.6%*	*29.9%*
4 - 15	1443	1428	1401	831	242	847	490	357
%V	*13.5%*	*13.7%*	*14.2%*	*16.2%*	*15.7%*	*13.6%*	*17.0%*	*10.7%*
%H		*99.0%*	*97.1%*	*57.6%*	*16.8%*	*58.7%*	*34.0%*	*24.7%*
4 - 9	719	709	693	409	120	405	226	179
%V	*6.7%*	*6.8%*	*7.0%*	*8.0%*	*7.8%*	*6.5%*	*7.8%*	*5.4%*
%H		*98.6%*	*96.4%*	*56.9%*	*16.7%*	*56.3%*	*31.4%*	*24.9%*
10 - 15	724	720	707	422	121	442	264	178
%V	*6.8%*	*6.9%*	*7.2%*	*8.2%*	*7.9%*	*7.1%*	*9.1%*	*5.3%*
%H		*99.4%*	*97.7%*	*58.3%*	*16.7%*	*61.0%*	*36.5%*	*24.6%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South East Macro

Individual level data

Table 21.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	10668	10402	9864	5121	1538	6233	2890	3342
%H		*97.5%*	*92.5%*	*48.0%*	*14.4%*	*58.4%*	*27.1%*	*31.3%*
Total Adults (16+)	8677	8436	7939	4012	1206	5097	2276	2820
%V	*81.3%*	*81.1%*	*80.5%*	*78.3%*	*78.4%*	*81.8%*	*78.8%*	*84.4%*
%H		*97.2%*	*91.5%*	*46.2%*	*13.9%*	*58.7%*	*26.2%*	*32.5%*
16 - 19	541	513	495	267	87	322	175	147
%V	*5.1%*	*4.9%*	*5.0%*	*5.2%*	*5.7%*	*5.2%*	*6.1%*	*4.4%*
%H		*94.8%*	*91.5%*	*49.4%*	*16.1%*	*59.5%*	*32.3%*	*27.2%*
20 - 24	639	595	546	284	91	339	161	178
%V	*6.0%*	*5.7%*	*5.5%*	*5.5%*	*5.9%*	*5.4%*	*5.6%*	*5.3%*
%H		*93.1%*	*85.4%*	*44.4%*	*14.2%*	*53.1%*	*25.2%*	*27.9%*
25 - 34	1327	1242	1195	639	236	641	308	333
%V	*12.4%*	*11.9%*	*12.1%*	*12.5%*	*15.3%*	*10.3%*	*10.7%*	*10.0%*
%H		*93.6%*	*90.1%*	*48.2%*	*17.8%*	*48.3%*	*23.2%*	*25.1%*
35 - 44	1487	1456	1419	827	248	864	493	371
%V	*13.9%*	*14.0%*	*14.4%*	*16.1%*	*16.1%*	*13.9%*	*17.1%*	*11.1%*
%H		*97.9%*	*95.4%*	*55.6%*	*16.7%*	*58.1%*	*33.2%*	*24.9%*
45 - 54	1498	1477	1421	773	218	907	455	451
%V	*14.0%*	*14.2%*	*14.4%*	*15.1%*	*14.2%*	*14.6%*	*15.7%*	*13.5%*
%H		*98.6%*	*94.9%*	*51.6%*	*14.6%*	*60.5%*	*30.4%*	*30.1%*
55 - 64	1309	1294	1238	596	187	819	348	471
%V	*12.3%*	*12.4%*	*12.6%*	*11.6%*	*12.2%*	*13.1%*	*12.0%*	*14.1%*
%H		*98.9%*	*94.6%*	*45.5%*	*14.3%*	*62.6%*	*26.6%*	*36.0%*
65+	1875	1857	1625	626	140	1206	337	869
%V	*17.6%*	*17.9%*	*16.5%*	*12.2%*	*9.1%*	*19.3%*	*11.7%*	*26.0%*
%H		*99.0%*	*86.7%*	*33.4%*	*7.5%*	*64.3%*	*18.0%*	*46.3%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South East Macro

Individual level data

Table 21.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	8677	8436	7939	4012	1206	5097	2276	2820
%H		*97.2%*	*91.5%*	*46.2%*	*13.9%*	*58.7%*	*26.2%*	*32.5%*
AB	2461	2427	2330	1214	353	1433	644	789
%V	*28.4%*	*28.8%*	*29.3%*	*30.3%*	*29.3%*	*28.1%*	*28.3%*	*28.0%*
%H		*98.6%*	*94.7%*	*49.3%*	*14.3%*	*58.2%*	*26.2%*	*32.1%*
C1	2482	2374	2230	1153	343	1445	681	765
%V	*28.6%*	*28.1%*	*28.1%*	*28.7%*	*28.4%*	*28.4%*	*29.9%*	*27.1%*
%H		*95.6%*	*89.8%*	*46.5%*	*13.8%*	*58.2%*	*27.4%*	*30.8%*
C2	1917	1888	1800	989	263	1162	586	576
%V	*22.1%*	*22.4%*	*22.7%*	*24.7%*	*21.8%*	*22.8%*	*25.7%*	*20.4%*
%H		*98.5%*	*93.9%*	*51.6%*	*13.7%*	*60.6%*	*30.6%*	*30.0%*
D	1094	1054	978	463	167	637	277	359
%V	*12.6%*	*12.5%*	*12.3%*	*11.5%*	*13.8%*	*12.5%*	*12.2%*	*12.7%*
%H		*96.3%*	*89.4%*	*42.3%*	*15.3%*	*58.2%*	*25.3%*	*32.8%*
E	722	693	601	193	81	419	88	331
%V	*8.3%*	*8.2%*	*7.6%*	*4.8%*	*6.7%*	*8.2%*	*3.9%*	*11.7%*
%H		*96.0%*	*83.2%*	*26.7%*	*11.2%*	*58.0%*	*12.2%*	*45.8%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South East Macro

Individual level data

Table 21.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	8677	8436	7939	4012	1206	5097	2276	2820
%H		*97.2%*	*91.5%*	*46.2%*	*13.9%*	*58.7%*	*26.2%*	*32.5%*
Working full time	3953	3869	3732	2093	644	2249	1193	1056
%V	*45.6%*	*45.9%*	*47.0%*	*52.2%*	*53.4%*	*44.1%*	*52.4%*	*37.4%*
%H		*97.9%*	*94.4%*	*52.9%*	*16.3%*	*56.9%*	*30.2%*	*26.7%*
Working part time	1002	981	950	496	157	603	294	308
%V	*11.5%*	*11.6%*	*12.0%*	*12.4%*	*13.0%*	*11.8%*	*12.9%*	*10.9%*
%H		*97.9%*	*94.8%*	*49.5%*	*15.7%*	*60.2%*	*29.3%*	*30.7%*
Not working	3721	3585	3257	1423	406	2245	789	1457
%V	*42.9%*	*42.5%*	*41.0%*	*35.5%*	*33.7%*	*44.0%*	*34.7%*	*51.7%*
%H		*96.3%*	*87.5%*	*38.2%*	*10.9%*	*60.3%*	*21.2%*	*39.2%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South East Macro

Individual level data

Table 21.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	4211	4076	3863	2031	591	2449	1158	1291
%H		*96.8%*	*91.7%*	*48.2%*	*14.0%*	*58.2%*	*27.5%*	*30.7%*
16 - 19	278	264	256	150	42	161	94	67
%V	*6.6%*	*6.5%*	*6.6%*	*7.4%*	*7.1%*	*6.6%*	*8.1%*	*5.2%*
%H		*95.0%*	*92.1%*	*54.0%*	*15.1%*	*57.9%*	*33.8%*	*24.1%*
20 - 24	316	297	275	147	48	166	82	84
%V	*7.5%*	*7.3%*	*7.1%*	*7.2%*	*8.1%*	*6.8%*	*7.1%*	*6.5%*
%H		*94.0%*	*87.0%*	*46.5%*	*15.2%*	*52.5%*	*25.9%*	*26.6%*
25 - 34	676	622	596	318	117	320	151	170
%V	*16.1%*	*15.3%*	*15.4%*	*15.7%*	*19.8%*	*13.1%*	*13.0%*	*13.2%*
%H		*92.0%*	*88.2%*	*47.0%*	*17.3%*	*47.3%*	*22.3%*	*25.1%*
35 - 44	722	708	693	405	123	421	243	178
%V	*17.1%*	*17.4%*	*17.9%*	*19.9%*	*20.8%*	*17.2%*	*21.0%*	*13.8%*
%H		*98.1%*	*96.0%*	*56.1%*	*17.0%*	*58.3%*	*33.7%*	*24.7%*
45 - 54	745	731	699	392	104	446	233	212
%V	*17.7%*	*17.9%*	*18.1%*	*19.3%*	*17.6%*	*18.2%*	*20.1%*	*16.4%*
%H		*98.1%*	*93.8%*	*52.6%*	*14.0%*	*59.9%*	*31.3%*	*28.5%*
55 - 64	629	619	591	285	90	398	175	223
%V	*14.9%*	*15.2%*	*15.3%*	*14.0%*	*15.2%*	*16.3%*	*15.1%*	*17.3%*
%H		*98.4%*	*94.0%*	*45.3%*	*14.3%*	*63.3%*	*27.8%*	*35.5%*
65+	844	835	753	334	67	538	180	358
%V	*20.0%*	*20.5%*	*19.5%*	*16.4%*	*11.3%*	*22.0%*	*15.5%*	*27.7%*
%H		*98.9%*	*89.2%*	*39.6%*	*7.9%*	*63.7%*	*21.3%*	*42.4%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South East Macro

Individual level data

Table 21.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	4211	4076	3863	2031	591	2449	1158	1291
%H		*96.8%*	*91.7%*	*48.2%*	*14.0%*	*58.2%*	*27.5%*	*30.7%*
AB	1235	1216	1172	637	173	707	332	375
%V	*29.3%*	*29.8%*	*30.3%*	*31.4%*	*29.3%*	*28.9%*	*28.7%*	*29.0%*
%H		*98.5%*	*94.9%*	*51.6%*	*14.0%*	*57.2%*	*26.9%*	*30.4%*
C1	1150	1098	1042	569	167	659	337	322
%V	*27.3%*	*26.9%*	*27.0%*	*28.0%*	*28.3%*	*26.9%*	*29.1%*	*24.9%*
%H		*95.5%*	*90.6%*	*49.5%*	*14.5%*	*57.3%*	*29.3%*	*28.0%*
C2	1017	1000	954	524	137	622	314	309
%V	*24.2%*	*24.5%*	*24.7%*	*25.8%*	*23.2%*	*25.4%*	*27.1%*	*23.9%*
%H		*98.3%*	*93.8%*	*51.5%*	*13.5%*	*61.2%*	*30.9%*	*30.4%*
D	523	496	459	221	81	300	137	163
%V	*12.4%*	*12.2%*	*11.9%*	*10.9%*	*13.7%*	*12.2%*	*11.8%*	*12.6%*
%H		*94.8%*	*87.8%*	*42.3%*	*15.5%*	*57.4%*	*26.2%*	*31.2%*
E	286	266	235	79	34	162	39	124
%V	*6.8%*	*6.5%*	*6.1%*	*3.9%*	*5.8%*	*6.6%*	*3.4%*	*9.6%*
%H		*93.0%*	*82.2%*	*27.6%*	*11.9%*	*56.6%*	*13.6%*	*43.4%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South East Macro

Individual level data

Table 21.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	4211	4076	3863	2031	591	2449	1158	1291
%H		*96.8%*	*91.7%*	*48.2%*	*14.0%*	*58.2%*	*27.5%*	*30.7%*
Working full time	2506	2448	2363	1337	400	1433	769	664
%V	*59.5%*	*60.1%*	*61.2%*	*65.8%*	*67.7%*	*58.5%*	*66.4%*	*51.4%*
%H		*97.7%*	*94.3%*	*53.4%*	*16.0%*	*57.2%*	*30.7%*	*26.5%*
Working part time	180	169	156	78	23	108	52	56
%V	*4.3%*	*4.1%*	*4.0%*	*3.8%*	*3.9%*	*4.4%*	*4.5%*	*4.3%*
%H		*93.9%*	*86.7%*	*43.3%*	*12.8%*	*60.0%*	*28.9%*	*31.1%*
Not working	1525	1460	1344	615	168	909	338	571
%V	*36.2%*	*35.8%*	*34.8%*	*30.3%*	*28.4%*	*37.1%*	*29.2%*	*44.2%*
%H		*95.7%*	*88.1%*	*40.3%*	*11.0%*	*59.6%*	*22.2%*	*37.4%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South East Macro

Individual level data

Table 21.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	4466	4359	4076	1982	615	2647	1118	1529
%H		*97.6%*	*91.3%*	*44.4%*	*13.8%*	*59.3%*	*25.0%*	*34.2%*
16 - 19	263	248	239	118	45	161	81	80
%V	*5.9%*	*5.7%*	*5.9%*	*6.0%*	*7.3%*	*6.1%*	*7.2%*	*5.2%*
%H		*94.3%*	*90.9%*	*44.9%*	*17.1%*	*61.2%*	*30.8%*	*30.4%*
20 - 24	323	299	272	137	43	172	78	94
%V	*7.2%*	*6.9%*	*6.7%*	*6.9%*	*7.0%*	*6.5%*	*7.0%*	*6.1%*
%H		*92.6%*	*84.2%*	*42.4%*	*13.3%*	*53.3%*	*24.1%*	*29.1%*
25 - 34	652	620	599	321	119	320	157	163
%V	*14.6%*	*14.2%*	*14.7%*	*16.2%*	*19.3%*	*12.1%*	*14.0%*	*10.7%*
%H		*95.1%*	*91.9%*	*49.2%*	*18.3%*	*49.1%*	*24.1%*	*25.0%*
35 - 44	765	748	726	422	125	444	250	194
%V	*17.1%*	*17.2%*	*17.8%*	*21.3%*	*20.3%*	*16.8%*	*22.4%*	*12.7%*
%H		*97.8%*	*94.9%*	*55.2%*	*16.3%*	*58.0%*	*32.7%*	*25.4%*
45 - 54	753	746	721	380	114	461	222	239
%V	*16.9%*	*17.1%*	*17.7%*	*19.2%*	*18.5%*	*17.4%*	*19.9%*	*15.6%*
%H		*99.1%*	*95.8%*	*50.5%*	*15.1%*	*61.2%*	*29.5%*	*31.7%*
55 - 64	680	675	647	311	97	421	173	248
%V	*15.2%*	*15.5%*	*15.9%*	*15.7%*	*15.8%*	*15.9%*	*15.5%*	*16.2%*
%H		*99.3%*	*95.1%*	*45.7%*	*14.3%*	*61.9%*	*25.4%*	*36.5%*
65+	1030	1022	871	293	72	668	158	511
%V	*23.1%*	*23.4%*	*21.4%*	*14.8%*	*11.7%*	*25.2%*	*14.1%*	*33.4%*
%H		*99.2%*	*84.6%*	*28.4%*	*7.0%*	*64.9%*	*15.3%*	*49.6%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South East Macro

Individual level data

Table 21.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	4466	4359	4076	1982	615	2647	1118	1529
%H		*97.6%*	*91.3%*	*44.4%*	*13.8%*	*59.3%*	*25.0%*	*34.2%*
AB	1226	1211	1157	578	180	727	312	414
%V	*27.5%*	*27.8%*	*28.4%*	*29.2%*	*29.3%*	*27.5%*	*27.9%*	*27.1%*
%H		*98.8%*	*94.4%*	*47.1%*	*14.7%*	*59.3%*	*25.4%*	*33.8%*
C1	1332	1276	1187	584	176	787	344	443
%V	*29.8%*	*29.3%*	*29.1%*	*29.5%*	*28.6%*	*29.7%*	*30.8%*	*29.0%*
%H		*95.8%*	*89.1%*	*43.8%*	*13.2%*	*59.1%*	*25.8%*	*33.3%*
C2	901	888	847	465	126	540	273	268
%V	*20.2%*	*20.4%*	*20.8%*	*23.5%*	*20.5%*	*20.4%*	*24.4%*	*17.5%*
%H		*98.6%*	*94.0%*	*51.6%*	*14.0%*	*59.9%*	*30.3%*	*29.7%*
D	571	558	519	242	86	337	140	197
%V	*12.8%*	*12.8%*	*12.7%*	*12.2%*	*14.0%*	*12.7%*	*12.5%*	*12.9%*
%H		*97.7%*	*90.9%*	*42.4%*	*15.1%*	*59.0%*	*24.5%*	*34.5%*
E	436	427	366	114	47	257	49	207
%V	*9.8%*	*9.8%*	*9.0%*	*5.8%*	*7.6%*	*9.7%*	*4.4%*	*13.5%*
%H		*97.9%*	*83.9%*	*26.1%*	*10.8%*	*58.9%*	*11.2%*	*47.5%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV South East Macro

Individual level data

Table 21.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	4466	4359	4076	1982	615	2647	1118	1529
%H		*97.6%*	*91.3%*	*44.4%*	*13.8%*	*59.3%*	*25.0%*	*34.2%*
Working full time	1447	1421	1369	756	244	816	425	392
%V	*32.4%*	*32.6%*	*33.6%*	*38.1%*	*39.7%*	*30.8%*	*38.0%*	*25.6%*
%H		*98.2%*	*94.6%*	*52.2%*	*16.9%*	*56.4%*	*29.4%*	*27.1%*
Working part time	822	813	794	417	134	494	243	252
%V	*18.4%*	*18.7%*	*19.5%*	*21.0%*	*21.8%*	*18.7%*	*21.7%*	*16.5%*
%H		*98.9%*	*96.6%*	*50.7%*	*16.3%*	*60.1%*	*29.6%*	*30.7%*
Not working	2197	2125	1914	809	238	1337	451	886
%V	*49.2%*	*48.7%*	*47.0%*	*40.8%*	*38.7%*	*50.5%*	*40.3%*	*57.9%*
%H		*96.7%*	*87.1%*	*36.8%*	*10.8%*	*60.9%*	*20.5%*	*40.3%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 22.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7247	7070	6806	2818	1042	5410	2406	3005
%H (All HH)		*97.6%*	*93.9%*	*38.9%*	*14.4%*	*74.7%*	*33.2%*	*41.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.7%*	*76.5%*	*34.0%*	*42.5%*
AB	1410	1384	1344	652	201	1034	525	509
%V	*19.5%*	*19.6%*	*19.7%*	*23.1%*	*19.3%*	*19.1%*	*21.8%*	*16.9%*
%H (All HH)		*98.2%*	*95.3%*	*46.2%*	*14.3%*	*73.3%*	*37.2%*	*36.1%*
%H (TV HH)			*97.1%*	*47.1%*	*14.5%*	*74.7%*	*37.9%*	*36.8%*
C1	1950	1894	1840	795	328	1438	702	737
%V	*26.9%*	*26.8%*	*27.0%*	*28.2%*	*31.5%*	*26.6%*	*29.2%*	*24.5%*
%H (All HH)		*97.1%*	*94.4%*	*40.8%*	*16.8%*	*73.7%*	*36.0%*	*37.8%*
%H (TV HH)			*97.1%*	*42.0%*	*17.3%*	*75.9%*	*37.1%*	*38.9%*
C2	1459	1432	1399	638	222	1106	555	551
%V	*20.1%*	*20.3%*	*20.6%*	*22.6%*	*21.3%*	*20.4%*	*23.1%*	*18.3%*
%H (All HH)		*98.1%*	*95.9%*	*43.7%*	*15.2%*	*75.8%*	*38.0%*	*37.8%*
%H (TV HH)			*97.7%*	*44.6%*	*15.5%*	*77.2%*	*38.8%*	*38.5%*
D	1236	1207	1155	459	167	930	396	534
%V	*17.1%*	*17.1%*	*17.0%*	*16.3%*	*16.0%*	*17.2%*	*16.5%*	*17.8%*
%H (All HH)		*97.7%*	*93.4%*	*37.1%*	*13.5%*	*75.2%*	*32.0%*	*43.2%*
%H (TV HH)			*95.7%*	*38.0%*	*13.8%*	*77.1%*	*32.8%*	*44.2%*
E	1193	1153	1068	274	124	902	228	675
%V	*16.5%*	*16.3%*	*15.7%*	*9.7%*	*11.9%*	*16.7%*	*9.5%*	*22.5%*
%H (All HH)		*96.6%*	*89.5%*	*23.0%*	*10.4%*	*75.6%*	*19.1%*	*56.6%*
%H (TV HH)			*92.6%*	*23.8%*	*10.8%*	*78.2%*	*19.8%*	*58.5%*

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 22.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7247	7070	6806	2818	1042	5410	2406	3005
%H (All HH)		*97.6%*	*93.9%*	*38.9%*	*14.4%*	*74.7%*	*33.2%*	*41.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.7%*	*76.5%*	*34.0%*	*42.5%*
Under 25	397	368	357	126	58	282	107	175
%V	*5.5%*	*5.2%*	*5.2%*	*4.5%*	*5.6%*	*5.2%*	*4.4%*	*5.8%*
%H (All HH)		*92.7%*	*89.9%*	*31.7%*	*14.6%*	*71.0%*	*27.0%*	*44.1%*
%H (TV HH)			*97.0%*	*34.2%*	*15.8%*	*76.6%*	*29.1%*	*47.6%*
25 - 34	1099	1045	1029	532	168	730	391	339
%V	*15.2%*	*14.8%*	*15.1%*	*18.9%*	*16.1%*	*13.5%*	*16.3%*	*11.3%*
%H (All HH)		*95.1%*	*93.6%*	*48.4%*	*15.3%*	*66.4%*	*35.6%*	*30.8%*
%H (TV HH)			*98.5%*	*50.9%*	*16.1%*	*69.9%*	*37.4%*	*32.4%*
35 - 44	1299	1270	1245	638	236	942	555	387
%V	*17.9%*	*18.0%*	*18.3%*	*22.6%*	*22.6%*	*17.4%*	*23.1%*	*12.9%*
%H (All HH)		*97.8%*	*95.8%*	*49.1%*	*18.2%*	*72.5%*	*42.7%*	*29.8%*
%H (TV HH)			*98.0%*	*50.2%*	*18.6%*	*74.2%*	*43.7%*	*30.5%*
45 - 54	1361	1334	1308	605	232	1047	561	486
%V	*18.8%*	*18.9%*	*19.2%*	*21.5%*	*22.3%*	*19.4%*	*23.3%*	*16.2%*
%H (All HH)		*98.0%*	*96.1%*	*44.5%*	*17.0%*	*76.9%*	*41.2%*	*35.7%*
%H (TV HH)			*98.1%*	*45.4%*	*17.4%*	*78.5%*	*42.1%*	*36.4%*
55 - 64	1215	1199	1169	481	178	946	424	522
%V	*16.8%*	*17.0%*	*17.2%*	*17.1%*	*17.1%*	*17.5%*	*17.6%*	*17.4%*
%H (All HH)		*98.7%*	*96.2%*	*39.6%*	*14.7%*	*77.9%*	*34.9%*	*43.0%*
%H (TV HH)			*97.5%*	*40.1%*	*14.8%*	*78.9%*	*35.4%*	*43.5%*
65 +	1878	1855	1698	437	170	1463	367	1096
%V	*25.9%*	*26.2%*	*24.9%*	*15.5%*	*16.3%*	*27.0%*	*15.3%*	*36.5%*
%H (All HH)		*98.8%*	*90.4%*	*23.3%*	*9.1%*	*77.9%*	*19.5%*	*58.4%*
%H (TV HH)			*91.5%*	*23.6%*	*9.2%*	*78.9%*	*19.8%*	*59.1%*

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 22.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7247	7070	6806	2818	1042	5410	2406	3005
%H (All HH)		*97.6%*	*93.9%*	*38.9%*	*14.4%*	*74.7%*	*33.2%*	*41.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.7%*	*76.5%*	*34.0%*	*42.5%*
1	2403	2303	2122	548	230	1758	409	1349
%V	*33.2%*	*32.6%*	*31.2%*	*19.4%*	*22.1%*	*32.5%*	*17.0%*	*44.9%*
%H (All HH)		*95.8%*	*88.3%*	*22.8%*	*9.6%*	*73.2%*	*17.0%*	*56.1%*
%H (TV HH)			*92.1%*	*23.8%*	*10.0%*	*76.3%*	*17.8%*	*58.6%*
2	2473	2436	2383	1013	372	1881	868	1013
%V	*34.1%*	*34.5%*	*35.0%*	*35.9%*	*35.7%*	*34.8%*	*36.1%*	*33.7%*
%H (All HH)		*98.5%*	*96.4%*	*41.0%*	*15.0%*	*76.1%*	*35.1%*	*41.0%*
%H (TV HH)			*97.8%*	*41.6%*	*15.3%*	*77.2%*	*35.6%*	*41.6%*
3	1084	1068	1052	566	189	812	501	310
%V	*15.0%*	*15.1%*	*15.5%*	*20.1%*	*18.1%*	*15.0%*	*20.8%*	*10.3%*
%H (All HH)		*98.5%*	*97.0%*	*52.2%*	*17.4%*	*74.9%*	*46.2%*	*28.6%*
%H (TV HH)			*98.5%*	*53.0%*	*17.7%*	*76.0%*	*46.9%*	*29.0%*
4	888	874	865	461	175	677	436	242
%V	*12.3%*	*12.4%*	*12.7%*	*16.4%*	*16.8%*	*12.5%*	*18.1%*	*8.1%*
%H (All HH)		*98.4%*	*97.4%*	*51.9%*	*19.7%*	*76.2%*	*49.1%*	*27.3%*
%H (TV HH)			*99.0%*	*52.7%*	*20.0%*	*77.5%*	*49.9%*	*27.7%*
5+	400	389	383	230	75	282	192	90
%V	*5.5%*	*5.5%*	*5.6%*	*8.2%*	*7.2%*	*5.2%*	*8.0%*	*3.0%*
%H (All HH)		*97.3%*	*95.8%*	*57.5%*	*18.8%*	*70.5%*	*48.0%*	*22.5%*
%H (TV HH)			*98.5%*	*59.1%*	*19.3%*	*72.5%*	*49.4%*	*23.1%*
Average HH size	2.25	2.26	2.29	2.61	2.54	2.25	2.67	1.92

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 22.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7247	7070	6806	2818	1042	5410	2406	3005
%H (All HH)		*97.6%*	*93.9%*	*38.9%*	*14.4%*	*74.7%*	*33.2%*	*41.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.7%*	*76.5%*	*34.0%*	*42.5%*
Without	5450	5299	5054	1880	713	4092	1599	2493
%V	*75.2%*	*75.0%*	*74.3%*	*66.7%*	*68.4%*	*75.6%*	*66.5%*	*83.0%*
%H (All HH)		*97.2%*	*92.7%*	*34.5%*	*13.1%*	*75.1%*	*29.3%*	*45.7%*
%H (TV HH)			*95.4%*	*35.5%*	*13.5%*	*77.2%*	*30.2%*	*47.0%*
With	1797	1771	1752	938	329	1318	807	511
%V	*24.8%*	*25.0%*	*25.7%*	*33.3%*	*31.6%*	*24.4%*	*33.5%*	*17.0%*
%H (All HH)		*98.6%*	*97.5%*	*52.2%*	*18.3%*	*73.3%*	*44.9%*	*28.4%*
%H (TV HH)			*98.9%*	*53.0%*	*18.6%*	*74.4%*	*45.6%*	*28.9%*
0 - 3	669	655	648	344	109	461	255	205
%V	*9.2%*	*9.3%*	*9.5%*	*12.2%*	*10.5%*	*8.5%*	*10.6%*	*6.8%*
%H (All HH)		*97.9%*	*96.9%*	*51.4%*	*16.3%*	*68.9%*	*38.1%*	*30.6%*
%H (TV HH)			*98.9%*	*52.5%*	*16.6%*	*70.4%*	*38.9%*	*31.3%*
4 - 9	851	841	832	456	162	618	392	226
%V	*11.7%*	*11.9%*	*12.2%*	*16.2%*	*15.5%*	*11.4%*	*16.3%*	*7.5%*
%H (All HH)		*98.8%*	*97.8%*	*53.6%*	*19.0%*	*72.6%*	*46.1%*	*26.6%*
%H (TV HH)			*98.9%*	*54.2%*	*19.3%*	*73.5%*	*46.6%*	*26.9%*
10 - 15	870	860	852	467	169	673	440	233
%V	*12.0%*	*12.2%*	*12.5%*	*16.6%*	*16.2%*	*12.4%*	*18.3%*	*7.8%*
%H (All HH)		*98.9%*	*97.9%*	*53.7%*	*19.4%*	*77.4%*	*50.6%*	*26.8%*
%H (TV HH)			*99.1%*	*54.3%*	*19.7%*	*78.3%*	*51.2%*	*27.1%*

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
April 2010 - March 2011

ITV North Macro

Household level data

Table 22.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7247	7070	6806	2818	1042	5410	2406	3005
%H (All HH)		*97.6%*	*93.9%*	*38.9%*	*14.4%*	*74.7%*	*33.2%*	*41.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.7%*	*76.5%*	*34.0%*	*42.5%*
1	2624	2624	2450	776	298	1783	402	1380
%V	*36.2%*	*37.1%*	*36.0%*	*27.5%*	*28.6%*	*33.0%*	*16.7%*	*45.9%*
%H (All HH)		*100.0%*	*93.4%*	*29.6%*	*11.4%*	*67.9%*	*15.3%*	*52.6%*
%H (TV HH)			*93.4%*	*29.6%*	*11.4%*	*67.9%*	*15.3%*	*52.6%*
2	2446	2446	2371	978	371	1914	871	1042
%V	*33.8%*	*34.6%*	*34.8%*	*34.7%*	*35.6%*	*35.4%*	*36.2%*	*34.7%*
%H (All HH)		*100.0%*	*96.9%*	*40.0%*	*15.2%*	*78.3%*	*35.6%*	*42.6%*
%H (TV HH)			*96.9%*	*40.0%*	*15.2%*	*78.3%*	*35.6%*	*42.6%*
3	1175	1175	1163	577	217	995	610	385
%V	*16.2%*	*16.6%*	*17.1%*	*20.5%*	*20.8%*	*18.4%*	*25.4%*	*12.8%*
%H (All HH)		*100.0%*	*99.0%*	*49.1%*	*18.5%*	*84.7%*	*51.9%*	*32.8%*
%H (TV HH)			*99.0%*	*49.1%*	*18.5%*	*84.7%*	*51.9%*	*32.8%*
4	536	536	533	298	103	465	323	141
%V	*7.4%*	*7.6%*	*7.8%*	*10.6%*	*9.9%*	*8.6%*	*13.4%*	*4.7%*
%H (All HH)		*100.0%*	*99.4%*	*55.6%*	*19.2%*	*86.8%*	*60.3%*	*26.3%*
%H (TV HH)			*99.4%*	*55.6%*	*19.2%*	*86.8%*	*60.3%*	*26.3%*
5+	289	289	289	190	52	254	199	55
%V	*4.0%*	*4.1%*	*4.2%*	*6.7%*	*5.0%*	*4.7%*	*8.3%*	*1.8%*
%H (All HH)		*100.0%*	*100.0%*	*65.7%*	*18.0%*	*87.9%*	*68.9%*	*19.0%*
%H (TV HH)			*100.0%*	*65.7%*	*18.0%*	*87.9%*	*68.9%*	*19.0%*

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
April 2010 - March 2011

ITV North Macro

Household level data

Table 22.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7247	7070	6806	2818	1042	5410	2406	3005
%H (All HH)		*97.6%*	*93.9%*	*38.9%*	*14.4%*	*74.7%*	*33.2%*	*41.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.7%*	*76.5%*	*34.0%*	*42.5%*
Under 20"	2865	2865	2766	1206	455	2338	1204	1133
%V	*39.5%*	*40.5%*	*40.6%*	*42.8%*	*43.7%*	*43.2%*	*50.0%*	*37.7%*
%H (All HH)		*100.0%*	*96.5%*	*42.1%*	*15.9%*	*81.6%*	*42.0%*	*39.5%*
%H (TV HH)			*96.5%*	*42.1%*	*15.9%*	*81.6%*	*42.0%*	*39.5%*
20" - 29"	3500	3500	3325	1277	497	2730	1146	1583
%V	*48.3%*	*49.5%*	*48.9%*	*45.3%*	*47.7%*	*50.5%*	*47.6%*	*52.7%*
%H (All HH)		*100.0%*	*95.0%*	*36.5%*	*14.2%*	*78.0%*	*32.7%*	*45.2%*
%H (TV HH)			*95.0%*	*36.5%*	*14.2%*	*78.0%*	*32.7%*	*45.2%*
30" - 39"	3517	3517	3470	1555	570	2806	1426	1380
%V	*48.5%*	*49.7%*	*51.0%*	*55.2%*	*54.7%*	*51.9%*	*59.3%*	*45.9%*
%H (All HH)		*100.0%*	*98.7%*	*44.2%*	*16.2%*	*79.8%*	*40.5%*	*39.2%*
%H (TV HH)			*98.7%*	*44.2%*	*16.2%*	*79.8%*	*40.5%*	*39.2%*
40" and over	1913	1913	1908	1125	342	1476	1007	469
%V	*26.4%*	*27.1%*	*28.0%*	*39.9%*	*32.8%*	*27.3%*	*41.9%*	*15.6%*
%H (All HH)		*100.0%*	*99.7%*	*58.8%*	*17.9%*	*77.2%*	*52.6%*	*24.5%*
%H (TV HH)			*99.7%*	*58.8%*	*17.9%*	*77.2%*	*52.6%*	*24.5%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7247	7070	6806	2818	1042	5410	2406	3005
%H (All HH)		*97.6%*	*93.9%*	*38.9%*	*14.4%*	*74.7%*	*33.2%*	*41.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.7%*	*76.5%*	*34.0%*	*42.5%*
Main living room	7007	7007	6750	2795	1035	5367	2390	2977
%V	*96.7%*	*99.1%*	*99.2%*	*99.2%*	*99.3%*	*99.2%*	*99.3%*	*99.1%*
%H (All HH)		*100.0%*	*96.3%*	*39.9%*	*14.8%*	*76.6%*	*34.1%*	*42.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.8%*	*76.6%*	*34.1%*	*42.5%*
Kitchen	877	877	852	432	116	719	404	315
%V	*12.1%*	*12.4%*	*12.5%*	*15.3%*	*11.1%*	*13.3%*	*16.8%*	*10.5%*
%H (All HH)		*100.0%*	*97.1%*	*49.3%*	*13.2%*	*82.0%*	*46.1%*	*35.9%*
%H (TV HH)			*97.1%*	*49.3%*	*13.2%*	*82.0%*	*46.1%*	*35.9%*
Adult's bedroom	3411	3411	3356	1610	594	2805	1611	1194
%V	*47.1%*	*48.2%*	*49.3%*	*57.1%*	*57.0%*	*51.8%*	*67.0%*	*39.7%*
%H (All HH)		*100.0%*	*98.4%*	*47.2%*	*17.4%*	*82.2%*	*47.2%*	*35.0%*
%H (TV HH)			*98.4%*	*47.2%*	*17.4%*	*82.2%*	*47.2%*	*35.0%*
Child's bedroom	800	800	797	445	160	684	479	205
%V	*11.0%*	*11.3%*	*11.7%*	*15.8%*	*15.4%*	*12.6%*	*19.9%*	*6.8%*
%H (All HH)		*100.0%*	*99.6%*	*55.6%*	*20.0%*	*85.5%*	*59.9%*	*25.6%*
%H (TV HH)			*99.6%*	*55.6%*	*20.0%*	*85.5%*	*59.9%*	*25.6%*
Other bedroom	338	338	335	185	59	285	186	99
%V	*4.7%*	*4.8%*	*4.9%*	*6.6%*	*5.7%*	*5.3%*	*7.7%*	*3.3%*
%H (All HH)		*100.0%*	*99.1%*	*54.7%*	*17.5%*	*84.3%*	*55.0%*	*29.3%*
%H (TV HH)			*99.1%*	*54.7%*	*17.5%*	*84.3%*	*55.0%*	*29.3%*
Second living/dining room	904	904	885	441	163	753	453	300
%V	*12.5%*	*12.8%*	*13.0%*	*15.6%*	*15.6%*	*13.9%*	*18.8%*	*10.0%*
%H (All HH)		*100.0%*	*97.9%*	*48.8%*	*18.0%*	*83.3%*	*50.1%*	*33.2%*
%H (TV HH)			*97.9%*	*48.8%*	*18.0%*	*83.3%*	*50.1%*	*33.2%*
Study/office	131	131	129	70	20	109	67	41
%V	*1.8%*	*1.9%*	*1.9%*	*2.5%*	*1.9%*	*2.0%*	*2.8%*	*1.4%*
%H (All HH)		*100.0%*	*98.5%*	*53.4%*	*15.3%*	*83.2%*	*51.1%*	*31.3%*
%H (TV HH)			*98.5%*	*53.4%*	*15.3%*	*83.2%*	*51.1%*	*31.3%*
TV room	35	35	35	21	4	31	18	13
%V	*0.5%*	*0.5%*	*0.5%*	*0.7%*	*0.4%*	*0.6%*	*0.7%*	*0.4%*
%H (All HH)		*100.0%*	*100.0%*	*60.0%*	*11.4%*	*88.6%*	*51.4%*	*37.1%*
%H (TV HH)			*100.0%*	*60.0%*	*11.4%*	*88.6%*	*51.4%*	*37.1%*
No specific location	17	17	17	9	2	13	7	7
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*52.9%*	*11.8%*	*76.5%*	*41.2%*	*41.2%*
%H (TV HH)			*100.0%*	*52.9%*	*11.8%*	*76.5%*	*41.2%*	*41.2%*
Other	112	112	110	60	18	95	61	34
%V	*1.5%*	*1.6%*	*1.6%*	*2.1%*	*1.7%*	*1.8%*	*2.5%*	*1.1%*
%H (All HH)		*100.0%*	*98.2%*	*53.6%*	*16.1%*	*84.8%*	*54.5%*	*30.4%*
%H (TV HH)			*98.2%*	*53.6%*	*16.1%*	*84.8%*	*54.5%*	*30.4%*

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

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ITV North Macro

Household level data

Table 22.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7247	7070	6806	2818	1042	5410	2406	3005
%H (All HH)		*97.6%*	*93.9%*	*38.9%*	*14.4%*	*74.7%*	*33.2%*	*41.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.7%*	*76.5%*	*34.0%*	*42.5%*
PVR	3089	3089	3087	2046	456	2287	1662	626
%V	*42.6%*	*43.7%*	*45.4%*	*72.6%*	*43.8%*	*42.3%*	*69.1%*	*20.8%*
%H (All HH)		*100.0%*	*99.9%*	*66.2%*	*14.8%*	*74.0%*	*53.8%*	*20.3%*
%H (TV HH)			*99.9%*	*66.2%*	*14.8%*	*74.0%*	*53.8%*	*20.3%*
DVDR	1065	1065	1049	482	161	832	413	419
%V	*14.7%*	*15.1%*	*15.4%*	*17.1%*	*15.5%*	*15.4%*	*17.2%*	*13.9%*
%H (All HH)		*100.0%*	*98.5%*	*45.3%*	*15.1%*	*78.1%*	*38.8%*	*39.3%*
%H (TV HH)			*98.5%*	*45.3%*	*15.1%*	*78.1%*	*38.8%*	*39.3%*
VCR	1482	1482	1390	533	203	1103	432	671
%V	*20.4%*	*21.0%*	*20.4%*	*18.9%*	*19.5%*	*20.4%*	*18.0%*	*22.3%*
%H (All HH)		*100.0%*	*93.8%*	*36.0%*	*13.7%*	*74.4%*	*29.1%*	*45.3%*
%H (TV HH)			*93.8%*	*36.0%*	*13.7%*	*74.4%*	*29.1%*	*45.3%*
Any recorder	4365	4365	4265	2330	633	3263	1912	1351
%V	*60.2%*	*61.7%*	*62.7%*	*82.7%*	*60.7%*	*60.3%*	*79.5%*	*45.0%*
%H (All HH)		*100.0%*	*97.7%*	*53.4%*	*14.5%*	*74.8%*	*43.8%*	*31.0%*
%H (TV HH)			*97.7%*	*53.4%*	*14.5%*	*74.8%*	*43.8%*	*31.0%*

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
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ITV North Macro

Household level data

Table 22.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7247	7070	6806	2818	1042	5410	2406	3005
%H (All HH)		*97.6%*	*93.9%*	*38.9%*	*14.4%*	*74.7%*	*33.2%*	*41.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.7%*	*76.5%*	*34.0%*	*42.5%*
Receives HDTV (via STB or built-in reception)	1819	1819	1819	1080	457	1362	1051	311
%V	*25.1%*	*25.7%*	*26.7%*	*38.3%*	*43.9%*	*25.2%*	*43.7%*	*10.3%*
%H (All HH)		*100.0%*	*100.0%*	*59.4%*	*25.1%*	*74.9%*	*57.8%*	*17.1%*
%H (TV HH)			*100.0%*	*59.4%*	*25.1%*	*74.9%*	*57.8%*	*17.1%*
DVD/Blu-ray player or recorder	5475	5475	5362	2366	850	4244	2046	2198
%V	*75.5%*	*77.4%*	*78.8%*	*84.0%*	*81.6%*	*78.4%*	*85.0%*	*73.1%*
%H (All HH)		*100.0%*	*97.9%*	*43.2%*	*15.5%*	*77.5%*	*37.4%*	*40.1%*
%H (TV HH)			*97.9%*	*43.2%*	*15.5%*	*77.5%*	*37.4%*	*40.1%*

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
April 2010 - March 2011

ITV North Macro

Household level data

Table 22.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7247	7070	6806	2818	1042	5410	2406	3005
%H (All HH)		*97.6%*	*93.9%*	*38.9%*	*14.4%*	*74.7%*	*33.2%*	*41.5%*
%H (TV HH)			*96.3%*	*39.9%*	*14.7%*	*76.5%*	*34.0%*	*42.5%*
Has PC or Laptop	5033	4931	4858	2336	867	3769	2062	1706
%V	*69.4%*	*69.7%*	*71.4%*	*82.9%*	*83.2%*	*69.7%*	*85.7%*	*56.8%*
%H (All HH)		*98.0%*	*96.5%*	*46.4%*	*17.2%*	*74.9%*	*41.0%*	*33.9%*
%H (TV HH)			*98.5%*	*47.4%*	*17.6%*	*76.4%*	*41.8%*	*34.6%*
Has broadband internet	4505	4425	4366	2164	826	3360	1933	1428
%V	*62.2%*	*62.6%*	*64.1%*	*76.8%*	*79.3%*	*62.1%*	*80.3%*	*47.5%*
%H (All HH)		*98.2%*	*96.9%*	*48.0%*	*18.3%*	*74.6%*	*42.9%*	*31.7%*
%H (TV HH)			*98.7%*	*48.9%*	*18.7%*	*75.9%*	*43.7%*	*32.3%*

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
April 2010 - March 2011

ITV North Macro

Set level data

Table 22.11: Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	14744	14370	6693	2378	11822	6345	5476
%H		*97.5%*	*45.4%*	*16.1%*	*80.2%*	*43.0%*	*37.1%*
Under 20"	4051	3928	1799	665	3344	1833	1512
%V	*27.5%*	*27.3%*	*26.9%*	*28.0%*	*28.3%*	*28.9%*	*27.6%*
%H		*97.0%*	*44.4%*	*16.4%*	*82.5%*	*45.2%*	*37.3%*
20" - 29"	4377	4183	1705	630	3461	1569	1892
%V	*29.7%*	*29.1%*	*25.5%*	*26.5%*	*29.3%*	*24.7%*	*34.6%*
%H		*95.6%*	*39.0%*	*14.4%*	*79.1%*	*35.8%*	*43.2%*
30" - 39"	4081	4034	1873	686	3285	1763	1522
%V	*27.7%*	*28.1%*	*28.0%*	*28.8%*	*27.8%*	*27.8%*	*27.8%*
%H		*98.8%*	*45.9%*	*16.8%*	*80.5%*	*43.2%*	*37.3%*
40" and over	2129	2124	1274	385	1646	1144	502
%V	*14.4%*	*14.8%*	*19.0%*	*16.2%*	*13.9%*	*18.0%*	*9.2%*
%H		*99.8%*	*59.8%*	*18.1%*	*77.3%*	*53.7%*	*23.6%*
Don't know	106	102	43	12	85	36	49
%V	*0.7%*	*0.7%*	*0.6%*	*0.5%*	*0.7%*	*0.6%*	*0.9%*
%H		*96.2%*	*40.6%*	*11.3%*	*80.2%*	*34.0%*	*46.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 22.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	14744	14370	6693	2378	11822	6345	5476
%H		*97.5%*	*45.4%*	*16.1%*	*80.2%*	*43.0%*	*37.1%*
Main living room	7057	6799	2816	1043	5409	2411	2998
%V	*47.9%*	*47.3%*	*42.1%*	*43.9%*	*45.8%*	*38.0%*	*54.7%*
%H		*96.3%*	*39.9%*	*14.8%*	*76.6%*	*34.2%*	*42.5%*
Kitchen	882	856	435	118	722	407	315
%V	*6.0%*	*6.0%*	*6.5%*	*5.0%*	*6.1%*	*6.4%*	*5.8%*
%H		*97.1%*	*49.3%*	*13.4%*	*81.9%*	*46.1%*	*35.7%*
Adult's bedroom	4142	4082	2013	725	3438	2043	1396
%V	*28.1%*	*28.4%*	*30.1%*	*30.5%*	*29.1%*	*32.2%*	*25.5%*
%H		*98.6%*	*48.6%*	*17.5%*	*83.0%*	*49.3%*	*33.7%*
Child's bedroom	1039	1035	586	213	894	639	255
%V	*7.0%*	*7.2%*	*8.8%*	*9.0%*	*7.6%*	*10.1%*	*4.7%*
%H		*99.6%*	*56.4%*	*20.5%*	*86.0%*	*61.5%*	*24.5%*
Other bedroom	390	387	219	67	329	219	110
%V	*2.6%*	*2.7%*	*3.3%*	*2.8%*	*2.8%*	*3.5%*	*2.0%*
%H		*99.2%*	*56.2%*	*17.2%*	*84.4%*	*56.2%*	*28.2%*
Second living/dining room	930	910	457	166	775	469	306
%V	*6.3%*	*6.3%*	*6.8%*	*7.0%*	*6.6%*	*7.4%*	*5.6%*
%H		*97.8%*	*49.1%*	*17.8%*	*83.3%*	*50.4%*	*32.9%*
Study/office	132	130	70	20	109	67	42
%V	*0.9%*	*0.9%*	*1.0%*	*0.8%*	*0.9%*	*1.1%*	*0.8%*
%H		*98.5%*	*53.0%*	*15.2%*	*82.6%*	*50.8%*	*31.8%*
TV room	36	36	21	4	31	18	13
%V	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*
%H		*100.0%*	*58.3%*	*11.1%*	*86.1%*	*50.0%*	*36.1%*
No specific location	18	18	10	2	14	8	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*100.0%*	*55.6%*	*11.1%*	*77.8%*	*44.4%*	*38.9%*
Other	120	117	67	19	100	66	35
%V	*0.8%*	*0.8%*	*1.0%*	*0.8%*	*0.8%*	*1.0%*	*0.6%*
%H		*97.5%*	*55.8%*	*15.8%*	*83.3%*	*55.0%*	*29.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 22.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	14744	14370	6693	2378	11822	6345	5476
%H		*97.5%*	*45.4%*	*16.1%*	*80.2%*	*43.0%*	*37.1%*
PVR	3932	3930	2747	551	2887	2195	693
%V	*26.7%*	*27.3%*	*41.0%*	*23.2%*	*24.4%*	*34.6%*	*12.7%*
%H		*99.9%*	*69.9%*	*14.0%*	*73.4%*	*55.8%*	*17.6%*
DVDR	1237	1221	582	189	974	510	464
%V	*8.4%*	*8.5%*	*8.7%*	*7.9%*	*8.2%*	*8.0%*	*8.5%*
%H		*98.7%*	*47.0%*	*15.3%*	*78.7%*	*41.2%*	*37.5%*
VCR	1723	1624	646	254	1292	544	747
%V	*11.7%*	*11.3%*	*9.7%*	*10.7%*	*10.9%*	*8.6%*	*13.6%*
%H		*94.3%*	*37.5%*	*14.7%*	*75.0%*	*31.6%*	*43.4%*
Any recorder	5788	5678	3323	842	4331	2735	1596
%V	*39.3%*	*39.5%*	*49.6%*	*35.4%*	*36.6%*	*43.1%*	*29.1%*
%H		*98.1%*	*57.4%*	*14.5%*	*74.8%*	*47.3%*	*27.6%*

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

Set level data

Table 22.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	14744	14370	6693	2378	11822	6345	5476
%H		*97.5%*	*45.4%*	*16.1%*	*80.2%*	*43.0%*	*37.1%*
Receives HDTV (via STB or built-in reception)	2263	2263	1350	578	1711	1333	379
%V	*15.3%*	*15.7%*	*20.2%*	*24.3%*	*14.5%*	*21.0%*	*6.9%*
%H		*100.0%*	*59.7%*	*25.5%*	*75.6%*	*58.9%*	*16.7%*
DVD/Blu-ray player or recorder	8307	8181	3923	1380	6642	3666	2976
%V	*56.3%*	*56.9%*	*58.6%*	*58.0%*	*56.2%*	*57.8%*	*54.3%*
%H		*98.5%*	*47.2%*	*16.6%*	*80.0%*	*44.1%*	*35.8%*

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

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Set level data

Table 22.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	7063	6801	2817	1042	5406	2405	3001
%H		*96.3%*	*39.9%*	*14.8%*	*76.5%*	*34.1%*	*42.5%*
Under 20"	234	191	35	21	163	26	137
%V	*3.3%*	*2.8%*	*1.2%*	*2.0%*	*3.0%*	*1.1%*	*4.6%*
%H		*81.6%*	*15.0%*	*9.0%*	*69.7%*	*11.1%*	*58.5%*
20" - 29"	2063	1896	518	239	1518	368	1150
%V	*29.2%*	*27.9%*	*18.4%*	*22.9%*	*28.1%*	*15.3%*	*38.3%*
%H		*91.9%*	*25.1%*	*11.6%*	*73.6%*	*17.8%*	*55.7%*
30" - 39"	2893	2847	1173	448	2283	1039	1244
%V	*41.0%*	*41.9%*	*41.6%*	*43.0%*	*42.2%*	*43.2%*	*41.5%*
%H		*98.4%*	*40.5%*	*15.5%*	*78.9%*	*35.9%*	*43.0%*
40" and over	1830	1826	1076	327	1411	961	450
%V	*25.9%*	*26.8%*	*38.2%*	*31.4%*	*26.1%*	*40.0%*	*15.0%*
%H		*99.8%*	*58.8%*	*17.9%*	*77.1%*	*52.5%*	*24.6%*
Don't know	43	41	15	6	32	12	20
%V	*0.6%*	*0.6%*	*0.5%*	*0.6%*	*0.6%*	*0.5%*	*0.7%*
%H		*95.3%*	*34.9%*	*14.0%*	*74.4%*	*27.9%*	*46.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	7063	6801	2817	1042	5406	2405	3001
%H		*96.3%*	*39.9%*	*14.8%*	*76.5%*	*34.1%*	*42.5%*
PVR	2983	2980	2011	428	2192	1613	579
%V	*42.2%*	*43.8%*	*71.4%*	*41.1%*	*40.5%*	*67.1%*	*19.3%*
%H		*99.9%*	*67.4%*	*14.3%*	*73.5%*	*54.1%*	*19.4%*
DVDR	911	896	402	132	705	332	373
%V	*12.9%*	*13.2%*	*14.3%*	*12.7%*	*13.0%*	*13.8%*	*12.4%*
%H		*98.4%*	*44.1%*	*14.5%*	*77.4%*	*36.4%*	*40.9%*
VCR	1212	1124	401	162	890	316	574
%V	*17.2%*	*16.5%*	*14.2%*	*15.5%*	*16.5%*	*13.1%*	*19.1%*
%H		*92.7%*	*33.1%*	*13.4%*	*73.4%*	*26.1%*	*47.4%*
Any recorder	4167	4070	2272	590	3091	1836	1255
%V	*59.0%*	*59.8%*	*80.7%*	*56.6%*	*57.2%*	*76.3%*	*41.8%*
%H		*97.7%*	*54.5%*	*14.2%*	*74.2%*	*44.1%*	*30.1%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	7063	6801	2817	1042	5406	2405	3001
%H		*96.3%*	*39.9%*	*14.8%*	*76.5%*	*34.1%*	*42.5%*
Receives HDTV (via STB or built-in reception)	1730	1730	1036	435	1288	1002	286
%V	*24.5%*	*25.4%*	*36.8%*	*41.7%*	*23.8%*	*41.7%*	*9.5%*
%H		*100.0%*	*59.9%*	*25.1%*	*74.5%*	*57.9%*	*16.5%*
DVD/Blu-ray player or recorder	5113	5006	2201	790	3942	1881	2061
%V	*72.4%*	*73.6%*	*78.1%*	*75.8%*	*72.9%*	*78.2%*	*68.7%*
%H		*97.9%*	*43.0%*	*15.5%*	*77.1%*	*36.8%*	*40.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 22.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	7682	7570	3876	1336	6416	3940	2475
%H		*98.5%*	*50.5%*	*17.4%*	*83.5%*	*51.3%*	*32.2%*
Under 20"	3817	3736	1764	644	3182	1807	1375
%V	*49.7%*	*49.4%*	*45.5%*	*48.2%*	*49.6%*	*45.9%*	*55.6%*
%H		*97.9%*	*46.2%*	*16.9%*	*83.4%*	*47.3%*	*36.0%*
20" - 29"	2315	2287	1187	391	1943	1201	742
%V	*30.1%*	*30.2%*	*30.6%*	*29.3%*	*30.3%*	*30.5%*	*30.0%*
%H		*98.8%*	*51.3%*	*16.9%*	*83.9%*	*51.9%*	*32.1%*
30" - 39"	1188	1187	700	238	1002	725	278
%V	*15.5%*	*15.7%*	*18.1%*	*17.8%*	*15.6%*	*18.4%*	*11.2%*
%H		*99.9%*	*58.9%*	*20.0%*	*84.3%*	*61.0%*	*23.4%*
40" and over	299	298	198	58	235	183	52
%V	*3.9%*	*3.9%*	*5.1%*	*4.3%*	*3.7%*	*4.6%*	*2.1%*
%H		*99.7%*	*66.2%*	*19.4%*	*78.6%*	*61.2%*	*17.4%*
Don't know	63	61	27	6	53	24	29
%V	*0.8%*	*0.8%*	*0.7%*	*0.4%*	*0.8%*	*0.6%*	*1.2%*
%H		*96.8%*	*42.9%*	*9.5%*	*84.1%*	*38.1%*	*46.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	7682	7570	3876	1336	6416	3940	2475
%H		*98.5%*	*50.5%*	*17.4%*	*83.5%*	*51.3%*	*32.2%*
PVR	949	949	736	123	695	582	113
%V	*12.4%*	*12.5%*	*19.0%*	*9.2%*	*10.8%*	*14.8%*	*4.6%*
%H		*100.0%*	*77.6%*	*13.0%*	*73.2%*	*61.3%*	*11.9%*
DVDR	326	325	181	57	269	178	91
%V	*4.2%*	*4.3%*	*4.7%*	*4.3%*	*4.2%*	*4.5%*	*3.7%*
%H		*99.7%*	*55.5%*	*17.5%*	*82.5%*	*54.6%*	*27.9%*
VCR	511	500	245	91	401	228	173
%V	*6.7%*	*6.6%*	*6.3%*	*6.8%*	*6.3%*	*5.8%*	*7.0%*
%H		*97.8%*	*47.9%*	*17.8%*	*78.5%*	*44.6%*	*33.9%*
Any recorder	1621	1609	1051	252	1240	899	341
%V	*21.1%*	*21.3%*	*27.1%*	*18.9%*	*19.3%*	*22.8%*	*13.8%*
%H		*99.3%*	*64.8%*	*15.5%*	*76.5%*	*55.5%*	*21.0%*

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

Set level data

Table 22.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	7682	7570	3876	1336	6416	3940	2475
%H		*98.5%*	*50.5%*	*17.4%*	*83.5%*	*51.3%*	*32.2%*
Receives HDTV (via STB or built-in reception)	533	533	314	143	423	331	93
%V	*6.9%*	*7.0%*	*8.1%*	*10.7%*	*6.6%*	*8.4%*	*3.8%*
%H		*100.0%*	*58.9%*	*26.8%*	*79.4%*	*62.1%*	*17.4%*
DVD/Blu-ray player or recorder	3193	3175	1722	590	2700	1785	915
%V	*41.6%*	*41.9%*	*44.4%*	*44.2%*	*42.1%*	*45.3%*	*37.0%*
%H		*99.4%*	*53.9%*	*18.5%*	*84.6%*	*55.9%*	*28.7%*

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

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Individual level data

Table 22.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	16324	15985	15582	7359	2649	12192	6421	5771
%H		*97.9%*	*95.5%*	*45.1%*	*16.2%*	*74.7%*	*39.3%*	*35.4%*
Total Children	3048	2996	2965	1614	558	2215	1371	844
%V	*18.7%*	*18.7%*	*19.0%*	*21.9%*	*21.1%*	*18.2%*	*21.4%*	*14.6%*
%H		*98.3%*	*97.3%*	*53.0%*	*18.3%*	*72.7%*	*45.0%*	*27.7%*
0 - 3	791	774	766	410	122	540	293	247
%V	*4.8%*	*4.8%*	*4.9%*	*5.6%*	*4.6%*	*4.4%*	*4.6%*	*4.3%*
%H		*97.9%*	*96.8%*	*51.8%*	*15.4%*	*68.3%*	*37.0%*	*31.2%*
4 - 15	2257	2223	2199	1204	436	1675	1078	597
%V	*13.8%*	*13.9%*	*14.1%*	*16.4%*	*16.5%*	*13.7%*	*16.8%*	*10.3%*
%H		*98.5%*	*97.4%*	*53.3%*	*19.3%*	*74.2%*	*47.8%*	*26.5%*
4 - 9	1121	1101	1090	593	214	804	505	299
%V	*6.9%*	*6.9%*	*7.0%*	*8.1%*	*8.1%*	*6.6%*	*7.9%*	*5.2%*
%H		*98.2%*	*97.2%*	*52.9%*	*19.1%*	*71.7%*	*45.0%*	*26.7%*
10 - 15	1136	1121	1109	610	222	871	573	298
%V	*7.0%*	*7.0%*	*7.1%*	*8.3%*	*8.4%*	*7.1%*	*8.9%*	*5.2%*
%H		*98.7%*	*97.6%*	*53.7%*	*19.5%*	*76.7%*	*50.4%*	*26.2%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North Macro

Individual level data

Table 22.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	16324	15985	15582	7359	2649	12192	6421	5771
%H		*97.9%*	*95.5%*	*45.1%*	*16.2%*	*74.7%*	*39.3%*	*35.4%*
Total Adults (16+)	13276	12989	12617	5745	2091	9977	5050	4926
%V	*81.3%*	*81.3%*	*81.0%*	*78.1%*	*78.9%*	*81.8%*	*78.6%*	*85.4%*
%H		*97.8%*	*95.0%*	*43.3%*	*15.8%*	*75.2%*	*38.0%*	*37.1%*
16 - 19	860	840	826	433	150	667	412	255
%V	*5.3%*	*5.3%*	*5.3%*	*5.9%*	*5.7%*	*5.5%*	*6.4%*	*4.4%*
%H		*97.7%*	*96.0%*	*50.3%*	*17.4%*	*77.6%*	*47.9%*	*29.7%*
20 - 24	1110	1049	1024	451	207	795	413	382
%V	*6.8%*	*6.6%*	*6.6%*	*6.1%*	*7.8%*	*6.5%*	*6.4%*	*6.6%*
%H		*94.5%*	*92.3%*	*40.6%*	*18.6%*	*71.6%*	*37.2%*	*34.4%*
25 - 34	2069	1993	1966	1052	330	1411	801	610
%V	*12.7%*	*12.5%*	*12.6%*	*14.3%*	*12.5%*	*11.6%*	*12.5%*	*10.6%*
%H		*96.3%*	*95.0%*	*50.8%*	*15.9%*	*68.2%*	*38.7%*	*29.5%*
35 - 44	2227	2181	2142	1129	406	1631	994	637
%V	*13.6%*	*13.6%*	*13.7%*	*15.3%*	*15.3%*	*13.4%*	*15.5%*	*11.0%*
%H		*97.9%*	*96.2%*	*50.7%*	*18.2%*	*73.2%*	*44.6%*	*28.6%*
45 - 54	2297	2262	2225	1085	407	1766	1008	758
%V	*14.1%*	*14.2%*	*14.3%*	*14.7%*	*15.4%*	*14.5%*	*15.7%*	*13.1%*
%H		*98.5%*	*96.9%*	*47.2%*	*17.7%*	*76.9%*	*43.9%*	*33.0%*
55 - 64	1995	1973	1928	847	312	1565	772	793
%V	*12.2%*	*12.3%*	*12.4%*	*11.5%*	*11.8%*	*12.8%*	*12.0%*	*13.7%*
%H		*98.9%*	*96.6%*	*42.5%*	*15.6%*	*78.4%*	*38.7%*	*39.7%*
65+	2718	2691	2505	749	278	2142	650	1491
%V	*16.7%*	*16.8%*	*16.1%*	*10.2%*	*10.5%*	*17.6%*	*10.1%*	*25.8%*
%H		*99.0%*	*92.2%*	*27.6%*	*10.2%*	*78.8%*	*23.9%*	*54.9%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Macro

Individual level data

Table 22.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	13276	12989	12617	5745	2091	9977	5050	4926
%H		*97.8%*	*95.0%*	*43.3%*	*15.8%*	*75.2%*	*38.0%*	*37.1%*
AB	2773	2733	2665	1384	400	2066	1139	928
%V	*20.9%*	*21.0%*	*21.1%*	*24.1%*	*19.1%*	*20.7%*	*22.6%*	*18.8%*
%H		*98.6%*	*96.1%*	*49.9%*	*14.4%*	*74.5%*	*41.1%*	*33.5%*
C1	3757	3638	3565	1649	685	2776	1501	1276
%V	*28.3%*	*28.0%*	*28.3%*	*28.7%*	*32.8%*	*27.8%*	*29.7%*	*25.9%*
%H		*96.8%*	*94.9%*	*43.9%*	*18.2%*	*73.9%*	*40.0%*	*34.0%*
C2	2902	2864	2803	1349	480	2225	1220	1004
%V	*21.9%*	*22.0%*	*22.2%*	*23.5%*	*23.0%*	*22.3%*	*24.2%*	*20.4%*
%H		*98.7%*	*96.6%*	*46.5%*	*16.5%*	*76.7%*	*42.0%*	*34.6%*
D	2224	2179	2108	931	328	1681	818	863
%V	*16.8%*	*16.8%*	*16.7%*	*16.2%*	*15.7%*	*16.8%*	*16.2%*	*17.5%*
%H		*98.0%*	*94.8%*	*41.9%*	*14.7%*	*75.6%*	*36.8%*	*38.8%*
E	1621	1575	1477	432	198	1228	373	855
%V	*12.2%*	*12.1%*	*11.7%*	*7.5%*	*9.5%*	*12.3%*	*7.4%*	*17.4%*
%H		*97.2%*	*91.1%*	*26.7%*	*12.2%*	*75.8%*	*23.0%*	*52.7%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Macro

Individual level data

Table 22.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	13276	12989	12617	5745	2091	9977	5050	4926
%H		*97.8%*	*95.0%*	*43.3%*	*15.8%*	*75.2%*	*38.0%*	*37.1%*
Working full time	5706	5614	5533	2902	1011	4251	2561	1690
%V	*43.0%*	*43.2%*	*43.9%*	*50.5%*	*48.4%*	*42.6%*	*50.7%*	*34.3%*
%H		*98.4%*	*97.0%*	*50.9%*	*17.7%*	*74.5%*	*44.9%*	*29.6%*
Working part time	1380	1357	1330	638	230	1032	559	473
%V	*10.4%*	*10.4%*	*10.5%*	*11.1%*	*11.0%*	*10.3%*	*11.1%*	*9.6%*
%H		*98.3%*	*96.4%*	*46.2%*	*16.7%*	*74.8%*	*40.5%*	*34.3%*
Not working	6191	6018	5754	2206	850	4694	1930	2763
%V	*46.6%*	*46.3%*	*45.6%*	*38.4%*	*40.7%*	*47.0%*	*38.2%*	*56.1%*
%H		*97.2%*	*92.9%*	*35.6%*	*13.7%*	*75.8%*	*31.2%*	*44.6%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Macro

Individual level data

Table 22.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	6517	6338	6170	2905	1041	4838	2542	2295
%H		*97.3%*	*94.7%*	*44.6%*	*16.0%*	*74.2%*	*39.0%*	*35.2%*
16 - 19	458	445	438	240	83	345	225	121
%V	*7.0%*	*7.0%*	*7.1%*	*8.3%*	*8.0%*	*7.1%*	*8.9%*	*5.3%*
%H		*97.2%*	*95.6%*	*52.4%*	*18.1%*	*75.3%*	*49.1%*	*26.4%*
20 - 24	551	518	502	224	101	388	206	182
%V	*8.5%*	*8.2%*	*8.1%*	*7.7%*	*9.7%*	*8.0%*	*8.1%*	*7.9%*
%H		*94.0%*	*91.1%*	*40.7%*	*18.3%*	*70.4%*	*37.4%*	*33.0%*
25 - 34	1056	1002	988	523	164	714	400	314
%V	*16.2%*	*15.8%*	*16.0%*	*18.0%*	*15.8%*	*14.8%*	*15.7%*	*13.7%*
%H		*94.9%*	*93.6%*	*49.5%*	*15.5%*	*67.6%*	*37.9%*	*29.7%*
35 - 44	1095	1068	1048	560	197	796	489	307
%V	*16.8%*	*16.9%*	*17.0%*	*19.3%*	*18.9%*	*16.5%*	*19.2%*	*13.4%*
%H		*97.5%*	*95.7%*	*51.1%*	*18.0%*	*72.7%*	*44.7%*	*28.0%*
45 - 54	1141	1119	1099	538	202	859	489	370
%V	*17.5%*	*17.7%*	*17.8%*	*18.5%*	*19.4%*	*17.8%*	*19.2%*	*16.1%*
%H		*98.1%*	*96.3%*	*47.2%*	*17.7%*	*75.3%*	*42.9%*	*32.4%*
55 - 64	982	969	946	416	155	773	386	388
%V	*15.1%*	*15.3%*	*15.3%*	*14.3%*	*14.9%*	*16.0%*	*15.2%*	*16.9%*
%H		*98.7%*	*96.3%*	*42.4%*	*15.8%*	*78.7%*	*39.3%*	*39.5%*
65+	1233	1218	1150	404	139	962	348	614
%V	*18.9%*	*19.2%*	*18.6%*	*13.9%*	*13.4%*	*19.9%*	*13.7%*	*26.8%*
%H		*98.8%*	*93.3%*	*32.8%*	*11.3%*	*78.0%*	*28.2%*	*49.8%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Macro

Individual level data

Table 22.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	6517	6338	6170	2905	1041	4838	2542	2295
%H		*97.3%*	*94.7%*	*44.6%*	*16.0%*	*74.2%*	*39.0%*	*35.2%*
AB	1387	1363	1331	697	197	1033	575	458
%V	*21.3%*	*21.5%*	*21.6%*	*24.0%*	*18.9%*	*21.4%*	*22.6%*	*20.0%*
%H		*98.3%*	*96.0%*	*50.3%*	*14.2%*	*74.5%*	*41.5%*	*33.0%*
C1	1795	1727	1700	812	340	1316	744	571
%V	*27.5%*	*27.2%*	*27.6%*	*28.0%*	*32.7%*	*27.2%*	*29.3%*	*24.9%*
%H		*96.2%*	*94.7%*	*45.2%*	*18.9%*	*73.3%*	*41.4%*	*31.8%*
C2	1561	1535	1497	729	249	1179	645	535
%V	*24.0%*	*24.2%*	*24.3%*	*25.1%*	*23.9%*	*24.4%*	*25.4%*	*23.3%*
%H		*98.3%*	*95.9%*	*46.7%*	*16.0%*	*75.5%*	*41.3%*	*34.3%*
D	1081	1049	1019	471	167	794	405	389
%V	*16.6%*	*16.6%*	*16.5%*	*16.2%*	*16.0%*	*16.4%*	*15.9%*	*16.9%*
%H		*97.0%*	*94.3%*	*43.6%*	*15.4%*	*73.5%*	*37.5%*	*36.0%*
E	693	664	624	196	87	516	173	342
%V	*10.6%*	*10.5%*	*10.1%*	*6.7%*	*8.4%*	*10.7%*	*6.8%*	*14.9%*
%H		*95.8%*	*90.0%*	*28.3%*	*12.6%*	*74.5%*	*25.0%*	*49.4%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Macro

Individual level data

Table 22.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	6517	6338	6170	2905	1041	4838	2542	2295
%H		*97.3%*	*94.7%*	*44.6%*	*16.0%*	*74.2%*	*39.0%*	*35.2%*
Working full time	3531	3456	3401	1803	617	2593	1566	1027
%V	*54.2%*	*54.5%*	*55.1%*	*62.1%*	*59.3%*	*53.6%*	*61.6%*	*44.7%*
%H		*97.9%*	*96.3%*	*51.1%*	*17.5%*	*73.4%*	*44.4%*	*29.1%*
Working part time	286	276	267	120	42	198	92	106
%V	*4.4%*	*4.4%*	*4.3%*	*4.1%*	*4.0%*	*4.1%*	*3.6%*	*4.6%*
%H		*96.5%*	*93.4%*	*42.0%*	*14.7%*	*69.2%*	*32.2%*	*37.1%*
Not working	2700	2606	2502	982	382	2047	884	1163
%V	*41.4%*	*41.1%*	*40.6%*	*33.8%*	*36.7%*	*42.3%*	*34.8%*	*50.7%*
%H		*96.5%*	*92.7%*	*36.4%*	*14.1%*	*75.8%*	*32.7%*	*43.1%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Macro

Individual level data

Table 22.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	6759	6651	6447	2840	1051	5139	2508	2631
%H		*98.4%*	*95.4%*	*42.0%*	*15.5%*	*76.0%*	*37.1%*	*38.9%*
16 - 19	402	395	388	193	68	321	187	134
%V	*5.9%*	*5.9%*	*6.0%*	*6.8%*	*6.5%*	*6.2%*	*7.5%*	*5.1%*
%H		*98.3%*	*96.5%*	*48.0%*	*16.9%*	*79.9%*	*46.5%*	*33.3%*
20 - 24	560	531	523	227	106	407	208	199
%V	*8.3%*	*8.0%*	*8.1%*	*8.0%*	*10.1%*	*7.9%*	*8.3%*	*7.6%*
%H		*94.8%*	*93.4%*	*40.5%*	*18.9%*	*72.7%*	*37.1%*	*35.5%*
25 - 34	1013	991	978	529	166	696	401	295
%V	*15.0%*	*14.9%*	*15.2%*	*18.6%*	*15.8%*	*13.5%*	*16.0%*	*11.2%*
%H		*97.8%*	*96.5%*	*52.2%*	*16.4%*	*68.7%*	*39.6%*	*29.1%*
35 - 44	1132	1114	1094	569	209	835	504	330
%V	*16.7%*	*16.7%*	*17.0%*	*20.0%*	*19.9%*	*16.2%*	*20.1%*	*12.5%*
%H		*98.4%*	*96.6%*	*50.3%*	*18.5%*	*73.8%*	*44.5%*	*29.2%*
45 - 54	1156	1143	1125	547	205	907	519	388
%V	*17.1%*	*17.2%*	*17.4%*	*19.3%*	*19.5%*	*17.6%*	*20.7%*	*14.7%*
%H		*98.9%*	*97.3%*	*47.3%*	*17.7%*	*78.5%*	*44.9%*	*33.6%*
55 - 64	1012	1003	982	431	158	792	387	405
%V	*15.0%*	*15.1%*	*15.2%*	*15.2%*	*15.0%*	*15.4%*	*15.4%*	*15.4%*
%H		*99.1%*	*97.0%*	*42.6%*	*15.6%*	*78.3%*	*38.2%*	*40.0%*
65+	1485	1474	1356	344	139	1180	303	877
%V	*22.0%*	*22.2%*	*21.0%*	*12.1%*	*13.2%*	*23.0%*	*12.1%*	*33.3%*
%H		*99.3%*	*91.3%*	*23.2%*	*9.4%*	*79.5%*	*20.4%*	*59.1%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Macro

Individual level data

Table 22.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	6759	6651	6447	2840	1051	5139	2508	2631
%H		*98.4%*	*95.4%*	*42.0%*	*15.5%*	*76.0%*	*37.1%*	*38.9%*
AB	1386	1370	1334	687	202	1033	563	470
%V	*20.5%*	*20.6%*	*20.7%*	*24.2%*	*19.2%*	*20.1%*	*22.4%*	*17.9%*
%H		*98.8%*	*96.2%*	*49.6%*	*14.6%*	*74.5%*	*40.6%*	*33.9%*
C1	1962	1911	1865	837	345	1461	756	704
%V	*29.0%*	*28.7%*	*28.9%*	*29.5%*	*32.8%*	*28.4%*	*30.1%*	*26.8%*
%H		*97.4%*	*95.1%*	*42.7%*	*17.6%*	*74.5%*	*38.5%*	*35.9%*
C2	1341	1329	1306	620	231	1045	576	470
%V	*19.8%*	*20.0%*	*20.3%*	*21.8%*	*22.0%*	*20.3%*	*23.0%*	*17.9%*
%H		*99.1%*	*97.4%*	*46.2%*	*17.2%*	*77.9%*	*43.0%*	*35.0%*
D	1143	1130	1089	460	161	888	413	474
%V	*16.9%*	*17.0%*	*16.9%*	*16.2%*	*15.3%*	*17.3%*	*16.5%*	*18.0%*
%H		*98.9%*	*95.3%*	*40.2%*	*14.1%*	*77.7%*	*36.1%*	*41.5%*
E	927	910	854	235	111	712	199	513
%V	*13.7%*	*13.7%*	*13.2%*	*8.3%*	*10.6%*	*13.9%*	*7.9%*	*19.5%*
%H		*98.2%*	*92.1%*	*25.4%*	*12.0%*	*76.8%*	*21.5%*	*55.3%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North Macro

Individual level data

Table 22.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	6759	6651	6447	2840	1051	5139	2508	2631
%H		*98.4%*	*95.4%*	*42.0%*	*15.5%*	*76.0%*	*37.1%*	*38.9%*
Working full time	2175	2158	2132	1099	393	1658	995	663
%V	*32.2%*	*32.4%*	*33.1%*	*38.7%*	*37.4%*	*32.3%*	*39.7%*	*25.2%*
%H		*99.2%*	*98.0%*	*50.5%*	*18.1%*	*76.2%*	*45.7%*	*30.5%*
Working part time	1093	1081	1063	517	189	835	467	367
%V	*16.2%*	*16.3%*	*16.5%*	*18.2%*	*18.0%*	*16.2%*	*18.6%*	*13.9%*
%H		*98.9%*	*97.3%*	*47.3%*	*17.3%*	*76.4%*	*42.7%*	*33.6%*
Not working	3491	3412	3252	1224	468	2647	1046	1601
%V	*51.6%*	*51.3%*	*50.4%*	*43.1%*	*44.5%*	*51.5%*	*41.7%*	*60.9%*
%H		*97.7%*	*93.2%*	*35.1%*	*13.4%*	*75.8%*	*30.0%*	*45.9%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 23.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3987	3883	3642	1538	554	2721	1140	1581
%H (All HH)		*97.4%*	*91.3%*	*38.6%*	*13.9%*	*68.2%*	*28.6%*	*39.7%*
%H (TV HH)			*93.8%*	*39.6%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
AB	782	766	728	349	106	530	248	283
%V	*19.6%*	*19.7%*	*20.0%*	*22.7%*	*19.1%*	*19.5%*	*21.8%*	*17.9%*
%H (All HH)		*98.0%*	*93.1%*	*44.6%*	*13.6%*	*67.8%*	*31.7%*	*36.2%*
%H (TV HH)			*95.0%*	*45.6%*	*13.8%*	*69.2%*	*32.4%*	*36.9%*
C1	1052	1019	971	431	177	712	336	376
%V	*26.4%*	*26.2%*	*26.7%*	*28.0%*	*31.9%*	*26.2%*	*29.5%*	*23.8%*
%H (All HH)		*96.9%*	*92.3%*	*41.0%*	*16.8%*	*67.7%*	*31.9%*	*35.7%*
%H (TV HH)			*95.3%*	*42.3%*	*17.4%*	*69.9%*	*33.0%*	*36.9%*
C2	802	789	758	353	118	554	262	292
%V	*20.1%*	*20.3%*	*20.8%*	*23.0%*	*21.3%*	*20.4%*	*23.0%*	*18.5%*
%H (All HH)		*98.4%*	*94.5%*	*44.0%*	*14.7%*	*69.1%*	*32.7%*	*36.4%*
%H (TV HH)			*96.1%*	*44.7%*	*15.0%*	*70.2%*	*33.2%*	*37.0%*
D	692	679	632	263	84	478	192	286
%V	*17.4%*	*17.5%*	*17.4%*	*17.1%*	*15.2%*	*17.6%*	*16.8%*	*18.1%*
%H (All HH)		*98.1%*	*91.3%*	*38.0%*	*12.1%*	*69.1%*	*27.7%*	*41.3%*
%H (TV HH)			*93.1%*	*38.7%*	*12.4%*	*70.4%*	*28.3%*	*42.1%*
E	659	630	553	143	70	447	104	344
%V	*16.5%*	*16.2%*	*15.2%*	*9.3%*	*12.6%*	*16.4%*	*9.1%*	*21.8%*
%H (All HH)		*95.6%*	*83.9%*	*21.7%*	*10.6%*	*67.8%*	*15.8%*	*52.2%*
%H (TV HH)			*87.8%*	*22.7%*	*11.1%*	*71.0%*	*16.5%*	*54.6%*

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Household level data

Table 23.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3987	3883	3642	1538	554	2721	1140	1581
%H (All HH)		*97.4%*	*91.3%*	*38.6%*	*13.9%*	*68.2%*	*28.6%*	*39.7%*
%H (TV HH)			*93.8%*	*39.6%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
Under 25	223	204	194	69	30	139	44	95
%V	*5.6%*	*5.3%*	*5.3%*	*4.5%*	*5.4%*	*5.1%*	*3.9%*	*6.0%*
%H (All HH)		*91.5%*	*87.0%*	*30.9%*	*13.5%*	*62.3%*	*19.7%*	*42.6%*
%H (TV HH)			*95.1%*	*33.8%*	*14.7%*	*68.1%*	*21.6%*	*46.6%*
25 - 34	600	567	553	289	89	368	189	179
%V	*15.0%*	*14.6%*	*15.2%*	*18.8%*	*16.1%*	*13.5%*	*16.6%*	*11.3%*
%H (All HH)		*94.5%*	*92.2%*	*48.2%*	*14.8%*	*61.3%*	*31.5%*	*29.8%*
%H (TV HH)			*97.5%*	*51.0%*	*15.7%*	*64.9%*	*33.3%*	*31.6%*
35 - 44	715	701	679	360	128	470	270	199
%V	*17.9%*	*18.1%*	*18.6%*	*23.4%*	*23.1%*	*17.3%*	*23.7%*	*12.6%*
%H (All HH)		*98.0%*	*95.0%*	*50.3%*	*17.9%*	*65.7%*	*37.8%*	*27.8%*
%H (TV HH)			*96.9%*	*51.4%*	*18.3%*	*67.0%*	*38.5%*	*28.4%*
45 - 54	743	729	705	322	125	537	269	268
%V	*18.6%*	*18.8%*	*19.4%*	*20.9%*	*22.6%*	*19.7%*	*23.6%*	*17.0%*
%H (All HH)		*98.1%*	*94.9%*	*43.3%*	*16.8%*	*72.3%*	*36.2%*	*36.1%*
%H (TV HH)			*96.7%*	*44.2%*	*17.1%*	*73.7%*	*36.9%*	*36.8%*
55 - 64	668	655	628	268	88	472	193	279
%V	*16.8%*	*16.9%*	*17.2%*	*17.4%*	*15.9%*	*17.3%*	*16.9%*	*17.6%*
%H (All HH)		*98.1%*	*94.0%*	*40.1%*	*13.2%*	*70.7%*	*28.9%*	*41.8%*
%H (TV HH)			*95.9%*	*40.9%*	*13.4%*	*72.1%*	*29.5%*	*42.6%*
65 +	1039	1027	884	230	95	736	176	560
%V	*26.1%*	*26.4%*	*24.3%*	*15.0%*	*17.1%*	*27.0%*	*15.4%*	*35.4%*
%H (All HH)		*98.8%*	*85.1%*	*22.1%*	*9.1%*	*70.8%*	*16.9%*	*53.9%*
%H (TV HH)			*86.1%*	*22.4%*	*9.3%*	*71.7%*	*17.1%*	*54.5%*

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
April 2010 - March 2011

ITV Yorkshire / North East Macro

Household level data

Table 23.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3987	3883	3642	1538	554	2721	1140	1581
%H (All HH)		*97.4%*	*91.3%*	*38.6%*	*13.9%*	*68.2%*	*28.6%*	*39.7%*
%H (TV HH)			*93.8%*	*39.6%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
1	1291	1230	1065	267	128	847	173	674
%V	*32.4%*	*31.7%*	*29.2%*	*17.4%*	*23.1%*	*31.1%*	*15.2%*	*42.6%*
%H (All HH)		*95.3%*	*82.5%*	*20.7%*	*9.9%*	*65.6%*	*13.4%*	*52.2%*
%H (TV HH)			*86.6%*	*21.7%*	*10.4%*	*68.9%*	*14.1%*	*54.8%*
2	1393	1372	1323	570	192	992	423	568
%V	*34.9%*	*35.3%*	*36.3%*	*37.1%*	*34.7%*	*36.5%*	*37.1%*	*35.9%*
%H (All HH)		*98.5%*	*95.0%*	*40.9%*	*13.8%*	*71.2%*	*30.4%*	*40.8%*
%H (TV HH)			*96.4%*	*41.5%*	*14.0%*	*72.3%*	*30.8%*	*41.4%*
3	603	592	578	318	101	405	239	166
%V	*15.1%*	*15.2%*	*15.9%*	*20.7%*	*18.2%*	*14.9%*	*21.0%*	*10.5%*
%H (All HH)		*98.2%*	*95.9%*	*52.7%*	*16.7%*	*67.2%*	*39.6%*	*27.5%*
%H (TV HH)			*97.6%*	*53.7%*	*17.1%*	*68.4%*	*40.4%*	*28.0%*
4	484	477	469	257	95	341	217	124
%V	*12.1%*	*12.3%*	*12.9%*	*16.7%*	*17.1%*	*12.5%*	*19.0%*	*7.8%*
%H (All HH)		*98.6%*	*96.9%*	*53.1%*	*19.6%*	*70.5%*	*44.8%*	*25.6%*
%H (TV HH)			*98.3%*	*53.9%*	*19.9%*	*71.5%*	*45.5%*	*26.0%*
5+	217	212	208	127	38	137	88	49
%V	*5.4%*	*5.5%*	*5.7%*	*8.3%*	*6.9%*	*5.0%*	*7.7%*	*3.1%*
%H (All HH)		*97.7%*	*95.9%*	*58.5%*	*17.5%*	*63.1%*	*40.6%*	*22.6%*
%H (TV HH)			*98.1%*	*59.9%*	*17.9%*	*64.6%*	*41.5%*	*23.1%*
Average HH size	2.26	2.27	2.32	2.65	2.54	2.26	2.70	1.94

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
April 2010 - March 2011

ITV Yorkshire / North East Macro

Household level data

Table 23.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3987	3883	3642	1538	554	2721	1140	1581
%H (All HH)		*97.4%*	*91.3%*	*38.6%*	*13.9%*	*68.2%*	*28.6%*	*39.7%*
%H (TV HH)			*93.8%*	*39.6%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
Without	3003	2913	2689	1018	388	2068	767	1301
%V	*75.3%*	*75.0%*	*73.8%*	*66.2%*	*70.0%*	*76.0%*	*67.3%*	*82.3%*
%H (All HH)		*97.0%*	*89.5%*	*33.9%*	*12.9%*	*68.9%*	*25.5%*	*43.3%*
%H (TV HH)			*92.3%*	*34.9%*	*13.3%*	*71.0%*	*26.3%*	*44.7%*
With	984	970	953	520	167	653	373	279
%V	*24.7%*	*25.0%*	*26.2%*	*33.8%*	*30.1%*	*24.0%*	*32.7%*	*17.6%*
%H (All HH)		*98.6%*	*96.8%*	*52.8%*	*17.0%*	*66.4%*	*37.9%*	*28.4%*
%H (TV HH)			*98.2%*	*53.6%*	*17.2%*	*67.3%*	*38.5%*	*28.8%*
0 - 3	369	360	353	188	57	227	114	113
%V	*9.3%*	*9.3%*	*9.7%*	*12.2%*	*10.3%*	*8.3%*	*10.0%*	*7.1%*
%H (All HH)		*97.6%*	*95.7%*	*50.9%*	*15.4%*	*61.5%*	*30.9%*	*30.6%*
%H (TV HH)			*98.1%*	*52.2%*	*15.8%*	*63.1%*	*31.7%*	*31.4%*
4 - 9	456	451	444	253	83	292	177	115
%V	*11.4%*	*11.6%*	*12.2%*	*16.4%*	*15.0%*	*10.7%*	*15.5%*	*7.3%*
%H (All HH)		*98.9%*	*97.4%*	*55.5%*	*18.2%*	*64.0%*	*38.8%*	*25.2%*
%H (TV HH)			*98.4%*	*56.1%*	*18.4%*	*64.7%*	*39.2%*	*25.5%*
10 - 15	474	471	464	261	87	334	209	125
%V	*11.9%*	*12.1%*	*12.7%*	*17.0%*	*15.7%*	*12.3%*	*18.3%*	*7.9%*
%H (All HH)		*99.4%*	*97.9%*	*55.1%*	*18.4%*	*70.5%*	*44.1%*	*26.4%*
%H (TV HH)			*98.5%*	*55.4%*	*18.5%*	*70.9%*	*44.4%*	*26.5%*

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
April 2010 - March 2011

ITV Yorkshire / North East Macro

Household level data

Table 23.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3987	3883	3642	1538	554	2721	1140	1581
%H (All HH)		*97.4%*	*91.3%*	*38.6%*	*13.9%*	*68.2%*	*28.6%*	*39.7%*
%H (TV HH)			*93.8%*	*39.6%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
1	1365	1365	1210	414	148	812	163	650
%V	*34.2%*	*35.2%*	*33.2%*	*26.9%*	*26.7%*	*29.8%*	*14.3%*	*41.1%*
%H (All HH)		*100.0%*	*88.6%*	*30.3%*	*10.8%*	*59.5%*	*11.9%*	*47.6%*
%H (TV HH)			*88.6%*	*30.3%*	*10.8%*	*59.5%*	*11.9%*	*47.6%*
2	1341	1341	1271	516	190	962	385	576
%V	*33.6%*	*34.5%*	*34.9%*	*33.6%*	*34.3%*	*35.4%*	*33.8%*	*36.4%*
%H (All HH)		*100.0%*	*94.8%*	*38.5%*	*14.2%*	*71.7%*	*28.7%*	*43.0%*
%H (TV HH)			*94.8%*	*38.5%*	*14.2%*	*71.7%*	*28.7%*	*43.0%*
3	684	684	672	330	123	540	311	230
%V	*17.2%*	*17.6%*	*18.5%*	*21.5%*	*22.2%*	*19.8%*	*27.3%*	*14.5%*
%H (All HH)		*100.0%*	*98.2%*	*48.2%*	*18.0%*	*78.9%*	*45.5%*	*33.6%*
%H (TV HH)			*98.2%*	*48.2%*	*18.0%*	*78.9%*	*45.5%*	*33.6%*
4	316	316	313	164	67	257	169	88
%V	*7.9%*	*8.1%*	*8.6%*	*10.7%*	*12.1%*	*9.4%*	*14.8%*	*5.6%*
%H (All HH)		*100.0%*	*99.1%*	*51.9%*	*21.2%*	*81.3%*	*53.5%*	*27.8%*
%H (TV HH)			*99.1%*	*51.9%*	*21.2%*	*81.3%*	*53.5%*	*27.8%*
5+	176	176	176	115	28	150	113	37
%V	*4.4%*	*4.5%*	*4.8%*	*7.5%*	*5.1%*	*5.5%*	*9.9%*	*2.3%*
%H (All HH)		*100.0%*	*100.0%*	*65.3%*	*15.9%*	*85.2%*	*64.2%*	*21.0%*
%H (TV HH)			*100.0%*	*65.3%*	*15.9%*	*85.2%*	*64.2%*	*21.0%*

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
April 2010 - March 2011

ITV Yorkshire / North East Macro

Household level data

Table 23.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3987	3883	3642	1538	554	2721	1140	1581
%H (All HH)		*97.4%*	*91.3%*	*38.6%*	*13.9%*	*68.2%*	*28.6%*	*39.7%*
%H (TV HH)			*93.8%*	*39.6%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
Under 20"	1723	1723	1629	699	276	1291	621	670
%V	*43.2%*	*44.4%*	*44.7%*	*45.4%*	*49.8%*	*47.4%*	*54.5%*	*42.4%*
%H (All HH)		*100.0%*	*94.5%*	*40.6%*	*16.0%*	*74.9%*	*36.0%*	*38.9%*
%H (TV HH)			*94.5%*	*40.6%*	*16.0%*	*74.9%*	*36.0%*	*38.9%*
20" - 29"	1950	1950	1791	701	272	1379	542	837
%V	*48.9%*	*50.2%*	*49.2%*	*45.6%*	*49.1%*	*50.7%*	*47.5%*	*52.9%*
%H (All HH)		*100.0%*	*91.8%*	*35.9%*	*13.9%*	*70.7%*	*27.8%*	*42.9%*
%H (TV HH)			*91.8%*	*35.9%*	*13.9%*	*70.7%*	*27.8%*	*42.9%*
30" - 39"	1868	1868	1828	828	289	1401	672	729
%V	*46.9%*	*48.1%*	*50.2%*	*53.8%*	*52.2%*	*51.5%*	*58.9%*	*46.1%*
%H (All HH)		*100.0%*	*97.9%*	*44.3%*	*15.5%*	*75.0%*	*36.0%*	*39.0%*
%H (TV HH)			*97.9%*	*44.3%*	*15.5%*	*75.0%*	*36.0%*	*39.0%*
40" and over	1068	1068	1063	631	178	786	519	267
%V	*26.8%*	*27.5%*	*29.2%*	*41.0%*	*32.1%*	*28.9%*	*45.5%*	*16.9%*
%H (All HH)		*100.0%*	*99.5%*	*59.1%*	*16.7%*	*73.6%*	*48.6%*	*25.0%*
%H (TV HH)			*99.5%*	*59.1%*	*16.7%*	*73.6%*	*48.6%*	*25.0%*

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

Table 23.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3987	3883	3642	1538	554	2721	1140	1581
%H (All HH)		*97.4%*	*91.3%*	*38.6%*	*13.9%*	*68.2%*	*28.6%*	*39.7%*
%H (TV HH)			*93.8%*	*39.6%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
Main living room	3846	3846	3611	1525	550	2700	1132	1568
%V	*96.5%*	*99.0%*	*99.1%*	*99.2%*	*99.3%*	*99.2%*	*99.3%*	*99.2%*
%H (All HH)		*100.0%*	*93.9%*	*39.7%*	*14.3%*	*70.2%*	*29.4%*	*40.8%*
%H (TV HH)			*93.9%*	*39.7%*	*14.3%*	*70.2%*	*29.4%*	*40.8%*
Kitchen	556	556	531	256	75	431	226	205
%V	*13.9%*	*14.3%*	*14.6%*	*16.6%*	*13.5%*	*15.8%*	*19.8%*	*13.0%*
%H (All HH)		*100.0%*	*95.5%*	*46.0%*	*13.5%*	*77.5%*	*40.6%*	*36.9%*
%H (TV HH)			*95.5%*	*46.0%*	*13.5%*	*77.5%*	*40.6%*	*36.9%*
Adult's bedroom	1925	1925	1875	892	324	1478	796	682
%V	*48.3%*	*49.6%*	*51.5%*	*58.0%*	*58.5%*	*54.3%*	*69.8%*	*43.1%*
%H (All HH)		*100.0%*	*97.4%*	*46.3%*	*16.8%*	*76.8%*	*41.4%*	*35.4%*
%H (TV HH)			*97.4%*	*46.3%*	*16.8%*	*76.8%*	*41.4%*	*35.4%*
Child's bedroom	451	451	448	243	86	359	234	126
%V	*11.3%*	*11.6%*	*12.3%*	*15.8%*	*15.5%*	*13.2%*	*20.5%*	*8.0%*
%H (All HH)		*100.0%*	*99.3%*	*53.9%*	*19.1%*	*79.6%*	*51.9%*	*27.9%*
%H (TV HH)			*99.3%*	*53.9%*	*19.1%*	*79.6%*	*51.9%*	*27.9%*
Other bedroom	240	240	237	125	42	196	121	75
%V	*6.0%*	*6.2%*	*6.5%*	*8.1%*	*7.6%*	*7.2%*	*10.6%*	*4.7%*
%H (All HH)		*100.0%*	*98.8%*	*52.1%*	*17.5%*	*81.7%*	*50.4%*	*31.3%*
%H (TV HH)			*98.8%*	*52.1%*	*17.5%*	*81.7%*	*50.4%*	*31.3%*
Second living/dining room	473	473	455	231	86	364	216	149
%V	*11.9%*	*12.2%*	*12.5%*	*15.0%*	*15.5%*	*13.4%*	*18.9%*	*9.4%*
%H (All HH)		*100.0%*	*96.2%*	*48.8%*	*18.2%*	*77.0%*	*45.7%*	*31.5%*
%H (TV HH)			*96.2%*	*48.8%*	*18.2%*	*77.0%*	*45.7%*	*31.5%*
Study/office	75	75	73	37	13	55	32	23
%V	*1.9%*	*1.9%*	*2.0%*	*2.4%*	*2.3%*	*2.0%*	*2.8%*	*1.5%*
%H (All HH)		*100.0%*	*97.3%*	*49.3%*	*17.3%*	*73.3%*	*42.7%*	*30.7%*
%H (TV HH)			*97.3%*	*49.3%*	*17.3%*	*73.3%*	*42.7%*	*30.7%*
TV room	25	25	25	13	2	21	10	11
%V	*0.6%*	*0.6%*	*0.7%*	*0.8%*	*0.4%*	*0.8%*	*0.9%*	*0.7%*
%H (All HH)		*100.0%*	*100.0%*	*52.0%*	*8.0%*	*84.0%*	*40.0%*	*44.0%*
%H (TV HH)			*100.0%*	*52.0%*	*8.0%*	*84.0%*	*40.0%*	*44.0%*
No specific location	12	12	12	6	1	10	3	6
%V	*0.3%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*100.0%*	*50.0%*	*8.3%*	*83.3%*	*25.0%*	*50.0%*
%H (TV HH)			*100.0%*	*50.0%*	*8.3%*	*83.3%*	*25.0%*	*50.0%*
Other	89	89	86	47	14	75	48	27
%V	*2.2%*	*2.3%*	*2.4%*	*3.1%*	*2.5%*	*2.8%*	*4.2%*	*1.7%*
%H (All HH)		*100.0%*	*96.6%*	*52.8%*	*15.7%*	*84.3%*	*53.9%*	*30.3%*
%H (TV HH)			*96.6%*	*52.8%*	*15.7%*	*84.3%*	*53.9%*	*30.3%*

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Household level data

Table 23.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3987	3883	3642	1538	554	2721	1140	1581
%H (All HH)		*97.4%*	*91.3%*	*38.6%*	*13.9%*	*68.2%*	*28.6%*	*39.7%*
%H (TV HH)			*93.8%*	*39.6%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
PVR	1602	1602	1600	1081	229	1100	785	315
%V	*40.2%*	*41.3%*	*43.9%*	*70.3%*	*41.3%*	*40.4%*	*68.9%*	*19.9%*
%H (All HH)		*100.0%*	*99.9%*	*67.5%*	*14.3%*	*68.7%*	*49.0%*	*19.7%*
%H (TV HH)			*99.9%*	*67.5%*	*14.3%*	*68.7%*	*49.0%*	*19.7%*
DVDR	663	663	649	297	101	504	246	258
%V	*16.6%*	*17.1%*	*17.8%*	*19.3%*	*18.2%*	*18.5%*	*21.6%*	*16.3%*
%H (All HH)		*100.0%*	*97.9%*	*44.8%*	*15.2%*	*76.0%*	*37.1%*	*38.9%*
%H (TV HH)			*97.9%*	*44.8%*	*15.2%*	*76.0%*	*37.1%*	*38.9%*
VCR	1077	1077	989	373	140	761	275	487
%V	*27.0%*	*27.7%*	*27.2%*	*24.3%*	*25.3%*	*28.0%*	*24.1%*	*30.8%*
%H (All HH)		*100.0%*	*91.8%*	*34.6%*	*13.0%*	*70.7%*	*25.5%*	*45.2%*
%H (TV HH)			*91.8%*	*34.6%*	*13.0%*	*70.7%*	*25.5%*	*45.2%*
Any recorder	2519	2519	2422	1283	348	1760	940	820
%V	*63.2%*	*64.9%*	*66.5%*	*83.4%*	*62.8%*	*64.7%*	*82.5%*	*51.9%*
%H (All HH)		*100.0%*	*96.1%*	*50.9%*	*13.8%*	*69.9%*	*37.3%*	*32.6%*
%H (TV HH)			*96.1%*	*50.9%*	*13.8%*	*69.9%*	*37.3%*	*32.6%*

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Household level data

Table 23.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3987	3883	3642	1538	554	2721	1140	1581
%H (All HH)		*97.4%*	*91.3%*	*38.6%*	*13.9%*	*68.2%*	*28.6%*	*39.7%*
%H (TV HH)			*93.8%*	*39.6%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
Receives HDTV (via STB or built-in reception)	982	982	982	605	226	689	521	168
%V	*24.6%*	*25.3%*	*27.0%*	*39.3%*	*40.8%*	*25.3%*	*45.7%*	*10.6%*
%H (All HH)		*100.0%*	*100.0%*	*61.6%*	*23.0%*	*70.2%*	*53.1%*	*17.1%*
%H (TV HH)			*100.0%*	*61.6%*	*23.0%*	*70.2%*	*53.1%*	*17.1%*
DVD/Blu-ray player or recorder	3103	3103	2997	1328	482	2244	1027	1217
%V	*77.8%*	*79.9%*	*82.3%*	*86.3%*	*87.0%*	*82.5%*	*90.1%*	*77.0%*
%H (All HH)		*100.0%*	*96.6%*	*42.8%*	*15.5%*	*72.3%*	*33.1%*	*39.2%*
%H (TV HH)			*96.6%*	*42.8%*	*15.5%*	*72.3%*	*33.1%*	*39.2%*

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Household level data

Table 23.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3987	3883	3642	1538	554	2721	1140	1581
%H (All HH)		*97.4%*	*91.3%*	*38.6%*	*13.9%*	*68.2%*	*28.6%*	*39.7%*
%H (TV HH)			*93.8%*	*39.6%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
Has PC or Laptop	2756	2690	2621	1276	456	1894	976	918
%V	*69.1%*	*69.3%*	*72.0%*	*83.0%*	*82.3%*	*69.6%*	*85.6%*	*58.1%*
%H (All HH)		*97.6%*	*95.1%*	*46.3%*	*16.5%*	*68.7%*	*35.4%*	*33.3%*
%H (TV HH)			*97.4%*	*47.4%*	*17.0%*	*70.4%*	*36.3%*	*34.1%*
Has broadband internet	2458	2407	2354	1187	432	1681	919	762
%V	*61.7%*	*62.0%*	*64.6%*	*77.2%*	*78.0%*	*61.8%*	*80.6%*	*48.2%*
%H (All HH)		*97.9%*	*95.8%*	*48.3%*	*17.6%*	*68.4%*	*37.4%*	*31.0%*
%H (TV HH)			*97.8%*	*49.3%*	*17.9%*	*69.8%*	*38.2%*	*31.7%*

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
April 2010 - March 2011

ITV Yorkshire / North East Macro

Set level data

Table 23.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8319	7973	3724	1307	6194	3157	3037
%H		*95.8%*	*44.8%*	*15.7%*	*74.5%*	*37.9%*	*36.5%*
Under 20"	2470	2350	1054	406	1884	969	916
%V	*29.7%*	*29.5%*	*28.3%*	*31.1%*	*30.4%*	*30.7%*	*30.2%*
%H		*95.1%*	*42.7%*	*16.4%*	*76.3%*	*39.2%*	*37.1%*
20" - 29"	2434	2257	929	346	1752	742	1010
%V	*29.3%*	*28.3%*	*24.9%*	*26.5%*	*28.3%*	*23.5%*	*33.3%*
%H		*92.7%*	*38.2%*	*14.2%*	*72.0%*	*30.5%*	*41.5%*
30" - 39"	2177	2137	1006	350	1649	844	805
%V	*26.2%*	*26.8%*	*27.0%*	*26.8%*	*26.6%*	*26.7%*	*26.5%*
%H		*98.2%*	*46.2%*	*16.1%*	*75.7%*	*38.8%*	*37.0%*
40" and over	1184	1179	711	199	873	587	287
%V	*14.2%*	*14.8%*	*19.1%*	*15.2%*	*14.1%*	*18.6%*	*9.5%*
%H		*99.6%*	*60.1%*	*16.8%*	*73.7%*	*49.6%*	*24.2%*
Don't know	54	50	23	7	36	16	20
%V	*0.6%*	*0.6%*	*0.6%*	*0.5%*	*0.6%*	*0.5%*	*0.7%*
%H		*92.6%*	*42.6%*	*13.0%*	*66.7%*	*29.6%*	*37.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Set level data

Table 23.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8319	7973	3724	1307	6194	3157	3037
%H		*95.8%*	*44.8%*	*15.7%*	*74.5%*	*37.9%*	*36.5%*
Main living room	3871	3636	1534	555	2719	1141	1578
%V	*46.5%*	*45.6%*	*41.2%*	*42.5%*	*43.9%*	*36.1%*	*52.0%*
%H		*93.9%*	*39.6%*	*14.3%*	*70.2%*	*29.5%*	*40.8%*
Kitchen	560	535	258	77	433	228	205
%V	*6.7%*	*6.7%*	*6.9%*	*5.9%*	*7.0%*	*7.2%*	*6.8%*
%H		*95.5%*	*46.1%*	*13.8%*	*77.3%*	*40.7%*	*36.6%*
Adult's bedroom	2329	2274	1115	393	1806	1013	794
%V	*28.0%*	*28.5%*	*29.9%*	*30.1%*	*29.2%*	*32.1%*	*26.1%*
%H		*97.6%*	*47.9%*	*16.9%*	*77.5%*	*43.5%*	*34.1%*
Child's bedroom	584	581	320	114	467	311	156
%V	*7.0%*	*7.3%*	*8.6%*	*8.7%*	*7.5%*	*9.9%*	*5.1%*
%H		*99.5%*	*54.8%*	*19.5%*	*80.0%*	*53.3%*	*26.7%*
Other bedroom	278	275	149	48	227	143	84
%V	*3.3%*	*3.4%*	*4.0%*	*3.7%*	*3.7%*	*4.5%*	*2.8%*
%H		*98.9%*	*53.6%*	*17.3%*	*81.7%*	*51.4%*	*30.2%*
Second living/dining room	488	469	238	90	376	223	153
%V	*5.9%*	*5.9%*	*6.4%*	*6.9%*	*6.1%*	*7.1%*	*5.0%*
%H		*96.1%*	*48.8%*	*18.4%*	*77.0%*	*45.7%*	*31.4%*
Study/office	75	73	37	13	55	32	23
%V	*0.9%*	*0.9%*	*1.0%*	*1.0%*	*0.9%*	*1.0%*	*0.8%*
%H		*97.3%*	*49.3%*	*17.3%*	*73.3%*	*42.7%*	*30.7%*
TV room	25	25	14	2	21	10	11
%V	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*	*0.3%*	*0.4%*
%H		*100.0%*	*56.0%*	*8.0%*	*84.0%*	*40.0%*	*44.0%*
No specific location	12	12	6	1	10	3	6
%V	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*100.0%*	*50.0%*	*8.3%*	*83.3%*	*25.0%*	*50.0%*
Other	96	93	53	15	80	52	28
%V	*1.2%*	*1.2%*	*1.4%*	*1.1%*	*1.3%*	*1.6%*	*0.9%*
%H		*96.9%*	*55.2%*	*15.6%*	*83.3%*	*54.2%*	*29.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Yorkshire / North East Macro

Set level data

Table 23.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8319	7973	3724	1307	6194	3157	3037
%H		*95.8%*	*44.8%*	*15.7%*	*74.5%*	*37.9%*	*36.5%*
PVR	2006	2004	1425	267	1366	1020	346
%V	*24.1%*	*25.1%*	*38.3%*	*20.4%*	*22.1%*	*32.3%*	*11.4%*
%H		*99.9%*	*71.0%*	*13.3%*	*68.1%*	*50.8%*	*17.2%*
DVDR	771	756	365	119	593	313	280
%V	*9.3%*	*9.5%*	*9.8%*	*9.1%*	*9.6%*	*9.9%*	*9.2%*
%H		*98.1%*	*47.3%*	*15.4%*	*76.9%*	*40.6%*	*36.3%*
VCR	1273	1176	462	182	907	359	548
%V	*15.3%*	*14.7%*	*12.4%*	*13.9%*	*14.6%*	*11.4%*	*18.0%*
%H		*92.4%*	*36.3%*	*14.3%*	*71.2%*	*28.2%*	*43.0%*
Any recorder	3352	3246	1840	470	2361	1378	983
%V	*40.3%*	*40.7%*	*49.4%*	*36.0%*	*38.1%*	*43.6%*	*32.4%*
%H		*96.8%*	*54.9%*	*14.0%*	*70.4%*	*41.1%*	*29.3%*

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

Set level data

Table 23.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	8319	7973	3724	1307	6194	3157	3037
%H		*95.8%*	*44.8%*	*15.7%*	*74.5%*	*37.9%*	*36.5%*
Receives HDTV (via STB or built-in reception)	1210	1210	747	282	853	650	203
%V	*14.5%*	*15.2%*	*20.1%*	*21.6%*	*13.8%*	*20.6%*	*6.7%*
%H		*100.0%*	*61.7%*	*23.3%*	*70.5%*	*53.7%*	*16.8%*
DVD/Blu-ray player or recorder	4678	4559	2196	773	3507	1860	1646
%V	*56.2%*	*57.2%*	*59.0%*	*59.1%*	*56.6%*	*58.9%*	*54.2%*
%H		*97.5%*	*46.9%*	*16.5%*	*75.0%*	*39.8%*	*35.2%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Set level data

Table 23.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3877	3638	1538	554	2717	1140	1577
%H		*93.8%*	*39.7%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
Under 20"	130	89	18	9	70	9	62
%V	*3.4%*	*2.4%*	*1.2%*	*1.6%*	*2.6%*	*0.8%*	*3.9%*
%H		*68.5%*	*13.8%*	*6.9%*	*53.8%*	*6.9%*	*47.7%*
20" - 29"	1177	1024	293	141	761	161	600
%V	*30.4%*	*28.1%*	*19.1%*	*25.5%*	*28.0%*	*14.1%*	*38.0%*
%H		*87.0%*	*24.9%*	*12.0%*	*64.7%*	*13.7%*	*51.0%*
30" - 39"	1534	1495	618	232	1130	475	655
%V	*39.6%*	*41.1%*	*40.2%*	*41.9%*	*41.6%*	*41.7%*	*41.5%*
%H		*97.5%*	*40.3%*	*15.1%*	*73.7%*	*31.0%*	*42.7%*
40" and over	1012	1008	599	169	743	490	253
%V	*26.1%*	*27.7%*	*38.9%*	*30.5%*	*27.3%*	*43.0%*	*16.0%*
%H		*99.6%*	*59.2%*	*16.7%*	*73.4%*	*48.4%*	*25.0%*
Don't know	24	21	10	3	14	6	8
%V	*0.6%*	*0.6%*	*0.7%*	*0.5%*	*0.5%*	*0.5%*	*0.5%*
%H		*87.5%*	*41.7%*	*12.5%*	*58.3%*	*25.0%*	*33.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Set level data

Table 23.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3877	3638	1538	554	2717	1140	1577
%H		*93.8%*	*39.7%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
PVR	1543	1541	1060	213	1048	757	291
%V	*39.8%*	*42.4%*	*68.9%*	*38.4%*	*38.6%*	*66.4%*	*18.5%*
%H		*99.9%*	*68.7%*	*13.8%*	*67.9%*	*49.1%*	*18.9%*
DVDR	567	552	248	83	425	199	226
%V	*14.6%*	*15.2%*	*16.1%*	*15.0%*	*15.6%*	*17.5%*	*14.3%*
%H		*97.4%*	*43.7%*	*14.6%*	*75.0%*	*35.1%*	*39.9%*
VCR	878	793	278	113	613	202	411
%V	*22.6%*	*21.8%*	*18.1%*	*20.4%*	*22.6%*	*17.7%*	*26.1%*
%H		*90.3%*	*31.7%*	*12.9%*	*69.8%*	*23.0%*	*46.8%*
Any recorder	2395	2301	1248	322	1658	899	759
%V	*61.8%*	*63.2%*	*81.1%*	*58.1%*	*61.0%*	*78.9%*	*48.1%*
%H		*96.1%*	*52.1%*	*13.4%*	*69.2%*	*37.5%*	*31.7%*

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

Set level data

Table 23.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3877	3638	1538	554	2717	1140	1577
%H		*93.8%*	*39.7%*	*14.3%*	*70.1%*	*29.4%*	*40.7%*
Receives HDTV (via STB or built-in reception)	926	926	576	214	642	491	151
%V	*23.9%*	*25.5%*	*37.5%*	*38.6%*	*23.6%*	*43.1%*	*9.6%*
%H		*100.0%*	*62.2%*	*23.1%*	*69.3%*	*53.0%*	*16.3%*
DVD/Blu-ray player or recorder	2898	2795	1227	451	2082	938	1144
%V	*74.7%*	*76.8%*	*79.8%*	*81.4%*	*76.6%*	*82.3%*	*72.5%*
%H		*96.4%*	*42.3%*	*15.6%*	*71.8%*	*32.4%*	*39.5%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Set level data

Table 23.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4442	4335	2186	754	3477	2017	1460
%H		*97.6%*	*49.2%*	*17.0%*	*78.3%*	*45.4%*	*32.9%*
Under 20"	2339	2262	1036	397	1814	960	854
%V	*52.7%*	*52.2%*	*47.4%*	*52.7%*	*52.2%*	*47.6%*	*58.5%*
%H		*96.7%*	*44.3%*	*17.0%*	*77.6%*	*41.0%*	*36.5%*
20" - 29"	1258	1233	636	205	991	580	410
%V	*28.3%*	*28.4%*	*29.1%*	*27.2%*	*28.5%*	*28.8%*	*28.1%*
%H		*98.0%*	*50.6%*	*16.3%*	*78.8%*	*46.1%*	*32.6%*
30" - 39"	643	642	388	118	519	369	150
%V	*14.5%*	*14.8%*	*17.7%*	*15.6%*	*14.9%*	*18.3%*	*10.3%*
%H		*99.8%*	*60.3%*	*18.4%*	*80.7%*	*57.4%*	*23.3%*
40" and over	172	171	112	30	131	97	33
%V	*3.9%*	*3.9%*	*5.1%*	*4.0%*	*3.8%*	*4.8%*	*2.3%*
%H		*99.4%*	*65.1%*	*17.4%*	*76.2%*	*56.4%*	*19.2%*
Don't know	30	29	13	3	23	11	12
%V	*0.7%*	*0.7%*	*0.6%*	*0.4%*	*0.7%*	*0.5%*	*0.8%*
%H		*96.7%*	*43.3%*	*10.0%*	*76.7%*	*36.7%*	*40.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4442	4335	2186	754	3477	2017	1460
%H		*97.6%*	*49.2%*	*17.0%*	*78.3%*	*45.4%*	*32.9%*
PVR	463	463	365	54	318	263	55
%V	*10.4%*	*10.7%*	*16.7%*	*7.2%*	*9.1%*	*13.0%*	*3.8%*
%H		*100.0%*	*78.8%*	*11.7%*	*68.7%*	*56.8%*	*11.9%*
DVDR	205	204	116	36	167	113	54
%V	*4.6%*	*4.7%*	*5.3%*	*4.8%*	*4.8%*	*5.6%*	*3.7%*
%H		*99.5%*	*56.6%*	*17.6%*	*81.5%*	*55.1%*	*26.3%*
VCR	395	383	184	69	294	157	137
%V	*8.9%*	*8.8%*	*8.4%*	*9.2%*	*8.5%*	*7.8%*	*9.4%*
%H		*97.0%*	*46.6%*	*17.5%*	*74.4%*	*39.7%*	*34.7%*
Any recorder	957	945	593	148	702	479	223
%V	*21.5%*	*21.8%*	*27.1%*	*19.6%*	*20.2%*	*23.7%*	*15.3%*
%H		*98.7%*	*62.0%*	*15.5%*	*73.4%*	*50.1%*	*23.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4442	4335	2186	754	3477	2017	1460
%H		*97.6%*	*49.2%*	*17.0%*	*78.3%*	*45.4%*	*32.9%*
Receives HDTV (via STB or built-in reception)	283	283	171	68	211	160	51
%V	*6.4%*	*6.5%*	*7.8%*	*9.0%*	*6.1%*	*7.9%*	*3.5%*
%H		*100.0%*	*60.4%*	*24.0%*	*74.6%*	*56.5%*	*18.0%*
DVD/Blu-ray player or recorder	1780	1763	969	322	1425	922	503
%V	*40.1%*	*40.7%*	*44.3%*	*42.7%*	*41.0%*	*45.7%*	*34.5%*
%H		*99.0%*	*54.4%*	*18.1%*	*80.1%*	*51.8%*	*28.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Yorkshire / North East Macro

Individual level data

Table 23.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	8998	8810	8442	4075	1408	6143	3079	3064
%H		*97.9%*	*93.8%*	*45.3%*	*15.6%*	*68.3%*	*34.2%*	*34.1%*
Total Children	1653	1630	1604	899	292	1075	633	442
%V	*18.4%*	*18.5%*	*19.0%*	*22.1%*	*20.7%*	*17.5%*	*20.6%*	*14.4%*
%H		*98.6%*	*97.0%*	*54.4%*	*17.7%*	*65.0%*	*38.3%*	*26.7%*
0 - 3	435	423	417	227	62	265	131	134
%V	*4.8%*	*4.8%*	*4.9%*	*5.6%*	*4.4%*	*4.3%*	*4.3%*	*4.4%*
%H		*97.2%*	*95.9%*	*52.2%*	*14.3%*	*60.9%*	*30.1%*	*30.8%*
4 - 15	1219	1207	1187	673	230	810	502	307
%V	*13.5%*	*13.7%*	*14.1%*	*16.5%*	*16.3%*	*13.2%*	*16.3%*	*10.0%*
%H		*99.0%*	*97.4%*	*55.2%*	*18.9%*	*66.4%*	*41.2%*	*25.2%*
4 - 9	598	591	581	333	111	376	228	148
%V	*6.6%*	*6.7%*	*6.9%*	*8.2%*	*7.9%*	*6.1%*	*7.4%*	*4.8%*
%H		*98.8%*	*97.2%*	*55.7%*	*18.6%*	*62.9%*	*38.1%*	*24.7%*
10 - 15	620	616	606	340	118	433	274	159
%V	*6.9%*	*7.0%*	*7.2%*	*8.3%*	*8.4%*	*7.0%*	*8.9%*	*5.2%*
%H		*99.4%*	*97.7%*	*54.8%*	*19.0%*	*69.8%*	*44.2%*	*25.6%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	8998	8810	8442	4075	1408	6143	3079	3064
%H		*97.9%*	*93.8%*	*45.3%*	*15.6%*	*68.3%*	*34.2%*	*34.1%*
Total Adults (16+)	7345	7179	6838	3176	1116	5068	2446	2622
%V	*81.6%*	*81.5%*	*81.0%*	*77.9%*	*79.3%*	*82.5%*	*79.4%*	*85.6%*
%H		*97.7%*	*93.1%*	*43.2%*	*15.2%*	*69.0%*	*33.3%*	*35.7%*
16 - 19	480	467	455	252	74	344	211	133
%V	*5.3%*	*5.3%*	*5.4%*	*6.2%*	*5.3%*	*5.6%*	*6.9%*	*4.3%*
%H		*97.3%*	*94.8%*	*52.5%*	*15.4%*	*71.7%*	*44.0%*	*27.7%*
20 - 24	614	578	554	246	117	390	192	198
%V	*6.8%*	*6.6%*	*6.6%*	*6.0%*	*8.3%*	*6.3%*	*6.2%*	*6.5%*
%H		*94.1%*	*90.2%*	*40.1%*	*19.1%*	*63.5%*	*31.3%*	*32.2%*
25 - 34	1149	1100	1076	579	183	721	392	329
%V	*12.8%*	*12.5%*	*12.7%*	*14.2%*	*13.0%*	*11.7%*	*12.7%*	*10.7%*
%H		*95.7%*	*93.6%*	*50.4%*	*15.9%*	*62.8%*	*34.1%*	*28.6%*
35 - 44	1215	1194	1160	631	210	815	482	334
%V	*13.5%*	*13.6%*	*13.7%*	*15.5%*	*14.9%*	*13.3%*	*15.7%*	*10.9%*
%H		*98.3%*	*95.5%*	*51.9%*	*17.3%*	*67.1%*	*39.7%*	*27.5%*
45 - 54	1262	1245	1210	589	220	904	486	418
%V	*14.0%*	*14.1%*	*14.3%*	*14.5%*	*15.6%*	*14.7%*	*15.8%*	*13.6%*
%H		*98.7%*	*95.9%*	*46.7%*	*17.4%*	*71.6%*	*38.5%*	*33.1%*
55 - 64	1108	1091	1050	476	157	794	364	431
%V	*12.3%*	*12.4%*	*12.4%*	*11.7%*	*11.2%*	*12.9%*	*11.8%*	*14.1%*
%H		*98.5%*	*94.8%*	*43.0%*	*14.2%*	*71.7%*	*32.9%*	*38.9%*
65+	1517	1504	1333	404	155	1100	320	780
%V	*16.9%*	*17.1%*	*15.8%*	*9.9%*	*11.0%*	*17.9%*	*10.4%*	*25.5%*
%H		*99.1%*	*87.9%*	*26.6%*	*10.2%*	*72.5%*	*21.1%*	*51.4%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	7345	7179	6838	3176	1116	5068	2446	2622
%H		*97.7%*	*93.1%*	*43.2%*	*15.2%*	*69.0%*	*33.3%*	*35.7%*
AB	1526	1503	1438	734	211	1062	544	519
%V	*20.8%*	*20.9%*	*21.0%*	*23.1%*	*18.9%*	*21.0%*	*22.2%*	*19.8%*
%H		*98.5%*	*94.2%*	*48.1%*	*13.8%*	*69.6%*	*35.6%*	*34.0%*
C1	2038	1967	1901	900	376	1388	734	653
%V	*27.7%*	*27.4%*	*27.8%*	*28.3%*	*33.7%*	*27.4%*	*30.0%*	*24.9%*
%H		*96.5%*	*93.3%*	*44.2%*	*18.4%*	*68.1%*	*36.0%*	*32.0%*
C2	1626	1609	1552	768	255	1136	592	543
%V	*22.1%*	*22.4%*	*22.7%*	*24.2%*	*22.8%*	*22.4%*	*24.2%*	*20.7%*
%H		*99.0%*	*95.4%*	*47.2%*	*15.7%*	*69.9%*	*36.4%*	*33.4%*
D	1263	1240	1176	544	165	869	401	468
%V	*17.2%*	*17.3%*	*17.2%*	*17.1%*	*14.8%*	*17.1%*	*16.4%*	*17.8%*
%H		*98.2%*	*93.1%*	*43.1%*	*13.1%*	*68.8%*	*31.7%*	*37.1%*
E	892	861	772	230	109	614	175	439
%V	*12.1%*	*12.0%*	*11.3%*	*7.2%*	*9.8%*	*12.1%*	*7.2%*	*16.7%*
%H		*96.5%*	*86.5%*	*25.8%*	*12.2%*	*68.8%*	*19.6%*	*49.2%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	7345	7179	6838	3176	1116	5068	2446	2622
%H		*97.7%*	*93.1%*	*43.2%*	*15.2%*	*69.0%*	*33.3%*	*35.7%*
Working full time	3099	3049	2973	1597	526	2123	1235	888
%V	*42.2%*	*42.5%*	*43.5%*	*50.3%*	*47.1%*	*41.9%*	*50.5%*	*33.9%*
%H		*98.4%*	*95.9%*	*51.5%*	*17.0%*	*68.5%*	*39.9%*	*28.7%*
Working part time	785	775	750	358	132	544	278	266
%V	*10.7%*	*10.8%*	*11.0%*	*11.3%*	*11.8%*	*10.7%*	*11.4%*	*10.1%*
%H		*98.7%*	*95.5%*	*45.6%*	*16.8%*	*69.3%*	*35.4%*	*33.9%*
Not working	3461	3356	3115	1221	458	2401	933	1468
%V	*47.1%*	*46.7%*	*45.6%*	*38.4%*	*41.0%*	*47.4%*	*38.1%*	*56.0%*
%H		*97.0%*	*90.0%*	*35.3%*	*13.2%*	*69.4%*	*27.0%*	*42.4%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	3607	3498	3344	1609	558	2459	1244	1215
%H		*97.0%*	*92.7%*	*44.6%*	*15.5%*	*68.2%*	*34.5%*	*33.7%*
16 - 19	252	243	236	138	39	171	110	62
%V	*7.0%*	*6.9%*	*7.1%*	*8.6%*	*7.0%*	*7.0%*	*8.8%*	*5.1%*
%H		*96.4%*	*93.7%*	*54.8%*	*15.5%*	*67.9%*	*43.7%*	*24.6%*
20 - 24	306	285	269	118	59	189	95	94
%V	*8.5%*	*8.1%*	*8.0%*	*7.3%*	*10.6%*	*7.7%*	*7.6%*	*7.7%*
%H		*93.1%*	*87.9%*	*38.6%*	*19.3%*	*61.8%*	*31.0%*	*30.7%*
25 - 34	587	552	539	291	93	365	203	162
%V	*16.3%*	*15.8%*	*16.1%*	*18.1%*	*16.7%*	*14.8%*	*16.3%*	*13.3%*
%H		*94.0%*	*91.8%*	*49.6%*	*15.8%*	*62.2%*	*34.6%*	*27.6%*
35 - 44	596	582	565	309	100	401	236	164
%V	*16.5%*	*16.6%*	*16.9%*	*19.2%*	*17.9%*	*16.3%*	*19.0%*	*13.5%*
%H		*97.7%*	*94.8%*	*51.8%*	*16.8%*	*67.3%*	*39.6%*	*27.5%*
45 - 54	630	620	601	299	110	440	240	199
%V	*17.5%*	*17.7%*	*18.0%*	*18.6%*	*19.7%*	*17.9%*	*19.3%*	*16.4%*
%H		*98.4%*	*95.4%*	*47.5%*	*17.5%*	*69.8%*	*38.1%*	*31.6%*
55 - 64	545	535	514	230	81	392	183	209
%V	*15.1%*	*15.3%*	*15.4%*	*14.3%*	*14.5%*	*15.9%*	*14.7%*	*17.2%*
%H		*98.2%*	*94.3%*	*42.2%*	*14.9%*	*71.9%*	*33.6%*	*38.3%*
65+	690	682	620	224	76	502	177	325
%V	*19.1%*	*19.5%*	*18.5%*	*13.9%*	*13.6%*	*20.4%*	*14.2%*	*26.7%*
%H		*98.8%*	*89.9%*	*32.5%*	*11.0%*	*72.8%*	*25.7%*	*47.1%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Individual level data

Table 35.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	3607	3498	3344	1609	558	2459	1244	1215
%H		*97.0%*	*92.7%*	*44.6%*	*15.5%*	*68.2%*	*34.5%*	*33.7%*
AB	767	752	721	368	106	535	276	259
%V	*21.3%*	*21.5%*	*21.6%*	*22.9%*	*19.0%*	*21.8%*	*22.2%*	*21.3%*
%H		*98.0%*	*94.0%*	*48.0%*	*13.8%*	*69.8%*	*36.0%*	*33.8%*
C1	973	928	903	441	184	659	366	294
%V	*27.0%*	*26.5%*	*27.0%*	*27.4%*	*33.0%*	*26.8%*	*29.4%*	*24.2%*
%H		*95.4%*	*92.8%*	*45.3%*	*18.9%*	*67.7%*	*37.6%*	*30.2%*
C2	874	862	827	412	135	601	313	288
%V	*24.2%*	*24.6%*	*24.7%*	*25.6%*	*24.2%*	*24.4%*	*25.2%*	*23.7%*
%H		*98.6%*	*94.6%*	*47.1%*	*15.4%*	*68.8%*	*35.8%*	*33.0%*
D	614	598	571	281	86	410	206	204
%V	*17.0%*	*17.1%*	*17.1%*	*17.5%*	*15.4%*	*16.7%*	*16.6%*	*16.8%*
%H		*97.4%*	*93.0%*	*45.8%*	*14.0%*	*66.8%*	*33.6%*	*33.2%*
E	379	359	322	106	48	254	84	171
%V	*10.5%*	*10.3%*	*9.6%*	*6.6%*	*8.6%*	*10.3%*	*6.8%*	*14.1%*
%H		*94.7%*	*85.0%*	*28.0%*	*12.7%*	*67.0%*	*22.2%*	*45.1%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	3607	3498	3344	1609	558	2459	1244	1215
%H		*97.0%*	*92.7%*	*44.6%*	*15.5%*	*68.2%*	*34.5%*	*33.7%*
Working full time	1926	1886	1835	995	324	1305	765	540
%V	*53.4%*	*53.9%*	*54.9%*	*61.8%*	*58.1%*	*53.1%*	*61.5%*	*44.4%*
%H		*97.9%*	*95.3%*	*51.7%*	*16.8%*	*67.8%*	*39.7%*	*28.0%*
Working part time	155	149	141	65	23	90	36	54
%V	*4.3%*	*4.3%*	*4.2%*	*4.0%*	*4.1%*	*3.7%*	*2.9%*	*4.4%*
%H		*96.1%*	*91.0%*	*41.9%*	*14.8%*	*58.1%*	*23.2%*	*34.8%*
Not working	1526	1464	1369	549	211	1065	444	621
%V	*42.3%*	*41.9%*	*40.9%*	*34.1%*	*37.8%*	*43.3%*	*35.7%*	*51.1%*
%H		*95.9%*	*89.7%*	*36.0%*	*13.8%*	*69.8%*	*29.1%*	*40.7%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	3737	3681	3494	1568	557	2609	1201	1407
%H		*98.5%*	*93.5%*	*42.0%*	*14.9%*	*69.8%*	*32.1%*	*37.7%*
16 - 19	228	224	218	114	34	173	102	71
%V	*6.1%*	*6.1%*	*6.2%*	*7.3%*	*6.1%*	*6.6%*	*8.5%*	*5.0%*
%H		*98.2%*	*95.6%*	*50.0%*	*14.9%*	*75.9%*	*44.7%*	*31.1%*
20 - 24	308	293	285	128	58	201	97	104
%V	*8.2%*	*8.0%*	*8.2%*	*8.2%*	*10.4%*	*7.7%*	*8.1%*	*7.4%*
%H		*95.1%*	*92.5%*	*41.6%*	*18.8%*	*65.3%*	*31.5%*	*33.8%*
25 - 34	562	549	538	287	90	356	188	167
%V	*15.0%*	*14.9%*	*15.4%*	*18.3%*	*16.2%*	*13.6%*	*15.7%*	*11.9%*
%H		*97.7%*	*95.7%*	*51.1%*	*16.0%*	*63.3%*	*33.5%*	*29.7%*
35 - 44	619	612	594	322	110	415	245	170
%V	*16.6%*	*16.6%*	*17.0%*	*20.5%*	*19.7%*	*15.9%*	*20.4%*	*12.1%*
%H		*98.9%*	*96.0%*	*52.0%*	*17.8%*	*67.0%*	*39.6%*	*27.5%*
45 - 54	631	625	609	290	110	464	246	219
%V	*16.9%*	*17.0%*	*17.4%*	*18.5%*	*19.7%*	*17.8%*	*20.5%*	*15.6%*
%H		*99.0%*	*96.5%*	*46.0%*	*17.4%*	*73.5%*	*39.0%*	*34.7%*
55 - 64	562	556	537	246	76	403	181	222
%V	*15.0%*	*15.1%*	*15.4%*	*15.7%*	*13.6%*	*15.4%*	*15.1%*	*15.8%*
%H		*98.9%*	*95.6%*	*43.8%*	*13.5%*	*71.7%*	*32.2%*	*39.5%*
65+	827	822	713	180	79	598	143	454
%V	*22.1%*	*22.3%*	*20.4%*	*11.5%*	*14.2%*	*22.9%*	*11.9%*	*32.3%*
%H		*99.4%*	*86.2%*	*21.8%*	*9.6%*	*72.3%*	*17.3%*	*54.9%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	3737	3681	3494	1568	557	2609	1201	1407
%H		*98.5%*	*93.5%*	*42.0%*	*14.9%*	*69.8%*	*32.1%*	*37.7%*
AB	759	751	717	366	105	527	267	260
%V	*20.3%*	*20.4%*	*20.5%*	*23.3%*	*18.9%*	*20.2%*	*22.2%*	*18.5%*
%H		*98.9%*	*94.5%*	*48.2%*	*13.8%*	*69.4%*	*35.2%*	*34.3%*
C1	1064	1039	997	458	192	728	369	360
%V	*28.5%*	*28.2%*	*28.5%*	*29.2%*	*34.5%*	*27.9%*	*30.7%*	*25.6%*
%H		*97.7%*	*93.7%*	*43.0%*	*18.0%*	*68.4%*	*34.7%*	*33.8%*
C2	752	747	725	355	120	535	279	256
%V	*20.1%*	*20.3%*	*20.7%*	*22.6%*	*21.5%*	*20.5%*	*23.2%*	*18.2%*
%H		*99.3%*	*96.4%*	*47.2%*	*16.0%*	*71.1%*	*37.1%*	*34.0%*
D	649	643	606	263	79	459	195	264
%V	*17.4%*	*17.5%*	*17.3%*	*16.8%*	*14.2%*	*17.6%*	*16.2%*	*18.8%*
%H		*99.1%*	*93.4%*	*40.5%*	*12.2%*	*70.7%*	*30.0%*	*40.7%*
E	513	502	449	124	61	360	91	268
%V	*13.7%*	*13.6%*	*12.9%*	*7.9%*	*11.0%*	*13.8%*	*7.6%*	*19.0%*
%H		*97.9%*	*87.5%*	*24.2%*	*11.9%*	*70.2%*	*17.7%*	*52.2%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	3737	3681	3494	1568	557	2609	1201	1407
%H		*98.5%*	*93.5%*	*42.0%*	*14.9%*	*69.8%*	*32.1%*	*37.7%*
Working full time	1172	1163	1138	602	202	819	470	348
%V	*31.4%*	*31.6%*	*32.6%*	*38.4%*	*36.3%*	*31.4%*	*39.1%*	*24.7%*
%H		*99.2%*	*97.1%*	*51.4%*	*17.2%*	*69.9%*	*40.1%*	*29.7%*
Working part time	631	626	609	293	109	454	242	212
%V	*16.9%*	*17.0%*	*17.4%*	*18.7%*	*19.6%*	*17.4%*	*20.1%*	*15.1%*
%H		*99.2%*	*96.5%*	*46.4%*	*17.3%*	*71.9%*	*38.4%*	*33.6%*
Not working	1934	1892	1746	673	246	1336	489	847
%V	*51.8%*	*51.4%*	*50.0%*	*42.9%*	*44.2%*	*51.2%*	*40.7%*	*60.2%*
%H		*97.8%*	*90.3%*	*34.8%*	*12.7%*	*69.1%*	*25.3%*	*43.8%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 24.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3260	3187	3164	1280	488	2689	1265	1424
%H (All HH)		*97.8%*	*97.1%*	*39.3%*	*15.0%*	*82.5%*	*38.8%*	*43.7%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
AB	627	618	616	304	95	503	277	226
%V	*19.2%*	*19.4%*	*19.5%*	*23.8%*	*19.5%*	*18.7%*	*21.9%*	*15.9%*
%H (All HH)		*98.6%*	*98.2%*	*48.5%*	*15.2%*	*80.2%*	*44.2%*	*36.0%*
%H (TV HH)			*99.7%*	*49.2%*	*15.4%*	*81.4%*	*44.8%*	*36.6%*
C1	898	874	869	364	151	726	366	360
%V	*27.5%*	*27.4%*	*27.5%*	*28.4%*	*30.9%*	*27.0%*	*28.9%*	*25.3%*
%H (All HH)		*97.3%*	*96.8%*	*40.5%*	*16.8%*	*80.8%*	*40.8%*	*40.1%*
%H (TV HH)			*99.4%*	*41.6%*	*17.3%*	*83.1%*	*41.9%*	*41.2%*
C2	657	644	641	285	104	552	293	259
%V	*20.2%*	*20.2%*	*20.3%*	*22.3%*	*21.3%*	*20.5%*	*23.2%*	*18.2%*
%H (All HH)		*98.0%*	*97.6%*	*43.4%*	*15.8%*	*84.0%*	*44.6%*	*39.4%*
%H (TV HH)			*99.5%*	*44.3%*	*16.1%*	*85.7%*	*45.5%*	*40.2%*
D	543	528	523	196	83	453	205	248
%V	*16.7%*	*16.6%*	*16.5%*	*15.3%*	*17.0%*	*16.8%*	*16.2%*	*17.4%*
%H (All HH)		*97.2%*	*96.3%*	*36.1%*	*15.3%*	*83.4%*	*37.8%*	*45.7%*
%H (TV HH)			*99.1%*	*37.1%*	*15.7%*	*85.8%*	*38.8%*	*47.0%*
E	534	523	515	130	54	455	124	331
%V	*16.4%*	*16.4%*	*16.3%*	*10.2%*	*11.1%*	*16.9%*	*9.8%*	*23.2%*
%H (All HH)		*97.9%*	*96.4%*	*24.3%*	*10.1%*	*85.2%*	*23.2%*	*62.0%*
%H (TV HH)			*98.5%*	*24.9%*	*10.3%*	*87.0%*	*23.7%*	*63.3%*

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
April 2010 - March 2011

ITV North West / Border Macro

Household level data

Table 24.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3260	3187	3164	1280	488	2689	1265	1424
%H (All HH)		*97.8%*	*97.1%*	*39.3%*	*15.0%*	*82.5%*	*38.8%*	*43.7%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
Under 25	174	164	163	58	27	143	63	79
%V	*5.3%*	*5.1%*	*5.2%*	*4.5%*	*5.5%*	*5.3%*	*5.0%*	*5.5%*
%H (All HH)		*94.3%*	*93.7%*	*33.3%*	*15.5%*	*82.2%*	*36.2%*	*45.4%*
%H (TV HH)			*99.4%*	*35.4%*	*16.5%*	*87.2%*	*38.4%*	*48.2%*
25 - 34	498	478	476	242	80	363	203	160
%V	*15.3%*	*15.0%*	*15.0%*	*18.9%*	*16.4%*	*13.5%*	*16.0%*	*11.2%*
%H (All HH)		*96.0%*	*95.6%*	*48.6%*	*16.1%*	*72.9%*	*40.8%*	*32.1%*
%H (TV HH)			*99.6%*	*50.6%*	*16.7%*	*75.9%*	*42.5%*	*33.5%*
35 - 44	584	569	566	278	109	472	285	187
%V	*17.9%*	*17.9%*	*17.9%*	*21.7%*	*22.3%*	*17.6%*	*22.5%*	*13.1%*
%H (All HH)		*97.4%*	*96.9%*	*47.6%*	*18.7%*	*80.8%*	*48.8%*	*32.0%*
%H (TV HH)			*99.5%*	*48.9%*	*19.2%*	*83.0%*	*50.1%*	*32.9%*
45 - 54	618	605	603	282	108	511	292	219
%V	*19.0%*	*19.0%*	*19.1%*	*22.0%*	*22.1%*	*19.0%*	*23.1%*	*15.4%*
%H (All HH)		*97.9%*	*97.6%*	*45.6%*	*17.5%*	*82.7%*	*47.2%*	*35.4%*
%H (TV HH)			*99.7%*	*46.6%*	*17.9%*	*84.5%*	*48.3%*	*36.2%*
55 - 64	547	544	541	213	90	474	231	243
%V	*16.8%*	*17.1%*	*17.1%*	*16.6%*	*18.4%*	*17.6%*	*18.3%*	*17.1%*
%H (All HH)		*99.5%*	*98.9%*	*38.9%*	*16.5%*	*86.7%*	*42.2%*	*44.4%*
%H (TV HH)			*99.4%*	*39.2%*	*16.5%*	*87.1%*	*42.5%*	*44.7%*
65 +	839	828	814	206	75	727	191	536
%V	*25.7%*	*26.0%*	*25.7%*	*16.1%*	*15.4%*	*27.0%*	*15.1%*	*37.6%*
%H (All HH)		*98.7%*	*97.0%*	*24.6%*	*8.9%*	*86.7%*	*22.8%*	*63.9%*
%H (TV HH)			*98.3%*	*24.9%*	*9.1%*	*87.8%*	*23.1%*	*64.7%*

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Household level data

Table 24.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3260	3187	3164	1280	488	2689	1265	1424
%H (All HH)		*97.8%*	*97.1%*	*39.3%*	*15.0%*	*82.5%*	*38.8%*	*43.7%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
1	1112	1073	1057	281	102	911	236	675
%V	*34.1%*	*33.7%*	*33.4%*	*22.0%*	*20.9%*	*33.9%*	*18.7%*	*47.4%*
%H (All HH)		*96.5%*	*95.1%*	*25.3%*	*9.2%*	*81.9%*	*21.2%*	*60.7%*
%H (TV HH)			*98.5%*	*26.2%*	*9.5%*	*84.9%*	*22.0%*	*62.9%*
2	1080	1064	1060	442	180	889	444	445
%V	*33.1%*	*33.4%*	*33.5%*	*34.5%*	*36.9%*	*33.1%*	*35.1%*	*31.3%*
%H (All HH)		*98.5%*	*98.1%*	*40.9%*	*16.7%*	*82.3%*	*41.1%*	*41.2%*
%H (TV HH)			*99.6%*	*41.5%*	*16.9%*	*83.6%*	*41.7%*	*41.8%*
3	481	476	475	248	88	407	263	145
%V	*14.8%*	*14.9%*	*15.0%*	*19.4%*	*18.0%*	*15.1%*	*20.8%*	*10.2%*
%H (All HH)		*99.0%*	*98.8%*	*51.6%*	*18.3%*	*84.6%*	*54.7%*	*30.1%*
%H (TV HH)			*99.8%*	*52.1%*	*18.5%*	*85.5%*	*55.3%*	*30.5%*
4	404	397	397	204	81	337	219	118
%V	*12.4%*	*12.5%*	*12.5%*	*15.9%*	*16.6%*	*12.5%*	*17.3%*	*8.3%*
%H (All HH)		*98.3%*	*98.3%*	*50.5%*	*20.0%*	*83.4%*	*54.2%*	*29.2%*
%H (TV HH)			*100.0%*	*51.4%*	*20.4%*	*84.9%*	*55.2%*	*29.7%*
5+	183	177	176	104	37	145	104	41
%V	*5.6%*	*5.6%*	*5.6%*	*8.1%*	*7.6%*	*5.4%*	*8.2%*	*2.9%*
%H (All HH)		*96.7%*	*96.2%*	*56.8%*	*20.2%*	*79.2%*	*56.8%*	*22.4%*
%H (TV HH)			*99.4%*	*58.8%*	*20.9%*	*81.9%*	*58.8%*	*23.2%*
Average HH size	2.25	2.25	2.26	2.57	2.55	2.25	2.64	1.90

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
April 2010 - March 2011

ITV North West / Border Macro

Household level data

Table 24.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3260	3187	3164	1280	488	2689	1265	1424
%H (All HH)		*97.8%*	*97.1%*	*39.3%*	*15.0%*	*82.5%*	*38.8%*	*43.7%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
Without	2447	2386	2365	862	325	2024	832	1192
%V	*75.1%*	*74.9%*	*74.7%*	*67.3%*	*66.6%*	*75.3%*	*65.8%*	*83.7%*
%H (All HH)		*97.5%*	*96.6%*	*35.2%*	*13.3%*	*82.7%*	*34.0%*	*48.7%*
%H (TV HH)			*99.1%*	*36.1%*	*13.6%*	*84.8%*	*34.9%*	*50.0%*
With	813	801	799	418	163	665	434	232
%V	*24.9%*	*25.1%*	*25.3%*	*32.7%*	*33.4%*	*24.7%*	*34.3%*	*16.3%*
%H (All HH)		*98.5%*	*98.3%*	*51.4%*	*20.0%*	*81.8%*	*53.4%*	*28.5%*
%H (TV HH)			*99.8%*	*52.2%*	*20.3%*	*83.0%*	*54.2%*	*29.0%*
0 - 3	300	295	295	156	52	233	141	92
%V	*9.2%*	*9.3%*	*9.3%*	*12.2%*	*10.7%*	*8.7%*	*11.1%*	*6.5%*
%H (All HH)		*98.3%*	*98.3%*	*52.0%*	*17.3%*	*77.7%*	*47.0%*	*30.7%*
%H (TV HH)			*100.0%*	*52.9%*	*17.6%*	*79.0%*	*47.8%*	*31.2%*
4 - 9	395	389	388	203	78	326	215	111
%V	*12.1%*	*12.2%*	*12.3%*	*15.9%*	*16.0%*	*12.1%*	*17.0%*	*7.8%*
%H (All HH)		*98.5%*	*98.2%*	*51.4%*	*19.7%*	*82.5%*	*54.4%*	*28.1%*
%H (TV HH)			*99.7%*	*52.2%*	*20.1%*	*83.8%*	*55.3%*	*28.5%*
10 - 15	396	389	388	206	82	339	231	108
%V	*12.1%*	*12.2%*	*12.3%*	*16.1%*	*16.8%*	*12.6%*	*18.3%*	*7.6%*
%H (All HH)		*98.2%*	*98.0%*	*52.0%*	*20.7%*	*85.6%*	*58.3%*	*27.3%*
%H (TV HH)			*99.7%*	*53.0%*	*21.1%*	*87.1%*	*59.4%*	*27.8%*

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
April 2010 - March 2011

ITV North West / Border Macro

Household level data

Table 24.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3260	3187	3164	1280	488	2689	1265	1424
%H (All HH)		*97.8%*	*97.1%*	*39.3%*	*15.0%*	*82.5%*	*38.8%*	*43.7%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
1	1258	1258	1240	362	151	970	239	731
%V	*38.6%*	*39.5%*	*39.2%*	*28.3%*	*30.9%*	*36.1%*	*18.9%*	*51.3%*
%H (All HH)		*100.0%*	*98.6%*	*28.8%*	*12.0%*	*77.1%*	*19.0%*	*58.1%*
%H (TV HH)			*98.6%*	*28.8%*	*12.0%*	*77.1%*	*19.0%*	*58.1%*
2	1104	1104	1099	462	181	952	486	466
%V	*33.9%*	*34.6%*	*34.7%*	*36.1%*	*37.1%*	*35.4%*	*38.4%*	*32.7%*
%H (All HH)		*100.0%*	*99.5%*	*41.8%*	*16.4%*	*86.2%*	*44.0%*	*42.2%*
%H (TV HH)			*99.5%*	*41.8%*	*16.4%*	*86.2%*	*44.0%*	*42.2%*
3	491	491	491	247	95	455	299	156
%V	*15.1%*	*15.4%*	*15.5%*	*19.3%*	*19.5%*	*16.9%*	*23.6%*	*11.0%*
%H (All HH)		*100.0%*	*100.0%*	*50.3%*	*19.3%*	*92.7%*	*60.9%*	*31.8%*
%H (TV HH)			*100.0%*	*50.3%*	*19.3%*	*92.7%*	*60.9%*	*31.8%*
4	220	220	220	134	36	208	155	53
%V	*6.7%*	*6.9%*	*7.0%*	*10.5%*	*7.4%*	*7.7%*	*12.3%*	*3.7%*
%H (All HH)		*100.0%*	*100.0%*	*60.9%*	*16.4%*	*94.5%*	*70.5%*	*24.1%*
%H (TV HH)			*100.0%*	*60.9%*	*16.4%*	*94.5%*	*70.5%*	*24.1%*
5+	113	113	113	75	25	104	86	18
%V	*3.5%*	*3.5%*	*3.6%*	*5.9%*	*5.1%*	*3.9%*	*6.8%*	*1.3%*
%H (All HH)		*100.0%*	*100.0%*	*66.4%*	*22.1%*	*92.0%*	*76.1%*	*15.9%*
%H (TV HH)			*100.0%*	*66.4%*	*22.1%*	*92.0%*	*76.1%*	*15.9%*

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
April 2010 - March 2011

ITV North West / Border Macro

Household level data

Table 24.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3260	3187	3164	1280	488	2689	1265	1424
%H (All HH)		*97.8%*	*97.1%*	*39.3%*	*15.0%*	*82.5%*	*38.8%*	*43.7%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
Under 20"	1142	1142	1138	507	179	1047	583	463
%V	*35.0%*	*35.8%*	*36.0%*	*39.6%*	*36.7%*	*38.9%*	*46.1%*	*32.5%*
%H (All HH)		*100.0%*	*99.6%*	*44.4%*	*15.7%*	*91.7%*	*51.1%*	*40.5%*
%H (TV HH)			*99.6%*	*44.4%*	*15.7%*	*91.7%*	*51.1%*	*40.5%*
20" - 29"	1550	1550	1535	575	224	1351	605	746
%V	*47.5%*	*48.6%*	*48.5%*	*44.9%*	*45.9%*	*50.2%*	*47.8%*	*52.4%*
%H (All HH)		*100.0%*	*99.0%*	*37.1%*	*14.5%*	*87.2%*	*39.0%*	*48.1%*
%H (TV HH)			*99.0%*	*37.1%*	*14.5%*	*87.2%*	*39.0%*	*48.1%*
30" - 39"	1649	1649	1642	727	281	1405	754	651
%V	*50.6%*	*51.7%*	*51.9%*	*56.8%*	*57.6%*	*52.2%*	*59.6%*	*45.7%*
%H (All HH)		*100.0%*	*99.6%*	*44.1%*	*17.0%*	*85.2%*	*45.7%*	*39.5%*
%H (TV HH)			*99.6%*	*44.1%*	*17.0%*	*85.2%*	*45.7%*	*39.5%*
40" and over	845	845	845	494	164	690	488	202
%V	*25.9%*	*26.5%*	*26.7%*	*38.6%*	*33.6%*	*25.7%*	*38.6%*	*14.2%*
%H (All HH)		*100.0%*	*100.0%*	*58.5%*	*19.4%*	*81.7%*	*57.8%*	*23.9%*
%H (TV HH)			*100.0%*	*58.5%*	*19.4%*	*81.7%*	*57.8%*	*23.9%*

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
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ITV North West / Border Macro

Household level data

Table 24.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3260	3187	3164	1280	488	2689	1265	1424
%H (All HH)		*97.8%*	*97.1%*	*39.3%*	*15.0%*	*82.5%*	*38.8%*	*43.7%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
Main living room	3160	3160	3138	1271	485	2667	1259	1409
%V	*96.9%*	*99.2%*	*99.2%*	*99.3%*	*99.4%*	*99.2%*	*99.5%*	*98.9%*
%H (All HH)		*100.0%*	*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.8%*	*44.6%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.8%*	*44.6%*
Kitchen	321	321	321	176	41	288	178	109
%V	*9.8%*	*10.1%*	*10.1%*	*13.8%*	*8.4%*	*10.7%*	*14.1%*	*7.7%*
%H (All HH)		*100.0%*	*100.0%*	*54.8%*	*12.8%*	*89.7%*	*55.5%*	*34.0%*
%H (TV HH)			*100.0%*	*54.8%*	*12.8%*	*89.7%*	*55.5%*	*34.0%*
Adult's bedroom	1486	1486	1482	719	270	1327	815	512
%V	*45.6%*	*46.6%*	*46.8%*	*56.2%*	*55.3%*	*49.3%*	*64.4%*	*36.0%*
%H (All HH)		*100.0%*	*99.7%*	*48.4%*	*18.2%*	*89.3%*	*54.8%*	*34.5%*
%H (TV HH)			*99.7%*	*48.4%*	*18.2%*	*89.3%*	*54.8%*	*34.5%*
Child's bedroom	349	349	349	202	74	325	245	80
%V	*10.7%*	*11.0%*	*11.0%*	*15.8%*	*15.2%*	*12.1%*	*19.4%*	*5.6%*
%H (All HH)		*100.0%*	*100.0%*	*57.9%*	*21.2%*	*93.1%*	*70.2%*	*22.9%*
%H (TV HH)			*100.0%*	*57.9%*	*21.2%*	*93.1%*	*70.2%*	*22.9%*
Other bedroom	98	98	98	60	17	89	65	24
%V	*3.0%*	*3.1%*	*3.1%*	*4.7%*	*3.5%*	*3.3%*	*5.1%*	*1.7%*
%H (All HH)		*100.0%*	*100.0%*	*61.2%*	*17.3%*	*90.8%*	*66.3%*	*24.5%*
%H (TV HH)			*100.0%*	*61.2%*	*17.3%*	*90.8%*	*66.3%*	*24.5%*
Second living/dining room	431	431	430	210	77	389	238	151
%V	*13.2%*	*13.5%*	*13.6%*	*16.4%*	*15.8%*	*14.5%*	*18.8%*	*10.6%*
%H (All HH)		*100.0%*	*99.8%*	*48.7%*	*17.9%*	*90.3%*	*55.2%*	*35.0%*
%H (TV HH)			*99.8%*	*48.7%*	*17.9%*	*90.3%*	*55.2%*	*35.0%*
Study/office	56	56	56	33	7	53	35	18
%V	*1.7%*	*1.8%*	*1.8%*	*2.6%*	*1.4%*	*2.0%*	*2.8%*	*1.3%*
%H (All HH)		*100.0%*	*100.0%*	*58.9%*	*12.5%*	*94.6%*	*62.5%*	*32.1%*
%H (TV HH)			*100.0%*	*58.9%*	*12.5%*	*94.6%*	*62.5%*	*32.1%*
TV room	10	10	10	7	2	10	7	2
%V	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*70.0%*	*20.0%*	*100.0%*	*70.0%*	*20.0%*
%H (TV HH)			*100.0%*	*70.0%*	*20.0%*	*100.0%*	*70.0%*	*20.0%*
No specific location	4	4	4	3	2	4	3	0
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.4%*	*0.1%*	*0.2%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*75.0%*	*50.0%*	*100.0%*	*75.0%*	*0.0%*
%H (TV HH)			*100.0%*	*75.0%*	*50.0%*	*100.0%*	*75.0%*	*0.0%*
Other	23	23	23	13	4	20	13	7
%V	*0.7%*	*0.7%*	*0.7%*	*1.0%*	*0.8%*	*0.7%*	*1.0%*	*0.5%*
%H (All HH)		*100.0%*	*100.0%*	*56.5%*	*17.4%*	*87.0%*	*56.5%*	*30.4%*
%H (TV HH)			*100.0%*	*56.5%*	*17.4%*	*87.0%*	*56.5%*	*30.4%*

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

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ITV North West / Border Macro

Household level data

Table 24.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3260	3187	3164	1280	488	2689	1265	1424
%H (All HH)		*97.8%*	*97.1%*	*39.3%*	*15.0%*	*82.5%*	*38.8%*	*43.7%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
PVR	1487	1487	1487	965	227	1187	876	311
%V	*45.6%*	*46.7%*	*47.0%*	*75.4%*	*46.5%*	*44.1%*	*69.2%*	*21.8%*
%H (All HH)		*100.0%*	*100.0%*	*64.9%*	*15.3%*	*79.8%*	*58.9%*	*20.9%*
%H (TV HH)			*100.0%*	*64.9%*	*15.3%*	*79.8%*	*58.9%*	*20.9%*
DVDR	401	401	401	185	59	328	167	161
%V	*12.3%*	*12.6%*	*12.7%*	*14.5%*	*12.1%*	*12.2%*	*13.2%*	*11.3%*
%H (All HH)		*100.0%*	*100.0%*	*46.1%*	*14.7%*	*81.8%*	*41.6%*	*40.1%*
%H (TV HH)			*100.0%*	*46.1%*	*14.7%*	*81.8%*	*41.6%*	*40.1%*
VCR	404	404	402	160	63	342	158	185
%V	*12.4%*	*12.7%*	*12.7%*	*12.5%*	*12.9%*	*12.7%*	*12.5%*	*13.0%*
%H (All HH)		*100.0%*	*99.5%*	*39.6%*	*15.6%*	*84.7%*	*39.1%*	*45.8%*
%H (TV HH)			*99.5%*	*39.6%*	*15.6%*	*84.7%*	*39.1%*	*45.8%*
Any recorder	1846	1846	1843	1047	286	1503	972	531
%V	*56.6%*	*57.9%*	*58.2%*	*81.8%*	*58.6%*	*55.9%*	*76.8%*	*37.3%*
%H (All HH)		*100.0%*	*99.8%*	*56.7%*	*15.5%*	*81.4%*	*52.7%*	*28.8%*
%H (TV HH)			*99.8%*	*56.7%*	*15.5%*	*81.4%*	*52.7%*	*28.8%*

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 24.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3260	3187	3164	1280	488	2689	1265	1424
%H (All HH)		*97.8%*	*97.1%*	*39.3%*	*15.0%*	*82.5%*	*38.8%*	*43.7%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
Receives HDTV (via STB or built-in reception)	837	837	837	475	232	673	530	144
%V	*25.7%*	*26.3%*	*26.5%*	*37.1%*	*47.5%*	*25.0%*	*41.9%*	*10.1%*
%H (All HH)		*100.0%*	*100.0%*	*56.8%*	*27.7%*	*80.4%*	*63.3%*	*17.2%*
%H (TV HH)			*100.0%*	*56.8%*	*27.7%*	*80.4%*	*63.3%*	*17.2%*
DVD/Blu-ray player or recorder	2372	2372	2366	1038	368	2000	1020	981
%V	*72.8%*	*74.4%*	*74.8%*	*81.1%*	*75.4%*	*74.4%*	*80.6%*	*68.9%*
%H (All HH)		*100.0%*	*99.7%*	*43.8%*	*15.5%*	*84.3%*	*43.0%*	*41.4%*
%H (TV HH)			*99.7%*	*43.8%*	*15.5%*	*84.3%*	*43.0%*	*41.4%*

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
April 2010 - March 2011

ITV North West / Border Macro

Household level data

Table 24.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3260	3187	3164	1280	488	2689	1265	1424
%H (All HH)		*97.8%*	*97.1%*	*39.3%*	*15.0%*	*82.5%*	*38.8%*	*43.7%*
%H (TV HH)			*99.3%*	*40.2%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
Has PC or Laptop	2277	2241	2236	1060	412	1875	1086	789
%V	*69.8%*	*70.3%*	*70.7%*	*82.8%*	*84.4%*	*69.7%*	*85.8%*	*55.4%*
%H (All HH)		*98.4%*	*98.2%*	*46.6%*	*18.1%*	*82.3%*	*47.7%*	*34.7%*
%H (TV HH)			*99.8%*	*47.3%*	*18.4%*	*83.7%*	*48.5%*	*35.2%*
Has broadband internet	2047	2018	2012	977	394	1679	1013	666
%V	*62.8%*	*63.3%*	*63.6%*	*76.3%*	*80.7%*	*62.4%*	*80.1%*	*46.8%*
%H (All HH)		*98.6%*	*98.3%*	*47.7%*	*19.2%*	*82.0%*	*49.5%*	*32.5%*
%H (TV HH)			*99.7%*	*48.4%*	*19.5%*	*83.2%*	*50.2%*	*33.0%*

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
April 2010 - March 2011

ITV North West / Border Macro

Set level data

Table 24.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6426	6398	2969	1071	5627	3188	2439
%H		*99.6%*	*46.2%*	*16.7%*	*87.6%*	*49.6%*	*38.0%*
Under 20"	1582	1577	745	259	1460	864	596
%V	*24.6%*	*24.6%*	*25.1%*	*24.2%*	*25.9%*	*27.1%*	*24.4%*
%H		*99.7%*	*47.1%*	*16.4%*	*92.3%*	*54.6%*	*37.7%*
20" - 29"	1943	1926	776	284	1710	827	882
%V	*30.2%*	*30.1%*	*26.1%*	*26.5%*	*30.4%*	*25.9%*	*36.2%*
%H		*99.1%*	*39.9%*	*14.6%*	*88.0%*	*42.6%*	*45.4%*
30" - 39"	1904	1897	866	336	1636	920	717
%V	*29.6%*	*29.6%*	*29.2%*	*31.4%*	*29.1%*	*28.9%*	*29.4%*
%H		*99.6%*	*45.5%*	*17.6%*	*85.9%*	*48.3%*	*37.7%*
40" and over	945	945	563	186	773	557	216
%V	*14.7%*	*14.8%*	*19.0%*	*17.4%*	*13.7%*	*17.5%*	*8.9%*
%H		*100.0%*	*59.6%*	*19.7%*	*81.8%*	*58.9%*	*22.9%*
Don't know	52	52	19	6	48	20	29
%V	*0.8%*	*0.8%*	*0.6%*	*0.6%*	*0.9%*	*0.6%*	*1.2%*
%H		*100.0%*	*36.5%*	*11.5%*	*92.3%*	*38.5%*	*55.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Set level data

Table 24.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6426	6398	2969	1071	5627	3188	2439
%H		*99.6%*	*46.2%*	*16.7%*	*87.6%*	*49.6%*	*38.0%*
Main living room	3185	3164	1283	488	2690	1270	1420
%V	*49.6%*	*49.5%*	*43.2%*	*45.6%*	*47.8%*	*39.8%*	*58.2%*
%H		*99.3%*	*40.3%*	*15.3%*	*84.5%*	*39.9%*	*44.6%*
Kitchen	322	322	176	41	289	179	109
%V	*5.0%*	*5.0%*	*5.9%*	*3.8%*	*5.1%*	*5.6%*	*4.5%*
%H		*100.0%*	*54.7%*	*12.7%*	*89.8%*	*55.6%*	*33.9%*
Adult's bedroom	1812	1808	897	332	1632	1030	602
%V	*28.2%*	*28.3%*	*30.2%*	*31.0%*	*29.0%*	*32.3%*	*24.7%*
%H		*99.8%*	*49.5%*	*18.3%*	*90.1%*	*56.8%*	*33.2%*
Child's bedroom	455	455	266	99	427	327	100
%V	*7.1%*	*7.1%*	*9.0%*	*9.2%*	*7.6%*	*10.3%*	*4.1%*
%H		*100.0%*	*58.5%*	*21.8%*	*93.8%*	*71.9%*	*22.0%*
Other bedroom	112	112	71	19	102	76	26
%V	*1.7%*	*1.8%*	*2.4%*	*1.8%*	*1.8%*	*2.4%*	*1.1%*
%H		*100.0%*	*63.4%*	*17.0%*	*91.1%*	*67.9%*	*23.2%*
Second living/dining room	442	441	219	77	399	246	153
%V	*6.9%*	*6.9%*	*7.4%*	*7.2%*	*7.1%*	*7.7%*	*6.3%*
%H		*99.8%*	*49.5%*	*17.4%*	*90.3%*	*55.7%*	*34.6%*
Study/office	57	57	33	7	54	35	19
%V	*0.9%*	*0.9%*	*1.1%*	*0.7%*	*1.0%*	*1.1%*	*0.8%*
%H		*100.0%*	*57.9%*	*12.3%*	*94.7%*	*61.4%*	*33.3%*
TV room	10	10	7	2	10	7	2
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*
%H		*100.0%*	*70.0%*	*20.0%*	*100.0%*	*70.0%*	*20.0%*
No specific location	5	5	4	2	5	4	0
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.0%*
%H		*100.0%*	*80.0%*	*40.0%*	*100.0%*	*80.0%*	*0.0%*
Other	24	24	14	4	20	13	7
%V	*0.4%*	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*
%H		*100.0%*	*58.3%*	*16.7%*	*83.3%*	*54.2%*	*29.2%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6426	6398	2969	1071	5627	3188	2439
%H		*99.6%*	*46.2%*	*16.7%*	*87.6%*	*49.6%*	*38.0%*
PVR	1926	1926	1322	284	1521	1175	347
%V	*30.0%*	*30.1%*	*44.5%*	*26.5%*	*27.0%*	*36.9%*	*14.2%*
%H		*100.0%*	*68.6%*	*14.7%*	*79.0%*	*61.0%*	*18.0%*
DVDR	466	465	218	70	381	198	184
%V	*7.3%*	*7.3%*	*7.3%*	*6.5%*	*6.8%*	*6.2%*	*7.5%*
%H		*99.8%*	*46.8%*	*15.0%*	*81.8%*	*42.5%*	*39.5%*
VCR	450	448	184	72	385	186	199
%V	*7.0%*	*7.0%*	*6.2%*	*6.7%*	*6.8%*	*5.8%*	*8.2%*
%H		*99.6%*	*40.9%*	*16.0%*	*85.6%*	*41.3%*	*44.2%*
Any recorder	2435	2432	1483	372	1970	1357	613
%V	*37.9%*	*38.0%*	*49.9%*	*34.7%*	*35.0%*	*42.6%*	*25.1%*
%H		*99.9%*	*60.9%*	*15.3%*	*80.9%*	*55.7%*	*25.2%*

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

Set level data

Table 24.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6426	6398	2969	1071	5627	3188	2439
%H		*99.6%*	*46.2%*	*16.7%*	*87.6%*	*49.6%*	*38.0%*
Receives HDTV (via STB or built-in reception)	1053	1053	603	295	858	682	176
%V	*16.4%*	*16.5%*	*20.3%*	*27.5%*	*15.2%*	*21.4%*	*7.2%*
%H		*100.0%*	*57.3%*	*28.0%*	*81.5%*	*64.8%*	*16.7%*
DVD/Blu-ray player or recorder	3629	3622	1727	606	3136	1806	1330
%V	*56.5%*	*56.6%*	*58.2%*	*56.6%*	*55.7%*	*56.6%*	*54.5%*
%H		*99.8%*	*47.6%*	*16.7%*	*86.4%*	*49.8%*	*36.6%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3186	3163	1279	488	2689	1265	1424
%H		*99.3%*	*40.1%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
Under 20"	104	103	17	12	92	17	75
%V	*3.3%*	*3.3%*	*1.3%*	*2.5%*	*3.4%*	*1.3%*	*5.3%*
%H		*99.0%*	*16.3%*	*11.5%*	*88.5%*	*16.3%*	*72.1%*
20" - 29"	886	872	225	98	757	207	550
%V	*27.8%*	*27.6%*	*17.6%*	*20.1%*	*28.2%*	*16.4%*	*38.6%*
%H		*98.4%*	*25.4%*	*11.1%*	*85.4%*	*23.4%*	*62.1%*
30" - 39"	1358	1351	554	216	1153	564	590
%V	*42.6%*	*42.7%*	*43.3%*	*44.3%*	*42.9%*	*44.6%*	*41.4%*
%H		*99.5%*	*40.8%*	*15.9%*	*84.9%*	*41.5%*	*43.4%*
40" and over	818	818	477	158	669	471	197
%V	*25.7%*	*25.9%*	*37.3%*	*32.4%*	*24.9%*	*37.2%*	*13.8%*
%H		*100.0%*	*58.3%*	*19.3%*	*81.8%*	*57.6%*	*24.1%*
Don't know	19	19	5	3	18	6	12
%V	*0.6%*	*0.6%*	*0.4%*	*0.6%*	*0.7%*	*0.5%*	*0.8%*
%H		*100.0%*	*26.3%*	*15.8%*	*94.7%*	*31.6%*	*63.2%*

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 24.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3186	3163	1279	488	2689	1265	1424
%H		*99.3%*	*40.1%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
PVR	1439	1439	951	215	1144	856	288
%V	*45.2%*	*45.5%*	*74.4%*	*44.1%*	*42.5%*	*67.7%*	*20.2%*
%H		*100.0%*	*66.1%*	*14.9%*	*79.5%*	*59.5%*	*20.0%*
DVDR	345	344	153	49	279	133	146
%V	*10.8%*	*10.9%*	*12.0%*	*10.0%*	*10.4%*	*10.5%*	*10.3%*
%H		*99.7%*	*44.3%*	*14.2%*	*80.9%*	*38.6%*	*42.3%*
VCR	333	331	123	49	278	114	163
%V	*10.5%*	*10.5%*	*9.6%*	*10.0%*	*10.3%*	*9.0%*	*11.4%*
%H		*99.4%*	*36.9%*	*14.7%*	*83.5%*	*34.2%*	*48.9%*
Any recorder	1771	1768	1024	268	1433	937	496
%V	*55.6%*	*55.9%*	*80.1%*	*54.9%*	*53.3%*	*74.1%*	*34.8%*
%H		*99.8%*	*57.8%*	*15.1%*	*80.9%*	*52.9%*	*28.0%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3186	3163	1279	488	2689	1265	1424
%H		*99.3%*	*40.1%*	*15.3%*	*84.4%*	*39.7%*	*44.7%*
Receives HDTV (via STB or built-in reception)	804	804	460	221	646	511	135
%V	*25.2%*	*25.4%*	*36.0%*	*45.3%*	*24.0%*	*40.4%*	*9.5%*
%H		*100.0%*	*57.2%*	*27.5%*	*80.3%*	*63.6%*	*16.8%*
DVD/Blu-ray player or recorder	2216	2210	974	339	1860	943	917
%V	*69.6%*	*69.9%*	*76.2%*	*69.5%*	*69.2%*	*74.5%*	*64.4%*
%H		*99.7%*	*44.0%*	*15.3%*	*83.9%*	*42.6%*	*41.4%*

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

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ITV North West / Border Macro

Set level data

Table 24.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3240	3235	1691	583	2939	1923	1015
%H		*99.8%*	*52.2%*	*18.0%*	*90.7%*	*59.4%*	*31.3%*
Under 20"	1478	1475	728	246	1368	847	521
%V	*45.6%*	*45.6%*	*43.1%*	*42.2%*	*46.5%*	*44.0%*	*51.3%*
%H		*99.8%*	*49.3%*	*16.6%*	*92.6%*	*57.3%*	*35.3%*
20" - 29"	1057	1054	550	186	952	621	332
%V	*32.6%*	*32.6%*	*32.5%*	*31.9%*	*32.4%*	*32.3%*	*32.7%*
%H		*99.7%*	*52.0%*	*17.6%*	*90.1%*	*58.8%*	*31.4%*
30" - 39"	546	546	312	120	483	356	127
%V	*16.9%*	*16.9%*	*18.5%*	*20.6%*	*16.4%*	*18.5%*	*12.5%*
%H		*100.0%*	*57.1%*	*22.0%*	*88.5%*	*65.2%*	*23.3%*
40" and over	127	127	86	28	105	86	18
%V	*3.9%*	*3.9%*	*5.1%*	*4.8%*	*3.6%*	*4.5%*	*1.8%*
%H		*100.0%*	*67.7%*	*22.0%*	*82.7%*	*67.7%*	*14.2%*
Don't know	33	33	14	3	30	13	17
%V	*1.0%*	*1.0%*	*0.8%*	*0.5%*	*1.0%*	*0.7%*	*1.7%*
%H		*100.0%*	*42.4%*	*9.1%*	*90.9%*	*39.4%*	*51.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3240	3235	1691	583	2939	1923	1015
%H		*99.8%*	*52.2%*	*18.0%*	*90.7%*	*59.4%*	*31.3%*
PVR	487	487	371	69	377	319	58
%V	*15.0%*	*15.1%*	*21.9%*	*11.8%*	*12.8%*	*16.6%*	*5.7%*
%H		*100.0%*	*76.2%*	*14.2%*	*77.4%*	*65.5%*	*11.9%*
DVDR	121	121	64	21	102	65	37
%V	*3.7%*	*3.7%*	*3.8%*	*3.6%*	*3.5%*	*3.4%*	*3.6%*
%H		*100.0%*	*52.9%*	*17.4%*	*84.3%*	*53.7%*	*30.6%*
VCR	117	117	61	23	107	71	36
%V	*3.6%*	*3.6%*	*3.6%*	*3.9%*	*3.6%*	*3.7%*	*3.5%*
%H		*100.0%*	*52.1%*	*19.7%*	*91.5%*	*60.7%*	*30.8%*
Any recorder	664	664	458	104	537	420	118
%V	*20.5%*	*20.5%*	*27.1%*	*17.8%*	*18.3%*	*21.8%*	*11.6%*
%H		*100.0%*	*69.0%*	*15.7%*	*80.9%*	*63.3%*	*17.8%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3240	3235	1691	583	2939	1923	1015
%H		*99.8%*	*52.2%*	*18.0%*	*90.7%*	*59.4%*	*31.3%*
Receives HDTV (via STB or built-in reception)	249	249	144	75	212	171	41
%V	*7.7%*	*7.7%*	*8.5%*	*12.9%*	*7.2%*	*8.9%*	*4.0%*
%H		*100.0%*	*57.8%*	*30.1%*	*85.1%*	*68.7%*	*16.5%*
DVD/Blu-ray player or recorder	1413	1412	753	267	1276	863	413
%V	*43.6%*	*43.6%*	*44.5%*	*45.8%*	*43.4%*	*44.9%*	*40.7%*
%H		*99.9%*	*53.3%*	*18.9%*	*90.3%*	*61.1%*	*29.2%*

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

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ITV North West / Border Macro

Individual level data

Table 24.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	7326	7175	7140	3284	1242	6048	3342	2706
%H		*97.9%*	*97.5%*	*44.8%*	*17.0%*	*82.6%*	*45.6%*	*36.9%*
Total Children	1395	1366	1362	715	266	1140	737	403
%V	*19.0%*	*19.0%*	*19.1%*	*21.8%*	*21.4%*	*18.8%*	*22.1%*	*14.9%*
%H		*97.9%*	*97.6%*	*51.3%*	*19.1%*	*81.7%*	*52.8%*	*28.9%*
0 - 3	356	350	349	183	60	275	162	113
%V	*4.9%*	*4.9%*	*4.9%*	*5.6%*	*4.8%*	*4.5%*	*4.8%*	*4.2%*
%H		*98.3%*	*98.0%*	*51.4%*	*16.9%*	*77.2%*	*45.5%*	*31.7%*
4 - 15	1039	1016	1012	531	206	865	575	290
%V	*14.2%*	*14.2%*	*14.2%*	*16.2%*	*16.6%*	*14.3%*	*17.2%*	*10.7%*
%H		*97.8%*	*97.4%*	*51.1%*	*19.8%*	*83.3%*	*55.3%*	*27.9%*
4 - 9	523	510	509	261	103	428	277	151
%V	*7.1%*	*7.1%*	*7.1%*	*7.9%*	*8.3%*	*7.1%*	*8.3%*	*5.6%*
%H		*97.5%*	*97.3%*	*49.9%*	*19.7%*	*81.8%*	*53.0%*	*28.9%*
10 - 15	515	505	503	271	103	437	298	139
%V	*7.0%*	*7.0%*	*7.0%*	*8.3%*	*8.3%*	*7.2%*	*8.9%*	*5.1%*
%H		*98.1%*	*97.7%*	*52.6%*	*20.0%*	*84.9%*	*57.9%*	*27.0%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Individual level data

Table 24.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	7326	7175	7140	3284	1242	6048	3342	2706
%H		*97.9%*	*97.5%*	*44.8%*	*17.0%*	*82.6%*	*45.6%*	*36.9%*
Total Adults (16+)	5931	5809	5778	2569	976	4909	2605	2304
%V	*81.0%*	*81.0%*	*80.9%*	*78.2%*	*78.6%*	*81.2%*	*77.9%*	*85.1%*
%H		*97.9%*	*97.4%*	*43.3%*	*16.5%*	*82.8%*	*43.9%*	*38.8%*
16 - 19	380	372	371	181	77	323	201	122
%V	*5.2%*	*5.2%*	*5.2%*	*5.5%*	*6.2%*	*5.3%*	*6.0%*	*4.5%*
%H		*97.9%*	*97.6%*	*47.6%*	*20.3%*	*85.0%*	*52.9%*	*32.1%*
20 - 24	496	471	470	205	90	405	222	183
%V	*6.8%*	*6.6%*	*6.6%*	*6.2%*	*7.2%*	*6.7%*	*6.6%*	*6.8%*
%H		*95.0%*	*94.8%*	*41.3%*	*18.1%*	*81.7%*	*44.8%*	*36.9%*
25 - 34	920	893	890	473	147	690	409	281
%V	*12.6%*	*12.4%*	*12.5%*	*14.4%*	*11.8%*	*11.4%*	*12.2%*	*10.4%*
%H		*97.1%*	*96.7%*	*51.4%*	*16.0%*	*75.0%*	*44.5%*	*30.5%*
35 - 44	1012	987	982	498	197	816	512	304
%V	*13.8%*	*13.8%*	*13.8%*	*15.2%*	*15.9%*	*13.5%*	*15.3%*	*11.2%*
%H		*97.5%*	*97.0%*	*49.2%*	*19.5%*	*80.6%*	*50.6%*	*30.0%*
45 - 54	1035	1017	1015	496	188	862	522	340
%V	*14.1%*	*14.2%*	*14.2%*	*15.1%*	*15.1%*	*14.3%*	*15.6%*	*12.6%*
%H		*98.3%*	*98.1%*	*47.9%*	*18.2%*	*83.3%*	*50.4%*	*32.9%*
55 - 64	887	882	878	371	155	771	408	363
%V	*12.1%*	*12.3%*	*12.3%*	*11.3%*	*12.5%*	*12.7%*	*12.2%*	*13.4%*
%H		*99.4%*	*99.0%*	*41.8%*	*17.5%*	*86.9%*	*46.0%*	*40.9%*
65+	1200	1188	1172	344	122	1042	330	712
%V	*16.4%*	*16.6%*	*16.4%*	*10.5%*	*9.8%*	*17.2%*	*9.9%*	*26.3%*
%H		*99.0%*	*97.7%*	*28.7%*	*10.2%*	*86.8%*	*27.5%*	*59.3%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Individual level data

Table 24.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	5931	5809	5778	2569	976	4909	2605	2304
%H		*97.9%*	*97.4%*	*43.3%*	*16.5%*	*82.8%*	*43.9%*	*38.8%*
AB	1247	1231	1226	650	188	1004	595	409
%V	*21.0%*	*21.2%*	*21.2%*	*25.3%*	*19.3%*	*20.5%*	*22.8%*	*17.8%*
%H		*98.7%*	*98.3%*	*52.1%*	*15.1%*	*80.5%*	*47.7%*	*32.8%*
C1	1719	1671	1664	749	309	1389	766	622
%V	*29.0%*	*28.8%*	*28.8%*	*29.2%*	*31.7%*	*28.3%*	*29.4%*	*27.0%*
%H		*97.2%*	*96.8%*	*43.6%*	*18.0%*	*80.8%*	*44.6%*	*36.2%*
C2	1275	1255	1251	581	226	1089	628	461
%V	*21.5%*	*21.6%*	*21.7%*	*22.6%*	*23.2%*	*22.2%*	*24.1%*	*20.0%*
%H		*98.4%*	*98.1%*	*45.6%*	*17.7%*	*85.4%*	*49.3%*	*36.2%*
D	961	938	931	387	163	813	418	395
%V	*16.2%*	*16.1%*	*16.1%*	*15.1%*	*16.7%*	*16.6%*	*16.0%*	*17.1%*
%H		*97.6%*	*96.9%*	*40.3%*	*17.0%*	*84.6%*	*43.5%*	*41.1%*
E	729	714	706	201	90	614	198	416
%V	*12.3%*	*12.3%*	*12.2%*	*7.8%*	*9.2%*	*12.5%*	*7.6%*	*18.1%*
%H		*97.9%*	*96.8%*	*27.6%*	*12.3%*	*84.2%*	*27.2%*	*57.1%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Individual level data

Table 24.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	5931	5809	5778	2569	976	4909	2605	2304
%H		*97.9%*	*97.4%*	*43.3%*	*16.5%*	*82.8%*	*43.9%*	*38.8%*
Working full time	2607	2565	2560	1305	484	2128	1326	802
%V	*44.0%*	*44.2%*	*44.3%*	*50.8%*	*49.6%*	*43.3%*	*50.9%*	*34.8%*
%H		*98.4%*	*98.2%*	*50.1%*	*18.6%*	*81.6%*	*50.9%*	*30.8%*
Working part time	594	582	580	280	99	488	281	207
%V	*10.0%*	*10.0%*	*10.0%*	*10.9%*	*10.1%*	*9.9%*	*10.8%*	*9.0%*
%H		*98.0%*	*97.6%*	*47.1%*	*16.7%*	*82.2%*	*47.3%*	*34.8%*
Not working	2730	2663	2639	984	393	2293	997	1295
%V	*46.0%*	*45.8%*	*45.7%*	*38.3%*	*40.3%*	*46.7%*	*38.3%*	*56.2%*
%H		*97.5%*	*96.7%*	*36.0%*	*14.4%*	*84.0%*	*36.5%*	*47.4%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Individual level data

Table 24.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2910	2840	2826	1297	483	2378	1298	1080
%H		*97.6%*	*97.1%*	*44.6%*	*16.6%*	*81.7%*	*44.6%*	*37.1%*
16 - 19	206	202	201	102	44	174	115	59
%V	*7.1%*	*7.1%*	*7.1%*	*7.9%*	*9.1%*	*7.3%*	*8.9%*	*5.5%*
%H		*98.1%*	*97.6%*	*49.5%*	*21.4%*	*84.5%*	*55.8%*	*28.6%*
20 - 24	244	233	232	107	42	198	111	88
%V	*8.4%*	*8.2%*	*8.2%*	*8.2%*	*8.7%*	*8.3%*	*8.6%*	*8.1%*
%H		*95.5%*	*95.1%*	*43.9%*	*17.2%*	*81.1%*	*45.5%*	*36.1%*
25 - 34	469	450	449	232	71	349	197	153
%V	*16.1%*	*15.8%*	*15.9%*	*17.9%*	*14.7%*	*14.7%*	*15.2%*	*14.2%*
%H		*95.9%*	*95.7%*	*49.5%*	*15.1%*	*74.4%*	*42.0%*	*32.6%*
35 - 44	500	486	483	251	97	396	253	143
%V	*17.2%*	*17.1%*	*17.1%*	*19.4%*	*20.1%*	*16.7%*	*19.5%*	*13.2%*
%H		*97.2%*	*96.6%*	*50.2%*	*19.4%*	*79.2%*	*50.6%*	*28.6%*
45 - 54	511	499	498	239	92	419	249	170
%V	*17.6%*	*17.6%*	*17.6%*	*18.4%*	*19.0%*	*17.6%*	*19.2%*	*15.7%*
%H		*97.7%*	*97.5%*	*46.8%*	*18.0%*	*82.0%*	*48.7%*	*33.3%*
55 - 64	437	435	433	185	73	382	203	179
%V	*15.0%*	*15.3%*	*15.3%*	*14.3%*	*15.1%*	*16.1%*	*15.6%*	*16.6%*
%H		*99.5%*	*99.1%*	*42.3%*	*16.7%*	*87.4%*	*46.5%*	*41.0%*
65+	542	535	529	181	63	459	171	288
%V	*18.6%*	*18.8%*	*18.7%*	*14.0%*	*13.0%*	*19.3%*	*13.2%*	*26.7%*
%H		*98.7%*	*97.6%*	*33.4%*	*11.6%*	*84.7%*	*31.5%*	*53.1%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Individual level data

Table 24.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2910	2840	2826	1297	483	2378	1298	1080
%H		*97.6%*	*97.1%*	*44.6%*	*16.6%*	*81.7%*	*44.6%*	*37.1%*
AB	620	611	609	329	92	498	299	199
%V	*21.3%*	*21.5%*	*21.5%*	*25.4%*	*19.0%*	*20.9%*	*23.0%*	*18.4%*
%H		*98.5%*	*98.2%*	*53.1%*	*14.8%*	*80.3%*	*48.2%*	*32.1%*
C1	822	799	797	371	156	656	379	278
%V	*28.2%*	*28.1%*	*28.2%*	*28.6%*	*32.3%*	*27.6%*	*29.2%*	*25.7%*
%H		*97.2%*	*97.0%*	*45.1%*	*19.0%*	*79.8%*	*46.1%*	*33.8%*
C2	687	672	670	317	115	579	331	247
%V	*23.6%*	*23.7%*	*23.7%*	*24.4%*	*23.8%*	*24.3%*	*25.5%*	*22.9%*
%H		*97.8%*	*97.5%*	*46.1%*	*16.7%*	*84.3%*	*48.2%*	*36.0%*
D	467	451	448	190	81	384	199	184
%V	*16.0%*	*15.9%*	*15.9%*	*14.6%*	*16.8%*	*16.1%*	*15.3%*	*17.0%*
%H		*96.6%*	*95.9%*	*40.7%*	*17.3%*	*82.2%*	*42.6%*	*39.4%*
E	314	305	302	90	40	262	90	172
%V	*10.8%*	*10.7%*	*10.7%*	*6.9%*	*8.3%*	*11.0%*	*6.9%*	*15.9%*
%H		*97.1%*	*96.2%*	*28.7%*	*12.7%*	*83.4%*	*28.7%*	*54.8%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Individual level data

Table 24.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2910	2840	2826	1297	483	2378	1298	1080
%H		*97.6%*	*97.1%*	*44.6%*	*16.6%*	*81.7%*	*44.6%*	*37.1%*
Working full time	1604	1570	1566	808	293	1289	802	487
%V	*55.1%*	*55.3%*	*55.4%*	*62.3%*	*60.7%*	*54.2%*	*61.8%*	*45.1%*
%H		*97.9%*	*97.6%*	*50.4%*	*18.3%*	*80.4%*	*50.0%*	*30.4%*
Working part time	132	127	126	56	19	107	56	52
%V	*4.5%*	*4.5%*	*4.5%*	*4.3%*	*3.9%*	*4.5%*	*4.3%*	*4.8%*
%H		*96.2%*	*95.5%*	*42.4%*	*14.4%*	*81.1%*	*42.4%*	*39.4%*
Not working	1174	1142	1133	433	171	982	441	542
%V	*40.3%*	*40.2%*	*40.1%*	*33.4%*	*35.4%*	*41.3%*	*34.0%*	*50.2%*
%H		*97.3%*	*96.5%*	*36.9%*	*14.6%*	*83.6%*	*37.6%*	*46.2%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Individual level data

Table 24.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	3022	2970	2953	1273	493	2530	1307	1224
%H		*98.3%*	*97.7%*	*42.1%*	*16.3%*	*83.7%*	*43.2%*	*40.5%*
16 - 19	174	171	170	79	33	149	86	63
%V	*5.8%*	*5.8%*	*5.8%*	*6.2%*	*6.7%*	*5.9%*	*6.6%*	*5.1%*
%H		*98.3%*	*97.7%*	*45.4%*	*19.0%*	*85.6%*	*49.4%*	*36.2%*
20 - 24	252	238	238	99	48	206	111	95
%V	*8.3%*	*8.0%*	*8.1%*	*7.8%*	*9.7%*	*8.1%*	*8.5%*	*7.8%*
%H		*94.4%*	*94.4%*	*39.3%*	*19.0%*	*81.7%*	*44.0%*	*37.7%*
25 - 34	451	443	441	242	76	341	213	128
%V	*14.9%*	*14.9%*	*14.9%*	*19.0%*	*15.4%*	*13.5%*	*16.3%*	*10.5%*
%H		*98.2%*	*97.8%*	*53.7%*	*16.9%*	*75.6%*	*47.2%*	*28.4%*
35 - 44	513	501	500	247	99	420	259	161
%V	*17.0%*	*16.9%*	*16.9%*	*19.4%*	*20.1%*	*16.6%*	*19.8%*	*13.2%*
%H		*97.7%*	*97.5%*	*48.1%*	*19.3%*	*81.9%*	*50.5%*	*31.4%*
45 - 54	525	518	517	257	95	443	273	170
%V	*17.4%*	*17.4%*	*17.5%*	*20.2%*	*19.3%*	*17.5%*	*20.9%*	*13.9%*
%H		*98.7%*	*98.5%*	*49.0%*	*18.1%*	*84.4%*	*52.0%*	*32.4%*
55 - 64	450	447	445	185	82	389	206	184
%V	*14.9%*	*15.1%*	*15.1%*	*14.5%*	*16.6%*	*15.4%*	*15.8%*	*15.0%*
%H		*99.3%*	*98.9%*	*41.1%*	*18.2%*	*86.4%*	*45.8%*	*40.9%*
65+	658	652	643	164	60	582	159	423
%V	*21.8%*	*22.0%*	*21.8%*	*12.9%*	*12.2%*	*23.0%*	*12.2%*	*34.6%*
%H		*99.1%*	*97.7%*	*24.9%*	*9.1%*	*88.4%*	*24.2%*	*64.3%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Individual level data

Table 24.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	3022	2970	2953	1273	493	2530	1307	1224
%H		*98.3%*	*97.7%*	*42.1%*	*16.3%*	*83.7%*	*43.2%*	*40.5%*
AB	627	619	617	321	97	506	296	210
%V	*20.7%*	*20.8%*	*20.9%*	*25.2%*	*19.7%*	*20.0%*	*22.6%*	*17.2%*
%H		*98.7%*	*98.4%*	*51.2%*	*15.5%*	*80.7%*	*47.2%*	*33.5%*
C1	897	872	867	378	153	732	388	345
%V	*29.7%*	*29.4%*	*29.4%*	*29.7%*	*31.0%*	*28.9%*	*29.7%*	*28.2%*
%H		*97.2%*	*96.7%*	*42.1%*	*17.1%*	*81.6%*	*43.3%*	*38.5%*
C2	588	583	581	265	111	510	297	214
%V	*19.5%*	*19.6%*	*19.7%*	*20.8%*	*22.5%*	*20.2%*	*22.7%*	*17.5%*
%H		*99.1%*	*98.8%*	*45.1%*	*18.9%*	*86.7%*	*50.5%*	*36.4%*
D	494	487	483	197	82	429	218	211
%V	*16.3%*	*16.4%*	*16.4%*	*15.5%*	*16.6%*	*17.0%*	*16.7%*	*17.2%*
%H		*98.6%*	*97.8%*	*39.9%*	*16.6%*	*86.8%*	*44.1%*	*42.7%*
E	415	409	404	111	50	353	108	244
%V	*13.7%*	*13.8%*	*13.7%*	*8.7%*	*10.1%*	*14.0%*	*8.3%*	*19.9%*
%H		*98.6%*	*97.3%*	*26.7%*	*12.0%*	*85.1%*	*26.0%*	*58.8%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

ITV North West / Border Macro

Individual level data

Table 24.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	3022	2970	2953	1273	493	2530	1307	1224
%H		*98.3%*	*97.7%*	*42.1%*	*16.3%*	*83.7%*	*43.2%*	*40.5%*
Working full time	1003	995	993	497	191	839	524	315
%V	*33.2%*	*33.5%*	*33.6%*	*39.0%*	*38.7%*	*33.2%*	*40.1%*	*25.7%*
%H		*99.2%*	*99.0%*	*49.6%*	*19.0%*	*83.6%*	*52.2%*	*31.4%*
Working part time	463	454	454	224	80	381	226	155
%V	*15.3%*	*15.3%*	*15.4%*	*17.6%*	*16.2%*	*15.1%*	*17.3%*	*12.7%*
%H		*98.1%*	*98.1%*	*48.4%*	*17.3%*	*82.3%*	*48.8%*	*33.5%*
Not working	1556	1521	1506	551	222	1310	557	754
%V	*51.5%*	*51.2%*	*51.0%*	*43.3%*	*45.0%*	*51.8%*	*42.6%*	*61.6%*
%H		*97.8%*	*96.8%*	*35.4%*	*14.3%*	*84.2%*	*35.8%*	*48.5%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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S4C

Household level data

Table 25.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
AB	248	243	242	142	18	184	101	83
%V	*18.5%*	*18.7%*	*18.7%*	*19.2%*	*16.4%*	*18.3%*	*18.3%*	*18.3%*
%H (All HH)		*98.0%*	*97.6%*	*57.3%*	*7.3%*	*74.2%*	*40.7%*	*33.5%*
%H (TV HH)			*99.6%*	*58.4%*	*7.4%*	*75.7%*	*41.6%*	*34.2%*
C1	347	332	331	188	30	260	146	114
%V	*26.0%*	*25.6%*	*25.5%*	*25.4%*	*27.3%*	*25.8%*	*26.4%*	*25.2%*
%H (All HH)		*95.7%*	*95.4%*	*54.2%*	*8.6%*	*74.9%*	*42.1%*	*32.9%*
%H (TV HH)			*99.7%*	*56.6%*	*9.0%*	*78.3%*	*44.0%*	*34.3%*
C2	311	306	305	187	30	235	144	91
%V	*23.3%*	*23.6%*	*23.5%*	*25.3%*	*27.3%*	*23.4%*	*26.0%*	*20.1%*
%H (All HH)		*98.4%*	*98.1%*	*60.1%*	*9.6%*	*75.6%*	*46.3%*	*29.3%*
%H (TV HH)			*99.7%*	*61.1%*	*9.8%*	*76.8%*	*47.1%*	*29.7%*
D	245	240	240	136	22	190	106	83
%V	*18.3%*	*18.5%*	*18.5%*	*18.4%*	*20.0%*	*18.9%*	*19.2%*	*18.3%*
%H (All HH)		*98.0%*	*98.0%*	*55.5%*	*9.0%*	*77.6%*	*43.3%*	*33.9%*
%H (TV HH)			*100.0%*	*56.7%*	*9.2%*	*79.2%*	*44.2%*	*34.6%*
E	186	178	178	86	11	137	55	82
%V	*13.9%*	*13.7%*	*13.7%*	*11.6%*	*10.0%*	*13.6%*	*9.9%*	*18.1%*
%H (All HH)		*95.7%*	*95.7%*	*46.2%*	*5.9%*	*73.7%*	*29.6%*	*44.1%*
%H (TV HH)			*100.0%*	*48.3%*	*6.2%*	*77.0%*	*30.9%*	*46.1%*

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Household level data

Table 25.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Under 25	80	70	69	35	6	54	25	29
%V	*6.0%*	*5.4%*	*5.3%*	*4.7%*	*5.5%*	*5.4%*	*4.5%*	*6.4%*
%H (All HH)		*87.5%*	*86.3%*	*43.8%*	*7.5%*	*67.5%*	*31.3%*	*36.3%*
%H (TV HH)			*98.6%*	*50.0%*	*8.6%*	*77.1%*	*35.7%*	*41.4%*
25 - 34	185	175	175	113	18	118	73	44
%V	*13.8%*	*13.5%*	*13.5%*	*15.3%*	*16.4%*	*11.7%*	*13.2%*	*9.7%*
%H (All HH)		*94.6%*	*94.6%*	*61.1%*	*9.7%*	*63.8%*	*39.5%*	*23.8%*
%H (TV HH)			*100.0%*	*64.6%*	*10.3%*	*67.4%*	*41.7%*	*25.1%*
35 - 44	224	219	219	146	20	170	115	55
%V	*16.8%*	*16.9%*	*16.9%*	*19.8%*	*18.2%*	*16.9%*	*20.8%*	*12.1%*
%H (All HH)		*97.8%*	*97.8%*	*65.2%*	*8.9%*	*75.9%*	*51.3%*	*24.6%*
%H (TV HH)			*100.0%*	*66.7%*	*9.1%*	*77.6%*	*52.5%*	*25.1%*
45 - 54	246	242	242	150	25	191	123	68
%V	*18.4%*	*18.6%*	*18.7%*	*20.3%*	*22.7%*	*19.0%*	*22.2%*	*15.0%*
%H (All HH)		*98.4%*	*98.4%*	*61.0%*	*10.2%*	*77.6%*	*50.0%*	*27.6%*
%H (TV HH)			*100.0%*	*62.0%*	*10.3%*	*78.9%*	*50.8%*	*28.1%*
55 - 64	233	228	228	135	18	177	101	76
%V	*17.4%*	*17.6%*	*17.6%*	*18.3%*	*16.4%*	*17.6%*	*18.3%*	*16.8%*
%H (All HH)		*97.9%*	*97.9%*	*57.9%*	*7.7%*	*76.0%*	*43.3%*	*32.6%*
%H (TV HH)			*100.0%*	*59.2%*	*7.9%*	*77.6%*	*44.3%*	*33.3%*
65 +	369	365	364	159	23	296	115	182
%V	*27.6%*	*28.1%*	*28.1%*	*21.5%*	*20.9%*	*29.4%*	*20.8%*	*40.2%*
%H (All HH)		*98.9%*	*98.6%*	*43.1%*	*6.2%*	*80.2%*	*31.2%*	*49.3%*
%H (TV HH)			*99.7%*	*43.6%*	*6.3%*	*81.1%*	*31.5%*	*49.9%*

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
April 2010 - March 2011

S4C

Household level data

Table 25.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
1	429	406	405	168	28	317	107	210
%V	*32.1%*	*31.3%*	*31.3%*	*22.7%*	*25.5%*	*31.5%*	*19.3%*	*46.4%*
%H (All HH)		*94.6%*	*94.4%*	*39.2%*	*6.5%*	*73.9%*	*24.9%*	*49.0%*
%H (TV HH)			*99.8%*	*41.4%*	*6.9%*	*78.1%*	*26.4%*	*51.7%*
2	484	475	474	280	43	368	214	154
%V	*36.2%*	*36.6%*	*36.6%*	*37.9%*	*39.1%*	*36.6%*	*38.7%*	*34.0%*
%H (All HH)		*98.1%*	*97.9%*	*57.9%*	*8.9%*	*76.0%*	*44.2%*	*31.8%*
%H (TV HH)			*99.8%*	*58.9%*	*9.1%*	*77.5%*	*45.1%*	*32.4%*
3	203	199	199	134	19	152	105	47
%V	*15.2%*	*15.3%*	*15.4%*	*18.1%*	*17.3%*	*15.1%*	*19.0%*	*10.4%*
%H (All HH)		*98.0%*	*98.0%*	*66.0%*	*9.4%*	*74.9%*	*51.7%*	*23.2%*
%H (TV HH)			*100.0%*	*67.3%*	*9.5%*	*76.4%*	*52.8%*	*23.6%*
4	155	153	153	110	14	120	89	31
%V	*11.6%*	*11.8%*	*11.8%*	*14.9%*	*12.7%*	*11.9%*	*16.1%*	*6.8%*
%H (All HH)		*98.7%*	*98.7%*	*71.0%*	*9.0%*	*77.4%*	*57.4%*	*20.0%*
%H (TV HH)			*100.0%*	*71.9%*	*9.2%*	*78.4%*	*58.2%*	*20.3%*
5+	67	65	65	47	6	49	38	12
%V	*5.0%*	*5.0%*	*5.0%*	*6.4%*	*5.5%*	*4.9%*	*6.9%*	*2.6%*
%H (All HH)		*97.0%*	*97.0%*	*70.1%*	*9.0%*	*73.1%*	*56.7%*	*17.9%*
%H (TV HH)			*100.0%*	*72.3%*	*9.2%*	*75.4%*	*58.5%*	*18.5%*
Average HH size	2.23	2.25	2.25	2.47	2.38	2.24	2.54	1.87

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
April 2010 - March 2011

S4C

Household level data

Table 25.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Without	1013	980	977	518	82	769	388	381
%V	*75.8%*	*75.4%*	*75.4%*	*70.1%*	*74.5%*	*76.4%*	*70.2%*	*84.1%*
%H (All HH)		*96.7%*	*96.4%*	*51.1%*	*8.1%*	*75.9%*	*38.3%*	*37.6%*
%H (TV HH)			*99.7%*	*52.9%*	*8.4%*	*78.5%*	*39.6%*	*38.9%*
With	324	320	319	221	28	237	165	72
%V	*24.2%*	*24.6%*	*24.6%*	*29.9%*	*25.5%*	*23.6%*	*29.8%*	*15.9%*
%H (All HH)		*98.8%*	*98.5%*	*68.2%*	*8.6%*	*73.1%*	*50.9%*	*22.2%*
%H (TV HH)			*99.7%*	*69.1%*	*8.8%*	*74.1%*	*51.6%*	*22.5%*
0 - 3	121	119	119	81	9	84	55	29
%V	*9.1%*	*9.2%*	*9.2%*	*11.0%*	*8.2%*	*8.3%*	*9.9%*	*6.4%*
%H (All HH)		*98.3%*	*98.3%*	*66.9%*	*7.4%*	*69.4%*	*45.5%*	*24.0%*
%H (TV HH)			*100.0%*	*68.1%*	*7.6%*	*70.6%*	*46.2%*	*24.4%*
4 - 9	152	150	149	106	11	110	76	33
%V	*11.4%*	*11.5%*	*11.5%*	*14.3%*	*10.0%*	*10.9%*	*13.7%*	*7.3%*
%H (All HH)		*98.7%*	*98.0%*	*69.7%*	*7.2%*	*72.4%*	*50.0%*	*21.7%*
%H (TV HH)			*99.3%*	*70.7%*	*7.3%*	*73.3%*	*50.7%*	*22.0%*
10 - 15	160	158	158	112	15	123	91	33
%V	*12.0%*	*12.2%*	*12.2%*	*15.2%*	*13.6%*	*12.2%*	*16.5%*	*7.3%*
%H (All HH)		*98.8%*	*98.8%*	*70.0%*	*9.4%*	*76.9%*	*56.9%*	*20.6%*
%H (TV HH)			*100.0%*	*70.9%*	*9.5%*	*77.8%*	*57.6%*	*20.9%*

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
April 2010 - March 2011

S4C

Household level data

Table 25.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
1	499	499	496	230	42	335	110	225
%V	*37.3%*	*38.4%*	*38.3%*	*31.1%*	*38.2%*	*33.3%*	*19.9%*	*49.7%*
%H (All HH)		*100.0%*	*99.4%*	*46.1%*	*8.4%*	*67.1%*	*22.0%*	*45.1%*
%H (TV HH)			*99.4%*	*46.1%*	*8.4%*	*67.1%*	*22.0%*	*45.1%*
2	475	475	474	284	39	380	225	155
%V	*35.5%*	*36.6%*	*36.6%*	*38.4%*	*35.5%*	*37.8%*	*40.7%*	*34.2%*
%H (All HH)		*100.0%*	*99.8%*	*59.8%*	*8.2%*	*80.0%*	*47.4%*	*32.6%*
%H (TV HH)			*99.8%*	*59.8%*	*8.2%*	*80.0%*	*47.4%*	*32.6%*
3	205	205	205	139	18	185	134	51
%V	*15.3%*	*15.8%*	*15.8%*	*18.8%*	*16.4%*	*18.4%*	*24.2%*	*11.3%*
%H (All HH)		*100.0%*	*100.0%*	*67.8%*	*8.8%*	*90.2%*	*65.4%*	*24.9%*
%H (TV HH)			*100.0%*	*67.8%*	*8.8%*	*90.2%*	*65.4%*	*24.9%*
4	80	80	80	56	9	70	54	15
%V	*6.0%*	*6.2%*	*6.2%*	*7.6%*	*8.2%*	*7.0%*	*9.8%*	*3.3%*
%H (All HH)		*100.0%*	*100.0%*	*70.0%*	*11.3%*	*87.5%*	*67.5%*	*18.8%*
%H (TV HH)			*100.0%*	*70.0%*	*11.3%*	*87.5%*	*67.5%*	*18.8%*
5+	40	40	40	29	4	37	30	7
%V	*3.0%*	*3.1%*	*3.1%*	*3.9%*	*3.6%*	*3.7%*	*5.4%*	*1.5%*
%H (All HH)		*100.0%*	*100.0%*	*72.5%*	*10.0%*	*92.5%*	*75.0%*	*17.5%*
%H (TV HH)			*100.0%*	*72.5%*	*10.0%*	*92.5%*	*75.0%*	*17.5%*

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Household level data

Table 25.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Under 20"	481	481	481	287	37	412	254	159
%V	*36.0%*	*37.0%*	*37.1%*	*38.8%*	*33.6%*	*41.0%*	*45.9%*	*35.1%*
%H (All HH)		*100.0%*	*100.0%*	*59.7%*	*7.7%*	*85.7%*	*52.8%*	*33.1%*
%H (TV HH)			*100.0%*	*59.7%*	*7.7%*	*85.7%*	*52.8%*	*33.1%*
20" - 29"	684	684	683	364	56	552	286	266
%V	*51.2%*	*52.7%*	*52.7%*	*49.3%*	*50.9%*	*54.9%*	*51.7%*	*58.7%*
%H (All HH)		*100.0%*	*99.9%*	*53.2%*	*8.2%*	*80.7%*	*41.8%*	*38.9%*
%H (TV HH)			*99.9%*	*53.2%*	*8.2%*	*80.7%*	*41.8%*	*38.9%*
30" - 39"	631	631	631	401	57	492	315	176
%V	*47.2%*	*48.6%*	*48.7%*	*54.3%*	*51.8%*	*48.9%*	*57.0%*	*38.9%*
%H (All HH)		*100.0%*	*100.0%*	*63.5%*	*9.0%*	*78.0%*	*49.9%*	*27.9%*
%H (TV HH)			*100.0%*	*63.5%*	*9.0%*	*78.0%*	*49.9%*	*27.9%*
40" and over	325	325	325	237	31	252	192	60
%V	*24.3%*	*25.0%*	*25.1%*	*32.1%*	*28.2%*	*25.0%*	*34.7%*	*13.2%*
%H (All HH)		*100.0%*	*100.0%*	*72.9%*	*9.5%*	*77.5%*	*59.1%*	*18.5%*
%H (TV HH)			*100.0%*	*72.9%*	*9.5%*	*77.5%*	*59.1%*	*18.5%*

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Table 25.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Main living room	1287	1287	1284	735	110	996	551	445
%V	*96.3%*	*99.1%*	*99.1%*	*99.5%*	*100.0%*	*99.0%*	*99.6%*	*98.2%*
%H (All HH)		*100.0%*	*99.8%*	*57.1%*	*8.5%*	*77.4%*	*42.8%*	*34.6%*
%H (TV HH)			*99.8%*	*57.1%*	*8.5%*	*77.4%*	*42.8%*	*34.6%*
Kitchen	181	181	180	115	10	154	99	56
%V	*13.5%*	*13.9%*	*13.9%*	*15.6%*	*9.1%*	*15.3%*	*17.9%*	*12.4%*
%H (All HH)		*100.0%*	*99.4%*	*63.5%*	*5.5%*	*85.1%*	*54.7%*	*30.9%*
%H (TV HH)			*99.4%*	*63.5%*	*5.5%*	*85.1%*	*54.7%*	*30.9%*
Adult's bedroom	571	571	571	368	52	486	331	155
%V	*42.7%*	*44.0%*	*44.1%*	*49.8%*	*47.3%*	*48.3%*	*59.9%*	*34.2%*
%H (All HH)		*100.0%*	*100.0%*	*64.4%*	*9.1%*	*85.1%*	*58.0%*	*27.1%*
%H (TV HH)			*100.0%*	*64.4%*	*9.1%*	*85.1%*	*58.0%*	*27.1%*
Child's bedroom	140	140	140	98	15	123	95	28
%V	*10.5%*	*10.8%*	*10.8%*	*13.3%*	*13.6%*	*12.2%*	*17.2%*	*6.2%*
%H (All HH)		*100.0%*	*100.0%*	*70.0%*	*10.7%*	*87.9%*	*67.9%*	*20.0%*
%H (TV HH)			*100.0%*	*70.0%*	*10.7%*	*87.9%*	*67.9%*	*20.0%*
Other bedroom	33	33	33	22	4	28	20	8
%V	*2.5%*	*2.5%*	*2.5%*	*3.0%*	*3.6%*	*2.8%*	*3.6%*	*1.8%*
%H (All HH)		*100.0%*	*100.0%*	*66.7%*	*12.1%*	*84.8%*	*60.6%*	*24.2%*
%H (TV HH)			*100.0%*	*66.7%*	*12.1%*	*84.8%*	*60.6%*	*24.2%*
Second living/dining room	198	198	198	131	17	168	116	52
%V	*14.8%*	*15.2%*	*15.3%*	*17.7%*	*15.5%*	*16.7%*	*21.0%*	*11.5%*
%H (All HH)		*100.0%*	*100.0%*	*66.2%*	*8.6%*	*84.8%*	*58.6%*	*26.3%*
%H (TV HH)			*100.0%*	*66.2%*	*8.6%*	*84.8%*	*58.6%*	*26.3%*
Study/office	18	18	18	12	1	16	10	6
%V	*1.3%*	*1.4%*	*1.4%*	*1.6%*	*0.9%*	*1.6%*	*1.8%*	*1.3%*
%H (All HH)		*100.0%*	*100.0%*	*66.7%*	*5.6%*	*88.9%*	*55.6%*	*33.3%*
%H (TV HH)			*100.0%*	*66.7%*	*5.6%*	*88.9%*	*55.6%*	*33.3%*
TV room	4	4	4	4	0	3	3	1
%V	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.0%*	*0.3%*	*0.5%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*75.0%*	*75.0%*	*25.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*75.0%*	*75.0%*	*25.0%*
No specific location	1	1	1	0	0	1	1	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*
Other	3	3	3	3	0	3	3	0
%V	*0.2%*	*0.2%*	*0.2%*	*0.4%*	*0.0%*	*0.3%*	*0.5%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*
%H (TV HH)			*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

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Table 25.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
PVR	615	615	615	483	44	453	361	92
%V	*46.0%*	*47.3%*	*47.5%*	*65.4%*	*40.0%*	*45.0%*	*65.3%*	*20.3%*
%H (All HH)		*100.0%*	*100.0%*	*78.5%*	*7.2%*	*73.7%*	*58.7%*	*15.0%*
%H (TV HH)			*100.0%*	*78.5%*	*7.2%*	*73.7%*	*58.7%*	*15.0%*
DVDR	176	176	176	112	11	140	86	54
%V	*13.2%*	*13.5%*	*13.6%*	*15.2%*	*10.0%*	*13.9%*	*15.6%*	*11.9%*
%H (All HH)		*100.0%*	*100.0%*	*63.6%*	*6.3%*	*79.5%*	*48.9%*	*30.7%*
%H (TV HH)			*100.0%*	*63.6%*	*6.3%*	*79.5%*	*48.9%*	*30.7%*
VCR	205	205	204	118	18	160	91	69
%V	*15.3%*	*15.8%*	*15.7%*	*16.0%*	*16.4%*	*15.9%*	*16.5%*	*15.2%*
%H (All HH)		*100.0%*	*99.5%*	*57.6%*	*8.8%*	*78.0%*	*44.4%*	*33.7%*
%H (TV HH)			*99.5%*	*57.6%*	*8.8%*	*78.0%*	*44.4%*	*33.7%*
Any recorder	792	792	792	555	61	597	416	181
%V	*59.2%*	*61.0%*	*61.1%*	*75.1%*	*55.5%*	*59.3%*	*75.2%*	*40.0%*
%H (All HH)		*100.0%*	*100.0%*	*70.1%*	*7.7%*	*75.4%*	*52.5%*	*22.9%*
%H (TV HH)			*100.0%*	*70.1%*	*7.7%*	*75.4%*	*52.5%*	*22.9%*

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

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Table 25.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Receives HDTV (via STB or built-in reception)	299	299	299	218	48	222	187	36
%V	*22.4%*	*23.0%*	*23.1%*	*29.5%*	*43.6%*	*22.1%*	*33.8%*	*7.9%*
%H (All HH)		*100.0%*	*100.0%*	*72.9%*	*16.1%*	*74.2%*	*62.5%*	*12.0%*
%H (TV HH)			*100.0%*	*72.9%*	*16.1%*	*74.2%*	*62.5%*	*12.0%*
DVD/Blu-ray player or recorder	996	996	995	607	92	768	467	301
%V	*74.5%*	*76.7%*	*76.8%*	*82.1%*	*83.6%*	*76.3%*	*84.4%*	*66.4%*
%H (All HH)		*100.0%*	*99.9%*	*60.9%*	*9.2%*	*77.1%*	*46.9%*	*30.2%*
%H (TV HH)			*99.9%*	*60.9%*	*9.2%*	*77.1%*	*46.9%*	*30.2%*

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

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Table 25.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1337	1299	1296	739	110	1006	553	453
%H (All HH)		*97.2%*	*96.9%*	*55.3%*	*8.2%*	*75.2%*	*41.4%*	*33.9%*
%H (TV HH)			*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Has PC or Laptop	911	886	885	566	89	672	437	235
%V	*68.1%*	*68.2%*	*68.3%*	*76.6%*	*80.9%*	*66.8%*	*79.0%*	*51.9%*
%H (All HH)		*97.3%*	*97.1%*	*62.1%*	*9.8%*	*73.8%*	*48.0%*	*25.8%*
%H (TV HH)			*99.9%*	*63.9%*	*10.0%*	*75.8%*	*49.3%*	*26.5%*
Has broadband internet	820	799	798	519	85	603	404	199
%V	*61.3%*	*61.5%*	*61.6%*	*70.2%*	*77.3%*	*59.9%*	*73.1%*	*43.9%*
%H (All HH)		*97.4%*	*97.3%*	*63.3%*	*10.4%*	*73.5%*	*49.3%*	*24.3%*
%H (TV HH)			*99.9%*	*65.0%*	*10.6%*	*75.5%*	*50.6%*	*24.9%*

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

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Table 25.11: Screen Size

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
		Platforms available in Household					
Total Sets	2602	2598	1601	226	2126	1341	786
%H		*99.8%*	*61.5%*	*8.7%*	*81.7%*	*51.5%*	*30.2%*
Under 20"	654	654	401	51	567	363	204
%V	*25.1%*	*25.2%*	*25.0%*	*22.6%*	*26.7%*	*27.1%*	*26.0%*
%H		*100.0%*	*61.3%*	*7.8%*	*86.7%*	*55.5%*	*31.2%*
20" - 29"	855	853	466	73	703	384	319
%V	*32.9%*	*32.8%*	*29.1%*	*32.3%*	*33.1%*	*28.6%*	*40.6%*
%H		*99.8%*	*54.5%*	*8.5%*	*82.2%*	*44.9%*	*37.3%*
30" - 39"	726	725	467	68	572	377	195
%V	*27.9%*	*27.9%*	*29.2%*	*30.1%*	*26.9%*	*28.1%*	*24.8%*
%H		*99.9%*	*64.3%*	*9.4%*	*78.8%*	*51.9%*	*26.9%*
40" and over	354	354	262	34	276	214	62
%V	*13.6%*	*13.6%*	*16.4%*	*15.0%*	*13.0%*	*16.0%*	*7.9%*
%H		*100.0%*	*74.0%*	*9.6%*	*78.0%*	*60.5%*	*17.5%*
Don't know	12	12	4	1	9	3	6
%V	*0.5%*	*0.5%*	*0.2%*	*0.4%*	*0.4%*	*0.2%*	*0.8%*
%H		*100.0%*	*33.3%*	*8.3%*	*75.0%*	*25.0%*	*50.0%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 25.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2602	2598	1601	226	2126	1341	786
%H		*99.8%*	*61.5%*	*8.7%*	*81.7%*	*51.5%*	*30.2%*
Main living room	1300	1297	744	111	1007	559	448
%V	*50.0%*	*49.9%*	*46.5%*	*49.1%*	*47.4%*	*41.7%*	*57.0%*
%H		*99.8%*	*57.2%*	*8.5%*	*77.5%*	*43.0%*	*34.5%*
Kitchen	181	181	115	10	155	99	56
%V	*7.0%*	*7.0%*	*7.2%*	*4.4%*	*7.3%*	*7.4%*	*7.1%*
%H		*100.0%*	*63.5%*	*5.5%*	*85.6%*	*54.7%*	*30.9%*
Adult's bedroom	669	669	436	64	574	399	175
%V	*25.7%*	*25.8%*	*27.2%*	*28.3%*	*27.0%*	*29.8%*	*22.3%*
%H		*100.0%*	*65.2%*	*9.6%*	*85.8%*	*59.6%*	*26.2%*
Child's bedroom	185	185	129	20	163	126	37
%V	*7.1%*	*7.1%*	*8.1%*	*8.8%*	*7.7%*	*9.4%*	*4.7%*
%H		*100.0%*	*69.7%*	*10.8%*	*88.1%*	*68.1%*	*20.0%*
Other bedroom	36	36	24	4	31	22	9
%V	*1.4%*	*1.4%*	*1.5%*	*1.8%*	*1.5%*	*1.6%*	*1.1%*
%H		*100.0%*	*66.7%*	*11.1%*	*86.1%*	*61.1%*	*25.0%*
Second living/dining room	202	202	133	17	171	119	52
%V	*7.8%*	*7.8%*	*8.3%*	*7.5%*	*8.0%*	*8.9%*	*6.6%*
%H		*100.0%*	*65.8%*	*8.4%*	*84.7%*	*58.9%*	*25.7%*
Study/office	18	18	12	1	16	10	6
%V	*0.7%*	*0.7%*	*0.7%*	*0.4%*	*0.8%*	*0.7%*	*0.8%*
%H		*100.0%*	*66.7%*	*5.6%*	*88.9%*	*55.6%*	*33.3%*
TV room	4	4	4	0	3	3	1
%V	*0.2%*	*0.2%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*
%H		*100.0%*	*100.0%*	*0.0%*	*75.0%*	*75.0%*	*25.0%*
No specific location	2	2	1	0	2	1	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*
%H		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*
Other	3	3	3	0	3	3	0
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 25.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2602	2598	1601	226	2126	1341	786
%H		*99.8%*	*61.5%*	*8.7%*	*81.7%*	*51.5%*	*30.2%*
PVR	758	758	608	49	552	447	106
%V	*29.1%*	*29.2%*	*38.0%*	*21.7%*	*26.0%*	*33.3%*	*13.5%*
%H		*100.0%*	*80.2%*	*6.5%*	*72.8%*	*59.0%*	*14.0%*
DVDR	210	210	138	13	167	107	60
%V	*8.1%*	*8.1%*	*8.6%*	*5.8%*	*7.9%*	*8.0%*	*7.6%*
%H		*100.0%*	*65.7%*	*6.2%*	*79.5%*	*51.0%*	*28.6%*
VCR	238	238	140	22	189	112	78
%V	*9.1%*	*9.2%*	*8.7%*	*9.7%*	*8.9%*	*8.4%*	*9.9%*
%H		*100.0%*	*58.8%*	*9.2%*	*79.4%*	*47.1%*	*32.8%*
Any recorder	1022	1022	741	73	771	557	214
%V	*39.3%*	*39.3%*	*46.3%*	*32.3%*	*36.3%*	*41.5%*	*27.2%*
%H		*100.0%*	*72.5%*	*7.1%*	*75.4%*	*54.5%*	*20.9%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 25.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2602	2598	1601	226	2126	1341	786
%H		*99.8%*	*61.5%*	*8.7%*	*81.7%*	*51.5%*	*30.2%*
Receives HDTV (via STB or built-in reception)	359	359	260	57	270	224	46
%V	*13.8%*	*13.8%*	*16.2%*	*25.2%*	*12.7%*	*16.7%*	*5.9%*
%H		*100.0%*	*72.4%*	*15.9%*	*75.2%*	*62.4%*	*12.8%*
DVD/Blu-ray player or recorder	1523	1522	974	147	1221	812	409
%V	*58.5%*	*58.6%*	*60.8%*	*65.0%*	*57.4%*	*60.6%*	*52.0%*
%H		*99.9%*	*64.0%*	*9.7%*	*80.2%*	*53.3%*	*26.9%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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Table 25.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1298	1295	738	110	1005	553	453
%H		*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Under 20"	44	44	14	2	36	7	28
%V	*3.4%*	*3.4%*	*1.9%*	*1.8%*	*3.6%*	*1.3%*	*6.2%*
%H		*100.0%*	*31.8%*	*4.5%*	*81.8%*	*15.9%*	*63.6%*
20" - 29"	414	412	176	30	322	117	206
%V	*31.9%*	*31.8%*	*23.8%*	*27.3%*	*32.0%*	*21.2%*	*45.5%*
%H		*99.5%*	*42.5%*	*7.2%*	*77.8%*	*28.3%*	*49.8%*
30" - 39"	522	521	319	46	401	243	158
%V	*40.2%*	*40.2%*	*43.2%*	*41.8%*	*39.9%*	*43.9%*	*34.9%*
%H		*99.8%*	*61.1%*	*8.8%*	*76.8%*	*46.6%*	*30.3%*
40" and over	312	312	227	31	242	184	57
%V	*24.0%*	*24.1%*	*30.8%*	*28.2%*	*24.1%*	*33.3%*	*12.6%*
%H		*100.0%*	*72.8%*	*9.9%*	*77.6%*	*59.0%*	*18.3%*
Don't know	6	6	2	1	5	1	4
%V	*0.5%*	*0.5%*	*0.3%*	*0.9%*	*0.5%*	*0.2%*	*0.9%*
%H		*100.0%*	*33.3%*	*16.7%*	*83.3%*	*16.7%*	*66.7%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Set level data

Table 25.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1298	1295	738	110	1005	553	453
%H		*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
PVR	587	587	466	42	428	344	84
%V	*45.2%*	*45.3%*	*63.1%*	*38.2%*	*42.6%*	*62.2%*	*18.5%*
%H		*100.0%*	*79.4%*	*7.2%*	*72.9%*	*58.6%*	*14.3%*
DVDR	151	151	96	10	119	73	46
%V	*11.6%*	*11.7%*	*13.0%*	*9.1%*	*11.8%*	*13.2%*	*10.2%*
%H		*100.0%*	*63.6%*	*6.6%*	*78.8%*	*48.3%*	*30.5%*
VCR	169	169	93	16	129	68	61
%V	*13.0%*	*13.1%*	*12.6%*	*14.5%*	*12.8%*	*12.3%*	*13.5%*
%H		*100.0%*	*55.0%*	*9.5%*	*76.3%*	*40.2%*	*36.1%*
Any recorder	756	756	535	57	564	396	168
%V	*58.2%*	*58.4%*	*72.5%*	*51.8%*	*56.1%*	*71.6%*	*37.1%*
%H		*100.0%*	*70.8%*	*7.5%*	*74.6%*	*52.4%*	*22.2%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 25.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1298	1295	738	110	1005	553	453
%H		*99.8%*	*56.9%*	*8.5%*	*77.4%*	*42.6%*	*34.9%*
Receives HDTV (via STB or built-in reception)	284	284	207	47	210	177	33
%V	*21.9%*	*21.9%*	*28.0%*	*42.7%*	*20.9%*	*32.0%*	*7.3%*
%H		*100.0%*	*72.9%*	*16.5%*	*73.9%*	*62.3%*	*11.6%*
DVD/Blu-ray player or recorder	931	930	563	88	713	429	283
%V	*71.7%*	*71.8%*	*76.3%*	*80.0%*	*70.9%*	*77.6%*	*62.5%*
%H		*99.9%*	*60.5%*	*9.5%*	*76.6%*	*46.1%*	*30.4%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Set level data

Table 25.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1303	1303	862	116	1121	788	333
%H		*100.0%*	*66.2%*	*8.9%*	*86.0%*	*60.5%*	*25.6%*
Under 20"	610	610	388	49	531	356	175
%V	*46.8%*	*46.8%*	*45.0%*	*42.2%*	*47.4%*	*45.2%*	*52.6%*
%H		*100.0%*	*63.6%*	*8.0%*	*87.0%*	*58.4%*	*28.7%*
20" - 29"	441	441	289	42	381	267	113
%V	*33.8%*	*33.8%*	*33.5%*	*36.2%*	*34.0%*	*33.9%*	*33.9%*
%H		*100.0%*	*65.5%*	*9.5%*	*86.4%*	*60.5%*	*25.6%*
30" - 39"	204	204	148	21	170	133	37
%V	*15.7%*	*15.7%*	*17.2%*	*18.1%*	*15.2%*	*16.9%*	*11.1%*
%H		*100.0%*	*72.5%*	*10.3%*	*83.3%*	*65.2%*	*18.1%*
40" and over	42	42	35	3	35	30	5
%V	*3.2%*	*3.2%*	*4.1%*	*2.6%*	*3.1%*	*3.8%*	*1.5%*
%H		*100.0%*	*83.3%*	*7.1%*	*83.3%*	*71.4%*	*11.9%*
Don't know	6	6	2	1	4	2	3
%V	*0.5%*	*0.5%*	*0.2%*	*0.9%*	*0.4%*	*0.3%*	*0.9%*
%H		*100.0%*	*33.3%*	*16.7%*	*66.7%*	*33.3%*	*50.0%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Set level data

Table 25.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1303	1303	862	116	1121	788	333
%H		*100.0%*	*66.2%*	*8.9%*	*86.0%*	*60.5%*	*25.6%*
PVR	171	171	142	8	124	103	22
%V	*13.1%*	*13.1%*	*16.5%*	*6.9%*	*11.1%*	*13.1%*	*6.6%*
%H		*100.0%*	*83.0%*	*4.7%*	*72.5%*	*60.2%*	*12.9%*
DVDR	58	58	41	3	49	34	15
%V	*4.5%*	*4.5%*	*4.8%*	*2.6%*	*4.4%*	*4.3%*	*4.5%*
%H		*100.0%*	*70.7%*	*5.2%*	*84.5%*	*58.6%*	*25.9%*
VCR	69	69	47	6	60	44	16
%V	*5.3%*	*5.3%*	*5.5%*	*5.2%*	*5.4%*	*5.6%*	*4.8%*
%H		*100.0%*	*68.1%*	*8.7%*	*87.0%*	*63.8%*	*23.2%*
Any recorder	266	266	205	15	207	160	47
%V	*20.4%*	*20.4%*	*23.8%*	*12.9%*	*18.5%*	*20.3%*	*14.1%*
%H		*100.0%*	*77.1%*	*5.6%*	*77.8%*	*60.2%*	*17.7%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1303	1303	862	116	1121	788	333
%H		*100.0%*	*66.2%*	*8.9%*	*86.0%*	*60.5%*	*25.6%*
Receives HDTV (via STB or built-in reception)	75	75	53	10	60	47	13
%V	*5.8%*	*5.8%*	*6.1%*	*8.6%*	*5.4%*	*6.0%*	*3.9%*
%H		*100.0%*	*70.7%*	*13.3%*	*80.0%*	*62.7%*	*17.3%*
DVD/Blu-ray player or recorder	593	593	411	60	508	382	126
%V	*45.5%*	*45.5%*	*47.7%*	*51.7%*	*45.3%*	*48.5%*	*37.8%*
%H		*100.0%*	*69.3%*	*10.1%*	*85.7%*	*64.4%*	*21.2%*

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 HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	2983	2918	2912	1821	262	2253	1406	847
%H		*97.8%*	*97.6%*	*61.0%*	*8.8%*	*75.5%*	*47.1%*	*28.4%*
Total Children	548	539	538	376	46	398	279	120
%V	*18.4%*	*18.5%*	*18.5%*	*20.6%*	*17.6%*	*17.7%*	*19.8%*	*14.2%*
%H		*98.4%*	*98.2%*	*68.6%*	*8.4%*	*72.6%*	*50.9%*	*21.9%*
0 - 3	142	140	140	96	11	98	65	34
%V	*4.8%*	*4.8%*	*4.8%*	*5.3%*	*4.2%*	*4.3%*	*4.6%*	*4.0%*
%H		*98.6%*	*98.6%*	*67.6%*	*7.7%*	*69.0%*	*45.8%*	*23.9%*
4 - 15	406	399	399	280	35	300	214	86
%V	*13.6%*	*13.7%*	*13.7%*	*15.4%*	*13.4%*	*13.3%*	*15.2%*	*10.2%*
%H		*98.3%*	*98.3%*	*69.0%*	*8.6%*	*73.9%*	*52.7%*	*21.2%*
4 - 9	197	192	192	134	16	140	96	44
%V	*6.6%*	*6.6%*	*6.6%*	*7.4%*	*6.1%*	*6.2%*	*6.8%*	*5.2%*
%H		*97.5%*	*97.5%*	*68.0%*	*8.1%*	*71.1%*	*48.7%*	*22.3%*
10 - 15	210	206	206	147	20	160	119	42
%V	*7.0%*	*7.1%*	*7.1%*	*8.1%*	*7.6%*	*7.1%*	*8.5%*	*5.0%*
%H		*98.1%*	*98.1%*	*70.0%*	*9.5%*	*76.2%*	*56.7%*	*20.0%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Individual level data

Table 25.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	2983	2918	2912	1821	262	2253	1406	847
%H		*97.8%*	*97.6%*	*61.0%*	*8.8%*	*75.5%*	*47.1%*	*28.4%*
Total Adults (16+)	2435	2378	2374	1445	215	1854	1127	727
%V	*81.6%*	*81.5%*	*81.5%*	*79.4%*	*82.1%*	*82.3%*	*80.2%*	*85.8%*
%H		*97.7%*	*97.5%*	*59.3%*	*8.8%*	*76.1%*	*46.3%*	*29.9%*
16 - 19	156	152	152	101	15	124	87	38
%V	*5.2%*	*5.2%*	*5.2%*	*5.5%*	*5.7%*	*5.5%*	*6.2%*	*4.5%*
%H		*97.4%*	*97.4%*	*64.7%*	*9.6%*	*79.5%*	*55.8%*	*24.4%*
20 - 24	202	186	184	113	21	146	95	51
%V	*6.8%*	*6.4%*	*6.3%*	*6.2%*	*8.0%*	*6.5%*	*6.8%*	*6.0%*
%H		*92.1%*	*91.1%*	*55.9%*	*10.4%*	*72.3%*	*47.0%*	*25.2%*
25 - 34	351	337	336	220	39	232	153	79
%V	*11.8%*	*11.5%*	*11.5%*	*12.1%*	*14.9%*	*10.3%*	*10.9%*	*9.3%*
%H		*96.0%*	*95.7%*	*62.7%*	*11.1%*	*66.1%*	*43.6%*	*22.5%*
35 - 44	382	375	375	257	34	288	201	87
%V	*12.8%*	*12.9%*	*12.9%*	*14.1%*	*13.0%*	*12.8%*	*14.3%*	*10.3%*
%H		*98.2%*	*98.2%*	*67.3%*	*8.9%*	*75.4%*	*52.6%*	*22.8%*
45 - 54	414	408	408	266	40	326	221	105
%V	*13.9%*	*14.0%*	*14.0%*	*14.6%*	*15.3%*	*14.5%*	*15.7%*	*12.4%*
%H		*98.6%*	*98.6%*	*64.3%*	*9.7%*	*78.7%*	*53.4%*	*25.4%*
55 - 64	389	383	382	236	33	299	182	117
%V	*13.0%*	*13.1%*	*13.1%*	*13.0%*	*12.6%*	*13.3%*	*12.9%*	*13.8%*
%H		*98.5%*	*98.2%*	*60.7%*	*8.5%*	*76.9%*	*46.8%*	*30.1%*
65+	542	537	536	252	34	439	188	250
%V	*18.2%*	*18.4%*	*18.4%*	*13.8%*	*13.0%*	*19.5%*	*13.4%*	*29.5%*
%H		*99.1%*	*98.9%*	*46.5%*	*6.3%*	*81.0%*	*34.7%*	*46.1%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Individual level data

Table 25.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	2435	2378	2374	1445	215	1854	1127	727
%H		*97.7%*	*97.5%*	*59.3%*	*8.8%*	*76.1%*	*46.3%*	*29.9%*
AB	475	467	466	286	38	355	210	145
%V	*19.5%*	*19.6%*	*19.6%*	*19.8%*	*17.7%*	*19.1%*	*18.6%*	*19.9%*
%H		*98.3%*	*98.1%*	*60.2%*	*8.0%*	*74.7%*	*44.2%*	*30.5%*
C1	645	619	618	373	59	489	301	188
%V	*26.5%*	*26.0%*	*26.0%*	*25.8%*	*27.4%*	*26.4%*	*26.7%*	*25.9%*
%H		*96.0%*	*95.8%*	*57.8%*	*9.1%*	*75.8%*	*46.7%*	*29.1%*
C2	616	609	608	391	62	473	312	161
%V	*25.3%*	*25.6%*	*25.6%*	*27.1%*	*28.8%*	*25.5%*	*27.7%*	*22.1%*
%H		*98.9%*	*98.7%*	*63.5%*	*10.1%*	*76.8%*	*50.6%*	*26.1%*
D	444	437	437	271	41	347	219	128
%V	*18.2%*	*18.4%*	*18.4%*	*18.8%*	*19.1%*	*18.7%*	*19.4%*	*17.6%*
%H		*98.4%*	*98.4%*	*61.0%*	*9.2%*	*78.2%*	*49.3%*	*28.8%*
E	255	246	245	125	17	189	84	105
%V	*10.5%*	*10.3%*	*10.3%*	*8.7%*	*7.9%*	*10.2%*	*7.5%*	*14.4%*
%H		*96.5%*	*96.1%*	*49.0%*	*6.7%*	*74.1%*	*32.9%*	*41.2%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Individual level data

Table 25.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	2435	2378	2374	1445	215	1854	1127	727
%H		*97.7%*	*97.5%*	*59.3%*	*8.8%*	*76.1%*	*46.3%*	*29.9%*
Working full time	1042	1023	1021	674	105	781	533	248
%V	*42.8%*	*43.0%*	*43.0%*	*46.6%*	*48.8%*	*42.1%*	*47.3%*	*34.1%*
%H		*98.2%*	*98.0%*	*64.7%*	*10.1%*	*75.0%*	*51.2%*	*23.8%*
Working part time	220	217	217	145	20	166	112	54
%V	*9.0%*	*9.1%*	*9.1%*	*10.0%*	*9.3%*	*9.0%*	*9.9%*	*7.4%*
%H		*98.6%*	*98.6%*	*65.9%*	*9.1%*	*75.5%*	*50.9%*	*24.5%*
Not working	1173	1139	1136	627	90	907	482	425
%V	*48.2%*	*47.9%*	*47.9%*	*43.4%*	*41.9%*	*48.9%*	*42.8%*	*58.5%*
%H		*97.1%*	*96.8%*	*53.5%*	*7.7%*	*77.3%*	*41.1%*	*36.2%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Individual level data

Table 25.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1185	1151	1148	713	107	895	558	337
%H		*97.1%*	*96.9%*	*60.2%*	*9.0%*	*75.5%*	*47.1%*	*28.4%*
16 - 19	85	82	82	56	7	67	47	20
%V	*7.2%*	*7.1%*	*7.1%*	*7.9%*	*6.5%*	*7.5%*	*8.4%*	*5.9%*
%H		*96.5%*	*96.5%*	*65.9%*	*8.2%*	*78.8%*	*55.3%*	*23.5%*
20 - 24	101	93	92	57	10	74	48	25
%V	*8.5%*	*8.1%*	*8.0%*	*8.0%*	*9.3%*	*8.3%*	*8.6%*	*7.4%*
%H		*92.1%*	*91.1%*	*56.4%*	*9.9%*	*73.3%*	*47.5%*	*24.8%*
25 - 34	176	168	167	107	21	115	76	39
%V	*14.9%*	*14.6%*	*14.5%*	*15.0%*	*19.6%*	*12.8%*	*13.6%*	*11.6%*
%H		*95.5%*	*94.9%*	*60.8%*	*11.9%*	*65.3%*	*43.2%*	*22.2%*
35 - 44	185	181	181	127	16	137	97	41
%V	*15.6%*	*15.7%*	*15.8%*	*17.8%*	*15.0%*	*15.3%*	*17.4%*	*12.2%*
%H		*97.8%*	*97.8%*	*68.6%*	*8.6%*	*74.1%*	*52.4%*	*22.2%*
45 - 54	202	198	198	127	19	161	108	53
%V	*17.0%*	*17.2%*	*17.2%*	*17.8%*	*17.8%*	*18.0%*	*19.4%*	*15.7%*
%H		*98.0%*	*98.0%*	*62.9%*	*9.4%*	*79.7%*	*53.5%*	*26.2%*
55 - 64	190	187	186	116	17	145	89	55
%V	*16.0%*	*16.2%*	*16.2%*	*16.3%*	*15.9%*	*16.2%*	*15.9%*	*16.3%*
%H		*98.4%*	*97.9%*	*61.1%*	*8.9%*	*76.3%*	*46.8%*	*28.9%*
65+	246	243	243	122	16	197	93	105
%V	*20.8%*	*21.1%*	*21.2%*	*17.1%*	*15.0%*	*22.0%*	*16.7%*	*31.2%*
%H		*98.8%*	*98.8%*	*49.6%*	*6.5%*	*80.1%*	*37.8%*	*42.7%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Individual level data

Table 25.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1185	1151	1148	713	107	895	558	337
%H		*97.1%*	*96.9%*	*60.2%*	*9.0%*	*75.5%*	*47.1%*	*28.4%*
AB	236	231	231	142	19	177	106	71
%V	*19.9%*	*20.1%*	*20.1%*	*19.9%*	*17.8%*	*19.8%*	*19.0%*	*21.1%*
%H		*97.9%*	*97.9%*	*60.2%*	*8.1%*	*75.0%*	*44.9%*	*30.1%*
C1	298	285	284	177	30	221	143	78
%V	*25.1%*	*24.8%*	*24.7%*	*24.8%*	*28.0%*	*24.7%*	*25.6%*	*23.1%*
%H		*95.6%*	*95.3%*	*59.4%*	*10.1%*	*74.2%*	*48.0%*	*26.2%*
C2	337	332	332	210	34	258	168	90
%V	*28.4%*	*28.8%*	*28.9%*	*29.5%*	*31.8%*	*28.8%*	*30.1%*	*26.7%*
%H		*98.5%*	*98.5%*	*62.3%*	*10.1%*	*76.6%*	*49.9%*	*26.7%*
D	216	211	210	133	18	169	109	60
%V	*18.2%*	*18.3%*	*18.3%*	*18.7%*	*16.8%*	*18.9%*	*19.5%*	*17.8%*
%H		*97.7%*	*97.2%*	*61.6%*	*8.3%*	*78.2%*	*50.5%*	*27.8%*
E	97	92	92	50	6	70	33	37
%V	*8.2%*	*8.0%*	*8.0%*	*7.0%*	*5.6%*	*7.8%*	*5.9%*	*11.0%*
%H		*94.8%*	*94.8%*	*51.5%*	*6.2%*	*72.2%*	*34.0%*	*38.1%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Individual level data

Table 25.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	1185	1151	1148	713	107	895	558	337
%H		*97.1%*	*96.9%*	*60.2%*	*9.0%*	*75.5%*	*47.1%*	*28.4%*
Working full time	634	620	619	410	63	473	323	151
%V	*53.5%*	*53.9%*	*53.9%*	*57.5%*	*58.9%*	*52.8%*	*57.9%*	*44.8%*
%H		*97.8%*	*97.6%*	*64.7%*	*9.9%*	*74.6%*	*50.9%*	*23.8%*
Working part time	46	45	45	29	4	36	23	13
%V	*3.9%*	*3.9%*	*3.9%*	*4.1%*	*3.7%*	*4.0%*	*4.1%*	*3.9%*
%H		*97.8%*	*97.8%*	*63.0%*	*8.7%*	*78.3%*	*50.0%*	*28.3%*
Not working	505	486	484	273	40	387	213	174
%V	*42.6%*	*42.2%*	*42.2%*	*38.3%*	*37.4%*	*43.2%*	*38.2%*	*51.6%*
%H		*96.2%*	*95.8%*	*54.1%*	*7.9%*	*76.6%*	*42.2%*	*34.5%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Individual level data

Table 25.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1251	1227	1225	732	108	959	569	390
%H		*98.1%*	*97.9%*	*58.5%*	*8.6%*	*76.7%*	*45.5%*	*31.2%*
16 - 19	71	70	70	45	7	57	39	18
%V	*5.7%*	*5.7%*	*5.7%*	*6.1%*	*6.5%*	*5.9%*	*6.9%*	*4.6%*
%H		*98.6%*	*98.6%*	*63.4%*	*9.9%*	*80.3%*	*54.9%*	*25.4%*
20 - 24	101	93	93	56	11	73	47	26
%V	*8.1%*	*7.6%*	*7.6%*	*7.7%*	*10.2%*	*7.6%*	*8.3%*	*6.7%*
%H		*92.1%*	*92.1%*	*55.4%*	*10.9%*	*72.3%*	*46.5%*	*25.7%*
25 - 34	175	170	169	112	18	117	78	39
%V	*14.0%*	*13.9%*	*13.8%*	*15.3%*	*16.7%*	*12.2%*	*13.7%*	*10.0%*
%H		*97.1%*	*96.6%*	*64.0%*	*10.3%*	*66.9%*	*44.6%*	*22.3%*
35 - 44	197	194	194	130	18	151	105	47
%V	*15.7%*	*15.8%*	*15.8%*	*17.8%*	*16.7%*	*15.7%*	*18.5%*	*12.1%*
%H		*98.5%*	*98.5%*	*66.0%*	*9.1%*	*76.6%*	*53.3%*	*23.9%*
45 - 54	212	211	211	139	21	165	112	52
%V	*16.9%*	*17.2%*	*17.2%*	*19.0%*	*19.4%*	*17.2%*	*19.7%*	*13.3%*
%H		*99.5%*	*99.5%*	*65.6%*	*9.9%*	*77.8%*	*52.8%*	*24.5%*
55 - 64	198	196	196	120	16	154	93	62
%V	*15.8%*	*16.0%*	*16.0%*	*16.4%*	*14.8%*	*16.1%*	*16.3%*	*15.9%*
%H		*99.0%*	*99.0%*	*60.6%*	*8.1%*	*77.8%*	*47.0%*	*31.3%*
65+	296	294	293	130	18	241	96	146
%V	*23.7%*	*24.0%*	*23.9%*	*17.8%*	*16.7%*	*25.1%*	*16.9%*	*37.4%*
%H		*99.3%*	*99.0%*	*43.9%*	*6.1%*	*81.4%*	*32.4%*	*49.3%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Individual level data

Table 25.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1251	1227	1225	732	108	959	569	390
%H		*98.1%*	*97.9%*	*58.5%*	*8.6%*	*76.7%*	*45.5%*	*31.2%*
AB	239	236	235	143	19	178	104	74
%V	*19.1%*	*19.2%*	*19.2%*	*19.5%*	*17.6%*	*18.6%*	*18.3%*	*19.0%*
%H		*98.7%*	*98.3%*	*59.8%*	*7.9%*	*74.5%*	*43.5%*	*31.0%*
C1	347	334	334	196	29	268	159	110
%V	*27.7%*	*27.2%*	*27.3%*	*26.8%*	*26.9%*	*27.9%*	*27.9%*	*28.2%*
%H		*96.3%*	*96.3%*	*56.5%*	*8.4%*	*77.2%*	*45.8%*	*31.7%*
C2	279	277	276	180	27	215	144	71
%V	*22.3%*	*22.6%*	*22.5%*	*24.6%*	*25.0%*	*22.4%*	*25.3%*	*18.2%*
%H		*99.3%*	*98.9%*	*64.5%*	*9.7%*	*77.1%*	*51.6%*	*25.4%*
D	228	227	227	138	22	178	110	68
%V	*18.2%*	*18.5%*	*18.5%*	*18.9%*	*20.4%*	*18.6%*	*19.3%*	*17.4%*
%H		*99.6%*	*99.6%*	*60.5%*	*9.6%*	*78.1%*	*48.2%*	*29.8%*
E	158	154	153	75	11	119	51	68
%V	*12.6%*	*12.6%*	*12.5%*	*10.2%*	*10.2%*	*12.4%*	*9.0%*	*17.4%*
%H		*97.5%*	*96.8%*	*47.5%*	*7.0%*	*75.3%*	*32.3%*	*43.0%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

S4C

Individual level data

Table 25.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	1251	1227	1225	732	108	959	569	390
%H		*98.1%*	*97.9%*	*58.5%*	*8.6%*	*76.7%*	*45.5%*	*31.2%*
Working full time	408	403	402	263	42	308	210	98
%V	*32.6%*	*32.8%*	*32.8%*	*35.9%*	*38.9%*	*32.1%*	*36.9%*	*25.1%*
%H		*98.8%*	*98.5%*	*64.5%*	*10.3%*	*75.5%*	*51.5%*	*24.0%*
Working part time	174	172	172	116	16	130	89	41
%V	*13.9%*	*14.0%*	*14.0%*	*15.8%*	*14.8%*	*13.6%*	*15.6%*	*10.5%*
%H		*98.9%*	*98.9%*	*66.7%*	*9.2%*	*74.7%*	*51.1%*	*23.6%*
Not working	668	653	652	353	50	521	269	252
%V	*53.4%*	*53.2%*	*53.2%*	*48.2%*	*46.3%*	*54.3%*	*47.3%*	*64.6%*
%H		*97.8%*	*97.6%*	*52.8%*	*7.5%*	*78.0%*	*40.3%*	*37.7%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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C4/Five - South Macro Region

Household level data

Table 26.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7881	7643	7284	3428	942	5168	2191	2977
%H (All HH)		*97.0%*	*92.4%*	*43.5%*	*12.0%*	*65.6%*	*27.8%*	*37.8%*
%H (TV HH)			*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*39.0%*
AB	1942	1905	1835	902	247	1241	540	701
%V	*24.6%*	*24.9%*	*25.2%*	*26.3%*	*26.2%*	*24.0%*	*24.6%*	*23.5%*
%H (All HH)		*98.1%*	*94.5%*	*46.4%*	*12.7%*	*63.9%*	*27.8%*	*36.1%*
%H (TV HH)			*96.3%*	*47.3%*	*13.0%*	*65.1%*	*28.3%*	*36.8%*
C1	2232	2146	2045	978	277	1455	646	808
%V	*28.3%*	*28.1%*	*28.1%*	*28.5%*	*29.4%*	*28.2%*	*29.5%*	*27.1%*
%H (All HH)		*96.1%*	*91.6%*	*43.8%*	*12.4%*	*65.2%*	*28.9%*	*36.2%*
%H (TV HH)			*95.3%*	*45.6%*	*12.9%*	*67.8%*	*30.1%*	*37.7%*
C2	1678	1646	1587	816	206	1135	551	583
%V	*21.3%*	*21.5%*	*21.8%*	*23.8%*	*21.9%*	*22.0%*	*25.1%*	*19.6%*
%H (All HH)		*98.1%*	*94.6%*	*48.6%*	*12.3%*	*67.6%*	*32.8%*	*34.7%*
%H (TV HH)			*96.4%*	*49.6%*	*12.5%*	*69.0%*	*33.5%*	*35.4%*
D	1121	1079	1030	466	138	742	311	431
%V	*14.2%*	*14.1%*	*14.1%*	*13.6%*	*14.6%*	*14.4%*	*14.2%*	*14.5%*
%H (All HH)		*96.3%*	*91.9%*	*41.6%*	*12.3%*	*66.2%*	*27.7%*	*38.4%*
%H (TV HH)			*95.5%*	*43.2%*	*12.8%*	*68.8%*	*28.8%*	*39.9%*
E	908	868	787	265	74	595	143	452
%V	*11.5%*	*11.4%*	*10.8%*	*7.7%*	*7.9%*	*11.5%*	*6.5%*	*15.2%*
%H (All HH)		*95.6%*	*86.7%*	*29.2%*	*8.1%*	*65.5%*	*15.7%*	*49.8%*
%H (TV HH)			*90.7%*	*30.5%*	*8.5%*	*68.5%*	*16.5%*	*52.1%*

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
April 2010 - March 2011

C4/Five - South Macro Region

Household level data

Table 26.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7881	7643	7284	3428	942	5168	2191	2977
%H (All HH)		*97.0%*	*92.4%*	*43.5%*	*12.0%*	*65.6%*	*27.8%*	*37.8%*
%H (TV HH)			*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*39.0%*
Under 25	411	366	338	137	43	229	71	158
%V	*5.2%*	*4.8%*	*4.6%*	*4.0%*	*4.6%*	*4.4%*	*3.2%*	*5.3%*
%H (All HH)		*89.1%*	*82.2%*	*33.3%*	*10.5%*	*55.7%*	*17.3%*	*38.4%*
%H (TV HH)			*92.3%*	*37.4%*	*11.7%*	*62.6%*	*19.4%*	*43.2%*
25 - 34	1129	1055	1026	539	185	611	302	309
%V	*14.3%*	*13.8%*	*14.1%*	*15.7%*	*19.6%*	*11.8%*	*13.8%*	*10.4%*
%H (All HH)		*93.4%*	*90.9%*	*47.7%*	*16.4%*	*54.1%*	*26.7%*	*27.4%*
%H (TV HH)			*97.3%*	*51.1%*	*17.5%*	*57.9%*	*28.6%*	*29.3%*
35 - 44	1391	1357	1328	752	204	899	510	389
%V	*17.7%*	*17.8%*	*18.2%*	*21.9%*	*21.7%*	*17.4%*	*23.3%*	*13.1%*
%H (All HH)		*97.6%*	*95.5%*	*54.1%*	*14.7%*	*64.6%*	*36.7%*	*28.0%*
%H (TV HH)			*97.9%*	*55.4%*	*15.0%*	*66.2%*	*37.6%*	*28.7%*
45 - 54	1446	1414	1377	713	214	972	503	469
%V	*18.3%*	*18.5%*	*18.9%*	*20.8%*	*22.7%*	*18.8%*	*23.0%*	*15.8%*
%H (All HH)		*97.8%*	*95.2%*	*49.3%*	*14.8%*	*67.2%*	*34.8%*	*32.4%*
%H (TV HH)			*97.4%*	*50.4%*	*15.1%*	*68.7%*	*35.6%*	*33.2%*
55 - 64	1367	1342	1296	617	157	939	404	535
%V	*17.3%*	*17.6%*	*17.8%*	*18.0%*	*16.7%*	*18.2%*	*18.4%*	*18.0%*
%H (All HH)		*98.2%*	*94.8%*	*45.1%*	*11.5%*	*68.7%*	*29.6%*	*39.1%*
%H (TV HH)			*96.6%*	*46.0%*	*11.7%*	*70.0%*	*30.1%*	*39.9%*
65 +	2137	2110	1919	668	140	1518	401	1117
%V	*27.1%*	*27.6%*	*26.3%*	*19.5%*	*14.9%*	*29.4%*	*18.3%*	*37.5%*
%H (All HH)		*98.7%*	*89.8%*	*31.3%*	*6.6%*	*71.0%*	*18.8%*	*52.3%*
%H (TV HH)			*90.9%*	*31.7%*	*6.6%*	*71.9%*	*19.0%*	*52.9%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Household level data

Table 26.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7881	7643	7284	3428	942	5168	2191	2977
%H (All HH)		*97.0%*	*92.4%*	*43.5%*	*12.0%*	*65.6%*	*27.8%*	*37.8%*
%H (TV HH)			*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*39.0%*
1	2548	2406	2176	712	221	1595	349	1246
%V	*32.3%*	*31.5%*	*29.9%*	*20.8%*	*23.5%*	*30.9%*	*15.9%*	*41.9%*
%H (All HH)		*94.4%*	*85.4%*	*27.9%*	*8.7%*	*62.6%*	*13.7%*	*48.9%*
%H (TV HH)			*90.4%*	*29.6%*	*9.2%*	*66.3%*	*14.5%*	*51.8%*
2	2788	2741	2649	1277	331	1904	840	1063
%V	*35.4%*	*35.9%*	*36.4%*	*37.3%*	*35.1%*	*36.8%*	*38.3%*	*35.7%*
%H (All HH)		*98.3%*	*95.0%*	*45.8%*	*11.9%*	*68.3%*	*30.1%*	*38.1%*
%H (TV HH)			*96.6%*	*46.6%*	*12.1%*	*69.5%*	*30.6%*	*38.8%*
3	1171	1148	1128	646	186	753	442	310
%V	*14.9%*	*15.0%*	*15.5%*	*18.8%*	*19.7%*	*14.6%*	*20.2%*	*10.4%*
%H (All HH)		*98.0%*	*96.3%*	*55.2%*	*15.9%*	*64.3%*	*37.7%*	*26.5%*
%H (TV HH)			*98.3%*	*56.3%*	*16.2%*	*65.6%*	*38.5%*	*27.0%*
4	960	951	940	551	140	649	385	264
%V	*12.2%*	*12.4%*	*12.9%*	*16.1%*	*14.9%*	*12.6%*	*17.6%*	*8.9%*
%H (All HH)		*99.1%*	*97.9%*	*57.4%*	*14.6%*	*67.6%*	*40.1%*	*27.5%*
%H (TV HH)			*98.8%*	*57.9%*	*14.7%*	*68.2%*	*40.5%*	*27.8%*
5+	414	397	391	242	64	267	175	92
%V	*5.3%*	*5.2%*	*5.4%*	*7.1%*	*6.8%*	*5.2%*	*8.0%*	*3.1%*
%H (All HH)		*95.9%*	*94.4%*	*58.5%*	*15.5%*	*64.5%*	*42.3%*	*22.2%*
%H (TV HH)			*98.5%*	*61.0%*	*16.1%*	*67.3%*	*44.1%*	*23.2%*
Average HH size	2.24	2.26	2.29	2.54	2.49	2.26	2.66	1.97

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
April 2010 - March 2011

C4/Five - South Macro Region

Household level data

Table 26.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7881	7643	7284	3428	942	5168	2191	2977
%H (All HH)		*97.0%*	*92.4%*	*43.5%*	*12.0%*	*65.6%*	*27.8%*	*37.8%*
%H (TV HH)			*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*39.0%*
Without	5963	5754	5426	2347	662	3951	1498	2453
%V	*75.7%*	*75.3%*	*74.5%*	*68.5%*	*70.3%*	*76.5%*	*68.4%*	*82.4%*
%H (All HH)		*96.5%*	*91.0%*	*39.4%*	*11.1%*	*66.3%*	*25.1%*	*41.1%*
%H (TV HH)			*94.3%*	*40.8%*	*11.5%*	*68.7%*	*26.0%*	*42.6%*
With	1918	1889	1859	1081	280	1217	694	523
%V	*24.3%*	*24.7%*	*25.5%*	*31.5%*	*29.7%*	*23.5%*	*31.7%*	*17.6%*
%H (All HH)		*98.5%*	*96.9%*	*56.4%*	*14.6%*	*63.5%*	*36.2%*	*27.3%*
%H (TV HH)			*98.4%*	*57.2%*	*14.8%*	*64.4%*	*36.7%*	*27.7%*
0 - 3	733	718	705	392	110	430	218	212
%V	*9.3%*	*9.4%*	*9.7%*	*11.4%*	*11.7%*	*8.3%*	*9.9%*	*7.1%*
%H (All HH)		*98.0%*	*96.2%*	*53.5%*	*15.0%*	*58.7%*	*29.7%*	*28.9%*
%H (TV HH)			*98.2%*	*54.6%*	*15.3%*	*59.9%*	*30.4%*	*29.5%*
4 - 9	913	899	885	529	131	569	332	237
%V	*11.6%*	*11.8%*	*12.1%*	*15.4%*	*13.9%*	*11.0%*	*15.2%*	*8.0%*
%H (All HH)		*98.5%*	*96.9%*	*57.9%*	*14.3%*	*62.3%*	*36.4%*	*26.0%*
%H (TV HH)			*98.4%*	*58.8%*	*14.6%*	*63.3%*	*36.9%*	*26.4%*
10 - 15	922	913	904	545	143	634	403	231
%V	*11.7%*	*11.9%*	*12.4%*	*15.9%*	*15.2%*	*12.3%*	*18.4%*	*7.8%*
%H (All HH)		*99.0%*	*98.0%*	*59.1%*	*15.5%*	*68.8%*	*43.7%*	*25.1%*
%H (TV HH)			*99.0%*	*59.7%*	*15.7%*	*69.4%*	*44.1%*	*25.3%*

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Household level data

Table 26.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7881	7643	7284	3428	942	5168	2191	2977
%H (All HH)		*97.0%*	*92.4%*	*43.5%*	*12.0%*	*65.6%*	*27.8%*	*37.8%*
%H (TV HH)			*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*39.0%*
1	3006	3006	2757	1012	348	1765	369	1396
%V	*38.1%*	*39.3%*	*37.9%*	*29.5%*	*36.9%*	*34.2%*	*16.8%*	*46.9%*
%H (All HH)		*100.0%*	*91.7%*	*33.7%*	*11.6%*	*58.7%*	*12.3%*	*46.4%*
%H (TV HH)			*91.7%*	*33.7%*	*11.6%*	*58.7%*	*12.3%*	*46.4%*
2	2644	2644	2561	1232	313	1872	833	1039
%V	*33.5%*	*34.6%*	*35.2%*	*35.9%*	*33.2%*	*36.2%*	*38.0%*	*34.9%*
%H (All HH)		*100.0%*	*96.9%*	*46.6%*	*11.8%*	*70.8%*	*31.5%*	*39.3%*
%H (TV HH)			*96.9%*	*46.6%*	*11.8%*	*70.8%*	*31.5%*	*39.3%*
3	1235	1235	1217	698	179	940	574	366
%V	*15.7%*	*16.2%*	*16.7%*	*20.4%*	*19.0%*	*18.2%*	*26.2%*	*12.3%*
%H (All HH)		*100.0%*	*98.5%*	*56.5%*	*14.5%*	*76.1%*	*46.5%*	*29.6%*
%H (TV HH)			*98.5%*	*56.5%*	*14.5%*	*76.1%*	*46.5%*	*29.6%*
4	492	492	485	304	71	379	261	118
%V	*6.2%*	*6.4%*	*6.7%*	*8.9%*	*7.5%*	*7.3%*	*11.9%*	*4.0%*
%H (All HH)		*100.0%*	*98.6%*	*61.8%*	*14.4%*	*77.0%*	*53.0%*	*24.0%*
%H (TV HH)			*98.6%*	*61.8%*	*14.4%*	*77.0%*	*53.0%*	*24.0%*
5+	266	266	264	182	31	211	154	57
%V	*3.4%*	*3.5%*	*3.6%*	*5.3%*	*3.3%*	*4.1%*	*7.0%*	*1.9%*
%H (All HH)		*100.0%*	*99.2%*	*68.4%*	*11.7%*	*79.3%*	*57.9%*	*21.4%*
%H (TV HH)			*99.2%*	*68.4%*	*11.7%*	*79.3%*	*57.9%*	*21.4%*

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
April 2010 - March 2011

C4/Five - South Macro Region

Household level data

Table 26.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7881	7643	7284	3428	942	5168	2191	2977
%H (All HH)		*97.0%*	*92.4%*	*43.5%*	*12.0%*	*65.6%*	*27.8%*	*37.8%*
%H (TV HH)			*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*39.0%*
Under 20"	3256	3256	3111	1499	403	2384	1138	1246
%V	*41.3%*	*42.6%*	*42.7%*	*43.7%*	*42.8%*	*46.1%*	*51.9%*	*41.9%*
%H (All HH)		*100.0%*	*95.5%*	*46.0%*	*12.4%*	*73.2%*	*35.0%*	*38.3%*
%H (TV HH)			*95.5%*	*46.0%*	*12.4%*	*73.2%*	*35.0%*	*38.3%*
20" - 29"	3875	3875	3663	1618	458	2750	1122	1628
%V	*49.2%*	*50.7%*	*50.3%*	*47.2%*	*48.6%*	*53.2%*	*51.2%*	*54.7%*
%H (All HH)		*100.0%*	*94.5%*	*41.8%*	*11.8%*	*71.0%*	*29.0%*	*42.0%*
%H (TV HH)			*94.5%*	*41.8%*	*11.8%*	*71.0%*	*29.0%*	*42.0%*
30" - 39"	3563	3563	3486	1831	474	2452	1233	1219
%V	*45.2%*	*46.6%*	*47.9%*	*53.4%*	*50.3%*	*47.4%*	*56.3%*	*40.9%*
%H (All HH)		*100.0%*	*97.8%*	*51.4%*	*13.3%*	*68.8%*	*34.6%*	*34.2%*
%H (TV HH)			*97.8%*	*51.4%*	*13.3%*	*68.8%*	*34.6%*	*34.2%*
40" and over	1830	1830	1821	1209	254	1212	830	382
%V	*23.2%*	*23.9%*	*25.0%*	*35.3%*	*27.0%*	*23.5%*	*37.9%*	*12.8%*
%H (All HH)		*100.0%*	*99.5%*	*66.1%*	*13.9%*	*66.2%*	*45.4%*	*20.9%*
%H (TV HH)			*99.5%*	*66.1%*	*13.9%*	*66.2%*	*45.4%*	*20.9%*

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Household level data

Table 26.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7881	7643	7284	3428	942	5168	2191	2977
%H (All HH)		*97.0%*	*92.4%*	*43.5%*	*12.0%*	*65.6%*	*27.8%*	*37.8%*
%H (TV HH)			*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*39.0%*
Main living room	7556	7556	7210	3402	936	5109	2176	2933
%V	*95.9%*	*98.9%*	*99.0%*	*99.2%*	*99.4%*	*98.9%*	*99.3%*	*98.5%*
%H (All HH)		*100.0%*	*95.4%*	*45.0%*	*12.4%*	*67.6%*	*28.8%*	*38.8%*
%H (TV HH)			*95.4%*	*45.0%*	*12.4%*	*67.6%*	*28.8%*	*38.8%*
Kitchen	1103	1103	1077	596	101	845	453	392
%V	*14.0%*	*14.4%*	*14.8%*	*17.4%*	*10.7%*	*16.4%*	*20.7%*	*13.2%*
%H (All HH)		*100.0%*	*97.6%*	*54.0%*	*9.2%*	*76.6%*	*41.1%*	*35.5%*
%H (TV HH)			*97.6%*	*54.0%*	*9.2%*	*76.6%*	*41.1%*	*35.5%*
Adult's bedroom	3467	3467	3387	1848	472	2542	1424	1118
%V	*44.0%*	*45.4%*	*46.5%*	*53.9%*	*50.1%*	*49.2%*	*65.0%*	*37.6%*
%H (All HH)		*100.0%*	*97.7%*	*53.3%*	*13.6%*	*73.3%*	*41.1%*	*32.2%*
%H (TV HH)			*97.7%*	*53.3%*	*13.6%*	*73.3%*	*41.1%*	*32.2%*
Child's bedroom	721	721	716	451	107	554	382	173
%V	*9.1%*	*9.4%*	*9.8%*	*13.2%*	*11.4%*	*10.7%*	*17.4%*	*5.8%*
%H (All HH)		*100.0%*	*99.3%*	*62.6%*	*14.8%*	*76.8%*	*53.0%*	*24.0%*
%H (TV HH)			*99.3%*	*62.6%*	*14.8%*	*76.8%*	*53.0%*	*24.0%*
Other bedroom	316	316	312	184	39	232	137	95
%V	*4.0%*	*4.1%*	*4.3%*	*5.4%*	*4.1%*	*4.5%*	*6.3%*	*3.2%*
%H (All HH)		*100.0%*	*98.7%*	*58.2%*	*12.3%*	*73.4%*	*43.4%*	*30.1%*
%H (TV HH)			*98.7%*	*58.2%*	*12.3%*	*73.4%*	*43.4%*	*30.1%*
Second living/dining room	852	852	830	469	96	647	369	278
%V	*10.8%*	*11.1%*	*11.4%*	*13.7%*	*10.2%*	*12.5%*	*16.8%*	*9.3%*
%H (All HH)		*100.0%*	*97.4%*	*55.0%*	*11.3%*	*75.9%*	*43.3%*	*32.6%*
%H (TV HH)			*97.4%*	*55.0%*	*11.3%*	*75.9%*	*43.3%*	*32.6%*
Study/office	183	183	181	111	18	137	82	55
%V	*2.3%*	*2.4%*	*2.5%*	*3.2%*	*1.9%*	*2.7%*	*3.7%*	*1.8%*
%H (All HH)		*100.0%*	*98.9%*	*60.7%*	*9.8%*	*74.9%*	*44.8%*	*30.1%*
%H (TV HH)			*98.9%*	*60.7%*	*9.8%*	*74.9%*	*44.8%*	*30.1%*
TV room	63	63	62	42	3	46	28	18
%V	*0.8%*	*0.8%*	*0.9%*	*1.2%*	*0.3%*	*0.9%*	*1.3%*	*0.6%*
%H (All HH)		*100.0%*	*98.4%*	*66.7%*	*4.8%*	*73.0%*	*44.4%*	*28.6%*
%H (TV HH)			*98.4%*	*66.7%*	*4.8%*	*73.0%*	*44.4%*	*28.6%*
No specific location	18	18	17	7	3	15	7	8
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*
%H (All HH)		*100.0%*	*94.4%*	*38.9%*	*16.7%*	*83.3%*	*38.9%*	*44.4%*
%H (TV HH)			*94.4%*	*38.9%*	*16.7%*	*83.3%*	*38.9%*	*44.4%*
Other	58	58	55	32	4	44	25	20
%V	*0.7%*	*0.8%*	*0.8%*	*0.9%*	*0.4%*	*0.9%*	*1.1%*	*0.7%*
%H (All HH)		*100.0%*	*94.8%*	*55.2%*	*6.9%*	*75.9%*	*43.1%*	*34.5%*
%H (TV HH)			*94.8%*	*55.2%*	*6.9%*	*75.9%*	*43.1%*	*34.5%*

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
April 2010 - March 2011

C4/Five - South Macro Region

Household level data

Table 26.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7881	7643	7284	3428	942	5168	2191	2977
%H (All HH)		*97.0%*	*92.4%*	*43.5%*	*12.0%*	*65.6%*	*27.8%*	*37.8%*
%H (TV HH)			*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*39.0%*
PVR	3429	3429	3428	2355	425	2173	1481	692
%V	*43.5%*	*44.9%*	*47.1%*	*68.7%*	*45.1%*	*42.0%*	*67.6%*	*23.2%*
%H (All HH)		*100.0%*	*100.0%*	*68.7%*	*12.4%*	*63.4%*	*43.2%*	*20.2%*
%H (TV HH)			*100.0%*	*68.7%*	*12.4%*	*63.4%*	*43.2%*	*20.2%*
DVDR	1230	1230	1194	624	146	853	412	441
%V	*15.6%*	*16.1%*	*16.4%*	*18.2%*	*15.5%*	*16.5%*	*18.8%*	*14.8%*
%H (All HH)		*100.0%*	*97.1%*	*50.7%*	*11.9%*	*69.3%*	*33.5%*	*35.9%*
%H (TV HH)			*97.1%*	*50.7%*	*11.9%*	*69.3%*	*33.5%*	*35.9%*
VCR	1649	1649	1544	651	228	1110	426	684
%V	*20.9%*	*21.6%*	*21.2%*	*19.0%*	*24.2%*	*21.5%*	*19.4%*	*23.0%*
%H (All HH)		*100.0%*	*93.6%*	*39.5%*	*13.8%*	*67.3%*	*25.8%*	*41.5%*
%H (TV HH)			*93.6%*	*39.5%*	*13.8%*	*67.3%*	*25.8%*	*41.5%*
Any recorder	4860	4860	4736	2746	612	3175	1739	1436
%V	*61.7%*	*63.6%*	*65.0%*	*80.1%*	*65.0%*	*61.4%*	*79.4%*	*48.2%*
%H (All HH)		*100.0%*	*97.4%*	*56.5%*	*12.6%*	*65.3%*	*35.8%*	*29.5%*
%H (TV HH)			*97.4%*	*56.5%*	*12.6%*	*65.3%*	*35.8%*	*29.5%*

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
April 2010 - March 2011

C4/Five - South Macro Region

Household level data

Table 26.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7881	7643	7284	3428	942	5168	2191	2977
%H (All HH)		*97.0%*	*92.4%*	*43.5%*	*12.0%*	*65.6%*	*27.8%*	*37.8%*
%H (TV HH)			*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*39.0%*
Receives HDTV (via STB or built-in reception)	1950	1950	1950	1257	439	1203	913	290
%V	*24.7%*	*25.5%*	*26.8%*	*36.7%*	*46.6%*	*23.3%*	*41.7%*	*9.7%*
%H (All HH)		*100.0%*	*100.0%*	*64.5%*	*22.5%*	*61.7%*	*46.8%*	*14.9%*
%H (TV HH)			*100.0%*	*64.5%*	*22.5%*	*61.7%*	*46.8%*	*14.9%*
DVD/Blu-ray player or recorder	5987	5987	5823	2908	798	4099	1920	2178
%V	*76.0%*	*78.3%*	*79.9%*	*84.8%*	*84.7%*	*79.3%*	*87.6%*	*73.2%*
%H (All HH)		*100.0%*	*97.3%*	*48.6%*	*13.3%*	*68.5%*	*32.1%*	*36.4%*
%H (TV HH)			*97.3%*	*48.6%*	*13.3%*	*68.5%*	*32.1%*	*36.4%*

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
April 2010 - March 2011

C4/Five - South Macro Region

Household level data

Table 26.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	7881	7643	7284	3428	942	5168	2191	2977
%H (All HH)		*97.0%*	*92.4%*	*43.5%*	*12.0%*	*65.6%*	*27.8%*	*37.8%*
%H (TV HH)			*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*39.0%*
Has PC or Laptop	5915	5747	5605	2907	829	3837	1908	1929
%V	*75.1%*	*75.2%*	*76.9%*	*84.8%*	*88.0%*	*74.2%*	*87.1%*	*64.8%*
%H (All HH)		*97.2%*	*94.8%*	*49.1%*	*14.0%*	*64.9%*	*32.3%*	*32.6%*
%H (TV HH)			*97.5%*	*50.6%*	*14.4%*	*66.8%*	*33.2%*	*33.6%*
Has broadband internet	5433	5286	5165	2732	798	3505	1813	1693
%V	*68.9%*	*69.2%*	*70.9%*	*79.7%*	*84.7%*	*67.8%*	*82.7%*	*56.9%*
%H (All HH)		*97.3%*	*95.1%*	*50.3%*	*14.7%*	*64.5%*	*33.4%*	*31.2%*
%H (TV HH)			*97.7%*	*51.7%*	*15.1%*	*66.3%*	*34.3%*	*32.0%*

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Set level data

Table 26.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	15403	14897	7777	1961	10990	5640	5350
%H		*96.7%*	*50.5%*	*12.7%*	*71.3%*	*36.6%*	*34.7%*
Under 20"	4533	4356	2184	559	3381	1713	1668
%V	*29.4%*	*29.2%*	*28.1%*	*28.5%*	*30.8%*	*30.4%*	*31.2%*
%H		*96.1%*	*48.2%*	*12.3%*	*74.6%*	*37.8%*	*36.8%*
20" - 29"	4743	4515	2083	582	3419	1508	1911
%V	*30.8%*	*30.3%*	*26.8%*	*29.7%*	*31.1%*	*26.7%*	*35.7%*
%H		*95.2%*	*43.9%*	*12.3%*	*72.1%*	*31.8%*	*40.3%*
30" - 39"	4018	3938	2128	532	2788	1466	1322
%V	*26.1%*	*26.4%*	*27.4%*	*27.1%*	*25.4%*	*26.0%*	*24.7%*
%H		*98.0%*	*53.0%*	*13.2%*	*69.4%*	*36.5%*	*32.9%*
40" and over	1998	1989	1336	277	1328	921	407
%V	*13.0%*	*13.4%*	*17.2%*	*14.1%*	*12.1%*	*16.3%*	*7.6%*
%H		*99.5%*	*66.9%*	*13.9%*	*66.5%*	*46.1%*	*20.4%*
Don't know	111	99	47	10	75	32	43
%V	*0.7%*	*0.7%*	*0.6%*	*0.5%*	*0.7%*	*0.6%*	*0.8%*
%H		*89.2%*	*42.3%*	*9.0%*	*67.6%*	*28.8%*	*38.7%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Set level data

Table 26.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	15403	14897	7777	1961	10990	5640	5350
%H		*96.7%*	*50.5%*	*12.7%*	*71.3%*	*36.6%*	*34.7%*
Main living room	7621	7273	3434	943	5156	2199	2957
%V	*49.5%*	*48.8%*	*44.2%*	*48.1%*	*46.9%*	*39.0%*	*55.3%*
%H		*95.4%*	*45.1%*	*12.4%*	*67.7%*	*28.9%*	*38.8%*
Kitchen	1106	1081	599	101	847	455	392
%V	*7.2%*	*7.3%*	*7.7%*	*5.2%*	*7.7%*	*8.1%*	*7.3%*
%H		*97.7%*	*54.2%*	*9.1%*	*76.6%*	*41.1%*	*35.4%*
Adult's bedroom	4170	4078	2255	604	3081	1791	1290
%V	*27.1%*	*27.4%*	*29.0%*	*30.8%*	*28.0%*	*31.8%*	*24.1%*
%H		*97.8%*	*54.1%*	*14.5%*	*73.9%*	*42.9%*	*30.9%*
Child's bedroom	951	946	596	144	737	511	227
%V	*6.2%*	*6.4%*	*7.7%*	*7.3%*	*6.7%*	*9.1%*	*4.2%*
%H		*99.5%*	*62.7%*	*15.1%*	*77.5%*	*53.7%*	*23.9%*
Other bedroom	365	360	223	44	269	166	102
%V	*2.4%*	*2.4%*	*2.9%*	*2.2%*	*2.4%*	*2.9%*	*1.9%*
%H		*98.6%*	*61.1%*	*12.1%*	*73.7%*	*45.5%*	*27.9%*
Second living/dining room	863	839	475	97	654	374	279
%V	*5.6%*	*5.6%*	*6.1%*	*4.9%*	*6.0%*	*6.6%*	*5.2%*
%H		*97.2%*	*55.0%*	*11.2%*	*75.8%*	*43.3%*	*32.3%*
Study/office	187	185	114	18	139	83	56
%V	*1.2%*	*1.2%*	*1.5%*	*0.9%*	*1.3%*	*1.5%*	*1.0%*
%H		*98.9%*	*61.0%*	*9.6%*	*74.3%*	*44.4%*	*29.9%*
TV room	63	62	42	3	46	28	18
%V	*0.4%*	*0.4%*	*0.5%*	*0.2%*	*0.4%*	*0.5%*	*0.3%*
%H		*98.4%*	*66.7%*	*4.8%*	*73.0%*	*44.4%*	*28.6%*
No specific location	18	17	7	3	15	7	8
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*
%H		*94.4%*	*38.9%*	*16.7%*	*83.3%*	*38.9%*	*44.4%*
Other	60	57	32	4	46	25	21
%V	*0.4%*	*0.4%*	*0.4%*	*0.2%*	*0.4%*	*0.4%*	*0.4%*
%H		*95.0%*	*53.3%*	*6.7%*	*76.7%*	*41.7%*	*35.0%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Set level data

Table 26.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	15403	14897	7777	1961	10990	5640	5350
%H		*96.7%*	*50.5%*	*12.7%*	*71.3%*	*36.6%*	*34.7%*
PVR	4314	4312	3122	487	2664	1903	761
%V	*28.0%*	*28.9%*	*40.1%*	*24.8%*	*24.2%*	*33.7%*	*14.2%*
%H		*100.0%*	*72.4%*	*11.3%*	*61.8%*	*44.1%*	*17.6%*
DVDR	1442	1404	763	170	1010	516	493
%V	*9.4%*	*9.4%*	*9.8%*	*8.7%*	*9.2%*	*9.1%*	*9.2%*
%H		*97.4%*	*52.9%*	*11.8%*	*70.0%*	*35.8%*	*34.2%*
VCR	1905	1789	779	265	1290	517	773
%V	*12.4%*	*12.0%*	*10.0%*	*13.5%*	*11.7%*	*9.2%*	*14.4%*
%H		*93.9%*	*40.9%*	*13.9%*	*67.7%*	*27.1%*	*40.6%*
Any recorder	6363	6225	3847	767	4130	2432	1698
%V	*41.3%*	*41.8%*	*49.5%*	*39.1%*	*37.6%*	*43.1%*	*31.7%*
%H		*97.8%*	*60.5%*	*12.1%*	*64.9%*	*38.2%*	*26.7%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 26.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	15403	14897	7777	1961	10990	5640	5350
%H		*96.7%*	*50.5%*	*12.7%*	*71.3%*	*36.6%*	*34.7%*
Receives HDTV (via STB or built-in reception)	2431	2431	1604	519	1500	1148	352
%V	*15.8%*	*16.3%*	*20.6%*	*26.5%*	*13.6%*	*20.4%*	*6.6%*
%H		*100.0%*	*66.0%*	*21.3%*	*61.7%*	*47.2%*	*14.5%*
DVD/Blu-ray player or recorder	8802	8616	4614	1223	6270	3373	2897
%V	*57.1%*	*57.8%*	*59.3%*	*62.4%*	*57.1%*	*59.8%*	*54.1%*
%H		*97.9%*	*52.4%*	*13.9%*	*71.2%*	*38.3%*	*32.9%*

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

Set level data

Table 26.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	7640	7282	3427	942	5166	2191	2974
%H		*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*38.9%*
Under 20"	367	301	60	32	239	30	209
%V	*4.8%*	*4.1%*	*1.8%*	*3.4%*	*4.6%*	*1.4%*	*7.0%*
%H		*82.0%*	*16.3%*	*8.7%*	*65.1%*	*8.2%*	*56.9%*
20" - 29"	2436	2236	739	254	1671	415	1256
%V	*31.9%*	*30.7%*	*21.6%*	*27.0%*	*32.3%*	*18.9%*	*42.2%*
%H		*91.8%*	*30.3%*	*10.4%*	*68.6%*	*17.0%*	*51.6%*
30" - 39"	3019	2943	1445	405	2060	940	1119
%V	*39.5%*	*40.4%*	*42.2%*	*43.0%*	*39.9%*	*42.9%*	*37.6%*
%H		*97.5%*	*47.9%*	*13.4%*	*68.2%*	*31.1%*	*37.1%*
40" and over	1761	1753	1163	247	1160	795	366
%V	*23.0%*	*24.1%*	*33.9%*	*26.2%*	*22.5%*	*36.3%*	*12.3%*
%H		*99.5%*	*66.0%*	*14.0%*	*65.9%*	*45.1%*	*20.8%*
Don't know	57	48	20	4	35	11	24
%V	*0.7%*	*0.7%*	*0.6%*	*0.4%*	*0.7%*	*0.5%*	*0.8%*
%H		*84.2%*	*35.1%*	*7.0%*	*61.4%*	*19.3%*	*42.1%*

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

Set level data

Table 26.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	7640	7282	3427	942	5166	2191	2974
%H		*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*38.9%*
PVR	3315	3315	2298	405	2080	1428	652
%V	*43.4%*	*45.5%*	*67.1%*	*43.0%*	*40.3%*	*65.2%*	*21.9%*
%H		*100.0%*	*69.3%*	*12.2%*	*62.7%*	*43.1%*	*19.7%*
DVDR	1073	1038	535	121	731	335	396
%V	*14.0%*	*14.3%*	*15.6%*	*12.8%*	*14.2%*	*15.3%*	*13.3%*
%H		*96.7%*	*49.9%*	*11.3%*	*68.1%*	*31.2%*	*36.9%*
VCR	1385	1285	516	188	921	326	595
%V	*18.1%*	*17.6%*	*15.1%*	*20.0%*	*17.8%*	*14.9%*	*20.0%*
%H		*92.8%*	*37.3%*	*13.6%*	*66.5%*	*23.5%*	*43.0%*
Any recorder	4673	4555	2672	582	3031	1675	1355
%V	*61.2%*	*62.6%*	*78.0%*	*61.8%*	*58.7%*	*76.4%*	*45.6%*
%H		*97.5%*	*57.2%*	*12.5%*	*64.9%*	*35.8%*	*29.0%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 26.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	7640	7282	3427	942	5166	2191	2974
%H		*95.3%*	*44.9%*	*12.3%*	*67.6%*	*28.7%*	*38.9%*
Receives HDTV (via STB or built-in reception)	1860	1860	1199	426	1136	867	269
%V	*24.3%*	*25.5%*	*35.0%*	*45.2%*	*22.0%*	*39.6%*	*9.0%*
%H		*100.0%*	*64.5%*	*22.9%*	*61.1%*	*46.6%*	*14.5%*
DVD/Blu-ray player or recorder	5652	5494	2726	754	3851	1780	2070
%V	*74.0%*	*75.4%*	*79.5%*	*80.0%*	*74.5%*	*81.2%*	*69.6%*
%H		*97.2%*	*48.2%*	*13.3%*	*68.1%*	*31.5%*	*36.6%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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C4/Five - South Macro Region

Set level data

Table 26.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	7763	7616	4350	1018	5824	3448	2376
%H		*98.1%*	*56.0%*	*13.1%*	*75.0%*	*44.4%*	*30.6%*
Under 20"	4166	4054	2124	527	3142	1683	1459
%V	*53.7%*	*53.2%*	*48.8%*	*51.8%*	*53.9%*	*48.8%*	*61.4%*
%H		*97.3%*	*51.0%*	*12.7%*	*75.4%*	*40.4%*	*35.0%*
20" - 29"	2307	2278	1344	328	1747	1092	655
%V	*29.7%*	*29.9%*	*30.9%*	*32.2%*	*30.0%*	*31.7%*	*27.6%*
%H		*98.7%*	*58.3%*	*14.2%*	*75.7%*	*47.3%*	*28.4%*
30" - 39"	999	995	683	127	728	526	203
%V	*12.9%*	*13.1%*	*15.7%*	*12.5%*	*12.5%*	*15.3%*	*8.5%*
%H		*99.6%*	*68.4%*	*12.7%*	*72.9%*	*52.7%*	*20.3%*
40" and over	237	236	173	30	168	127	41
%V	*3.1%*	*3.1%*	*4.0%*	*2.9%*	*2.9%*	*3.7%*	*1.7%*
%H		*99.6%*	*73.0%*	*12.7%*	*70.9%*	*53.6%*	*17.3%*
Don't know	54	51	27	7	39	21	18
%V	*0.7%*	*0.7%*	*0.6%*	*0.7%*	*0.7%*	*0.6%*	*0.8%*
%H		*94.4%*	*50.0%*	*13.0%*	*72.2%*	*38.9%*	*33.3%*

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	7763	7616	4350	1018	5824	3448	2376
%H		*98.1%*	*56.0%*	*13.1%*	*75.0%*	*44.4%*	*30.6%*
PVR	999	997	824	82	583	475	108
%V	*12.9%*	*13.1%*	*18.9%*	*8.1%*	*10.0%*	*13.8%*	*4.5%*
%H		*99.8%*	*82.5%*	*8.2%*	*58.4%*	*47.5%*	*10.8%*
DVDR	369	366	228	49	279	181	97
%V	*4.8%*	*4.8%*	*5.2%*	*4.8%*	*4.8%*	*5.2%*	*4.1%*
%H		*99.2%*	*61.8%*	*13.3%*	*75.6%*	*49.1%*	*26.3%*
VCR	520	504	263	77	369	192	177
%V	*6.7%*	*6.6%*	*6.0%*	*7.6%*	*6.3%*	*5.6%*	*7.4%*
%H		*96.9%*	*50.6%*	*14.8%*	*71.0%*	*36.9%*	*34.0%*
Any recorder	1690	1671	1175	185	1099	756	343
%V	*21.8%*	*21.9%*	*27.0%*	*18.2%*	*18.9%*	*21.9%*	*14.4%*
%H		*98.9%*	*69.5%*	*10.9%*	*65.0%*	*44.7%*	*20.3%*

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	7763	7616	4350	1018	5824	3448	2376
%H		*98.1%*	*56.0%*	*13.1%*	*75.0%*	*44.4%*	*30.6%*
Receives HDTV (via STB or built-in reception)	571	571	406	93	364	281	83
%V	*7.4%*	*7.5%*	*9.3%*	*9.1%*	*6.3%*	*8.1%*	*3.5%*
%H		*100.0%*	*71.1%*	*16.3%*	*63.7%*	*49.2%*	*14.5%*
DVD/Blu-ray player or recorder	3150	3122	1888	468	2420	1592	827
%V	*40.6%*	*41.0%*	*43.4%*	*46.0%*	*41.6%*	*46.2%*	*34.8%*
%H		*99.1%*	*59.9%*	*14.9%*	*76.8%*	*50.5%*	*26.3%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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C4/Five - South Macro Region

Individual level data

Table 26.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	17692	17255	16706	8698	2345	11685	5830	5855
%H		*97.5%*	*94.4%*	*49.2%*	*13.3%*	*66.0%*	*33.0%*	*33.1%*
Total Children	3247	3197	3156	1848	482	2070	1198	872
%V	*18.4%*	*18.5%*	*18.9%*	*21.2%*	*20.6%*	*17.7%*	*20.5%*	*14.9%*
%H		*98.5%*	*97.2%*	*56.9%*	*14.8%*	*63.8%*	*36.9%*	*26.9%*
0 - 3	869	850	837	456	134	515	256	258
%V	*4.9%*	*4.9%*	*5.0%*	*5.2%*	*5.7%*	*4.4%*	*4.4%*	*4.4%*
%H		*97.8%*	*96.3%*	*52.5%*	*15.4%*	*59.3%*	*29.5%*	*29.7%*
4 - 15	2378	2346	2319	1392	348	1556	942	614
%V	*13.4%*	*13.6%*	*13.9%*	*16.0%*	*14.8%*	*13.3%*	*16.2%*	*10.5%*
%H		*98.7%*	*97.5%*	*58.5%*	*14.6%*	*65.4%*	*39.6%*	*25.8%*
4 - 9	1179	1158	1143	679	167	738	425	313
%V	*6.7%*	*6.7%*	*6.8%*	*7.8%*	*7.1%*	*6.3%*	*7.3%*	*5.3%*
%H		*98.2%*	*96.9%*	*57.6%*	*14.2%*	*62.6%*	*36.0%*	*26.5%*
10 - 15	1199	1188	1176	713	181	818	517	301
%V	*6.8%*	*6.9%*	*7.0%*	*8.2%*	*7.7%*	*7.0%*	*8.9%*	*5.1%*
%H		*99.1%*	*98.1%*	*59.5%*	*15.1%*	*68.2%*	*43.1%*	*25.1%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Individual level data

Table 26.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	17692	17255	16706	8698	2345	11685	5830	5855
%H		*97.5%*	*94.4%*	*49.2%*	*13.3%*	*66.0%*	*33.0%*	*33.1%*
Total Adults (16+)	14445	14058	13550	6849	1863	9615	4632	4983
%V	*81.6%*	*81.5%*	*81.1%*	*78.7%*	*79.4%*	*82.3%*	*79.5%*	*85.1%*
%H		*97.3%*	*93.8%*	*47.4%*	*12.9%*	*66.6%*	*32.1%*	*34.5%*
16 - 19	889	854	836	465	130	607	355	252
%V	*5.0%*	*4.9%*	*5.0%*	*5.3%*	*5.5%*	*5.2%*	*6.1%*	*4.3%*
%H		*96.1%*	*94.0%*	*52.3%*	*14.6%*	*68.3%*	*39.9%*	*28.3%*
20 - 24	1098	1024	972	494	164	673	349	324
%V	*6.2%*	*5.9%*	*5.8%*	*5.7%*	*7.0%*	*5.8%*	*6.0%*	*5.5%*
%H		*93.3%*	*88.5%*	*45.0%*	*14.9%*	*61.3%*	*31.8%*	*29.5%*
25 - 34	2149	2027	1978	1065	365	1210	642	568
%V	*12.1%*	*11.7%*	*11.8%*	*12.2%*	*15.6%*	*10.4%*	*11.0%*	*9.7%*
%H		*94.3%*	*92.0%*	*49.6%*	*17.0%*	*56.3%*	*29.9%*	*26.4%*
35 - 44	2404	2351	2312	1349	353	1560	914	647
%V	*13.6%*	*13.6%*	*13.8%*	*15.5%*	*15.1%*	*13.4%*	*15.7%*	*11.1%*
%H		*97.8%*	*96.2%*	*56.1%*	*14.7%*	*64.9%*	*38.0%*	*26.9%*
45 - 54	2476	2436	2380	1295	348	1692	927	766
%V	*14.0%*	*14.1%*	*14.2%*	*14.9%*	*14.8%*	*14.5%*	*15.9%*	*13.1%*
%H		*98.4%*	*96.1%*	*52.3%*	*14.1%*	*68.3%*	*37.4%*	*30.9%*
55 - 64	2245	2214	2156	1064	280	1573	737	836
%V	*12.7%*	*12.8%*	*12.9%*	*12.2%*	*11.9%*	*13.5%*	*12.6%*	*14.3%*
%H		*98.6%*	*96.0%*	*47.4%*	*12.5%*	*70.1%*	*32.8%*	*37.2%*
65+	3184	3152	2915	1116	222	2300	710	1590
%V	*18.0%*	*18.3%*	*17.4%*	*12.8%*	*9.5%*	*19.7%*	*12.2%*	*27.2%*
%H		*99.0%*	*91.6%*	*35.1%*	*7.0%*	*72.2%*	*22.3%*	*49.9%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Individual level data

Table 26.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	14445	14058	13550	6849	1863	9615	4632	4983
%H		*97.3%*	*93.8%*	*47.4%*	*12.9%*	*66.6%*	*32.1%*	*34.5%*
AB	3752	3695	3593	1858	502	2427	1157	1270
%V	*26.0%*	*26.3%*	*26.5%*	*27.1%*	*26.9%*	*25.2%*	*25.0%*	*25.5%*
%H		*98.5%*	*95.8%*	*49.5%*	*13.4%*	*64.7%*	*30.8%*	*33.8%*
C1	4160	3993	3847	1968	549	2738	1365	1373
%V	*28.8%*	*28.4%*	*28.4%*	*28.7%*	*29.5%*	*28.5%*	*29.5%*	*27.6%*
%H		*96.0%*	*92.5%*	*47.3%*	*13.2%*	*65.8%*	*32.8%*	*33.0%*
C2	3318	3269	3180	1727	429	2295	1226	1068
%V	*23.0%*	*23.3%*	*23.5%*	*25.2%*	*23.0%*	*23.9%*	*26.5%*	*21.4%*
%H		*98.5%*	*95.8%*	*52.0%*	*12.9%*	*69.2%*	*36.9%*	*32.2%*
D	2020	1956	1879	921	273	1367	668	700
%V	*14.0%*	*13.9%*	*13.9%*	*13.4%*	*14.7%*	*14.2%*	*14.4%*	*14.0%*
%H		*96.8%*	*93.0%*	*45.6%*	*13.5%*	*67.7%*	*33.1%*	*34.7%*
E	1195	1146	1051	376	111	789	216	572
%V	*8.3%*	*8.2%*	*7.8%*	*5.5%*	*6.0%*	*8.2%*	*4.7%*	*11.5%*
%H		*95.9%*	*87.9%*	*31.5%*	*9.3%*	*66.0%*	*18.1%*	*47.9%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Individual level data

Table 26.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	14445	14058	13550	6849	1863	9615	4632	4983
%H		*97.3%*	*93.8%*	*47.4%*	*12.9%*	*66.6%*	*32.1%*	*34.5%*
Working full time	6479	6334	6193	3461	986	4182	2352	1831
%V	*44.9%*	*45.1%*	*45.7%*	*50.5%*	*52.9%*	*43.5%*	*50.8%*	*36.7%*
%H		*97.8%*	*95.6%*	*53.4%*	*15.2%*	*64.5%*	*36.3%*	*28.3%*
Working part time	1617	1588	1555	814	231	1091	565	526
%V	*11.2%*	*11.3%*	*11.5%*	*11.9%*	*12.4%*	*11.3%*	*12.2%*	*10.6%*
%H		*98.2%*	*96.2%*	*50.3%*	*14.3%*	*67.5%*	*34.9%*	*32.5%*
Not working	6349	6137	5802	2575	646	4341	1716	2626
%V	*44.0%*	*43.7%*	*42.8%*	*37.6%*	*34.7%*	*45.1%*	*37.0%*	*52.7%*
%H		*96.7%*	*91.4%*	*40.6%*	*10.2%*	*68.4%*	*27.0%*	*41.4%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Individual level data

Table 26.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	7028	6808	6590	3459	924	4635	2354	2281
%H		*96.9%*	*93.8%*	*49.2%*	*13.1%*	*66.0%*	*33.5%*	*32.5%*
16 - 19	463	446	438	259	64	315	195	120
%V	*6.6%*	*6.6%*	*6.6%*	*7.5%*	*6.9%*	*6.8%*	*8.3%*	*5.3%*
%H		*96.3%*	*94.6%*	*55.9%*	*13.8%*	*68.0%*	*42.1%*	*25.9%*
20 - 24	556	516	492	263	86	339	190	150
%V	*7.9%*	*7.6%*	*7.5%*	*7.6%*	*9.3%*	*7.3%*	*8.1%*	*6.6%*
%H		*92.8%*	*88.5%*	*47.3%*	*15.5%*	*61.0%*	*34.2%*	*27.0%*
25 - 34	1094	1020	994	533	188	607	321	285
%V	*15.6%*	*15.0%*	*15.1%*	*15.4%*	*20.3%*	*13.1%*	*13.6%*	*12.5%*
%H		*93.2%*	*90.9%*	*48.7%*	*17.2%*	*55.5%*	*29.3%*	*26.1%*
35 - 44	1168	1141	1124	661	173	752	443	309
%V	*16.6%*	*16.8%*	*17.1%*	*19.1%*	*18.7%*	*16.2%*	*18.8%*	*13.5%*
%H		*97.7%*	*96.2%*	*56.6%*	*14.8%*	*64.4%*	*37.9%*	*26.5%*
45 - 54	1221	1198	1166	650	163	830	465	365
%V	*17.4%*	*17.6%*	*17.7%*	*18.8%*	*17.6%*	*17.9%*	*19.8%*	*16.0%*
%H		*98.1%*	*95.5%*	*53.2%*	*13.3%*	*68.0%*	*38.1%*	*29.9%*
55 - 64	1081	1061	1032	515	140	760	371	389
%V	*15.4%*	*15.6%*	*15.7%*	*14.9%*	*15.2%*	*16.4%*	*15.8%*	*17.1%*
%H		*98.1%*	*95.5%*	*47.6%*	*13.0%*	*70.3%*	*34.3%*	*36.0%*
65+	1445	1427	1344	578	110	1034	370	664
%V	*20.6%*	*21.0%*	*20.4%*	*16.7%*	*11.9%*	*22.3%*	*15.7%*	*29.1%*
%H		*98.8%*	*93.0%*	*40.0%*	*7.6%*	*71.6%*	*25.6%*	*46.0%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Individual level data

Table 26.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	7028	6808	6590	3459	924	4635	2354	2281
%H		*96.9%*	*93.8%*	*49.2%*	*13.1%*	*66.0%*	*33.5%*	*32.5%*
AB	1887	1856	1811	965	253	1210	599	611
%V	*26.8%*	*27.3%*	*27.5%*	*27.9%*	*27.4%*	*26.1%*	*25.4%*	*26.8%*
%H		*98.4%*	*96.0%*	*51.1%*	*13.4%*	*64.1%*	*31.7%*	*32.4%*
C1	1932	1849	1792	966	270	1246	669	577
%V	*27.5%*	*27.2%*	*27.2%*	*27.9%*	*29.2%*	*26.9%*	*28.4%*	*25.3%*
%H		*95.7%*	*92.8%*	*50.0%*	*14.0%*	*64.5%*	*34.6%*	*29.9%*
C2	1782	1751	1703	926	226	1236	660	575
%V	*25.4%*	*25.7%*	*25.8%*	*26.8%*	*24.5%*	*26.7%*	*28.0%*	*25.2%*
%H		*98.3%*	*95.6%*	*52.0%*	*12.7%*	*69.4%*	*37.0%*	*32.3%*
D	964	921	884	451	132	648	339	309
%V	*13.7%*	*13.5%*	*13.4%*	*13.0%*	*14.3%*	*14.0%*	*14.4%*	*13.5%*
%H		*95.5%*	*91.7%*	*46.8%*	*13.7%*	*67.2%*	*35.2%*	*32.1%*
E	463	432	400	151	43	296	87	209
%V	*6.6%*	*6.3%*	*6.1%*	*4.4%*	*4.7%*	*6.4%*	*3.7%*	*9.2%*
%H		*93.3%*	*86.4%*	*32.6%*	*9.3%*	*63.9%*	*18.8%*	*45.1%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Individual level data

Table 26.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	7028	6808	6590	3459	924	4635	2354	2281
%H		*96.9%*	*93.8%*	*49.2%*	*13.1%*	*66.0%*	*33.5%*	*32.5%*
Working full time	4078	3978	3891	2202	607	2635	1499	1136
%V	*58.0%*	*58.4%*	*59.0%*	*63.7%*	*65.7%*	*56.9%*	*63.7%*	*49.8%*
%H		*97.5%*	*95.4%*	*54.0%*	*14.9%*	*64.6%*	*36.8%*	*27.9%*
Working part time	297	283	270	136	35	201	99	102
%V	*4.2%*	*4.2%*	*4.1%*	*3.9%*	*3.8%*	*4.3%*	*4.2%*	*4.5%*
%H		*95.3%*	*90.9%*	*45.8%*	*11.8%*	*67.7%*	*33.3%*	*34.3%*
Not working	2654	2547	2428	1121	281	1799	756	1043
%V	*37.8%*	*37.4%*	*36.8%*	*32.4%*	*30.4%*	*38.8%*	*32.1%*	*45.7%*
%H		*96.0%*	*91.5%*	*42.2%*	*10.6%*	*67.8%*	*28.5%*	*39.3%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Individual level data

Table 26.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	7417	7250	6960	3390	939	4980	2278	2702
%H		*97.7%*	*93.8%*	*45.7%*	*12.7%*	*67.1%*	*30.7%*	*36.4%*
16 - 19	426	408	398	206	67	292	159	133
%V	*5.7%*	*5.6%*	*5.7%*	*6.1%*	*7.1%*	*5.9%*	*7.0%*	*4.9%*
%H		*95.8%*	*93.4%*	*48.4%*	*15.7%*	*68.5%*	*37.3%*	*31.2%*
20 - 24	543	508	480	231	78	334	159	174
%V	*7.3%*	*7.0%*	*6.9%*	*6.8%*	*8.3%*	*6.7%*	*7.0%*	*6.4%*
%H		*93.6%*	*88.4%*	*42.5%*	*14.4%*	*61.5%*	*29.3%*	*32.0%*
25 - 34	1054	1007	985	532	177	603	320	283
%V	*14.2%*	*13.9%*	*14.2%*	*15.7%*	*18.8%*	*12.1%*	*14.0%*	*10.5%*
%H		*95.5%*	*93.5%*	*50.5%*	*16.8%*	*57.2%*	*30.4%*	*26.9%*
35 - 44	1236	1211	1188	688	181	808	471	338
%V	*16.7%*	*16.7%*	*17.1%*	*20.3%*	*19.3%*	*16.2%*	*20.7%*	*12.5%*
%H		*98.0%*	*96.1%*	*55.7%*	*14.6%*	*65.4%*	*38.1%*	*27.3%*
45 - 54	1256	1238	1213	645	184	863	462	401
%V	*16.9%*	*17.1%*	*17.4%*	*19.0%*	*19.6%*	*17.3%*	*20.3%*	*14.8%*
%H		*98.6%*	*96.6%*	*51.4%*	*14.6%*	*68.7%*	*36.8%*	*31.9%*
55 - 64	1163	1153	1124	549	140	813	366	447
%V	*15.7%*	*15.9%*	*16.1%*	*16.2%*	*14.9%*	*16.3%*	*16.1%*	*16.5%*
%H		*99.1%*	*96.6%*	*47.2%*	*12.0%*	*69.9%*	*31.5%*	*38.4%*
65+	1739	1726	1571	539	113	1267	341	926
%V	*23.4%*	*23.8%*	*22.6%*	*15.9%*	*12.0%*	*25.4%*	*15.0%*	*34.3%*
%H		*99.3%*	*90.3%*	*31.0%*	*6.5%*	*72.9%*	*19.6%*	*53.2%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Individual level data

Table 26.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	7417	7250	6960	3390	939	4980	2278	2702
%H		*97.7%*	*93.8%*	*45.7%*	*12.7%*	*67.1%*	*30.7%*	*36.4%*
AB	1865	1838	1781	892	248	1216	558	659
%V	*25.1%*	*25.4%*	*25.6%*	*26.3%*	*26.4%*	*24.4%*	*24.5%*	*24.4%*
%H		*98.6%*	*95.5%*	*47.8%*	*13.3%*	*65.2%*	*29.9%*	*35.3%*
C1	2227	2144	2056	1003	279	1492	696	796
%V	*30.0%*	*29.6%*	*29.5%*	*29.6%*	*29.7%*	*30.0%*	*30.6%*	*29.5%*
%H		*96.3%*	*92.3%*	*45.0%*	*12.5%*	*67.0%*	*31.3%*	*35.7%*
C2	1537	1519	1477	801	203	1059	566	493
%V	*20.7%*	*21.0%*	*21.2%*	*23.6%*	*21.6%*	*21.3%*	*24.8%*	*18.2%*
%H		*98.8%*	*96.1%*	*52.1%*	*13.2%*	*68.9%*	*36.8%*	*32.1%*
D	1056	1034	995	470	141	719	329	391
%V	*14.2%*	*14.3%*	*14.3%*	*13.9%*	*15.0%*	*14.4%*	*14.4%*	*14.5%*
%H		*97.9%*	*94.2%*	*44.5%*	*13.4%*	*68.1%*	*31.2%*	*37.0%*
E	731	714	651	225	68	493	129	364
%V	*9.9%*	*9.8%*	*9.4%*	*6.6%*	*7.2%*	*9.9%*	*5.7%*	*13.5%*
%H		*97.7%*	*89.1%*	*30.8%*	*9.3%*	*67.4%*	*17.6%*	*49.8%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - South Macro Region

Individual level data

Table 26.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	7417	7250	6960	3390	939	4980	2278	2702
%H		*97.7%*	*93.8%*	*45.7%*	*12.7%*	*67.1%*	*30.7%*	*36.4%*
Working full time	2401	2356	2302	1259	378	1547	852	695
%V	*32.4%*	*32.5%*	*33.1%*	*37.1%*	*40.3%*	*31.1%*	*37.4%*	*25.7%*
%H		*98.1%*	*95.9%*	*52.4%*	*15.7%*	*64.4%*	*35.5%*	*28.9%*
Working part time	1320	1305	1285	678	195	890	466	424
%V	*17.8%*	*18.0%*	*18.5%*	*20.0%*	*20.8%*	*17.9%*	*20.5%*	*15.7%*
%H		*98.9%*	*97.3%*	*51.4%*	*14.8%*	*67.4%*	*35.3%*	*32.1%*
Not working	3695	3589	3374	1453	365	2543	959	1583
%V	*49.8%*	*49.5%*	*48.5%*	*42.9%*	*38.9%*	*51.1%*	*42.1%*	*58.6%*
%H		*97.1%*	*91.3%*	*39.3%*	*9.9%*	*68.8%*	*26.0%*	*42.8%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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C4/Five - North Macro Region

Household level data

Table 27.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	6959	6789	6525	2655	1041	5170	2283	2886
%H (All HH)		*97.6%*	*93.8%*	*38.2%*	*15.0%*	*74.3%*	*32.8%*	*41.5%*
%H (TV HH)			*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.6%*	*42.5%*
AB	1353	1330	1289	621	201	988	503	485
%V	*19.4%*	*19.6%*	*19.8%*	*23.4%*	*19.3%*	*19.1%*	*22.0%*	*16.8%*
%H (All HH)		*98.3%*	*95.3%*	*45.9%*	*14.9%*	*73.0%*	*37.2%*	*35.8%*
%H (TV HH)			*96.9%*	*46.7%*	*15.1%*	*74.3%*	*37.8%*	*36.5%*
C1	1884	1829	1776	756	328	1384	673	711
%V	*27.1%*	*26.9%*	*27.2%*	*28.5%*	*31.5%*	*26.8%*	*29.5%*	*24.6%*
%H (All HH)		*97.1%*	*94.3%*	*40.1%*	*17.4%*	*73.5%*	*35.7%*	*37.7%*
%H (TV HH)			*97.1%*	*41.3%*	*17.9%*	*75.7%*	*36.8%*	*38.9%*
C2	1386	1361	1328	595	222	1047	523	523
%V	*19.9%*	*20.0%*	*20.4%*	*22.4%*	*21.3%*	*20.3%*	*22.9%*	*18.1%*
%H (All HH)		*98.2%*	*95.8%*	*42.9%*	*16.0%*	*75.5%*	*37.7%*	*37.7%*
%H (TV HH)			*97.6%*	*43.7%*	*16.3%*	*76.9%*	*38.4%*	*38.4%*
D	1174	1146	1094	422	167	876	366	510
%V	*16.9%*	*16.9%*	*16.8%*	*15.9%*	*16.0%*	*16.9%*	*16.0%*	*17.7%*
%H (All HH)		*97.6%*	*93.2%*	*35.9%*	*14.2%*	*74.6%*	*31.2%*	*43.4%*
%H (TV HH)			*95.5%*	*36.8%*	*14.6%*	*76.4%*	*31.9%*	*44.5%*
E	1162	1123	1038	261	124	875	218	658
%V	*16.7%*	*16.5%*	*15.9%*	*9.8%*	*11.9%*	*16.9%*	*9.5%*	*22.8%*
%H (All HH)		*96.6%*	*89.3%*	*22.5%*	*10.7%*	*75.3%*	*18.8%*	*56.6%*
%H (TV HH)			*92.4%*	*23.2%*	*11.0%*	*77.9%*	*19.4%*	*58.6%*

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Household level data

Table 27.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	6959	6789	6525	2655	1041	5170	2283	2886
%H (All HH)		*97.6%*	*93.8%*	*38.2%*	*15.0%*	*74.3%*	*32.8%*	*41.5%*
%H (TV HH)			*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.6%*	*42.5%*
Under 25	382	354	343	119	58	271	102	168
%V	*5.5%*	*5.2%*	*5.3%*	*4.5%*	*5.6%*	*5.2%*	*4.5%*	*5.8%*
%H (All HH)		*92.7%*	*89.8%*	*31.2%*	*15.2%*	*70.9%*	*26.7%*	*44.0%*
%H (TV HH)			*96.9%*	*33.6%*	*16.4%*	*76.6%*	*28.8%*	*47.5%*
25 - 34	1056	1004	988	502	168	698	370	328
%V	*15.2%*	*14.8%*	*15.1%*	*18.9%*	*16.1%*	*13.5%*	*16.2%*	*11.4%*
%H (All HH)		*95.1%*	*93.6%*	*47.5%*	*15.9%*	*66.1%*	*35.0%*	*31.1%*
%H (TV HH)			*98.4%*	*50.0%*	*16.7%*	*69.5%*	*36.9%*	*32.7%*
35 - 44	1249	1221	1196	604	236	900	528	371
%V	*17.9%*	*18.0%*	*18.3%*	*22.7%*	*22.7%*	*17.4%*	*23.1%*	*12.9%*
%H (All HH)		*97.8%*	*95.8%*	*48.4%*	*18.9%*	*72.1%*	*42.3%*	*29.7%*
%H (TV HH)			*98.0%*	*49.5%*	*19.3%*	*73.7%*	*43.2%*	*30.4%*
45 - 54	1308	1283	1257	572	232	1006	538	468
%V	*18.8%*	*18.9%*	*19.3%*	*21.5%*	*22.3%*	*19.5%*	*23.6%*	*16.2%*
%H (All HH)		*98.1%*	*96.1%*	*43.7%*	*17.7%*	*76.9%*	*41.1%*	*35.8%*
%H (TV HH)			*98.0%*	*44.6%*	*18.1%*	*78.4%*	*41.9%*	*36.5%*
55 - 64	1166	1151	1121	454	178	903	403	500
%V	*16.8%*	*17.0%*	*17.2%*	*17.1%*	*17.1%*	*17.5%*	*17.7%*	*17.3%*
%H (All HH)		*98.7%*	*96.1%*	*38.9%*	*15.3%*	*77.4%*	*34.6%*	*42.9%*
%H (TV HH)			*97.4%*	*39.4%*	*15.5%*	*78.5%*	*35.0%*	*43.4%*
65 +	1798	1776	1620	404	170	1393	342	1051
%V	*25.8%*	*26.2%*	*24.8%*	*15.2%*	*16.3%*	*26.9%*	*15.0%*	*36.4%*
%H (All HH)		*98.8%*	*90.1%*	*22.5%*	*9.5%*	*77.5%*	*19.0%*	*58.5%*
%H (TV HH)			*91.2%*	*22.7%*	*9.6%*	*78.4%*	*19.3%*	*59.2%*

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
April 2010 - March 2011

C4/Five - North Macro Region

Household level data

Table 27.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	6959	6789	6525	2655	1041	5170	2283	2886
%H (All HH)		*97.6%*	*93.8%*	*38.2%*	*15.0%*	*74.3%*	*32.8%*	*41.5%*
%H (TV HH)			*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.6%*	*42.5%*
1	2306	2211	2030	507	230	1678	380	1298
%V	*33.1%*	*32.6%*	*31.1%*	*19.1%*	*22.1%*	*32.5%*	*16.6%*	*45.0%*
%H (All HH)		*95.9%*	*88.0%*	*22.0%*	*10.0%*	*72.8%*	*16.5%*	*56.3%*
%H (TV HH)			*91.8%*	*22.9%*	*10.4%*	*75.9%*	*17.2%*	*58.7%*
2	2371	2336	2283	957	372	1794	825	969
%V	*34.1%*	*34.4%*	*35.0%*	*36.0%*	*35.7%*	*34.7%*	*36.1%*	*33.6%*
%H (All HH)		*98.5%*	*96.3%*	*40.4%*	*15.7%*	*75.7%*	*34.8%*	*40.9%*
%H (TV HH)			*97.7%*	*41.0%*	*15.9%*	*76.8%*	*35.3%*	*41.5%*
3	1042	1027	1010	538	189	777	481	297
%V	*15.0%*	*15.1%*	*15.5%*	*20.3%*	*18.2%*	*15.0%*	*21.1%*	*10.3%*
%H (All HH)		*98.6%*	*96.9%*	*51.6%*	*18.1%*	*74.6%*	*46.2%*	*28.5%*
%H (TV HH)			*98.3%*	*52.4%*	*18.4%*	*75.7%*	*46.8%*	*28.9%*
4	852	838	829	432	175	648	413	235
%V	*12.2%*	*12.3%*	*12.7%*	*16.3%*	*16.8%*	*12.5%*	*18.1%*	*8.1%*
%H (All HH)		*98.4%*	*97.3%*	*50.7%*	*20.5%*	*76.1%*	*48.5%*	*27.6%*
%H (TV HH)			*98.9%*	*51.6%*	*20.9%*	*77.3%*	*49.3%*	*28.0%*
5+	389	378	372	222	75	273	185	88
%V	*5.6%*	*5.6%*	*5.7%*	*8.4%*	*7.2%*	*5.3%*	*8.1%*	*3.0%*
%H (All HH)		*97.2%*	*95.6%*	*57.1%*	*19.3%*	*70.2%*	*47.6%*	*22.6%*
%H (TV HH)			*98.4%*	*58.7%*	*19.8%*	*72.2%*	*48.9%*	*23.3%*
Average HH size	2.26	2.26	2.29	2.62	2.54	2.26	2.68	1.92

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
April 2010 - March 2011

C4/Five - North Macro Region

Household level data

Table 27.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	6959	6789	6525	2655	1041	5170	2283	2886
%H (All HH)		*97.6%*	*93.8%*	*38.2%*	*15.0%*	*74.3%*	*32.8%*	*41.5%*
%H (TV HH)			*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.6%*	*42.5%*
Without	5230	5086	4840	1767	712	3905	1512	2393
%V	*75.2%*	*74.9%*	*74.2%*	*66.6%*	*68.4%*	*75.5%*	*66.2%*	*82.9%*
%H (All HH)		*97.2%*	*92.5%*	*33.8%*	*13.6%*	*74.7%*	*28.9%*	*45.8%*
%H (TV HH)			*95.2%*	*34.7%*	*14.0%*	*76.8%*	*29.7%*	*47.1%*
With	1729	1703	1684	888	329	1264	771	493
%V	*24.8%*	*25.1%*	*25.8%*	*33.4%*	*31.6%*	*24.4%*	*33.8%*	*17.1%*
%H (All HH)		*98.5%*	*97.4%*	*51.4%*	*19.0%*	*73.1%*	*44.6%*	*28.5%*
%H (TV HH)			*98.9%*	*52.1%*	*19.3%*	*74.2%*	*45.3%*	*28.9%*
0 - 3	643	629	622	325	109	439	240	199
%V	*9.2%*	*9.3%*	*9.5%*	*12.2%*	*10.5%*	*8.5%*	*10.5%*	*6.9%*
%H (All HH)		*97.8%*	*96.7%*	*50.5%*	*17.0%*	*68.3%*	*37.3%*	*30.9%*
%H (TV HH)			*98.9%*	*51.7%*	*17.3%*	*69.8%*	*38.2%*	*31.6%*
4 - 9	822	811	803	434	162	594	375	219
%V	*11.8%*	*11.9%*	*12.3%*	*16.3%*	*15.6%*	*11.5%*	*16.4%*	*7.6%*
%H (All HH)		*98.7%*	*97.7%*	*52.8%*	*19.7%*	*72.3%*	*45.6%*	*26.6%*
%H (TV HH)			*99.0%*	*53.5%*	*20.0%*	*73.2%*	*46.2%*	*27.0%*
10 - 15	838	828	819	443	169	647	422	225
%V	*12.0%*	*12.2%*	*12.6%*	*16.7%*	*16.2%*	*12.5%*	*18.5%*	*7.8%*
%H (All HH)		*98.8%*	*97.7%*	*52.9%*	*20.2%*	*77.2%*	*50.4%*	*26.8%*
%H (TV HH)			*98.9%*	*53.5%*	*20.4%*	*78.1%*	*51.0%*	*27.2%*

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
April 2010 - March 2011

C4/Five - North Macro Region

Household level data

Table 27.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	6959	6789	6525	2655	1041	5170	2283	2886
%H (All HH)		*97.6%*	*93.8%*	*38.2%*	*15.0%*	*74.3%*	*32.8%*	*41.5%*
%H (TV HH)			*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.6%*	*42.5%*
1	2511	2511	2338	723	298	1692	371	1320
%V	*36.1%*	*37.0%*	*35.8%*	*27.2%*	*28.6%*	*32.7%*	*16.3%*	*45.7%*
%H (All HH)		*100.0%*	*93.1%*	*28.8%*	*11.9%*	*67.4%*	*14.8%*	*52.6%*
%H (TV HH)			*93.1%*	*28.8%*	*11.9%*	*67.4%*	*14.8%*	*52.6%*
2	2346	2346	2271	921	371	1827	828	999
%V	*33.7%*	*34.6%*	*34.8%*	*34.7%*	*35.6%*	*35.3%*	*36.3%*	*34.6%*
%H (All HH)		*100.0%*	*96.8%*	*39.3%*	*15.8%*	*77.9%*	*35.3%*	*42.6%*
%H (TV HH)			*96.8%*	*39.3%*	*15.8%*	*77.9%*	*35.3%*	*42.6%*
3	1131	1131	1118	544	217	954	580	373
%V	*16.3%*	*16.7%*	*17.1%*	*20.5%*	*20.8%*	*18.5%*	*25.4%*	*12.9%*
%H (All HH)		*100.0%*	*98.9%*	*48.1%*	*19.2%*	*84.4%*	*51.3%*	*33.0%*
%H (TV HH)			*98.9%*	*48.1%*	*19.2%*	*84.4%*	*51.3%*	*33.0%*
4	520	520	517	286	103	450	312	138
%V	*7.5%*	*7.7%*	*7.9%*	*10.8%*	*9.9%*	*8.7%*	*13.7%*	*4.8%*
%H (All HH)		*100.0%*	*99.4%*	*55.0%*	*19.8%*	*86.5%*	*60.0%*	*26.5%*
%H (TV HH)			*99.4%*	*55.0%*	*19.8%*	*86.5%*	*60.0%*	*26.5%*
5+	281	281	281	182	52	247	192	55
%V	*4.0%*	*4.1%*	*4.3%*	*6.9%*	*5.0%*	*4.8%*	*8.4%*	*1.9%*
%H (All HH)		*100.0%*	*100.0%*	*64.8%*	*18.5%*	*87.9%*	*68.3%*	*19.6%*
%H (TV HH)			*100.0%*	*64.8%*	*18.5%*	*87.9%*	*68.3%*	*19.6%*

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Household level data

Table 27.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	6959	6789	6525	2655	1041	5170	2283	2886
%H (All HH)		*97.6%*	*93.8%*	*38.2%*	*15.0%*	*74.3%*	*32.8%*	*41.5%*
%H (TV HH)			*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.6%*	*42.5%*
Under 20"	2750	2750	2651	1133	455	2232	1141	1091
%V	*39.5%*	*40.5%*	*40.6%*	*42.7%*	*43.7%*	*43.2%*	*50.0%*	*37.8%*
%H (All HH)		*100.0%*	*96.4%*	*41.2%*	*16.5%*	*81.2%*	*41.5%*	*39.7%*
%H (TV HH)			*96.4%*	*41.2%*	*16.5%*	*81.2%*	*41.5%*	*39.7%*
20" - 29"	3358	3358	3183	1200	496	2608	1090	1518
%V	*48.3%*	*49.5%*	*48.8%*	*45.2%*	*47.6%*	*50.4%*	*47.7%*	*52.6%*
%H (All HH)		*100.0%*	*94.8%*	*35.7%*	*14.8%*	*77.7%*	*32.5%*	*45.2%*
%H (TV HH)			*94.8%*	*35.7%*	*14.8%*	*77.7%*	*32.5%*	*45.2%*
30" - 39"	3380	3380	3332	1466	569	2687	1355	1332
%V	*48.6%*	*49.8%*	*51.1%*	*55.2%*	*54.7%*	*52.0%*	*59.4%*	*46.2%*
%H (All HH)		*100.0%*	*98.6%*	*43.4%*	*16.8%*	*79.5%*	*40.1%*	*39.4%*
%H (TV HH)			*98.6%*	*43.4%*	*16.8%*	*79.5%*	*40.1%*	*39.4%*
40" and over	1853	1853	1848	1079	342	1426	970	456
%V	*26.6%*	*27.3%*	*28.3%*	*40.6%*	*32.9%*	*27.6%*	*42.5%*	*15.8%*
%H (All HH)		*100.0%*	*99.7%*	*58.2%*	*18.5%*	*77.0%*	*52.3%*	*24.6%*
%H (TV HH)			*99.7%*	*58.2%*	*18.5%*	*77.0%*	*52.3%*	*24.6%*

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Household level data

Table 27.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	6959	6789	6525	2655	1041	5170	2283	2886
%H (All HH)		*97.6%*	*93.8%*	*38.2%*	*15.0%*	*74.3%*	*32.8%*	*41.5%*
%H (TV HH)			*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.6%*	*42.5%*
Main living room	6728	6728	6471	2634	1034	5129	2268	2860
%V	*96.7%*	*99.1%*	*99.2%*	*99.2%*	*99.3%*	*99.2%*	*99.3%*	*99.1%*
%H (All HH)		*100.0%*	*96.2%*	*39.1%*	*15.4%*	*76.2%*	*33.7%*	*42.5%*
%H (TV HH)			*96.2%*	*39.1%*	*15.4%*	*76.2%*	*33.7%*	*42.5%*
Kitchen	833	833	808	402	115	679	378	301
%V	*12.0%*	*12.3%*	*12.4%*	*15.1%*	*11.0%*	*13.1%*	*16.6%*	*10.4%*
%H (All HH)		*100.0%*	*97.0%*	*48.3%*	*13.8%*	*81.5%*	*45.4%*	*36.1%*
%H (TV HH)			*97.0%*	*48.3%*	*13.8%*	*81.5%*	*45.4%*	*36.1%*
Adult's bedroom	3292	3292	3238	1529	594	2699	1543	1157
%V	*47.3%*	*48.5%*	*49.6%*	*57.6%*	*57.1%*	*52.2%*	*67.6%*	*40.1%*
%H (All HH)		*100.0%*	*98.4%*	*46.4%*	*18.0%*	*82.0%*	*46.9%*	*35.1%*
%H (TV HH)			*98.4%*	*46.4%*	*18.0%*	*82.0%*	*46.9%*	*35.1%*
Child's bedroom	771	771	767	420	160	658	458	200
%V	*11.1%*	*11.4%*	*11.8%*	*15.8%*	*15.4%*	*12.7%*	*20.1%*	*6.9%*
%H (All HH)		*100.0%*	*99.5%*	*54.5%*	*20.8%*	*85.3%*	*59.4%*	*25.9%*
%H (TV HH)			*99.5%*	*54.5%*	*20.8%*	*85.3%*	*59.4%*	*25.9%*
Other bedroom	330	330	327	179	59	277	181	97
%V	*4.7%*	*4.9%*	*5.0%*	*6.7%*	*5.7%*	*5.4%*	*7.9%*	*3.4%*
%H (All HH)		*100.0%*	*99.1%*	*54.2%*	*17.9%*	*83.9%*	*54.8%*	*29.4%*
%H (TV HH)			*99.1%*	*54.2%*	*17.9%*	*83.9%*	*54.8%*	*29.4%*
Second living/dining room	874	874	855	423	163	727	438	289
%V	*12.6%*	*12.9%*	*13.1%*	*15.9%*	*15.7%*	*14.1%*	*19.2%*	*10.0%*
%H (All HH)		*100.0%*	*97.8%*	*48.4%*	*18.6%*	*83.2%*	*50.1%*	*33.1%*
%H (TV HH)			*97.8%*	*48.4%*	*18.6%*	*83.2%*	*50.1%*	*33.1%*
Study/office	125	125	123	66	20	103	64	39
%V	*1.8%*	*1.8%*	*1.9%*	*2.5%*	*1.9%*	*2.0%*	*2.8%*	*1.4%*
%H (All HH)		*100.0%*	*98.4%*	*52.8%*	*16.0%*	*82.4%*	*51.2%*	*31.2%*
%H (TV HH)			*98.4%*	*52.8%*	*16.0%*	*82.4%*	*51.2%*	*31.2%*
TV room	35	35	35	20	4	30	17	13
%V	*0.5%*	*0.5%*	*0.5%*	*0.8%*	*0.4%*	*0.6%*	*0.7%*	*0.5%*
%H (All HH)		*100.0%*	*100.0%*	*57.1%*	*11.4%*	*85.7%*	*48.6%*	*37.1%*
%H (TV HH)			*100.0%*	*57.1%*	*11.4%*	*85.7%*	*48.6%*	*37.1%*
No specific location	16	16	16	8	2	13	6	7
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*50.0%*	*12.5%*	*81.3%*	*37.5%*	*43.8%*
%H (TV HH)			*100.0%*	*50.0%*	*12.5%*	*81.3%*	*37.5%*	*43.8%*
Other	111	111	108	59	18	94	60	34
%V	*1.6%*	*1.6%*	*1.7%*	*2.2%*	*1.7%*	*1.8%*	*2.6%*	*1.2%*
%H (All HH)		*100.0%*	*97.3%*	*53.2%*	*16.2%*	*84.7%*	*54.1%*	*30.6%*
%H (TV HH)			*97.3%*	*53.2%*	*16.2%*	*84.7%*	*54.1%*	*30.6%*

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Household level data

Table 27.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	6959	6789	6525	2655	1041	5170	2283	2886
%H (All HH)		*97.6%*	*93.8%*	*38.2%*	*15.0%*	*74.3%*	*32.8%*	*41.5%*
%H (TV HH)			*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.6%*	*42.5%*
PVR	2944	2944	2942	1931	455	2168	1571	597
%V	*42.3%*	*43.4%*	*45.1%*	*72.7%*	*43.7%*	*41.9%*	*68.8%*	*20.7%*
%H (All HH)		*100.0%*	*99.9%*	*65.6%*	*15.5%*	*73.6%*	*53.4%*	*20.3%*
%H (TV HH)			*99.9%*	*65.6%*	*15.5%*	*73.6%*	*53.4%*	*20.3%*
DVDR	1033	1033	1018	464	161	804	397	406
%V	*14.8%*	*15.2%*	*15.6%*	*17.5%*	*15.5%*	*15.6%*	*17.4%*	*14.1%*
%H (All HH)		*100.0%*	*98.5%*	*44.9%*	*15.6%*	*77.8%*	*38.4%*	*39.3%*
%H (TV HH)			*98.5%*	*44.9%*	*15.6%*	*77.8%*	*38.4%*	*39.3%*
VCR	1431	1431	1340	508	203	1059	414	645
%V	*20.6%*	*21.1%*	*20.5%*	*19.1%*	*19.5%*	*20.5%*	*18.1%*	*22.3%*
%H (All HH)		*100.0%*	*93.6%*	*35.5%*	*14.2%*	*74.0%*	*28.9%*	*45.1%*
%H (TV HH)			*93.6%*	*35.5%*	*14.2%*	*74.0%*	*28.9%*	*45.1%*
Any recorder	4176	4176	4076	2200	632	3103	1812	1292
%V	*60.0%*	*61.5%*	*62.5%*	*82.9%*	*60.7%*	*60.0%*	*79.4%*	*44.8%*
%H (All HH)		*100.0%*	*97.6%*	*52.7%*	*15.1%*	*74.3%*	*43.4%*	*30.9%*
%H (TV HH)			*97.6%*	*52.7%*	*15.1%*	*74.3%*	*43.4%*	*30.9%*

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
April 2010 - March 2011

C4/Five - North Macro Region

Household level data

Table 27.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	6959	6789	6525	2655	1041	5170	2283	2886
%H (All HH)		*97.6%*	*93.8%*	*38.2%*	*15.0%*	*74.3%*	*32.8%*	*41.5%*
%H (TV HH)			*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.6%*	*42.5%*
Receives HDTV (via STB or built-in reception)	1765	1765	1765	1035	457	1318	1014	304
%V	*25.4%*	*26.0%*	*27.0%*	*39.0%*	*43.9%*	*25.5%*	*44.4%*	*10.5%*
%H (All HH)		*100.0%*	*100.0%*	*58.6%*	*25.9%*	*74.7%*	*57.5%*	*17.2%*
%H (TV HH)			*100.0%*	*58.6%*	*25.9%*	*74.7%*	*57.5%*	*17.2%*
DVD/Blu-ray player or recorder	5248	5248	5136	2230	849	4050	1942	2108
%V	*75.4%*	*77.3%*	*78.7%*	*84.0%*	*81.6%*	*78.3%*	*85.1%*	*73.0%*
%H (All HH)		*100.0%*	*97.9%*	*42.5%*	*16.2%*	*77.2%*	*37.0%*	*40.2%*
%H (TV HH)			*97.9%*	*42.5%*	*16.2%*	*77.2%*	*37.0%*	*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
April 2010 - March 2011

C4/Five - North Macro Region

Household level data

Table 27.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	6959	6789	6525	2655	1041	5170	2283	2886
%H (All HH)		*97.6%*	*93.8%*	*38.2%*	*15.0%*	*74.3%*	*32.8%*	*41.5%*
%H (TV HH)			*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.6%*	*42.5%*
Has PC or Laptop	4835	4737	4663	2211	866	3604	1967	1637
%V	*69.5%*	*69.8%*	*71.5%*	*83.3%*	*83.2%*	*69.7%*	*86.2%*	*56.7%*
%H (All HH)		*98.0%*	*96.4%*	*45.7%*	*17.9%*	*74.5%*	*40.7%*	*33.9%*
%H (TV HH)			*98.4%*	*46.7%*	*18.3%*	*76.1%*	*41.5%*	*34.6%*
Has broadband internet	4326	4249	4190	2048	825	3211	1843	1368
%V	*62.2%*	*62.6%*	*64.2%*	*77.1%*	*79.3%*	*62.1%*	*80.7%*	*47.4%*
%H (All HH)		*98.2%*	*96.9%*	*47.3%*	*19.1%*	*74.2%*	*42.6%*	*31.6%*
%H (TV HH)			*98.6%*	*48.2%*	*19.4%*	*75.6%*	*43.4%*	*32.2%*

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
April 2010 - March 2011

C4/Five - North Macro Region

Set level data

Table 27.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	14190	13816	6336	2375	11334	6054	5281
%H		*97.4%*	*44.7%*	*16.7%*	*79.9%*	*42.7%*	*37.2%*
Under 20"	3892	3769	1693	665	3197	1738	1458
%V	*27.4%*	*27.3%*	*26.7%*	*28.0%*	*28.2%*	*28.7%*	*27.6%*
%H		*96.8%*	*43.5%*	*17.1%*	*82.1%*	*44.7%*	*37.5%*
20" - 29"	4204	4009	1607	629	3312	1495	1817
%V	*29.6%*	*29.0%*	*25.4%*	*26.5%*	*29.2%*	*24.7%*	*34.4%*
%H		*95.4%*	*38.2%*	*15.0%*	*78.8%*	*35.6%*	*43.2%*
30" - 39"	3927	3880	1771	685	3150	1681	1469
%V	*27.7%*	*28.1%*	*28.0%*	*28.8%*	*27.8%*	*27.8%*	*27.8%*
%H		*98.8%*	*45.1%*	*17.4%*	*80.2%*	*42.8%*	*37.4%*
40" and over	2065	2060	1224	384	1594	1106	488
%V	*14.6%*	*14.9%*	*19.3%*	*16.2%*	*14.1%*	*18.3%*	*9.2%*
%H		*99.8%*	*59.3%*	*18.6%*	*77.2%*	*53.6%*	*23.6%*
Don't know	102	98	40	12	81	34	48
%V	*0.7%*	*0.7%*	*0.6%*	*0.5%*	*0.7%*	*0.6%*	*0.9%*
%H		*96.1%*	*39.2%*	*11.8%*	*79.4%*	*33.3%*	*47.1%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Set level data

Table 27.12: Location of set Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	14190	13816	6336	2375	11334	6054	5281
%H		*97.4%*	*44.7%*	*16.7%*	*79.9%*	*42.7%*	*37.2%*
Main living room	6777	6519	2654	1042	5169	2288	2881
%V	*47.8%*	*47.2%*	*41.9%*	*43.9%*	*45.6%*	*37.8%*	*54.6%*
%H		*96.2%*	*39.2%*	*15.4%*	*76.3%*	*33.8%*	*42.5%*
Kitchen	837	812	404	117	681	380	301
%V	*5.9%*	*5.9%*	*6.4%*	*4.9%*	*6.0%*	*6.3%*	*5.7%*
%H		*97.0%*	*48.3%*	*14.0%*	*81.4%*	*45.4%*	*36.0%*
Adult's bedroom	4002	3942	1915	725	3313	1959	1354
%V	*28.2%*	*28.5%*	*30.2%*	*30.5%*	*29.2%*	*32.4%*	*25.6%*
%H		*98.5%*	*47.9%*	*18.1%*	*82.8%*	*49.0%*	*33.8%*
Child's bedroom	998	994	550	213	857	608	249
%V	*7.0%*	*7.2%*	*8.7%*	*9.0%*	*7.6%*	*10.0%*	*4.7%*
%H		*99.6%*	*55.1%*	*21.3%*	*85.9%*	*60.9%*	*24.9%*
Other bedroom	381	377	213	67	320	213	107
%V	*2.7%*	*2.7%*	*3.4%*	*2.8%*	*2.8%*	*3.5%*	*2.0%*
%H		*99.0%*	*55.9%*	*17.6%*	*84.0%*	*55.9%*	*28.1%*
Second living/dining room	899	880	438	166	748	453	295
%V	*6.3%*	*6.4%*	*6.9%*	*7.0%*	*6.6%*	*7.5%*	*5.6%*
%H		*97.9%*	*48.7%*	*18.5%*	*83.2%*	*50.4%*	*32.8%*
Study/office	125	123	66	20	103	64	39
%V	*0.9%*	*0.9%*	*1.0%*	*0.8%*	*0.9%*	*1.1%*	*0.7%*
%H		*98.4%*	*52.8%*	*16.0%*	*82.4%*	*51.2%*	*31.2%*
TV room	35	35	21	4	30	17	13
%V	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*
%H		*100.0%*	*60.0%*	*11.4%*	*85.7%*	*48.6%*	*37.1%*
No specific location	17	17	9	2	14	7	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*100.0%*	*52.9%*	*11.8%*	*82.4%*	*41.2%*	*41.2%*
Other	119	116	66	19	99	65	35
%V	*0.8%*	*0.8%*	*1.0%*	*0.8%*	*0.9%*	*1.1%*	*0.7%*
%H		*97.5%*	*55.5%*	*16.0%*	*83.2%*	*54.6%*	*29.4%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Set level data

Table 27.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	14190	13816	6336	2375	11334	6054	5281
%H		*97.4%*	*44.7%*	*16.7%*	*79.9%*	*42.7%*	*37.2%*
PVR	3754	3752	2601	550	2745	2083	662
%V	*26.5%*	*27.2%*	*41.1%*	*23.2%*	*24.2%*	*34.4%*	*12.5%*
%H		*99.9%*	*69.3%*	*14.7%*	*73.1%*	*55.5%*	*17.6%*
DVDR	1202	1186	562	189	943	493	449
%V	*8.5%*	*8.6%*	*8.9%*	*8.0%*	*8.3%*	*8.1%*	*8.5%*
%H		*98.7%*	*46.8%*	*15.7%*	*78.5%*	*41.0%*	*37.4%*
VCR	1670	1570	620	254	1244	525	720
%V	*11.8%*	*11.4%*	*9.8%*	*10.7%*	*11.0%*	*8.7%*	*13.6%*
%H		*94.0%*	*37.1%*	*15.2%*	*74.5%*	*31.4%*	*43.1%*
Any recorder	5552	5442	3154	841	4135	2606	1530
%V	*39.1%*	*39.4%*	*49.8%*	*35.4%*	*36.5%*	*43.0%*	*29.0%*
%H		*98.0%*	*56.8%*	*15.1%*	*74.5%*	*46.9%*	*27.6%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 27.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	14190	13816	6336	2375	11334	6054	5281
%H		*97.4%*	*44.7%*	*16.7%*	*79.9%*	*42.7%*	*37.2%*
Receives HDTV (via STB or built-in reception)	2199	2199	1296	577	1658	1288	369
%V	*15.5%*	*15.9%*	*20.5%*	*24.3%*	*14.6%*	*21.3%*	*7.0%*
%H		*100.0%*	*58.9%*	*26.2%*	*75.4%*	*58.6%*	*16.8%*
DVD/Blu-ray player or recorder	7980	7854	3712	1378	6356	3495	2861
%V	*56.2%*	*56.8%*	*58.6%*	*58.0%*	*56.1%*	*57.7%*	*54.2%*
%H		*98.4%*	*46.5%*	*17.3%*	*79.6%*	*43.8%*	*35.9%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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C4/Five - North Macro Region

Set level data

Table 27.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	6782	6519	2654	1041	5165	2283	2883
%H		*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.7%*	*42.5%*
Under 20"	223	180	33	21	152	24	128
%V	*3.3%*	*2.8%*	*1.2%*	*2.0%*	*2.9%*	*1.1%*	*4.4%*
%H		*80.7%*	*14.8%*	*9.4%*	*68.2%*	*10.8%*	*57.4%*
20" - 29"	1969	1802	477	239	1438	340	1098
%V	*29.0%*	*27.6%*	*18.0%*	*23.0%*	*27.8%*	*14.9%*	*38.1%*
%H		*91.5%*	*24.2%*	*12.1%*	*73.0%*	*17.3%*	*55.8%*
30" - 39"	2776	2730	1099	448	2182	981	1201
%V	*40.9%*	*41.9%*	*41.4%*	*43.0%*	*42.2%*	*43.0%*	*41.7%*
%H		*98.3%*	*39.6%*	*16.1%*	*78.6%*	*35.3%*	*43.3%*
40" and over	1772	1768	1031	326	1363	926	437
%V	*26.1%*	*27.1%*	*38.8%*	*31.3%*	*26.4%*	*40.6%*	*15.2%*
%H		*99.8%*	*58.2%*	*18.4%*	*76.9%*	*52.3%*	*24.7%*
Don't know	41	39	14	6	30	11	19
%V	*0.6%*	*0.6%*	*0.5%*	*0.6%*	*0.6%*	*0.5%*	*0.7%*
%H		*95.1%*	*34.1%*	*14.6%*	*73.2%*	*26.8%*	*46.3%*

Base: C4/Five - North 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 - North Macro Region

Set level data

Table 27.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	6782	6519	2654	1041	5165	2283	2883
%H		*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.7%*	*42.5%*
PVR	2842	2840	1898	427	2076	1524	552
%V	*41.9%*	*43.6%*	*71.5%*	*41.0%*	*40.2%*	*66.8%*	*19.1%*
%H		*99.9%*	*66.8%*	*15.0%*	*73.0%*	*53.6%*	*19.4%*
DVDR	885	870	386	132	681	320	362
%V	*13.0%*	*13.3%*	*14.5%*	*12.7%*	*13.2%*	*14.0%*	*12.6%*
%H		*98.3%*	*43.6%*	*14.9%*	*76.9%*	*36.2%*	*40.9%*
VCR	1169	1081	381	162	853	302	551
%V	*17.2%*	*16.6%*	*14.4%*	*15.6%*	*16.5%*	*13.2%*	*19.1%*
%H		*92.5%*	*32.6%*	*13.9%*	*73.0%*	*25.8%*	*47.1%*
Any recorder	3985	3888	2146	589	2939	1739	1200
%V	*58.8%*	*59.6%*	*80.9%*	*56.6%*	*56.9%*	*76.2%*	*41.6%*
%H		*97.6%*	*53.9%*	*14.8%*	*73.8%*	*43.6%*	*30.1%*

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 27.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	6782	6519	2654	1041	5165	2283	2883
%H		*96.1%*	*39.1%*	*15.3%*	*76.2%*	*33.7%*	*42.5%*
Receives HDTV (via STB or built-in reception)	1679	1679	992	434	1245	965	280
%V	*24.8%*	*25.8%*	*37.4%*	*41.7%*	*24.1%*	*42.3%*	*9.7%*
%H		*100.0%*	*59.1%*	*25.8%*	*74.2%*	*57.5%*	*16.7%*
DVD/Blu-ray player or recorder	4906	4798	2074	789	3764	1785	1980
%V	*72.3%*	*73.6%*	*78.1%*	*75.8%*	*72.9%*	*78.2%*	*68.7%*
%H		*97.8%*	*42.3%*	*16.1%*	*76.7%*	*36.4%*	*40.4%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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C4/Five - North Macro Region

Set level data

Table 27.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	7408	7296	3681	1335	6169	3771	2398
%H		*98.5%*	*49.7%*	*18.0%*	*83.3%*	*50.9%*	*32.4%*
Under 20"	3669	3588	1660	643	3044	1714	1330
%V	*49.5%*	*49.2%*	*45.1%*	*48.2%*	*49.3%*	*45.5%*	*55.5%*
%H		*97.8%*	*45.2%*	*17.5%*	*83.0%*	*46.7%*	*36.2%*
20" - 29"	2234	2207	1130	390	1874	1155	719
%V	*30.2%*	*30.2%*	*30.7%*	*29.2%*	*30.4%*	*30.6%*	*30.0%*
%H		*98.8%*	*50.6%*	*17.5%*	*83.9%*	*51.7%*	*32.2%*
30" - 39"	1151	1150	672	237	969	700	269
%V	*15.5%*	*15.8%*	*18.3%*	*17.8%*	*15.7%*	*18.6%*	*11.2%*
%H		*99.9%*	*58.4%*	*20.6%*	*84.2%*	*60.8%*	*23.4%*
40" and over	293	292	193	58	231	180	51
%V	*4.0%*	*4.0%*	*5.2%*	*4.3%*	*3.7%*	*4.8%*	*2.1%*
%H		*99.7%*	*65.9%*	*19.8%*	*78.8%*	*61.4%*	*17.4%*
Don't know	61	60	26	6	51	23	29
%V	*0.8%*	*0.8%*	*0.7%*	*0.4%*	*0.8%*	*0.6%*	*1.2%*
%H		*98.4%*	*42.6%*	*9.8%*	*83.6%*	*37.7%*	*47.5%*

Base: C4/Five - North 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 - North Macro Region

Set level data

Table 27.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	7408	7296	3681	1335	6169	3771	2398
%H		*98.5%*	*49.7%*	*18.0%*	*83.3%*	*50.9%*	*32.4%*
PVR	912	912	702	123	668	559	110
%V	*12.3%*	*12.5%*	*19.1%*	*9.2%*	*10.8%*	*14.8%*	*4.6%*
%H		*100.0%*	*77.0%*	*13.5%*	*73.2%*	*61.3%*	*12.1%*
DVDR	317	316	176	57	261	173	88
%V	*4.3%*	*4.3%*	*4.8%*	*4.3%*	*4.2%*	*4.6%*	*3.7%*
%H		*99.7%*	*55.5%*	*18.0%*	*82.3%*	*54.6%*	*27.8%*
VCR	501	489	239	91	391	223	168
%V	*6.8%*	*6.7%*	*6.5%*	*6.8%*	*6.3%*	*5.9%*	*7.0%*
%H		*97.6%*	*47.7%*	*18.2%*	*78.0%*	*44.5%*	*33.5%*
Any recorder	1567	1554	1008	252	1197	867	330
%V	*21.2%*	*21.3%*	*27.4%*	*18.9%*	*19.4%*	*23.0%*	*13.8%*
%H		*99.2%*	*64.3%*	*16.1%*	*76.4%*	*55.3%*	*21.1%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	7408	7296	3681	1335	6169	3771	2398
%H		*98.5%*	*49.7%*	*18.0%*	*83.3%*	*50.9%*	*32.4%*
Receives HDTV (via STB or built-in reception)	521	521	305	143	413	323	90
%V	*7.0%*	*7.1%*	*8.3%*	*10.7%*	*6.7%*	*8.6%*	*3.8%*
%H		*100.0%*	*58.5%*	*27.4%*	*79.3%*	*62.0%*	*17.3%*
DVD/Blu-ray player or recorder	3074	3056	1638	589	2592	1711	881
%V	*41.5%*	*41.9%*	*44.5%*	*44.1%*	*42.0%*	*45.4%*	*36.7%*
%H		*99.4%*	*53.3%*	*19.2%*	*84.3%*	*55.7%*	*28.7%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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C4/Five - North Macro Region

Individual level data

Table 27.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	15696	15364	14962	6963	2648	11665	6117	5548
%H		*97.9%*	*95.3%*	*44.4%*	*16.9%*	*74.3%*	*39.0%*	*35.3%*
Total Children	2935	2883	2852	1528	558	2123	1306	817
%V	*18.7%*	*18.8%*	*19.1%*	*21.9%*	*21.1%*	*18.2%*	*21.4%*	*14.7%*
%H		*98.2%*	*97.2%*	*52.1%*	*19.0%*	*72.3%*	*44.5%*	*27.8%*
0 - 3	761	744	736	388	122	515	276	240
%V	*4.8%*	*4.8%*	*4.9%*	*5.6%*	*4.6%*	*4.4%*	*4.5%*	*4.3%*
%H		*97.8%*	*96.7%*	*51.0%*	*16.0%*	*67.7%*	*36.3%*	*31.5%*
4 - 15	2174	2139	2116	1141	436	1608	1030	578
%V	*13.9%*	*13.9%*	*14.1%*	*16.4%*	*16.5%*	*13.8%*	*16.8%*	*10.4%*
%H		*98.4%*	*97.3%*	*52.5%*	*20.1%*	*74.0%*	*47.4%*	*26.6%*
4 - 9	1083	1062	1052	564	214	774	484	290
%V	*6.9%*	*6.9%*	*7.0%*	*8.1%*	*8.1%*	*6.6%*	*7.9%*	*5.2%*
%H		*98.1%*	*97.1%*	*52.1%*	*19.8%*	*71.5%*	*44.7%*	*26.8%*
10 - 15	1091	1077	1064	577	222	834	547	287
%V	*7.0%*	*7.0%*	*7.1%*	*8.3%*	*8.4%*	*7.1%*	*8.9%*	*5.2%*
%H		*98.7%*	*97.5%*	*52.9%*	*20.3%*	*76.4%*	*50.1%*	*26.3%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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C4/Five - North Macro Region

Individual level data

Table 27.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	15696	15364	14962	6963	2648	11665	6117	5548
%H		*97.9%*	*95.3%*	*44.4%*	*16.9%*	*74.3%*	*39.0%*	*35.3%*
Total Adults (16+)	12760	12481	12109	5434	2090	9542	4811	4731
%V	*81.3%*	*81.2%*	*80.9%*	*78.0%*	*78.9%*	*81.8%*	*78.6%*	*85.3%*
%H		*97.8%*	*94.9%*	*42.6%*	*16.4%*	*74.8%*	*37.7%*	*37.1%*
16 - 19	829	809	795	413	150	640	396	245
%V	*5.3%*	*5.3%*	*5.3%*	*5.9%*	*5.7%*	*5.5%*	*6.5%*	*4.4%*
%H		*97.6%*	*95.9%*	*49.8%*	*18.1%*	*77.2%*	*47.8%*	*29.6%*
20 - 24	1078	1017	992	431	207	768	398	370
%V	*6.9%*	*6.6%*	*6.6%*	*6.2%*	*7.8%*	*6.6%*	*6.5%*	*6.7%*
%H		*94.3%*	*92.0%*	*40.0%*	*19.2%*	*71.2%*	*36.9%*	*34.3%*
25 - 34	1988	1913	1887	994	330	1348	760	587
%V	*12.7%*	*12.5%*	*12.6%*	*14.3%*	*12.5%*	*11.6%*	*12.4%*	*10.6%*
%H		*96.2%*	*94.9%*	*50.0%*	*16.6%*	*67.8%*	*38.2%*	*29.5%*
35 - 44	2143	2099	2059	1073	406	1561	949	611
%V	*13.7%*	*13.7%*	*13.8%*	*15.4%*	*15.3%*	*13.4%*	*15.5%*	*11.0%*
%H		*97.9%*	*96.1%*	*50.1%*	*18.9%*	*72.8%*	*44.3%*	*28.5%*
45 - 54	2205	2172	2135	1025	407	1690	961	729
%V	*14.0%*	*14.1%*	*14.3%*	*14.7%*	*15.4%*	*14.5%*	*15.7%*	*13.1%*
%H		*98.5%*	*96.8%*	*46.5%*	*18.5%*	*76.6%*	*43.6%*	*33.1%*
55 - 64	1915	1894	1850	801	312	1496	735	760
%V	*12.2%*	*12.3%*	*12.4%*	*11.5%*	*11.8%*	*12.8%*	*12.0%*	*13.7%*
%H		*98.9%*	*96.6%*	*41.8%*	*16.3%*	*78.1%*	*38.4%*	*39.7%*
65+	2603	2577	2391	697	277	2040	611	1429
%V	*16.6%*	*16.8%*	*16.0%*	*10.0%*	*10.5%*	*17.5%*	*10.0%*	*25.8%*
%H		*99.0%*	*91.9%*	*26.8%*	*10.6%*	*78.4%*	*23.5%*	*54.9%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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C4/Five - North Macro Region

Individual level data

Table 27.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	12760	12481	12109	5434	2090	9542	4811	4731
%H		*97.8%*	*94.9%*	*42.6%*	*16.4%*	*74.8%*	*37.7%*	*37.1%*
AB	2663	2627	2558	1320	400	1979	1094	885
%V	*20.9%*	*21.0%*	*21.1%*	*24.3%*	*19.1%*	*20.7%*	*22.7%*	*18.7%*
%H		*98.6%*	*96.1%*	*49.6%*	*15.0%*	*74.3%*	*41.1%*	*33.2%*
C1	3635	3517	3444	1569	685	2675	1439	1236
%V	*28.5%*	*28.2%*	*28.4%*	*28.9%*	*32.8%*	*28.0%*	*29.9%*	*26.1%*
%H		*96.8%*	*94.7%*	*43.2%*	*18.8%*	*73.6%*	*39.6%*	*34.0%*
C2	2766	2730	2669	1266	480	2111	1157	954
%V	*21.7%*	*21.9%*	*22.0%*	*23.3%*	*23.0%*	*22.1%*	*24.0%*	*20.2%*
%H		*98.7%*	*96.5%*	*45.8%*	*17.4%*	*76.3%*	*41.8%*	*34.5%*
D	2116	2073	2001	865	328	1586	762	823
%V	*16.6%*	*16.6%*	*16.5%*	*15.9%*	*15.7%*	*16.6%*	*15.8%*	*17.4%*
%H		*98.0%*	*94.6%*	*40.9%*	*15.5%*	*75.0%*	*36.0%*	*38.9%*
E	1580	1535	1438	414	198	1192	358	833
%V	*12.4%*	*12.3%*	*11.9%*	*7.6%*	*9.5%*	*12.5%*	*7.4%*	*17.6%*
%H		*97.2%*	*91.0%*	*26.2%*	*12.5%*	*75.4%*	*22.7%*	*52.7%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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C4/Five - North Macro Region

Individual level data

Table 27.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	12760	12481	12109	5434	2090	9542	4811	4731
%H		*97.8%*	*94.9%*	*42.6%*	*16.4%*	*74.8%*	*37.7%*	*37.1%*
Working full time	5471	5384	5304	2744	1011	4059	2441	1619
%V	*42.9%*	*43.1%*	*43.8%*	*50.5%*	*48.4%*	*42.5%*	*50.7%*	*34.2%*
%H		*98.4%*	*96.9%*	*50.2%*	*18.5%*	*74.2%*	*44.6%*	*29.6%*
Working part time	1312	1289	1262	593	230	974	524	450
%V	*10.3%*	*10.3%*	*10.4%*	*10.9%*	*11.0%*	*10.2%*	*10.9%*	*9.5%*
%H		*98.2%*	*96.2%*	*45.2%*	*17.5%*	*74.2%*	*39.9%*	*34.3%*
Not working	5978	5808	5544	2097	849	4508	1846	2663
%V	*46.8%*	*46.5%*	*45.8%*	*38.6%*	*40.6%*	*47.2%*	*38.4%*	*56.3%*
%H		*97.2%*	*92.7%*	*35.1%*	*14.2%*	*75.4%*	*30.9%*	*44.5%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Individual level data

Table 27.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	6263	6089	5921	2748	1040	4626	2422	2204
%H		*97.2%*	*94.5%*	*43.9%*	*16.6%*	*73.9%*	*38.7%*	*35.2%*
16 - 19	442	429	422	229	83	332	216	116
%V	*7.1%*	*7.0%*	*7.1%*	*8.3%*	*8.0%*	*7.2%*	*8.9%*	*5.3%*
%H		*97.1%*	*95.5%*	*51.8%*	*18.8%*	*75.1%*	*48.9%*	*26.2%*
20 - 24	536	504	487	213	101	376	197	179
%V	*8.6%*	*8.3%*	*8.2%*	*7.8%*	*9.7%*	*8.1%*	*8.1%*	*8.1%*
%H		*94.0%*	*90.9%*	*39.7%*	*18.8%*	*70.1%*	*36.8%*	*33.4%*
25 - 34	1015	962	948	494	164	682	380	303
%V	*16.2%*	*15.8%*	*16.0%*	*18.0%*	*15.8%*	*14.7%*	*15.7%*	*13.7%*
%H		*94.8%*	*93.4%*	*48.7%*	*16.2%*	*67.2%*	*37.4%*	*29.9%*
35 - 44	1055	1028	1008	533	197	763	469	295
%V	*16.8%*	*16.9%*	*17.0%*	*19.4%*	*18.9%*	*16.5%*	*19.4%*	*13.4%*
%H		*97.4%*	*95.5%*	*50.5%*	*18.7%*	*72.3%*	*44.5%*	*28.0%*
45 - 54	1095	1073	1054	507	202	820	465	355
%V	*17.5%*	*17.6%*	*17.8%*	*18.4%*	*19.4%*	*17.7%*	*19.2%*	*16.1%*
%H		*98.0%*	*96.3%*	*46.3%*	*18.4%*	*74.9%*	*42.5%*	*32.4%*
55 - 64	942	930	906	393	155	738	367	371
%V	*15.0%*	*15.3%*	*15.3%*	*14.3%*	*14.9%*	*16.0%*	*15.2%*	*16.8%*
%H		*98.7%*	*96.2%*	*41.7%*	*16.5%*	*78.3%*	*39.0%*	*39.4%*
65+	1178	1164	1096	378	138	914	328	586
%V	*18.8%*	*19.1%*	*18.5%*	*13.8%*	*13.3%*	*19.8%*	*13.5%*	*26.6%*
%H		*98.8%*	*93.0%*	*32.1%*	*11.7%*	*77.6%*	*27.8%*	*49.7%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Individual level data

Table 27.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	6263	6089	5921	2748	1040	4626	2422	2204
%H		*97.2%*	*94.5%*	*43.9%*	*16.6%*	*73.9%*	*38.7%*	*35.2%*
AB	1328	1306	1273	663	197	987	553	435
%V	*21.2%*	*21.4%*	*21.5%*	*24.1%*	*18.9%*	*21.3%*	*22.8%*	*19.7%*
%H		*98.3%*	*95.9%*	*49.9%*	*14.8%*	*74.3%*	*41.6%*	*32.8%*
C1	1739	1671	1645	772	340	1269	712	557
%V	*27.8%*	*27.4%*	*27.8%*	*28.1%*	*32.7%*	*27.4%*	*29.4%*	*25.3%*
%H		*96.1%*	*94.6%*	*44.4%*	*19.6%*	*73.0%*	*40.9%*	*32.0%*
C2	1487	1463	1425	685	249	1118	611	507
%V	*23.7%*	*24.0%*	*24.1%*	*24.9%*	*23.9%*	*24.2%*	*25.2%*	*23.0%*
%H		*98.4%*	*95.8%*	*46.1%*	*16.7%*	*75.2%*	*41.1%*	*34.1%*
D	1033	1001	971	440	166	752	380	372
%V	*16.5%*	*16.4%*	*16.4%*	*16.0%*	*16.0%*	*16.3%*	*15.7%*	*16.9%*
%H		*96.9%*	*94.0%*	*42.6%*	*16.1%*	*72.8%*	*36.8%*	*36.0%*
E	675	647	607	188	87	500	166	334
%V	*10.8%*	*10.6%*	*10.3%*	*6.8%*	*8.4%*	*10.8%*	*6.9%*	*15.2%*
%H		*95.9%*	*89.9%*	*27.9%*	*12.9%*	*74.1%*	*24.6%*	*49.5%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Individual level data

Table 27.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	6263	6089	5921	2748	1040	4626	2422	2204
%H		*97.2%*	*94.5%*	*43.9%*	*16.6%*	*73.9%*	*38.7%*	*35.2%*
Working full time	3383	3311	3257	1703	617	2473	1491	982
%V	*54.0%*	*54.4%*	*55.0%*	*62.0%*	*59.3%*	*53.5%*	*61.6%*	*44.6%*
%H		*97.9%*	*96.3%*	*50.3%*	*18.2%*	*73.1%*	*44.1%*	*29.0%*
Working part time	274	263	254	113	42	186	85	101
%V	*4.4%*	*4.3%*	*4.3%*	*4.1%*	*4.0%*	*4.0%*	*3.5%*	*4.6%*
%H		*96.0%*	*92.7%*	*41.2%*	*15.3%*	*67.9%*	*31.0%*	*36.9%*
Not working	2606	2514	2410	932	381	1967	846	1121
%V	*41.6%*	*41.3%*	*40.7%*	*33.9%*	*36.6%*	*42.5%*	*34.9%*	*50.9%*
%H		*96.5%*	*92.5%*	*35.8%*	*14.6%*	*75.5%*	*32.5%*	*43.0%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Individual level data

Table 27.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	6497	6393	6189	2686	1050	4916	2389	2527
%H		*98.4%*	*95.3%*	*41.3%*	*16.2%*	*75.7%*	*36.8%*	*38.9%*
16 - 19	387	381	374	184	68	308	179	129
%V	*6.0%*	*6.0%*	*6.0%*	*6.9%*	*6.5%*	*6.3%*	*7.5%*	*5.1%*
%H		*98.4%*	*96.6%*	*47.5%*	*17.6%*	*79.6%*	*46.3%*	*33.3%*
20 - 24	542	513	505	217	105	392	201	191
%V	*8.3%*	*8.0%*	*8.2%*	*8.1%*	*10.0%*	*8.0%*	*8.4%*	*7.6%*
%H		*94.6%*	*93.2%*	*40.0%*	*19.4%*	*72.3%*	*37.1%*	*35.2%*
25 - 34	973	952	939	500	166	665	381	285
%V	*15.0%*	*14.9%*	*15.2%*	*18.6%*	*15.8%*	*13.5%*	*15.9%*	*11.3%*
%H		*97.8%*	*96.5%*	*51.4%*	*17.1%*	*68.3%*	*39.2%*	*29.3%*
35 - 44	1088	1071	1051	540	209	797	480	317
%V	*16.7%*	*16.8%*	*17.0%*	*20.1%*	*19.9%*	*16.2%*	*20.1%*	*12.5%*
%H		*98.4%*	*96.6%*	*49.6%*	*19.2%*	*73.3%*	*44.1%*	*29.1%*
45 - 54	1110	1099	1081	518	205	870	497	373
%V	*17.1%*	*17.2%*	*17.5%*	*19.3%*	*19.5%*	*17.7%*	*20.8%*	*14.8%*
%H		*99.0%*	*97.4%*	*46.7%*	*18.5%*	*78.4%*	*44.8%*	*33.6%*
55 - 64	973	965	943	408	158	758	368	390
%V	*15.0%*	*15.1%*	*15.2%*	*15.2%*	*15.0%*	*15.4%*	*15.4%*	*15.4%*
%H		*99.2%*	*96.9%*	*41.9%*	*16.2%*	*77.9%*	*37.8%*	*40.1%*
65+	1424	1413	1295	319	139	1126	283	843
%V	*21.9%*	*22.1%*	*20.9%*	*11.9%*	*13.2%*	*22.9%*	*11.8%*	*33.4%*
%H		*99.2%*	*90.9%*	*22.4%*	*9.8%*	*79.1%*	*19.9%*	*59.2%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Individual level data

Table 27.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	6497	6393	6189	2686	1050	4916	2389	2527
%H		*98.4%*	*95.3%*	*41.3%*	*16.2%*	*75.7%*	*36.8%*	*38.9%*
AB	1335	1320	1284	657	202	992	541	450
%V	*20.5%*	*20.6%*	*20.7%*	*24.5%*	*19.2%*	*20.2%*	*22.6%*	*17.8%*
%H		*98.9%*	*96.2%*	*49.2%*	*15.1%*	*74.3%*	*40.5%*	*33.7%*
C1	1895	1846	1800	797	345	1406	727	679
%V	*29.2%*	*28.9%*	*29.1%*	*29.7%*	*32.9%*	*28.6%*	*30.4%*	*26.9%*
%H		*97.4%*	*95.0%*	*42.1%*	*18.2%*	*74.2%*	*38.4%*	*35.8%*
C2	1279	1267	1244	581	231	993	546	447
%V	*19.7%*	*19.8%*	*20.1%*	*21.6%*	*22.0%*	*20.2%*	*22.9%*	*17.7%*
%H		*99.1%*	*97.3%*	*45.4%*	*18.1%*	*77.6%*	*42.7%*	*34.9%*
D	1084	1071	1030	424	161	834	382	452
%V	*16.7%*	*16.8%*	*16.6%*	*15.8%*	*15.3%*	*17.0%*	*16.0%*	*17.9%*
%H		*98.8%*	*95.0%*	*39.1%*	*14.9%*	*76.9%*	*35.2%*	*41.7%*
E	905	888	831	226	111	691	192	500
%V	*13.9%*	*13.9%*	*13.4%*	*8.4%*	*10.6%*	*14.1%*	*8.0%*	*19.8%*
%H		*98.1%*	*91.8%*	*25.0%*	*12.3%*	*76.4%*	*21.2%*	*55.2%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - North Macro Region

Individual level data

Table 27.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	6497	6393	6189	2686	1050	4916	2389	2527
%H		*98.4%*	*95.3%*	*41.3%*	*16.2%*	*75.7%*	*36.8%*	*38.9%*
Working full time	2088	2073	2047	1041	393	1587	950	637
%V	*32.1%*	*32.4%*	*33.1%*	*38.8%*	*37.4%*	*32.3%*	*39.8%*	*25.2%*
%H		*99.3%*	*98.0%*	*49.9%*	*18.8%*	*76.0%*	*45.5%*	*30.5%*
Working part time	1038	1025	1007	481	189	788	439	349
%V	*16.0%*	*16.0%*	*16.3%*	*17.9%*	*18.0%*	*16.0%*	*18.4%*	*13.8%*
%H		*98.7%*	*97.0%*	*46.3%*	*18.2%*	*75.9%*	*42.3%*	*33.6%*
Not working	3372	3294	3134	1165	468	2541	999	1542
%V	*51.9%*	*51.5%*	*50.6%*	*43.4%*	*44.6%*	*51.7%*	*41.8%*	*61.0%*
%H		*97.7%*	*92.9%*	*34.5%*	*13.9%*	*75.4%*	*29.6%*	*45.7%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - Scotland Macro Region

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C4/Five - Scotland Macro Region

Household level data

Table 28.1: Social Grade Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2556	2484	2374	1010	384	1762	774	988
%H (All HH)		*97.2%*	*92.9%*	*39.5%*	*15.0%*	*68.9%*	*30.3%*	*38.7%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.2%*	*39.8%*
AB	504	493	478	214	79	341	156	185
%V	*19.7%*	*19.8%*	*20.1%*	*21.2%*	*20.6%*	*19.4%*	*20.2%*	*18.7%*
%H (All HH)		*97.8%*	*94.8%*	*42.5%*	*15.7%*	*67.7%*	*31.0%*	*36.7%*
%H (TV HH)			*97.0%*	*43.4%*	*16.0%*	*69.2%*	*31.6%*	*37.5%*
C1	690	663	639	300	99	466	223	243
%V	*27.0%*	*26.7%*	*26.9%*	*29.7%*	*25.8%*	*26.4%*	*28.8%*	*24.6%*
%H (All HH)		*96.1%*	*92.6%*	*43.5%*	*14.3%*	*67.5%*	*32.3%*	*35.2%*
%H (TV HH)			*96.4%*	*45.2%*	*14.9%*	*70.3%*	*33.6%*	*36.7%*
C2	484	472	462	225	78	337	176	162
%V	*18.9%*	*19.0%*	*19.5%*	*22.3%*	*20.3%*	*19.1%*	*22.7%*	*16.4%*
%H (All HH)		*97.5%*	*95.5%*	*46.5%*	*16.1%*	*69.6%*	*36.4%*	*33.5%*
%H (TV HH)			*97.9%*	*47.7%*	*16.5%*	*71.4%*	*37.3%*	*34.3%*
D	462	453	432	171	79	327	143	184
%V	*18.1%*	*18.2%*	*18.2%*	*16.9%*	*20.6%*	*18.6%*	*18.5%*	*18.6%*
%H (All HH)		*98.1%*	*93.5%*	*37.0%*	*17.1%*	*70.8%*	*31.0%*	*39.8%*
%H (TV HH)			*95.4%*	*37.7%*	*17.4%*	*72.2%*	*31.6%*	*40.6%*
E	416	402	363	100	49	292	77	215
%V	*16.3%*	*16.2%*	*15.3%*	*9.9%*	*12.8%*	*16.6%*	*9.9%*	*21.8%*
%H (All HH)		*96.6%*	*87.3%*	*24.0%*	*11.8%*	*70.2%*	*18.5%*	*51.7%*
%H (TV HH)			*90.3%*	*24.9%*	*12.2%*	*72.6%*	*19.2%*	*53.5%*

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Household level data

Table 28.2: Housewife Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2556	2484	2374	1010	384	1762	774	988
%H (All HH)		*97.2%*	*92.9%*	*39.5%*	*15.0%*	*68.9%*	*30.3%*	*38.7%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.2%*	*39.8%*
Under 25	132	117	110	46	16	76	28	49
%V	*5.2%*	*4.7%*	*4.6%*	*4.6%*	*4.2%*	*4.3%*	*3.6%*	*5.0%*
%H (All HH)		*88.6%*	*83.3%*	*34.8%*	*12.1%*	*57.6%*	*21.2%*	*37.1%*
%H (TV HH)			*94.0%*	*39.3%*	*13.7%*	*65.0%*	*23.9%*	*41.9%*
25 - 34	391	372	364	183	63	241	122	119
%V	*15.3%*	*15.0%*	*15.3%*	*18.1%*	*16.4%*	*13.7%*	*15.8%*	*12.0%*
%H (All HH)		*95.1%*	*93.1%*	*46.8%*	*16.1%*	*61.6%*	*31.2%*	*30.4%*
%H (TV HH)			*97.8%*	*49.2%*	*16.9%*	*64.8%*	*32.8%*	*32.0%*
35 - 44	440	427	418	222	78	304	181	123
%V	*17.2%*	*17.2%*	*17.6%*	*22.0%*	*20.3%*	*17.3%*	*23.4%*	*12.4%*
%H (All HH)		*97.0%*	*95.0%*	*50.5%*	*17.7%*	*69.1%*	*41.1%*	*28.0%*
%H (TV HH)			*97.9%*	*52.0%*	*18.3%*	*71.2%*	*42.4%*	*28.8%*
45 - 54	504	491	476	217	85	354	177	177
%V	*19.7%*	*19.8%*	*20.1%*	*21.5%*	*22.1%*	*20.1%*	*22.9%*	*17.9%*
%H (All HH)		*97.4%*	*94.4%*	*43.1%*	*16.9%*	*70.2%*	*35.1%*	*35.1%*
%H (TV HH)			*96.9%*	*44.2%*	*17.3%*	*72.1%*	*36.0%*	*36.0%*
55 - 64	435	428	412	168	71	315	142	173
%V	*17.0%*	*17.2%*	*17.4%*	*16.6%*	*18.5%*	*17.9%*	*18.3%*	*17.5%*
%H (All HH)		*98.4%*	*94.7%*	*38.6%*	*16.3%*	*72.4%*	*32.6%*	*39.8%*
%H (TV HH)			*96.3%*	*39.3%*	*16.6%*	*73.6%*	*33.2%*	*40.4%*
65 +	653	649	593	174	71	471	123	348
%V	*25.5%*	*26.1%*	*25.0%*	*17.2%*	*18.5%*	*26.7%*	*15.9%*	*35.2%*
%H (All HH)		*99.4%*	*90.8%*	*26.6%*	*10.9%*	*72.1%*	*18.8%*	*53.3%*
%H (TV HH)			*91.4%*	*26.8%*	*10.9%*	*72.6%*	*19.0%*	*53.6%*

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Household level data

Table 28.3: Size of Household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2556	2484	2374	1010	384	1762	774	988
%H (All HH)		*97.2%*	*92.9%*	*39.5%*	*15.0%*	*68.9%*	*30.3%*	*38.7%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.2%*	*39.8%*
1	940	901	821	243	112	629	164	464
%V	*36.8%*	*36.3%*	*34.6%*	*24.1%*	*29.2%*	*35.7%*	*21.2%*	*47.0%*
%H (All HH)		*95.9%*	*87.3%*	*25.9%*	*11.9%*	*66.9%*	*17.4%*	*49.4%*
%H (TV HH)			*91.1%*	*27.0%*	*12.4%*	*69.8%*	*18.2%*	*51.5%*
2	848	829	811	360	125	609	281	329
%V	*33.2%*	*33.4%*	*34.2%*	*35.6%*	*32.6%*	*34.6%*	*36.3%*	*33.3%*
%H (All HH)		*97.8%*	*95.6%*	*42.5%*	*14.7%*	*71.8%*	*33.1%*	*38.8%*
%H (TV HH)			*97.8%*	*43.4%*	*15.1%*	*73.5%*	*33.9%*	*39.7%*
3	372	366	359	177	75	256	147	109
%V	*14.6%*	*14.7%*	*15.1%*	*17.5%*	*19.5%*	*14.5%*	*19.0%*	*11.0%*
%H (All HH)		*98.4%*	*96.5%*	*47.6%*	*20.2%*	*68.8%*	*39.5%*	*29.3%*
%H (TV HH)			*98.1%*	*48.4%*	*20.5%*	*69.9%*	*40.2%*	*29.8%*
4	283	279	275	167	53	189	129	60
%V	*11.1%*	*11.2%*	*11.6%*	*16.5%*	*13.8%*	*10.7%*	*16.7%*	*6.1%*
%H (All HH)		*98.6%*	*97.2%*	*59.0%*	*18.7%*	*66.8%*	*45.6%*	*21.2%*
%H (TV HH)			*98.6%*	*59.9%*	*19.0%*	*67.7%*	*46.2%*	*21.5%*
5+	114	109	107	62	20	78	52	26
%V	*4.5%*	*4.4%*	*4.5%*	*6.1%*	*5.2%*	*4.4%*	*6.7%*	*2.6%*
%H (All HH)		*95.6%*	*93.9%*	*54.4%*	*17.5%*	*68.4%*	*45.6%*	*22.8%*
%H (TV HH)			*98.2%*	*56.9%*	*18.3%*	*71.6%*	*47.7%*	*23.9%*
Average HH size	2.15	2.15	2.19	2.47	2.34	2.15	2.53	1.85

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
April 2010 - March 2011

C4/Five - Scotland Macro Region

Household level data

Table 28.4: Presence of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2556	2484	2374	1010	384	1762	774	988
%H (All HH)		*97.2%*	*92.9%*	*39.5%*	*15.0%*	*68.9%*	*30.3%*	*38.7%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.2%*	*39.8%*
Without	1966	1905	1803	691	282	1371	537	834
%V	*76.9%*	*76.7%*	*75.9%*	*68.4%*	*73.4%*	*77.8%*	*69.4%*	*84.4%*
%H (All HH)		*96.9%*	*91.7%*	*35.1%*	*14.3%*	*69.7%*	*27.3%*	*42.4%*
%H (TV HH)			*94.6%*	*36.3%*	*14.8%*	*72.0%*	*28.2%*	*43.8%*
With	590	579	571	319	102	391	237	154
%V	*23.1%*	*23.3%*	*24.1%*	*31.6%*	*26.6%*	*22.2%*	*30.6%*	*15.6%*
%H (All HH)		*98.1%*	*96.8%*	*54.1%*	*17.3%*	*66.3%*	*40.2%*	*26.1%*
%H (TV HH)			*98.6%*	*55.1%*	*17.6%*	*67.5%*	*40.9%*	*26.6%*
0 - 3	217	209	205	116	35	134	79	55
%V	*8.5%*	*8.4%*	*8.6%*	*11.5%*	*9.1%*	*7.6%*	*10.2%*	*5.6%*
%H (All HH)		*96.3%*	*94.5%*	*53.5%*	*16.1%*	*61.8%*	*36.4%*	*25.3%*
%H (TV HH)			*98.1%*	*55.5%*	*16.7%*	*64.1%*	*37.8%*	*26.3%*
4 - 9	263	257	254	140	46	172	101	70
%V	*10.3%*	*10.3%*	*10.7%*	*13.9%*	*12.0%*	*9.8%*	*13.0%*	*7.1%*
%H (All HH)		*97.7%*	*96.6%*	*53.2%*	*17.5%*	*65.4%*	*38.4%*	*26.6%*
%H (TV HH)			*98.8%*	*54.5%*	*17.9%*	*66.9%*	*39.3%*	*27.2%*
10 - 15	284	282	280	160	49	205	133	72
%V	*11.1%*	*11.4%*	*11.8%*	*15.8%*	*12.8%*	*11.6%*	*17.2%*	*7.3%*
%H (All HH)		*99.3%*	*98.6%*	*56.3%*	*17.3%*	*72.2%*	*46.8%*	*25.4%*
%H (TV HH)			*99.3%*	*56.7%*	*17.4%*	*72.7%*	*47.2%*	*25.5%*

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Household level data

Table 28.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2556	2484	2374	1010	384	1762	774	988
%H (All HH)		*97.2%*	*92.9%*	*39.5%*	*15.0%*	*68.9%*	*30.3%*	*38.7%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.2%*	*39.8%*
1	951	951	863	292	117	585	133	453
%V	*37.2%*	*38.3%*	*36.4%*	*28.9%*	*30.5%*	*33.2%*	*17.2%*	*45.9%*
%H (All HH)		*100.0%*	*90.7%*	*30.7%*	*12.3%*	*61.5%*	*14.0%*	*47.6%*
%H (TV HH)			*90.7%*	*30.7%*	*12.3%*	*61.5%*	*14.0%*	*47.6%*
2	854	854	836	351	143	624	278	346
%V	*33.4%*	*34.4%*	*35.2%*	*34.8%*	*37.2%*	*35.4%*	*35.9%*	*35.0%*
%H (All HH)		*100.0%*	*97.9%*	*41.1%*	*16.7%*	*73.1%*	*32.6%*	*40.5%*
%H (TV HH)			*97.9%*	*41.1%*	*16.7%*	*73.1%*	*32.6%*	*40.5%*
3	426	426	423	212	83	342	209	134
%V	*16.7%*	*17.1%*	*17.8%*	*21.0%*	*21.6%*	*19.4%*	*27.0%*	*13.6%*
%H (All HH)		*100.0%*	*99.3%*	*49.8%*	*19.5%*	*80.3%*	*49.1%*	*31.5%*
%H (TV HH)			*99.3%*	*49.8%*	*19.5%*	*80.3%*	*49.1%*	*31.5%*
4	172	172	171	101	30	139	99	40
%V	*6.7%*	*6.9%*	*7.2%*	*10.0%*	*7.8%*	*7.9%*	*12.8%*	*4.0%*
%H (All HH)		*100.0%*	*99.4%*	*58.7%*	*17.4%*	*80.8%*	*57.6%*	*23.3%*
%H (TV HH)			*99.4%*	*58.7%*	*17.4%*	*80.8%*	*57.6%*	*23.3%*
5+	80	80	80	55	12	71	55	16
%V	*3.1%*	*3.2%*	*3.4%*	*5.4%*	*3.1%*	*4.0%*	*7.1%*	*1.6%*
%H (All HH)		*100.0%*	*100.0%*	*68.8%*	*15.0%*	*88.8%*	*68.8%*	*20.0%*
%H (TV HH)			*100.0%*	*68.8%*	*15.0%*	*88.8%*	*68.8%*	*20.0%*

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Household level data

Table 28.6: Screen size Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2556	2484	2374	1010	384	1762	774	988
%H (All HH)		*97.2%*	*92.9%*	*39.5%*	*15.0%*	*68.9%*	*30.3%*	*38.7%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.2%*	*39.8%*
Under 20"	1009	1009	972	424	159	777	384	393
%V	*39.5%*	*40.6%*	*40.9%*	*42.0%*	*41.4%*	*44.1%*	*49.6%*	*39.8%*
%H (All HH)		*100.0%*	*96.3%*	*42.0%*	*15.8%*	*77.0%*	*38.1%*	*38.9%*
%H (TV HH)			*96.3%*	*42.0%*	*15.8%*	*77.0%*	*38.1%*	*38.9%*
20" - 29"	1174	1174	1108	440	167	858	352	506
%V	*45.9%*	*47.3%*	*46.7%*	*43.6%*	*43.5%*	*48.7%*	*45.5%*	*51.2%*
%H (All HH)		*100.0%*	*94.4%*	*37.5%*	*14.2%*	*73.1%*	*30.0%*	*43.1%*
%H (TV HH)			*94.4%*	*37.5%*	*14.2%*	*73.1%*	*30.0%*	*43.1%*
30" - 39"	1231	1231	1210	567	202	906	460	447
%V	*48.2%*	*49.6%*	*51.0%*	*56.1%*	*52.6%*	*51.4%*	*59.4%*	*45.2%*
%H (All HH)		*100.0%*	*98.3%*	*46.1%*	*16.4%*	*73.6%*	*37.4%*	*36.3%*
%H (TV HH)			*98.3%*	*46.1%*	*16.4%*	*73.6%*	*37.4%*	*36.3%*
40" and over	706	706	703	399	141	499	330	170
%V	*27.6%*	*28.4%*	*29.6%*	*39.5%*	*36.7%*	*28.3%*	*42.6%*	*17.2%*
%H (All HH)		*100.0%*	*99.6%*	*56.5%*	*20.0%*	*70.7%*	*46.7%*	*24.1%*
%H (TV HH)			*99.6%*	*56.5%*	*20.0%*	*70.7%*	*46.7%*	*24.1%*

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
April 2010 - March 2011

C4/Five - Scotland Macro Region

Household level data

Table 28.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2556	2484	2374	1010	384	1762	774	988
%H (All HH)		*97.2%*	*92.9%*	*39.5%*	*15.0%*	*68.9%*	*30.3%*	*38.7%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.2%*	*39.8%*
Main living room	2457	2457	2350	999	382	1743	765	978
%V	*96.1%*	*98.9%*	*99.0%*	*98.9%*	*99.5%*	*98.9%*	*98.8%*	*99.0%*
%H (All HH)		*100.0%*	*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.1%*	*39.8%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.1%*	*39.8%*
Kitchen	336	336	332	165	49	272	152	121
%V	*13.1%*	*13.5%*	*14.0%*	*16.3%*	*12.8%*	*15.4%*	*19.6%*	*12.2%*
%H (All HH)		*100.0%*	*98.8%*	*49.1%*	*14.6%*	*81.0%*	*45.2%*	*36.0%*
%H (TV HH)			*98.8%*	*49.1%*	*14.6%*	*81.0%*	*45.2%*	*36.0%*
Adult's bedroom	1193	1193	1178	571	217	923	523	399
%V	*46.7%*	*48.0%*	*49.6%*	*56.5%*	*56.5%*	*52.4%*	*67.6%*	*40.4%*
%H (All HH)		*100.0%*	*98.7%*	*47.9%*	*18.2%*	*77.4%*	*43.8%*	*33.4%*
%H (TV HH)			*98.7%*	*47.9%*	*18.2%*	*77.4%*	*43.8%*	*33.4%*
Child's bedroom	263	263	262	153	48	211	147	64
%V	*10.3%*	*10.6%*	*11.0%*	*15.1%*	*12.5%*	*12.0%*	*19.0%*	*6.5%*
%H (All HH)		*100.0%*	*99.6%*	*58.2%*	*18.3%*	*80.2%*	*55.9%*	*24.3%*
%H (TV HH)			*99.6%*	*58.2%*	*18.3%*	*80.2%*	*55.9%*	*24.3%*
Other bedroom	88	88	88	46	17	69	44	25
%V	*3.4%*	*3.5%*	*3.7%*	*4.6%*	*4.4%*	*3.9%*	*5.7%*	*2.5%*
%H (All HH)		*100.0%*	*100.0%*	*52.3%*	*19.3%*	*78.4%*	*50.0%*	*28.4%*
%H (TV HH)			*100.0%*	*52.3%*	*19.3%*	*78.4%*	*50.0%*	*28.4%*
Second living/dining room	201	201	197	112	24	154	91	62
%V	*7.9%*	*8.1%*	*8.3%*	*11.1%*	*6.3%*	*8.7%*	*11.8%*	*6.3%*
%H (All HH)		*100.0%*	*98.0%*	*55.7%*	*11.9%*	*76.6%*	*45.3%*	*30.8%*
%H (TV HH)			*98.0%*	*55.7%*	*11.9%*	*76.6%*	*45.3%*	*30.8%*
Study/office	54	54	53	27	8	42	24	18
%V	*2.1%*	*2.2%*	*2.2%*	*2.7%*	*2.1%*	*2.4%*	*3.1%*	*1.8%*
%H (All HH)		*100.0%*	*98.1%*	*50.0%*	*14.8%*	*77.8%*	*44.4%*	*33.3%*
%H (TV HH)			*98.1%*	*50.0%*	*14.8%*	*77.8%*	*44.4%*	*33.3%*
TV room	25	25	25	14	4	18	12	6
%V	*1.0%*	*1.0%*	*1.1%*	*1.4%*	*1.0%*	*1.0%*	*1.6%*	*0.6%*
%H (All HH)		*100.0%*	*100.0%*	*56.0%*	*16.0%*	*72.0%*	*48.0%*	*24.0%*
%H (TV HH)			*100.0%*	*56.0%*	*16.0%*	*72.0%*	*48.0%*	*24.0%*
No specific location	6	6	6	2	2	4	2	2
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.5%*	*0.2%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*33.3%*	*33.3%*	*66.7%*	*33.3%*	*33.3%*
%H (TV HH)			*100.0%*	*33.3%*	*33.3%*	*66.7%*	*33.3%*	*33.3%*
Other	9	9	9	6	0	7	4	3
%V	*0.4%*	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.5%*	*0.3%*
%H (All HH)		*100.0%*	*100.0%*	*66.7%*	*0.0%*	*77.8%*	*44.4%*	*33.3%*
%H (TV HH)			*100.0%*	*66.7%*	*0.0%*	*77.8%*	*44.4%*	*33.3%*

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
April 2010 - March 2011

C4/Five - Scotland Macro Region

Household level data

Table 28.8: Recorders Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2556	2484	2374	1010	384	1762	774	988
%H (All HH)		*97.2%*	*92.9%*	*39.5%*	*15.0%*	*68.9%*	*30.3%*	*38.7%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.2%*	*39.8%*
PVR	1083	1083	1082	735	166	728	538	189
%V	*42.4%*	*43.6%*	*45.6%*	*72.8%*	*43.2%*	*41.3%*	*69.5%*	*19.1%*
%H (All HH)		*100.0%*	*99.9%*	*67.9%*	*15.3%*	*67.2%*	*49.7%*	*17.5%*
%H (TV HH)			*99.9%*	*67.9%*	*15.3%*	*67.2%*	*49.7%*	*17.5%*
DVDR	458	458	450	215	72	340	176	164
%V	*17.9%*	*18.4%*	*19.0%*	*21.3%*	*18.8%*	*19.3%*	*22.7%*	*16.6%*
%H (All HH)		*100.0%*	*98.3%*	*46.9%*	*15.7%*	*74.2%*	*38.4%*	*35.8%*
%H (TV HH)			*98.3%*	*46.9%*	*15.7%*	*74.2%*	*38.4%*	*35.8%*
VCR	515	515	480	170	84	366	139	227
%V	*20.1%*	*20.7%*	*20.2%*	*16.8%*	*21.9%*	*20.8%*	*18.0%*	*23.0%*
%H (All HH)		*100.0%*	*93.2%*	*33.0%*	*16.3%*	*71.1%*	*27.0%*	*44.1%*
%H (TV HH)			*93.2%*	*33.0%*	*16.3%*	*71.1%*	*27.0%*	*44.1%*
Any recorder	1611	1611	1571	842	256	1121	640	482
%V	*63.0%*	*64.9%*	*66.2%*	*83.4%*	*66.7%*	*63.6%*	*82.7%*	*48.8%*
%H (All HH)		*100.0%*	*97.5%*	*52.3%*	*15.9%*	*69.6%*	*39.7%*	*29.9%*
%H (TV HH)			*97.5%*	*52.3%*	*15.9%*	*69.6%*	*39.7%*	*29.9%*

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
April 2010 - March 2011

C4/Five - Scotland Macro Region

Household level data

Table 28.9: Other TV equipment Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2556	2484	2374	1010	384	1762	774	988
%H (All HH)		*97.2%*	*92.9%*	*39.5%*	*15.0%*	*68.9%*	*30.3%*	*38.7%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.2%*	*39.8%*
Receives HDTV (via STB or built-in reception)	689	689	689	424	174	458	360	98
%V	*27.0%*	*27.7%*	*29.0%*	*42.0%*	*45.3%*	*26.0%*	*46.5%*	*9.9%*
%H (All HH)		*100.0%*	*100.0%*	*61.5%*	*25.3%*	*66.5%*	*52.2%*	*14.2%*
%H (TV HH)			*100.0%*	*61.5%*	*25.3%*	*66.5%*	*52.2%*	*14.2%*
DVD/Blu-ray player or recorder	2044	2044	1994	889	343	1469	698	771
%V	*80.0%*	*82.3%*	*84.0%*	*88.0%*	*89.3%*	*83.4%*	*90.2%*	*78.0%*
%H (All HH)		*100.0%*	*97.6%*	*43.5%*	*16.8%*	*71.9%*	*34.1%*	*37.7%*
%H (TV HH)			*97.6%*	*43.5%*	*16.8%*	*71.9%*	*34.1%*	*37.7%*

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
April 2010 - March 2011

C4/Five - Scotland Macro Region

Household level data

Table 28.10: Computers and Internet Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2556	2484	2374	1010	384	1762	774	988
%H (All HH)		*97.2%*	*92.9%*	*39.5%*	*15.0%*	*68.9%*	*30.3%*	*38.7%*
%H (TV HH)			*95.6%*	*40.7%*	*15.5%*	*70.9%*	*31.2%*	*39.8%*
Has PC or Laptop	1776	1724	1696	836	308	1214	653	561
%V	*69.5%*	*69.4%*	*71.4%*	*82.8%*	*80.2%*	*68.9%*	*84.4%*	*56.8%*
%H (All HH)		*97.1%*	*95.5%*	*47.1%*	*17.3%*	*68.4%*	*36.8%*	*31.6%*
%H (TV HH)			*98.4%*	*48.5%*	*17.9%*	*70.4%*	*37.9%*	*32.5%*
Has broadband internet	1609	1567	1544	781	286	1100	613	487
%V	*62.9%*	*63.1%*	*65.0%*	*77.3%*	*74.5%*	*62.4%*	*79.2%*	*49.3%*
%H (All HH)		*97.4%*	*96.0%*	*48.5%*	*17.8%*	*68.4%*	*38.1%*	*30.3%*
%H (TV HH)			*98.5%*	*49.8%*	*18.3%*	*70.2%*	*39.1%*	*31.1%*

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
April 2010 - March 2011

C4/Five - Scotland Macro Region

Set level data

Table 28.11: Screen Size

Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5051	4915	2325	832	3792	2004	1788
%H		*97.3%*	*46.0%*	*16.5%*	*75.1%*	*39.7%*	*35.4%*
Under 20"	1386	1345	627	224	1085	585	500
%V	*27.4%*	*27.4%*	*27.0%*	*26.9%*	*28.6%*	*29.2%*	*28.0%*
%H		*97.0%*	*45.2%*	*16.2%*	*78.3%*	*42.2%*	*36.1%*
20" - 29"	1443	1374	564	210	1081	472	609
%V	*28.6%*	*28.0%*	*24.3%*	*25.2%*	*28.5%*	*23.6%*	*34.1%*
%H		*95.2%*	*39.1%*	*14.6%*	*74.9%*	*32.7%*	*42.2%*
30" - 39"	1421	1400	677	236	1060	567	494
%V	*28.1%*	*28.5%*	*29.1%*	*28.4%*	*28.0%*	*28.3%*	*27.6%*
%H		*98.5%*	*47.6%*	*16.6%*	*74.6%*	*39.9%*	*34.8%*
40" and over	772	769	445	156	546	370	176
%V	*15.3%*	*15.6%*	*19.1%*	*18.8%*	*14.4%*	*18.5%*	*9.8%*
%H		*99.6%*	*57.6%*	*20.2%*	*70.7%*	*47.9%*	*22.8%*
Don't know	29	27	13	6	19	11	9
%V	*0.6%*	*0.5%*	*0.6%*	*0.7%*	*0.5%*	*0.5%*	*0.5%*
%H		*93.1%*	*44.8%*	*20.7%*	*65.5%*	*37.9%*	*31.0%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5051	4915	2325	832	3792	2004	1788
%H		*97.3%*	*46.0%*	*16.5%*	*75.1%*	*39.7%*	*35.4%*
Main living room	2486	2377	1011	386	1767	778	988
%V	*49.2%*	*48.4%*	*43.5%*	*46.4%*	*46.6%*	*38.8%*	*55.3%*
%H		*95.6%*	*40.7%*	*15.5%*	*71.1%*	*31.3%*	*39.7%*
Kitchen	339	335	166	49	275	153	122
%V	*6.7%*	*6.8%*	*7.1%*	*5.9%*	*7.3%*	*7.6%*	*6.8%*
%H		*98.8%*	*49.0%*	*14.5%*	*81.1%*	*45.1%*	*36.0%*
Adult's bedroom	1480	1464	720	279	1162	683	479
%V	*29.3%*	*29.8%*	*31.0%*	*33.5%*	*30.6%*	*34.1%*	*26.8%*
%H		*98.9%*	*48.6%*	*18.9%*	*78.5%*	*46.1%*	*32.4%*
Child's bedroom	344	343	209	61	280	202	77
%V	*6.8%*	*7.0%*	*9.0%*	*7.3%*	*7.4%*	*10.1%*	*4.3%*
%H		*99.7%*	*60.8%*	*17.7%*	*81.4%*	*58.7%*	*22.4%*
Other bedroom	100	100	53	18	79	50	29
%V	*2.0%*	*2.0%*	*2.3%*	*2.2%*	*2.1%*	*2.5%*	*1.6%*
%H		*100.0%*	*53.0%*	*18.0%*	*79.0%*	*50.0%*	*29.0%*
Second living/dining room	207	203	116	24	158	94	63
%V	*4.1%*	*4.1%*	*5.0%*	*2.9%*	*4.2%*	*4.7%*	*3.5%*
%H		*98.1%*	*56.0%*	*11.6%*	*76.3%*	*45.4%*	*30.4%*
Study/office	54	53	27	8	42	24	18
%V	*1.1%*	*1.1%*	*1.2%*	*1.0%*	*1.1%*	*1.2%*	*1.0%*
%H		*98.1%*	*50.0%*	*14.8%*	*77.8%*	*44.4%*	*33.3%*
TV room	25	25	15	4	19	12	6
%V	*0.5%*	*0.5%*	*0.6%*	*0.5%*	*0.5%*	*0.6%*	*0.3%*
%H		*100.0%*	*60.0%*	*16.0%*	*76.0%*	*48.0%*	*24.0%*
No specific location	6	6	2	2	4	2	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*
%H		*100.0%*	*33.3%*	*33.3%*	*66.7%*	*33.3%*	*33.3%*
Other	10	10	7	0	7	4	3
%V	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*
%H		*100.0%*	*70.0%*	*0.0%*	*70.0%*	*40.0%*	*30.0%*

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 28.13: Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5051	4915	2325	832	3792	2004	1788
%H		*97.3%*	*46.0%*	*16.5%*	*75.1%*	*39.7%*	*35.4%*
PVR	1382	1381	990	196	913	707	207
%V	*27.4%*	*28.1%*	*42.6%*	*23.6%*	*24.1%*	*35.3%*	*11.6%*
%H		*99.9%*	*71.6%*	*14.2%*	*66.1%*	*51.2%*	*15.0%*
DVDR	564	556	277	89	427	236	191
%V	*11.2%*	*11.3%*	*11.9%*	*10.7%*	*11.3%*	*11.8%*	*10.7%*
%H		*98.6%*	*49.1%*	*15.8%*	*75.7%*	*41.8%*	*33.9%*
VCR	590	553	197	101	428	172	256
%V	*11.7%*	*11.3%*	*8.5%*	*12.1%*	*11.3%*	*8.6%*	*14.3%*
%H		*93.7%*	*33.4%*	*17.1%*	*72.5%*	*29.2%*	*43.4%*
Any recorder	2146	2104	1216	333	1496	930	567
%V	*42.5%*	*42.8%*	*52.3%*	*40.0%*	*39.5%*	*46.4%*	*31.7%*
%H		*98.0%*	*56.7%*	*15.5%*	*69.7%*	*43.3%*	*26.4%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 28.14: Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5051	4915	2325	832	3792	2004	1788
%H		*97.3%*	*46.0%*	*16.5%*	*75.1%*	*39.7%*	*35.4%*
Receives HDTV (via STB or built-in reception)	850	850	530	211	573	456	117
%V	*16.8%*	*17.3%*	*22.8%*	*25.4%*	*15.1%*	*22.8%*	*6.5%*
%H		*100.0%*	*62.4%*	*24.8%*	*67.4%*	*53.6%*	*13.8%*
DVD/Blu-ray player or recorder	3091	3037	1461	551	2285	1242	1043
%V	*61.2%*	*61.8%*	*62.8%*	*66.2%*	*60.3%*	*62.0%*	*58.3%*
%H		*98.3%*	*47.3%*	*17.8%*	*73.9%*	*40.2%*	*33.7%*

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	**Multi-channel**	**DSat**	**Cable**	**DTT**	**DTT + Cab/DSat**	**DTT only**
	HH	**HH**	**HH**	**HH**	**HH**	**HH**	**HH**
Total Main Sets	2482	2373	1010	384	1761	773	988
%H		*95.6%*	*40.7%*	*15.5%*	*71.0%*	*31.1%*	*39.8%*
Under 20"	107	85	15	5	71	5	65
%V	*4.3%*	*3.6%*	*1.5%*	*1.3%*	*4.0%*	*0.6%*	*6.6%*
%H		*79.4%*	*14.0%*	*4.7%*	*66.4%*	*4.7%*	*60.7%*
20" - 29"	683	620	180	83	473	115	358
%V	*27.5%*	*26.1%*	*17.8%*	*21.6%*	*26.9%*	*14.9%*	*36.2%*
%H		*90.8%*	*26.4%*	*12.2%*	*69.3%*	*16.8%*	*52.4%*
30" - 39"	994	975	422	157	725	329	396
%V	*40.0%*	*41.1%*	*41.8%*	*40.9%*	*41.2%*	*42.6%*	*40.1%*
%H		*98.1%*	*42.5%*	*15.8%*	*72.9%*	*33.1%*	*39.8%*
40" and over	685	682	387	137	485	321	164
%V	*27.6%*	*28.7%*	*38.3%*	*35.7%*	*27.5%*	*41.5%*	*16.6%*
%H		*99.6%*	*56.5%*	*20.0%*	*70.8%*	*46.9%*	*23.9%*
Don't know	13	11	6	1	8	3	5
%V	*0.5%*	*0.5%*	*0.6%*	*0.3%*	*0.5%*	*0.4%*	*0.5%*
%H		*84.6%*	*46.2%*	*7.7%*	*61.5%*	*23.1%*	*38.5%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Set level data

Table 28.16: Main Set Recorders Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2482	2373	1010	384	1761	773	988
%H		*95.6%*	*40.7%*	*15.5%*	*71.0%*	*31.1%*	*39.8%*
PVR	1053	1053	720	158	703	523	180
%V	*42.4%*	*44.4%*	*71.3%*	*41.1%*	*39.9%*	*67.7%*	*18.2%*
%H		*100.0%*	*68.4%*	*15.0%*	*66.8%*	*49.7%*	*17.1%*
DVDR	396	388	176	59	290	138	152
%V	*16.0%*	*16.4%*	*17.4%*	*15.4%*	*16.5%*	*17.9%*	*15.4%*
%H		*98.0%*	*44.4%*	*14.9%*	*73.2%*	*34.8%*	*38.4%*
VCR	427	393	125	69	295	95	200
%V	*17.2%*	*16.6%*	*12.4%*	*18.0%*	*16.8%*	*12.3%*	*20.2%*
%H		*92.0%*	*29.3%*	*16.2%*	*69.1%*	*22.2%*	*46.8%*
Any recorder	1543	1503	819	238	1062	608	454
%V	*62.2%*	*63.3%*	*81.1%*	*62.0%*	*60.3%*	*78.7%*	*46.0%*
%H		*97.4%*	*53.1%*	*15.4%*	*68.8%*	*39.4%*	*29.4%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 28.17: Main Set - Other TV equipment Platforms available in household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2482	2373	1010	384	1761	773	988
%H		*95.6%*	*40.7%*	*15.5%*	*71.0%*	*31.1%*	*39.8%*
Receives HDTV (via STB or built-in reception)	659	659	403	167	437	344	94
%V	*26.6%*	*27.8%*	*39.9%*	*43.5%*	*24.8%*	*44.5%*	*9.5%*
%H		*100.0%*	*61.2%*	*25.3%*	*66.3%*	*52.2%*	*14.3%*
DVD/Blu-ray player or recorder	1909	1860	823	320	1368	643	725
%V	*76.9%*	*78.4%*	*81.5%*	*83.3%*	*77.7%*	*83.2%*	*73.4%*
%H		*97.4%*	*43.1%*	*16.8%*	*71.7%*	*33.7%*	*38.0%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Set level data

Table 28.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2569	2542	1315	448	2031	1231	801
%H		*98.9%*	*51.2%*	*17.4%*	*79.1%*	*47.9%*	*31.2%*
Under 20"	1279	1260	612	219	1014	579	435
%V	*49.8%*	*49.6%*	*46.5%*	*48.9%*	*49.9%*	*47.0%*	*54.3%*
%H		*98.5%*	*47.8%*	*17.1%*	*79.3%*	*45.3%*	*34.0%*
20" - 29"	760	754	384	127	608	358	251
%V	*29.6%*	*29.7%*	*29.2%*	*28.3%*	*29.9%*	*29.1%*	*31.3%*
%H		*99.2%*	*50.5%*	*16.7%*	*80.0%*	*47.1%*	*33.0%*
30" - 39"	427	425	255	79	335	238	98
%V	*16.6%*	*16.7%*	*19.4%*	*17.6%*	*16.5%*	*19.3%*	*12.2%*
%H		*99.5%*	*59.7%*	*18.5%*	*78.5%*	*55.7%*	*23.0%*
40" and over	87	87	57	19	62	49	13
%V	*3.4%*	*3.4%*	*4.3%*	*4.2%*	*3.1%*	*4.0%*	*1.6%*
%H		*100.0%*	*65.5%*	*21.8%*	*71.3%*	*56.3%*	*14.9%*
Don't know	16	16	7	5	11	7	4
%V	*0.6%*	*0.6%*	*0.5%*	*1.1%*	*0.5%*	*0.6%*	*0.5%*
%H		*100.0%*	*43.8%*	*31.3%*	*68.8%*	*43.8%*	*25.0%*

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

	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2569	2542	1315	448	2031	1231	801
%H		*98.9%*	*51.2%*	*17.4%*	*79.1%*	*47.9%*	*31.2%*
PVR	329	329	269	37	211	184	27
%V	*12.8%*	*12.9%*	*20.5%*	*8.3%*	*10.4%*	*14.9%*	*3.4%*
%H		*100.0%*	*81.8%*	*11.2%*	*64.1%*	*55.9%*	*8.2%*
DVDR	168	168	101	29	136	98	39
%V	*6.5%*	*6.6%*	*7.7%*	*6.5%*	*6.7%*	*8.0%*	*4.9%*
%H		*100.0%*	*60.1%*	*17.3%*	*81.0%*	*58.3%*	*23.2%*
VCR	163	161	72	32	133	76	57
%V	*6.3%*	*6.3%*	*5.5%*	*7.1%*	*6.5%*	*6.2%*	*7.1%*
%H		*98.8%*	*44.2%*	*19.6%*	*81.6%*	*46.6%*	*35.0%*
Any recorder	604	601	397	96	434	321	113
%V	*23.5%*	*23.6%*	*30.2%*	*21.4%*	*21.4%*	*26.1%*	*14.1%*
%H		*99.5%*	*65.7%*	*15.9%*	*71.9%*	*53.1%*	*18.7%*

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 HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2569	2542	1315	448	2031	1231	801
%H		*98.9%*	*51.2%*	*17.4%*	*79.1%*	*47.9%*	*31.2%*
Receives HDTV (via STB or built-in reception)	191	191	126	44	135	112	23
%V	*7.4%*	*7.5%*	*9.6%*	*9.8%*	*6.6%*	*9.1%*	*2.9%*
%H		*100.0%*	*66.0%*	*23.0%*	*70.7%*	*58.6%*	*12.0%*
DVD/Blu-ray player or recorder	1182	1177	638	231	916	599	317
%V	*46.0%*	*46.3%*	*48.5%*	*51.6%*	*45.1%*	*48.7%*	*39.6%*
%H		*99.6%*	*54.0%*	*19.5%*	*77.5%*	*50.7%*	*26.8%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.21: Age of Children Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	5490	5352	5195	2499	898	3790	1961	1829
%H		*97.5%*	*94.6%*	*45.5%*	*16.4%*	*69.0%*	*35.7%*	*33.3%*
Total Children	963	941	929	533	159	635	392	243
%V	*17.5%*	*17.6%*	*17.9%*	*21.3%*	*17.7%*	*16.8%*	*20.0%*	*13.3%*
%H		*97.7%*	*96.5%*	*55.3%*	*16.5%*	*65.9%*	*40.7%*	*25.2%*
0 - 3	256	248	244	141	41	157	95	63
%V	*4.7%*	*4.6%*	*4.7%*	*5.6%*	*4.6%*	*4.1%*	*4.8%*	*3.4%*
%H		*96.9%*	*95.3%*	*55.1%*	*16.0%*	*61.3%*	*37.1%*	*24.6%*
4 - 15	707	694	685	392	119	478	298	180
%V	*12.9%*	*13.0%*	*13.2%*	*15.7%*	*13.3%*	*12.6%*	*15.2%*	*9.8%*
%H		*98.2%*	*96.9%*	*55.4%*	*16.8%*	*67.6%*	*42.1%*	*25.5%*
4 - 9	343	333	328	184	60	218	129	88
%V	*6.2%*	*6.2%*	*6.3%*	*7.4%*	*6.7%*	*5.8%*	*6.6%*	*4.8%*
%H		*97.1%*	*95.6%*	*53.6%*	*17.5%*	*63.6%*	*37.6%*	*25.7%*
10 - 15	364	360	357	208	58	260	168	92
%V	*6.6%*	*6.7%*	*6.9%*	*8.3%*	*6.5%*	*6.9%*	*8.6%*	*5.0%*
%H		*98.9%*	*98.1%*	*57.1%*	*15.9%*	*71.4%*	*46.2%*	*25.3%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: Adults - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Inds	5490	5352	5195	2499	898	3790	1961	1829
%H		*97.5%*	*94.6%*	*45.5%*	*16.4%*	*69.0%*	*35.7%*	*33.3%*
Total Adults (16+)	4527	4410	4266	1965	739	3154	1568	1586
%V	*82.5%*	*82.4%*	*82.1%*	*78.6%*	*82.3%*	*83.2%*	*80.0%*	*86.7%*
%H		*97.4%*	*94.2%*	*43.4%*	*16.3%*	*69.7%*	*34.6%*	*35.0%*
16 - 19	278	265	259	138	45	199	120	79
%V	*5.1%*	*5.0%*	*5.0%*	*5.5%*	*5.0%*	*5.3%*	*6.1%*	*4.3%*
%H		*95.3%*	*93.2%*	*49.6%*	*16.2%*	*71.6%*	*43.2%*	*28.4%*
20 - 24	344	319	308	143	64	224	119	105
%V	*6.3%*	*6.0%*	*5.9%*	*5.7%*	*7.1%*	*5.9%*	*6.1%*	*5.7%*
%H		*92.7%*	*89.5%*	*41.6%*	*18.6%*	*65.1%*	*34.6%*	*30.5%*
25 - 34	711	682	671	339	130	454	249	206
%V	*13.0%*	*12.7%*	*12.9%*	*13.6%*	*14.5%*	*12.0%*	*12.7%*	*11.3%*
%H		*95.9%*	*94.4%*	*47.7%*	*18.3%*	*63.9%*	*35.0%*	*29.0%*
35 - 44	752	734	721	395	133	513	313	200
%V	*13.7%*	*13.7%*	*13.9%*	*15.8%*	*14.8%*	*13.5%*	*16.0%*	*10.9%*
%H		*97.6%*	*95.9%*	*52.5%*	*17.7%*	*68.2%*	*41.6%*	*26.6%*
45 - 54	826	809	789	383	141	582	313	270
%V	*15.0%*	*15.1%*	*15.2%*	*15.3%*	*15.7%*	*15.4%*	*16.0%*	*14.8%*
%H		*97.9%*	*95.5%*	*46.4%*	*17.1%*	*70.5%*	*37.9%*	*32.7%*
55 - 64	703	693	673	297	121	510	253	257
%V	*12.8%*	*12.9%*	*13.0%*	*11.9%*	*13.5%*	*13.5%*	*12.9%*	*14.1%*
%H		*98.6%*	*95.7%*	*42.2%*	*17.2%*	*72.5%*	*36.0%*	*36.6%*
65+	913	908	844	271	105	672	202	469
%V	*16.6%*	*17.0%*	*16.2%*	*10.8%*	*11.7%*	*17.7%*	*10.3%*	*25.6%*
%H		*99.5%*	*92.4%*	*29.7%*	*11.5%*	*73.6%*	*22.1%*	*51.4%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4527	4410	4266	1965	739	3154	1568	1586
%H		*97.4%*	*94.2%*	*43.4%*	*16.3%*	*69.7%*	*34.6%*	*35.0%*
AB	966	946	923	444	150	657	327	330
%V	*21.3%*	*21.5%*	*21.6%*	*22.6%*	*20.3%*	*20.8%*	*20.9%*	*20.8%*
%H		*97.9%*	*95.5%*	*46.0%*	*15.5%*	*68.0%*	*33.9%*	*34.2%*
C1	1258	1213	1176	594	203	859	471	388
%V	*27.8%*	*27.5%*	*27.6%*	*30.2%*	*27.5%*	*27.2%*	*30.0%*	*24.5%*
%H		*96.4%*	*93.5%*	*47.2%*	*16.1%*	*68.3%*	*37.4%*	*30.8%*
C2	954	933	918	456	167	676	375	301
%V	*21.1%*	*21.2%*	*21.5%*	*23.2%*	*22.6%*	*21.4%*	*23.9%*	*19.0%*
%H		*97.8%*	*96.2%*	*47.8%*	*17.5%*	*70.9%*	*39.3%*	*31.6%*
D	807	792	765	328	144	575	279	297
%V	*17.8%*	*18.0%*	*17.9%*	*16.7%*	*19.5%*	*18.2%*	*17.8%*	*18.7%*
%H		*98.1%*	*94.8%*	*40.6%*	*17.8%*	*71.3%*	*34.6%*	*36.8%*
E	542	526	483	142	74	387	117	270
%V	*12.0%*	*11.9%*	*11.3%*	*7.2%*	*10.0%*	*12.3%*	*7.5%*	*17.0%*
%H		*97.0%*	*89.1%*	*26.2%*	*13.7%*	*71.4%*	*21.6%*	*49.8%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Adults (16+)	4527	4410	4266	1965	739	3154	1568	1586
%H		*97.4%*	*94.2%*	*43.4%*	*16.3%*	*69.7%*	*34.6%*	*35.0%*
Working full time	2000	1956	1926	1029	348	1368	809	559
%V	*44.2%*	*44.4%*	*45.1%*	*52.4%*	*47.1%*	*43.4%*	*51.6%*	*35.2%*
%H		*97.8%*	*96.3%*	*51.5%*	*17.4%*	*68.4%*	*40.5%*	*28.0%*
Working part time	454	447	441	220	86	323	184	139
%V	*10.0%*	*10.1%*	*10.3%*	*11.2%*	*11.6%*	*10.2%*	*11.7%*	*8.8%*
%H		*98.5%*	*97.1%*	*48.5%*	*18.9%*	*71.1%*	*40.5%*	*30.6%*
Not working	2072	2007	1899	716	305	1464	575	889
%V	*45.8%*	*45.5%*	*44.5%*	*36.4%*	*41.3%*	*46.4%*	*36.7%*	*56.1%*
%H		*96.9%*	*91.7%*	*34.6%*	*14.7%*	*70.7%*	*27.8%*	*42.9%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: Males - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2172	2105	2038	974	355	1492	771	721
%H		*96.9%*	*93.8%*	*44.8%*	*16.3%*	*68.7%*	*35.5%*	*33.2%*
16 - 19	137	130	128	75	20	97	62	35
%V	*6.3%*	*6.2%*	*6.3%*	*7.7%*	*5.6%*	*6.5%*	*8.0%*	*4.9%*
%H		*94.9%*	*93.4%*	*54.7%*	*14.6%*	*70.8%*	*45.3%*	*25.5%*
20 - 24	177	164	157	75	34	113	62	51
%V	*8.1%*	*7.8%*	*7.7%*	*7.7%*	*9.6%*	*7.6%*	*8.0%*	*7.1%*
%H		*92.7%*	*88.7%*	*42.4%*	*19.2%*	*63.8%*	*35.0%*	*28.8%*
25 - 34	356	339	334	169	67	227	127	100
%V	*16.4%*	*16.1%*	*16.4%*	*17.4%*	*18.9%*	*15.2%*	*16.5%*	*13.9%*
%H		*95.2%*	*93.8%*	*47.5%*	*18.8%*	*63.8%*	*35.7%*	*28.1%*
35 - 44	361	351	344	186	65	240	144	97
%V	*16.6%*	*16.7%*	*16.9%*	*19.1%*	*18.3%*	*16.1%*	*18.7%*	*13.5%*
%H		*97.2%*	*95.3%*	*51.5%*	*18.0%*	*66.5%*	*39.9%*	*26.9%*
45 - 54	398	388	374	188	64	276	151	125
%V	*18.3%*	*18.4%*	*18.4%*	*19.3%*	*18.0%*	*18.5%*	*19.6%*	*17.3%*
%H		*97.5%*	*94.0%*	*47.2%*	*16.1%*	*69.3%*	*37.9%*	*31.4%*
55 - 64	341	334	324	147	55	244	123	121
%V	*15.7%*	*15.9%*	*15.9%*	*15.1%*	*15.5%*	*16.4%*	*16.0%*	*16.8%*
%H		*97.9%*	*95.0%*	*43.1%*	*16.1%*	*71.6%*	*36.1%*	*35.5%*
65+	401	398	376	134	50	294	101	193
%V	*18.5%*	*18.9%*	*18.4%*	*13.8%*	*14.1%*	*19.7%*	*13.1%*	*26.8%*
%H		*99.3%*	*93.8%*	*33.4%*	*12.5%*	*73.3%*	*25.2%*	*48.1%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2172	2105	2038	974	355	1492	771	721
%H		*96.9%*	*93.8%*	*44.8%*	*16.3%*	*68.7%*	*35.5%*	*33.2%*
AB	483	474	464	232	76	323	166	156
%V	*22.2%*	*22.5%*	*22.8%*	*23.8%*	*21.4%*	*21.6%*	*21.5%*	*21.6%*
%H		*98.1%*	*96.1%*	*48.0%*	*15.7%*	*66.9%*	*34.4%*	*32.3%*
C1	559	534	520	282	89	378	224	153
%V	*25.7%*	*25.4%*	*25.5%*	*29.0%*	*25.1%*	*25.3%*	*29.1%*	*21.2%*
%H		*95.5%*	*93.0%*	*50.4%*	*15.9%*	*67.6%*	*40.1%*	*27.4%*
C2	520	506	497	245	92	366	201	165
%V	*23.9%*	*24.0%*	*24.4%*	*25.2%*	*25.9%*	*24.5%*	*26.1%*	*22.9%*
%H		*97.3%*	*95.6%*	*47.1%*	*17.7%*	*70.4%*	*38.7%*	*31.7%*
D	385	376	360	159	65	266	127	139
%V	*17.7%*	*17.9%*	*17.7%*	*16.3%*	*18.3%*	*17.8%*	*16.5%*	*19.3%*
%H		*97.7%*	*93.5%*	*41.3%*	*16.9%*	*69.1%*	*33.0%*	*36.1%*
E	225	215	197	58	33	159	51	108
%V	*10.4%*	*10.2%*	*9.7%*	*6.0%*	*9.3%*	*10.7%*	*6.6%*	*15.0%*
%H		*95.6%*	*87.6%*	*25.8%*	*14.7%*	*70.7%*	*22.7%*	*48.0%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Males (16+)	2172	2105	2038	974	355	1492	771	721
%H		*96.9%*	*93.8%*	*44.8%*	*16.3%*	*68.7%*	*35.5%*	*33.2%*
Working full time	1214	1183	1164	635	205	818	489	330
%V	*55.9%*	*56.2%*	*57.1%*	*65.2%*	*57.7%*	*54.8%*	*63.4%*	*45.8%*
%H		*97.4%*	*95.9%*	*52.3%*	*16.9%*	*67.4%*	*40.3%*	*27.2%*
Working part time	74	71	69	29	15	53	27	26
%V	*3.4%*	*3.4%*	*3.4%*	*3.0%*	*4.2%*	*3.6%*	*3.5%*	*3.6%*
%H		*95.9%*	*93.2%*	*39.2%*	*20.3%*	*71.6%*	*36.5%*	*35.1%*
Not working	885	850	805	309	136	621	255	366
%V	*40.7%*	*40.4%*	*39.5%*	*31.7%*	*38.3%*	*41.6%*	*33.1%*	*50.8%*
%H		*96.0%*	*91.0%*	*34.9%*	*15.4%*	*70.2%*	*28.8%*	*41.4%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: Females - Age Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2354	2306	2228	991	383	1663	798	865
%H		*98.0%*	*94.6%*	*42.1%*	*16.3%*	*70.6%*	*33.9%*	*36.7%*
16 - 19	141	134	131	63	24	101	57	44
%V	*6.0%*	*5.8%*	*5.9%*	*6.4%*	*6.3%*	*6.1%*	*7.1%*	*5.1%*
%H		*95.0%*	*92.9%*	*44.7%*	*17.0%*	*71.6%*	*40.4%*	*31.2%*
20 - 24	167	156	151	68	30	111	57	54
%V	*7.1%*	*6.8%*	*6.8%*	*6.9%*	*7.8%*	*6.7%*	*7.1%*	*6.2%*
%H		*93.4%*	*90.4%*	*40.7%*	*18.0%*	*66.5%*	*34.1%*	*32.3%*
25 - 34	354	343	337	170	63	227	121	106
%V	*15.0%*	*14.9%*	*15.1%*	*17.2%*	*16.4%*	*13.7%*	*15.2%*	*12.3%*
%H		*96.9%*	*95.2%*	*48.0%*	*17.8%*	*64.1%*	*34.2%*	*29.9%*
35 - 44	391	383	377	209	69	272	169	103
%V	*16.6%*	*16.6%*	*16.9%*	*21.1%*	*18.0%*	*16.4%*	*21.2%*	*11.9%*
%H		*98.0%*	*96.4%*	*53.5%*	*17.6%*	*69.6%*	*43.2%*	*26.3%*
45 - 54	428	421	415	195	77	306	162	144
%V	*18.2%*	*18.3%*	*18.6%*	*19.7%*	*20.1%*	*18.4%*	*20.3%*	*16.6%*
%H		*98.4%*	*97.0%*	*45.6%*	*18.0%*	*71.5%*	*37.9%*	*33.6%*
55 - 64	361	359	349	149	66	267	130	136
%V	*15.3%*	*15.6%*	*15.7%*	*15.0%*	*17.2%*	*16.1%*	*16.3%*	*15.7%*
%H		*99.4%*	*96.7%*	*41.3%*	*18.3%*	*74.0%*	*36.0%*	*37.7%*
65+	512	510	468	137	55	378	101	276
%V	*21.8%*	*22.1%*	*21.0%*	*13.8%*	*14.4%*	*22.7%*	*12.7%*	*31.9%*
%H		*99.6%*	*91.4%*	*26.8%*	*10.7%*	*73.8%*	*19.7%*	*53.9%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2354	2306	2228	991	383	1663	798	865
%H		*98.0%*	*94.6%*	*42.1%*	*16.3%*	*70.6%*	*33.9%*	*36.7%*
AB	483	473	460	213	74	334	161	173
%V	*20.5%*	*20.5%*	*20.6%*	*21.5%*	*19.3%*	*20.1%*	*20.2%*	*20.0%*
%H		*97.9%*	*95.2%*	*44.1%*	*15.3%*	*69.2%*	*33.3%*	*35.8%*
C1	698	679	656	312	114	481	247	234
%V	*29.7%*	*29.4%*	*29.4%*	*31.5%*	*29.8%*	*28.9%*	*31.0%*	*27.1%*
%H		*97.3%*	*94.0%*	*44.7%*	*16.3%*	*68.9%*	*35.4%*	*33.5%*
C2	433	427	421	212	75	310	173	137
%V	*18.4%*	*18.5%*	*18.9%*	*21.4%*	*19.6%*	*18.6%*	*21.7%*	*15.8%*
%H		*98.6%*	*97.2%*	*49.0%*	*17.3%*	*71.6%*	*40.0%*	*31.6%*
D	422	416	405	170	79	310	152	158
%V	*17.9%*	*18.0%*	*18.2%*	*17.2%*	*20.6%*	*18.6%*	*19.0%*	*18.3%*
%H		*98.6%*	*96.0%*	*40.3%*	*18.7%*	*73.5%*	*36.0%*	*37.4%*
E	318	311	286	85	41	228	66	162
%V	*13.5%*	*13.5%*	*12.8%*	*8.6%*	*10.7%*	*13.7%*	*8.3%*	*18.7%*
%H		*97.8%*	*89.9%*	*26.7%*	*12.9%*	*71.7%*	*20.8%*	*50.9%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2010 - March 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	Multi-channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Females (16+)	2354	2306	2228	991	383	1663	798	865
%H		*98.0%*	*94.6%*	*42.1%*	*16.3%*	*70.6%*	*33.9%*	*36.7%*
Working full time	786	773	762	394	143	550	321	229
%V	*33.4%*	*33.5%*	*34.2%*	*39.8%*	*37.3%*	*33.1%*	*40.2%*	*26.5%*
%H		*98.3%*	*96.9%*	*50.1%*	*18.2%*	*70.0%*	*40.8%*	*29.1%*
Working part time	381	376	372	191	71	270	157	113
%V	*16.2%*	*16.3%*	*16.7%*	*19.3%*	*18.5%*	*16.2%*	*19.7%*	*13.1%*
%H		*98.7%*	*97.6%*	*50.1%*	*18.6%*	*70.9%*	*41.2%*	*29.7%*
Not working	1188	1157	1094	407	169	843	320	523
%V	*50.5%*	*50.2%*	*49.1%*	*41.1%*	*44.1%*	*50.7%*	*40.1%*	*60.5%*
%H		*97.4%*	*92.1%*	*34.3%*	*14.2%*	*71.0%*	*26.9%*	*44.0%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total