



BARB Establishment Survey Annual Data Report Volume 3: ITV Areas

July 2010 to June 2011

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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See also

Volume 1 - Total Network and Appendices

Volume 2 - BBC areas

This reports contains the weighted data results from the Establishment survey for the period July 2010 - June 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.

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ITV London

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	5138	4881	4448	1917	822	2844	1090	1753
%H (All HH)		95.0%	86.6%	37.3%	16.0%	55.4%	21.2%	34.1%
%H (TV HH)			91.1%	39.3%	16.8%	58.3%	22.3%	35.9%
AB	1445	1392	1316	575	252	840	336	504
%V	28.1%	28.5%	29.6%	30.0%	30.7%	29.5%	30.8%	28.8%
%H (All HH)		96.3%	91.1%	39.8%	17.4%	58.1%	23.3%	34.9%
%H (TV HH)			94.5%	41.3%	18.1%	60.3%	24.1%	36.2%
C1	1625	1538	1421	599	295	914	371	543
%V	31.6%	31.5%	31.9%	31.2%	35.9%	32.1%	34.0%	31.0%
%H (All HH)		94.6%	87.4%	36.9%	18.2%	56.2%	22.8%	33.4%
%H (TV HH)			92.4%	38.9%	19.2%	59.4%	24.1%	35.3%
C2	784	759	703	340	125	445	200	245
%V	15.3%	15.6%	15.8%	17.7%	15.2%	15.6%	18.3%	14.0%
%H (All HH)		96.8%	89.7%	43.4%	15.9%	56.8%	25.5%	31.3%
%H (TV HH)			92.6%	44.8%	16.5%	58.6%	26.4%	32.3%
D	658	616	549	237	89	341	115	226
%V	12.8%	12.6%	12.3%	12.4%	10.8%	12.0%	10.6%	12.9%
%H (All HH)		93.6%	83.4%	36.0%	13.5%	51.8%	17.5%	34.3%
%H (TV HH)			89.1%	38.5%	14.4%	55.4%	18.7%	36.7%
E	626	577	458	165	61	304	69	235
%V	12.2%	11.8%	10.3%	8.6%	7.4%	10.7%	6.3%	13.4%
%H (All HH)		92.2%	73.2%	26.4%	9.7%	48.6%	11.0%	37.5%
%H (TV HH)			79.4%	28.6%	10.6%	52.7%	12.0%	40.7%

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	5138	4881	4448	1917	822	2844	1090	1753
%H (All HH)		95.0%	86.6%	37.3%	16.0%	55.4%	21.2%	34.1%
%H (TV HH)			91.1%	39.3%	16.8%	58.3%	22.3%	35.9%
Under 25	214	174	157	60	30	93	27	67
%V	4.2%	3.6%	3.5%	3.1%	3.6%	3.3%	2.5%	3.8%
%H (All HH)		81.3%	73.4%	28.0%	14.0%	43.5%	12.6%	31.3%
%H (TV HH)			90.2%	34.5%	17.2%	53.4%	15.5%	38.5%
25 - 34	1006	908	853	417	168	461	183	278
%V	19.6%	18.6%	19.2%	21.8%	20.4%	16.2%	16.8%	15.9%
%H (All HH)		90.3%	84.8%	41.5%	16.7%	45.8%	18.2%	27.6%
%H (TV HH)			93.9%	45.9%	18.5%	50.8%	20.2%	30.6%
35 - 44	1095	1058	1002	498	213	595	291	304
%V	21.3%	21.7%	22.5%	26.0%	25.9%	20.9%	26.7%	17.3%
%H (All HH)		96.6%	91.5%	45.5%	19.5%	54.3%	26.6%	27.8%
%H (TV HH)			94.7%	47.1%	20.1%	56.2%	27.5%	28.7%
45 - 54	1007	968	905	421	189	587	284	304
%V	19.6%	19.8%	20.3%	22.0%	23.0%	20.6%	26.1%	17.3%
%H (All HH)		96.1%	89.9%	41.8%	18.8%	58.3%	28.2%	30.2%
%H (TV HH)			93.5%	43.5%	19.5%	60.6%	29.3%	31.4%
55 - 64	723	705	654	271	114	450	178	273
%V	14.1%	14.4%	14.7%	14.1%	13.9%	15.8%	16.3%	15.6%
%H (All HH)		97.5%	90.5%	37.5%	15.8%	62.2%	24.6%	37.8%
%H (TV HH)			92.8%	38.4%	16.2%	63.8%	25.2%	38.7%
65 +	1092	1069	878	249	106	657	129	528
%V	21.3%	21.9%	19.7%	13.0%	12.9%	23.1%	11.8%	30.1%
%H (All HH)		97.9%	80.4%	22.8%	9.7%	60.2%	11.8%	48.4%
%H (TV HH)			82.1%	23.3%	9.9%	61.5%	12.1%	49.4%

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

DATA PERIOD: ANNUAL
July 2010 - June 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	5138	4881	4448	1917	822	2844	1090	1753
%H (All HH)		95.0%	86.6%	37.3%	16.0%	55.4%	21.2%	34.1%
%H (TV HH)			91.1%	39.3%	16.8%	58.3%	22.3%	35.9%
1	1916	1762	1474	423	218	1024	187	838
%V	37.3%	36.1%	33.1%	22.1%	26.5%	36.0%	17.2%	47.8%
%H (All HH)		92.0%	76.9%	22.1%	11.4%	53.4%	9.8%	43.7%
%H (TV HH)			83.7%	24.0%	12.4%	58.1%	10.6%	47.6%
2	1307	1260	1181	504	219	766	300	466
%V	25.4%	25.8%	26.6%	26.3%	26.6%	26.9%	27.5%	26.6%
%H (All HH)		96.4%	90.4%	38.6%	16.8%	58.6%	23.0%	35.7%
%H (TV HH)			93.7%	40.0%	17.4%	60.8%	23.8%	37.0%
3	774	751	716	358	151	423	207	215
%V	15.1%	15.4%	16.1%	18.7%	18.4%	14.9%	19.0%	12.3%
%H (All HH)		97.0%	92.5%	46.3%	19.5%	54.7%	26.7%	27.8%
%H (TV HH)			95.3%	47.7%	20.1%	56.3%	27.6%	28.6%
4	735	715	696	394	154	416	256	160
%V	14.3%	14.6%	15.6%	20.6%	18.7%	14.6%	23.5%	9.1%
%H (All HH)		97.3%	94.7%	53.6%	21.0%	56.6%	34.8%	21.8%
%H (TV HH)			97.3%	55.1%	21.5%	58.2%	35.8%	22.4%
5+	406	393	381	237	80	214	140	74
%V	7.9%	8.1%	8.6%	12.4%	9.7%	7.5%	12.8%	4.2%
%H (All HH)		96.8%	93.8%	58.4%	19.7%	52.7%	34.5%	18.2%
%H (TV HH)			96.9%	60.3%	20.4%	54.5%	35.6%	18.8%
Average HH size	2.34	2.36	2.44	2.81	2.62	2.34	2.93	1.98

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	5138	4881	4448	1917	822	2844	1090	1753
%H (All HH)		95.0%	86.6%	37.3%	16.0%	55.4%	21.2%	34.1%
%H (TV HH)			91.1%	39.3%	16.8%	58.3%	22.3%	35.9%
Without	3813	3590	3200	1215	554	2151	699	1452
%V	74.2%	73.6%	71.9%	63.4%	67.4%	75.6%	64.1%	82.8%
%H (All HH)		94.2%	83.9%	31.9%	14.5%	56.4%	18.3%	38.1%
%H (TV HH)			89.1%	33.8%	15.4%	59.9%	19.5%	40.4%
With	1326	1292	1248	702	268	693	391	301
%V	25.8%	26.5%	28.1%	36.6%	32.6%	24.4%	35.9%	17.2%
%H (All HH)		97.4%	94.1%	52.9%	20.2%	52.3%	29.5%	22.7%
%H (TV HH)			96.6%	54.3%	20.7%	53.6%	30.3%	23.3%
0 - 3	564	543	524	296	110	275	144	131
%V	11.0%	11.1%	11.8%	15.4%	13.4%	9.7%	13.2%	7.5%
%H (All HH)		96.3%	92.9%	52.5%	19.5%	48.8%	25.5%	23.2%
%H (TV HH)			96.5%	54.5%	20.3%	50.6%	26.5%	24.1%
4 - 9	663	652	631	362	131	347	198	149
%V	12.9%	13.4%	14.2%	18.9%	15.9%	12.2%	18.2%	8.5%
%H (All HH)		98.3%	95.2%	54.6%	19.8%	52.3%	29.9%	22.5%
%H (TV HH)			96.8%	55.5%	20.1%	53.2%	30.4%	22.9%
10 - 15	575	566	550	322	125	320	203	117
%V	11.2%	11.6%	12.4%	16.8%	15.2%	11.3%	18.6%	6.7%
%H (All HH)		98.4%	95.7%	56.0%	21.7%	55.7%	35.3%	20.3%
%H (TV HH)			97.2%	56.9%	22.1%	56.5%	35.9%	20.7%

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	5138	4881	4448	1917	822	2844	1090	1753
%H (All HH)		95.0%	86.6%	37.3%	16.0%	55.4%	21.2%	34.1%
%H (TV HH)			91.1%	39.3%	16.8%	58.3%	22.3%	35.9%
1	2276	2276	1941	697	332	1097	185	912
%V	44.3%	46.6%	43.6%	36.4%	40.4%	38.6%	17.0%	52.0%
%H (All HH)		100.0%	85.3%	30.6%	14.6%	48.2%	8.1%	40.1%
%H (TV HH)			85.3%	30.6%	14.6%	48.2%	8.1%	40.1%
2	1521	1521	1439	658	257	938	394	545
%V	29.6%	31.2%	32.4%	34.3%	31.3%	33.0%	36.1%	31.1%
%H (All HH)		100.0%	94.6%	43.3%	16.9%	61.7%	25.9%	35.8%
%H (TV HH)			94.6%	43.3%	16.9%	61.7%	25.9%	35.8%
3	666	666	651	324	137	476	274	202
%V	13.0%	13.6%	14.6%	16.9%	16.7%	16.7%	25.1%	11.5%
%H (All HH)		100.0%	97.7%	48.6%	20.6%	71.5%	41.1%	30.3%
%H (TV HH)			97.7%	48.6%	20.6%	71.5%	41.1%	30.3%
4	284	284	283	156	70	223	159	65
%V	5.5%	5.8%	6.4%	8.1%	8.5%	7.8%	14.6%	3.7%
%H (All HH)		100.0%	99.6%	54.9%	24.6%	78.5%	56.0%	22.9%
%H (TV HH)			99.6%	54.9%	24.6%	78.5%	56.0%	22.9%
5+	135	135	134	82	26	109	79	30
%V	2.6%	2.8%	3.0%	4.3%	3.2%	3.8%	7.2%	1.7%
%H (All HH)		100.0%	99.3%	60.7%	19.3%	80.7%	58.5%	22.2%
%H (TV HH)			99.3%	60.7%	19.3%	80.7%	58.5%	22.2%

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	5138	4881	4448	1917	822	2844	1090	1753
%H (All HH)		95.0%	86.6%	37.3%	16.0%	55.4%	21.2%	34.1%
%H (TV HH)			91.1%	39.3%	16.8%	58.3%	22.3%	35.9%
Under 20"	1725	1725	1576	650	297	1165	514	651
%V	33.6%	35.3%	35.4%	33.9%	36.1%	41.0%	47.2%	37.1%
%H (All HH)		100.0%	91.4%	37.7%	17.2%	67.5%	29.8%	37.7%
%H (TV HH)			91.4%	37.7%	17.2%	67.5%	29.8%	37.7%
20" - 29"	2107	2107	1884	758	355	1324	529	795
%V	41.0%	43.2%	42.4%	39.5%	43.2%	46.6%	48.5%	45.4%
%H (All HH)		100.0%	89.4%	36.0%	16.8%	62.8%	25.1%	37.7%
%H (TV HH)			89.4%	36.0%	16.8%	62.8%	25.1%	37.7%
30" - 39"	2218	2218	2142	983	420	1399	631	768
%V	43.2%	45.4%	48.2%	51.3%	51.1%	49.2%	57.9%	43.8%
%H (All HH)		100.0%	96.6%	44.3%	18.9%	63.1%	28.4%	34.6%
%H (TV HH)			96.6%	44.3%	18.9%	63.1%	28.4%	34.6%
40" and over	1326	1326	1306	759	261	779	469	310
%V	25.8%	27.2%	29.4%	39.6%	31.8%	27.4%	43.0%	17.7%
%H (All HH)		100.0%	98.5%	57.2%	19.7%	58.7%	35.4%	23.4%
%H (TV HH)			98.5%	57.2%	19.7%	58.7%	35.4%	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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV London

Household level data

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	5138	4881	4448	1917	822	2844	1090	1753
%H (All HH)		95.0%	86.6%	37.3%	16.0%	55.4%	21.2%	34.1%
%H (TV HH)			91.1%	39.3%	16.8%	58.3%	22.3%	35.9%
Main living room	4782	4782	4370	1892	811	2792	1081	1711
%V	93.1%	98.0%	98.2%	98.7%	98.7%	98.2%	99.2%	97.6%
%H (All HH)		100.0%	91.4%	39.6%	17.0%	58.4%	22.6%	35.8%
%H (TV HH)			91.4%	39.6%	17.0%	58.4%	22.6%	35.8%
Kitchen	560	560	538	253	94	413	214	199
%V	10.9%	11.5%	12.1%	13.2%	11.4%	14.5%	19.6%	11.4%
%H (All HH)		100.0%	96.1%	45.2%	16.8%	73.8%	38.2%	35.5%
%H (TV HH)			96.1%	45.2%	16.8%	73.8%	38.2%	35.5%
Adult's bedroom	2068	2068	1996	984	405	1390	745	644
%V	40.2%	42.4%	44.9%	51.3%	49.3%	48.9%	68.3%	36.7%
%H (All HH)		100.0%	96.5%	47.6%	19.6%	67.2%	36.0%	31.1%
%H (TV HH)			96.5%	47.6%	19.6%	67.2%	36.0%	31.1%
Child's bedroom	341	341	336	193	82	250	177	73
%V	6.6%	7.0%	7.6%	10.1%	10.0%	8.8%	16.2%	4.2%
%H (All HH)		100.0%	98.5%	56.6%	24.0%	73.3%	51.9%	21.4%
%H (TV HH)			98.5%	56.6%	24.0%	73.3%	51.9%	21.4%
Other bedroom	190	190	181	94	29	137	76	61
%V	3.7%	3.9%	4.1%	4.9%	3.5%	4.8%	7.0%	3.5%
%H (All HH)		100.0%	95.3%	49.5%	15.3%	72.1%	40.0%	32.1%
%H (TV HH)			95.3%	49.5%	15.3%	72.1%	40.0%	32.1%
Second living/dining room	373	373	358	178	64	264	140	124
%V	7.3%	7.6%	8.0%	9.3%	7.8%	9.3%	12.8%	7.1%
%H (All HH)		100.0%	96.0%	47.7%	17.2%	70.8%	37.5%	33.2%
%H (TV HH)			96.0%	47.7%	17.2%	70.8%	37.5%	33.2%
Study/office	87	87	85	43	12	64	34	30
%V	1.7%	1.8%	1.9%	2.2%	1.5%	2.3%	3.1%	1.7%
%H (All HH)		100.0%	97.7%	49.4%	13.8%	73.6%	39.1%	34.5%
%H (TV HH)			97.7%	49.4%	13.8%	73.6%	39.1%	34.5%
TV room	53	53	50	34	10	30	23	7
%V	1.0%	1.1%	1.1%	1.8%	1.2%	1.1%	2.1%	0.4%
%H (All HH)		100.0%	94.3%	64.2%	18.9%	56.6%	43.4%	13.2%
%H (TV HH)			94.3%	64.2%	18.9%	56.6%	43.4%	13.2%
No specific location	13	13	13	5	4	9	4	5
%V	0.3%	0.3%	0.3%	0.3%	0.5%	0.3%	0.4%	0.3%
%H (All HH)		100.0%	100.0%	38.5%	30.8%	69.2%	30.8%	38.5%
%H (TV HH)			100.0%	38.5%	30.8%	69.2%	30.8%	38.5%
Other	38	38	37	22	5	28	17	10
%V	0.7%	0.8%	0.8%	1.1%	0.6%	1.0%	1.6%	0.6%
%H (All HH)		100.0%	97.4%	57.9%	13.2%	73.7%	44.7%	26.3%
%H (TV HH)			97.4%	57.9%	13.2%	73.7%	44.7%	26.3%

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

July 2010 - June 2011

ITV London

Household level data

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	5138	4881	4448	1917	822	2844	1090	1753
%H (All HH)		95.0%	86.6%	37.3%	16.0%	55.4%	21.2%	34.1%
%H (TV HH)			91.1%	39.3%	16.8%	58.3%	22.3%	35.9%
PVR	2179	2179	2175	1372	399	1210	769	441
%V	42.4%	44.6%	48.9%	71.6%	48.5%	42.5%	70.6%	25.2%
%H (All HH)		100.0%	99.8%	63.0%	18.3%	55.5%	35.3%	20.2%
%H (TV HH)			99.8%	63.0%	18.3%	55.5%	35.3%	20.2%
DVDR	757	757	731	314	128	510	212	298
%V	14.7%	15.5%	16.4%	16.4%	15.6%	17.9%	19.4%	17.0%
%H (All HH)		100.0%	96.6%	41.5%	16.9%	67.4%	28.0%	39.4%
%H (TV HH)			96.6%	41.5%	16.9%	67.4%	28.0%	39.4%
VCR	929	929	843	298	132	619	199	420
%V	18.1%	19.0%	19.0%	15.5%	16.1%	21.8%	18.3%	24.0%
%H (All HH)		100.0%	90.7%	32.1%	14.2%	66.6%	21.4%	45.2%
%H (TV HH)			90.7%	32.1%	14.2%	66.6%	21.4%	45.2%
Any recorder	2978	2978	2873	1516	514	1762	881	881
%V	58.0%	61.0%	64.6%	79.1%	62.5%	62.0%	80.8%	50.3%
%H (All HH)		100.0%	96.5%	50.9%	17.3%	59.2%	29.6%	29.6%
%H (TV HH)			96.5%	50.9%	17.3%	59.2%	29.6%	29.6%

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV London
Household level data
Table 1.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5138	4881	4448	1917	822	2844	1090	1753
%H (All HH)		95.0%	86.6%	37.3%	16.0%	55.4%	21.2%	34.1%
%H (TV HH)			91.1%	39.3%	16.8%	58.3%	22.3%	35.9%
Receives HDTV (via STB or built-in reception)	1575	1575	1575	807	458	926	581	345
%V	30.7%	32.3%	35.4%	42.1%	55.7%	32.6%	53.3%	19.7%
%H (All HH)		100.0%	100.0%	51.2%	29.1%	58.8%	36.9%	21.9%
%H (TV HH)			100.0%	51.2%	29.1%	58.8%	36.9%	21.9%
DVD/Blu-ray player or recorder	3801	3801	3613	1597	699	2333	973	1359
%V	74.0%	77.9%	81.2%	83.3%	85.0%	82.0%	89.3%	77.5%
%H (All HH)		100.0%	95.1%	42.0%	18.4%	61.4%	25.6%	35.8%
%H (TV HH)			95.1%	42.0%	18.4%	61.4%	25.6%	35.8%

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV London
Household level data
Table 1.10: Computers and Internet

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5138	4881	4448	1917	822	2844	1090	1753
%H (All HH)		95.0%	86.6%	37.3%	16.0%	55.4%	21.2%	34.1%
%H (TV HH)			91.1%	39.3%	16.8%	58.3%	22.3%	35.9%
Has PC or Laptop	4010	3830	3648	1699	745	2254	1006	1248
%V	78.0%	78.5%	82.0%	88.6%	90.6%	79.3%	92.3%	71.2%
%H (All HH)		95.5%	91.0%	42.4%	18.6%	56.2%	25.1%	31.1%
%H (TV HH)			95.2%	44.4%	19.5%	58.9%	26.3%	32.6%
Has broadband internet	3798	3633	3477	1649	738	2123	989	1134
%V	73.9%	74.4%	78.2%	86.0%	89.8%	74.6%	90.7%	64.7%
%H (All HH)		95.7%	91.5%	43.4%	19.4%	55.9%	26.0%	29.9%
%H (TV HH)			95.7%	45.4%	20.3%	58.4%	27.2%	31.2%

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV London
Set level data
Table 1.11: 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	9184	8632	4059	1682	5890	2868	3023
%H		94.0%	44.2%	18.3%	64.1%	31.2%	32.9%
Under 20"	2333	2164	918	422	1627	773	854
%V	25.4%	25.1%	22.6%	25.1%	27.6%	27.0%	28.3%
%H		92.8%	39.3%	18.1%	69.7%	33.1%	36.6%
20" - 29"	2590	2347	983	444	1689	736	953
%V	28.2%	27.2%	24.2%	26.4%	28.7%	25.7%	31.5%
%H		90.6%	38.0%	17.1%	65.2%	28.4%	36.8%
30" - 39"	2515	2432	1159	492	1599	779	821
%V	27.4%	28.2%	28.6%	29.3%	27.1%	27.2%	27.2%
%H		96.7%	46.1%	19.6%	63.6%	31.0%	32.6%
40" and over	1458	1438	851	289	849	522	327
%V	15.9%	16.7%	21.0%	17.2%	14.4%	18.2%	10.8%
%H		98.6%	58.4%	19.8%	58.2%	35.8%	22.4%
Don't know	288	250	148	35	126	59	68
%V	3.1%	2.9%	3.6%	2.1%	2.1%	2.1%	2.2%
%H		86.8%	51.4%	12.2%	43.8%	20.5%	23.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	9184	8632	4059	1682	5890	2868	3023
%H		94.0%	44.2%	18.3%	64.1%	31.2%	32.9%
Main living room	4823	4408	1909	820	2815	1091	1724
%V	52.5%	51.1%	47.0%	48.8%	47.8%	38.0%	57.0%
%H		91.4%	39.6%	17.0%	58.4%	22.6%	35.7%
Kitchen	564	542	255	95	414	214	200
%V	6.1%	6.3%	6.3%	5.6%	7.0%	7.5%	6.6%
%H		96.1%	45.2%	16.8%	73.4%	37.9%	35.5%
Adult's bedroom	2577	2499	1255	532	1777	1015	762
%V	28.1%	29.0%	30.9%	31.6%	30.2%	35.4%	25.2%
%H		97.0%	48.7%	20.6%	69.0%	39.4%	29.6%
Child's bedroom	428	423	241	105	325	235	90
%V	4.7%	4.9%	5.9%	6.2%	5.5%	8.2%	3.0%
%H		98.8%	56.3%	24.5%	75.9%	54.9%	21.0%
Other bedroom	217	207	110	32	158	91	67
%V	2.4%	2.4%	2.7%	1.9%	2.7%	3.2%	2.2%
%H		95.4%	50.7%	14.7%	72.8%	41.9%	30.9%
Second living/dining room	379	364	182	65	268	142	126
%V	4.1%	4.2%	4.5%	3.9%	4.6%	5.0%	4.2%
%H		96.0%	48.0%	17.2%	70.7%	37.5%	33.2%
Study/office	88	86	44	12	64	34	30
%V	1.0%	1.0%	1.1%	0.7%	1.1%	1.2%	1.0%
%H		97.7%	50.0%	13.6%	72.7%	38.6%	34.1%
TV room	53	50	34	10	30	23	7
%V	0.6%	0.6%	0.8%	0.6%	0.5%	0.8%	0.2%
%H		94.3%	64.2%	18.9%	56.6%	43.4%	13.2%
No specific location	14	14	6	4	10	5	5
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		100.0%	42.9%	28.6%	71.4%	35.7%	35.7%
Other	41	39	24	6	28	18	11
%V	0.4%	0.5%	0.6%	0.4%	0.5%	0.6%	0.4%
%H		95.1%	58.5%	14.6%	68.3%	43.9%	26.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV London

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	9184	8632	4059	1682	5890	2868	3023
%H		94.0%	44.2%	18.3%	64.1%	31.2%	32.9%
PVR	2747	2743	1830	491	1502	1023	479
%V	29.9%	31.8%	45.1%	29.2%	25.5%	35.7%	15.8%
%H		99.9%	66.6%	17.9%	54.7%	37.2%	17.4%
DVDR	883	855	381	147	600	260	340
%V	9.6%	9.9%	9.4%	8.7%	10.2%	9.1%	11.2%
%H		96.8%	43.1%	16.6%	68.0%	29.4%	38.5%
VCR	1073	978	350	159	717	241	477
%V	11.7%	11.3%	8.6%	9.5%	12.2%	8.4%	15.8%
%H		91.1%	32.6%	14.8%	66.8%	22.5%	44.5%
Any recorder	3881	3766	2110	665	2309	1256	1053
%V	42.3%	43.6%	52.0%	39.5%	39.2%	43.8%	34.8%
%H		97.0%	54.4%	17.1%	59.5%	32.4%	27.1%

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	9184	8632	4059	1682	5890	2868	3023
%H		94.0%	44.2%	18.3%	64.1%	31.2%	32.9%
Receives HDTV (via STB or built-in reception)	1994	1994	1048	581	1186	771	416
%V	21.7%	23.1%	25.8%	34.5%	20.1%	26.9%	13.8%
%H		100.0%	52.6%	29.1%	59.5%	38.7%	20.9%
DVD/Blu-ray player or recorder	5403	5199	2444	1059	3494	1717	1777
%V	58.8%	60.2%	60.2%	63.0%	59.3%	59.9%	58.8%
%H		96.2%	45.2%	19.6%	64.7%	31.8%	32.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	4878	4446	1916	822	2842	1090	1751
%H		91.1%	39.3%	16.9%	58.3%	22.3%	35.9%
Under 20"	284	188	34	25	142	13	129
%V	5.8%	4.2%	1.8%	3.0%	5.0%	1.2%	7.4%
%H		66.2%	12.0%	8.8%	50.0%	4.6%	45.4%
20" - 29"	1289	1076	314	180	742	156	586
%V	26.4%	24.2%	16.4%	21.9%	26.1%	14.3%	33.5%
%H		83.5%	24.4%	14.0%	57.6%	12.1%	45.5%
30" - 39"	1868	1796	760	353	1160	461	699
%V	38.3%	40.4%	39.7%	42.9%	40.8%	42.3%	39.9%
%H		96.1%	40.7%	18.9%	62.1%	24.7%	37.4%
40" and over	1269	1250	729	245	737	439	298
%V	26.0%	28.1%	38.0%	29.8%	25.9%	40.3%	17.0%
%H		98.5%	57.4%	19.3%	58.1%	34.6%	23.5%
Don't know	168	136	79	19	61	22	39
%V	3.4%	3.1%	4.1%	2.3%	2.1%	2.0%	2.2%
%H		81.0%	47.0%	11.3%	36.3%	13.1%	23.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	4878	4446	1916	822	2842	1090	1751
%H		91.1%	39.3%	16.9%	58.3%	22.3%	35.9%
PVR	2112	2108	1338	386	1160	742	417
%V	43.3%	47.4%	69.8%	47.0%	40.8%	68.1%	23.8%
%H		99.8%	63.4%	18.3%	54.9%	35.1%	19.7%
DVDR	665	640	266	110	446	173	273
%V	13.6%	14.4%	13.9%	13.4%	15.7%	15.9%	15.6%
%H		96.2%	40.0%	16.5%	67.1%	26.0%	41.1%
VCR	776	696	233	106	508	147	361
%V	15.9%	15.7%	12.2%	12.9%	17.9%	13.5%	20.6%
%H		89.7%	30.0%	13.7%	65.5%	18.9%	46.5%
Any recorder	2865	2766	1478	489	1682	848	833
%V	58.7%	62.2%	77.1%	59.5%	59.2%	77.8%	47.6%
%H		96.5%	51.6%	17.1%	58.7%	29.6%	29.1%

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	4878	4446	1916	822	2842	1090	1751
%H		91.1%	39.3%	16.9%	58.3%	22.3%	35.9%
Receives HDTV (via STB or built-in reception)	1504	1504	767	439	871	545	326
%V	30.8%	33.8%	40.0%	53.4%	30.6%	50.0%	18.6%
%H		100.0%	51.0%	29.2%	57.9%	36.2%	21.7%
DVD/Blu-ray player or recorder	3644	3465	1526	668	2224	916	1309
%V	74.7%	77.9%	79.6%	81.3%	78.3%	84.0%	74.8%
%H		95.1%	41.9%	18.3%	61.0%	25.1%	35.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	4306	4186	2143	860	3048	1777	1271
%H		97.2%	49.8%	20.0%	70.8%	41.3%	29.5%
Under 20"	2048	1976	884	397	1485	760	725
%V	47.6%	47.2%	41.3%	46.2%	48.7%	42.8%	57.0%
%H		96.5%	43.2%	19.4%	72.5%	37.1%	35.4%
20" - 29"	1301	1271	668	263	947	579	367
%V	30.2%	30.4%	31.2%	30.6%	31.1%	32.6%	28.9%
%H		97.7%	51.3%	20.2%	72.8%	44.5%	28.2%
30" - 39"	647	636	399	140	439	318	121
%V	15.0%	15.2%	18.6%	16.3%	14.4%	17.9%	9.5%
%H		98.3%	61.7%	21.6%	67.9%	49.1%	18.7%
40" and over	189	188	123	44	111	83	28
%V	4.4%	4.5%	5.7%	5.1%	3.6%	4.7%	2.2%
%H		99.5%	65.1%	23.3%	58.7%	43.9%	14.8%
Don't know	120	114	69	16	66	36	29
%V	2.8%	2.7%	3.2%	1.9%	2.2%	2.0%	2.3%
%H		95.0%	57.5%	13.3%	55.0%	30.0%	24.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	4306	4186	2143	860	3048	1777	1271
%H		97.2%	49.8%	20.0%	70.8%	41.3%	29.5%
PVR	635	635	492	105	342	281	61
%V	14.7%	15.2%	23.0%	12.2%	11.2%	15.8%	4.8%
%H		100.0%	77.5%	16.5%	53.9%	44.3%	9.6%
DVDR	217	215	115	37	154	87	67
%V	5.0%	5.1%	5.4%	4.3%	5.1%	4.9%	5.3%
%H		99.1%	53.0%	17.1%	71.0%	40.1%	30.9%
VCR	297	282	117	53	210	94	116
%V	6.9%	6.7%	5.5%	6.2%	6.9%	5.3%	9.1%
%H		94.9%	39.4%	17.8%	70.7%	31.6%	39.1%
Any recorder	1016	1000	632	176	627	408	219
%V	23.6%	23.9%	29.5%	20.5%	20.6%	23.0%	17.2%
%H		98.4%	62.2%	17.3%	61.7%	40.2%	21.6%

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	4306	4186	2143	860	3048	1777	1271
%H		97.2%	49.8%	20.0%	70.8%	41.3%	29.5%
Receives HDTV (via STB or built-in reception)	491	491	281	142	315	225	90
%V	11.4%	11.7%	13.1%	16.5%	10.3%	12.7%	7.1%
%H		100.0%	57.2%	28.9%	64.2%	45.8%	18.3%
DVD/Blu-ray player or recorder	1758	1734	918	391	1270	801	468
%V	40.8%	41.4%	42.8%	45.5%	41.7%	45.1%	36.8%
%H		98.6%	52.2%	22.2%	72.2%	45.6%	26.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12014	11541	10851	5380	2157	6663	3198	3465
%H		96.1%	90.3%	44.8%	18.0%	55.5%	26.6%	28.8%
Total Children	2333	2272	2200	1251	476	1223	702	520
%V	19.4%	19.7%	20.3%	23.3%	22.1%	18.4%	22.0%	15.0%
%H		97.4%	94.3%	53.6%	20.4%	52.4%	30.1%	22.3%
0 - 3	679	650	627	350	133	332	171	161
%V	5.7%	5.6%	5.8%	6.5%	6.2%	5.0%	5.3%	4.6%
%H		95.7%	92.3%	51.5%	19.6%	48.9%	25.2%	23.7%
4 - 15	1654	1622	1573	902	343	891	532	359
%V	13.8%	14.1%	14.5%	16.8%	15.9%	13.4%	16.6%	10.4%
%H		98.1%	95.1%	54.5%	20.7%	53.9%	32.2%	21.7%
4 - 9	887	870	842	481	177	462	263	199
%V	7.4%	7.5%	7.8%	8.9%	8.2%	6.9%	8.2%	5.7%
%H		98.1%	94.9%	54.2%	20.0%	52.1%	29.7%	22.4%
10 - 15	767	752	731	421	166	430	269	160
%V	6.4%	6.5%	6.7%	7.8%	7.7%	6.5%	8.4%	4.6%
%H		98.0%	95.3%	54.9%	21.6%	56.1%	35.1%	20.9%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12014	11541	10851	5380	2157	6663	3198	3465
%H		96.1%	90.3%	44.8%	18.0%	55.5%	26.6%	28.8%
Total Adults (16+)	9681	9269	8650	4128	1682	5440	2496	2945
%V	80.6%	80.3%	79.7%	76.7%	78.0%	81.6%	78.0%	85.0%
%H		95.7%	89.4%	42.6%	17.4%	56.2%	25.8%	30.4%
16 - 19	547	534	513	292	105	328	205	123
%V	4.6%	4.6%	4.7%	5.4%	4.9%	4.9%	6.4%	3.5%
%H		97.6%	93.8%	53.4%	19.2%	60.0%	37.5%	22.5%
20 - 24	788	708	673	342	138	426	226	200
%V	6.6%	6.1%	6.2%	6.4%	6.4%	6.4%	7.1%	5.8%
%H		89.8%	85.4%	43.4%	17.5%	54.1%	28.7%	25.4%
25 - 34	2045	1878	1777	912	368	975	454	521
%V	17.0%	16.3%	16.4%	17.0%	17.1%	14.6%	14.2%	15.0%
%H		91.8%	86.9%	44.6%	18.0%	47.7%	22.2%	25.5%
35 - 44	1919	1863	1777	914	386	1032	525	506
%V	16.0%	16.1%	16.4%	17.0%	17.9%	15.5%	16.4%	14.6%
%H		97.1%	92.6%	47.6%	20.1%	53.8%	27.4%	26.4%
45 - 54	1640	1593	1512	747	317	978	514	464
%V	13.7%	13.8%	13.9%	13.9%	14.7%	14.7%	16.1%	13.4%
%H		97.1%	92.2%	45.5%	19.3%	59.6%	31.3%	28.3%
55 - 64	1188	1166	1098	494	202	746	332	413
%V	9.9%	10.1%	10.1%	9.2%	9.4%	11.2%	10.4%	11.9%
%H		98.1%	92.4%	41.6%	17.0%	62.8%	27.9%	34.8%
65+	1554	1526	1300	426	167	955	239	716
%V	12.9%	13.2%	12.0%	7.9%	7.7%	14.3%	7.5%	20.7%
%H		98.2%	83.7%	27.4%	10.7%	61.5%	15.4%	46.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9681	9269	8650	4128	1682	5440	2496	2945
%H		95.7%	89.4%	42.6%	17.4%	56.2%	25.8%	30.4%
AB	2928	2844	2721	1299	530	1723	792	930
%V	30.2%	30.7%	31.5%	31.5%	31.5%	31.7%	31.7%	31.6%
%H		97.1%	92.9%	44.4%	18.1%	58.8%	27.0%	31.8%
C1	3039	2889	2726	1280	595	1737	850	887
%V	31.4%	31.2%	31.5%	31.0%	35.4%	31.9%	34.1%	30.1%
%H		95.1%	89.7%	42.1%	19.6%	57.2%	28.0%	29.2%
C2	1629	1577	1487	779	280	928	483	445
%V	16.8%	17.0%	17.2%	18.9%	16.6%	17.1%	19.4%	15.1%
%H		96.8%	91.3%	47.8%	17.2%	57.0%	29.7%	27.3%
D	1250	1185	1078	519	187	643	263	380
%V	12.9%	12.8%	12.5%	12.6%	11.1%	11.8%	10.5%	12.9%
%H		94.8%	86.2%	41.5%	15.0%	51.4%	21.0%	30.4%
E	834	774	638	250	90	409	108	301
%V	8.6%	8.4%	7.4%	6.1%	5.4%	7.5%	4.3%	10.2%
%H		92.8%	76.5%	30.0%	10.8%	49.0%	12.9%	36.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV London
Individual level data
Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9681	9269	8650	4128	1682	5440	2496	2945
%H		95.7%	89.4%	42.6%	17.4%	56.2%	25.8%	30.4%
Working full time	4702	4517	4321	2149	929	2634	1339	1295
%V	48.6%	48.7%	50.0%	52.1%	55.2%	48.4%	53.6%	44.0%
%H		96.1%	91.9%	45.7%	19.8%	56.0%	28.5%	27.5%
Working part time	990	955	908	433	193	581	285	295
%V	10.2%	10.3%	10.5%	10.5%	11.5%	10.7%	11.4%	10.0%
%H		96.5%	91.7%	43.7%	19.5%	58.7%	28.8%	29.8%
Not working	3989	3797	3422	1546	559	2225	871	1354
%V	41.2%	41.0%	39.6%	37.5%	33.2%	40.9%	34.9%	46.0%
%H		95.2%	85.8%	38.8%	14.0%	55.8%	21.8%	33.9%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4759	4517	4227	2073	837	2621	1254	1368
%H		94.9%	88.8%	43.6%	17.6%	55.1%	26.4%	28.7%
16 - 19	288	283	271	161	56	171	113	58
%V	6.1%	6.3%	6.4%	7.8%	6.7%	6.5%	9.0%	4.2%
%H		98.3%	94.1%	55.9%	19.4%	59.4%	39.2%	20.1%
20 - 24	383	338	326	172	68	203	113	89
%V	8.0%	7.5%	7.7%	8.3%	8.1%	7.7%	9.0%	6.5%
%H		88.3%	85.1%	44.9%	17.8%	53.0%	29.5%	23.2%
25 - 34	1018	923	872	449	183	476	226	250
%V	21.4%	20.4%	20.6%	21.7%	21.9%	18.2%	18.0%	18.3%
%H		90.7%	85.7%	44.1%	18.0%	46.8%	22.2%	24.6%
35 - 44	991	955	908	458	203	524	262	262
%V	20.8%	21.1%	21.5%	22.1%	24.3%	20.0%	20.9%	19.2%
%H		96.4%	91.6%	46.2%	20.5%	52.9%	26.4%	26.4%
45 - 54	810	777	735	370	149	470	247	222
%V	17.0%	17.2%	17.4%	17.8%	17.8%	17.9%	19.7%	16.2%
%H		95.9%	90.7%	45.7%	18.4%	58.0%	30.5%	27.4%
55 - 64	581	569	531	242	98	359	163	195
%V	12.2%	12.6%	12.6%	11.7%	11.7%	13.7%	13.0%	14.3%
%H		97.9%	91.4%	41.7%	16.9%	61.8%	28.1%	33.6%
65+	688	673	585	220	79	418	128	290
%V	14.5%	14.9%	13.8%	10.6%	9.4%	15.9%	10.2%	21.2%
%H		97.8%	85.0%	32.0%	11.5%	60.8%	18.6%	42.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV London
Individual level data
Table 1.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		4759	4517	4227	2073	837	2621	1254	1368
%H			94.9%	88.8%	43.6%	17.6%	55.1%	26.4%	28.7%
AB		1477	1427	1368	664	273	855	406	449
	%V	31.0%	31.6%	32.4%	32.0%	32.6%	32.6%	32.4%	32.8%
	%H		96.6%	92.6%	45.0%	18.5%	57.9%	27.5%	30.4%
C1		1415	1332	1266	631	284	784	417	367
	%V	29.7%	29.5%	30.0%	30.4%	33.9%	29.9%	33.3%	26.8%
	%H		94.1%	89.5%	44.6%	20.1%	55.4%	29.5%	25.9%
C2		901	867	815	422	149	512	261	252
	%V	18.9%	19.2%	19.3%	20.4%	17.8%	19.5%	20.8%	18.4%
	%H		96.2%	90.5%	46.8%	16.5%	56.8%	29.0%	28.0%
D		626	588	533	264	91	313	130	183
	%V	13.2%	13.0%	12.6%	12.7%	10.9%	11.9%	10.4%	13.4%
	%H		93.9%	85.1%	42.2%	14.5%	50.0%	20.8%	29.2%
E		340	302	246	93	39	157	40	116
	%V	7.1%	6.7%	5.8%	4.5%	4.7%	6.0%	3.2%	8.5%
	%H		88.8%	72.4%	27.4%	11.5%	46.2%	11.8%	34.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV London
Individual level data
Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4759	4517	4227	2073	837	2621	1254	1368
%H		94.9%	88.8%	43.6%	17.6%	55.1%	26.4%	28.7%
Working full time	2917	2795	2677	1363	574	1615	840	775
%V	61.3%	61.9%	63.3%	65.8%	68.6%	61.6%	67.0%	56.7%
%H		95.8%	91.8%	46.7%	19.7%	55.4%	28.8%	26.6%
Working part time	244	229	211	98	42	131	57	73
%V	5.1%	5.1%	5.0%	4.7%	5.0%	5.0%	4.5%	5.3%
%H		93.9%	86.5%	40.2%	17.2%	53.7%	23.4%	29.9%
Not working	1598	1493	1339	612	221	876	356	519
%V	33.6%	33.1%	31.7%	29.5%	26.4%	33.4%	28.4%	37.9%
%H		93.4%	83.8%	38.3%	13.8%	54.8%	22.3%	32.5%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4921	4752	4423	2055	844	2819	1242	1577
%H		96.6%	89.9%	41.8%	17.2%	57.3%	25.2%	32.0%
16 - 19	258	251	242	131	49	157	92	64
%V	5.2%	5.3%	5.5%	6.4%	5.8%	5.6%	7.4%	4.1%
%H		97.3%	93.8%	50.8%	19.0%	60.9%	35.7%	24.8%
20 - 24	405	370	347	170	69	223	113	111
%V	8.2%	7.8%	7.8%	8.3%	8.2%	7.9%	9.1%	7.0%
%H		91.4%	85.7%	42.0%	17.0%	55.1%	27.9%	27.4%
25 - 34	1027	955	905	463	184	499	228	271
%V	20.9%	20.1%	20.5%	22.5%	21.8%	17.7%	18.4%	17.2%
%H		93.0%	88.1%	45.1%	17.9%	48.6%	22.2%	26.4%
35 - 44	927	908	869	456	183	507	263	244
%V	18.8%	19.1%	19.6%	22.2%	21.7%	18.0%	21.2%	15.5%
%H		98.0%	93.7%	49.2%	19.7%	54.7%	28.4%	26.3%
45 - 54	831	816	777	377	167	508	266	242
%V	16.9%	17.2%	17.6%	18.3%	19.8%	18.0%	21.4%	15.3%
%H		98.2%	93.5%	45.4%	20.1%	61.1%	32.0%	29.1%
55 - 64	608	598	567	252	103	387	169	218
%V	12.4%	12.6%	12.8%	12.3%	12.2%	13.7%	13.6%	13.8%
%H		98.4%	93.3%	41.4%	16.9%	63.7%	27.8%	35.9%
65+	865	854	715	206	88	537	111	426
%V	17.6%	18.0%	16.2%	10.0%	10.4%	19.0%	8.9%	27.0%
%H		98.7%	82.7%	23.8%	10.2%	62.1%	12.8%	49.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4921	4752	4423	2055	844	2819	1242	1577
%H		96.6%	89.9%	41.8%	17.2%	57.3%	25.2%	32.0%
AB	1451	1417	1353	635	257	868	387	481
%V	29.5%	29.8%	30.6%	30.9%	30.5%	30.8%	31.2%	30.5%
%H		97.7%	93.2%	43.8%	17.7%	59.8%	26.7%	33.1%
C1	1625	1557	1461	650	310	953	433	520
%V	33.0%	32.8%	33.0%	31.6%	36.7%	33.8%	34.9%	33.0%
%H		95.8%	89.9%	40.0%	19.1%	58.6%	26.6%	32.0%
C2	728	710	673	357	130	416	222	194
%V	14.8%	14.9%	15.2%	17.4%	15.4%	14.8%	17.9%	12.3%
%H		97.5%	92.4%	49.0%	17.9%	57.1%	30.5%	26.6%
D	624	597	544	256	96	330	133	197
%V	12.7%	12.6%	12.3%	12.5%	11.4%	11.7%	10.7%	12.5%
%H		95.7%	87.2%	41.0%	15.4%	52.9%	21.3%	31.6%
E	493	472	392	157	51	253	68	185
%V	10.0%	9.9%	8.9%	7.6%	6.0%	9.0%	5.5%	11.7%
%H		95.7%	79.5%	31.8%	10.3%	51.3%	13.8%	37.5%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4921	4752	4423	2055	844	2819	1242	1577
%H		96.6%	89.9%	41.8%	17.2%	57.3%	25.2%	32.0%
Working full time	1784	1722	1643	786	355	1020	500	520
%V	36.3%	36.2%	37.1%	38.2%	42.1%	36.2%	40.3%	33.0%
%H		96.5%	92.1%	44.1%	19.9%	57.2%	28.0%	29.1%
Working part time	746	727	697	335	151	450	228	222
%V	15.2%	15.3%	15.8%	16.3%	17.9%	16.0%	18.4%	14.1%
%H		97.5%	93.4%	44.9%	20.2%	60.3%	30.6%	29.8%
Not working	2391	2304	2083	934	338	1350	515	835
%V	48.6%	48.5%	47.1%	45.5%	40.0%	47.9%	41.5%	52.9%
%H		96.4%	87.1%	39.1%	14.1%	56.5%	21.5%	34.9%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	3881	3757	3517	1402	670	2566	1082	1484
%H (All HH)		96.8%	90.6%	36.1%	17.3%	66.1%	27.9%	38.2%
%H (TV HH)			93.6%	37.3%	17.8%	68.3%	28.8%	39.5%
AB	827	810	772	345	122	560	248	311
%V	21.3%	21.6%	22.0%	24.6%	18.2%	21.8%	22.9%	21.0%
%H (All HH)		97.9%	93.3%	41.7%	14.8%	67.7%	30.0%	37.6%
%H (TV HH)			95.3%	42.6%	15.1%	69.1%	30.6%	38.4%
C1	1023	978	926	388	183	674	306	367
%V	26.4%	26.0%	26.3%	27.7%	27.3%	26.3%	28.3%	24.7%
%H (All HH)		95.6%	90.5%	37.9%	17.9%	65.9%	29.9%	35.9%
%H (TV HH)			94.7%	39.7%	18.7%	68.9%	31.3%	37.5%
C2	811	794	765	314	157	573	273	300
%V	20.9%	21.1%	21.8%	22.4%	23.4%	22.3%	25.2%	20.2%
%H (All HH)		97.9%	94.3%	38.7%	19.4%	70.7%	33.7%	37.0%
%H (TV HH)			96.3%	39.5%	19.8%	72.2%	34.4%	37.8%
D	696	674	629	242	125	453	182	271
%V	17.9%	17.9%	17.9%	17.3%	18.7%	17.7%	16.8%	18.3%
%H (All HH)		96.8%	90.4%	34.8%	18.0%	65.1%	26.1%	38.9%
%H (TV HH)			93.3%	35.9%	18.5%	67.2%	27.0%	40.2%
E	524	500	426	113	83	307	73	234
%V	13.5%	13.3%	12.1%	8.1%	12.4%	12.0%	6.7%	15.8%
%H (All HH)		95.4%	81.3%	21.6%	15.8%	58.6%	13.9%	44.7%
%H (TV HH)			85.2%	22.6%	16.6%	61.4%	14.6%	46.8%

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

July 2010 - June 2011

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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	3881	3757	3517	1402	670	2566	1082	1484
%H (All HH)		96.8%	90.6%	36.1%	17.3%	66.1%	27.9%	38.2%
%H (TV HH)			93.6%	37.3%	17.8%	68.3%	28.8%	39.5%
Under 25	170	147	133	51	32	84	33	51
%V	4.4%	3.9%	3.8%	3.6%	4.8%	3.3%	3.0%	3.4%
%H (All HH)		86.5%	78.2%	30.0%	18.8%	49.4%	19.4%	30.0%
%H (TV HH)			90.5%	34.7%	21.8%	57.1%	22.4%	34.7%
25 - 34	557	522	504	252	114	323	178	144
%V	14.4%	13.9%	14.3%	18.0%	17.0%	12.6%	16.5%	9.7%
%H (All HH)		93.7%	90.5%	45.2%	20.5%	58.0%	32.0%	25.9%
%H (TV HH)			96.6%	48.3%	21.8%	61.9%	34.1%	27.6%
35 - 44	718	694	679	335	154	448	247	201
%V	18.5%	18.5%	19.3%	23.9%	23.0%	17.5%	22.8%	13.5%
%H (All HH)		96.7%	94.6%	46.7%	21.4%	62.4%	34.4%	28.0%
%H (TV HH)			97.8%	48.3%	22.2%	64.6%	35.6%	29.0%
45 - 54	763	747	718	328	146	533	282	251
%V	19.7%	19.9%	20.4%	23.4%	21.8%	20.8%	26.1%	16.9%
%H (All HH)		97.9%	94.1%	43.0%	19.1%	69.9%	37.0%	32.9%
%H (TV HH)			96.1%	43.9%	19.5%	71.4%	37.8%	33.6%
55 - 64	649	635	602	231	114	450	185	265
%V	16.7%	16.9%	17.1%	16.5%	17.0%	17.5%	17.1%	17.9%
%H (All HH)		97.8%	92.8%	35.6%	17.6%	69.3%	28.5%	40.8%
%H (TV HH)			94.8%	36.4%	18.0%	70.9%	29.1%	41.7%
65 +	1025	1011	882	205	110	729	157	572
%V	26.4%	26.9%	25.1%	14.6%	16.4%	28.4%	14.5%	38.5%
%H (All HH)		98.6%	86.0%	20.0%	10.7%	71.1%	15.3%	55.8%
%H (TV HH)			87.2%	20.3%	10.9%	72.1%	15.5%	56.6%

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3881	3757	3517	1402	670	2566	1082	1484
%H (All HH)		96.8%	90.6%	36.1%	17.3%	66.1%	27.9%	38.2%
%H (TV HH)			93.6%	37.3%	17.8%	68.3%	28.8%	39.5%
1	1298	1230	1067	267	167	816	180	636
%V	33.4%	32.7%	30.3%	19.0%	24.9%	31.8%	16.6%	42.9%
%H (All HH)		94.8%	82.2%	20.6%	12.9%	62.9%	13.9%	49.0%
%H (TV HH)			86.7%	21.7%	13.6%	66.3%	14.6%	51.7%
2	1177	1155	1109	438	189	824	332	492
%V	30.3%	30.7%	31.5%	31.2%	28.2%	32.1%	30.7%	33.2%
%H (All HH)		98.1%	94.2%	37.2%	16.1%	70.0%	28.2%	41.8%
%H (TV HH)			96.0%	37.9%	16.4%	71.3%	28.7%	42.6%
3	604	588	574	289	126	391	224	167
%V	15.6%	15.7%	16.3%	20.6%	18.8%	15.2%	20.7%	11.3%
%H (All HH)		97.4%	95.0%	47.8%	20.9%	64.7%	37.1%	27.6%
%H (TV HH)			97.6%	49.1%	21.4%	66.5%	38.1%	28.4%
4	517	507	498	252	117	363	228	135
%V	13.3%	13.5%	14.2%	18.0%	17.5%	14.1%	21.1%	9.1%
%H (All HH)		98.1%	96.3%	48.7%	22.6%	70.2%	44.1%	26.1%
%H (TV HH)			98.2%	49.7%	23.1%	71.6%	45.0%	26.6%
5+	285	276	270	157	70	172	119	53
%V	7.3%	7.3%	7.7%	11.2%	10.4%	6.7%	11.0%	3.6%
%H (All HH)		96.8%	94.7%	55.1%	24.6%	60.4%	41.8%	18.6%
%H (TV HH)			97.8%	56.9%	25.4%	62.3%	43.1%	19.2%
Average HH size	2.35	2.36	2.41	2.78	2.65	2.35	2.85	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

July 2010 - June 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	3881	3757	3517	1402	670	2566	1082	1484
%H (All HH)		96.8%	90.6%	36.1%	17.3%	66.1%	27.9%	38.2%
%H (TV HH)			93.6%	37.3%	17.8%	68.3%	28.8%	39.5%
Without	2883	2784	2568	898	459	1928	696	1232
%V	74.3%	74.1%	73.0%	64.1%	68.5%	75.1%	64.3%	83.0%
%H (All HH)		96.6%	89.1%	31.1%	15.9%	66.9%	24.1%	42.7%
%H (TV HH)			92.2%	32.3%	16.5%	69.3%	25.0%	44.3%
With	997	973	949	505	211	638	387	252
%V	25.7%	25.9%	27.0%	36.0%	31.5%	24.9%	35.8%	17.0%
%H (All HH)		97.6%	95.2%	50.7%	21.2%	64.0%	38.8%	25.3%
%H (TV HH)			97.5%	51.9%	21.7%	65.6%	39.8%	25.9%
0 - 3	384	373	360	196	75	228	131	97
%V	9.9%	9.9%	10.2%	14.0%	11.2%	8.9%	12.1%	6.5%
%H (All HH)		97.1%	93.8%	51.0%	19.5%	59.4%	34.1%	25.3%
%H (TV HH)			96.5%	52.5%	20.1%	61.1%	35.1%	26.0%
4 - 9	497	486	475	252	110	321	198	123
%V	12.8%	12.9%	13.5%	18.0%	16.4%	12.5%	18.3%	8.3%
%H (All HH)		97.8%	95.6%	50.7%	22.1%	64.6%	39.8%	24.7%
%H (TV HH)			97.7%	51.9%	22.6%	66.0%	40.7%	25.3%
10 - 15	493	483	475	257	109	336	216	120
%V	12.7%	12.9%	13.5%	18.3%	16.3%	13.1%	20.0%	8.1%
%H (All HH)		98.0%	96.3%	52.1%	22.1%	68.2%	43.8%	24.3%
%H (TV HH)			98.3%	53.2%	22.6%	69.6%	44.7%	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 2.5: 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	3881	3757	3517	1402	670	2566	1082	1484
%H (All HH)		96.8%	90.6%	36.1%	17.3%	66.1%	27.9%	38.2%
%H (TV HH)			93.6%	37.3%	17.8%	68.3%	28.8%	39.5%
1	1495	1495	1314	446	217	838	184	654
%V	38.5%	39.8%	37.4%	31.8%	32.4%	32.7%	17.0%	44.1%
%H (All HH)		100.0%	87.9%	29.8%	14.5%	56.1%	12.3%	43.7%
%H (TV HH)			87.9%	29.8%	14.5%	56.1%	12.3%	43.7%
2	1257	1257	1211	477	230	901	381	521
%V	32.4%	33.5%	34.4%	34.0%	34.3%	35.1%	35.2%	35.1%
%H (All HH)		100.0%	96.3%	37.9%	18.3%	71.7%	30.3%	41.4%
%H (TV HH)			96.3%	37.9%	18.3%	71.7%	30.3%	41.4%
3	613	613	601	275	125	492	280	212
%V	15.8%	16.3%	17.1%	19.6%	18.7%	19.2%	25.9%	14.3%
%H (All HH)		100.0%	98.0%	44.9%	20.4%	80.3%	45.7%	34.6%
%H (TV HH)			98.0%	44.9%	20.4%	80.3%	45.7%	34.6%
4	255	255	255	133	62	215	151	64
%V	6.6%	6.8%	7.3%	9.5%	9.3%	8.4%	14.0%	4.3%
%H (All HH)		100.0%	100.0%	52.2%	24.3%	84.3%	59.2%	25.1%
%H (TV HH)			100.0%	52.2%	24.3%	84.3%	59.2%	25.1%
5+	137	137	136	71	35	120	86	34
%V	3.5%	3.6%	3.9%	5.1%	5.2%	4.7%	7.9%	2.3%
%H (All HH)		100.0%	99.3%	51.8%	25.5%	87.6%	62.8%	24.8%
%H (TV HH)			99.3%	51.8%	25.5%	87.6%	62.8%	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

July 2010 - June 2011

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	3881	3757	3517	1402	670	2566	1082	1484
%H (All HH)		96.8%	90.6%	36.1%	17.3%	66.1%	27.9%	38.2%
%H (TV HH)			93.6%	37.3%	17.8%	68.3%	28.8%	39.5%
Under 20"	1476	1476	1413	564	271	1135	541	594
%V	38.0%	39.3%	40.2%	40.2%	40.4%	44.2%	50.0%	40.0%
%H (All HH)		100.0%	95.7%	38.2%	18.4%	76.9%	36.7%	40.2%
%H (TV HH)			95.7%	38.2%	18.4%	76.9%	36.7%	40.2%
20" - 29"	1839	1839	1680	593	320	1302	513	789
%V	47.4%	48.9%	47.8%	42.3%	47.8%	50.7%	47.4%	53.2%
%H (All HH)		100.0%	91.4%	32.2%	17.4%	70.8%	27.9%	42.9%
%H (TV HH)			91.4%	32.2%	17.4%	70.8%	27.9%	42.9%
30" - 39"	1798	1798	1750	774	334	1292	628	664
%V	46.3%	47.9%	49.8%	55.2%	49.9%	50.4%	58.0%	44.7%
%H (All HH)		100.0%	97.3%	43.0%	18.6%	71.9%	34.9%	36.9%
%H (TV HH)			97.3%	43.0%	18.6%	71.9%	34.9%	36.9%
40" and over	996	996	987	546	238	685	460	225
%V	25.7%	26.5%	28.1%	38.9%	35.5%	26.7%	42.5%	15.2%
%H (All HH)		100.0%	99.1%	54.8%	23.9%	68.8%	46.2%	22.6%
%H (TV HH)			99.1%	54.8%	23.9%	68.8%	46.2%	22.6%

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3881	3757	3517	1402	670	2566	1082	1484
%H (All HH)		96.8%	90.6%	36.1%	17.3%	66.1%	27.9%	38.2%
%H (TV HH)			93.6%	37.3%	17.8%	68.3%	28.8%	39.5%
Main living room	3723	3723	3489	1390	669	2547	1078	1469
%V	95.9%	99.1%	99.2%	99.1%	99.9%	99.3%	99.6%	99.0%
%H (All HH)		100.0%	93.7%	37.3%	18.0%	68.4%	29.0%	39.5%
%H (TV HH)			93.7%	37.3%	18.0%	68.4%	29.0%	39.5%
Kitchen	510	510	500	220	92	425	229	196
%V	13.1%	13.6%	14.2%	15.7%	13.7%	16.6%	21.2%	13.2%
%H (All HH)		100.0%	98.0%	43.1%	18.0%	83.3%	44.9%	38.4%
%H (TV HH)			98.0%	43.1%	18.0%	83.3%	44.9%	38.4%
Adult's bedroom	1693	1693	1653	741	349	1285	694	591
%V	43.6%	45.1%	47.0%	52.9%	52.1%	50.1%	64.1%	39.8%
%H (All HH)		100.0%	97.6%	43.8%	20.6%	75.9%	41.0%	34.9%
%H (TV HH)			97.6%	43.8%	20.6%	75.9%	41.0%	34.9%
Child's bedroom	366	366	363	176	98	300	205	95
%V	9.4%	9.7%	10.3%	12.6%	14.6%	11.7%	18.9%	6.4%
%H (All HH)		100.0%	99.2%	48.1%	26.8%	82.0%	56.0%	26.0%
%H (TV HH)			99.2%	48.1%	26.8%	82.0%	56.0%	26.0%
Other bedroom	171	171	168	76	34	144	83	62
%V	4.4%	4.6%	4.8%	5.4%	5.1%	5.6%	7.7%	4.2%
%H (All HH)		100.0%	98.2%	44.4%	19.9%	84.2%	48.5%	36.3%
%H (TV HH)			98.2%	44.4%	19.9%	84.2%	48.5%	36.3%
Second living/dining room	442	442	428	197	87	345	193	152
%V	11.4%	11.8%	12.2%	14.1%	13.0%	13.4%	17.8%	10.2%
%H (All HH)		100.0%	96.8%	44.6%	19.7%	78.1%	43.7%	34.4%
%H (TV HH)			96.8%	44.6%	19.7%	78.1%	43.7%	34.4%
Study/office	84	84	83	42	17	67	40	27
%V	2.2%	2.2%	2.4%	3.0%	2.5%	2.6%	3.7%	1.8%
%H (All HH)		100.0%	98.8%	50.0%	20.2%	79.8%	47.6%	32.1%
%H (TV HH)			98.8%	50.0%	20.2%	79.8%	47.6%	32.1%
TV room	33	33	32	16	6	28	17	11
%V	0.9%	0.9%	0.9%	1.1%	0.9%	1.1%	1.6%	0.7%
%H (All HH)		100.0%	97.0%	48.5%	18.2%	84.8%	51.5%	33.3%
%H (TV HH)			97.0%	48.5%	18.2%	84.8%	51.5%	33.3%
No specific location	8	8	8	4	2	7	4	3
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	25.0%	87.5%	50.0%	37.5%
%H (TV HH)			100.0%	50.0%	25.0%	87.5%	50.0%	37.5%
Other	31	31	31	15	8	26	18	8
%V	0.8%	0.8%	0.9%	1.1%	1.2%	1.0%	1.7%	0.5%
%H (All HH)		100.0%	100.0%	48.4%	25.8%	83.9%	58.1%	25.8%
%H (TV HH)			100.0%	48.4%	25.8%	83.9%	58.1%	25.8%

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

July 2010 - June 2011

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	3881	3757	3517	1402	670	2566	1082	1484
%H (All HH)		96.8%	90.6%	36.1%	17.3%	66.1%	27.9%	38.2%
%H (TV HH)			93.6%	37.3%	17.8%	68.3%	28.8%	39.5%
PVR	1653	1653	1651	1023	310	1114	764	350
%V	42.6%	44.0%	46.9%	73.0%	46.3%	43.4%	70.6%	23.6%
%H (All HH)		100.0%	99.9%	61.9%	18.8%	67.4%	46.2%	21.2%
%H (TV HH)			99.9%	61.9%	18.8%	67.4%	46.2%	21.2%
DVDR	677	677	655	273	143	493	241	252
%V	17.4%	18.0%	18.6%	19.5%	21.3%	19.2%	22.3%	17.0%
%H (All HH)		100.0%	96.8%	40.3%	21.1%	72.8%	35.6%	37.2%
%H (TV HH)			96.8%	40.3%	21.1%	72.8%	35.6%	37.2%
VCR	806	806	739	246	138	575	212	363
%V	20.8%	21.5%	21.0%	17.5%	20.6%	22.4%	19.6%	24.5%
%H (All HH)		100.0%	91.7%	30.5%	17.1%	71.3%	26.3%	45.0%
%H (TV HH)			91.7%	30.5%	17.1%	71.3%	26.3%	45.0%
Any recorder	2388	2388	2310	1167	432	1639	891	748
%V	61.5%	63.6%	65.7%	83.2%	64.5%	63.9%	82.3%	50.4%
%H (All HH)		100.0%	96.7%	48.9%	18.1%	68.6%	37.3%	31.3%
%H (TV HH)			96.7%	48.9%	18.1%	68.6%	37.3%	31.3%

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
July 2010 - June 2011
ITV Midlands
Household level data
Table 2.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3881	3757	3517	1402	670	2566	1082	1484
%H (All HH)		96.8%	90.6%	36.1%	17.3%	66.1%	27.9%	38.2%
%H (TV HH)			93.6%	37.3%	17.8%	68.3%	28.8%	39.5%
Receives HDTV (via STB or built-in reception)	1198	1198	1198	646	349	821	591	230
%V	30.9%	31.9%	34.1%	46.1%	52.1%	32.0%	54.6%	15.5%
%H (All HH)		100.0%	100.0%	53.9%	29.1%	68.5%	49.3%	19.2%
%H (TV HH)			100.0%	53.9%	29.1%	68.5%	49.3%	19.2%
DVD/Blu-ray player or recorder	2853	2853	2743	1161	538	2005	926	1079
%V	73.5%	75.9%	78.0%	82.8%	80.3%	78.1%	85.6%	72.7%
%H (All HH)		100.0%	96.1%	40.7%	18.9%	70.3%	32.5%	37.8%
%H (TV HH)			96.1%	40.7%	18.9%	70.3%	32.5%	37.8%

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
July 2010 - June 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	3881	3757	3517	1402	670	2566	1082	1484
%H (All HH)		96.8%	90.6%	36.1%	17.3%	66.1%	27.9%	38.2%
%H (TV HH)			93.6%	37.3%	17.8%	68.3%	28.8%	39.5%
Has PC or Laptop	2808	2739	2656	1222	555	1879	966	913
%V	72.4%	72.9%	75.5%	87.2%	82.8%	73.2%	89.3%	61.5%
%H (All HH)		97.5%	94.6%	43.5%	19.8%	66.9%	34.4%	32.5%
%H (TV HH)			97.0%	44.6%	20.3%	68.6%	35.3%	33.3%
Has broadband internet	2556	2485	2421	1141	535	1691	911	780
%V	65.9%	66.1%	68.8%	81.4%	79.9%	65.9%	84.2%	52.6%
%H (All HH)		97.2%	94.7%	44.6%	20.9%	66.2%	35.6%	30.5%
%H (TV HH)			97.4%	45.9%	21.5%	68.0%	36.7%	31.4%

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
July 2010 - June 2011
ITV Midlands
Set level data
Table 2.11: 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	7608	7292	3148	1489	5622	2860	2762
%H		95.8%	41.4%	19.6%	73.9%	37.6%	36.3%
Under 20"	2081	1998	817	408	1637	840	797
%V	27.4%	27.4%	26.0%	27.4%	29.1%	29.4%	28.9%
%H		96.0%	39.3%	19.6%	78.7%	40.4%	38.3%
20" - 29"	2331	2160	797	418	1708	736	973
%V	30.6%	29.6%	25.3%	28.1%	30.4%	25.7%	35.2%
%H		92.7%	34.2%	17.9%	73.3%	31.6%	41.7%
30" - 39"	2038	1989	910	390	1476	757	719
%V	26.8%	27.3%	28.9%	26.2%	26.3%	26.5%	26.0%
%H		97.6%	44.7%	19.1%	72.4%	37.1%	35.3%
40" and over	1086	1078	603	257	751	508	243
%V	14.3%	14.8%	19.2%	17.3%	13.4%	17.8%	8.8%
%H		99.3%	55.5%	23.7%	69.2%	46.8%	22.4%
Don't know	72	67	22	15	49	19	30
%V	0.9%	0.9%	0.7%	1.0%	0.9%	0.7%	1.1%
%H		93.1%	30.6%	20.8%	68.1%	26.4%	41.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Midlands
Set level data
Table 2.12: 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	7608	7292	3148	1489	5622	2860	2762
%H		95.8%	41.4%	19.6%	73.9%	37.6%	36.3%
Main living room	3756	3520	1404	677	2572	1095	1478
%V	49.4%	48.3%	44.6%	45.5%	45.7%	38.3%	53.5%
%H		93.7%	37.4%	18.0%	68.5%	29.2%	39.4%
Kitchen	514	503	222	93	428	232	196
%V	6.8%	6.9%	7.1%	6.2%	7.6%	8.1%	7.1%
%H		97.9%	43.2%	18.1%	83.3%	45.1%	38.1%
Adult's bedroom	2037	1991	911	421	1561	866	695
%V	26.8%	27.3%	28.9%	28.3%	27.8%	30.3%	25.2%
%H		97.7%	44.7%	20.7%	76.6%	42.5%	34.1%
Child's bedroom	486	483	240	133	406	287	119
%V	6.4%	6.6%	7.6%	8.9%	7.2%	10.0%	4.3%
%H		99.4%	49.4%	27.4%	83.5%	59.1%	24.5%
Other bedroom	205	200	93	42	172	103	69
%V	2.7%	2.7%	3.0%	2.8%	3.1%	3.6%	2.5%
%H		97.6%	45.4%	20.5%	83.9%	50.2%	33.7%
Second living/dining room	450	437	200	88	352	196	156
%V	5.9%	6.0%	6.4%	5.9%	6.3%	6.9%	5.6%
%H		97.1%	44.4%	19.6%	78.2%	43.6%	34.7%
Study/office	85	84	42	18	68	41	27
%V	1.1%	1.2%	1.3%	1.2%	1.2%	1.4%	1.0%
%H		98.8%	49.4%	21.2%	80.0%	48.2%	31.8%
TV room	33	33	16	6	28	17	11
%V	0.4%	0.5%	0.5%	0.4%	0.5%	0.6%	0.4%
%H		100.0%	48.5%	18.2%	84.8%	51.5%	33.3%
No specific location	8	8	4	2	7	4	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	25.0%	87.5%	50.0%	37.5%
Other	32	32	16	8	27	18	8
%V	0.4%	0.4%	0.5%	0.5%	0.5%	0.6%	0.3%
%H		100.0%	50.0%	25.0%	84.4%	56.3%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	7608	7292	3148	1489	5622	2860	2762
%H		95.8%	41.4%	19.6%	73.9%	37.6%	36.3%
PVR	2044	2042	1339	366	1364	983	382
%V	26.9%	28.0%	42.5%	24.6%	24.3%	34.4%	13.8%
%H		99.9%	65.5%	17.9%	66.7%	48.1%	18.7%
DVDR	815	791	333	189	604	316	288
%V	10.7%	10.8%	10.6%	12.7%	10.7%	11.0%	10.4%
%H		97.1%	40.9%	23.2%	74.1%	38.8%	35.3%
VCR	934	861	291	171	672	261	411
%V	12.3%	11.8%	9.2%	11.5%	12.0%	9.1%	14.9%
%H		92.2%	31.2%	18.3%	71.9%	27.9%	44.0%
Any recorder	3149	3063	1636	593	2183	1289	893
%V	41.4%	42.0%	52.0%	39.8%	38.8%	45.1%	32.3%
%H		97.3%	52.0%	18.8%	69.3%	40.9%	28.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	7608	7292	3148	1489	5622	2860	2762
%H		95.8%	41.4%	19.6%	73.9%	37.6%	36.3%
Receives HDTV (via STB or built-in reception)	1519	1519	819	447	1075	781	294
%V	20.0%	20.8%	26.0%	30.0%	19.1%	27.3%	10.6%
%H		100.0%	53.9%	29.4%	70.8%	51.4%	19.4%
DVD/Blu-ray player or recorder	4210	4091	1839	848	3112	1646	1466
%V	55.3%	56.1%	58.4%	57.0%	55.4%	57.6%	53.1%
%H		97.2%	43.7%	20.1%	73.9%	39.1%	34.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	3751	3513	1400	670	2564	1082	1482
%H		93.7%	37.3%	17.9%	68.4%	28.8%	39.5%
Under 20"	126	97	13	13	83	13	70
%V	3.4%	2.8%	0.9%	1.9%	3.2%	1.2%	4.7%
%H		77.0%	10.3%	10.3%	65.9%	10.3%	55.6%
20" - 29"	1130	981	244	158	741	160	581
%V	30.1%	27.9%	17.4%	23.6%	28.9%	14.8%	39.2%
%H		86.8%	21.6%	14.0%	65.6%	14.2%	51.4%
30" - 39"	1509	1462	606	266	1070	463	606
%V	40.2%	41.6%	43.3%	39.7%	41.7%	42.8%	40.9%
%H		96.9%	40.2%	17.6%	70.9%	30.7%	40.2%
40" and over	957	949	529	228	655	442	214
%V	25.5%	27.0%	37.8%	34.0%	25.5%	40.9%	14.4%
%H		99.2%	55.3%	23.8%	68.4%	46.2%	22.4%
Don't know	29	25	8	5	15	4	11
%V	0.8%	0.7%	0.6%	0.7%	0.6%	0.4%	0.7%
%H		86.2%	27.6%	17.2%	51.7%	13.8%	37.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	3751	3513	1400	670	2564	1082	1482
%H		93.7%	37.3%	17.9%	68.4%	28.8%	39.5%
PVR	1598	1597	1000	296	1067	737	331
%V	42.6%	45.5%	71.4%	44.2%	41.6%	68.1%	22.3%
%H		99.9%	62.6%	18.5%	66.8%	46.1%	20.7%
DVDR	572	551	223	118	411	190	220
%V	15.2%	15.7%	15.9%	17.6%	16.0%	17.6%	14.8%
%H		96.3%	39.0%	20.6%	71.9%	33.2%	38.5%
VCR	668	604	189	104	468	150	318
%V	17.8%	17.2%	13.5%	15.5%	18.3%	13.9%	21.5%
%H		90.4%	28.3%	15.6%	70.1%	22.5%	47.6%
Any recorder	2295	2219	1142	409	1559	857	703
%V	61.2%	63.2%	81.6%	61.0%	60.8%	79.2%	47.4%
%H		96.7%	49.8%	17.8%	67.9%	37.3%	30.6%

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	3751	3513	1400	670	2564	1082	1482
%H		93.7%	37.3%	17.9%	68.4%	28.8%	39.5%
Receives HDTV (via STB or built-in reception)	1143	1143	618	333	777	561	217
%V	30.5%	32.5%	44.1%	49.7%	30.3%	51.8%	14.6%
%H		100.0%	54.1%	29.1%	68.0%	49.1%	19.0%
DVD/Blu-ray player or recorder	2685	2580	1092	499	1870	850	1020
%V	71.6%	73.4%	78.0%	74.5%	72.9%	78.6%	68.8%
%H		96.1%	40.7%	18.6%	69.6%	31.7%	38.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	3856	3779	1748	820	3058	1778	1279
%H		98.0%	45.3%	21.3%	79.3%	46.1%	33.2%
Under 20"	1955	1901	804	395	1554	827	727
%V	50.7%	50.3%	46.0%	48.2%	50.8%	46.5%	56.8%
%H		97.2%	41.1%	20.2%	79.5%	42.3%	37.2%
20" - 29"	1201	1179	553	260	967	576	392
%V	31.1%	31.2%	31.6%	31.7%	31.6%	32.4%	30.6%
%H		98.2%	46.0%	21.6%	80.5%	48.0%	32.6%
30" - 39"	528	527	304	124	407	294	113
%V	13.7%	13.9%	17.4%	15.1%	13.3%	16.5%	8.8%
%H		99.8%	57.6%	23.5%	77.1%	55.7%	21.4%
40" and over	130	129	74	29	96	66	29
%V	3.4%	3.4%	4.2%	3.5%	3.1%	3.7%	2.3%
%H		99.2%	56.9%	22.3%	73.8%	50.8%	22.3%
Don't know	43	42	13	10	34	15	19
%V	1.1%	1.1%	0.7%	1.2%	1.1%	0.8%	1.5%
%H		97.7%	30.2%	23.3%	79.1%	34.9%	44.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Midlands
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	3856	3779	1748	820	3058	1778	1279
%H		98.0%	45.3%	21.3%	79.3%	46.1%	33.2%
PVR	445	445	339	70	297	246	51
%V	11.5%	11.8%	19.4%	8.5%	9.7%	13.8%	4.0%
%H		100.0%	76.2%	15.7%	66.7%	55.3%	11.5%
DVDR	243	240	110	71	193	125	67
%V	6.3%	6.4%	6.3%	8.7%	6.3%	7.0%	5.2%
%H		98.8%	45.3%	29.2%	79.4%	51.4%	27.6%
VCR	265	257	102	67	204	111	93
%V	6.9%	6.8%	5.8%	8.2%	6.7%	6.2%	7.3%
%H		97.0%	38.5%	25.3%	77.0%	41.9%	35.1%
Any recorder	854	844	494	184	624	433	191
%V	22.1%	22.3%	28.3%	22.4%	20.4%	24.4%	14.9%
%H		98.8%	57.8%	21.5%	73.1%	50.7%	22.4%

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	3856	3779	1748	820	3058	1778	1279
%H		98.0%	45.3%	21.3%	79.3%	46.1%	33.2%
Receives HDTV (via STB or built-in reception)	376	376	200	114	297	221	77
%V	9.8%	9.9%	11.4%	13.9%	9.7%	12.4%	6.0%
%H		100.0%	53.2%	30.3%	79.0%	58.8%	20.5%
DVD/Blu-ray player or recorder	1525	1511	747	348	1242	796	446
%V	39.5%	40.0%	42.7%	42.4%	40.6%	44.8%	34.9%
%H		99.1%	49.0%	22.8%	81.4%	52.2%	29.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Midlands

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9111	8865	8491	3900	1777	6033	3082	2952
%H		97.3%	93.2%	42.8%	19.5%	66.2%	33.8%	32.4%
Total Children	1779	1734	1693	913	385	1132	697	435
%V	19.5%	19.6%	19.9%	23.4%	21.7%	18.8%	22.6%	14.7%
%H		97.5%	95.2%	51.3%	21.6%	63.6%	39.2%	24.5%
0 - 3	466	451	435	239	93	273	159	115
%V	5.1%	5.1%	5.1%	6.1%	5.2%	4.5%	5.2%	3.9%
%H		96.8%	93.3%	51.3%	20.0%	58.6%	34.1%	24.7%
4 - 15	1313	1283	1259	674	292	858	538	320
%V	14.4%	14.5%	14.8%	17.3%	16.4%	14.2%	17.5%	10.8%
%H		97.7%	95.9%	51.3%	22.2%	65.3%	41.0%	24.4%
4 - 9	660	646	632	337	146	419	256	163
%V	7.2%	7.3%	7.4%	8.6%	8.2%	6.9%	8.3%	5.5%
%H		97.9%	95.8%	51.1%	22.1%	63.5%	38.8%	24.7%
10 - 15	653	636	626	338	146	439	282	157
%V	7.2%	7.2%	7.4%	8.7%	8.2%	7.3%	9.1%	5.3%
%H		97.4%	95.9%	51.8%	22.4%	67.2%	43.2%	24.0%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Midlands

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	9111	8865	8491	3900	1777	6033	3082	2952
%H		97.3%	93.2%	42.8%	19.5%	66.2%	33.8%	32.4%
Total Adults (16+)	7332	7131	6798	2987	1392	4902	2385	2517
%V	80.5%	80.4%	80.1%	76.6%	78.3%	81.3%	77.4%	85.3%
%H		97.3%	92.7%	40.7%	19.0%	66.9%	32.5%	34.3%
16 - 19	468	460	449	228	116	316	204	112
%V	5.1%	5.2%	5.3%	5.8%	6.5%	5.2%	6.6%	3.8%
%H		98.3%	95.9%	48.7%	24.8%	67.5%	43.6%	23.9%
20 - 24	574	531	505	238	119	344	188	156
%V	6.3%	6.0%	5.9%	6.1%	6.7%	5.7%	6.1%	5.3%
%H		92.5%	88.0%	41.5%	20.7%	59.9%	32.8%	27.2%
25 - 34	1153	1097	1065	549	255	682	402	281
%V	12.7%	12.4%	12.5%	14.1%	14.4%	11.3%	13.0%	9.5%
%H		95.1%	92.4%	47.6%	22.1%	59.2%	34.9%	24.4%
35 - 44	1258	1224	1196	612	274	800	469	331
%V	13.8%	13.8%	14.1%	15.7%	15.4%	13.3%	15.2%	11.2%
%H		97.3%	95.1%	48.6%	21.8%	63.6%	37.3%	26.3%
45 - 54	1284	1260	1218	575	248	896	487	409
%V	14.1%	14.2%	14.3%	14.7%	14.0%	14.9%	15.8%	13.9%
%H		98.1%	94.9%	44.8%	19.3%	69.8%	37.9%	31.9%
55 - 64	1090	1071	1026	427	201	761	347	414
%V	12.0%	12.1%	12.1%	10.9%	11.3%	12.6%	11.3%	14.0%
%H		98.3%	94.1%	39.2%	18.4%	69.8%	31.8%	38.0%
65+	1504	1488	1338	358	179	1102	288	814
%V	16.5%	16.8%	15.8%	9.2%	10.1%	18.3%	9.3%	27.6%
%H		98.9%	89.0%	23.8%	11.9%	73.3%	19.1%	54.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Midlands

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7332	7131	6798	2987	1392	4902	2385	2517
%H		97.3%	92.7%	40.7%	19.0%	66.9%	32.5%	34.3%
AB	1681	1648	1588	759	257	1138	546	592
%V	22.9%	23.1%	23.4%	25.4%	18.5%	23.2%	22.9%	23.5%
%H		98.0%	94.5%	45.2%	15.3%	67.7%	32.5%	35.2%
C1	1952	1872	1796	802	404	1300	678	622
%V	26.6%	26.3%	26.4%	26.8%	29.0%	26.5%	28.4%	24.7%
%H		95.9%	92.0%	41.1%	20.7%	66.6%	34.7%	31.9%
C2	1647	1617	1568	708	345	1161	630	531
%V	22.5%	22.7%	23.1%	23.7%	24.8%	23.7%	26.4%	21.1%
%H		98.2%	95.2%	43.0%	20.9%	70.5%	38.3%	32.2%
D	1335	1304	1239	533	267	872	409	463
%V	18.2%	18.3%	18.2%	17.8%	19.2%	17.8%	17.1%	18.4%
%H		97.7%	92.8%	39.9%	20.0%	65.3%	30.6%	34.7%
E	717	690	607	185	120	430	122	308
%V	9.8%	9.7%	8.9%	6.2%	8.6%	8.8%	5.1%	12.2%
%H		96.2%	84.7%	25.8%	16.7%	60.0%	17.0%	43.0%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Midlands
Individual level data
Table 2.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7332	7131	6798	2987	1392	4902	2385	2517
%H		97.3%	92.7%	40.7%	19.0%	66.9%	32.5%	34.3%
Working full time	3169	3090	3004	1501	660	2102	1219	883
%V	43.2%	43.3%	44.2%	50.3%	47.4%	42.9%	51.1%	35.1%
%H		97.5%	94.8%	47.4%	20.8%	66.3%	38.5%	27.9%
Working part time	800	790	769	374	167	545	302	243
%V	10.9%	11.1%	11.3%	12.5%	12.0%	11.1%	12.7%	9.7%
%H		98.8%	96.1%	46.8%	20.9%	68.1%	37.8%	30.4%
Not working	3363	3251	3025	1111	566	2255	864	1391
%V	45.9%	45.6%	44.5%	37.2%	40.7%	46.0%	36.2%	55.3%
%H		96.7%	89.9%	33.0%	16.8%	67.1%	25.7%	41.4%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Midlands

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3583	3467	3322	1513	686	2374	1203	1171
%H		96.8%	92.7%	42.2%	19.1%	66.3%	33.6%	32.7%
16 - 19	233	228	224	117	59	160	110	50
%V	6.5%	6.6%	6.7%	7.7%	8.6%	6.7%	9.1%	4.3%
%H		97.9%	96.1%	50.2%	25.3%	68.7%	47.2%	21.5%
20 - 24	296	273	260	126	63	176	98	78
%V	8.3%	7.9%	7.8%	8.3%	9.2%	7.4%	8.1%	6.7%
%H		92.2%	87.8%	42.6%	21.3%	59.5%	33.1%	26.4%
25 - 34	573	540	526	271	125	337	198	139
%V	16.0%	15.6%	15.8%	17.9%	18.2%	14.2%	16.5%	11.9%
%H		94.2%	91.8%	47.3%	21.8%	58.8%	34.6%	24.3%
35 - 44	625	605	590	303	132	394	231	163
%V	17.4%	17.5%	17.8%	20.0%	19.2%	16.6%	19.2%	13.9%
%H		96.8%	94.4%	48.5%	21.1%	63.0%	37.0%	26.1%
45 - 54	629	616	592	278	115	433	227	205
%V	17.6%	17.8%	17.8%	18.4%	16.8%	18.2%	18.9%	17.5%
%H		97.9%	94.1%	44.2%	18.3%	68.8%	36.1%	32.6%
55 - 64	544	531	512	226	99	378	183	195
%V	15.2%	15.3%	15.4%	14.9%	14.4%	15.9%	15.2%	16.7%
%H		97.6%	94.1%	41.5%	18.2%	69.5%	33.6%	35.8%
65+	684	674	618	193	92	497	157	340
%V	19.1%	19.4%	18.6%	12.8%	13.4%	20.9%	13.1%	29.0%
%H		98.5%	90.4%	28.2%	13.5%	72.7%	23.0%	49.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Midlands

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3583	3467	3322	1513	686	2374	1203	1171
%H		96.8%	92.7%	42.2%	19.1%	66.3%	33.6%	32.7%
AB	833	817	791	383	127	567	278	289
%V	23.2%	23.6%	23.8%	25.3%	18.5%	23.9%	23.1%	24.7%
%H		98.1%	95.0%	46.0%	15.2%	68.1%	33.4%	34.7%
C1	914	868	837	392	196	592	327	265
%V	25.5%	25.0%	25.2%	25.9%	28.6%	24.9%	27.2%	22.6%
%H		95.0%	91.6%	42.9%	21.4%	64.8%	35.8%	29.0%
C2	899	881	853	384	186	632	339	293
%V	25.1%	25.4%	25.7%	25.4%	27.1%	26.6%	28.2%	25.0%
%H		98.0%	94.9%	42.7%	20.7%	70.3%	37.7%	32.6%
D	640	623	591	269	129	406	202	205
%V	17.9%	18.0%	17.8%	17.8%	18.8%	17.1%	16.8%	17.5%
%H		97.3%	92.3%	42.0%	20.2%	63.4%	31.6%	32.0%
E	297	279	250	86	48	178	58	120
%V	8.3%	8.0%	7.5%	5.7%	7.0%	7.5%	4.8%	10.2%
%H		93.9%	84.2%	29.0%	16.2%	59.9%	19.5%	40.4%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Midlands
Individual level data
Table 2.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3583	3467	3322	1513	686	2374	1203	1171
%H		96.8%	92.7%	42.2%	19.1%	66.3%	33.6%	32.7%
Working full time	2013	1960	1904	962	408	1323	764	560
%V	56.2%	56.5%	57.3%	63.6%	59.5%	55.7%	63.5%	47.8%
%H		97.4%	94.6%	47.8%	20.3%	65.7%	38.0%	27.8%
Working part time	154	151	148	75	29	100	53	47
%V	4.3%	4.4%	4.5%	5.0%	4.2%	4.2%	4.4%	4.0%
%H		98.1%	96.1%	48.7%	18.8%	64.9%	34.4%	30.5%
Not working	1416	1356	1270	476	248	952	387	564
%V	39.5%	39.1%	38.2%	31.5%	36.2%	40.1%	32.2%	48.2%
%H		95.8%	89.7%	33.6%	17.5%	67.2%	27.3%	39.8%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Midlands

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3749	3664	3476	1474	706	2527	1181	1346
%H		97.7%	92.7%	39.3%	18.8%	67.4%	31.5%	35.9%
16 - 19	235	232	225	111	57	155	93	62
%V	6.3%	6.3%	6.5%	7.5%	8.1%	6.1%	7.9%	4.6%
%H		98.7%	95.7%	47.2%	24.3%	66.0%	39.6%	26.4%
20 - 24	278	258	245	113	56	168	91	78
%V	7.4%	7.0%	7.0%	7.7%	7.9%	6.6%	7.7%	5.8%
%H		92.8%	88.1%	40.6%	20.1%	60.4%	32.7%	28.1%
25 - 34	581	557	539	278	129	346	204	141
%V	15.5%	15.2%	15.5%	18.9%	18.3%	13.7%	17.3%	10.5%
%H		95.9%	92.8%	47.8%	22.2%	59.6%	35.1%	24.3%
35 - 44	633	619	606	309	142	406	238	168
%V	16.9%	16.9%	17.4%	21.0%	20.1%	16.1%	20.2%	12.5%
%H		97.8%	95.7%	48.8%	22.4%	64.1%	37.6%	26.5%
45 - 54	655	644	626	297	133	463	260	203
%V	17.5%	17.6%	18.0%	20.1%	18.8%	18.3%	22.0%	15.1%
%H		98.3%	95.6%	45.3%	20.3%	70.7%	39.7%	31.0%
55 - 64	547	540	514	201	103	383	164	219
%V	14.6%	14.7%	14.8%	13.6%	14.6%	15.2%	13.9%	16.3%
%H		98.7%	94.0%	36.7%	18.8%	70.0%	30.0%	40.0%
65+	820	814	720	165	86	605	131	474
%V	21.9%	22.2%	20.7%	11.2%	12.2%	23.9%	11.1%	35.2%
%H		99.3%	87.8%	20.1%	10.5%	73.8%	16.0%	57.8%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Midlands

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3749	3664	3476	1474	706	2527	1181	1346
%H		97.7%	92.7%	39.3%	18.8%	67.4%	31.5%	35.9%
AB	848	832	797	375	129	571	268	303
%V	22.6%	22.7%	22.9%	25.4%	18.3%	22.6%	22.7%	22.5%
%H		98.1%	94.0%	44.2%	15.2%	67.3%	31.6%	35.7%
C1	1037	1004	959	410	208	708	351	357
%V	27.7%	27.4%	27.6%	27.8%	29.5%	28.0%	29.7%	26.5%
%H		96.8%	92.5%	39.5%	20.1%	68.3%	33.8%	34.4%
C2	748	735	715	324	160	529	291	238
%V	20.0%	20.1%	20.6%	22.0%	22.7%	20.9%	24.6%	17.7%
%H		98.3%	95.6%	43.3%	21.4%	70.7%	38.9%	31.8%
D	695	681	648	265	138	466	208	259
%V	18.5%	18.6%	18.6%	18.0%	19.5%	18.4%	17.6%	19.2%
%H		98.0%	93.2%	38.1%	19.9%	67.1%	29.9%	37.3%
E	421	411	357	99	71	252	64	188
%V	11.2%	11.2%	10.3%	6.7%	10.1%	10.0%	5.4%	14.0%
%H		97.6%	84.8%	23.5%	16.9%	59.9%	15.2%	44.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Midlands

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3749	3664	3476	1474	706	2527	1181	1346
%H		97.7%	92.7%	39.3%	18.8%	67.4%	31.5%	35.9%
Working full time	1156	1130	1100	539	251	778	455	324
%V	30.8%	30.8%	31.6%	36.6%	35.6%	30.8%	38.5%	24.1%
%H		97.8%	95.2%	46.6%	21.7%	67.3%	39.4%	28.0%
Working part time	647	638	621	299	138	445	249	196
%V	17.3%	17.4%	17.9%	20.3%	19.5%	17.6%	21.1%	14.6%
%H		98.6%	96.0%	46.2%	21.3%	68.8%	38.5%	30.3%
Not working	1946	1895	1755	635	317	1304	477	827
%V	51.9%	51.7%	50.5%	43.1%	44.9%	51.6%	40.4%	61.4%
%H		97.4%	90.2%	32.6%	16.3%	67.0%	24.5%	42.5%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2932	2854	2838	1127	480	2459	1205	1254
%V (All HH)		97.3%	96.8%	38.4%	16.4%	83.9%	41.1%	42.8%
%H (TV HH)			99.4%	39.5%	16.8%	86.2%	42.2%	43.9%
AB	582	573	570	272	96	481	271	210
%V	19.8%	20.1%	20.1%	24.1%	20.0%	19.6%	22.5%	16.7%
%H (All HH)		98.5%	97.9%	46.7%	16.5%	82.6%	46.6%	36.1%
%H (TV HH)			99.5%	47.5%	16.8%	83.9%	47.3%	36.6%
C1	802	775	772	326	145	658	352	307
%V	27.4%	27.2%	27.2%	28.9%	30.2%	26.8%	29.2%	24.5%
%H (All HH)		96.6%	96.3%	40.6%	18.1%	82.0%	43.9%	38.3%
%H (TV HH)			99.6%	42.1%	18.7%	84.9%	45.4%	39.6%
C2	569	557	555	236	105	489	271	219
%V	19.4%	19.5%	19.6%	20.9%	21.9%	19.9%	22.5%	17.5%
%H (All HH)		97.9%	97.5%	41.5%	18.5%	85.9%	47.6%	38.5%
%H (TV HH)			99.6%	42.4%	18.9%	87.8%	48.7%	39.3%
D	461	445	442	166	73	389	184	204
%V	15.7%	15.6%	15.6%	14.7%	15.2%	15.8%	15.3%	16.3%
%H (All HH)		96.5%	95.9%	36.0%	15.8%	84.4%	39.9%	44.3%
%H (TV HH)			99.3%	37.3%	16.4%	87.4%	41.3%	45.8%
E	518	504	499	126	60	442	127	315
%V	17.7%	17.7%	17.6%	11.2%	12.5%	18.0%	10.5%	25.1%
%H (All HH)		97.3%	96.3%	24.3%	11.6%	85.3%	24.5%	60.8%
%H (TV HH)			99.0%	25.0%	11.9%	87.7%	25.2%	62.5%

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

July 2010 - June 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	2932	2854	2838	1127	480	2459	1205	1254
%H (All HH)		97.3%	96.8%	38.4%	16.4%	83.9%	41.1%	42.8%
%H (TV HH)			99.4%	39.5%	16.8%	86.2%	42.2%	43.9%
Under 25	140	128	128	41	21	114	46	67
%V	4.8%	4.5%	4.5%	3.6%	4.4%	4.6%	3.8%	5.3%
%H (All HH)		91.4%	91.4%	29.3%	15.0%	81.4%	32.9%	47.9%
%H (TV HH)			100.0%	32.0%	16.4%	89.1%	35.9%	52.3%
25 - 34	439	417	414	205	78	329	193	136
%V	15.0%	14.6%	14.6%	18.2%	16.3%	13.4%	16.0%	10.8%
%H (All HH)		95.0%	94.3%	46.7%	17.8%	74.9%	44.0%	31.0%
%H (TV HH)			99.3%	49.2%	18.7%	78.9%	46.3%	32.6%
35 - 44	522	505	503	240	97	431	259	172
%V	17.8%	17.7%	17.7%	21.3%	20.2%	17.5%	21.5%	13.7%
%H (All HH)		96.7%	96.4%	46.0%	18.6%	82.6%	49.6%	33.0%
%H (TV HH)			99.6%	47.5%	19.2%	85.3%	51.3%	34.1%
45 - 54	566	554	553	249	112	479	282	197
%V	19.3%	19.4%	19.5%	22.1%	23.3%	19.5%	23.4%	15.7%
%H (All HH)		97.9%	97.7%	44.0%	19.8%	84.6%	49.8%	34.8%
%H (TV HH)			99.8%	44.9%	20.2%	86.5%	50.9%	35.6%
55 - 64	504	500	497	203	90	443	233	210
%V	17.2%	17.5%	17.5%	18.0%	18.8%	18.0%	19.3%	16.7%
%H (All HH)		99.2%	98.6%	40.3%	17.9%	87.9%	46.2%	41.7%
%H (TV HH)			99.4%	40.6%	18.0%	88.6%	46.6%	42.0%
65 +	761	749	742	189	84	662	190	472
%V	26.0%	26.2%	26.1%	16.8%	17.5%	26.9%	15.8%	37.6%
%H (All HH)		98.4%	97.5%	24.8%	11.0%	87.0%	25.0%	62.0%
%H (TV HH)			99.1%	25.2%	11.2%	88.4%	25.4%	63.0%

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

July 2010 - June 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	2932	2854	2838	1127	480	2459	1205	1254
%H (All HH)		97.3%	96.8%	38.4%	16.4%	83.9%	41.1%	42.8%
%H (TV HH)			99.4%	39.5%	16.8%	86.2%	42.2%	43.9%
1	1049	1006	996	254	113	874	244	630
%V	35.8%	35.2%	35.1%	22.5%	23.5%	35.5%	20.2%	50.2%
%H (All HH)		95.9%	94.9%	24.2%	10.8%	83.3%	23.3%	60.1%
%H (TV HH)			99.0%	25.2%	11.2%	86.9%	24.3%	62.6%
2	882	867	864	358	154	741	383	358
%V	30.1%	30.4%	30.4%	31.8%	32.1%	30.1%	31.8%	28.5%
%H (All HH)		98.3%	98.0%	40.6%	17.5%	84.0%	43.4%	40.6%
%H (TV HH)			99.7%	41.3%	17.8%	85.5%	44.2%	41.3%
3	437	431	430	227	91	377	258	118
%V	14.9%	15.1%	15.2%	20.1%	19.0%	15.3%	21.4%	9.4%
%H (All HH)		98.6%	98.4%	51.9%	20.8%	86.3%	59.0%	27.0%
%H (TV HH)			99.8%	52.7%	21.1%	87.5%	59.9%	27.4%
4	362	354	353	177	78	304	200	104
%V	12.3%	12.4%	12.4%	15.7%	16.3%	12.4%	16.6%	8.3%
%H (All HH)		97.8%	97.5%	48.9%	21.5%	84.0%	55.2%	28.7%
%H (TV HH)			99.7%	50.0%	22.0%	85.9%	56.5%	29.4%
5+	202	196	195	111	44	163	119	44
%V	6.9%	6.9%	6.9%	9.8%	9.2%	6.6%	9.9%	3.5%
%H (All HH)		97.0%	96.5%	55.0%	21.8%	80.7%	58.9%	21.8%
%H (TV HH)			99.5%	56.6%	22.4%	83.2%	60.7%	22.4%
Average HH size	2.28	2.28	2.28	2.63	2.59	2.27	2.68	1.88

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2932	2854	2838	1127	480	2459	1205	1254
%H (All HH)		97.3%	96.8%	38.4%	16.4%	83.9%	41.1%	42.8%
%H (TV HH)			99.4%	39.5%	16.8%	86.2%	42.2%	43.9%
Without	2210	2145	2131	762	324	1863	804	1059
%V	75.4%	75.2%	75.1%	67.6%	67.5%	75.8%	66.7%	84.4%
%H (All HH)		97.1%	96.4%	34.5%	14.7%	84.3%	36.4%	47.9%
%H (TV HH)			99.3%	35.5%	15.1%	86.9%	37.5%	49.4%
With	723	709	707	365	156	596	401	196
%V	24.7%	24.8%	24.9%	32.4%	32.5%	24.2%	33.3%	15.6%
%H (All HH)		98.1%	97.8%	50.5%	21.6%	82.4%	55.5%	27.1%
%H (TV HH)			99.7%	51.5%	22.0%	84.1%	56.6%	27.6%
0 - 3	276	270	269	138	54	221	139	81
%V	9.4%	9.5%	9.5%	12.2%	11.3%	9.0%	11.5%	6.5%
%H (All HH)		97.8%	97.5%	50.0%	19.6%	80.1%	50.4%	29.3%
%H (TV HH)			99.6%	51.1%	20.0%	81.9%	51.5%	30.0%
4 - 9	358	353	352	180	77	299	201	98
%V	12.2%	12.4%	12.4%	16.0%	16.0%	12.2%	16.7%	7.8%
%H (All HH)		98.6%	98.3%	50.3%	21.5%	83.5%	56.1%	27.4%
%H (TV HH)			99.7%	51.0%	21.8%	84.7%	56.9%	27.8%
10 - 15	360	353	351	189	78	304	213	92
%V	12.3%	12.4%	12.4%	16.8%	16.3%	12.4%	17.7%	7.3%
%H (All HH)		98.1%	97.5%	52.5%	21.7%	84.4%	59.2%	25.6%
%H (TV HH)			99.4%	53.5%	22.1%	86.1%	60.3%	26.1%

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

July 2010 - June 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	2932	2854	2838	1127	480	2459	1205	1254
%H (All HH)		97.3%	96.8%	38.4%	16.4%	83.9%	41.1%	42.8%
%H (TV HH)			99.4%	39.5%	16.8%	86.2%	42.2%	43.9%
1	1111	1111	1098	315	156	874	244	630
%V	37.9%	38.9%	38.7%	28.0%	32.5%	35.5%	20.2%	50.2%
%H (All HH)		100.0%	98.8%	28.4%	14.0%	78.7%	22.0%	56.7%
%H (TV HH)			98.8%	28.4%	14.0%	78.7%	22.0%	56.7%
2	983	983	980	400	169	879	459	420
%V	33.5%	34.4%	34.5%	35.5%	35.2%	35.7%	38.1%	33.5%
%H (All HH)		100.0%	99.7%	40.7%	17.2%	89.4%	46.7%	42.7%
%H (TV HH)			99.7%	40.7%	17.2%	89.4%	46.7%	42.7%
3	447	447	447	219	93	413	273	140
%V	15.2%	15.7%	15.8%	19.4%	19.4%	16.8%	22.7%	11.2%
%H (All HH)		100.0%	100.0%	49.0%	20.8%	92.4%	61.1%	31.3%
%H (TV HH)			100.0%	49.0%	20.8%	92.4%	61.1%	31.3%
4	205	205	205	120	40	193	146	47
%V	7.0%	7.2%	7.2%	10.6%	8.3%	7.8%	12.1%	3.7%
%H (All HH)		100.0%	100.0%	58.5%	19.5%	94.1%	71.2%	22.9%
%H (TV HH)			100.0%	58.5%	19.5%	94.1%	71.2%	22.9%
5+	108	108	108	73	23	100	83	17
%V	3.7%	3.8%	3.8%	6.5%	4.8%	4.1%	6.9%	1.4%
%H (All HH)		100.0%	100.0%	67.6%	21.3%	92.6%	76.9%	15.7%
%H (TV HH)			100.0%	67.6%	21.3%	92.6%	76.9%	15.7%

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

July 2010 - June 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	2932	2854	2838	1127	480	2459	1205	1254
%H (All HH)		97.3%	96.8%	38.4%	16.4%	83.9%	41.1%	42.8%
%H (TV HH)			99.4%	39.5%	16.8%	86.2%	42.2%	43.9%
Under 20"	969	969	966	421	167	900	512	388
%V	33.0%	34.0%	34.0%	37.4%	34.8%	36.6%	42.5%	30.9%
%H (All HH)		100.0%	99.7%	43.4%	17.2%	92.9%	52.8%	40.0%
%H (TV HH)			99.7%	43.4%	17.2%	92.9%	52.8%	40.0%
20" - 29"	1345	1345	1332	501	213	1199	570	629
%V	45.9%	47.1%	46.9%	44.5%	44.4%	48.8%	47.3%	50.2%
%H (All HH)		100.0%	99.0%	37.2%	15.8%	89.1%	42.4%	46.8%
%H (TV HH)			99.0%	37.2%	15.8%	89.1%	42.4%	46.8%
30" - 39"	1542	1542	1540	661	277	1341	725	617
%V	52.6%	54.0%	54.3%	58.7%	57.7%	54.5%	60.2%	49.2%
%H (All HH)		100.0%	99.9%	42.9%	18.0%	87.0%	47.0%	40.0%
%H (TV HH)			99.9%	42.9%	18.0%	87.0%	47.0%	40.0%
40" and over	809	809	809	452	167	682	480	202
%V	27.6%	28.3%	28.5%	40.1%	34.8%	27.7%	39.8%	16.1%
%H (All HH)		100.0%	100.0%	55.9%	20.6%	84.3%	59.3%	25.0%
%H (TV HH)			100.0%	55.9%	20.6%	84.3%	59.3%	25.0%

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
July 2010 - June 2011
ITV North West
Household level data
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	2932	2854	2838	1127	480	2459	1205	1254
%H (All HH)		97.3%	96.8%	38.4%	16.4%	83.9%	41.1%	42.8%
%H (TV HH)			99.4%	39.5%	16.8%	86.2%	42.2%	43.9%
Main living room	2833	2833	2818	1121	477	2441	1198	1243
%V	96.6%	99.3%	99.3%	99.5%	99.4%	99.3%	99.4%	99.1%
%H (All HH)		100.0%	99.5%	39.6%	16.8%	86.2%	42.3%	43.9%
%H (TV HH)			99.5%	39.6%	16.8%	86.2%	42.3%	43.9%
Kitchen	287	287	287	150	40	265	163	102
%V	9.8%	10.1%	10.1%	13.3%	8.3%	10.8%	13.5%	8.1%
%H (All HH)		100.0%	100.0%	52.3%	13.9%	92.3%	56.8%	35.5%
%H (TV HH)			100.0%	52.3%	13.9%	92.3%	56.8%	35.5%
Adult's bedroom	1356	1356	1353	638	261	1234	764	469
%V	46.2%	47.5%	47.7%	56.6%	54.4%	50.2%	63.4%	37.4%
%H (All HH)		100.0%	99.8%	47.1%	19.2%	91.0%	56.3%	34.6%
%H (TV HH)			99.8%	47.1%	19.2%	91.0%	56.3%	34.6%
Child's bedroom	316	316	316	188	71	296	234	62
%V	10.8%	11.1%	11.1%	16.7%	14.8%	12.0%	19.4%	4.9%
%H (All HH)		100.0%	100.0%	59.5%	22.5%	93.7%	74.1%	19.6%
%H (TV HH)			100.0%	59.5%	22.5%	93.7%	74.1%	19.6%
Other bedroom	99	99	99	57	20	90	65	25
%V	3.4%	3.5%	3.5%	5.1%	4.2%	3.7%	5.4%	2.0%
%H (All HH)		100.0%	100.0%	57.6%	20.2%	90.9%	65.7%	25.3%
%H (TV HH)			100.0%	57.6%	20.2%	90.9%	65.7%	25.3%
Second living/dining room	399	399	398	189	82	361	226	135
%V	13.6%	14.0%	14.0%	16.8%	17.1%	14.7%	18.8%	10.8%
%H (All HH)		100.0%	99.7%	47.4%	20.6%	90.5%	56.6%	33.8%
%H (TV HH)			99.7%	47.4%	20.6%	90.5%	56.6%	33.8%
Study/office	48	48	48	29	7	45	31	14
%V	1.6%	1.7%	1.7%	2.6%	1.5%	1.8%	2.6%	1.1%
%H (All HH)		100.0%	100.0%	60.4%	14.6%	93.8%	64.6%	29.2%
%H (TV HH)			100.0%	60.4%	14.6%	93.8%	64.6%	29.2%
TV room	13	13	13	9	4	11	9	2
%V	0.4%	0.5%	0.5%	0.8%	0.8%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	69.2%	30.8%	84.6%	69.2%	15.4%
%H (TV HH)			100.0%	69.2%	30.8%	84.6%	69.2%	15.4%
No specific location	6	6	6	3	2	5	3	2
%V	0.2%	0.2%	0.2%	0.3%	0.4%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	33.3%	83.3%	50.0%	33.3%
%H (TV HH)			100.0%	50.0%	33.3%	83.3%	50.0%	33.3%
Other	18	18	18	12	1	15	10	5
%V	0.6%	0.6%	0.6%	1.1%	0.2%	0.6%	0.8%	0.4%
%H (All HH)		100.0%	100.0%	66.7%	5.6%	83.3%	55.6%	27.8%
%H (TV HH)			100.0%	66.7%	5.6%	83.3%	55.6%	27.8%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2932	2854	2838	1127	480	2459	1205	1254
%H (All HH)		97.3%	96.8%	38.4%	16.4%	83.9%	41.1%	42.8%
%H (TV HH)			99.4%	39.5%	16.8%	86.2%	42.2%	43.9%
PVR	1425	1425	1425	887	242	1177	866	311
%V	48.6%	49.9%	50.2%	78.7%	50.4%	47.9%	71.9%	24.8%
%H (All HH)		100.0%	100.0%	62.2%	17.0%	82.6%	60.8%	21.8%
%H (TV HH)			100.0%	62.2%	17.0%	82.6%	60.8%	21.8%
DVDR	290	290	290	132	52	257	147	110
%V	9.9%	10.2%	10.2%	11.7%	10.8%	10.5%	12.2%	8.8%
%H (All HH)		100.0%	100.0%	45.5%	17.9%	88.6%	50.7%	37.9%
%H (TV HH)			100.0%	45.5%	17.9%	88.6%	50.7%	37.9%
VCR	254	254	252	103	47	218	112	106
%V	8.7%	8.9%	8.9%	9.1%	9.8%	8.9%	9.3%	8.5%
%H (All HH)		100.0%	99.2%	40.6%	18.5%	85.8%	44.1%	41.7%
%H (TV HH)			99.2%	40.6%	18.5%	85.8%	44.1%	41.7%
Any recorder	1656	1656	1653	938	289	1382	938	444
%V	56.5%	58.0%	58.2%	83.2%	60.2%	56.2%	77.8%	35.4%
%H (All HH)		100.0%	99.8%	56.6%	17.5%	83.5%	56.6%	26.8%
%H (TV HH)			99.8%	56.6%	17.5%	83.5%	56.6%	26.8%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 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	2932	2854	2838	1127	480	2459	1205	1254
%H (All HH)		97.3%	96.8%	38.4%	16.4%	83.9%	41.1%	42.8%
%H (TV HH)			99.4%	39.5%	16.8%	86.2%	42.2%	43.9%
Receives HDTV (via STB or built-in reception)	919	919	919	488	256	763	575	188
%V	31.3%	32.2%	32.4%	43.3%	53.3%	31.0%	47.7%	15.0%
%H (All HH)		100.0%	100.0%	53.1%	27.9%	83.0%	62.6%	20.5%
%H (TV HH)			100.0%	53.1%	27.9%	83.0%	62.6%	20.5%
DVD/Blu-ray player or recorder	2075	2075	2070	890	357	1787	946	840
%V	70.8%	72.7%	72.9%	79.0%	74.4%	72.7%	78.5%	67.0%
%H (All HH)		100.0%	99.8%	42.9%	17.2%	86.1%	45.6%	40.5%
%H (TV HH)			99.8%	42.9%	17.2%	86.1%	45.6%	40.5%

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

July 2010 - June 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	2932	2854	2838	1127	480	2459	1205	1254
%H (All HH)		97.3%	96.8%	38.4%	16.4%	83.9%	41.1%	42.8%
%H (TV HH)			99.4%	39.5%	16.8%	86.2%	42.2%	43.9%
Has PC or Laptop	2078	2041	2036	950	410	1736	1039	698
%V	70.9%	71.5%	71.7%	84.3%	85.4%	70.6%	86.2%	55.7%
%H (All HH)		98.2%	98.0%	45.7%	19.7%	83.5%	50.0%	33.6%
%H (TV HH)			99.8%	46.5%	20.1%	85.1%	50.9%	34.2%
Has broadband internet	1937	1906	1902	911	396	1615	999	616
%V	66.1%	66.8%	67.0%	80.8%	82.5%	65.7%	82.9%	49.1%
%H (All HH)		98.4%	98.2%	47.0%	20.4%	83.4%	51.6%	31.8%
%H (TV HH)			99.8%	47.8%	20.8%	84.7%	52.4%	32.3%

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV North West
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	5813	5793	2644	1051	5174	3005	2170
%H		99.7%	45.5%	18.1%	89.0%	51.7%	37.3%
Under 20"	1337	1334	613	238	1246	745	501
%V	23.0%	23.0%	23.2%	22.6%	24.1%	24.8%	23.1%
%H		99.8%	45.8%	17.8%	93.2%	55.7%	37.5%
20" - 29"	1708	1694	680	280	1535	786	749
%V	29.4%	29.2%	25.7%	26.6%	29.7%	26.2%	34.5%
%H		99.2%	39.8%	16.4%	89.9%	46.0%	43.9%
30" - 39"	1800	1798	806	337	1573	895	678
%V	31.0%	31.0%	30.5%	32.1%	30.4%	29.8%	31.2%
%H		99.9%	44.8%	18.7%	87.4%	49.7%	37.7%
40" and over	913	912	525	187	769	556	213
%V	15.7%	15.7%	19.9%	17.8%	14.9%	18.5%	9.8%
%H		99.9%	57.5%	20.5%	84.2%	60.9%	23.3%
Don't know	55	55	20	8	51	22	29
%V	0.9%	0.9%	0.8%	0.8%	1.0%	0.7%	1.3%
%H		100.0%	36.4%	14.5%	92.7%	40.0%	52.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5813	5793	2644	1051	5174	3005	2170
%H		99.7%	45.5%	18.1%	89.0%	51.7%	37.3%
Main living room	2854	2840	1130	478	2460	1206	1254
%V	49.1%	49.0%	42.7%	45.5%	47.5%	40.1%	57.8%
%H		99.5%	39.6%	16.7%	86.2%	42.3%	43.9%
Kitchen	287	287	150	40	265	163	102
%V	4.9%	5.0%	5.7%	3.8%	5.1%	5.4%	4.7%
%H		100.0%	52.3%	13.9%	92.3%	56.8%	35.5%
Adult's bedroom	1644	1642	795	319	1505	958	546
%V	28.3%	28.3%	30.1%	30.4%	29.1%	31.9%	25.2%
%H		99.9%	48.4%	19.4%	91.5%	58.3%	33.2%
Child's bedroom	420	419	251	97	396	317	79
%V	7.2%	7.2%	9.5%	9.2%	7.7%	10.5%	3.6%
%H		99.8%	59.8%	23.1%	94.3%	75.5%	18.8%
Other bedroom	111	111	66	22	101	74	27
%V	1.9%	1.9%	2.5%	2.1%	2.0%	2.5%	1.2%
%H		100.0%	59.5%	19.8%	91.0%	66.7%	24.3%
Second living/dining room	409	408	198	82	369	233	137
%V	7.0%	7.0%	7.5%	7.8%	7.1%	7.8%	6.3%
%H		99.8%	48.4%	20.0%	90.2%	57.0%	33.5%
Study/office	49	49	29	7	45	31	14
%V	0.8%	0.8%	1.1%	0.7%	0.9%	1.0%	0.6%
%H		100.0%	59.2%	14.3%	91.8%	63.3%	28.6%
TV room	13	13	9	4	11	9	2
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%
%H		100.0%	69.2%	30.8%	84.6%	69.2%	15.4%
No specific location	7	7	4	2	6	4	2
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%
%H		100.0%	57.1%	28.6%	85.7%	57.1%	28.6%
Other	19	19	12	1	15	10	5
%V	0.3%	0.3%	0.5%	0.1%	0.3%	0.3%	0.2%
%H		100.0%	63.2%	5.3%	78.9%	52.6%	26.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	5813	5793	2644	1051	5174	3005	2170
%H		99.7%	45.5%	18.1%	89.0%	51.7%	37.3%
PVR	1874	1874	1245	309	1530	1185	346
%V	32.2%	32.3%	47.1%	29.4%	29.6%	39.4%	15.9%
%H		100.0%	66.4%	16.5%	81.6%	63.2%	18.5%
DVDR	333	332	157	64	295	179	116
%V	5.7%	5.7%	5.9%	6.1%	5.7%	6.0%	5.3%
%H		99.7%	47.1%	19.2%	88.6%	53.8%	34.8%
VCR	283	280	117	55	244	130	114
%V	4.9%	4.8%	4.4%	5.2%	4.7%	4.3%	5.3%
%H		98.9%	41.3%	19.4%	86.2%	45.9%	40.3%
Any recorder	2217	2214	1353	385	1838	1331	507
%V	38.1%	38.2%	51.2%	36.6%	35.5%	44.3%	23.4%
%H		99.9%	61.0%	17.4%	82.9%	60.0%	22.9%

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	5813	5793	2644	1051	5174	3005	2170
%H		99.7%	45.5%	18.1%	89.0%	51.7%	37.3%
Receives HDTV (via STB or built-in reception)	1214	1214	653	343	1016	777	239
%V	20.9%	21.0%	24.7%	32.6%	19.6%	25.9%	11.0%
%H		100.0%	53.8%	28.3%	83.7%	64.0%	19.7%
DVD/Blu-ray player or recorder	3231	3226	1518	593	2843	1690	1153
%V	55.6%	55.7%	57.4%	56.4%	54.9%	56.2%	53.1%
%H		99.8%	47.0%	18.4%	88.0%	52.3%	35.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

Set level data

Table 3.15: 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	2853	2837	1126	480	2458	1204	1254
%H		99.4%	39.5%	16.8%	86.2%	42.2%	44.0%
Under 20"	81	80	14	10	73	17	57
%V	2.8%	2.8%	1.2%	2.1%	3.0%	1.4%	4.5%
%H		98.8%	17.3%	12.3%	90.1%	21.0%	70.4%
20" - 29"	712	700	173	93	618	182	436
%V	25.0%	24.7%	15.4%	19.4%	25.1%	15.1%	34.8%
%H		98.3%	24.3%	13.1%	86.8%	25.6%	61.2%
30" - 39"	1256	1254	498	213	1089	536	554
%V	44.0%	44.2%	44.2%	44.4%	44.3%	44.5%	44.2%
%H		99.8%	39.6%	17.0%	86.7%	42.7%	44.1%
40" and over	783	782	436	160	660	464	196
%V	27.4%	27.6%	38.7%	33.3%	26.9%	38.5%	15.6%
%H		99.9%	55.7%	20.4%	84.3%	59.3%	25.0%
Don't know	21	21	5	4	18	6	12
%V	0.7%	0.7%	0.4%	0.8%	0.7%	0.5%	1.0%
%H		100.0%	23.8%	19.0%	85.7%	28.6%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West

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	2853	2837	1126	480	2458	1204	1254
%H		99.4%	39.5%	16.8%	86.2%	42.2%	44.0%
PVR	1378	1377	870	232	1133	843	290
%V	48.3%	48.5%	77.3%	48.3%	46.1%	70.0%	23.1%
%H		99.9%	63.1%	16.8%	82.2%	61.2%	21.0%
DVDR	235	235	99	42	208	110	98
%V	8.2%	8.3%	8.8%	8.8%	8.5%	9.1%	7.8%
%H		100.0%	42.1%	17.9%	88.5%	46.8%	41.7%
VCR	198	196	73	35	166	76	90
%V	6.9%	6.9%	6.5%	7.3%	6.8%	6.3%	7.2%
%H		99.0%	36.9%	17.7%	83.8%	38.4%	45.5%
Any recorder	1591	1588	915	274	1319	904	416
%V	55.8%	56.0%	81.3%	57.1%	53.7%	75.1%	33.2%
%H		99.8%	57.5%	17.2%	82.9%	56.8%	26.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: 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	2853	2837	1126	480	2458	1204	1254
%H		99.4%	39.5%	16.8%	86.2%	42.2%	44.0%
Receives HDTV (via STB or built-in reception)	883	883	469	246	731	553	179
%V	30.9%	31.1%	41.7%	51.3%	29.7%	45.9%	14.3%
%H		100.0%	53.1%	27.9%	82.8%	62.6%	20.3%
DVD/Blu-ray player or recorder	1936	1931	831	327	1657	867	790
%V	67.9%	68.1%	73.8%	68.1%	67.4%	72.0%	63.0%
%H		99.7%	42.9%	16.9%	85.6%	44.8%	40.8%

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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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	2959	2956	1518	571	2716	1801	915
%H		99.9%	51.3%	19.3%	91.8%	60.9%	30.9%
Under 20"	1257	1254	598	229	1173	728	444
%V	42.5%	42.4%	39.4%	40.1%	43.2%	40.4%	48.5%
%H		99.8%	47.6%	18.2%	93.3%	57.9%	35.3%
20" - 29"	995	994	507	188	917	604	313
%V	33.6%	33.6%	33.4%	32.9%	33.8%	33.5%	34.2%
%H		99.9%	51.0%	18.9%	92.2%	60.7%	31.5%
30" - 39"	544	544	309	124	484	360	124
%V	18.4%	18.4%	20.4%	21.7%	17.8%	20.0%	13.6%
%H		100.0%	56.8%	22.8%	89.0%	66.2%	22.8%
40" and over	130	130	89	27	109	92	18
%V	4.4%	4.4%	5.9%	4.7%	4.0%	5.1%	2.0%
%H		100.0%	68.5%	20.8%	83.8%	70.8%	13.8%
Don't know	34	34	15	3	33	16	17
%V	1.1%	1.2%	1.0%	0.5%	1.2%	0.9%	1.9%
%H		100.0%	44.1%	8.8%	97.1%	47.1%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2959	2956	1518	571	2716	1801	915
%H		99.9%	51.3%	19.3%	91.8%	60.9%	30.9%
PVR	497	497	375	77	398	342	56
%V	16.8%	16.8%	24.7%	13.5%	14.7%	19.0%	6.1%
%H		100.0%	75.5%	15.5%	80.1%	68.8%	11.3%
DVDR	97	97	58	22	88	69	19
%V	3.3%	3.3%	3.8%	3.9%	3.2%	3.8%	2.1%
%H		100.0%	59.8%	22.7%	90.7%	71.1%	19.6%
VCR	84	84	44	19	78	54	24
%V	2.8%	2.8%	2.9%	3.3%	2.9%	3.0%	2.6%
%H		100.0%	52.4%	22.6%	92.9%	64.3%	28.6%
Any recorder	626	626	438	112	519	428	91
%V	21.2%	21.2%	28.9%	19.6%	19.1%	23.8%	9.9%
%H		100.0%	70.0%	17.9%	82.9%	68.4%	14.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.20: 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	2959	2956	1518	571	2716	1801	915
%H		99.9%	51.3%	19.3%	91.8%	60.9%	30.9%
Receives HDTV (via STB or built-in reception)	331	331	183	97	285	225	60
%V	11.2%	11.2%	12.1%	17.0%	10.5%	12.5%	6.6%
%H		100.0%	55.3%	29.3%	86.1%	68.0%	18.1%
DVD/Blu-ray player or recorder	1295	1295	687	266	1186	823	363
%V	43.8%	43.8%	45.3%	46.6%	43.7%	45.7%	39.7%
%H		100.0%	53.1%	20.5%	91.6%	63.6%	28.0%

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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Individual level data
Table 3.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6673	6510	6482	2961	1241	5587	3226	2361
%H		97.6%	97.1%	44.4%	18.6%	83.7%	48.3%	35.4%
Total Children	1282	1250	1245	648	266	1051	701	350
%V	19.2%	19.2%	19.2%	21.9%	21.4%	18.8%	21.7%	14.8%
%H		97.5%	97.1%	50.5%	20.7%	82.0%	54.7%	27.3%
0 - 3	334	326	325	167	62	263	163	100
%V	5.0%	5.0%	5.0%	5.6%	5.0%	4.7%	5.1%	4.2%
%H		97.6%	97.3%	50.0%	18.6%	78.7%	48.8%	29.9%
4 - 15	948	924	920	481	203	788	538	250
%V	14.2%	14.2%	14.2%	16.2%	16.4%	14.1%	16.7%	10.6%
%H		97.5%	97.0%	50.7%	21.4%	83.1%	56.8%	26.4%
4 - 9	475	462	462	231	104	393	260	133
%V	7.1%	7.1%	7.1%	7.8%	8.4%	7.0%	8.1%	5.6%
%H		97.3%	97.3%	48.6%	21.9%	82.7%	54.7%	28.0%
10 - 15	473	462	459	250	100	395	277	118
%V	7.1%	7.1%	7.1%	8.4%	8.1%	7.1%	8.6%	5.0%
%H		97.7%	97.0%	52.9%	21.1%	83.5%	58.6%	24.9%

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 3.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6673	6510	6482	2961	1241	5587	3226	2361
%H		97.6%	97.1%	44.4%	18.6%	83.7%	48.3%	35.4%
Total Adults (16+)	5391	5260	5237	2313	976	4536	2525	2011
%V	80.8%	80.8%	80.8%	78.1%	78.6%	81.2%	78.3%	85.2%
%H		97.6%	97.1%	42.9%	18.1%	84.1%	46.8%	37.3%
16 - 19	355	347	346	175	77	303	200	103
%V	5.3%	5.3%	5.3%	5.9%	6.2%	5.4%	6.2%	4.4%
%H		97.7%	97.5%	49.3%	21.7%	85.4%	56.3%	29.0%
20 - 24	448	418	418	174	92	369	209	161
%V	6.7%	6.4%	6.4%	5.9%	7.4%	6.6%	6.5%	6.8%
%H		93.3%	93.3%	38.8%	20.5%	82.4%	46.7%	35.9%
25 - 34	846	814	811	429	161	652	422	230
%V	12.7%	12.5%	12.5%	14.5%	13.0%	11.7%	13.1%	9.7%
%H		96.2%	95.9%	50.7%	19.0%	77.1%	49.9%	27.2%
35 - 44	904	878	874	438	173	745	470	276
%V	13.5%	13.5%	13.5%	14.8%	13.9%	13.3%	14.6%	11.7%
%H		97.1%	96.7%	48.5%	19.1%	82.4%	52.0%	30.5%
45 - 54	941	923	923	441	194	796	498	297
%V	14.1%	14.2%	14.2%	14.9%	15.6%	14.2%	15.4%	12.6%
%H		98.1%	98.1%	46.9%	20.6%	84.6%	52.9%	31.6%
55 - 64	814	809	805	347	154	720	404	316
%V	12.2%	12.4%	12.4%	11.7%	12.4%	12.9%	12.5%	13.4%
%H		99.4%	98.9%	42.6%	18.9%	88.5%	49.6%	38.8%
65+	1083	1070	1061	311	125	951	322	629
%V	16.2%	16.4%	16.4%	10.5%	10.1%	17.0%	10.0%	26.6%
%H		98.8%	98.0%	28.7%	11.5%	87.8%	29.7%	58.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5391	5260	5237	2313	976	4536	2525	2011
%H		97.6%	97.1%	42.9%	18.1%	84.1%	46.8%	37.3%
AB	1156	1141	1137	584	189	965	581	384
%V	21.4%	21.7%	21.7%	25.2%	19.4%	21.3%	23.0%	19.1%
%H		98.7%	98.4%	50.5%	16.3%	83.5%	50.3%	33.2%
C1	1548	1494	1489	676	298	1269	740	528
%V	28.7%	28.4%	28.4%	29.2%	30.5%	28.0%	29.3%	26.3%
%H		96.5%	96.2%	43.7%	19.3%	82.0%	47.8%	34.1%
C2	1133	1113	1109	499	238	986	598	389
%V	21.0%	21.2%	21.2%	21.6%	24.4%	21.7%	23.7%	19.3%
%H		98.2%	97.9%	44.0%	21.0%	87.0%	52.8%	34.3%
D	840	816	811	356	148	714	396	318
%V	15.6%	15.5%	15.5%	15.4%	15.2%	15.7%	15.7%	15.8%
%H		97.1%	96.5%	42.4%	17.6%	85.0%	47.1%	37.9%
E	715	696	691	199	103	603	210	393
%V	13.3%	13.2%	13.2%	8.6%	10.6%	13.3%	8.3%	19.5%
%H		97.3%	96.6%	27.8%	14.4%	84.3%	29.4%	55.0%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5391	5260	5237	2313	976	4536	2525	2011
%H		97.6%	97.1%	42.9%	18.1%	84.1%	46.8%	37.3%
Working full time	2336	2290	2285	1155	475	1941	1258	683
%V	43.3%	43.5%	43.6%	49.9%	48.7%	42.8%	49.8%	34.0%
%H		98.0%	97.8%	49.4%	20.3%	83.1%	53.9%	29.2%
Working part time	524	513	512	243	106	443	274	169
%V	9.7%	9.8%	9.8%	10.5%	10.9%	9.8%	10.9%	8.4%
%H		97.9%	97.7%	46.4%	20.2%	84.5%	52.3%	32.3%
Not working	2530	2456	2440	916	394	2153	993	1160
%V	46.9%	46.7%	46.6%	39.6%	40.4%	47.5%	39.3%	57.7%
%H		97.1%	96.4%	36.2%	15.6%	85.1%	39.2%	45.8%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2645	2568	2555	1168	475	2210	1265	945
%H		97.1%	96.6%	44.2%	18.0%	83.6%	47.8%	35.7%
16 - 19	190	186	186	95	45	165	115	51
%V	7.2%	7.2%	7.3%	8.1%	9.5%	7.5%	9.1%	5.4%
%H		97.9%	97.9%	50.0%	23.7%	86.8%	60.5%	26.8%
20 - 24	224	206	206	89	40	185	104	82
%V	8.5%	8.0%	8.1%	7.6%	8.4%	8.4%	8.2%	8.7%
%H		92.0%	92.0%	39.7%	17.9%	82.6%	46.4%	36.6%
25 - 34	434	414	412	216	79	332	209	123
%V	16.4%	16.1%	16.1%	18.5%	16.6%	15.0%	16.5%	13.0%
%H		95.4%	94.9%	49.8%	18.2%	76.5%	48.2%	28.3%
35 - 44	448	432	429	219	82	365	230	135
%V	16.9%	16.8%	16.8%	18.8%	17.3%	16.5%	18.2%	14.3%
%H		96.4%	95.8%	48.9%	18.3%	81.5%	51.3%	30.1%
45 - 54	461	451	451	212	96	386	238	148
%V	17.4%	17.6%	17.7%	18.2%	20.2%	17.5%	18.8%	15.7%
%H		97.8%	97.8%	46.0%	20.8%	83.7%	51.6%	32.1%
55 - 64	399	397	395	172	72	356	198	157
%V	15.1%	15.5%	15.5%	14.7%	15.2%	16.1%	15.7%	16.6%
%H		99.5%	99.0%	43.1%	18.0%	89.2%	49.6%	39.3%
65+	488	480	475	166	61	420	170	250
%V	18.4%	18.7%	18.6%	14.2%	12.8%	19.0%	13.4%	26.5%
%H		98.4%	97.3%	34.0%	12.5%	86.1%	34.8%	51.2%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2645	2568	2555	1168	475	2210	1265	945
%H		97.1%	96.6%	44.2%	18.0%	83.6%	47.8%	35.7%
AB	579	571	569	296	91	486	294	191
%V	21.9%	22.2%	22.3%	25.3%	19.2%	22.0%	23.2%	20.2%
%H		98.6%	98.3%	51.1%	15.7%	83.9%	50.8%	33.0%
C1	738	709	707	329	147	601	364	238
%V	27.9%	27.6%	27.7%	28.2%	30.9%	27.2%	28.8%	25.2%
%H		96.1%	95.8%	44.6%	19.9%	81.4%	49.3%	32.2%
C2	603	588	586	268	118	519	310	208
%V	22.8%	22.9%	22.9%	22.9%	24.8%	23.5%	24.5%	22.0%
%H		97.5%	97.2%	44.4%	19.6%	86.1%	51.4%	34.5%
D	417	401	398	184	74	345	198	147
%V	15.8%	15.6%	15.6%	15.8%	15.6%	15.6%	15.7%	15.6%
%H		96.2%	95.4%	44.1%	17.7%	82.7%	47.5%	35.3%
E	309	298	295	90	46	259	98	160
%V	11.7%	11.6%	11.5%	7.7%	9.7%	11.7%	7.7%	16.9%
%H		96.4%	95.5%	29.1%	14.9%	83.8%	31.7%	51.8%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2645	2568	2555	1168	475	2210	1265	945
%H		97.1%	96.6%	44.2%	18.0%	83.6%	47.8%	35.7%
Working full time	1429	1392	1388	714	281	1173	762	411
%V	54.0%	54.2%	54.3%	61.1%	59.2%	53.1%	60.2%	43.5%
%H		97.4%	97.1%	50.0%	19.7%	82.1%	53.3%	28.8%
Working part time	115	112	111	50	21	96	55	41
%V	4.3%	4.4%	4.3%	4.3%	4.4%	4.3%	4.3%	4.3%
%H		97.4%	96.5%	43.5%	18.3%	83.5%	47.8%	35.7%
Not working	1101	1064	1056	404	173	940	447	493
%V	41.6%	41.4%	41.3%	34.6%	36.4%	42.5%	35.3%	52.2%
%H		96.6%	95.9%	36.7%	15.7%	85.4%	40.6%	44.8%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2746	2692	2682	1146	501	2326	1260	1066
%H		98.0%	97.7%	41.7%	18.2%	84.7%	45.9%	38.8%
16 - 19	164	160	160	80	32	138	86	52
%V	6.0%	5.9%	6.0%	7.0%	6.4%	5.9%	6.8%	4.9%
%H		97.6%	97.6%	48.8%	19.5%	84.1%	52.4%	31.7%
20 - 24	224	212	212	85	51	184	105	79
%V	8.2%	7.9%	7.9%	7.4%	10.2%	7.9%	8.3%	7.4%
%H		94.6%	94.6%	37.9%	22.8%	82.1%	46.9%	35.3%
25 - 34	412	400	399	213	82	319	212	107
%V	15.0%	14.9%	14.9%	18.6%	16.4%	13.7%	16.8%	10.0%
%H		97.1%	96.8%	51.7%	19.9%	77.4%	51.5%	26.0%
35 - 44	456	446	445	219	90	380	239	141
%V	16.6%	16.6%	16.6%	19.1%	18.0%	16.3%	19.0%	13.2%
%H		97.8%	97.6%	48.0%	19.7%	83.3%	52.4%	30.9%
45 - 54	480	472	472	229	99	410	261	149
%V	17.5%	17.5%	17.6%	20.0%	19.8%	17.6%	20.7%	14.0%
%H		98.3%	98.3%	47.7%	20.6%	85.4%	54.4%	31.0%
55 - 64	415	412	410	175	82	364	206	158
%V	15.1%	15.3%	15.3%	15.3%	16.4%	15.6%	16.3%	14.8%
%H		99.3%	98.8%	42.2%	19.8%	87.7%	49.6%	38.1%
65+	595	590	586	145	64	531	151	379
%V	21.7%	21.9%	21.8%	12.7%	12.8%	22.8%	12.0%	35.6%
%H		99.2%	98.5%	24.4%	10.8%	89.2%	25.4%	63.7%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2746	2692	2682	1146	501	2326	1260	1066
%H		98.0%	97.7%	41.7%	18.2%	84.7%	45.9%	38.8%
AB	577	570	569	287	98	479	287	192
%V	21.0%	21.2%	21.2%	25.0%	19.6%	20.6%	22.8%	18.0%
%H		98.8%	98.6%	49.7%	17.0%	83.0%	49.7%	33.3%
C1	810	785	781	347	150	667	377	290
%V	29.5%	29.2%	29.1%	30.3%	29.9%	28.7%	29.9%	27.2%
%H		96.9%	96.4%	42.8%	18.5%	82.3%	46.5%	35.8%
C2	531	524	523	230	120	467	287	180
%V	19.3%	19.5%	19.5%	20.1%	24.0%	20.1%	22.8%	16.9%
%H		98.7%	98.5%	43.3%	22.6%	87.9%	54.0%	33.9%
D	423	415	413	172	75	368	198	171
%V	15.4%	15.4%	15.4%	15.0%	15.0%	15.8%	15.7%	16.0%
%H		98.1%	97.6%	40.7%	17.7%	87.0%	46.8%	40.4%
E	405	398	396	109	57	344	112	232
%V	14.7%	14.8%	14.8%	9.5%	11.4%	14.8%	8.9%	21.8%
%H		98.3%	97.8%	26.9%	14.1%	84.9%	27.7%	57.3%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2746	2692	2682	1146	501	2326	1260	1066
%H		98.0%	97.7%	41.7%	18.2%	84.7%	45.9%	38.8%
Working full time	907	898	897	441	194	767	496	272
%V	33.0%	33.4%	33.4%	38.5%	38.7%	33.0%	39.4%	25.5%
%H		99.0%	98.9%	48.6%	21.4%	84.6%	54.7%	30.0%
Working part time	409	401	401	193	86	346	219	128
%V	14.9%	14.9%	15.0%	16.8%	17.2%	14.9%	17.4%	12.0%
%H		98.0%	98.0%	47.2%	21.0%	84.6%	53.5%	31.3%
Not working	1429	1393	1385	512	221	1213	546	667
%V	52.0%	51.7%	51.6%	44.7%	44.1%	52.1%	43.3%	62.6%
%H		97.5%	96.9%	35.8%	15.5%	84.9%	38.2%	46.7%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2722	2641	2489	1104	351	1867	811	1056
%H (All HH)		97.0%	91.4%	40.6%	12.9%	68.6%	29.8%	38.8%
%H (TV HH)			94.2%	41.8%	13.3%	70.7%	30.7%	40.0%
AB	552	537	512	249	72	364	167	197
%V	20.3%	20.3%	20.6%	22.6%	20.5%	19.5%	20.6%	18.7%
%H (All HH)		97.3%	92.8%	45.1%	13.0%	65.9%	30.3%	35.7%
%H (TV HH)			95.3%	46.4%	13.4%	67.8%	31.1%	36.7%
C1	724	691	659	304	105	488	229	259
%V	26.6%	26.2%	26.5%	27.5%	29.9%	26.1%	28.2%	24.5%
%H (All HH)		95.4%	91.0%	42.0%	14.5%	67.4%	31.6%	35.8%
%H (TV HH)			95.4%	44.0%	15.2%	70.6%	33.1%	37.5%
C2	544	536	515	254	72	394	201	193
%V	20.0%	20.3%	20.7%	23.0%	20.5%	21.1%	24.8%	18.3%
%H (All HH)		98.5%	94.7%	46.7%	13.2%	72.4%	36.9%	35.5%
%H (TV HH)			96.1%	47.4%	13.4%	73.5%	37.5%	36.0%
D	468	457	432	188	58	327	139	189
%V	17.2%	17.3%	17.4%	17.0%	16.5%	17.5%	17.1%	17.9%
%H (All HH)		97.6%	92.3%	40.2%	12.4%	69.9%	29.7%	40.4%
%H (TV HH)			94.5%	41.1%	12.7%	71.6%	30.4%	41.4%
E	434	420	371	109	43	294	74	219
%V	15.9%	15.9%	14.9%	9.9%	12.3%	15.7%	9.1%	20.7%
%H (All HH)		96.8%	85.5%	25.1%	9.9%	67.7%	17.1%	50.5%
%H (TV HH)			88.3%	26.0%	10.2%	70.0%	17.6%	52.1%

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

July 2010 - June 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	2722	2641	2489	1104	351	1867	811	1056
%H (All HH)		97.0%	91.4%	40.6%	12.9%	68.6%	29.8%	38.8%
%H (TV HH)			94.2%	41.8%	13.3%	70.7%	30.7%	40.0%
Under 25	137	117	114	47	19	79	28	51
%V	5.0%	4.4%	4.6%	4.3%	5.4%	4.2%	3.5%	4.8%
%H (All HH)		85.4%	83.2%	34.3%	13.9%	57.7%	20.4%	37.2%
%H (TV HH)			97.4%	40.2%	16.2%	67.5%	23.9%	43.6%
25 - 34	419	392	382	216	59	248	136	112
%V	15.4%	14.8%	15.3%	19.6%	16.8%	13.3%	16.8%	10.6%
%H (All HH)		93.6%	91.2%	51.6%	14.1%	59.2%	32.5%	26.7%
%H (TV HH)			97.4%	55.1%	15.1%	63.3%	34.7%	28.6%
35 - 44	489	480	461	250	87	318	187	131
%V	18.0%	18.2%	18.5%	22.6%	24.8%	17.0%	23.1%	12.4%
%H (All HH)		98.2%	94.3%	51.1%	17.8%	65.0%	38.2%	26.8%
%H (TV HH)			96.0%	52.1%	18.1%	66.3%	39.0%	27.3%
45 - 54	504	497	486	227	78	381	193	188
%V	18.5%	18.8%	19.5%	20.6%	22.2%	20.4%	23.8%	17.8%
%H (All HH)		98.6%	96.4%	45.0%	15.5%	75.6%	38.3%	37.3%
%H (TV HH)			97.8%	45.7%	15.7%	76.7%	38.8%	37.8%
55 - 64	456	448	429	193	54	329	146	183
%V	16.8%	17.0%	17.2%	17.5%	15.4%	17.6%	18.0%	17.3%
%H (All HH)		98.2%	94.1%	42.3%	11.8%	72.1%	32.0%	40.1%
%H (TV HH)			95.8%	43.1%	12.1%	73.4%	32.6%	40.8%
65 +	717	708	618	171	54	513	121	392
%V	26.3%	26.8%	24.8%	15.5%	15.4%	27.5%	14.9%	37.1%
%H (All HH)		98.7%	86.2%	23.8%	7.5%	71.5%	16.9%	54.7%
%H (TV HH)			87.3%	24.2%	7.6%	72.5%	17.1%	55.4%

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

July 2010 - June 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	2722	2641	2489	1104	351	1867	811	1056
%H (All HH)		97.0%	91.4%	40.6%	12.9%	68.6%	29.8%	38.8%
%H (TV HH)			94.2%	41.8%	13.3%	70.7%	30.7%	40.0%
1	912	862	757	203	79	600	123	477
%V	33.5%	32.6%	30.4%	18.4%	22.5%	32.1%	15.2%	45.2%
%H (All HH)		94.5%	83.0%	22.3%	8.7%	65.8%	13.5%	52.3%
%H (TV HH)			87.8%	23.5%	9.2%	69.6%	14.3%	55.3%
2	875	859	830	369	114	633	280	353
%V	32.1%	32.5%	33.3%	33.4%	32.5%	33.9%	34.5%	33.4%
%H (All HH)		98.2%	94.9%	42.2%	13.0%	72.3%	32.0%	40.3%
%H (TV HH)			96.6%	43.0%	13.3%	73.7%	32.6%	41.1%
3	410	401	391	220	66	276	166	109
%V	15.1%	15.2%	15.7%	19.9%	18.8%	14.8%	20.5%	10.3%
%H (All HH)		97.8%	95.4%	53.7%	16.1%	67.3%	40.5%	26.6%
%H (TV HH)			97.5%	54.9%	16.5%	68.8%	41.4%	27.2%
4	350	346	342	197	65	251	168	83
%V	12.9%	13.1%	13.7%	17.8%	18.5%	13.4%	20.7%	7.9%
%H (All HH)		98.9%	97.7%	56.3%	18.6%	71.7%	48.0%	23.7%
%H (TV HH)			98.8%	56.9%	18.8%	72.5%	48.6%	24.0%
5+	176	173	170	114	27	108	74	34
%V	6.5%	6.6%	6.8%	10.3%	7.7%	5.8%	9.1%	3.2%
%H (All HH)		98.3%	96.6%	64.8%	15.3%	61.4%	42.0%	19.3%
%H (TV HH)			98.3%	65.9%	15.6%	62.4%	42.8%	19.7%
Average HH size	2.30	2.32	2.37	2.74	2.60	2.29	2.78	1.92

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

July 2010 - June 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	2722	2641	2489	1104	351	1867	811	1056
%H (All HH)		97.0%	91.4%	40.6%	12.9%	68.6%	29.8%	38.8%
%H (TV HH)			94.2%	41.8%	13.3%	70.7%	30.7%	40.0%
Without	2052	1981	1842	734	233	1432	544	887
%V	75.4%	75.0%	74.0%	66.5%	66.4%	76.7%	67.1%	84.0%
%H (All HH)		96.5%	89.8%	35.8%	11.4%	69.8%	26.5%	43.2%
%H (TV HH)			93.0%	37.1%	11.8%	72.3%	27.5%	44.8%
With	670	661	648	370	117	436	267	169
%V	24.6%	25.0%	26.0%	33.5%	33.3%	23.4%	32.9%	16.0%
%H (All HH)		98.7%	96.7%	55.2%	17.5%	65.1%	39.9%	25.2%
%H (TV HH)			98.0%	56.0%	17.7%	66.0%	40.4%	25.6%
0 - 3	262	255	250	148	44	153	92	61
%V	9.6%	9.7%	10.0%	13.4%	12.5%	8.2%	11.3%	5.8%
%H (All HH)		97.3%	95.4%	56.5%	16.8%	58.4%	35.1%	23.3%
%H (TV HH)			98.0%	58.0%	17.3%	60.0%	36.1%	23.9%
4 - 9	309	307	302	185	50	189	119	71
%V	11.4%	11.6%	12.1%	16.8%	14.2%	10.1%	14.7%	6.7%
%H (All HH)		99.4%	97.7%	59.9%	16.2%	61.2%	38.5%	23.0%
%H (TV HH)			98.4%	60.3%	16.3%	61.6%	38.8%	23.1%
10 - 15	323	322	316	174	64	232	149	83
%V	11.9%	12.2%	12.7%	15.8%	18.2%	12.4%	18.4%	7.9%
%H (All HH)		99.7%	97.8%	53.9%	19.8%	71.8%	46.1%	25.7%
%H (TV HH)			98.1%	54.0%	19.9%	72.0%	46.3%	25.8%

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

July 2010 - June 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	2722	2641	2489	1104	351	1867	811	1056
%H (All HH)		97.0%	91.4%	40.6%	12.9%	68.6%	29.8%	38.8%
%H (TV HH)			94.2%	41.8%	13.3%	70.7%	30.7%	40.0%
1	925	925	828	301	100	545	116	429
%V	34.0%	35.0%	33.3%	27.3%	28.5%	29.2%	14.3%	40.6%
%H (All HH)		100.0%	89.5%	32.5%	10.8%	58.9%	12.5%	46.4%
%H (TV HH)			89.5%	32.5%	10.8%	58.9%	12.5%	46.4%
2	898	898	856	373	108	651	268	383
%V	33.0%	34.0%	34.4%	33.8%	30.8%	34.9%	33.0%	36.3%
%H (All HH)		100.0%	95.3%	41.5%	12.0%	72.5%	29.8%	42.7%
%H (TV HH)			95.3%	41.5%	12.0%	72.5%	29.8%	42.7%
3	476	476	465	223	82	386	222	163
%V	17.5%	18.0%	18.7%	20.2%	23.4%	20.7%	27.4%	15.4%
%H (All HH)		100.0%	97.7%	46.8%	17.2%	81.1%	46.6%	34.2%
%H (TV HH)			97.7%	46.8%	17.2%	81.1%	46.6%	34.2%
4	213	213	212	116	43	179	122	57
%V	7.8%	8.1%	8.5%	10.5%	12.3%	9.6%	15.0%	5.4%
%H (All HH)		100.0%	99.5%	54.5%	20.2%	84.0%	57.3%	26.8%
%H (TV HH)			99.5%	54.5%	20.2%	84.0%	57.3%	26.8%
5+	130	130	130	91	18	107	83	24
%V	4.8%	4.9%	5.2%	8.2%	5.1%	5.7%	10.2%	2.3%
%H (All HH)		100.0%	100.0%	70.0%	13.8%	82.3%	63.8%	18.5%
%H (TV HH)			100.0%	70.0%	13.8%	82.3%	63.8%	18.5%

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2722	2641	2489	1104	351	1867	811	1056
%H (All HH)		97.0%	91.4%	40.6%	12.9%	68.6%	29.8%	38.8%
%H (TV HH)			94.2%	41.8%	13.3%	70.7%	30.7%	40.0%
Under 20"	1161	1161	1104	491	170	887	433	455
%V	42.7%	44.0%	44.4%	44.5%	48.4%	47.5%	53.4%	43.1%
%H (All HH)		100.0%	95.1%	42.3%	14.6%	76.4%	37.3%	39.2%
%H (TV HH)			95.1%	42.3%	14.6%	76.4%	37.3%	39.2%
20" - 29"	1325	1325	1224	497	175	954	391	564
%V	48.7%	50.2%	49.2%	45.0%	49.9%	51.1%	48.2%	53.4%
%H (All HH)		100.0%	92.4%	37.5%	13.2%	72.0%	29.5%	42.6%
%H (TV HH)			92.4%	37.5%	13.2%	72.0%	29.5%	42.6%
30" - 39"	1286	1286	1255	603	177	969	479	490
%V	47.2%	48.7%	50.4%	54.6%	50.4%	51.9%	59.1%	46.4%
%H (All HH)		100.0%	97.6%	46.9%	13.8%	75.3%	37.2%	38.1%
%H (TV HH)			97.6%	46.9%	13.8%	75.3%	37.2%	38.1%
40" and over	749	749	745	474	109	545	375	170
%V	27.5%	28.4%	29.9%	42.9%	31.1%	29.2%	46.2%	16.1%
%H (All HH)		100.0%	99.5%	63.3%	14.6%	72.8%	50.1%	22.7%
%H (TV HH)			99.5%	63.3%	14.6%	72.8%	50.1%	22.7%

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

July 2010 - June 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	2722	2641	2489	1104	351	1867	811	1056
%H (All HH)		97.0%	91.4%	40.6%	12.9%	68.6%	29.8%	38.8%
%H (TV HH)			94.2%	41.8%	13.3%	70.7%	30.7%	40.0%
Main living room	2615	2615	2467	1093	347	1852	806	1046
%V	96.1%	99.0%	99.1%	99.0%	98.9%	99.2%	99.4%	99.1%
%H (All HH)		100.0%	94.3%	41.8%	13.3%	70.8%	30.8%	40.0%
%H (TV HH)			94.3%	41.8%	13.3%	70.8%	30.8%	40.0%
Kitchen	391	391	377	182	58	308	166	142
%V	14.4%	14.8%	15.1%	16.5%	16.5%	16.5%	20.5%	13.4%
%H (All HH)		100.0%	96.4%	46.5%	14.8%	78.8%	42.5%	36.3%
%H (TV HH)			96.4%	46.5%	14.8%	78.8%	42.5%	36.3%
Adult's bedroom	1284	1284	1246	620	190	1007	555	452
%V	47.2%	48.6%	50.1%	56.2%	54.1%	53.9%	68.4%	42.8%
%H (All HH)		100.0%	97.0%	48.3%	14.8%	78.4%	43.2%	35.2%
%H (TV HH)			97.0%	48.3%	14.8%	78.4%	43.2%	35.2%
Child's bedroom	291	291	290	168	52	234	162	72
%V	10.7%	11.0%	11.7%	15.2%	14.8%	12.5%	20.0%	6.8%
%H (All HH)		100.0%	99.7%	57.7%	17.9%	80.4%	55.7%	24.7%
%H (TV HH)			99.7%	57.7%	17.9%	80.4%	55.7%	24.7%
Other bedroom	174	174	171	92	31	148	94	54
%V	6.4%	6.6%	6.9%	8.3%	8.8%	7.9%	11.6%	5.1%
%H (All HH)		100.0%	98.3%	52.9%	17.8%	85.1%	54.0%	31.0%
%H (TV HH)			98.3%	52.9%	17.8%	85.1%	54.0%	31.0%
Second living/dining room	349	349	341	181	53	271	158	113
%V	12.8%	13.2%	13.7%	16.4%	15.1%	14.5%	19.5%	10.7%
%H (All HH)		100.0%	97.7%	51.9%	15.2%	77.7%	45.3%	32.4%
%H (TV HH)			97.7%	51.9%	15.2%	77.7%	45.3%	32.4%
Study/office	45	45	45	21	9	34	18	16
%V	1.7%	1.7%	1.8%	1.9%	2.6%	1.8%	2.2%	1.5%
%H (All HH)		100.0%	100.0%	46.7%	20.0%	75.6%	40.0%	35.6%
%H (TV HH)			100.0%	46.7%	20.0%	75.6%	40.0%	35.6%
TV room	19	19	19	8	3	14	6	8
%V	0.7%	0.7%	0.8%	0.7%	0.9%	0.7%	0.7%	0.8%
%H (All HH)		100.0%	100.0%	42.1%	15.8%	73.7%	31.6%	42.1%
%H (TV HH)			100.0%	42.1%	15.8%	73.7%	31.6%	42.1%
No specific location	12	12	12	6	1	9	4	5
%V	0.4%	0.5%	0.5%	0.5%	0.3%	0.5%	0.5%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	8.3%	75.0%	33.3%	41.7%
%H (TV HH)			100.0%	50.0%	8.3%	75.0%	33.3%	41.7%
Other	69	69	68	40	11	57	39	18
%V	2.5%	2.6%	2.7%	3.6%	3.1%	3.1%	4.8%	1.7%
%H (All HH)		100.0%	98.6%	58.0%	15.9%	82.6%	56.5%	26.1%
%H (TV HH)			98.6%	58.0%	15.9%	82.6%	56.5%	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

July 2010 - June 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	2722	2641	2489	1104	351	1867	811	1056
%H (All HH)		97.0%	91.4%	40.6%	12.9%	68.6%	29.8%	38.8%
%H (TV HH)			94.2%	41.8%	13.3%	70.7%	30.7%	40.0%
PVR	1159	1159	1157	781	153	815	577	238
%V	42.6%	43.9%	46.5%	70.7%	43.6%	43.7%	71.1%	22.5%
%H (All HH)		100.0%	99.8%	67.4%	13.2%	70.3%	49.8%	20.5%
%H (TV HH)			99.8%	67.4%	13.2%	70.3%	49.8%	20.5%
DVDR	452	452	440	209	65	338	168	170
%V	16.6%	17.1%	17.7%	18.9%	18.5%	18.1%	20.7%	16.1%
%H (All HH)		100.0%	97.3%	46.2%	14.4%	74.8%	37.2%	37.6%
%H (TV HH)			97.3%	46.2%	14.4%	74.8%	37.2%	37.6%
VCR	679	679	630	243	87	489	184	305
%V	24.9%	25.7%	25.3%	22.0%	24.8%	26.2%	22.7%	28.9%
%H (All HH)		100.0%	92.8%	35.8%	12.8%	72.0%	27.1%	44.9%
%H (TV HH)			92.8%	35.8%	12.8%	72.0%	27.1%	44.9%
Any recorder	1736	1736	1680	917	227	1235	680	554
%V	63.8%	65.7%	67.5%	83.1%	64.7%	66.1%	83.8%	52.5%
%H (All HH)		100.0%	96.8%	52.8%	13.1%	71.1%	39.2%	31.9%
%H (TV HH)			96.8%	52.8%	13.1%	71.1%	39.2%	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
July 2010 - June 2011
ITV Yorkshire
Household level data
Table 4.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2722	2641	2489	1104	351	1867	811	1056
%H (All HH)		97.0%	91.4%	40.6%	12.9%	68.6%	29.8%	38.8%
%H (TV HH)			94.2%	41.8%	13.3%	70.7%	30.7%	40.0%
Receives HDTV (via STB or built-in reception)	772	772	772	469	162	562	405	156
%V	28.4%	29.2%	31.0%	42.5%	46.2%	30.1%	49.9%	14.8%
%H (All HH)		100.0%	100.0%	60.8%	21.0%	72.8%	52.5%	20.2%
%H (TV HH)			100.0%	60.8%	21.0%	72.8%	52.5%	20.2%
DVD/Blu-ray player or recorder	2106	2106	2045	947	299	1544	726	819
%V	77.4%	79.7%	82.2%	85.8%	85.2%	82.7%	89.5%	77.6%
%H (All HH)		100.0%	97.1%	45.0%	14.2%	73.3%	34.5%	38.9%
%H (TV HH)			97.1%	45.0%	14.2%	73.3%	34.5%	38.9%

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

July 2010 - June 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	2722	2641	2489	1104	351	1867	811	1056
%H (All HH)		97.0%	91.4%	40.6%	12.9%	68.6%	29.8%	38.8%
%H (TV HH)			94.2%	41.8%	13.3%	70.7%	30.7%	40.0%
Has PC or Laptop	1913	1858	1816	919	295	1325	702	623
%V	70.3%	70.4%	73.0%	83.2%	84.0%	71.0%	86.6%	59.0%
%H (All HH)		97.1%	94.9%	48.0%	15.4%	69.3%	36.7%	32.6%
%H (TV HH)			97.7%	49.5%	15.9%	71.3%	37.8%	33.5%
Has broadband internet	1763	1720	1685	876	286	1221	678	544
%V	64.8%	65.1%	67.7%	79.3%	81.5%	65.4%	83.6%	51.5%
%H (All HH)		97.6%	95.6%	49.7%	16.2%	69.3%	38.5%	30.9%
%H (TV HH)			98.0%	50.9%	16.6%	71.0%	39.4%	31.6%

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

July 2010 - June 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	5711	5490	2691	828	4301	2265	2036
%H		96.1%	47.1%	14.5%	75.3%	39.7%	35.7%
Under 20"	1689	1616	757	257	1313	694	620
%V	29.6%	29.4%	28.1%	31.0%	30.5%	30.6%	30.5%
%H		95.7%	44.8%	15.2%	77.7%	41.1%	36.7%
20" - 29"	1654	1545	657	224	1211	531	680
%V	29.0%	28.1%	24.4%	27.1%	28.2%	23.4%	33.4%
%H		93.4%	39.7%	13.5%	73.2%	32.1%	41.1%
30" - 39"	1491	1459	723	216	1139	599	540
%V	26.1%	26.6%	26.9%	26.1%	26.5%	26.4%	26.5%
%H		97.9%	48.5%	14.5%	76.4%	40.2%	36.2%
40" and over	843	839	544	124	615	432	183
%V	14.8%	15.3%	20.2%	15.0%	14.3%	19.1%	9.0%
%H		99.5%	64.5%	14.7%	73.0%	51.2%	21.7%
Don't know	34	31	11	7	23	10	13
%V	0.6%	0.6%	0.4%	0.8%	0.5%	0.4%	0.6%
%H		91.2%	32.4%	20.6%	67.6%	29.4%	38.2%

Base: ITV Yorkshire - 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 4.12: 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	5711	5490	2691	828	4301	2265	2036
%H		96.1%	47.1%	14.5%	75.3%	39.7%	35.7%
Main living room	2636	2487	1103	352	1868	817	1052
%V	46.2%	45.3%	41.0%	42.5%	43.4%	36.1%	51.7%
%H		94.3%	41.8%	13.4%	70.9%	31.0%	39.9%
Kitchen	392	378	182	59	309	166	142
%V	6.9%	6.9%	6.8%	7.1%	7.2%	7.3%	7.0%
%H		96.4%	46.4%	15.1%	78.8%	42.3%	36.2%
Adult's bedroom	1580	1538	802	225	1245	717	528
%V	27.7%	28.0%	29.8%	27.2%	28.9%	31.7%	25.9%
%H		97.3%	50.8%	14.2%	78.8%	45.4%	33.4%
Child's bedroom	387	385	227	73	310	220	91
%V	6.8%	7.0%	8.4%	8.8%	7.2%	9.7%	4.5%
%H		99.5%	58.7%	18.9%	80.1%	56.8%	23.5%
Other bedroom	204	201	109	39	174	113	61
%V	3.6%	3.7%	4.1%	4.7%	4.0%	5.0%	3.0%
%H		98.5%	53.4%	19.1%	85.3%	55.4%	29.9%
Second living/dining room	360	351	187	55	278	162	116
%V	6.3%	6.4%	6.9%	6.6%	6.5%	7.2%	5.7%
%H		97.5%	51.9%	15.3%	77.2%	45.0%	32.2%
Study/office	45	45	21	9	34	18	16
%V	0.8%	0.8%	0.8%	1.1%	0.8%	0.8%	0.8%
%H		100.0%	46.7%	20.0%	75.6%	40.0%	35.6%
TV room	19	19	8	3	14	6	8
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%
%H		100.0%	42.1%	15.8%	73.7%	31.6%	42.1%
No specific location	13	13	6	1	9	4	5
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
%H		100.0%	46.2%	7.7%	69.2%	30.8%	38.5%
Other	75	73	45	11	61	42	18
%V	1.3%	1.3%	1.7%	1.3%	1.4%	1.9%	0.9%
%H		97.3%	60.0%	14.7%	81.3%	56.0%	24.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5711	5490	2691	828	4301	2265	2036
%H		96.1%	47.1%	14.5%	75.3%	39.7%	35.7%
PVR	1483	1481	1057	190	1030	768	261
%V	26.0%	27.0%	39.3%	22.9%	23.9%	33.9%	12.8%
%H		99.9%	71.3%	12.8%	69.5%	51.8%	17.6%
DVDR	523	510	251	79	390	205	185
%V	9.2%	9.3%	9.3%	9.5%	9.1%	9.1%	9.1%
%H		97.5%	48.0%	15.1%	74.6%	39.2%	35.4%
VCR	795	740	296	109	574	233	341
%V	13.9%	13.5%	11.0%	13.2%	13.3%	10.3%	16.7%
%H		93.1%	37.2%	13.7%	72.2%	29.3%	42.9%
Any recorder	2332	2271	1325	321	1658	1001	657
%V	40.8%	41.4%	49.2%	38.8%	38.5%	44.2%	32.3%
%H		97.4%	56.8%	13.8%	71.1%	42.9%	28.2%

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	5711	5490	2691	828	4301	2265	2036
%H		96.1%	47.1%	14.5%	75.3%	39.7%	35.7%
Receives HDTV (via STB or built-in reception)	982	982	591	219	712	518	193
%V	17.2%	17.9%	22.0%	26.4%	16.6%	22.9%	9.5%
%H		100.0%	60.2%	22.3%	72.5%	52.7%	19.7%
DVD/Blu-ray player or recorder	3149	3080	1557	475	2383	1297	1086
%V	55.1%	56.1%	57.9%	57.4%	55.4%	57.3%	53.3%
%H		97.8%	49.4%	15.1%	75.7%	41.2%	34.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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	2638	2487	1104	351	1865	811	1054
%H		94.3%	41.8%	13.3%	70.7%	30.7%	40.0%
Under 20"	87	66	15	9	52	10	42
%V	3.3%	2.7%	1.4%	2.6%	2.8%	1.2%	4.0%
%H		75.9%	17.2%	10.3%	59.8%	11.5%	48.3%
20" - 29"	774	680	199	90	506	110	396
%V	29.3%	27.3%	18.0%	25.6%	27.1%	13.6%	37.6%
%H		87.9%	25.7%	11.6%	65.4%	14.2%	51.2%
30" - 39"	1053	1022	438	145	782	334	448
%V	39.9%	41.1%	39.7%	41.3%	41.9%	41.2%	42.5%
%H		97.1%	41.6%	13.8%	74.3%	31.7%	42.5%
40" and over	703	700	446	102	513	353	160
%V	26.6%	28.1%	40.4%	29.1%	27.5%	43.5%	15.2%
%H		99.6%	63.4%	14.5%	73.0%	50.2%	22.8%
Don't know	20	18	7	4	12	5	7
%V	0.8%	0.7%	0.6%	1.1%	0.6%	0.6%	0.7%
%H		90.0%	35.0%	20.0%	60.0%	25.0%	35.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2638	2487	1104	351	1865	811	1054
%H		94.3%	41.8%	13.3%	70.7%	30.7%	40.0%
PVR	1114	1112	759	144	776	554	223
%V	42.2%	44.7%	68.8%	41.0%	41.6%	68.3%	21.2%
%H		99.8%	68.1%	12.9%	69.7%	49.7%	20.0%
DVDR	376	364	168	52	278	130	148
%V	14.3%	14.6%	15.2%	14.8%	14.9%	16.0%	14.0%
%H		96.8%	44.7%	13.8%	73.9%	34.6%	39.4%
VCR	551	504	177	69	392	129	263
%V	20.9%	20.3%	16.0%	19.7%	21.0%	15.9%	25.0%
%H		91.5%	32.1%	12.5%	71.1%	23.4%	47.7%
Any recorder	1655	1601	885	214	1168	650	519
%V	62.7%	64.4%	80.2%	61.0%	62.6%	80.1%	49.2%
%H		96.7%	53.5%	12.9%	70.6%	39.3%	31.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2638	2487	1104	351	1865	811	1054
%H		94.3%	41.8%	13.3%	70.7%	30.7%	40.0%
Receives HDTV (via STB or built-in reception)	725	725	441	153	518	376	142
%V	27.5%	29.2%	39.9%	43.6%	27.8%	46.4%	13.5%
%H		100.0%	60.8%	21.1%	71.4%	51.9%	19.6%
DVD/Blu-ray player or recorder	1970	1913	875	284	1437	666	771
%V	74.7%	76.9%	79.3%	80.9%	77.1%	82.1%	73.1%
%H		97.1%	44.4%	14.4%	72.9%	33.8%	39.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	3073	3003	1587	477	2436	1454	982
%H		97.7%	51.6%	15.5%	79.3%	47.3%	32.0%
Under 20"	1602	1550	742	248	1261	684	577
%V	52.1%	51.6%	46.8%	52.0%	51.8%	47.0%	58.8%
%H		96.8%	46.3%	15.5%	78.7%	42.7%	36.0%
20" - 29"	880	865	458	134	705	421	284
%V	28.6%	28.8%	28.9%	28.1%	28.9%	29.0%	28.9%
%H		98.3%	52.0%	15.2%	80.1%	47.8%	32.3%
30" - 39"	438	437	285	70	357	265	92
%V	14.3%	14.6%	18.0%	14.7%	14.7%	18.2%	9.4%
%H		99.8%	65.1%	16.0%	81.5%	60.5%	21.0%
40" and over	140	139	98	22	102	79	23
%V	4.6%	4.6%	6.2%	4.6%	4.2%	5.4%	2.3%
%H		99.3%	70.0%	15.7%	72.9%	56.4%	16.4%
Don't know	13	13	4	3	11	5	6
%V	0.4%	0.4%	0.3%	0.6%	0.5%	0.3%	0.6%
%H		100.0%	30.8%	23.1%	84.6%	38.5%	46.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	3073	3003	1587	477	2436	1454	982
%H		97.7%	51.6%	15.5%	79.3%	47.3%	32.0%
PVR	369	369	298	47	253	215	39
%V	12.0%	12.3%	18.8%	9.9%	10.4%	14.8%	4.0%
%H		100.0%	80.8%	12.7%	68.6%	58.3%	10.6%
DVDR	147	145	83	27	112	75	37
%V	4.8%	4.8%	5.2%	5.7%	4.6%	5.2%	3.8%
%H		98.6%	56.5%	18.4%	76.2%	51.0%	25.2%
VCR	243	236	119	41	182	105	77
%V	7.9%	7.9%	7.5%	8.6%	7.5%	7.2%	7.8%
%H		97.1%	49.0%	16.9%	74.9%	43.2%	31.7%
Any recorder	677	669	440	107	490	351	139
%V	22.0%	22.3%	27.7%	22.4%	20.1%	24.1%	14.2%
%H		98.8%	65.0%	15.8%	72.4%	51.8%	20.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3073	3003	1587	477	2436	1454	982
%H		97.7%	51.6%	15.5%	79.3%	47.3%	32.0%
Receives HDTV (via STB or built-in reception)	257	257	150	66	193	142	51
%V	8.4%	8.6%	9.5%	13.8%	7.9%	9.8%	5.2%
%H		100.0%	58.4%	25.7%	75.1%	55.3%	19.8%
DVD/Blu-ray player or recorder	1179	1168	682	190	946	630	315
%V	38.4%	38.9%	43.0%	39.8%	38.8%	43.3%	32.1%
%H		99.1%	57.8%	16.1%	80.2%	53.4%	26.7%

Base: ITV Yorkshire - 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 4.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6261	6124	5892	3024	912	4282	2254	2028
%H		97.8%	94.1%	48.3%	14.6%	68.4%	36.0%	32.4%
Total Children	1155	1142	1122	659	202	743	466	276
%V	18.4%	18.6%	19.0%	21.8%	22.1%	17.4%	20.7%	13.6%
%H		98.9%	97.1%	57.1%	17.5%	64.3%	40.3%	23.9%
0 - 3	309	301	296	181	50	178	109	70
%V	4.9%	4.9%	5.0%	6.0%	5.5%	4.2%	4.8%	3.5%
%H		97.4%	95.8%	58.6%	16.2%	57.6%	35.3%	22.7%
4 - 15	846	841	825	478	152	564	358	207
%V	13.5%	13.7%	14.0%	15.8%	16.7%	13.2%	15.9%	10.2%
%H		99.4%	97.5%	56.5%	18.0%	66.7%	42.3%	24.5%
4 - 9	413	408	401	250	64	250	158	93
%V	6.6%	6.7%	6.8%	8.3%	7.0%	5.8%	7.0%	4.6%
%H		98.8%	97.1%	60.5%	15.5%	60.5%	38.3%	22.5%
10 - 15	433	432	424	228	88	314	200	114
%V	6.9%	7.1%	7.2%	7.5%	9.6%	7.3%	8.9%	5.6%
%H		99.8%	97.9%	52.7%	20.3%	72.5%	46.2%	26.3%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6261	6124	5892	3024	912	4282	2254	2028
%H		97.8%	94.1%	48.3%	14.6%	68.4%	36.0%	32.4%
Total Adults (16+)	5106	4982	4770	2366	710	3539	1788	1752
%V	81.6%	81.4%	81.0%	78.2%	77.9%	82.6%	79.3%	86.4%
%H		97.6%	93.4%	46.3%	13.9%	69.3%	35.0%	34.3%
16 - 19	359	349	343	200	53	260	167	93
%V	5.7%	5.7%	5.8%	6.6%	5.8%	6.1%	7.4%	4.6%
%H		97.2%	95.5%	55.7%	14.8%	72.4%	46.5%	25.9%
20 - 24	411	380	371	195	61	259	134	125
%V	6.6%	6.2%	6.3%	6.4%	6.7%	6.0%	5.9%	6.2%
%H		92.5%	90.3%	47.4%	14.8%	63.0%	32.6%	30.4%
25 - 34	823	785	769	455	127	496	295	201
%V	13.1%	12.8%	13.1%	15.0%	13.9%	11.6%	13.1%	9.9%
%H		95.4%	93.4%	55.3%	15.4%	60.3%	35.8%	24.4%
35 - 44	833	819	791	444	139	556	338	218
%V	13.3%	13.4%	13.4%	14.7%	15.2%	13.0%	15.0%	10.7%
%H		98.3%	95.0%	53.3%	16.7%	66.7%	40.6%	26.2%
45 - 54	871	862	844	427	141	644	356	288
%V	13.9%	14.1%	14.3%	14.1%	15.5%	15.0%	15.8%	14.2%
%H		99.0%	96.9%	49.0%	16.2%	73.9%	40.9%	33.1%
55 - 64	753	742	716	340	98	555	272	283
%V	12.0%	12.1%	12.2%	11.2%	10.7%	13.0%	12.1%	14.0%
%H		98.5%	95.1%	45.2%	13.0%	73.7%	36.1%	37.6%
65+	1055	1046	937	305	91	770	226	543
%V	16.9%	17.1%	15.9%	10.1%	10.0%	18.0%	10.0%	26.8%
%H		99.1%	88.8%	28.9%	8.6%	73.0%	21.4%	51.5%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5106	4982	4770	2366	710	3539	1788	1752
%H		97.6%	93.4%	46.3%	13.9%	69.3%	35.0%	34.3%
AB	1100	1080	1040	543	148	737	372	365
%V	21.5%	21.7%	21.8%	23.0%	20.8%	20.8%	20.8%	20.8%
%H		98.2%	94.5%	49.4%	13.5%	67.0%	33.8%	33.2%
C1	1399	1338	1296	660	213	959	517	442
%V	27.4%	26.9%	27.2%	27.9%	30.0%	27.1%	28.9%	25.2%
%H		95.6%	92.6%	47.2%	15.2%	68.5%	37.0%	31.6%
C2	1120	1108	1072	567	154	826	468	358
%V	21.9%	22.2%	22.5%	24.0%	21.7%	23.3%	26.2%	20.4%
%H		98.9%	95.7%	50.6%	13.8%	73.8%	41.8%	32.0%
D	893	877	841	416	127	614	305	309
%V	17.5%	17.6%	17.6%	17.6%	17.9%	17.3%	17.1%	17.6%
%H		98.2%	94.2%	46.6%	14.2%	68.8%	34.2%	34.6%
E	593	579	521	179	68	403	126	276
%V	11.6%	11.6%	10.9%	7.6%	9.6%	11.4%	7.0%	15.8%
%H		97.6%	87.9%	30.2%	11.5%	68.0%	21.2%	46.5%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Yorkshire
Individual level data
Table 4.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5106	4982	4770	2366	710	3539	1788	1752
%H		97.6%	93.4%	46.3%	13.9%	69.3%	35.0%	34.3%
Working full time	2165	2126	2077	1173	341	1491	893	598
%V	42.4%	42.7%	43.5%	49.6%	48.0%	42.1%	49.9%	34.1%
%H		98.2%	95.9%	54.2%	15.8%	68.9%	41.2%	27.6%
Working part time	566	559	544	274	93	396	214	182
%V	11.1%	11.2%	11.4%	11.6%	13.1%	11.2%	12.0%	10.4%
%H		98.8%	96.1%	48.4%	16.4%	70.0%	37.8%	32.2%
Not working	2375	2298	2149	919	275	1652	681	971
%V	46.5%	46.1%	45.1%	38.8%	38.7%	46.7%	38.1%	55.4%
%H		96.8%	90.5%	38.7%	11.6%	69.6%	28.7%	40.9%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2524	2444	2341	1212	352	1716	910	806
%H		96.8%	92.7%	48.0%	13.9%	68.0%	36.1%	31.9%
16 - 19	176	170	168	103	26	125	84	41
%V	7.0%	7.0%	7.2%	8.5%	7.4%	7.3%	9.2%	5.1%
%H		96.6%	95.5%	58.5%	14.8%	71.0%	47.7%	23.3%
20 - 24	222	203	197	101	29	141	71	71
%V	8.8%	8.3%	8.4%	8.3%	8.2%	8.2%	7.8%	8.8%
%H		91.4%	88.7%	45.5%	13.1%	63.5%	32.0%	32.0%
25 - 34	423	395	385	232	64	248	153	95
%V	16.8%	16.2%	16.4%	19.1%	18.2%	14.5%	16.8%	11.8%
%H		93.4%	91.0%	54.8%	15.1%	58.6%	36.2%	22.5%
35 - 44	415	405	392	226	64	277	169	107
%V	16.4%	16.6%	16.7%	18.6%	18.2%	16.1%	18.6%	13.3%
%H		97.6%	94.5%	54.5%	15.4%	66.7%	40.7%	25.8%
45 - 54	437	430	418	218	74	308	176	132
%V	17.3%	17.6%	17.9%	18.0%	21.0%	17.9%	19.3%	16.4%
%H		98.4%	95.7%	49.9%	16.9%	70.5%	40.3%	30.2%
55 - 64	369	363	349	167	52	271	138	133
%V	14.6%	14.9%	14.9%	13.8%	14.8%	15.8%	15.2%	16.5%
%H		98.4%	94.6%	45.3%	14.1%	73.4%	37.4%	36.0%
65+	482	478	433	166	43	346	120	226
%V	19.1%	19.6%	18.5%	13.7%	12.2%	20.2%	13.2%	28.0%
%H		99.2%	89.8%	34.4%	8.9%	71.8%	24.9%	46.9%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2524	2444	2341	1212	352	1716	910	806
%H		96.8%	92.7%	48.0%	13.9%	68.0%	36.1%	31.9%
AB	553	539	519	271	75	366	185	181
%V	21.9%	22.1%	22.2%	22.4%	21.3%	21.3%	20.3%	22.5%
%H		97.5%	93.9%	49.0%	13.6%	66.2%	33.5%	32.7%
C1	668	629	613	330	102	453	261	192
%V	26.5%	25.7%	26.2%	27.2%	29.0%	26.4%	28.7%	23.8%
%H		94.2%	91.8%	49.4%	15.3%	67.8%	39.1%	28.7%
C2	609	602	579	314	80	442	253	189
%V	24.1%	24.6%	24.7%	25.9%	22.7%	25.8%	27.8%	23.4%
%H		98.9%	95.1%	51.6%	13.1%	72.6%	41.5%	31.0%
D	445	434	417	217	62	296	153	143
%V	17.6%	17.8%	17.8%	17.9%	17.6%	17.2%	16.8%	17.7%
%H		97.5%	93.7%	48.8%	13.9%	66.5%	34.4%	32.1%
E	249	240	214	81	33	158	57	101
%V	9.9%	9.8%	9.1%	6.7%	9.4%	9.2%	6.3%	12.5%
%H		96.4%	85.9%	32.5%	13.3%	63.5%	22.9%	40.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2524	2444	2341	1212	352	1716	910	806
%H		96.8%	92.7%	48.0%	13.9%	68.0%	36.1%	31.9%
Working full time	1366	1335	1302	744	214	931	566	365
%V	54.1%	54.6%	55.6%	61.4%	60.8%	54.3%	62.2%	45.3%
%H		97.7%	95.3%	54.5%	15.7%	68.2%	41.4%	26.7%
Working part time	122	117	112	55	16	71	28	43
%V	4.8%	4.8%	4.8%	4.5%	4.5%	4.1%	3.1%	5.3%
%H		95.9%	91.8%	45.1%	13.1%	58.2%	23.0%	35.2%
Not working	1036	992	927	413	122	713	316	397
%V	41.0%	40.6%	39.6%	34.1%	34.7%	41.6%	34.7%	49.3%
%H		95.8%	89.5%	39.9%	11.8%	68.8%	30.5%	38.3%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2582	2537	2429	1153	358	1824	878	946
%H		98.3%	94.1%	44.7%	13.9%	70.6%	34.0%	36.6%
16 - 19	183	179	174	97	27	135	83	51
%V	7.1%	7.1%	7.2%	8.4%	7.5%	7.4%	9.5%	5.4%
%H		97.8%	95.1%	53.0%	14.8%	73.8%	45.4%	27.9%
20 - 24	190	177	174	93	31	118	63	55
%V	7.4%	7.0%	7.2%	8.1%	8.7%	6.5%	7.2%	5.8%
%H		93.2%	91.6%	48.9%	16.3%	62.1%	33.2%	28.9%
25 - 34	400	390	385	223	63	248	142	105
%V	15.5%	15.4%	15.9%	19.3%	17.6%	13.6%	16.2%	11.1%
%H		97.5%	96.3%	55.8%	15.8%	62.0%	35.5%	26.3%
35 - 44	418	413	399	218	74	279	169	111
%V	16.2%	16.3%	16.4%	18.9%	20.7%	15.3%	19.2%	11.7%
%H		98.8%	95.5%	52.2%	17.7%	66.7%	40.4%	26.6%
45 - 54	435	432	426	209	68	336	180	156
%V	16.8%	17.0%	17.5%	18.1%	19.0%	18.4%	20.5%	16.5%
%H		99.3%	97.9%	48.0%	15.6%	77.2%	41.4%	35.9%
55 - 64	383	379	367	173	46	284	134	150
%V	14.8%	14.9%	15.1%	15.0%	12.8%	15.6%	15.3%	15.9%
%H		99.0%	95.8%	45.2%	12.0%	74.2%	35.0%	39.2%
65+	573	567	504	139	48	424	107	318
%V	22.2%	22.3%	20.7%	12.1%	13.4%	23.2%	12.2%	33.6%
%H		99.0%	88.0%	24.3%	8.4%	74.0%	18.7%	55.5%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2582	2537	2429	1153	358	1824	878	946
%H		98.3%	94.1%	44.7%	13.9%	70.6%	34.0%	36.6%
AB	548	540	522	273	73	371	186	184
%V	21.2%	21.3%	21.5%	23.7%	20.4%	20.3%	21.2%	19.5%
%H		98.5%	95.3%	49.8%	13.3%	67.7%	33.9%	33.6%
C1	732	709	683	330	111	506	256	250
%V	28.4%	27.9%	28.1%	28.6%	31.0%	27.7%	29.2%	26.4%
%H		96.9%	93.3%	45.1%	15.2%	69.1%	35.0%	34.2%
C2	510	506	493	254	73	384	215	169
%V	19.8%	19.9%	20.3%	22.0%	20.4%	21.1%	24.5%	17.9%
%H		99.2%	96.7%	49.8%	14.3%	75.3%	42.2%	33.1%
D	448	443	424	199	66	318	152	166
%V	17.4%	17.5%	17.5%	17.3%	18.4%	17.4%	17.3%	17.5%
%H		98.9%	94.6%	44.4%	14.7%	71.0%	33.9%	37.1%
E	344	339	307	98	35	245	69	176
%V	13.3%	13.4%	12.6%	8.5%	9.8%	13.4%	7.9%	18.6%
%H		98.5%	89.2%	28.5%	10.2%	71.2%	20.1%	51.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2582	2537	2429	1153	358	1824	878	946
%H		98.3%	94.1%	44.7%	13.9%	70.6%	34.0%	36.6%
Working full time	798	791	775	428	128	560	327	233
%V	30.9%	31.2%	31.9%	37.1%	35.8%	30.7%	37.2%	24.6%
%H		99.1%	97.1%	53.6%	16.0%	70.2%	41.0%	29.2%
Working part time	444	441	432	219	77	325	186	139
%V	17.2%	17.4%	17.8%	19.0%	21.5%	17.8%	21.2%	14.7%
%H		99.3%	97.3%	49.3%	17.3%	73.2%	41.9%	31.3%
Not working	1339	1305	1222	506	153	939	365	574
%V	51.9%	51.4%	50.3%	43.9%	42.7%	51.5%	41.6%	60.7%
%H		97.5%	91.3%	37.8%	11.4%	70.1%	27.3%	42.9%

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	1209	1184	1111	438	188	845	346	499
%H (All HH)		97.9%	91.9%	36.2%	15.6%	69.9%	28.6%	41.3%
%H (TV HH)			93.8%	37.0%	15.9%	71.4%	29.2%	42.1%
AB	226	223	214	99	37	163	81	82
%V	18.7%	18.8%	19.3%	22.6%	19.7%	19.3%	23.4%	16.4%
%H (All HH)		98.7%	94.7%	43.8%	16.4%	72.1%	35.8%	36.3%
%H (TV HH)			96.0%	44.4%	16.6%	73.1%	36.3%	36.8%
C1	302	293	279	121	57	210	106	105
%V	25.0%	24.7%	25.1%	27.6%	30.3%	24.9%	30.6%	21.0%
%H (All HH)		97.0%	92.4%	40.1%	18.9%	69.5%	35.1%	34.8%
%H (TV HH)			95.2%	41.3%	19.5%	71.7%	36.2%	35.8%
C2	228	227	219	95	38	155	67	88
%V	18.9%	19.2%	19.7%	21.7%	20.2%	18.3%	19.4%	17.6%
%H (All HH)		99.6%	96.1%	41.7%	16.7%	68.0%	29.4%	38.6%
%H (TV HH)			96.5%	41.9%	16.7%	68.3%	29.5%	38.8%
D	210	208	198	82	27	151	60	91
%V	17.4%	17.6%	17.8%	18.7%	14.4%	17.9%	17.3%	18.2%
%H (All HH)		99.0%	94.3%	39.0%	12.9%	71.9%	28.6%	43.3%
%H (TV HH)			95.2%	39.4%	13.0%	72.6%	28.8%	43.8%
E	242	232	202	41	28	166	32	134
%V	20.0%	19.6%	18.2%	9.4%	14.9%	19.6%	9.2%	26.9%
%H (All HH)		95.9%	83.5%	16.9%	11.6%	68.6%	13.2%	55.4%
%H (TV HH)			87.1%	17.7%	12.1%	71.6%	13.8%	57.8%

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

July 2010 - June 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	1209	1184	1111	438	188	845	346	499
%V (All HH)		97.9%	91.9%	36.2%	15.6%	69.9%	28.6%	41.3%
%H (TV HH)			93.8%	37.0%	15.9%	71.4%	29.2%	42.1%
Under 25	57	51	48	15	8	39	14	25
%V	4.7%	4.3%	4.3%	3.4%	4.3%	4.6%	4.0%	5.0%
%H (All HH)		89.5%	84.2%	26.3%	14.0%	68.4%	24.6%	43.9%
%H (TV HH)			94.1%	29.4%	15.7%	76.5%	27.5%	49.0%
25 - 34	175	170	168	87	35	112	62	50
%V	14.5%	14.4%	15.1%	19.9%	18.6%	13.3%	17.9%	10.0%
%H (All HH)		97.1%	96.0%	49.7%	20.0%	64.0%	35.4%	28.6%
%H (TV HH)			98.8%	51.2%	20.6%	65.9%	36.5%	29.4%
35 - 44	201	199	194	98	35	139	76	63
%V	16.6%	16.8%	17.5%	22.4%	18.6%	16.4%	22.0%	12.6%
%H (All HH)		99.0%	96.5%	48.8%	17.4%	69.2%	37.8%	31.3%
%H (TV HH)			97.5%	49.2%	17.6%	69.8%	38.2%	31.7%
45 - 54	233	228	221	103	39	168	86	82
%V	19.3%	19.3%	19.9%	23.5%	20.7%	19.9%	24.9%	16.4%
%H (All HH)		97.9%	94.8%	44.2%	16.7%	72.1%	36.9%	35.2%
%H (TV HH)			96.9%	45.2%	17.1%	73.7%	37.7%	36.0%
55 - 64	216	214	206	75	33	157	57	101
%V	17.9%	18.1%	18.5%	17.1%	17.6%	18.6%	16.5%	20.2%
%H (All HH)		99.1%	95.4%	34.7%	15.3%	72.7%	26.4%	46.8%
%H (TV HH)			96.3%	35.0%	15.4%	73.4%	26.6%	47.2%
65 +	326	321	274	59	38	229	51	178
%V	27.0%	27.1%	24.7%	13.5%	20.2%	27.1%	14.7%	35.7%
%H (All HH)		98.5%	84.0%	18.1%	11.7%	70.2%	15.6%	54.6%
%H (TV HH)			85.4%	18.4%	11.8%	71.3%	15.9%	55.5%

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1209	1184	1111	438	188	845	346	499
%H (All HH)		97.9%	91.9%	36.2%	15.6%	69.9%	28.6%	41.3%
%H (TV HH)			93.8%	37.0%	15.9%	71.4%	29.2%	42.1%
1	423	409	356	82	48	289	63	226
%V	35.0%	34.5%	32.0%	18.7%	25.5%	34.2%	18.2%	45.3%
%H (All HH)		96.7%	84.2%	19.4%	11.3%	68.3%	14.9%	53.4%
%H (TV HH)			87.0%	20.0%	11.7%	70.7%	15.4%	55.3%
2	382	377	365	142	59	269	103	166
%V	31.6%	31.8%	32.9%	32.4%	31.4%	31.8%	29.8%	33.3%
%H (All HH)		98.7%	95.5%	37.2%	15.4%	70.4%	27.0%	43.5%
%H (TV HH)			96.8%	37.7%	15.6%	71.4%	27.3%	44.0%
3	194	194	190	104	41	136	84	52
%V	16.0%	16.4%	17.1%	23.7%	21.8%	16.1%	24.3%	10.4%
%H (All HH)		100.0%	97.9%	53.6%	21.1%	70.1%	43.3%	26.8%
%H (TV HH)			97.9%	53.6%	21.1%	70.1%	43.3%	26.8%
4	148	145	142	76	29	109	72	37
%V	12.2%	12.2%	12.8%	17.4%	15.4%	12.9%	20.8%	7.4%
%H (All HH)		98.0%	95.9%	51.4%	19.6%	73.6%	48.6%	25.0%
%H (TV HH)			97.9%	52.4%	20.0%	75.2%	49.7%	25.5%
5+	62	59	59	34	11	42	25	18
%V	5.1%	5.0%	5.3%	7.8%	5.9%	5.0%	7.2%	3.6%
%H (All HH)		95.2%	95.2%	54.8%	17.7%	67.7%	40.3%	29.0%
%H (TV HH)			100.0%	57.6%	18.6%	71.2%	42.4%	30.5%
Average HH size	2.23	2.23	2.28	2.66	2.47	2.24	2.72	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

July 2010 - June 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	1209	1184	1111	438	188	845	346	499
%H (All HH)		97.9%	91.9%	36.2%	15.6%	69.9%	28.6%	41.3%
%H (TV HH)			93.8%	37.0%	15.9%	71.4%	29.2%	42.1%
Without	920	896	829	283	138	648	233	415
%V	76.1%	75.7%	74.6%	64.6%	73.4%	76.7%	67.3%	83.2%
%H (All HH)		97.4%	90.1%	30.8%	15.0%	70.4%	25.3%	45.1%
%H (TV HH)			92.5%	31.6%	15.4%	72.3%	26.0%	46.3%
With	289	288	282	155	50	197	113	83
%V	23.9%	24.3%	25.4%	35.4%	26.6%	23.3%	32.7%	16.6%
%H (All HH)		99.7%	97.6%	53.6%	17.3%	68.2%	39.1%	28.7%
%H (TV HH)			97.9%	53.8%	17.4%	68.4%	39.2%	28.8%
0 - 3	103	102	101	51	17	73	38	34
%V	8.5%	8.6%	9.1%	11.6%	9.0%	8.6%	11.0%	6.8%
%H (All HH)		99.0%	98.1%	49.5%	16.5%	70.9%	36.9%	33.0%
%H (TV HH)			99.0%	50.0%	16.7%	71.6%	37.3%	33.3%
4 - 9	140	139	137	76	29	94	58	36
%V	11.6%	11.7%	12.3%	17.4%	15.4%	11.1%	16.8%	7.2%
%H (All HH)		99.3%	97.9%	54.3%	20.7%	67.1%	41.4%	25.7%
%H (TV HH)			98.6%	54.7%	20.9%	67.6%	41.7%	25.9%
10 - 15	145	144	142	82	22	99	59	40
%V	12.0%	12.2%	12.8%	18.7%	11.7%	11.7%	17.1%	8.0%
%H (All HH)		99.3%	97.9%	56.6%	15.2%	68.3%	40.7%	27.6%
%H (TV HH)			98.6%	56.9%	15.3%	68.8%	41.0%	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

July 2010 - June 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	1209	1184	1111	438	188	845	346	499
%H (All HH)		97.9%	91.9%	36.2%	15.6%	69.9%	28.6%	41.3%
%H (TV HH)			93.8%	37.0%	15.9%	71.4%	29.2%	42.1%
1	423	423	374	122	43	257	48	208
%V	35.0%	35.7%	33.7%	27.9%	22.9%	30.4%	13.9%	41.7%
%H (All HH)		100.0%	88.4%	28.8%	10.2%	60.8%	11.3%	49.2%
%H (TV HH)			88.4%	28.8%	10.2%	60.8%	11.3%	49.2%
2	420	420	400	138	79	311	124	187
%V	34.7%	35.5%	36.0%	31.5%	42.0%	36.8%	35.8%	37.5%
%H (All HH)		100.0%	95.2%	32.9%	18.8%	74.0%	29.5%	44.5%
%H (TV HH)			95.2%	32.9%	18.8%	74.0%	29.5%	44.5%
3	197	197	194	92	38	154	85	69
%V	16.3%	16.6%	17.5%	21.0%	20.2%	18.2%	24.6%	13.8%
%H (All HH)		100.0%	98.5%	46.7%	19.3%	78.2%	43.1%	35.0%
%H (TV HH)			98.5%	46.7%	19.3%	78.2%	43.1%	35.0%
4	91	91	91	50	19	77	53	24
%V	7.5%	7.7%	8.2%	11.4%	10.1%	9.1%	15.3%	4.8%
%H (All HH)		100.0%	100.0%	54.9%	20.9%	84.6%	58.2%	26.4%
%H (TV HH)			100.0%	54.9%	20.9%	84.6%	58.2%	26.4%
5+	52	52	52	36	9	47	37	10
%V	4.3%	4.4%	4.7%	8.2%	4.8%	5.6%	10.7%	2.0%
%H (All HH)		100.0%	100.0%	69.2%	17.3%	90.4%	71.2%	19.2%
%H (TV HH)			100.0%	69.2%	17.3%	90.4%	71.2%	19.2%

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1209	1184	1111	438	188	845	346	499
%H (All HH)		97.9%	91.9%	36.2%	15.6%	69.9%	28.6%	41.3%
%H (TV HH)			93.8%	37.0%	15.9%	71.4%	29.2%	42.1%
Under 20"	465	465	443	179	79	353	163	190
%V	38.5%	39.3%	39.9%	40.9%	42.0%	41.8%	47.1%	38.1%
%H (All HH)		100.0%	95.3%	38.5%	17.0%	75.9%	35.1%	40.9%
%H (TV HH)			95.3%	38.5%	17.0%	75.9%	35.1%	40.9%
20" - 29"	565	565	512	189	85	403	158	245
%V	46.7%	47.7%	46.1%	43.2%	45.2%	47.7%	45.7%	49.1%
%H (All HH)		100.0%	90.6%	33.5%	15.0%	71.3%	28.0%	43.4%
%H (TV HH)			90.6%	33.5%	15.0%	71.3%	28.0%	43.4%
30" - 39"	586	586	573	241	102	448	209	239
%V	48.5%	49.5%	51.6%	55.0%	54.3%	53.0%	60.4%	47.9%
%H (All HH)		100.0%	97.8%	41.1%	17.4%	76.5%	35.7%	40.8%
%H (TV HH)			97.8%	41.1%	17.4%	76.5%	35.7%	40.8%
40" and over	394	394	393	206	79	290	177	113
%V	32.6%	33.3%	35.4%	47.0%	42.0%	34.3%	51.2%	22.6%
%H (All HH)		100.0%	99.7%	52.3%	20.1%	73.6%	44.9%	28.7%
%H (TV HH)			99.7%	52.3%	20.1%	73.6%	44.9%	28.7%

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North East

Household level data

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	1209	1184	1111	438	188	845	346	499
%H (All HH)		97.9%	91.9%	36.2%	15.6%	69.9%	28.6%	41.3%
%H (TV HH)			93.8%	37.0%	15.9%	71.4%	29.2%	42.1%
Main living room	1178	1178	1106	437	186	841	345	496
%V	97.4%	99.5%	99.5%	99.8%	98.9%	99.5%	99.7%	99.4%
%H (All HH)		100.0%	93.9%	37.1%	15.8%	71.4%	29.3%	42.1%
%H (TV HH)			93.9%	37.1%	15.8%	71.4%	29.3%	42.1%
Kitchen	149	149	144	69	19	117	60	57
%V	12.3%	12.6%	13.0%	15.8%	10.1%	13.8%	17.3%	11.4%
%H (All HH)		100.0%	96.6%	46.3%	12.8%	78.5%	40.3%	38.3%
%H (TV HH)			96.6%	46.3%	12.8%	78.5%	40.3%	38.3%
Adult's bedroom	596	596	584	264	117	467	252	215
%V	49.3%	50.3%	52.6%	60.3%	62.2%	55.3%	72.8%	43.1%
%H (All HH)		100.0%	98.0%	44.3%	19.6%	78.4%	42.3%	36.1%
%H (TV HH)			98.0%	44.3%	19.6%	78.4%	42.3%	36.1%
Child's bedroom	138	138	138	79	25	105	68	37
%V	11.4%	11.7%	12.4%	18.0%	13.3%	12.4%	19.7%	7.4%
%H (All HH)		100.0%	100.0%	57.2%	18.1%	76.1%	49.3%	26.8%
%H (TV HH)			100.0%	57.2%	18.1%	76.1%	49.3%	26.8%
Other bedroom	81	81	80	34	18	71	42	29
%V	6.7%	6.8%	7.2%	7.8%	9.6%	8.4%	12.1%	5.8%
%H (All HH)		100.0%	98.8%	42.0%	22.2%	87.7%	51.9%	35.8%
%H (TV HH)			98.8%	42.0%	22.2%	87.7%	51.9%	35.8%
Second living/dining room	117	117	109	52	27	89	55	34
%V	9.7%	9.9%	9.8%	11.9%	14.4%	10.5%	15.9%	6.8%
%H (All HH)		100.0%	93.2%	44.4%	23.1%	76.1%	47.0%	29.1%
%H (TV HH)			93.2%	44.4%	23.1%	76.1%	47.0%	29.1%
Study/office	25	25	24	12	6	20	13	8
%V	2.1%	2.1%	2.2%	2.7%	3.2%	2.4%	3.8%	1.6%
%H (All HH)		100.0%	96.0%	48.0%	24.0%	80.0%	52.0%	32.0%
%H (TV HH)			96.0%	48.0%	24.0%	80.0%	52.0%	32.0%
TV room	9	9	9	4	0	9	4	4
%V	0.7%	0.8%	0.8%	0.9%	0.0%	1.1%	1.2%	0.8%
%H (All HH)		100.0%	100.0%	44.4%	0.0%	100.0%	44.4%	44.4%
%H (TV HH)			100.0%	44.4%	0.0%	100.0%	44.4%	44.4%
No specific location	1	1	1	1	0	1	0	1
%V	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	0.0%	100.0%
Other	21	21	20	10	3	18	10	8
%V	1.7%	1.8%	1.8%	2.3%	1.6%	2.1%	2.9%	1.6%
%H (All HH)		100.0%	95.2%	47.6%	14.3%	85.7%	47.6%	38.1%
%H (TV HH)			95.2%	47.6%	14.3%	85.7%	47.6%	38.1%

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North East

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	1209	1184	1111	438	188	845	346	499
%H (All HH)		97.9%	91.9%	36.2%	15.6%	69.9%	28.6%	41.3%
%H (TV HH)			93.8%	37.0%	15.9%	71.4%	29.2%	42.1%
PVR	540	540	538	336	99	375	261	114
%V	44.7%	45.6%	48.4%	76.7%	52.7%	44.4%	75.4%	22.8%
%H (All HH)		100.0%	99.6%	62.2%	18.3%	69.4%	48.3%	21.1%
%H (TV HH)			99.6%	62.2%	18.3%	69.4%	48.3%	21.1%
DVDR	196	196	190	85	30	147	69	78
%V	16.2%	16.6%	17.1%	19.4%	16.0%	17.4%	19.9%	15.6%
%H (All HH)		100.0%	96.9%	43.4%	15.3%	75.0%	35.2%	39.8%
%H (TV HH)			96.9%	43.4%	15.3%	75.0%	35.2%	39.8%
VCR	245	245	223	68	30	179	54	125
%V	20.3%	20.7%	20.1%	15.5%	16.0%	21.2%	15.6%	25.1%
%H (All HH)		100.0%	91.0%	27.8%	12.2%	73.1%	22.0%	51.0%
%H (TV HH)			91.0%	27.8%	12.2%	73.1%	22.0%	51.0%
Any recorder	761	761	735	372	124	540	291	249
%V	62.9%	64.3%	66.2%	84.9%	66.0%	63.9%	84.1%	49.9%
%H (All HH)		100.0%	96.6%	48.9%	16.3%	71.0%	38.2%	32.7%
%H (TV HH)			96.6%	48.9%	16.3%	71.0%	38.2%	32.7%

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1209	1184	1111	438	188	845	346	499
%H (All HH)		97.9%	91.9%	36.2%	15.6%	69.9%	28.6%	41.3%
%H (TV HH)			93.8%	37.0%	15.9%	71.4%	29.2%	42.1%
Receives HDTV (via STB or built-in reception)	393	393	393	212	107	282	200	82
%V	32.5%	33.2%	35.4%	48.4%	56.9%	33.4%	57.8%	16.4%
%H (All HH)		100.0%	100.0%	53.9%	27.2%	71.8%	50.9%	20.9%
%H (TV HH)			100.0%	53.9%	27.2%	71.8%	50.9%	20.9%
DVD/Blu-ray player or recorder	941	941	910	378	166	688	310	378
%V	77.8%	79.5%	81.9%	86.3%	88.3%	81.4%	89.6%	75.8%
%H (All HH)		100.0%	96.7%	40.2%	17.6%	73.1%	32.9%	40.2%
%H (TV HH)			96.7%	40.2%	17.6%	73.1%	32.9%	40.2%

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1209	1184	1111	438	188	845	346	499
%H (All HH)		97.9%	91.9%	36.2%	15.6%	69.9%	28.6%	41.3%
%H (TV HH)			93.8%	37.0%	15.9%	71.4%	29.2%	42.1%
Has PC or Laptop	826	809	792	369	155	584	305	279
%V	68.3%	68.3%	71.3%	84.2%	82.4%	69.1%	88.2%	55.9%
%H (All HH)		97.9%	95.9%	44.7%	18.8%	70.7%	36.9%	33.8%
%H (TV HH)			97.9%	45.6%	19.2%	72.2%	37.7%	34.5%
Has broadband internet	729	717	705	345	148	513	290	223
%V	60.3%	60.6%	63.5%	78.8%	78.7%	60.7%	83.8%	44.7%
%H (All HH)		98.4%	96.7%	47.3%	20.3%	70.4%	39.8%	30.6%
%H (TV HH)			98.3%	48.1%	20.6%	71.5%	40.4%	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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North East

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	2501	2402	1067	438	1901	961	940
%H		96.0%	42.7%	17.5%	76.0%	38.4%	37.6%
Under 20"	631	607	273	109	492	258	235
%V	25.2%	25.3%	25.6%	24.9%	25.9%	26.8%	25.0%
%H		96.2%	43.3%	17.3%	78.0%	40.9%	37.2%
20" - 29"	720	660	254	112	530	221	309
%V	28.8%	27.5%	23.8%	25.6%	27.9%	23.0%	32.9%
%H		91.7%	35.3%	15.6%	73.6%	30.7%	42.9%
30" - 39"	689	676	294	124	533	264	269
%V	27.5%	28.1%	27.6%	28.3%	28.0%	27.5%	28.6%
%H		98.1%	42.7%	18.0%	77.4%	38.3%	39.0%
40" and over	442	441	237	92	331	212	120
%V	17.7%	18.4%	22.2%	21.0%	17.4%	22.1%	12.8%
%H		99.8%	53.6%	20.8%	74.9%	48.0%	27.1%
Don't know	19	18	9	2	14	7	7
%V	0.8%	0.7%	0.8%	0.5%	0.7%	0.7%	0.7%
%H		94.7%	47.4%	10.5%	73.7%	36.8%	36.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 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	2501	2402	1067	438	1901	961	940
%H		96.0%	42.7%	17.5%	76.0%	38.4%	37.6%
Main living room	1188	1116	440	188	849	348	501
%V	47.5%	46.5%	41.2%	42.9%	44.7%	36.2%	53.3%
%H		93.9%	37.0%	15.8%	71.5%	29.3%	42.2%
Kitchen	150	145	69	20	118	61	57
%V	6.0%	6.0%	6.5%	4.6%	6.2%	6.3%	6.1%
%H		96.7%	46.0%	13.3%	78.7%	40.7%	38.0%
Adult's bedroom	716	703	328	145	573	325	248
%V	28.6%	29.3%	30.7%	33.1%	30.1%	33.8%	26.4%
%H		98.2%	45.8%	20.3%	80.0%	45.4%	34.6%
Child's bedroom	178	178	106	29	137	90	47
%V	7.1%	7.4%	9.9%	6.6%	7.2%	9.4%	5.0%
%H		100.0%	59.6%	16.3%	77.0%	50.6%	26.4%
Other bedroom	92	91	42	19	82	50	31
%V	3.7%	3.8%	3.9%	4.3%	4.3%	5.2%	3.3%
%H		98.9%	45.7%	20.7%	89.1%	54.3%	33.7%
Second living/dining room	121	113	54	28	94	59	34
%V	4.8%	4.7%	5.1%	6.4%	4.9%	6.1%	3.6%
%H		93.4%	44.6%	23.1%	77.7%	48.8%	28.1%
Study/office	26	25	12	6	21	13	9
%V	1.0%	1.0%	1.1%	1.4%	1.1%	1.4%	1.0%
%H		96.2%	46.2%	23.1%	80.8%	50.0%	34.6%
TV room	9	9	4	0	9	4	4
%V	0.4%	0.4%	0.4%	0.0%	0.5%	0.4%	0.4%
%H		100.0%	44.4%	0.0%	100.0%	44.4%	44.4%
No specific location	1	1	1	0	1	0	1
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%
%H		100.0%	100.0%	0.0%	100.0%	0.0%	100.0%
Other	22	21	10	3	19	11	8
%V	0.9%	0.9%	0.9%	0.7%	1.0%	1.1%	0.9%
%H		95.5%	45.5%	13.6%	86.4%	50.0%	36.4%

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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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	2501	2402	1067	438	1901	961	940
%H		96.0%	42.7%	17.5%	76.0%	38.4%	37.6%
PVR	669	668	441	113	455	326	129
%V	26.7%	27.8%	41.3%	25.8%	23.9%	33.9%	13.7%
%H		99.9%	65.9%	16.9%	68.0%	48.7%	19.3%
DVDR	235	229	106	38	180	91	90
%V	9.4%	9.5%	9.9%	8.7%	9.5%	9.5%	9.6%
%H		97.4%	45.1%	16.2%	76.6%	38.7%	38.3%
VCR	276	253	84	33	204	66	138
%V	11.0%	10.5%	7.9%	7.5%	10.7%	6.9%	14.7%
%H		91.7%	30.4%	12.0%	73.9%	23.9%	50.0%
Any recorder	994	966	531	154	704	405	299
%V	39.7%	40.2%	49.8%	35.2%	37.0%	42.1%	31.8%
%H		97.2%	53.4%	15.5%	70.8%	40.7%	30.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: 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	2501	2402	1067	438	1901	961	940
%H		96.0%	42.7%	17.5%	76.0%	38.4%	37.6%
Receives HDTV (via STB or built-in reception)	503	503	282	134	359	262	97
%V	20.1%	20.9%	26.4%	30.6%	18.9%	27.3%	10.3%
%H		100.0%	56.1%	26.6%	71.4%	52.1%	19.3%
DVD/Blu-ray player or recorder	1465	1432	651	270	1118	583	535
%V	58.6%	59.6%	61.0%	61.6%	58.8%	60.7%	56.9%
%H		97.7%	44.4%	18.4%	76.3%	39.8%	36.5%

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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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	1183	1111	438	187	845	346	499
%H		93.9%	37.0%	15.8%	71.4%	29.2%	42.2%
Under 20"	34	26	3	2	21	1	21
%V	2.9%	2.3%	0.7%	1.1%	2.5%	0.3%	4.2%
%H		76.5%	8.8%	5.9%	61.8%	2.9%	61.8%
20" - 29"	315	266	64	33	208	37	170
%V	26.6%	23.9%	14.6%	17.6%	24.6%	10.7%	34.1%
%H		84.4%	20.3%	10.5%	66.0%	11.7%	54.0%
30" - 39"	452	439	170	75	339	139	199
%V	38.2%	39.5%	38.8%	40.1%	40.1%	40.2%	39.9%
%H		97.1%	37.6%	16.6%	75.0%	30.8%	44.0%
40" and over	376	375	197	77	275	168	107
%V	31.8%	33.8%	45.0%	41.2%	32.5%	48.6%	21.4%
%H		99.7%	52.4%	20.5%	73.1%	44.7%	28.5%
Don't know	6	5	3	1	3	1	2
%V	0.5%	0.5%	0.7%	0.5%	0.4%	0.3%	0.4%
%H		83.3%	50.0%	16.7%	50.0%	16.7%	33.3%

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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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	1183	1111	438	187	845	346	499
%H		93.9%	37.0%	15.8%	71.4%	29.2%	42.2%
PVR	519	518	332	92	356	252	104
%V	43.9%	46.6%	75.8%	49.2%	42.1%	72.8%	20.8%
%H		99.8%	64.0%	17.7%	68.6%	48.6%	20.0%
DVDR	164	159	71	23	122	54	67
%V	13.9%	14.3%	16.2%	12.3%	14.4%	15.6%	13.4%
%H		97.0%	43.3%	14.0%	74.4%	32.9%	40.9%
VCR	204	182	47	26	151	41	110
%V	17.2%	16.4%	10.7%	13.9%	17.9%	11.8%	22.0%
%H		89.2%	23.0%	12.7%	74.0%	20.1%	53.9%
Any recorder	729	703	366	115	514	281	233
%V	61.6%	63.3%	83.6%	61.5%	60.8%	81.2%	46.7%
%H		96.4%	50.2%	15.8%	70.5%	38.5%	32.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: 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	1183	1111	438	187	845	346	499
%H		93.9%	37.0%	15.8%	71.4%	29.2%	42.2%
Receives HDTV (via STB or built-in reception)	375	375	205	101	267	189	78
%V	31.7%	33.8%	46.8%	54.0%	31.6%	54.6%	15.6%
%H		100.0%	54.7%	26.9%	71.2%	50.4%	20.8%
DVD/Blu-ray player or recorder	880	849	350	154	636	280	356
%V	74.4%	76.4%	79.9%	82.4%	75.3%	80.9%	71.3%
%H		96.5%	39.8%	17.5%	72.3%	31.8%	40.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 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	1318	1292	629	251	1056	615	441
%H		98.0%	47.7%	19.0%	80.1%	46.7%	33.5%
Under 20"	597	581	269	108	471	257	214
%V	45.3%	45.0%	42.8%	43.0%	44.6%	41.8%	48.5%
%H		97.3%	45.1%	18.1%	78.9%	43.0%	35.8%
20" - 29"	405	394	190	78	323	184	139
%V	30.7%	30.5%	30.2%	31.1%	30.6%	29.9%	31.5%
%H		97.3%	46.9%	19.3%	79.8%	45.4%	34.3%
30" - 39"	237	237	124	49	195	125	70
%V	18.0%	18.3%	19.7%	19.5%	18.5%	20.3%	15.9%
%H		100.0%	52.3%	20.7%	82.3%	52.7%	29.5%
40" and over	66	66	40	15	56	43	13
%V	5.0%	5.1%	6.4%	6.0%	5.3%	7.0%	2.9%
%H		100.0%	60.6%	22.7%	84.8%	65.2%	19.7%
Don't know	13	13	6	1	11	5	5
%V	1.0%	1.0%	1.0%	0.4%	1.0%	0.8%	1.1%
%H		100.0%	46.2%	7.7%	84.6%	38.5%	38.5%

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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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	1318	1292	629	251	1056	615	441
%H		98.0%	47.7%	19.0%	80.1%	46.7%	33.5%
PVR	150	150	109	21	99	75	24
%V	11.4%	11.6%	17.3%	8.4%	9.4%	12.2%	5.4%
%H		100.0%	72.7%	14.0%	66.0%	50.0%	16.0%
DVDR	70	70	35	16	59	36	22
%V	5.3%	5.4%	5.6%	6.4%	5.6%	5.9%	5.0%
%H		100.0%	50.0%	22.9%	84.3%	51.4%	31.4%
VCR	73	71	36	7	53	25	28
%V	5.5%	5.5%	5.7%	2.8%	5.0%	4.1%	6.3%
%H		97.3%	49.3%	9.6%	72.6%	34.2%	38.4%
Any recorder	265	263	165	39	190	124	66
%V	20.1%	20.4%	26.2%	15.5%	18.0%	20.2%	15.0%
%H		99.2%	62.3%	14.7%	71.7%	46.8%	24.9%

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	1318	1292	629	251	1056	615	441
%H		98.0%	47.7%	19.0%	80.1%	46.7%	33.5%
Receives HDTV (via STB or built-in reception)	128	128	78	33	92	72	20
%V	9.7%	9.9%	12.4%	13.1%	8.7%	11.7%	4.5%
%H		100.0%	60.9%	25.8%	71.9%	56.3%	15.6%
DVD/Blu-ray player or recorder	584	583	302	116	482	303	178
%V	44.3%	45.1%	48.0%	46.2%	45.6%	49.3%	40.4%
%H		99.8%	51.7%	19.9%	82.5%	51.9%	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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ITV North East

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2691	2640	2535	1164	464	1895	941	954
%H		98.1%	94.2%	43.3%	17.2%	70.4%	35.0%	35.5%
Total Children	485	483	475	265	83	325	186	139
%V	18.0%	18.3%	18.7%	22.8%	17.9%	17.2%	19.8%	14.6%
%H		99.6%	97.9%	54.6%	17.1%	67.0%	38.4%	28.7%
0 - 3	126	124	123	62	19	89	45	45
%V	4.7%	4.7%	4.9%	5.3%	4.1%	4.7%	4.8%	4.7%
%H		98.4%	97.6%	49.2%	15.1%	70.6%	35.7%	35.7%
4 - 15	360	359	352	202	64	235	141	95
%V	13.4%	13.6%	13.9%	17.4%	13.8%	12.4%	15.0%	10.0%
%H		99.7%	97.8%	56.1%	17.8%	65.3%	39.2%	26.4%
4 - 9	180	179	176	98	37	116	70	47
%V	6.7%	6.8%	6.9%	8.4%	8.0%	6.1%	7.4%	4.9%
%H		99.4%	97.8%	54.4%	20.6%	64.4%	38.9%	26.1%
10 - 15	180	179	176	104	27	119	71	48
%V	6.7%	6.8%	6.9%	8.9%	5.8%	6.3%	7.5%	5.0%
%H		99.4%	97.8%	57.8%	15.0%	66.1%	39.4%	26.7%

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 5.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2691	2640	2535	1164	464	1895	941	954
%H		98.1%	94.2%	43.3%	17.2%	70.4%	35.0%	35.5%
Total Adults (16+)	2206	2157	2061	899	381	1571	756	815
%V	82.0%	81.7%	81.3%	77.2%	82.1%	82.9%	80.3%	85.4%
%H		97.8%	93.4%	40.8%	17.3%	71.2%	34.3%	36.9%
16 - 19	149	135	133	71	24	109	69	40
%V	5.5%	5.1%	5.2%	6.1%	5.2%	5.8%	7.3%	4.2%
%H		90.6%	89.3%	47.7%	16.1%	73.2%	46.3%	26.8%
20 - 24	174	163	157	67	38	125	70	55
%V	6.5%	6.2%	6.2%	5.8%	8.2%	6.6%	7.4%	5.8%
%H		93.7%	90.2%	38.5%	21.8%	71.8%	40.2%	31.6%
25 - 34	338	330	325	177	67	224	134	90
%V	12.6%	12.5%	12.8%	15.2%	14.4%	11.8%	14.2%	9.4%
%H		97.6%	96.2%	52.4%	19.8%	66.3%	39.6%	26.6%
35 - 44	349	347	340	181	64	242	139	103
%V	13.0%	13.1%	13.4%	15.5%	13.8%	12.8%	14.8%	10.8%
%H		99.4%	97.4%	51.9%	18.3%	69.3%	39.8%	29.5%
45 - 54	386	381	370	174	69	285	154	130
%V	14.3%	14.4%	14.6%	14.9%	14.9%	15.0%	16.4%	13.6%
%H		98.7%	95.9%	45.1%	17.9%	73.8%	39.9%	33.7%
55 - 64	350	348	335	131	61	250	99	151
%V	13.0%	13.2%	13.2%	11.3%	13.1%	13.2%	10.5%	15.8%
%H		99.4%	95.7%	37.4%	17.4%	71.4%	28.3%	43.1%
65+	459	453	401	99	58	335	89	246
%V	17.1%	17.2%	15.8%	8.5%	12.5%	17.7%	9.5%	25.8%
%H		98.7%	87.4%	21.6%	12.6%	73.0%	19.4%	53.6%

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	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2206	2157	2061	899	381	1571	756	815
%H		97.8%	93.4%	40.8%	17.3%	71.2%	34.3%	36.9%
AB	446	440	423	214	78	324	182	141
%V	20.2%	20.4%	20.5%	23.8%	20.5%	20.6%	24.1%	17.3%
%H		98.7%	94.8%	48.0%	17.5%	72.6%	40.8%	31.6%
C1	581	553	533	241	129	405	230	175
%V	26.3%	25.6%	25.9%	26.8%	33.9%	25.8%	30.4%	21.5%
%H		95.2%	91.7%	41.5%	22.2%	69.7%	39.6%	30.1%
C2	465	464	452	215	85	326	165	160
%V	21.1%	21.5%	21.9%	23.9%	22.3%	20.8%	21.8%	19.6%
%H		99.8%	97.2%	46.2%	18.3%	70.1%	35.5%	34.4%
D	381	378	366	161	50	280	123	158
%V	17.3%	17.5%	17.8%	17.9%	13.1%	17.8%	16.3%	19.4%
%H		99.2%	96.1%	42.3%	13.1%	73.5%	32.3%	41.5%
E	333	322	288	68	39	235	55	180
%V	15.1%	14.9%	14.0%	7.6%	10.2%	15.0%	7.3%	22.1%
%H		96.7%	86.5%	20.4%	11.7%	70.6%	16.5%	54.1%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North East

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2206	2157	2061	899	381	1571	756	815
%H		97.8%	93.4%	40.8%	17.3%	71.2%	34.3%	36.9%
Working full time	884	877	861	467	171	632	390	242
%V	40.1%	40.7%	41.8%	51.9%	44.9%	40.2%	51.6%	29.7%
%H		99.2%	97.4%	52.8%	19.3%	71.5%	44.1%	27.4%
Working part time	224	221	216	100	40	152	73	79
%V	10.2%	10.2%	10.5%	11.1%	10.5%	9.7%	9.7%	9.7%
%H		98.7%	96.4%	44.6%	17.9%	67.9%	32.6%	35.3%
Not working	1098	1059	984	333	171	787	293	494
%V	49.8%	49.1%	47.7%	37.0%	44.9%	50.1%	38.8%	60.6%
%H		96.4%	89.6%	30.3%	15.6%	71.7%	26.7%	45.0%

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 5.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1072	1043	1000	458	194	753	386	367
%H		97.3%	93.3%	42.7%	18.1%	70.2%	36.0%	34.2%
16 - 19	74	67	65	37	13	51	35	16
%V	6.9%	6.4%	6.5%	8.1%	6.7%	6.8%	9.1%	4.4%
%H		90.5%	87.8%	50.0%	17.6%	68.9%	47.3%	21.6%
20 - 24	87	81	75	38	16	57	35	22
%V	8.1%	7.8%	7.5%	8.3%	8.2%	7.6%	9.1%	6.0%
%H		93.1%	86.2%	43.7%	18.4%	65.5%	40.2%	25.3%
25 - 34	172	167	164	91	36	115	74	41
%V	16.0%	16.0%	16.4%	19.9%	18.6%	15.3%	19.2%	11.2%
%H		97.1%	95.3%	52.9%	20.9%	66.9%	43.0%	23.8%
35 - 44	169	167	164	85	34	117	68	49
%V	15.8%	16.0%	16.4%	18.6%	17.5%	15.5%	17.6%	13.4%
%H		98.8%	97.0%	50.3%	20.1%	69.2%	40.2%	29.0%
45 - 54	188	185	180	84	32	142	76	65
%V	17.5%	17.7%	18.0%	18.3%	16.5%	18.9%	19.7%	17.7%
%H		98.4%	95.7%	44.7%	17.0%	75.5%	40.4%	34.6%
55 - 64	173	172	163	69	29	116	47	69
%V	16.1%	16.5%	16.3%	15.1%	14.9%	15.4%	12.2%	18.8%
%H		99.4%	94.2%	39.9%	16.8%	67.1%	27.2%	39.9%
65+	208	205	189	53	33	155	51	104
%V	19.4%	19.7%	18.9%	11.6%	17.0%	20.6%	13.2%	28.3%
%H		98.6%	90.9%	25.5%	15.9%	74.5%	24.5%	50.0%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North East

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1072	1043	1000	458	194	753	386	367
%H		97.3%	93.3%	42.7%	18.1%	70.2%	36.0%	34.2%
AB	222	218	210	107	42	159	92	66
%V	20.7%	20.9%	21.0%	23.4%	21.6%	21.1%	23.8%	18.0%
%H		98.2%	94.6%	48.2%	18.9%	71.6%	41.4%	29.7%
C1	270	255	245	118	63	187	115	72
%V	25.2%	24.4%	24.5%	25.8%	32.5%	24.8%	29.8%	19.6%
%H		94.4%	90.7%	43.7%	23.3%	69.3%	42.6%	26.7%
C2	257	256	247	118	47	175	89	86
%V	24.0%	24.5%	24.7%	25.8%	24.2%	23.2%	23.1%	23.4%
%H		99.6%	96.1%	45.9%	18.3%	68.1%	34.6%	33.5%
D	187	184	180	85	26	136	65	71
%V	17.4%	17.6%	18.0%	18.6%	13.4%	18.1%	16.8%	19.3%
%H		98.4%	96.3%	45.5%	13.9%	72.7%	34.8%	38.0%
E	136	130	118	30	17	97	25	72
%V	12.7%	12.5%	11.8%	6.6%	8.8%	12.9%	6.5%	19.6%
%H		95.6%	86.8%	22.1%	12.5%	71.3%	18.4%	52.9%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North East

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1072	1043	1000	458	194	753	386	367
%H		97.3%	93.3%	42.7%	18.1%	70.2%	36.0%	34.2%
Working full time	551	545	532	286	108	389	241	148
%V	51.4%	52.3%	53.2%	62.4%	55.7%	51.7%	62.4%	40.3%
%H		98.9%	96.6%	51.9%	19.6%	70.6%	43.7%	26.9%
Working part time	43	42	41	20	8	23	12	12
%V	4.0%	4.0%	4.1%	4.4%	4.1%	3.1%	3.1%	3.3%
%H		97.7%	95.3%	46.5%	18.6%	53.5%	27.9%	27.9%
Not working	478	456	428	151	77	340	133	208
%V	44.6%	43.7%	42.8%	33.0%	39.7%	45.2%	34.5%	56.7%
%H		95.4%	89.5%	31.6%	16.1%	71.1%	27.8%	43.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North East

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1134	1115	1061	442	187	818	369	448
%H		98.3%	93.6%	39.0%	16.5%	72.1%	32.5%	39.5%
16 - 19	75	68	68	34	10	58	34	24
%V	6.6%	6.1%	6.4%	7.7%	5.3%	7.1%	9.2%	5.4%
%H		90.7%	90.7%	45.3%	13.3%	77.3%	45.3%	32.0%
20 - 24	87	83	82	29	22	67	34	33
%V	7.7%	7.4%	7.7%	6.6%	11.8%	8.2%	9.2%	7.4%
%H		95.4%	94.3%	33.3%	25.3%	77.0%	39.1%	37.9%
25 - 34	165	163	161	86	31	109	61	48
%V	14.6%	14.6%	15.2%	19.5%	16.6%	13.3%	16.5%	10.7%
%H		98.8%	97.6%	52.1%	18.8%	66.1%	37.0%	29.1%
35 - 44	180	180	176	95	30	125	71	54
%V	15.9%	16.1%	16.6%	21.5%	16.0%	15.3%	19.2%	12.1%
%H		100.0%	97.8%	52.8%	16.7%	69.4%	39.4%	30.0%
45 - 54	198	196	190	90	37	143	78	65
%V	17.5%	17.6%	17.9%	20.4%	19.8%	17.5%	21.1%	14.5%
%H		99.0%	96.0%	45.5%	18.7%	72.2%	39.4%	32.8%
55 - 64	177	176	172	62	32	135	53	82
%V	15.6%	15.8%	16.2%	14.0%	17.1%	16.5%	14.4%	18.3%
%H		99.4%	97.2%	35.0%	18.1%	76.3%	29.9%	46.3%
65+	251	249	212	46	25	180	39	142
%V	22.1%	22.3%	20.0%	10.4%	13.4%	22.0%	10.6%	31.7%
%H		99.2%	84.5%	18.3%	10.0%	71.7%	15.5%	56.6%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North East

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1134	1115	1061	442	187	818	369	448
%H		98.3%	93.6%	39.0%	16.5%	72.1%	32.5%	39.5%
AB	224	222	213	107	36	165	90	75
%V	19.8%	19.9%	20.1%	24.2%	19.3%	20.2%	24.4%	16.7%
%H		99.1%	95.1%	47.8%	16.1%	73.7%	40.2%	33.5%
C1	311	298	287	123	66	218	116	103
%V	27.4%	26.7%	27.0%	27.8%	35.3%	26.7%	31.4%	23.0%
%H		95.8%	92.3%	39.5%	21.2%	70.1%	37.3%	33.1%
C2	208	208	205	97	38	151	76	74
%V	18.3%	18.7%	19.3%	21.9%	20.3%	18.5%	20.6%	16.5%
%H		100.0%	98.6%	46.6%	18.3%	72.6%	36.5%	35.6%
D	194	194	185	77	25	145	58	87
%V	17.1%	17.4%	17.4%	17.4%	13.4%	17.7%	15.7%	19.4%
%H		100.0%	95.4%	39.7%	12.9%	74.7%	29.9%	44.8%
E	196	192	170	39	23	139	30	109
%V	17.3%	17.2%	16.0%	8.8%	12.3%	17.0%	8.1%	24.3%
%H		98.0%	86.7%	19.9%	11.7%	70.9%	15.3%	55.6%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North East

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1134	1115	1061	442	187	818	369	448
%H		98.3%	93.6%	39.0%	16.5%	72.1%	32.5%	39.5%
Working full time	333	333	329	180	62	242	148	94
%V	29.4%	29.9%	31.0%	40.7%	33.2%	29.6%	40.1%	21.0%
%H		100.0%	98.8%	54.1%	18.6%	72.7%	44.4%	28.2%
Working part time	180	180	175	80	31	129	61	67
%V	15.9%	16.1%	16.5%	18.1%	16.6%	15.8%	16.5%	15.0%
%H		100.0%	97.2%	44.4%	17.2%	71.7%	33.9%	37.2%
Not working	620	602	556	182	93	447	160	287
%V	54.7%	54.0%	52.4%	41.2%	49.7%	54.6%	43.4%	64.1%
%H		97.1%	89.7%	29.4%	15.0%	72.1%	25.8%	46.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Central Scotland

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	1686	1646	1556	610	338	1115	500	614
%H (All HH)		97.6%	92.3%	36.2%	20.0%	66.1%	29.7%	36.4%
%H (TV HH)			94.5%	37.1%	20.5%	67.7%	30.4%	37.3%
AB	329	321	308	122	75	211	100	111
%V	19.5%	19.5%	19.8%	20.0%	22.2%	18.9%	20.0%	18.1%
%H (All HH)		97.6%	93.6%	37.1%	22.8%	64.1%	30.4%	33.7%
%H (TV HH)			96.0%	38.0%	23.4%	65.7%	31.2%	34.6%
C1	457	443	424	180	85	301	140	162
%V	27.1%	26.9%	27.2%	29.5%	25.1%	27.0%	28.0%	26.4%
%H (All HH)		96.9%	92.8%	39.4%	18.6%	65.9%	30.6%	35.4%
%H (TV HH)			95.7%	40.6%	19.2%	67.9%	31.6%	36.6%
C2	288	285	278	127	71	196	114	82
%V	17.1%	17.3%	17.9%	20.8%	21.0%	17.6%	22.8%	13.4%
%H (All HH)		99.0%	96.5%	44.1%	24.7%	68.1%	39.6%	28.5%
%H (TV HH)			97.5%	44.6%	24.9%	68.8%	40.0%	28.8%
D	305	297	277	100	65	200	86	113
%V	18.1%	18.0%	17.8%	16.4%	19.2%	17.9%	17.2%	18.4%
%H (All HH)		97.4%	90.8%	32.8%	21.3%	65.6%	28.2%	37.0%
%H (TV HH)			93.3%	33.7%	21.9%	67.3%	29.0%	38.0%
E	308	300	269	81	43	207	61	146
%V	18.3%	18.2%	17.3%	13.3%	12.7%	18.6%	12.2%	23.8%
%H (All HH)		97.4%	87.3%	26.3%	14.0%	67.2%	19.8%	47.4%
%H (TV HH)			89.7%	27.0%	14.3%	69.0%	20.3%	48.7%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1686	1646	1556	610	338	1115	500	614
%H (All HH)		97.6%	92.3%	36.2%	20.0%	66.1%	29.7%	36.4%
%H (TV HH)			94.5%	37.1%	20.5%	67.7%	30.4%	37.3%
Under 25	76	70	63	23	12	41	13	28
%V	4.5%	4.3%	4.0%	3.8%	3.6%	3.7%	2.6%	4.6%
%H (All HH)		92.1%	82.9%	30.3%	15.8%	53.9%	17.1%	36.8%
%H (TV HH)			90.0%	32.9%	17.1%	58.6%	18.6%	40.0%
25 - 34	268	254	244	113	58	156	82	74
%V	15.9%	15.4%	15.7%	18.5%	17.2%	14.0%	16.4%	12.1%
%H (All HH)		94.8%	91.0%	42.2%	21.6%	58.2%	30.6%	27.6%
%H (TV HH)			96.1%	44.5%	22.8%	61.4%	32.3%	29.1%
35 - 44	292	285	280	136	65	196	113	82
%V	17.3%	17.3%	18.0%	22.3%	19.2%	17.6%	22.6%	13.4%
%H (All HH)		97.6%	95.9%	46.6%	22.3%	67.1%	38.7%	28.1%
%H (TV HH)			98.2%	47.7%	22.8%	68.8%	39.6%	28.8%
45 - 54	344	337	325	138	79	237	128	109
%V	20.4%	20.5%	20.9%	22.6%	23.4%	21.3%	25.6%	17.8%
%H (All HH)		98.0%	94.5%	40.1%	23.0%	68.9%	37.2%	31.7%
%H (TV HH)			96.4%	40.9%	23.4%	70.3%	38.0%	32.3%
55 - 64	279	275	262	101	62	191	90	101
%V	16.5%	16.7%	16.8%	16.6%	18.3%	17.1%	18.0%	16.4%
%H (All HH)		98.6%	93.9%	36.2%	22.2%	68.5%	32.3%	36.2%
%H (TV HH)			95.3%	36.7%	22.5%	69.5%	32.7%	36.7%
65 +	427	425	383	101	63	293	73	220
%V	25.3%	25.8%	24.6%	16.6%	18.6%	26.3%	14.6%	35.8%
%H (All HH)		99.5%	89.7%	23.7%	14.8%	68.6%	17.1%	51.5%
%H (TV HH)			90.1%	23.8%	14.8%	68.9%	17.2%	51.8%

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

July 2010 - June 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	1686	1646	1556	610	338	1115	500	614
%H (All HH)		97.6%	92.3%	36.2%	20.0%	66.1%	29.7%	36.4%
%H (TV HH)			94.5%	37.1%	20.5%	67.7%	30.4%	37.3%
1	634	609	544	150	101	397	103	294
%V	37.6%	37.0%	35.0%	24.6%	29.9%	35.6%	20.6%	47.9%
%H (All HH)		96.1%	85.8%	23.7%	15.9%	62.6%	16.2%	46.4%
%H (TV HH)			89.3%	24.6%	16.6%	65.2%	16.9%	48.3%
2	530	522	509	211	104	367	171	196
%V	31.4%	31.7%	32.7%	34.6%	30.8%	32.9%	34.2%	31.9%
%H (All HH)		98.5%	96.0%	39.8%	19.6%	69.2%	32.3%	37.0%
%H (TV HH)			97.5%	40.4%	19.9%	70.3%	32.8%	37.5%
3	245	242	234	102	65	166	99	67
%V	14.5%	14.7%	15.0%	16.7%	19.2%	14.9%	19.8%	10.9%
%H (All HH)		98.8%	95.5%	41.6%	26.5%	67.8%	40.4%	27.3%
%H (TV HH)			96.7%	42.1%	26.9%	68.6%	40.9%	27.7%
4	200	198	195	109	51	131	93	38
%V	11.9%	12.0%	12.5%	17.9%	15.1%	11.7%	18.6%	6.2%
%H (All HH)		99.0%	97.5%	54.5%	25.5%	65.5%	46.5%	19.0%
%H (TV HH)			98.5%	55.1%	25.8%	66.2%	47.0%	19.2%
5+	77	75	74	38	18	54	35	19
%V	4.6%	4.6%	4.8%	6.2%	5.3%	4.8%	7.0%	3.1%
%H (All HH)		97.4%	96.1%	49.4%	23.4%	70.1%	45.5%	24.7%
%H (TV HH)			98.7%	50.7%	24.0%	72.0%	46.7%	25.3%
Average HH size	2.16	2.17	2.21	2.48	2.37	2.19	2.59	1.86

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

July 2010 - June 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	1686	1646	1556	610	338	1115	500	614
%H (All HH)		97.6%	92.3%	36.2%	20.0%	66.1%	29.7%	36.4%
%H (TV HH)			94.5%	37.1%	20.5%	67.7%	30.4%	37.3%
Without	1290	1252	1170	411	247	853	336	517
%V	76.5%	76.1%	75.2%	67.4%	73.1%	76.5%	67.2%	84.2%
%H (All HH)		97.1%	90.7%	31.9%	19.1%	66.1%	26.0%	40.1%
%H (TV HH)			93.5%	32.8%	19.7%	68.1%	26.8%	41.3%
With	396	394	386	199	91	262	164	98
%V	23.5%	23.9%	24.8%	32.6%	26.9%	23.5%	32.8%	16.0%
%H (All HH)		99.5%	97.5%	50.3%	23.0%	66.2%	41.4%	24.7%
%H (TV HH)			98.0%	50.5%	23.1%	66.5%	41.6%	24.9%
0 - 3	147	145	140	71	34	92	56	36
%V	8.7%	8.8%	9.0%	11.6%	10.1%	8.3%	11.2%	5.9%
%H (All HH)		98.6%	95.2%	48.3%	23.1%	62.6%	38.1%	24.5%
%H (TV HH)			96.6%	49.0%	23.4%	63.4%	38.6%	24.8%
4 - 9	181	178	175	91	41	116	72	44
%V	10.7%	10.8%	11.2%	14.9%	12.1%	10.4%	14.4%	7.2%
%H (All HH)		98.3%	96.7%	50.3%	22.7%	64.1%	39.8%	24.3%
%H (TV HH)			98.3%	51.1%	23.0%	65.2%	40.4%	24.7%
10 - 15	192	192	190	99	46	139	93	46
%V	11.4%	11.7%	12.2%	16.2%	13.6%	12.5%	18.6%	7.5%
%H (All HH)		100.0%	99.0%	51.6%	24.0%	72.4%	48.4%	24.0%
%H (TV HH)			99.0%	51.6%	24.0%	72.4%	48.4%	24.0%

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

July 2010 - June 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	1686	1646	1556	610	338	1115	500	614
%H (All HH)		97.6%	92.3%	36.2%	20.0%	66.1%	29.7%	36.4%
%H (TV HH)			94.5%	37.1%	20.5%	67.7%	30.4%	37.3%
1	636	636	563	175	108	357	78	280
%V	37.7%	38.6%	36.2%	28.7%	32.0%	32.0%	15.6%	45.6%
%H (All HH)		100.0%	88.5%	27.5%	17.0%	56.1%	12.3%	44.0%
%H (TV HH)			88.5%	27.5%	17.0%	56.1%	12.3%	44.0%
2	567	567	553	222	119	398	182	216
%V	33.6%	34.4%	35.5%	36.4%	35.2%	35.7%	36.4%	35.2%
%H (All HH)		100.0%	97.5%	39.2%	21.0%	70.2%	32.1%	38.1%
%H (TV HH)			97.5%	39.2%	21.0%	70.2%	32.1%	38.1%
3	281	281	278	124	72	225	141	84
%V	16.7%	17.1%	17.9%	20.3%	21.3%	20.2%	28.2%	13.7%
%H (All HH)		100.0%	98.9%	44.1%	25.6%	80.1%	50.2%	29.9%
%H (TV HH)			98.9%	44.1%	25.6%	80.1%	50.2%	29.9%
4	113	113	113	60	28	92	66	25
%V	6.7%	6.9%	7.3%	9.8%	8.3%	8.3%	13.2%	4.1%
%H (All HH)		100.0%	100.0%	53.1%	24.8%	81.4%	58.4%	22.1%
%H (TV HH)			100.0%	53.1%	24.8%	81.4%	58.4%	22.1%
5+	50	50	50	29	12	43	33	10
%V	3.0%	3.0%	3.2%	4.8%	3.6%	3.9%	6.6%	1.6%
%H (All HH)		100.0%	100.0%	58.0%	24.0%	86.0%	66.0%	20.0%
%H (TV HH)			100.0%	58.0%	24.0%	86.0%	66.0%	20.0%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1686	1646	1556	610	338	1115	500	614
%H (All HH)		97.6%	92.3%	36.2%	20.0%	66.1%	29.7%	36.4%
%H (TV HH)			94.5%	37.1%	20.5%	67.7%	30.4%	37.3%
Under 20"	626	626	597	240	127	471	237	234
%V	37.1%	38.0%	38.4%	39.3%	37.6%	42.2%	47.4%	38.1%
%H (All HH)		100.0%	95.4%	38.3%	20.3%	75.2%	37.9%	37.4%
%H (TV HH)			95.4%	38.3%	20.3%	75.2%	37.9%	37.4%
20" - 29"	750	750	699	250	149	529	227	302
%V	44.5%	45.6%	44.9%	41.0%	44.1%	47.4%	45.4%	49.2%
%H (All HH)		100.0%	93.2%	33.3%	19.9%	70.5%	30.3%	40.3%
%H (TV HH)			93.2%	33.3%	19.9%	70.5%	30.3%	40.3%
30" - 39"	806	806	789	331	177	575	289	286
%V	47.8%	49.0%	50.7%	54.3%	52.4%	51.6%	57.8%	46.6%
%H (All HH)		100.0%	97.9%	41.1%	22.0%	71.3%	35.9%	35.5%
%H (TV HH)			97.9%	41.1%	22.0%	71.3%	35.9%	35.5%
40" and over	527	527	525	276	130	363	239	124
%V	31.3%	32.0%	33.7%	45.2%	38.5%	32.6%	47.8%	20.2%
%H (All HH)		100.0%	99.6%	52.4%	24.7%	68.9%	45.4%	23.5%
%H (TV HH)			99.6%	52.4%	24.7%	68.9%	45.4%	23.5%

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

July 2010 - June 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	1686	1646	1556	610	338	1115	500	614
%H (All HH)		97.6%	92.3%	36.2%	20.0%	66.1%	29.7%	36.4%
%H (TV HH)			94.5%	37.1%	20.5%	67.7%	30.4%	37.3%
Main living room	1629	1629	1542	604	335	1104	496	609
%V	96.6%	99.0%	99.1%	99.0%	99.1%	99.0%	99.2%	99.2%
%H (All HH)		100.0%	94.7%	37.1%	20.6%	67.8%	30.4%	37.4%
%H (TV HH)			94.7%	37.1%	20.6%	67.8%	30.4%	37.4%
Kitchen	193	193	190	80	43	155	86	69
%V	11.4%	11.7%	12.2%	13.1%	12.7%	13.9%	17.2%	11.2%
%H (All HH)		100.0%	98.4%	41.5%	22.3%	80.3%	44.6%	35.8%
%H (TV HH)			98.4%	41.5%	22.3%	80.3%	44.6%	35.8%
Adult's bedroom	808	808	796	356	188	613	355	258
%V	47.9%	49.1%	51.2%	58.4%	55.6%	55.0%	71.0%	42.0%
%H (All HH)		100.0%	98.5%	44.1%	23.3%	75.9%	43.9%	31.9%
%H (TV HH)			98.5%	44.1%	23.3%	75.9%	43.9%	31.9%
Child's bedroom	175	175	174	94	44	138	101	37
%V	10.4%	10.6%	11.2%	15.4%	13.0%	12.4%	20.2%	6.0%
%H (All HH)		100.0%	99.4%	53.7%	25.1%	78.9%	57.7%	21.1%
%H (TV HH)			99.4%	53.7%	25.1%	78.9%	57.7%	21.1%
Other bedroom	52	52	51	24	15	40	28	12
%V	3.1%	3.2%	3.3%	3.9%	4.4%	3.6%	5.6%	2.0%
%H (All HH)		100.0%	98.1%	46.2%	28.8%	76.9%	53.8%	23.1%
%H (TV HH)			98.1%	46.2%	28.8%	76.9%	53.8%	23.1%
Second living/dining room	120	120	118	58	25	90	55	36
%V	7.1%	7.3%	7.6%	9.5%	7.4%	8.1%	11.0%	5.9%
%H (All HH)		100.0%	98.3%	48.3%	20.8%	75.0%	45.8%	30.0%
%H (TV HH)			98.3%	48.3%	20.8%	75.0%	45.8%	30.0%
Study/office	30	30	29	12	7	21	10	11
%V	1.8%	1.8%	1.9%	2.0%	2.1%	1.9%	2.0%	1.8%
%H (All HH)		100.0%	96.7%	40.0%	23.3%	70.0%	33.3%	36.7%
%H (TV HH)			96.7%	40.0%	23.3%	70.0%	33.3%	36.7%
TV room	15	15	15	8	4	11	7	4
%V	0.9%	0.9%	1.0%	1.3%	1.2%	1.0%	1.4%	0.7%
%H (All HH)		100.0%	100.0%	53.3%	26.7%	73.3%	46.7%	26.7%
%H (TV HH)			100.0%	53.3%	26.7%	73.3%	46.7%	26.7%
No specific location	6	6	5	1	2	3	1	2
%V	0.4%	0.4%	0.3%	0.2%	0.6%	0.3%	0.2%	0.3%
%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	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

July 2010 - June 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	1686	1646	1556	610	338	1115	500	614
%H (All HH)		97.6%	92.3%	36.2%	20.0%	66.1%	29.7%	36.4%
%H (TV HH)			94.5%	37.1%	20.5%	67.7%	30.4%	37.3%
PVR	742	742	741	466	160	478	357	121
%V	44.0%	45.1%	47.6%	76.4%	47.3%	42.9%	71.4%	19.7%
%H (All HH)		100.0%	99.9%	62.8%	21.6%	64.4%	48.1%	16.3%
%H (TV HH)			99.9%	62.8%	21.6%	64.4%	48.1%	16.3%
DVDR	264	264	255	118	60	181	102	78
%V	15.7%	16.0%	16.4%	19.3%	17.8%	16.2%	20.4%	12.7%
%H (All HH)		100.0%	96.6%	44.7%	22.7%	68.6%	38.6%	29.5%
%H (TV HH)			96.6%	44.7%	22.7%	68.6%	38.6%	29.5%
VCR	324	324	296	95	72	222	92	130
%V	19.2%	19.7%	19.0%	15.6%	21.3%	19.9%	18.4%	21.2%
%H (All HH)		100.0%	91.4%	29.3%	22.2%	68.5%	28.4%	40.1%
%H (TV HH)			91.4%	29.3%	22.2%	68.5%	28.4%	40.1%
Any recorder	1053	1053	1019	522	230	695	421	274
%V	62.5%	64.0%	65.5%	85.6%	68.0%	62.3%	84.2%	44.6%
%H (All HH)		100.0%	96.8%	49.6%	21.8%	66.0%	40.0%	26.0%
%H (TV HH)			96.8%	49.6%	21.8%	66.0%	40.0%	26.0%

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

July 2010 - June 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	1686	1646	1556	610	338	1115	500	614
%H (All HH)		97.6%	92.3%	36.2%	20.0%	66.1%	29.7%	36.4%
%H (TV HH)			94.5%	37.1%	20.5%	67.7%	30.4%	37.3%
Receives HDTV (via STB or built-in reception)	567	567	567	303	171	380	281	98
%V	33.6%	34.4%	36.4%	49.7%	50.6%	34.1%	56.2%	16.0%
%H (All HH)		100.0%	100.0%	53.4%	30.2%	67.0%	49.6%	17.3%
%H (TV HH)			100.0%	53.4%	30.2%	67.0%	49.6%	17.3%
DVD/Blu-ray player or recorder	1330	1330	1290	532	295	924	454	470
%V	78.9%	80.8%	82.9%	87.2%	87.3%	82.9%	90.8%	76.5%
%H (All HH)		100.0%	97.0%	40.0%	22.2%	69.5%	34.1%	35.3%
%H (TV HH)			97.0%	40.0%	22.2%	69.5%	34.1%	35.3%

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1686	1646	1556	610	338	1115	500	614
%H (All HH)		97.6%	92.3%	36.2%	20.0%	66.1%	29.7%	36.4%
%H (TV HH)			94.5%	37.1%	20.5%	67.7%	30.4%	37.3%
Has PC or Laptop	1177	1145	1119	509	275	775	434	342
%V	69.8%	69.6%	71.9%	83.4%	81.4%	69.5%	86.8%	55.7%
%H (All HH)		97.3%	95.1%	43.2%	23.4%	65.8%	36.9%	29.1%
%H (TV HH)			97.7%	44.5%	24.0%	67.7%	37.9%	29.9%
Has broadband internet	1093	1065	1043	485	265	716	416	300
%V	64.8%	64.7%	67.0%	79.5%	78.4%	64.2%	83.2%	48.9%
%H (All HH)		97.4%	95.4%	44.4%	24.2%	65.5%	38.1%	27.4%
%H (TV HH)			97.9%	45.5%	24.9%	67.2%	39.1%	28.2%

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

July 2010 - June 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	3322	3213	1385	735	2419	1304	1115
%H		96.7%	41.7%	22.1%	72.8%	39.3%	33.6%
Under 20"	853	820	347	185	651	357	294
%V	25.7%	25.5%	25.1%	25.2%	26.9%	27.4%	26.4%
%H		96.1%	40.7%	21.7%	76.3%	41.9%	34.5%
20" - 29"	922	870	319	188	673	307	366
%V	27.8%	27.1%	23.0%	25.6%	27.8%	23.5%	32.8%
%H		94.4%	34.6%	20.4%	73.0%	33.3%	39.7%
30" - 39"	938	920	395	210	675	354	321
%V	28.2%	28.6%	28.5%	28.6%	27.9%	27.1%	28.8%
%H		98.1%	42.1%	22.4%	72.0%	37.7%	34.2%
40" and over	586	584	316	144	409	279	130
%V	17.6%	18.2%	22.8%	19.6%	16.9%	21.4%	11.7%
%H		99.7%	53.9%	24.6%	69.8%	47.6%	22.2%
Don't know	24	20	8	7	11	7	5
%V	0.7%	0.6%	0.6%	1.0%	0.5%	0.5%	0.4%
%H		83.3%	33.3%	29.2%	45.8%	29.2%	20.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Central Scotland

Set level data

Table 6.12: 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	3322	3213	1385	735	2419	1304	1115
%H		96.7%	41.7%	22.1%	72.8%	39.3%	33.6%
Main living room	1648	1560	612	340	1118	502	615
%V	49.6%	48.6%	44.2%	46.3%	46.2%	38.5%	55.2%
%H		94.7%	37.1%	20.6%	67.8%	30.5%	37.3%
Kitchen	194	191	80	43	156	86	69
%V	5.8%	5.9%	5.8%	5.9%	6.4%	6.6%	6.2%
%H		98.5%	41.2%	22.2%	80.4%	44.3%	35.6%
Adult's bedroom	1021	1009	461	241	793	476	318
%V	30.7%	31.4%	33.3%	32.8%	32.8%	36.5%	28.5%
%H		98.8%	45.2%	23.6%	77.7%	46.6%	31.1%
Child's bedroom	224	224	122	58	178	133	45
%V	6.7%	7.0%	8.8%	7.9%	7.4%	10.2%	4.0%
%H		100.0%	54.5%	25.9%	79.5%	59.4%	20.1%
Other bedroom	56	55	27	15	43	30	13
%V	1.7%	1.7%	1.9%	2.0%	1.8%	2.3%	1.2%
%H		98.2%	48.2%	26.8%	76.8%	53.6%	23.2%
Second living/dining room	122	119	59	25	92	56	36
%V	3.7%	3.7%	4.3%	3.4%	3.8%	4.3%	3.2%
%H		97.5%	48.4%	20.5%	75.4%	45.9%	29.5%
Study/office	30	29	12	7	21	10	11
%V	0.9%	0.9%	0.9%	1.0%	0.9%	0.8%	1.0%
%H		96.7%	40.0%	23.3%	70.0%	33.3%	36.7%
TV room	16	16	8	4	11	7	4
%V	0.5%	0.5%	0.6%	0.5%	0.5%	0.5%	0.4%
%H		100.0%	50.0%	25.0%	68.8%	43.8%	25.0%
No specific location	6	5	1	2	3	1	2
%V	0.2%	0.2%	0.1%	0.3%	0.1%	0.1%	0.2%
%H		83.3%	16.7%	33.3%	50.0%	16.7%	33.3%
Other	6	6	3	0	4	2	2
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%
%H		100.0%	50.0%	0.0%	66.7%	33.3%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	3322	3213	1385	735	2419	1304	1115
%H		96.7%	41.7%	22.1%	72.8%	39.3%	33.6%
PVR	935	934	619	191	604	470	133
%V	28.1%	29.1%	44.7%	26.0%	25.0%	36.0%	11.9%
%H		99.9%	66.2%	20.4%	64.6%	50.3%	14.2%
DVDR	325	316	148	75	227	134	93
%V	9.8%	9.8%	10.7%	10.2%	9.4%	10.3%	8.3%
%H		97.2%	45.5%	23.1%	69.8%	41.2%	28.6%
VCR	369	340	107	86	259	112	147
%V	11.1%	10.6%	7.7%	11.7%	10.7%	8.6%	13.2%
%H		92.1%	29.0%	23.3%	70.2%	30.4%	39.8%
Any recorder	1395	1360	741	303	934	609	326
%V	42.0%	42.3%	53.5%	41.2%	38.6%	46.7%	29.2%
%H		97.5%	53.1%	21.7%	67.0%	43.7%	23.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: 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	3322	3213	1385	735	2419	1304	1115
%H		96.7%	41.7%	22.1%	72.8%	39.3%	33.6%
Receives HDTV (via STB or built-in reception)	719	719	391	217	493	374	118
%V	21.6%	22.4%	28.2%	29.5%	20.4%	28.7%	10.6%
%H		100.0%	54.4%	30.2%	68.6%	52.0%	16.4%
DVD/Blu-ray player or recorder	2020	1978	873	477	1466	827	640
%V	60.8%	61.6%	63.0%	64.9%	60.6%	63.4%	57.4%
%H		97.9%	43.2%	23.6%	72.6%	40.9%	31.7%

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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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	1556	610	338	1114	500	614
%H		94.6%	37.1%	20.5%	67.7%	30.4%	37.3%
Under 20"	59	42	6	3	34	1	33
%V	3.6%	2.7%	1.0%	0.9%	3.1%	0.2%	5.4%
%H		71.2%	10.2%	5.1%	57.6%	1.7%	55.9%
20" - 29"	419	369	93	71	269	64	205
%V	25.5%	23.7%	15.2%	21.0%	24.1%	12.8%	33.4%
%H		88.1%	22.2%	16.9%	64.2%	15.3%	48.9%
30" - 39"	642	625	239	135	455	202	253
%V	39.0%	40.2%	39.2%	39.9%	40.8%	40.4%	41.2%
%H		97.4%	37.2%	21.0%	70.9%	31.5%	39.4%
40" and over	514	512	269	126	353	232	121
%V	31.2%	32.9%	44.1%	37.3%	31.7%	46.4%	19.7%
%H		99.6%	52.3%	24.5%	68.7%	45.1%	23.5%
Don't know	11	7	3	2	4	2	2
%V	0.7%	0.4%	0.5%	0.6%	0.4%	0.4%	0.3%
%H		63.6%	27.3%	18.2%	36.4%	18.2%	18.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 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	1556	610	338	1114	500	614
%H		94.6%	37.1%	20.5%	67.7%	30.4%	37.3%
PVR	719	717	457	151	459	344	115
%V	43.7%	46.1%	74.9%	44.7%	41.2%	68.8%	18.7%
%H		99.7%	63.6%	21.0%	63.8%	47.8%	16.0%
DVDR	220	211	93	50	150	81	69
%V	13.4%	13.6%	15.2%	14.8%	13.5%	16.2%	11.2%
%H		95.9%	42.3%	22.7%	68.2%	36.8%	31.4%
VCR	270	242	71	59	178	65	113
%V	16.4%	15.6%	11.6%	17.5%	16.0%	13.0%	18.4%
%H		89.6%	26.3%	21.9%	65.9%	24.1%	41.9%
Any recorder	1006	973	509	213	655	399	255
%V	61.2%	62.5%	83.4%	63.0%	58.8%	79.8%	41.5%
%H		96.7%	50.6%	21.2%	65.1%	39.7%	25.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 6.17: 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	1556	610	338	1114	500	614
%H		94.6%	37.1%	20.5%	67.7%	30.4%	37.3%
Receives HDTV (via STB or built-in reception)	544	544	290	165	362	269	94
%V	33.1%	35.0%	47.5%	48.8%	32.5%	53.8%	15.3%
%H		100.0%	53.3%	30.3%	66.5%	49.4%	17.3%
DVD/Blu-ray player or recorder	1242	1205	490	275	860	415	445
%V	75.5%	77.4%	80.3%	81.4%	77.2%	83.0%	72.5%
%H		97.0%	39.5%	22.1%	69.2%	33.4%	35.8%

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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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	1678	1658	774	397	1304	804	501
%H		98.8%	46.1%	23.7%	77.7%	47.9%	29.9%
Under 20"	794	778	341	182	617	356	261
%V	47.3%	46.9%	44.1%	45.8%	47.3%	44.3%	52.1%
%H		98.0%	42.9%	22.9%	77.7%	44.8%	32.9%
20" - 29"	503	500	226	117	404	243	161
%V	30.0%	30.2%	29.2%	29.5%	31.0%	30.2%	32.1%
%H		99.4%	44.9%	23.3%	80.3%	48.3%	32.0%
30" - 39"	296	294	156	75	220	152	68
%V	17.6%	17.7%	20.2%	18.9%	16.9%	18.9%	13.6%
%H		99.3%	52.7%	25.3%	74.3%	51.4%	23.0%
40" and over	72	72	46	17	56	47	9
%V	4.3%	4.3%	5.9%	4.3%	4.3%	5.8%	1.8%
%H		100.0%	63.9%	23.6%	77.8%	65.3%	12.5%
Don't know	13	13	5	5	8	5	2
%V	0.8%	0.8%	0.6%	1.3%	0.6%	0.6%	0.4%
%H		100.0%	38.5%	38.5%	61.5%	38.5%	15.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Central Scotland

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	1678	1658	774	397	1304	804	501
%H		98.8%	46.1%	23.7%	77.7%	47.9%	29.9%
PVR	217	217	163	40	145	126	19
%V	12.9%	13.1%	21.1%	10.1%	11.1%	15.7%	3.8%
%H		100.0%	75.1%	18.4%	66.8%	58.1%	8.8%
DVDR	106	105	56	26	77	53	24
%V	6.3%	6.3%	7.2%	6.5%	5.9%	6.6%	4.8%
%H		99.1%	52.8%	24.5%	72.6%	50.0%	22.6%
VCR	99	97	37	27	80	47	33
%V	5.9%	5.9%	4.8%	6.8%	6.1%	5.8%	6.6%
%H		98.0%	37.4%	27.3%	80.8%	47.5%	33.3%
Any recorder	389	387	232	89	279	209	70
%V	23.2%	23.3%	30.0%	22.4%	21.4%	26.0%	14.0%
%H		99.5%	59.6%	22.9%	71.7%	53.7%	18.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1678	1658	774	397	1304	804	501
%H		98.8%	46.1%	23.7%	77.7%	47.9%	29.9%
Receives HDTV (via STB or built-in reception)	175	175	101	52	130	105	25
%V	10.4%	10.6%	13.0%	13.1%	10.0%	13.1%	5.0%
%H		100.0%	57.7%	29.7%	74.3%	60.0%	14.3%
DVD/Blu-ray player or recorder	778	773	383	203	606	411	195
%V	46.4%	46.6%	49.5%	51.1%	46.5%	51.1%	38.9%
%H		99.4%	49.2%	26.1%	77.9%	52.8%	25.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3636	3568	3438	1514	802	2437	1296	1142
%H		98.1%	94.6%	41.6%	22.1%	67.0%	35.6%	31.4%
Total Children	648	643	630	327	150	425	268	157
%V	17.8%	18.0%	18.3%	21.6%	18.7%	17.4%	20.7%	13.7%
%H		99.2%	97.2%	50.5%	23.1%	65.6%	41.4%	24.2%
0 - 3	174	172	166	84	41	107	65	42
%V	4.8%	4.8%	4.8%	5.5%	5.1%	4.4%	5.0%	3.7%
%H		98.9%	95.4%	48.3%	23.6%	61.5%	37.4%	24.1%
4 - 15	474	470	464	243	109	318	204	115
%V	13.0%	13.2%	13.5%	16.1%	13.6%	13.0%	15.7%	10.1%
%H		99.2%	97.9%	51.3%	23.0%	67.1%	43.0%	24.3%
4 - 9	237	234	230	119	54	149	91	58
%V	6.5%	6.6%	6.7%	7.9%	6.7%	6.1%	7.0%	5.1%
%H		98.7%	97.0%	50.2%	22.8%	62.9%	38.4%	24.5%
10 - 15	236	236	234	124	56	169	113	57
%V	6.5%	6.6%	6.8%	8.2%	7.0%	6.9%	8.7%	5.0%
%H		100.0%	99.2%	52.5%	23.7%	71.6%	47.9%	24.2%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3636	3568	3438	1514	802	2437	1296	1142
%H		98.1%	94.6%	41.6%	22.1%	67.0%	35.6%	31.4%
Total Adults (16+)	2988	2925	2808	1187	652	2012	1027	985
%V	82.2%	82.0%	81.7%	78.4%	81.3%	82.6%	79.2%	86.3%
%H		97.9%	94.0%	39.7%	21.8%	67.3%	34.4%	33.0%
16 - 19	174	168	161	77	37	121	72	49
%V	4.8%	4.7%	4.7%	5.1%	4.6%	5.0%	5.6%	4.3%
%H		96.6%	92.5%	44.3%	21.3%	69.5%	41.4%	28.2%
20 - 24	240	226	216	100	51	155	89	66
%V	6.6%	6.3%	6.3%	6.6%	6.4%	6.4%	6.9%	5.8%
%H		94.2%	90.0%	41.7%	21.3%	64.6%	37.1%	27.5%
25 - 34	487	468	453	206	121	295	166	129
%V	13.4%	13.1%	13.2%	13.6%	15.1%	12.1%	12.8%	11.3%
%H		96.1%	93.0%	42.3%	24.8%	60.6%	34.1%	26.5%
35 - 44	500	491	483	239	116	332	200	132
%V	13.8%	13.8%	14.0%	15.8%	14.5%	13.6%	15.4%	11.6%
%H		98.2%	96.6%	47.8%	23.2%	66.4%	40.0%	26.4%
45 - 54	558	550	536	241	129	391	222	169
%V	15.3%	15.4%	15.6%	15.9%	16.1%	16.0%	17.1%	14.8%
%H		98.6%	96.1%	43.2%	23.1%	70.1%	39.8%	30.3%
55 - 64	443	438	422	170	106	307	158	149
%V	12.2%	12.3%	12.3%	11.2%	13.2%	12.6%	12.2%	13.0%
%H		98.9%	95.3%	38.4%	23.9%	69.3%	35.7%	33.6%
65+	586	584	538	155	93	411	120	291
%V	16.1%	16.4%	15.6%	10.2%	11.6%	16.9%	9.3%	25.5%
%H		99.7%	91.8%	26.5%	15.9%	70.1%	20.5%	49.7%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2988	2925	2808	1187	652	2012	1027	985
%H		97.9%	94.0%	39.7%	21.8%	67.3%	34.4%	33.0%
AB	625	614	595	253	144	412	212	200
%V	20.9%	21.0%	21.2%	21.3%	22.1%	20.5%	20.6%	20.3%
%H		98.2%	95.2%	40.5%	23.0%	65.9%	33.9%	32.0%
C1	834	807	779	355	175	555	300	255
%V	27.9%	27.6%	27.7%	29.9%	26.8%	27.6%	29.2%	25.9%
%H		96.8%	93.4%	42.6%	21.0%	66.5%	36.0%	30.6%
C2	576	572	561	265	147	402	248	154
%V	19.3%	19.6%	20.0%	22.3%	22.5%	20.0%	24.1%	15.6%
%H		99.3%	97.4%	46.0%	25.5%	69.8%	43.1%	26.7%
D	544	534	507	199	125	361	174	187
%V	18.2%	18.3%	18.1%	16.8%	19.2%	17.9%	16.9%	19.0%
%H		98.2%	93.2%	36.6%	23.0%	66.4%	32.0%	34.4%
E	408	399	365	115	62	283	93	190
%V	13.7%	13.6%	13.0%	9.7%	9.5%	14.1%	9.1%	19.3%
%H		97.8%	89.5%	28.2%	15.2%	69.4%	22.8%	46.6%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2988	2925	2808	1187	652	2012	1027	985
%H		97.9%	94.0%	39.7%	21.8%	67.3%	34.4%	33.0%
Working full time	1321	1300	1276	632	303	879	530	350
%V	44.2%	44.4%	45.4%	53.2%	46.5%	43.7%	51.6%	35.5%
%H		98.4%	96.6%	47.8%	22.9%	66.5%	40.1%	26.5%
Working part time	269	267	261	119	71	184	112	73
%V	9.0%	9.1%	9.3%	10.0%	10.9%	9.1%	10.9%	7.4%
%H		99.3%	97.0%	44.2%	26.4%	68.4%	41.6%	27.1%
Not working	1398	1359	1271	436	278	949	386	563
%V	46.8%	46.5%	45.3%	36.7%	42.6%	47.2%	37.6%	57.2%
%H		97.2%	90.9%	31.2%	19.9%	67.9%	27.6%	40.3%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1418	1381	1328	575	315	939	493	446
%H		97.4%	93.7%	40.6%	22.2%	66.2%	34.8%	31.5%
16 - 19	84	81	79	41	17	55	34	21
%V	5.9%	5.9%	5.9%	7.1%	5.4%	5.9%	6.9%	4.7%
%H		96.4%	94.0%	48.8%	20.2%	65.5%	40.5%	25.0%
20 - 24	128	121	115	55	23	86	47	38
%V	9.0%	8.8%	8.7%	9.6%	7.3%	9.2%	9.5%	8.5%
%H		94.5%	89.8%	43.0%	18.0%	67.2%	36.7%	29.7%
25 - 34	238	227	220	98	63	143	82	61
%V	16.8%	16.4%	16.6%	17.0%	20.0%	15.2%	16.6%	13.7%
%H		95.4%	92.4%	41.2%	26.5%	60.1%	34.5%	25.6%
35 - 44	243	237	232	112	60	156	94	62
%V	17.1%	17.2%	17.5%	19.5%	19.0%	16.6%	19.1%	13.9%
%H		97.5%	95.5%	46.1%	24.7%	64.2%	38.7%	25.5%
45 - 54	265	259	252	117	56	184	103	81
%V	18.7%	18.8%	19.0%	20.3%	17.8%	19.6%	20.9%	18.2%
%H		97.7%	95.1%	44.2%	21.1%	69.4%	38.9%	30.6%
55 - 64	212	208	199	79	50	145	75	70
%V	15.0%	15.1%	15.0%	13.7%	15.9%	15.4%	15.2%	15.7%
%H		98.1%	93.9%	37.3%	23.6%	68.4%	35.4%	33.0%
65+	248	248	231	73	46	171	58	113
%V	17.5%	18.0%	17.4%	12.7%	14.6%	18.2%	11.8%	25.3%
%H		100.0%	93.1%	29.4%	18.5%	69.0%	23.4%	45.6%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1418	1381	1328	575	315	939	493	446
%H		97.4%	93.7%	40.6%	22.2%	66.2%	34.8%	31.5%
AB	311	304	296	128	74	199	105	94
%V	21.9%	22.0%	22.3%	22.3%	23.5%	21.2%	21.3%	21.1%
%H		97.7%	95.2%	41.2%	23.8%	64.0%	33.8%	30.2%
C1	360	347	337	163	74	238	137	102
%V	25.4%	25.1%	25.4%	28.3%	23.5%	25.3%	27.8%	22.9%
%H		96.4%	93.6%	45.3%	20.6%	66.1%	38.1%	28.3%
C2	319	317	310	144	81	220	134	87
%V	22.5%	23.0%	23.3%	25.0%	25.7%	23.4%	27.2%	19.5%
%H		99.4%	97.2%	45.1%	25.4%	69.0%	42.0%	27.3%
D	262	255	240	97	57	168	81	87
%V	18.5%	18.5%	18.1%	16.9%	18.1%	17.9%	16.4%	19.5%
%H		97.3%	91.6%	37.0%	21.8%	64.1%	30.9%	33.2%
E	165	159	146	42	28	114	36	78
%V	11.6%	11.5%	11.0%	7.3%	8.9%	12.1%	7.3%	17.5%
%H		96.4%	88.5%	25.5%	17.0%	69.1%	21.8%	47.3%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Central Scotland

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1418	1381	1328	575	315	939	493	446
%H		97.4%	93.7%	40.6%	22.2%	66.2%	34.8%	31.5%
Working full time	784	769	753	380	180	512	315	198
%V	55.3%	55.7%	56.7%	66.1%	57.1%	54.5%	63.9%	44.4%
%H		98.1%	96.0%	48.5%	23.0%	65.3%	40.2%	25.3%
Working part time	44	42	40	16	12	30	16	14
%V	3.1%	3.0%	3.0%	2.8%	3.8%	3.2%	3.2%	3.1%
%H		95.5%	90.9%	36.4%	27.3%	68.2%	36.4%	31.8%
Not working	590	570	535	180	123	397	162	235
%V	41.6%	41.3%	40.3%	31.3%	39.0%	42.3%	32.9%	52.7%
%H		96.6%	90.7%	30.5%	20.8%	67.3%	27.5%	39.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Central Scotland

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1570	1544	1480	612	337	1073	534	539
%H		98.3%	94.3%	39.0%	21.5%	68.3%	34.0%	34.3%
16 - 19	90	87	83	36	19	65	38	27
%V	5.7%	5.6%	5.6%	5.9%	5.6%	6.1%	7.1%	5.0%
%H		96.7%	92.2%	40.0%	21.1%	72.2%	42.2%	30.0%
20 - 24	112	105	100	45	28	70	42	28
%V	7.1%	6.8%	6.8%	7.4%	8.3%	6.5%	7.9%	5.2%
%H		93.8%	89.3%	40.2%	25.0%	62.5%	37.5%	25.0%
25 - 34	250	241	233	108	58	153	85	68
%V	15.9%	15.6%	15.7%	17.6%	17.2%	14.3%	15.9%	12.6%
%H		96.4%	93.2%	43.2%	23.2%	61.2%	34.0%	27.2%
35 - 44	257	253	251	127	56	176	106	70
%V	16.4%	16.4%	17.0%	20.8%	16.6%	16.4%	19.9%	13.0%
%H		98.4%	97.7%	49.4%	21.8%	68.5%	41.2%	27.2%
45 - 54	293	291	284	124	73	207	118	88
%V	18.7%	18.8%	19.2%	20.3%	21.7%	19.3%	22.1%	16.3%
%H		99.3%	96.9%	42.3%	24.9%	70.6%	40.3%	30.0%
55 - 64	231	231	223	90	55	162	83	79
%V	14.7%	15.0%	15.1%	14.7%	16.3%	15.1%	15.5%	14.7%
%H		100.0%	96.5%	39.0%	23.8%	70.1%	35.9%	34.2%
65+	338	337	307	82	47	241	63	178
%V	21.5%	21.8%	20.7%	13.4%	13.9%	22.5%	11.8%	33.0%
%H		99.7%	90.8%	24.3%	13.9%	71.3%	18.6%	52.7%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Central Scotland

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1570	1544	1480	612	337	1073	534	539
%H		98.3%	94.3%	39.0%	21.5%	68.3%	34.0%	34.3%
AB	315	310	300	125	69	213	107	106
%V	20.1%	20.1%	20.3%	20.4%	20.5%	19.9%	20.0%	19.7%
%H		98.4%	95.2%	39.7%	21.9%	67.6%	34.0%	33.7%
C1	474	460	442	192	100	317	163	154
%V	30.2%	29.8%	29.9%	31.4%	29.7%	29.5%	30.5%	28.6%
%H		97.0%	93.2%	40.5%	21.1%	66.9%	34.4%	32.5%
C2	257	256	251	121	65	181	114	67
%V	16.4%	16.6%	17.0%	19.8%	19.3%	16.9%	21.3%	12.4%
%H		99.6%	97.7%	47.1%	25.3%	70.4%	44.4%	26.1%
D	282	279	268	101	68	193	93	100
%V	18.0%	18.1%	18.1%	16.5%	20.2%	18.0%	17.4%	18.6%
%H		98.9%	95.0%	35.8%	24.1%	68.4%	33.0%	35.5%
E	243	240	219	73	34	169	57	112
%V	15.5%	15.5%	14.8%	11.9%	10.1%	15.8%	10.7%	20.8%
%H		98.8%	90.1%	30.0%	14.0%	69.5%	23.5%	46.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Central Scotland

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1570	1544	1480	612	337	1073	534	539
%H		98.3%	94.3%	39.0%	21.5%	68.3%	34.0%	34.3%
Working full time	537	530	523	252	123	367	215	152
%V	34.2%	34.3%	35.3%	41.2%	36.5%	34.2%	40.3%	28.2%
%H		98.7%	97.4%	46.9%	22.9%	68.3%	40.0%	28.3%
Working part time	225	225	221	104	59	154	95	59
%V	14.3%	14.6%	14.9%	17.0%	17.5%	14.4%	17.8%	10.9%
%H		100.0%	98.2%	46.2%	26.2%	68.4%	42.2%	26.2%
Not working	808	789	736	256	155	552	224	328
%V	51.5%	51.1%	49.7%	41.8%	46.0%	51.4%	41.9%	60.9%
%H		97.6%	91.1%	31.7%	19.2%	68.3%	27.7%	40.6%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	586	559	555	282	34	422	182	240
%H (All HH)		95.4%	94.7%	48.1%	5.8%	72.0%	31.1%	41.0%
%H (TV HH)			99.3%	50.4%	6.1%	75.5%	32.6%	42.9%
AB	126	124	124	68	6	89	39	50
%V	21.5%	22.2%	22.3%	24.1%	17.6%	21.1%	21.4%	20.8%
%H (All HH)		98.4%	98.4%	54.0%	4.8%	70.6%	31.0%	39.7%
%H (TV HH)			100.0%	54.8%	4.8%	71.8%	31.5%	40.3%
C1	168	156	154	88	11	118	62	56
%V	28.7%	27.9%	27.7%	31.2%	32.4%	28.0%	34.1%	23.3%
%H (All HH)		92.9%	91.7%	52.4%	6.5%	70.2%	36.9%	33.3%
%H (TV HH)			98.7%	56.4%	7.1%	75.6%	39.7%	35.9%
C2	123	118	118	68	6	86	42	44
%V	21.0%	21.1%	21.3%	24.1%	17.6%	20.4%	23.1%	18.3%
%H (All HH)		95.9%	95.9%	55.3%	4.9%	69.9%	34.1%	35.8%
%H (TV HH)			100.0%	57.6%	5.1%	72.9%	35.6%	37.3%
D	94	90	89	40	7	68	26	41
%V	16.0%	16.1%	16.0%	14.2%	20.6%	16.1%	14.3%	17.1%
%H (All HH)		95.7%	94.7%	42.6%	7.4%	72.3%	27.7%	43.6%
%H (TV HH)			98.9%	44.4%	7.8%	75.6%	28.9%	45.6%
E	75	71	70	18	3	60	12	48
%V	12.8%	12.7%	12.6%	6.4%	8.8%	14.2%	6.6%	20.0%
%H (All HH)		94.7%	93.3%	24.0%	4.0%	80.0%	16.0%	64.0%
%H (TV HH)			98.6%	25.4%	4.2%	84.5%	16.9%	67.6%

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

July 2010 - June 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	586	559	555	282	34	422	182	240
%V (All HH)		95.4%	94.7%	48.1%	5.8%	72.0%	31.1%	41.0%
%H (TV HH)			99.3%	50.4%	6.1%	75.5%	32.6%	42.9%
Under 25	35	26	24	15	2	16	8	8
%V	6.0%	4.7%	4.3%	5.3%	5.9%	3.8%	4.4%	3.3%
%H (All HH)		74.3%	68.6%	42.9%	5.7%	45.7%	22.9%	22.9%
%H (TV HH)			92.3%	57.7%	7.7%	61.5%	30.8%	30.8%
25 - 34	85	77	77	49	4	55	32	23
%V	14.5%	13.8%	13.9%	17.4%	11.8%	13.0%	17.6%	9.6%
%H (All HH)		90.6%	90.6%	57.6%	4.7%	64.7%	37.6%	27.1%
%H (TV HH)			100.0%	63.6%	5.2%	71.4%	41.6%	29.9%
35 - 44	100	96	96	60	8	71	41	30
%V	17.1%	17.2%	17.3%	21.3%	23.5%	16.8%	22.5%	12.5%
%H (All HH)		96.0%	96.0%	60.0%	8.0%	71.0%	41.0%	30.0%
%H (TV HH)			100.0%	62.5%	8.3%	74.0%	42.7%	31.3%
45 - 54	107	104	104	59	6	76	37	39
%V	18.3%	18.6%	18.7%	20.9%	17.6%	18.0%	20.3%	16.3%
%H (All HH)		97.2%	97.2%	55.1%	5.6%	71.0%	34.6%	36.4%
%H (TV HH)			100.0%	56.7%	5.8%	73.1%	35.6%	37.5%
55 - 64	108	107	107	52	7	83	36	47
%V	18.4%	19.1%	19.3%	18.4%	20.6%	19.7%	19.8%	19.6%
%H (All HH)		99.1%	99.1%	48.1%	6.5%	76.9%	33.3%	43.5%
%H (TV HH)			100.0%	48.6%	6.5%	77.6%	33.6%	43.9%
65 +	150	149	148	47	8	121	28	93
%V	25.6%	26.7%	26.7%	16.7%	23.5%	28.7%	15.4%	38.8%
%H (All HH)		99.3%	98.7%	31.3%	5.3%	80.7%	18.7%	62.0%
%H (TV HH)			99.3%	31.5%	5.4%	81.2%	18.8%	62.4%

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

July 2010 - June 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	586	559	555	282	34	422	182	240
%H (All HH)		95.4%	94.7%	48.1%	5.8%	72.0%	31.1%	41.0%
%H (TV HH)			99.3%	50.4%	6.1%	75.5%	32.6%	42.9%
1	216	205	203	72	11	158	40	119
%V	36.9%	36.7%	36.6%	25.5%	32.4%	37.4%	22.0%	49.6%
%H (All HH)		94.9%	94.0%	33.3%	5.1%	73.1%	18.5%	55.1%
%H (TV HH)			99.0%	35.1%	5.4%	77.1%	19.5%	58.0%
2	201	195	193	103	12	144	67	78
%V	34.3%	34.9%	34.8%	36.5%	35.3%	34.1%	36.8%	32.5%
%H (All HH)		97.0%	96.0%	51.2%	6.0%	71.6%	33.3%	38.8%
%H (TV HH)			99.0%	52.8%	6.2%	73.8%	34.4%	40.0%
3	79	76	76	46	6	58	33	25
%V	13.5%	13.6%	13.7%	16.3%	17.6%	13.7%	18.1%	10.4%
%H (All HH)		96.2%	96.2%	58.2%	7.6%	73.4%	41.8%	31.6%
%H (TV HH)			100.0%	60.5%	7.9%	76.3%	43.4%	32.9%
4	69	64	64	46	4	46	31	15
%V	11.8%	11.4%	11.5%	16.3%	11.8%	10.9%	17.0%	6.3%
%H (All HH)		92.8%	92.8%	66.7%	5.8%	66.7%	44.9%	21.7%
%H (TV HH)			100.0%	71.9%	6.3%	71.9%	48.4%	23.4%
5+	22	20	19	15	1	15	12	4
%V	3.8%	3.6%	3.4%	5.3%	2.9%	3.6%	6.6%	1.7%
%H (All HH)		90.9%	86.4%	68.2%	4.5%	68.2%	54.5%	18.2%
%H (TV HH)			95.0%	75.0%	5.0%	75.0%	60.0%	20.0%
Average HH size	2.12	2.12	2.12	2.41	2.17	2.10	2.51	1.78

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 7.4: 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	586	559	555	282	34	422	182	240
%H (All HH)		95.4%	94.7%	48.1%	5.8%	72.0%	31.1%	41.0%
%H (TV HH)			99.3%	50.4%	6.1%	75.5%	32.6%	42.9%
Without	458	436	432	200	25	332	125	206
%V	78.2%	78.0%	77.8%	70.9%	73.5%	78.7%	68.7%	85.8%
%H (All HH)		95.2%	94.3%	43.7%	5.5%	72.5%	27.3%	45.0%
%H (TV HH)			99.1%	45.9%	5.7%	76.1%	28.7%	47.2%
With	129	123	122	82	9	90	57	33
%V	22.0%	22.0%	22.0%	29.1%	26.5%	21.3%	31.3%	13.8%
%H (All HH)		95.3%	94.6%	63.6%	7.0%	69.8%	44.2%	25.6%
%H (TV HH)			99.2%	66.7%	7.3%	73.2%	46.3%	26.8%
0 - 3	42	39	39	28	2	26	17	9
%V	7.2%	7.0%	7.0%	9.9%	5.9%	6.2%	9.3%	3.8%
%H (All HH)		92.9%	92.9%	66.7%	4.8%	61.9%	40.5%	21.4%
%H (TV HH)			100.0%	71.8%	5.1%	66.7%	43.6%	23.1%
4 - 9	60	57	57	37	5	42	27	16
%V	10.2%	10.2%	10.3%	13.1%	14.7%	10.0%	14.8%	6.7%
%H (All HH)		95.0%	95.0%	61.7%	8.3%	70.0%	45.0%	26.7%
%H (TV HH)			100.0%	64.9%	8.8%	73.7%	47.4%	28.1%
10 - 15	63	61	60	43	3	47	32	15
%V	10.8%	10.9%	10.8%	15.2%	8.8%	11.1%	17.6%	6.3%
%H (All HH)		96.8%	95.2%	68.3%	4.8%	74.6%	50.8%	23.8%
%H (TV HH)			98.4%	70.5%	4.9%	77.0%	52.5%	24.6%

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

July 2010 - June 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	586	559	555	282	34	422	182	240
%H (All HH)		95.4%	94.7%	48.1%	5.8%	72.0%	31.1%	41.0%
%H (TV HH)			99.3%	50.4%	6.1%	75.5%	32.6%	42.9%
1	213	213	209	85	11	141	29	112
%V	36.3%	38.1%	37.7%	30.1%	32.4%	33.4%	15.9%	46.7%
%H (All HH)		100.0%	98.1%	39.9%	5.2%	66.2%	13.6%	52.6%
%H (TV HH)			98.1%	39.9%	5.2%	66.2%	13.6%	52.6%
2	183	183	183	91	11	146	65	82
%V	31.2%	32.7%	33.0%	32.3%	32.4%	34.6%	35.7%	34.2%
%H (All HH)		100.0%	100.0%	49.7%	6.0%	79.8%	35.5%	44.8%
%H (TV HH)			100.0%	49.7%	6.0%	79.8%	35.5%	44.8%
3	95	95	95	55	8	78	46	32
%V	16.2%	17.0%	17.1%	19.5%	23.5%	18.5%	25.3%	13.3%
%H (All HH)		100.0%	100.0%	57.9%	8.4%	82.1%	48.4%	33.7%
%H (TV HH)			100.0%	57.9%	8.4%	82.1%	48.4%	33.7%
4	44	44	44	31	4	35	26	9
%V	7.5%	7.9%	7.9%	11.0%	11.8%	8.3%	14.3%	3.8%
%H (All HH)		100.0%	100.0%	70.5%	9.1%	79.5%	59.1%	20.5%
%H (TV HH)			100.0%	70.5%	9.1%	79.5%	59.1%	20.5%
5+	25	25	25	20	0	21	17	5
%V	4.3%	4.5%	4.5%	7.1%	0.0%	5.0%	9.3%	2.1%
%H (All HH)		100.0%	100.0%	80.0%	0.0%	84.0%	68.0%	20.0%
%H (TV HH)			100.0%	80.0%	0.0%	84.0%	68.0%	20.0%

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

July 2010 - June 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	586	559	555	282	34	422	182	240
%H (All HH)		95.4%	94.7%	48.1%	5.8%	72.0%	31.1%	41.0%
%H (TV HH)			99.3%	50.4%	6.1%	75.5%	32.6%	42.9%
Under 20"	227	227	227	117	15	186	90	96
%V	38.7%	40.6%	40.9%	41.5%	44.1%	44.1%	49.5%	40.0%
%H (All HH)		100.0%	100.0%	51.5%	6.6%	81.9%	39.6%	42.3%
%H (TV HH)			100.0%	51.5%	6.6%	81.9%	39.6%	42.3%
20" - 29"	267	267	264	127	16	208	87	121
%V	45.6%	47.8%	47.6%	45.0%	47.1%	49.3%	47.8%	50.4%
%H (All HH)		100.0%	98.9%	47.6%	6.0%	77.9%	32.6%	45.3%
%H (TV HH)			98.9%	47.6%	6.0%	77.9%	32.6%	45.3%
30" - 39"	293	293	292	166	16	221	111	111
%V	50.0%	52.4%	52.6%	58.9%	47.1%	52.4%	61.0%	46.3%
%H (All HH)		100.0%	99.7%	56.7%	5.5%	75.4%	37.9%	37.9%
%H (TV HH)			99.7%	56.7%	5.5%	75.4%	37.9%	37.9%
40" and over	159	159	159	107	12	119	78	40
%V	27.1%	28.4%	28.6%	37.9%	35.3%	28.2%	42.9%	16.7%
%H (All HH)		100.0%	100.0%	67.3%	7.5%	74.8%	49.1%	25.2%
%H (TV HH)			100.0%	67.3%	7.5%	74.8%	49.1%	25.2%

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North Scotland

Household level data

Table 7.7: 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	586	559	555	282	34	422	182	240
%H (All HH)		95.4%	94.7%	48.1%	5.8%	72.0%	31.1%	41.0%
%H (TV HH)			99.3%	50.4%	6.1%	75.5%	32.6%	42.9%
Main living room	552	552	548	278	34	416	179	236
%V	94.2%	98.7%	98.7%	98.6%	100.0%	98.6%	98.4%	98.3%
%H (All HH)		100.0%	99.3%	50.4%	6.2%	75.4%	32.4%	42.8%
%H (TV HH)			99.3%	50.4%	6.2%	75.4%	32.4%	42.8%
Kitchen	108	108	108	58	6	88	45	44
%V	18.4%	19.3%	19.5%	20.6%	17.6%	20.9%	24.7%	18.3%
%H (All HH)		100.0%	100.0%	53.7%	5.6%	81.5%	41.7%	40.7%
%H (TV HH)			100.0%	53.7%	5.6%	81.5%	41.7%	40.7%
Adult's bedroom	257	257	257	152	18	210	121	89
%V	43.9%	46.0%	46.3%	53.9%	52.9%	49.8%	66.5%	37.1%
%H (All HH)		100.0%	100.0%	59.1%	7.0%	81.7%	47.1%	34.6%
%H (TV HH)			100.0%	59.1%	7.0%	81.7%	47.1%	34.6%
Child's bedroom	61	61	61	43	7	50	37	13
%V	10.4%	10.9%	11.0%	15.2%	20.6%	11.8%	20.3%	5.4%
%H (All HH)		100.0%	100.0%	70.5%	11.5%	82.0%	60.7%	21.3%
%H (TV HH)			100.0%	70.5%	11.5%	82.0%	60.7%	21.3%
Other bedroom	21	21	21	13	2	17	10	7
%V	3.6%	3.8%	3.8%	4.6%	5.9%	4.0%	5.5%	2.9%
%H (All HH)		100.0%	100.0%	61.9%	9.5%	81.0%	47.6%	33.3%
%H (TV HH)			100.0%	61.9%	9.5%	81.0%	47.6%	33.3%
Second living/dining room	53	53	53	36	1	41	25	16
%V	9.0%	9.5%	9.5%	12.8%	2.9%	9.7%	13.7%	6.7%
%H (All HH)		100.0%	100.0%	67.9%	1.9%	77.4%	47.2%	30.2%
%H (TV HH)			100.0%	67.9%	1.9%	77.4%	47.2%	30.2%
Study/office	17	17	17	11	1	14	9	5
%V	2.9%	3.0%	3.1%	3.9%	2.9%	3.3%	4.9%	2.1%
%H (All HH)		100.0%	100.0%	64.7%	5.9%	82.4%	52.9%	29.4%
%H (TV HH)			100.0%	64.7%	5.9%	82.4%	52.9%	29.4%
TV room	8	8	8	7	0	7	6	2
%V	1.4%	1.4%	1.4%	2.5%	0.0%	1.7%	3.3%	0.8%
%H (All HH)		100.0%	100.0%	87.5%	0.0%	87.5%	75.0%	25.0%
%H (TV HH)			100.0%	87.5%	0.0%	87.5%	75.0%	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	4	4	4	3	0	3	2	1
%V	0.7%	0.7%	0.7%	1.1%	0.0%	0.7%	1.1%	0.4%
%H (All HH)		100.0%	100.0%	75.0%	0.0%	75.0%	50.0%	25.0%
%H (TV HH)			100.0%	75.0%	0.0%	75.0%	50.0%	25.0%

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	586	559	555	282	34	422	182	240
%H (All HH)		95.4%	94.7%	48.1%	5.8%	72.0%	31.1%	41.0%
%H (TV HH)			99.3%	50.4%	6.1%	75.5%	32.6%	42.9%
PVR	263	263	263	198	16	187	138	50
%V	44.9%	47.0%	47.4%	70.2%	47.1%	44.3%	75.8%	20.8%
%H (All HH)		100.0%	100.0%	75.3%	6.1%	71.1%	52.5%	19.0%
%H (TV HH)			100.0%	75.3%	6.1%	71.1%	52.5%	19.0%
DVDR	158	158	158	81	9	126	58	68
%V	27.0%	28.3%	28.5%	28.7%	26.5%	29.9%	31.9%	28.3%
%H (All HH)		100.0%	100.0%	51.3%	5.7%	79.7%	36.7%	43.0%
%H (TV HH)			100.0%	51.3%	5.7%	79.7%	36.7%	43.0%
VCR	76	76	75	33	6	60	23	36
%V	13.0%	13.6%	13.5%	11.7%	17.6%	14.2%	12.6%	15.0%
%H (All HH)		100.0%	98.7%	43.4%	7.9%	78.9%	30.3%	47.4%
%H (TV HH)			98.7%	43.4%	7.9%	78.9%	30.3%	47.4%
Any recorder	374	374	374	228	24	279	155	123
%V	63.8%	66.9%	67.4%	80.9%	70.6%	66.1%	85.2%	51.3%
%H (All HH)		100.0%	100.0%	61.0%	6.4%	74.6%	41.4%	32.9%
%H (TV HH)			100.0%	61.0%	6.4%	74.6%	41.4%	32.9%

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	586	559	555	282	34	422	182	240
%H (All HH)		95.4%	94.7%	48.1%	5.8%	72.0%	31.1%	41.0%
%H (TV HH)			99.3%	50.4%	6.1%	75.5%	32.6%	42.9%
Receives HDTV (via STB or built-in reception)	155	155	155	115	17	105	80	25
%V	26.5%	27.7%	27.9%	40.8%	50.0%	24.9%	44.0%	10.4%
%H (All HH)		100.0%	100.0%	74.2%	11.0%	67.7%	51.6%	16.1%
%H (TV HH)			100.0%	74.2%	11.0%	67.7%	51.6%	16.1%
DVD/Blu-ray player or recorder	458	458	457	244	31	343	161	183
%V	78.2%	81.9%	82.3%	86.5%	91.2%	81.3%	88.5%	76.3%
%H (All HH)		100.0%	99.8%	53.3%	6.8%	74.9%	35.2%	40.0%
%H (TV HH)			99.8%	53.3%	6.8%	74.9%	35.2%	40.0%

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

July 2010 - June 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	586	559	555	282	34	422	182	240
%H (All HH)		95.4%	94.7%	48.1%	5.8%	72.0%	31.1%	41.0%
%H (TV HH)			99.3%	50.4%	6.1%	75.5%	32.6%	42.9%
Has PC or Laptop	424	404	401	238	28	294	157	137
%V	72.4%	72.3%	72.3%	84.4%	82.4%	69.7%	86.3%	57.1%
%H (All HH)		95.3%	94.6%	56.1%	6.6%	69.3%	37.0%	32.3%
%H (TV HH)			99.3%	58.9%	6.9%	72.8%	38.9%	33.9%
Has broadband internet	395	378	376	226	26	277	152	125
%V	67.4%	67.6%	67.7%	80.1%	76.5%	65.6%	83.5%	52.1%
%H (All HH)		95.7%	95.2%	57.2%	6.6%	70.1%	38.5%	31.6%
%H (TV HH)			99.5%	59.8%	6.9%	73.3%	40.2%	33.1%

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

July 2010 - June 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	1173	1168	664	75	923	490	434
%H		99.6%	56.6%	6.4%	78.7%	41.8%	37.0%
Under 20"	317	316	171	23	262	140	122
%V	27.0%	27.1%	25.8%	30.7%	28.4%	28.6%	28.1%
%H		99.7%	53.9%	7.3%	82.6%	44.2%	38.5%
20" - 29"	334	330	167	20	266	121	145
%V	28.5%	28.3%	25.2%	26.7%	28.8%	24.7%	33.4%
%H		98.8%	50.0%	6.0%	79.6%	36.2%	43.4%
30" - 39"	342	341	203	18	263	142	121
%V	29.2%	29.2%	30.6%	24.0%	28.5%	29.0%	27.9%
%H		99.7%	59.4%	5.3%	76.9%	41.5%	35.4%
40" and over	176	175	121	13	128	85	43
%V	15.0%	15.0%	18.2%	17.3%	13.9%	17.3%	9.9%
%H		99.4%	68.8%	7.4%	72.7%	48.3%	24.4%
Don't know	4	4	2	0	4	1	3
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.2%	0.7%
%H		100.0%	50.0%	0.0%	100.0%	25.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Scotland

Set level data

Table 7.12: 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	1173	1168	664	75	923	490	434
%H		99.6%	56.6%	6.4%	78.7%	41.8%	37.0%
Main living room	555	550	280	34	418	181	237
%V	47.3%	47.1%	42.2%	45.3%	45.3%	36.9%	54.6%
%H		99.1%	50.5%	6.1%	75.3%	32.6%	42.7%
Kitchen	109	109	59	6	89	46	44
%V	9.3%	9.3%	8.9%	8.0%	9.6%	9.4%	10.1%
%H		100.0%	54.1%	5.5%	81.7%	42.2%	40.4%
Adult's bedroom	312	312	187	22	259	153	105
%V	26.6%	26.7%	28.2%	29.3%	28.1%	31.2%	24.2%
%H		100.0%	59.9%	7.1%	83.0%	49.0%	33.7%
Child's bedroom	86	86	63	9	70	54	16
%V	7.3%	7.4%	9.5%	12.0%	7.6%	11.0%	3.7%
%H		100.0%	73.3%	10.5%	81.4%	62.8%	18.6%
Other bedroom	26	26	16	2	21	12	9
%V	2.2%	2.2%	2.4%	2.7%	2.3%	2.4%	2.1%
%H		100.0%	61.5%	7.7%	80.8%	46.2%	34.6%
Second living/dining room	55	55	38	1	42	26	16
%V	4.7%	4.7%	5.7%	1.3%	4.6%	5.3%	3.7%
%H		100.0%	69.1%	1.8%	76.4%	47.3%	29.1%
Study/office	17	17	11	1	14	9	5
%V	1.4%	1.5%	1.7%	1.3%	1.5%	1.8%	1.2%
%H		100.0%	64.7%	5.9%	82.4%	52.9%	29.4%
TV room	8	8	7	0	7	6	2
%V	0.7%	0.7%	1.1%	0.0%	0.8%	1.2%	0.5%
%H		100.0%	87.5%	0.0%	87.5%	75.0%	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	4	4	3	0	3	2	1
%V	0.3%	0.3%	0.5%	0.0%	0.3%	0.4%	0.2%
%H		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%

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 7.13: 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	1173	1168	664	75	923	490	434
%H		99.6%	56.6%	6.4%	78.7%	41.8%	37.0%
PVR	356	356	283	18	247	190	57
%V	30.3%	30.5%	42.6%	24.0%	26.8%	38.8%	13.1%
%H		100.0%	79.5%	5.1%	69.4%	53.4%	16.0%
DVDR	200	200	108	12	165	86	80
%V	17.1%	17.1%	16.3%	16.0%	17.9%	17.6%	18.4%
%H		100.0%	54.0%	6.0%	82.5%	43.0%	40.0%
VCR	90	89	39	8	72	30	42
%V	7.7%	7.6%	5.9%	10.7%	7.8%	6.1%	9.7%
%H		98.9%	43.3%	8.9%	80.0%	33.3%	46.7%
Any recorder	532	531	349	33	396	245	151
%V	45.4%	45.5%	52.6%	44.0%	42.9%	50.0%	34.8%
%H		99.8%	65.6%	6.2%	74.4%	46.1%	28.4%

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	1173	1168	664	75	923	490	434
%H		99.6%	56.6%	6.4%	78.7%	41.8%	37.0%
Receives HDTV (via STB or built-in reception)	196	196	149	18	131	101	30
%V	16.7%	16.8%	22.4%	24.0%	14.2%	20.6%	6.9%
%H		100.0%	76.0%	9.2%	66.8%	51.5%	15.3%
DVD/Blu-ray player or recorder	700	699	404	51	535	289	246
%V	59.7%	59.8%	60.8%	68.0%	58.0%	59.0%	56.7%
%H		99.9%	57.7%	7.3%	76.4%	41.3%	35.1%

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 7.15: 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	559	554	281	34	421	182	239
%H		99.1%	50.3%	6.1%	75.3%	32.6%	42.8%
Under 20"	24	23	7	0	18	2	16
%V	4.3%	4.2%	2.5%	0.0%	4.3%	1.1%	6.7%
%H		95.8%	29.2%	0.0%	75.0%	8.3%	66.7%
20" - 29"	145	142	49	9	111	28	83
%V	25.9%	25.6%	17.4%	26.5%	26.4%	15.4%	34.7%
%H		97.9%	33.8%	6.2%	76.6%	19.3%	57.2%
30" - 39"	233	233	121	13	174	75	99
%V	41.7%	42.1%	43.1%	38.2%	41.3%	41.2%	41.4%
%H		100.0%	51.9%	5.6%	74.7%	32.2%	42.5%
40" and over	154	153	103	12	115	76	39
%V	27.5%	27.6%	36.7%	35.3%	27.3%	41.8%	16.3%
%H		99.4%	66.9%	7.8%	74.7%	49.4%	25.3%
Don't know	3	3	1	0	2	0	2
%V	0.5%	0.5%	0.4%	0.0%	0.5%	0.0%	0.8%
%H		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	559	554	281	34	421	182	239
%H		99.1%	50.3%	6.1%	75.3%	32.6%	42.8%
PVR	256	256	194	15	182	134	48
%V	45.8%	46.2%	69.0%	44.1%	43.2%	73.6%	20.1%
%H		100.0%	75.8%	5.9%	71.1%	52.3%	18.8%
DVDR	141	141	69	7	110	46	64
%V	25.2%	25.5%	24.6%	20.6%	26.1%	25.3%	26.8%
%H		100.0%	48.9%	5.0%	78.0%	32.6%	45.4%
VCR	60	59	23	5	46	15	32
%V	10.7%	10.6%	8.2%	14.7%	10.9%	8.2%	13.4%
%H		98.3%	38.3%	8.3%	76.7%	25.0%	53.3%
Any recorder	362	361	221	22	268	149	119
%V	64.8%	65.2%	78.6%	64.7%	63.7%	81.9%	49.8%
%H		99.7%	61.0%	6.1%	74.0%	41.2%	32.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: 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	559	554	281	34	421	182	239
%H		99.1%	50.3%	6.1%	75.3%	32.6%	42.8%
Receives HDTV (via STB or built-in reception)	149	149	108	16	101	76	25
%V	26.7%	26.9%	38.4%	47.1%	24.0%	41.8%	10.5%
%H		100.0%	72.5%	10.7%	67.8%	51.0%	16.8%
DVD/Blu-ray player or recorder	423	422	225	27	314	144	170
%V	75.7%	76.2%	80.1%	79.4%	74.6%	79.1%	71.1%
%H		99.8%	53.2%	6.4%	74.2%	34.0%	40.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	614	614	382	40	503	308	195
%H		100.0%	62.2%	6.5%	81.9%	50.2%	31.8%
Under 20"	293	293	164	23	244	138	106
%V	47.7%	47.7%	42.9%	57.5%	48.5%	44.8%	54.4%
%H		100.0%	56.0%	7.8%	83.3%	47.1%	36.2%
20" - 29"	189	189	118	12	154	93	62
%V	30.8%	30.8%	30.9%	30.0%	30.6%	30.2%	31.8%
%H		100.0%	62.4%	6.3%	81.5%	49.2%	32.8%
30" - 39"	108	108	82	4	89	67	22
%V	17.6%	17.6%	21.5%	10.0%	17.7%	21.8%	11.3%
%H		100.0%	75.9%	3.7%	82.4%	62.0%	20.4%
40" and over	22	22	17	1	14	10	4
%V	3.6%	3.6%	4.5%	2.5%	2.8%	3.2%	2.1%
%H		100.0%	77.3%	4.5%	63.6%	45.5%	18.2%
Don't know	2	2	1	0	2	1	1
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.3%	0.5%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Scotland

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	614	614	382	40	503	308	195
%H		100.0%	62.2%	6.5%	81.9%	50.2%	31.8%
PVR	100	100	89	2	65	56	9
%V	16.3%	16.3%	23.3%	5.0%	12.9%	18.2%	4.6%
%H		100.0%	89.0%	2.0%	65.0%	56.0%	9.0%
DVDR	59	59	39	5	55	40	16
%V	9.6%	9.6%	10.2%	12.5%	10.9%	13.0%	8.2%
%H		100.0%	66.1%	8.5%	93.2%	67.8%	27.1%
VCR	30	30	16	3	26	16	11
%V	4.9%	4.9%	4.2%	7.5%	5.2%	5.2%	5.6%
%H		100.0%	53.3%	10.0%	86.7%	53.3%	36.7%
Any recorder	170	170	128	11	129	96	33
%V	27.7%	27.7%	33.5%	27.5%	25.6%	31.2%	16.9%
%H		100.0%	75.3%	6.5%	75.9%	56.5%	19.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.20: 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	614	614	382	40	503	308	195
%H		100.0%	62.2%	6.5%	81.9%	50.2%	31.8%
Receives HDTV (via STB or built-in reception)	47	47	41	2	30	26	5
%V	7.7%	7.7%	10.7%	5.0%	6.0%	8.4%	2.6%
%H		100.0%	87.2%	4.3%	63.8%	55.3%	10.6%
DVD/Blu-ray player or recorder	277	277	178	24	221	145	76
%V	45.1%	45.1%	46.6%	60.0%	43.9%	47.1%	39.0%
%H		100.0%	64.3%	8.7%	79.8%	52.3%	27.4%

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

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1245	1185	1175	678	74	885	458	427
%H		95.2%	94.4%	54.5%	5.9%	71.1%	36.8%	34.3%
Total Children	210	199	197	138	11	145	95	50
%V	16.9%	16.8%	16.8%	20.4%	14.9%	16.4%	20.7%	11.7%
%H		94.8%	93.8%	65.7%	5.2%	69.0%	45.2%	23.8%
0 - 3	50	46	46	33	2	32	20	11
%V	4.0%	3.9%	3.9%	4.9%	2.7%	3.6%	4.4%	2.6%
%H		92.0%	92.0%	66.0%	4.0%	64.0%	40.0%	22.0%
4 - 15	160	153	151	105	9	113	75	39
%V	12.9%	12.9%	12.9%	15.5%	12.2%	12.8%	16.4%	9.1%
%H		95.6%	94.4%	65.6%	5.6%	70.6%	46.9%	24.4%
4 - 9	74	69	68	46	7	50	31	19
%V	5.9%	5.8%	5.8%	6.8%	9.5%	5.6%	6.8%	4.4%
%H		93.2%	91.9%	62.2%	9.5%	67.6%	41.9%	25.7%
10 - 15	86	83	82	60	3	63	43	20
%V	6.9%	7.0%	7.0%	8.8%	4.1%	7.1%	9.4%	4.7%
%H		96.5%	95.3%	69.8%	3.5%	73.3%	50.0%	23.3%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Scotland

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1245	1185	1175	678	74	885	458	427
%H		95.2%	94.4%	54.5%	5.9%	71.1%	36.8%	34.3%
Total Adults (16+)	1035	986	978	540	63	740	363	377
%V	83.1%	83.2%	83.2%	79.6%	85.1%	83.6%	79.3%	88.3%
%H		95.3%	94.5%	52.2%	6.1%	71.5%	35.1%	36.4%
16 - 19	63	60	60	43	4	46	33	13
%V	5.1%	5.1%	5.1%	6.3%	5.4%	5.2%	7.2%	3.0%
%H		95.2%	95.2%	68.3%	6.3%	73.0%	52.4%	20.6%
20 - 24	85	66	65	34	7	46	22	24
%V	6.8%	5.6%	5.5%	5.0%	9.5%	5.2%	4.8%	5.6%
%H		77.6%	76.5%	40.0%	8.2%	54.1%	25.9%	28.2%
25 - 34	156	143	142	93	10	100	61	39
%V	12.5%	12.1%	12.1%	13.7%	13.5%	11.3%	13.3%	9.1%
%H		91.7%	91.0%	59.6%	6.4%	64.1%	39.1%	25.0%
35 - 44	167	162	160	105	12	119	74	46
%V	13.4%	13.7%	13.6%	15.5%	16.2%	13.4%	16.2%	10.8%
%H		97.0%	95.8%	62.9%	7.2%	71.3%	44.3%	27.5%
45 - 54	180	175	174	103	11	128	68	60
%V	14.5%	14.8%	14.8%	15.2%	14.9%	14.5%	14.8%	14.1%
%H		97.2%	96.7%	57.2%	6.1%	71.1%	37.8%	33.3%
55 - 64	175	173	172	94	9	131	62	68
%V	14.1%	14.6%	14.6%	13.9%	12.2%	14.8%	13.5%	15.9%
%H		98.9%	98.3%	53.7%	5.1%	74.9%	35.4%	38.9%
65+	208	207	205	68	10	170	43	126
%V	16.7%	17.5%	17.4%	10.0%	13.5%	19.2%	9.4%	29.5%
%H		99.5%	98.6%	32.7%	4.8%	81.7%	20.7%	60.6%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Scotland

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1035	986	978	540	63	740	363	377
%H		95.3%	94.5%	52.2%	6.1%	71.5%	35.1%	36.4%
AB	240	236	235	135	13	168	81	87
%V	23.2%	23.9%	24.0%	25.0%	20.6%	22.7%	22.3%	23.1%
%H		98.3%	97.9%	56.3%	5.4%	70.0%	33.8%	36.3%
C1	308	284	281	174	20	213	125	88
%V	29.8%	28.8%	28.7%	32.2%	31.7%	28.8%	34.4%	23.3%
%H		92.2%	91.2%	56.5%	6.5%	69.2%	40.6%	28.6%
C2	237	229	228	136	11	170	89	81
%V	22.9%	23.2%	23.3%	25.2%	17.5%	23.0%	24.5%	21.5%
%H		96.6%	96.2%	57.4%	4.6%	71.7%	37.6%	34.2%
D	153	146	145	69	13	111	49	62
%V	14.8%	14.8%	14.8%	12.8%	20.6%	15.0%	13.5%	16.4%
%H		95.4%	94.8%	45.1%	8.5%	72.5%	32.0%	40.5%
E	96	91	89	26	6	79	20	59
%V	9.3%	9.2%	9.1%	4.8%	9.5%	10.7%	5.5%	15.6%
%H		94.8%	92.7%	27.1%	6.3%	82.3%	20.8%	61.5%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Scotland

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1035	986	978	540	63	740	363	377
%H		95.3%	94.5%	52.2%	6.1%	71.5%	35.1%	36.4%
Working full time	469	454	451	295	31	326	199	126
%V	45.3%	46.0%	46.1%	54.6%	49.2%	44.1%	54.8%	33.4%
%H		96.8%	96.2%	62.9%	6.6%	69.5%	42.4%	26.9%
Working part time	114	110	109	66	9	81	47	34
%V	11.0%	11.2%	11.1%	12.2%	14.3%	10.9%	12.9%	9.0%
%H		96.5%	95.6%	57.9%	7.9%	71.1%	41.2%	29.8%
Not working	452	421	418	179	23	333	117	217
%V	43.7%	42.7%	42.7%	33.1%	36.5%	45.0%	32.2%	57.6%
%H		93.1%	92.5%	39.6%	5.1%	73.7%	25.9%	48.0%

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	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	506	481	478	278	29	358	185	172
%H		95.1%	94.5%	54.9%	5.7%	70.8%	36.6%	34.0%
16 - 19	37	34	34	25	3	26	19	7
%V	7.3%	7.1%	7.1%	9.0%	10.3%	7.3%	10.3%	4.1%
%H		91.9%	91.9%	67.6%	8.1%	70.3%	51.4%	18.9%
20 - 24	36	29	29	16	3	21	10	10
%V	7.1%	6.0%	6.1%	5.8%	10.3%	5.9%	5.4%	5.8%
%H		80.6%	80.6%	44.4%	8.3%	58.3%	27.8%	27.8%
25 - 34	86	78	78	53	5	54	34	20
%V	17.0%	16.2%	16.3%	19.1%	17.2%	15.1%	18.4%	11.6%
%H		90.7%	90.7%	61.6%	5.8%	62.8%	39.5%	23.3%
35 - 44	77	73	73	47	5	55	34	21
%V	15.2%	15.2%	15.3%	16.9%	17.2%	15.4%	18.4%	12.2%
%H		94.8%	94.8%	61.0%	6.5%	71.4%	44.2%	27.3%
45 - 54	88	85	85	52	6	61	33	28
%V	17.4%	17.7%	17.8%	18.7%	20.7%	17.0%	17.8%	16.3%
%H		96.6%	96.6%	59.1%	6.8%	69.3%	37.5%	31.8%
55 - 64	86	85	85	50	2	63	32	31
%V	17.0%	17.7%	17.8%	18.0%	6.9%	17.6%	17.3%	18.0%
%H		98.8%	98.8%	58.1%	2.3%	73.3%	37.2%	36.0%
65+	97	96	95	35	5	78	23	55
%V	19.2%	20.0%	19.9%	12.6%	17.2%	21.8%	12.4%	32.0%
%H		99.0%	97.9%	36.1%	5.2%	80.4%	23.7%	56.7%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Scotland

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	506	481	478	278	29	358	185	172
%H		95.1%	94.5%	54.9%	5.7%	70.8%	36.6%	34.0%
AB	122	120	120	70	7	84	42	42
%V	24.1%	24.9%	25.1%	25.2%	24.1%	23.5%	22.7%	24.4%
%H		98.4%	98.4%	57.4%	5.7%	68.9%	34.4%	34.4%
C1	139	128	127	87	8	95	62	33
%V	27.5%	26.6%	26.6%	31.3%	27.6%	26.5%	33.5%	19.2%
%H		92.1%	91.4%	62.6%	5.8%	68.3%	44.6%	23.7%
C2	131	126	126	76	6	94	49	44
%V	25.9%	26.2%	26.4%	27.3%	20.7%	26.3%	26.5%	25.6%
%H		96.2%	96.2%	58.0%	4.6%	71.8%	37.4%	33.6%
D	75	70	70	34	5	53	23	30
%V	14.8%	14.6%	14.6%	12.2%	17.2%	14.8%	12.4%	17.4%
%H		93.3%	93.3%	45.3%	6.7%	70.7%	30.7%	40.0%
E	39	36	36	11	3	31	9	23
%V	7.7%	7.5%	7.5%	4.0%	10.3%	8.7%	4.9%	13.4%
%H		92.3%	92.3%	28.2%	7.7%	79.5%	23.1%	59.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Scotland

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	506	481	478	278	29	358	185	172
%H		95.1%	94.5%	54.9%	5.7%	70.8%	36.6%	34.0%
Working full time	297	287	285	190	17	204	126	78
%V	58.7%	59.7%	59.6%	68.3%	58.6%	57.0%	68.1%	45.3%
%H		96.6%	96.0%	64.0%	5.7%	68.7%	42.4%	26.3%
Working part time	18	17	17	9	1	12	6	7
%V	3.6%	3.5%	3.6%	3.2%	3.4%	3.4%	3.2%	4.1%
%H		94.4%	94.4%	50.0%	5.6%	66.7%	33.3%	38.9%
Not working	191	177	177	79	10	141	53	88
%V	37.7%	36.8%	37.0%	28.4%	34.5%	39.4%	28.6%	51.2%
%H		92.7%	92.7%	41.4%	5.2%	73.8%	27.7%	46.1%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Scotland

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	529	504	500	262	34	382	177	205
%H		95.3%	94.5%	49.5%	6.4%	72.2%	33.5%	38.8%
16 - 19	27	26	26	17	2	20	13	7
%V	5.1%	5.2%	5.2%	6.5%	5.9%	5.2%	7.3%	3.4%
%H		96.3%	96.3%	63.0%	7.4%	74.1%	48.1%	25.9%
20 - 24	49	37	36	18	4	26	12	14
%V	9.3%	7.3%	7.2%	6.9%	11.8%	6.8%	6.8%	6.8%
%H		75.5%	73.5%	36.7%	8.2%	53.1%	24.5%	28.6%
25 - 34	69	65	64	40	5	46	27	19
%V	13.0%	12.9%	12.8%	15.3%	14.7%	12.0%	15.3%	9.3%
%H		94.2%	92.8%	58.0%	7.2%	66.7%	39.1%	27.5%
35 - 44	91	88	88	58	6	64	40	24
%V	17.2%	17.5%	17.6%	22.1%	17.6%	16.8%	22.6%	11.7%
%H		96.7%	96.7%	63.7%	6.6%	70.3%	44.0%	26.4%
45 - 54	92	89	89	51	6	67	34	32
%V	17.4%	17.7%	17.8%	19.5%	17.6%	17.5%	19.2%	15.6%
%H		96.7%	96.7%	55.4%	6.5%	72.8%	37.0%	34.8%
55 - 64	89	88	88	44	7	68	31	37
%V	16.8%	17.5%	17.6%	16.8%	20.6%	17.8%	17.5%	18.0%
%H		98.9%	98.9%	49.4%	7.9%	76.4%	34.8%	41.6%
65+	112	111	110	33	5	92	21	71
%V	21.2%	22.0%	22.0%	12.6%	14.7%	24.1%	11.9%	34.6%
%H		99.1%	98.2%	29.5%	4.5%	82.1%	18.8%	63.4%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Scotland

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	529	504	500	262	34	382	177	205
%H		95.3%	94.5%	49.5%	6.4%	72.2%	33.5%	38.8%
AB	118	115	115	65	6	84	39	45
%V	22.3%	22.8%	23.0%	24.8%	17.6%	22.0%	22.0%	22.0%
%H		97.5%	97.5%	55.1%	5.1%	71.2%	33.1%	38.1%
C1	169	156	154	87	12	118	63	55
%V	31.9%	31.0%	30.8%	33.2%	35.3%	30.9%	35.6%	26.8%
%H		92.3%	91.1%	51.5%	7.1%	69.8%	37.3%	32.5%
C2	106	103	102	60	6	76	39	37
%V	20.0%	20.4%	20.4%	22.9%	17.6%	19.9%	22.0%	18.0%
%H		97.2%	96.2%	56.6%	5.7%	71.7%	36.8%	34.9%
D	78	76	75	35	8	58	26	32
%V	14.7%	15.1%	15.0%	13.4%	23.5%	15.2%	14.7%	15.6%
%H		97.4%	96.2%	44.9%	10.3%	74.4%	33.3%	41.0%
E	57	55	53	15	3	47	11	36
%V	10.8%	10.9%	10.6%	5.7%	8.8%	12.3%	6.2%	17.6%
%H		96.5%	93.0%	26.3%	5.3%	82.5%	19.3%	63.2%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Scotland

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	529	504	500	262	34	382	177	205
%H		95.3%	94.5%	49.5%	6.4%	72.2%	33.5%	38.8%
Working full time	172	168	167	105	14	121	73	48
%V	32.5%	33.3%	33.4%	40.1%	41.2%	31.7%	41.2%	23.4%
%H		97.7%	97.1%	61.0%	8.1%	70.3%	42.4%	27.9%
Working part time	95	93	92	57	8	69	41	28
%V	18.0%	18.5%	18.4%	21.8%	23.5%	18.1%	23.2%	13.7%
%H		97.9%	96.8%	60.0%	8.4%	72.6%	43.2%	29.5%
Not working	261	244	241	100	13	192	63	129
%V	49.3%	48.4%	48.2%	38.2%	38.2%	50.3%	35.6%	62.9%
%H		93.5%	92.3%	38.3%	5.0%	73.6%	24.1%	49.4%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2656	2580	2416	1150	317	1562	598	964
%H (All HH)		97.1%	91.0%	43.3%	11.9%	58.8%	22.5%	36.3%
%H (TV HH)			93.6%	44.6%	12.3%	60.5%	23.2%	37.4%
AB	772	758	722	352	92	455	175	281
%V	29.1%	29.4%	29.9%	30.6%	29.0%	29.1%	29.3%	29.1%
%H (All HH)		98.2%	93.5%	45.6%	11.9%	58.9%	22.7%	36.4%
%H (TV HH)			95.3%	46.4%	12.1%	60.0%	23.1%	37.1%
C1	759	736	689	330	97	444	177	268
%V	28.6%	28.5%	28.5%	28.7%	30.6%	28.4%	29.6%	27.8%
%H (All HH)		97.0%	90.8%	43.5%	12.8%	58.5%	23.3%	35.3%
%H (TV HH)			93.6%	44.8%	13.2%	60.3%	24.0%	36.4%
C2	554	538	513	265	76	332	154	177
%V	20.9%	20.9%	21.2%	23.0%	24.0%	21.3%	25.8%	18.4%
%H (All HH)		97.1%	92.6%	47.8%	13.7%	59.9%	27.8%	31.9%
%H (TV HH)			95.4%	49.3%	14.1%	61.7%	28.6%	32.9%
D	293	283	261	125	28	170	63	108
%V	11.0%	11.0%	10.8%	10.9%	8.8%	10.9%	10.5%	11.2%
%H (All HH)		96.6%	89.1%	42.7%	9.6%	58.0%	21.5%	36.9%
%H (TV HH)			92.2%	44.2%	9.9%	60.1%	22.3%	38.2%
E	279	265	231	78	23	160	30	130
%V	10.5%	10.3%	9.6%	6.8%	7.3%	10.2%	5.0%	13.5%
%H (All HH)		95.0%	82.8%	28.0%	8.2%	57.3%	10.8%	46.6%
%H (TV HH)			87.2%	29.4%	8.7%	60.4%	11.3%	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

July 2010 - June 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	2656	2580	2416	1150	317	1562	598	964
%H (All HH)		97.1%	91.0%	43.3%	11.9%	58.8%	22.5%	36.3%
%H (TV HH)			93.6%	44.6%	12.3%	60.5%	23.2%	37.4%
Under 25	102	85	76	33	6	47	11	36
%V	3.8%	3.3%	3.1%	2.9%	1.9%	3.0%	1.8%	3.7%
%H (All HH)		83.3%	74.5%	32.4%	5.9%	46.1%	10.8%	35.3%
%H (TV HH)			89.4%	38.8%	7.1%	55.3%	12.9%	42.4%
25 - 34	373	355	347	191	58	181	83	98
%V	14.0%	13.8%	14.4%	16.6%	18.3%	11.6%	13.9%	10.2%
%H (All HH)		95.2%	93.0%	51.2%	15.5%	48.5%	22.3%	26.3%
%H (TV HH)			97.7%	53.8%	16.3%	51.0%	23.4%	27.6%
35 - 44	474	459	449	252	88	264	150	115
%V	17.8%	17.8%	18.6%	21.9%	27.8%	16.9%	25.1%	11.9%
%H (All HH)		96.8%	94.7%	53.2%	18.6%	55.7%	31.6%	24.3%
%H (TV HH)			97.8%	54.9%	19.2%	57.5%	32.7%	25.1%
45 - 54	504	494	475	246	67	306	139	167
%V	19.0%	19.1%	19.7%	21.4%	21.1%	19.6%	23.2%	17.3%
%H (All HH)		98.0%	94.2%	48.8%	13.3%	60.7%	27.6%	33.1%
%H (TV HH)			96.2%	49.8%	13.6%	61.9%	28.1%	33.8%
55 - 64	447	437	417	205	52	276	114	162
%V	16.8%	16.9%	17.3%	17.8%	16.4%	17.7%	19.1%	16.8%
%H (All HH)		97.8%	93.3%	45.9%	11.6%	61.7%	25.5%	36.2%
%H (TV HH)			95.4%	46.9%	11.9%	63.2%	26.1%	37.1%
65 +	757	750	653	223	46	488	103	385
%V	28.5%	29.1%	27.0%	19.4%	14.5%	31.2%	17.2%	39.9%
%H (All HH)		99.1%	86.3%	29.5%	6.1%	64.5%	13.6%	50.9%
%H (TV HH)			87.1%	29.7%	6.1%	65.1%	13.7%	51.3%

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

July 2010 - June 2011

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	2656	2580	2416	1150	317	1562	598	964
%H (All HH)		97.1%	91.0%	43.3%	11.9%	58.8%	22.5%	36.3%
%H (TV HH)			93.6%	44.6%	12.3%	60.5%	23.2%	37.4%
1	888	848	738	242	68	516	90	426
%V	33.4%	32.9%	30.5%	21.0%	21.5%	33.0%	15.1%	44.2%
%H (All HH)		95.5%	83.1%	27.3%	7.7%	58.1%	10.1%	48.0%
%H (TV HH)			87.0%	28.5%	8.0%	60.8%	10.6%	50.2%
2	868	851	816	397	108	537	222	315
%V	32.7%	33.0%	33.8%	34.5%	34.1%	34.4%	37.1%	32.7%
%H (All HH)		98.0%	94.0%	45.7%	12.4%	61.9%	25.6%	36.3%
%H (TV HH)			95.9%	46.7%	12.7%	63.1%	26.1%	37.0%
3	394	389	378	222	60	220	119	101
%V	14.8%	15.1%	15.6%	19.3%	18.9%	14.1%	19.9%	10.5%
%H (All HH)		98.7%	95.9%	56.3%	15.2%	55.8%	30.2%	25.6%
%H (TV HH)			97.2%	57.1%	15.4%	56.6%	30.6%	26.0%
4	345	341	335	197	53	200	109	91
%V	13.0%	13.2%	13.9%	17.1%	16.7%	12.8%	18.2%	9.4%
%H (All HH)		98.8%	97.1%	57.1%	15.4%	58.0%	31.6%	26.4%
%H (TV HH)			98.2%	57.8%	15.5%	58.7%	32.0%	26.7%
5+	162	151	148	92	28	89	59	31
%V	6.1%	5.9%	6.1%	8.0%	8.8%	5.7%	9.9%	3.2%
%H (All HH)		93.2%	91.4%	56.8%	17.3%	54.9%	36.4%	19.1%
%H (TV HH)			98.0%	60.9%	18.5%	58.9%	39.1%	20.5%
Average HH size	2.28	2.28	2.33	2.60	2.61	2.26	2.75	1.95

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

July 2010 - June 2011

ITV South, South East and Channel Islands

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	2656	2580	2416	1150	317	1562	598	964
%V (All HH)		97.1%	91.0%	43.3%	11.9%	58.8%	22.5%	36.3%
%H (TV HH)			93.6%	44.6%	12.3%	60.5%	23.2%	37.4%
Without	2004	1936	1787	783	212	1196	398	798
%V	75.5%	75.0%	74.0%	68.1%	66.9%	76.6%	66.6%	82.8%
%H (All HH)		96.6%	89.2%	39.1%	10.6%	59.7%	19.9%	39.8%
%H (TV HH)			92.3%	40.4%	11.0%	61.8%	20.6%	41.2%
With	652	643	629	367	105	366	200	166
%V	24.5%	24.9%	26.0%	31.9%	33.1%	23.4%	33.4%	17.2%
%H (All HH)		98.6%	96.5%	56.3%	16.1%	56.1%	30.7%	25.5%
%H (TV HH)			97.8%	57.1%	16.3%	56.9%	31.1%	25.8%
0 - 3	247	243	238	133	38	130	60	70
%V	9.3%	9.4%	9.9%	11.6%	12.0%	8.3%	10.0%	7.3%
%H (All HH)		98.4%	96.4%	53.8%	15.4%	52.6%	24.3%	28.3%
%H (TV HH)			97.9%	54.7%	15.6%	53.5%	24.7%	28.8%
4 - 9	314	308	303	189	51	165	96	69
%V	11.8%	11.9%	12.5%	16.4%	16.1%	10.6%	16.1%	7.2%
%H (All HH)		98.1%	96.5%	60.2%	16.2%	52.5%	30.6%	22.0%
%H (TV HH)			98.4%	61.4%	16.6%	53.6%	31.2%	22.4%
10 - 15	319	317	310	186	56	192	120	72
%V	12.0%	12.3%	12.8%	16.2%	17.7%	12.3%	20.1%	7.5%
%H (All HH)		99.4%	97.2%	58.3%	17.6%	60.2%	37.6%	22.6%
%H (TV HH)			97.8%	58.7%	17.7%	60.6%	37.9%	22.7%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2656	2580	2416	1150	317	1562	598	964
%H (All HH)		97.1%	91.0%	43.3%	11.9%	58.8%	22.5%	36.3%
%H (TV HH)			93.6%	44.6%	12.3%	60.5%	23.2%	37.4%
1	1026	1026	911	339	119	530	79	451
%V	38.6%	39.8%	37.7%	29.5%	37.5%	33.9%	13.2%	46.8%
%H (All HH)		100.0%	88.8%	33.0%	11.6%	51.7%	7.7%	44.0%
%H (TV HH)			88.8%	33.0%	11.6%	51.7%	7.7%	44.0%
2	869	869	833	402	99	561	225	336
%V	32.7%	33.7%	34.5%	35.0%	31.2%	35.9%	37.6%	34.9%
%H (All HH)		100.0%	95.9%	46.3%	11.4%	64.6%	25.9%	38.7%
%H (TV HH)			95.9%	46.3%	11.4%	64.6%	25.9%	38.7%
3	416	416	408	235	61	285	166	119
%V	15.7%	16.1%	16.9%	20.4%	19.2%	18.2%	27.8%	12.3%
%H (All HH)		100.0%	98.1%	56.5%	14.7%	68.5%	39.9%	28.6%
%H (TV HH)			98.1%	56.5%	14.7%	68.5%	39.9%	28.6%
4	169	169	167	104	25	116	77	39
%V	6.4%	6.6%	6.9%	9.0%	7.9%	7.4%	12.9%	4.0%
%H (All HH)		100.0%	98.8%	61.5%	14.8%	68.6%	45.6%	23.1%
%H (TV HH)			98.8%	61.5%	14.8%	68.6%	45.6%	23.1%
5+	99	99	98	69	13	70	52	19
%V	3.7%	3.8%	4.1%	6.0%	4.1%	4.5%	8.7%	2.0%
%H (All HH)		100.0%	99.0%	69.7%	13.1%	70.7%	52.5%	19.2%
%H (TV HH)			99.0%	69.7%	13.1%	70.7%	52.5%	19.2%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

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	2656	2580	2416	1150	317	1562	598	964
%H (All HH)		97.1%	91.0%	43.3%	11.9%	58.8%	22.5%	36.3%
%H (TV HH)			93.6%	44.6%	12.3%	60.5%	23.2%	37.4%
Under 20"	1087	1087	1024	484	139	738	328	410
%V	40.9%	42.1%	42.4%	42.1%	43.8%	47.2%	54.8%	42.5%
%H (All HH)		100.0%	94.2%	44.5%	12.8%	67.9%	30.2%	37.7%
%H (TV HH)			94.2%	44.5%	12.8%	67.9%	30.2%	37.7%
20" - 29"	1264	1264	1165	525	144	797	291	506
%V	47.6%	49.0%	48.2%	45.7%	45.4%	51.0%	48.7%	52.5%
%H (All HH)		100.0%	92.2%	41.5%	11.4%	63.1%	23.0%	40.0%
%H (TV HH)			92.2%	41.5%	11.4%	63.1%	23.0%	40.0%
30" - 39"	1213	1213	1177	617	162	759	352	407
%V	45.7%	47.0%	48.7%	53.7%	51.1%	48.6%	58.9%	42.2%
%H (All HH)		100.0%	97.0%	50.9%	13.4%	62.6%	29.0%	33.6%
%H (TV HH)			97.0%	50.9%	13.4%	62.6%	29.0%	33.6%
40" and over	670	670	667	446	90	387	250	137
%V	25.2%	26.0%	27.6%	38.8%	28.4%	24.8%	41.8%	14.2%
%H (All HH)		100.0%	99.6%	66.6%	13.4%	57.8%	37.3%	20.4%
%H (TV HH)			99.6%	66.6%	13.4%	57.8%	37.3%	20.4%

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

July 2010 - June 2011

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	2656	2580	2416	1150	317	1562	598	964
%H (All HH)		97.1%	91.0%	43.3%	11.9%	58.8%	22.5%	36.3%
%H (TV HH)			93.6%	44.6%	12.3%	60.5%	23.2%	37.4%
Main living room	2549	2549	2390	1139	314	1543	593	950
%V	96.0%	98.8%	98.9%	99.0%	99.1%	98.8%	99.2%	98.5%
%H (All HH)		100.0%	93.8%	44.7%	12.3%	60.5%	23.3%	37.3%
%H (TV HH)			93.8%	44.7%	12.3%	60.5%	23.3%	37.3%
Kitchen	359	359	348	190	38	249	125	124
%V	13.5%	13.9%	14.4%	16.5%	12.0%	15.9%	20.9%	12.9%
%H (All HH)		100.0%	96.9%	52.9%	10.6%	69.4%	34.8%	34.5%
%H (TV HH)			96.9%	52.9%	10.6%	69.4%	34.8%	34.5%
Adult's bedroom	1216	1216	1177	643	162	805	418	386
%V	45.8%	47.1%	48.7%	55.9%	51.1%	51.5%	69.9%	40.0%
%H (All HH)		100.0%	96.8%	52.9%	13.3%	66.2%	34.4%	31.7%
%H (TV HH)			96.8%	52.9%	13.3%	66.2%	34.4%	31.7%
Child's bedroom	218	218	216	140	36	147	104	44
%V	8.2%	8.4%	8.9%	12.2%	11.4%	9.4%	17.4%	4.6%
%H (All HH)		100.0%	99.1%	64.2%	16.5%	67.4%	47.7%	20.2%
%H (TV HH)			99.1%	64.2%	16.5%	67.4%	47.7%	20.2%
Other bedroom	107	107	105	66	9	71	39	32
%V	4.0%	4.1%	4.3%	5.7%	2.8%	4.5%	6.5%	3.3%
%H (All HH)		100.0%	98.1%	61.7%	8.4%	66.4%	36.4%	29.9%
%H (TV HH)			98.1%	61.7%	8.4%	66.4%	36.4%	29.9%
Second living/dining room	269	269	260	151	31	178	98	80
%V	10.1%	10.4%	10.8%	13.1%	9.8%	11.4%	16.4%	8.3%
%H (All HH)		100.0%	96.7%	56.1%	11.5%	66.2%	36.4%	29.7%
%H (TV HH)			96.7%	56.1%	11.5%	66.2%	36.4%	29.7%
Study/office	70	70	70	42	8	47	26	21
%V	2.6%	2.7%	2.9%	3.7%	2.5%	3.0%	4.3%	2.2%
%H (All HH)		100.0%	100.0%	60.0%	11.4%	67.1%	37.1%	30.0%
%H (TV HH)			100.0%	60.0%	11.4%	67.1%	37.1%	30.0%
TV room	24	24	24	14	3	18	10	8
%V	0.9%	0.9%	1.0%	1.2%	0.9%	1.2%	1.7%	0.8%
%H (All HH)		100.0%	100.0%	58.3%	12.5%	75.0%	41.7%	33.3%
%H (TV HH)			100.0%	58.3%	12.5%	75.0%	41.7%	33.3%
No specific location	5	5	5	3	0	5	3	2
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	60.0%	0.0%	100.0%	60.0%	40.0%
%H (TV HH)			100.0%	60.0%	0.0%	100.0%	60.0%	40.0%
Other	16	16	16	9	2	12	7	6
%V	0.6%	0.6%	0.7%	0.8%	0.6%	0.8%	1.2%	0.6%
%H (All HH)		100.0%	100.0%	56.3%	12.5%	75.0%	43.8%	37.5%
%H (TV HH)			100.0%	56.3%	12.5%	75.0%	43.8%	37.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

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	2656	2580	2416	1150	317	1562	598	964
%H (All HH)		97.1%	91.0%	43.3%	11.9%	58.8%	22.5%	36.3%
%H (TV HH)			93.6%	44.6%	12.3%	60.5%	23.2%	37.4%
PVR	1217	1217	1217	824	154	680	428	252
%V	45.8%	47.2%	50.4%	71.7%	48.6%	43.5%	71.6%	26.1%
%H (All HH)		100.0%	100.0%	67.7%	12.7%	55.9%	35.2%	20.7%
%H (TV HH)			100.0%	67.7%	12.7%	55.9%	35.2%	20.7%
DVDR	423	423	407	206	50	266	109	157
%V	15.9%	16.4%	16.8%	17.9%	15.8%	17.0%	18.2%	16.3%
%H (All HH)		100.0%	96.2%	48.7%	11.8%	62.9%	25.8%	37.1%
%H (TV HH)			96.2%	48.7%	11.8%	62.9%	25.8%	37.1%
VCR	581	581	533	206	73	375	117	258
%V	21.9%	22.5%	22.1%	17.9%	23.0%	24.0%	19.6%	26.8%
%H (All HH)		100.0%	91.7%	35.5%	12.6%	64.5%	20.1%	44.4%
%H (TV HH)			91.7%	35.5%	12.6%	64.5%	20.1%	44.4%
Any recorder	1745	1745	1689	947	221	1038	502	536
%V	65.7%	67.6%	69.9%	82.3%	69.7%	66.5%	83.9%	55.6%
%H (All HH)		100.0%	96.8%	54.3%	12.7%	59.5%	28.8%	30.7%
%H (TV HH)			96.8%	54.3%	12.7%	59.5%	28.8%	30.7%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV South, South East and Channel Islands
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	2656	2580	2416	1150	317	1562	598	964
%H (All HH)		97.1%	91.0%	43.3%	11.9%	58.8%	22.5%	36.3%
%H (TV HH)			93.6%	44.6%	12.3%	60.5%	23.2%	37.4%
Receives HDTV (via STB or built-in reception)	793	793	793	508	171	432	306	126
%V	29.9%	30.7%	32.8%	44.2%	53.9%	27.7%	51.2%	13.1%
%H (All HH)		100.0%	100.0%	64.1%	21.6%	54.5%	38.6%	15.9%
%H (TV HH)			100.0%	64.1%	21.6%	54.5%	38.6%	15.9%
DVD/Blu-ray player or recorder	2099	2099	2028	1012	282	1296	546	750
%V	79.0%	81.4%	83.9%	88.0%	89.0%	83.0%	91.3%	77.8%
%H (All HH)		100.0%	96.6%	48.2%	13.4%	61.7%	26.0%	35.7%
%H (TV HH)			96.6%	48.2%	13.4%	61.7%	26.0%	35.7%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2656	2580	2416	1150	317	1562	598	964
%H (All HH)		97.1%	91.0%	43.3%	11.9%	58.8%	22.5%	36.3%
%H (TV HH)			93.6%	44.6%	12.3%	60.5%	23.2%	37.4%
Has PC or Laptop	2066	2010	1948	1015	287	1202	542	661
%V	77.8%	77.9%	80.6%	88.3%	90.5%	77.0%	90.6%	68.6%
%H (All HH)		97.3%	94.3%	49.1%	13.9%	58.2%	26.2%	32.0%
%H (TV HH)			96.9%	50.5%	14.3%	59.8%	27.0%	32.9%
Has broadband internet	1936	1886	1832	973	282	1121	528	593
%V	72.9%	73.1%	75.8%	84.6%	89.0%	71.8%	88.3%	61.5%
%H (All HH)		97.4%	94.6%	50.3%	14.6%	57.9%	27.3%	30.6%
%H (TV HH)			97.1%	51.6%	15.0%	59.4%	28.0%	31.4%

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

July 2010 - June 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	5236	5009	2653	670	3359	1625	1734
%H		95.7%	50.7%	12.8%	64.2%	31.0%	33.1%
Under 20"	1555	1479	727	206	1070	509	560
%V	29.7%	29.5%	27.4%	30.7%	31.9%	31.3%	32.3%
%H		95.1%	46.8%	13.2%	68.8%	32.7%	36.0%
20" - 29"	1542	1435	689	181	978	398	580
%V	29.4%	28.6%	26.0%	27.0%	29.1%	24.5%	33.4%
%H		93.1%	44.7%	11.7%	63.4%	25.8%	37.6%
30" - 39"	1375	1337	727	179	866	424	443
%V	26.3%	26.7%	27.4%	26.7%	25.8%	26.1%	25.5%
%H		97.2%	52.9%	13.0%	63.0%	30.8%	32.2%
40" and over	740	737	499	100	431	285	146
%V	14.1%	14.7%	18.8%	14.9%	12.8%	17.5%	8.4%
%H		99.6%	67.4%	13.5%	58.2%	38.5%	19.7%
Don't know	24	20	12	3	13	8	5
%V	0.5%	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%
%H		83.3%	50.0%	12.5%	54.2%	33.3%	20.8%

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 8.12: 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	5236	5009	2653	670	3359	1625	1734
%H		95.7%	50.7%	12.8%	64.2%	31.0%	33.1%
Main living room	2568	2408	1149	315	1556	600	957
%V	49.0%	48.1%	43.3%	47.0%	46.3%	36.9%	55.2%
%H		93.8%	44.7%	12.3%	60.6%	23.4%	37.3%
Kitchen	360	350	191	38	250	126	124
%V	6.9%	7.0%	7.2%	5.7%	7.4%	7.8%	7.2%
%H		97.2%	53.1%	10.6%	69.4%	35.0%	34.4%
Adult's bedroom	1494	1451	813	215	1004	561	443
%V	28.5%	29.0%	30.6%	32.1%	29.9%	34.5%	25.5%
%H		97.1%	54.4%	14.4%	67.2%	37.6%	29.7%
Child's bedroom	297	295	193	50	203	144	59
%V	5.7%	5.9%	7.3%	7.5%	6.0%	8.9%	3.4%
%H		99.3%	65.0%	16.8%	68.4%	48.5%	19.9%
Other bedroom	126	125	83	9	83	49	35
%V	2.4%	2.5%	3.1%	1.3%	2.5%	3.0%	2.0%
%H		99.2%	65.9%	7.1%	65.9%	38.9%	27.8%
Second living/dining room	272	262	154	31	179	99	80
%V	5.2%	5.2%	5.8%	4.6%	5.3%	6.1%	4.6%
%H		96.3%	56.6%	11.4%	65.8%	36.4%	29.4%
Study/office	72	71	43	8	48	27	21
%V	1.4%	1.4%	1.6%	1.2%	1.4%	1.7%	1.2%
%H		98.6%	59.7%	11.1%	66.7%	37.5%	29.2%
TV room	24	24	14	3	18	10	8
%V	0.5%	0.5%	0.5%	0.4%	0.5%	0.6%	0.5%
%H		100.0%	58.3%	12.5%	75.0%	41.7%	33.3%
No specific location	5	5	3	0	5	3	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%
%H		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%
Other	16	16	9	2	13	7	6
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%
%H		100.0%	56.3%	12.5%	81.3%	43.8%	37.5%

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

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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	5236	5009	2653	670	3359	1625	1734
%H		95.7%	50.7%	12.8%	64.2%	31.0%	33.1%
PVR	1584	1582	1140	187	848	574	273
%V	30.3%	31.6%	43.0%	27.9%	25.2%	35.3%	15.7%
%H		99.9%	72.0%	11.8%	53.5%	36.2%	17.2%
DVDR	493	475	249	60	303	129	174
%V	9.4%	9.5%	9.4%	9.0%	9.0%	7.9%	10.0%
%H		96.3%	50.5%	12.2%	61.5%	26.2%	35.3%
VCR	654	602	236	81	426	136	290
%V	12.5%	12.0%	8.9%	12.1%	12.7%	8.4%	16.7%
%H		92.0%	36.1%	12.4%	65.1%	20.8%	44.3%
Any recorder	2311	2249	1368	283	1343	718	625
%V	44.1%	44.9%	51.6%	42.2%	40.0%	44.2%	36.0%
%H		97.3%	59.2%	12.2%	58.1%	31.1%	27.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: 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	5236	5009	2653	670	3359	1625	1734
%H		95.7%	50.7%	12.8%	64.2%	31.0%	33.1%
Receives HDTV (via STB or built-in reception)	1043	1043	696	213	562	413	150
%V	19.9%	20.8%	26.2%	31.8%	16.7%	25.4%	8.7%
%H		100.0%	66.7%	20.4%	53.9%	39.6%	14.4%
DVD/Blu-ray player or recorder	3061	2979	1599	436	1974	995	979
%V	58.5%	59.5%	60.3%	65.1%	58.8%	61.2%	56.5%
%H		97.3%	52.2%	14.2%	64.5%	32.5%	32.0%

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 8.15: 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	2578	2415	1149	317	1561	598	963
%H		93.7%	44.6%	12.3%	60.6%	23.2%	37.4%
Under 20"	115	85	10	8	70	3	67
%V	4.5%	3.5%	0.9%	2.5%	4.5%	0.5%	7.0%
%H		73.9%	8.7%	7.0%	60.9%	2.6%	58.3%
20" - 29"	783	692	225	83	485	99	386
%V	30.4%	28.7%	19.6%	26.2%	31.1%	16.6%	40.1%
%H		88.4%	28.7%	10.6%	61.9%	12.6%	49.3%
30" - 39"	1019	983	477	137	630	255	375
%V	39.5%	40.7%	41.5%	43.2%	40.4%	42.6%	38.9%
%H		96.5%	46.8%	13.4%	61.8%	25.0%	36.8%
40" and over	649	647	432	88	373	241	133
%V	25.2%	26.8%	37.6%	27.8%	23.9%	40.3%	13.8%
%H		99.7%	66.6%	13.6%	57.5%	37.1%	20.5%
Don't know	11	8	5	1	4	1	2
%V	0.4%	0.3%	0.4%	0.3%	0.3%	0.2%	0.2%
%H		72.7%	45.5%	9.1%	36.4%	9.1%	18.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2578	2415	1149	317	1561	598	963
%H		93.7%	44.6%	12.3%	60.6%	23.2%	37.4%
PVR	1189	1188	808	150	658	415	242
%V	46.1%	49.2%	70.3%	47.3%	42.2%	69.4%	25.1%
%H		99.9%	68.0%	12.6%	55.3%	34.9%	20.4%
DVDR	364	348	170	43	223	85	138
%V	14.1%	14.4%	14.8%	13.6%	14.3%	14.2%	14.3%
%H		95.6%	46.7%	11.8%	61.3%	23.4%	37.9%
VCR	488	441	158	61	314	89	225
%V	18.9%	18.3%	13.8%	19.2%	20.1%	14.9%	23.4%
%H		90.4%	32.4%	12.5%	64.3%	18.2%	46.1%
Any recorder	1686	1631	923	215	994	487	508
%V	65.4%	67.5%	80.3%	67.8%	63.7%	81.4%	52.8%
%H		96.7%	54.7%	12.8%	59.0%	28.9%	30.1%

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	2578	2415	1149	317	1561	598	963
%H		93.7%	44.6%	12.3%	60.6%	23.2%	37.4%
Receives HDTV (via STB or built-in reception)	759	759	482	167	408	290	118
%V	29.4%	31.4%	41.9%	52.7%	26.1%	48.5%	12.3%
%H		100.0%	63.5%	22.0%	53.8%	38.2%	15.5%
DVD/Blu-ray player or recorder	1998	1929	950	269	1232	508	724
%V	77.5%	79.9%	82.7%	84.9%	78.9%	84.9%	75.2%
%H		96.5%	47.5%	13.5%	61.7%	25.4%	36.2%

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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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	2658	2594	1504	353	1797	1026	771
%H		97.6%	56.6%	13.3%	67.6%	38.6%	29.0%
Under 20"	1440	1394	717	199	1000	506	493
%V	54.2%	53.7%	47.7%	56.4%	55.6%	49.3%	63.9%
%H		96.8%	49.8%	13.8%	69.4%	35.1%	34.2%
20" - 29"	759	744	464	98	493	300	194
%V	28.6%	28.7%	30.9%	27.8%	27.4%	29.2%	25.2%
%H		98.0%	61.1%	12.9%	65.0%	39.5%	25.6%
30" - 39"	355	354	250	42	236	169	68
%V	13.4%	13.6%	16.6%	11.9%	13.1%	16.5%	8.8%
%H		99.7%	70.4%	11.8%	66.5%	47.6%	19.2%
40" and over	91	90	66	12	58	45	13
%V	3.4%	3.5%	4.4%	3.4%	3.2%	4.4%	1.7%
%H		98.9%	72.5%	13.2%	63.7%	49.5%	14.3%
Don't know	13	12	7	2	10	7	3
%V	0.5%	0.5%	0.5%	0.6%	0.6%	0.7%	0.4%
%H		92.3%	53.8%	15.4%	76.9%	53.8%	23.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2658	2594	1504	353	1797	1026	771
%H		97.6%	56.6%	13.3%	67.6%	38.6%	29.0%
PVR	395	393	332	37	190	159	31
%V	14.9%	15.2%	22.1%	10.5%	10.6%	15.5%	4.0%
%H		99.5%	84.1%	9.4%	48.1%	40.3%	7.8%
DVDR	129	127	79	17	80	44	36
%V	4.9%	4.9%	5.3%	4.8%	4.5%	4.3%	4.7%
%H		98.4%	61.2%	13.2%	62.0%	34.1%	27.9%
VCR	166	161	78	20	113	47	66
%V	6.2%	6.2%	5.2%	5.7%	6.3%	4.6%	8.6%
%H		97.0%	47.0%	12.0%	68.1%	28.3%	39.8%
Any recorder	626	618	445	68	348	231	117
%V	23.6%	23.8%	29.6%	19.3%	19.4%	22.5%	15.2%
%H		98.7%	71.1%	10.9%	55.6%	36.9%	18.7%

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	2658	2594	1504	353	1797	1026	771
%H		97.6%	56.6%	13.3%	67.6%	38.6%	29.0%
Receives HDTV (via STB or built-in reception)	285	285	214	45	154	123	31
%V	10.7%	11.0%	14.2%	12.7%	8.6%	12.0%	4.0%
%H		100.0%	75.1%	15.8%	54.0%	43.2%	10.9%
DVD/Blu-ray player or recorder	1063	1050	649	167	742	487	255
%V	40.0%	40.5%	43.2%	47.3%	41.3%	47.5%	33.1%
%H		98.8%	61.1%	15.7%	69.8%	45.8%	24.0%

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
July 2010 - June 2011
ITV South, South East and Channel Islands
Individual level data
Table 8.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6052	5891	5640	2986	826	3530	1647	1883
%H		97.3%	93.2%	49.3%	13.6%	58.3%	27.2%	31.1%
Total Children	1129	1111	1092	646	182	637	356	281
%V	18.7%	18.9%	19.4%	21.6%	22.0%	18.0%	21.6%	14.9%
%H		98.4%	96.7%	57.2%	16.1%	56.4%	31.5%	24.9%
0 - 3	296	293	288	157	47	157	70	87
%V	4.9%	5.0%	5.1%	5.3%	5.7%	4.4%	4.3%	4.6%
%H		99.0%	97.3%	53.0%	15.9%	53.0%	23.6%	29.4%
4 - 15	833	818	804	489	135	479	286	194
%V	13.8%	13.9%	14.3%	16.4%	16.3%	13.6%	17.4%	10.3%
%H		98.2%	96.5%	58.7%	16.2%	57.5%	34.3%	23.3%
4 - 9	414	402	396	242	67	223	127	96
%V	6.8%	6.8%	7.0%	8.1%	8.1%	6.3%	7.7%	5.1%
%H		97.1%	95.7%	58.5%	16.2%	53.9%	30.7%	23.2%
10 - 15	419	417	408	247	68	256	159	97
%V	6.9%	7.1%	7.2%	8.3%	8.2%	7.3%	9.7%	5.2%
%H		99.5%	97.4%	58.9%	16.2%	61.1%	37.9%	23.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6052	5891	5640	2986	826	3530	1647	1883
%H		97.3%	93.2%	49.3%	13.6%	58.3%	27.2%	31.1%
Total Adults (16+)	4923	4780	4549	2340	644	2894	1291	1603
%V	81.3%	81.1%	80.7%	78.4%	78.0%	82.0%	78.4%	85.1%
%H		97.1%	92.4%	47.5%	13.1%	58.8%	26.2%	32.6%
16 - 19	304	284	275	148	55	167	91	76
%V	5.0%	4.8%	4.9%	5.0%	6.7%	4.7%	5.5%	4.0%
%H		93.4%	90.5%	48.7%	18.1%	54.9%	29.9%	25.0%
20 - 24	331	300	281	161	41	174	92	81
%V	5.5%	5.1%	5.0%	5.4%	5.0%	4.9%	5.6%	4.3%
%H		90.6%	84.9%	48.6%	12.4%	52.6%	27.8%	24.5%
25 - 34	727	688	673	381	116	360	180	181
%V	12.0%	11.7%	11.9%	12.8%	14.0%	10.2%	10.9%	9.6%
%H		94.6%	92.6%	52.4%	16.0%	49.5%	24.8%	24.9%
35 - 44	850	828	814	470	152	475	272	203
%V	14.0%	14.1%	14.4%	15.7%	18.4%	13.5%	16.5%	10.8%
%H		97.4%	95.8%	55.3%	17.9%	55.9%	32.0%	23.9%
45 - 54	859	848	818	448	111	521	255	265
%V	14.2%	14.4%	14.5%	15.0%	13.4%	14.8%	15.5%	14.1%
%H		98.7%	95.2%	52.2%	12.9%	60.7%	29.7%	30.8%
55 - 64	733	722	696	359	93	459	210	249
%V	12.1%	12.3%	12.3%	12.0%	11.3%	13.0%	12.8%	13.2%
%H		98.5%	95.0%	49.0%	12.7%	62.6%	28.6%	34.0%
65+	1118	1110	992	374	75	737	191	546
%V	18.5%	18.8%	17.6%	12.5%	9.1%	20.9%	11.6%	29.0%
%H		99.3%	88.7%	33.5%	6.7%	65.9%	17.1%	48.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4923	4780	4549	2340	644	2894	1291	1603
%H		97.1%	92.4%	47.5%	13.1%	58.8%	26.2%	32.6%
AB	1525	1503	1450	751	194	902	390	512
%V	31.0%	31.4%	31.9%	32.1%	30.1%	31.2%	30.2%	31.9%
%H		98.6%	95.1%	49.2%	12.7%	59.1%	25.6%	33.6%
C1	1399	1339	1272	663	193	804	373	432
%V	28.4%	28.0%	28.0%	28.3%	30.0%	27.8%	28.9%	26.9%
%H		95.7%	90.9%	47.4%	13.8%	57.5%	26.7%	30.9%
C2	1114	1091	1049	570	161	676	345	332
%V	22.6%	22.8%	23.1%	24.4%	25.0%	23.4%	26.7%	20.7%
%H		97.9%	94.2%	51.2%	14.5%	60.7%	31.0%	29.8%
D	517	500	468	243	62	306	140	166
%V	10.5%	10.5%	10.3%	10.4%	9.6%	10.6%	10.8%	10.4%
%H		96.7%	90.5%	47.0%	12.0%	59.2%	27.1%	32.1%
E	367	347	309	113	35	205	44	161
%V	7.5%	7.3%	6.8%	4.8%	5.4%	7.1%	3.4%	10.0%
%H		94.6%	84.2%	30.8%	9.5%	55.9%	12.0%	43.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV South, South East and Channel Islands
Individual level data
Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4923	4780	4549	2340	644	2894	1291	1603
%H		97.1%	92.4%	47.5%	13.1%	58.8%	26.2%	32.6%
Working full time	2208	2163	2105	1214	333	1262	684	578
%V	44.9%	45.3%	46.3%	51.9%	51.7%	43.6%	53.0%	36.1%
%H		98.0%	95.3%	55.0%	15.1%	57.2%	31.0%	26.2%
Working part time	569	555	538	272	78	338	150	188
%V	11.6%	11.6%	11.8%	11.6%	12.1%	11.7%	11.6%	11.7%
%H		97.5%	94.6%	47.8%	13.7%	59.4%	26.4%	33.0%
Not working	2146	2062	1905	854	232	1293	457	836
%V	43.6%	43.1%	41.9%	36.5%	36.0%	44.7%	35.4%	52.2%
%H		96.1%	88.8%	39.8%	10.8%	60.3%	21.3%	39.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2362	2283	2192	1177	314	1363	642	721
%H		96.7%	92.8%	49.8%	13.3%	57.7%	27.2%	30.5%
16 - 19	160	148	142	81	27	84	50	34
%V	6.8%	6.5%	6.5%	6.9%	8.6%	6.2%	7.8%	4.7%
%H		92.5%	88.8%	50.6%	16.9%	52.5%	31.3%	21.3%
20 - 24	160	149	143	86	22	88	50	38
%V	6.8%	6.5%	6.5%	7.3%	7.0%	6.5%	7.8%	5.3%
%H		93.1%	89.4%	53.8%	13.8%	55.0%	31.3%	23.8%
25 - 34	368	343	336	189	58	178	85	94
%V	15.6%	15.0%	15.3%	16.1%	18.5%	13.1%	13.2%	13.0%
%H		93.2%	91.3%	51.4%	15.8%	48.4%	23.1%	25.5%
35 - 44	403	394	390	231	71	224	129	95
%V	17.1%	17.3%	17.8%	19.6%	22.6%	16.4%	20.1%	13.2%
%H		97.8%	96.8%	57.3%	17.6%	55.6%	32.0%	23.6%
45 - 54	430	419	405	217	55	259	125	135
%V	18.2%	18.4%	18.5%	18.4%	17.5%	19.0%	19.5%	18.7%
%H		97.4%	94.2%	50.5%	12.8%	60.2%	29.1%	31.4%
55 - 64	350	343	331	178	44	220	107	113
%V	14.8%	15.0%	15.1%	15.1%	14.0%	16.1%	16.7%	15.7%
%H		98.0%	94.6%	50.9%	12.6%	62.9%	30.6%	32.3%
65+	491	485	444	196	38	309	97	213
%V	20.8%	21.2%	20.3%	16.7%	12.1%	22.7%	15.1%	29.5%
%H		98.8%	90.4%	39.9%	7.7%	62.9%	19.8%	43.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2362	2283	2192	1177	314	1363	642	721
%H		96.7%	92.8%	49.8%	13.3%	57.7%	27.2%	30.5%
AB	759	747	726	394	99	434	198	236
%V	32.1%	32.7%	33.1%	33.5%	31.5%	31.8%	30.8%	32.7%
%H		98.4%	95.7%	51.9%	13.0%	57.2%	26.1%	31.1%
C1	641	614	591	330	92	360	182	179
%V	27.1%	26.9%	27.0%	28.0%	29.3%	26.4%	28.3%	24.8%
%H		95.8%	92.2%	51.5%	14.4%	56.2%	28.4%	27.9%
C2	579	563	543	296	79	354	180	175
%V	24.5%	24.7%	24.8%	25.1%	25.2%	26.0%	28.0%	24.3%
%H		97.2%	93.8%	51.1%	13.6%	61.1%	31.1%	30.2%
D	241	229	216	111	29	140	63	76
%V	10.2%	10.0%	9.9%	9.4%	9.2%	10.3%	9.8%	10.5%
%H		95.0%	89.6%	46.1%	12.0%	58.1%	26.1%	31.5%
E	143	129	116	47	14	75	20	55
%V	6.1%	5.7%	5.3%	4.0%	4.5%	5.5%	3.1%	7.6%
%H		90.2%	81.1%	32.9%	9.8%	52.4%	14.0%	38.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2362	2283	2192	1177	314	1363	642	721
%H		96.7%	92.8%	49.8%	13.3%	57.7%	27.2%	30.5%
Working full time	1383	1352	1320	764	206	790	427	363
%V	58.6%	59.2%	60.2%	64.9%	65.6%	58.0%	66.5%	50.3%
%H		97.8%	95.4%	55.2%	14.9%	57.1%	30.9%	26.2%
Working part time	114	105	100	42	11	70	24	46
%V	4.8%	4.6%	4.6%	3.6%	3.5%	5.1%	3.7%	6.4%
%H		92.1%	87.7%	36.8%	9.6%	61.4%	21.1%	40.4%
Not working	866	826	772	371	98	503	192	312
%V	36.7%	36.2%	35.2%	31.5%	31.2%	36.9%	29.9%	43.3%
%H		95.4%	89.1%	42.8%	11.3%	58.1%	22.2%	36.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2560	2497	2356	1163	330	1531	649	882
%H		97.5%	92.0%	45.4%	12.9%	59.8%	25.4%	34.5%
16 - 19	144	136	134	67	28	83	41	42
%V	5.6%	5.4%	5.7%	5.8%	8.5%	5.4%	6.3%	4.8%
%H		94.4%	93.1%	46.5%	19.4%	57.6%	28.5%	29.2%
20 - 24	171	150	138	75	19	86	43	44
%V	6.7%	6.0%	5.9%	6.4%	5.8%	5.6%	6.6%	5.0%
%H		87.7%	80.7%	43.9%	11.1%	50.3%	25.1%	25.7%
25 - 34	359	345	336	191	58	182	95	87
%V	14.0%	13.8%	14.3%	16.4%	17.6%	11.9%	14.6%	9.9%
%H		96.1%	93.6%	53.2%	16.2%	50.7%	26.5%	24.2%
35 - 44	447	434	423	239	81	251	142	109
%V	17.5%	17.4%	18.0%	20.6%	24.5%	16.4%	21.9%	12.4%
%H		97.1%	94.6%	53.5%	18.1%	56.2%	31.8%	24.4%
45 - 54	429	429	413	231	57	261	131	131
%V	16.8%	17.2%	17.5%	19.9%	17.3%	17.0%	20.2%	14.9%
%H		100.0%	96.3%	53.8%	13.3%	60.8%	30.5%	30.5%
55 - 64	383	379	365	181	50	239	103	136
%V	15.0%	15.2%	15.5%	15.6%	15.2%	15.6%	15.9%	15.4%
%H		99.0%	95.3%	47.3%	13.1%	62.4%	26.9%	35.5%
65+	627	625	548	178	38	428	94	334
%V	24.5%	25.0%	23.3%	15.3%	11.5%	28.0%	14.5%	37.9%
%H		99.7%	87.4%	28.4%	6.1%	68.3%	15.0%	53.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2560	2497	2356	1163	330	1531	649	882
%H		97.5%	92.0%	45.4%	12.9%	59.8%	25.4%	34.5%
AB	766	756	724	357	95	468	192	276
%V	29.9%	30.3%	30.7%	30.7%	28.8%	30.6%	29.6%	31.3%
%H		98.7%	94.5%	46.6%	12.4%	61.1%	25.1%	36.0%
C1	759	725	682	333	100	444	191	253
%V	29.6%	29.0%	28.9%	28.6%	30.3%	29.0%	29.4%	28.7%
%H		95.5%	89.9%	43.9%	13.2%	58.5%	25.2%	33.3%
C2	535	527	505	274	82	322	165	157
%V	20.9%	21.1%	21.4%	23.6%	24.8%	21.0%	25.4%	17.8%
%H		98.5%	94.4%	51.2%	15.3%	60.2%	30.8%	29.3%
D	276	271	252	132	33	166	76	90
%V	10.8%	10.9%	10.7%	11.3%	10.0%	10.8%	11.7%	10.2%
%H		98.2%	91.3%	47.8%	12.0%	60.1%	27.5%	32.6%
E	224	218	193	66	21	130	24	106
%V	8.8%	8.7%	8.2%	5.7%	6.4%	8.5%	3.7%	12.0%
%H		97.3%	86.2%	29.5%	9.4%	58.0%	10.7%	47.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South, South East and Channel Islands

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2560	2497	2356	1163	330	1531	649	882
%H		97.5%	92.0%	45.4%	12.9%	59.8%	25.4%	34.5%
Working full time	825	811	785	450	128	472	257	215
%V	32.2%	32.5%	33.3%	38.7%	38.8%	30.8%	39.6%	24.4%
%H		98.3%	95.2%	54.5%	15.5%	57.2%	31.2%	26.1%
Working part time	455	450	438	230	68	269	127	142
%V	17.8%	18.0%	18.6%	19.8%	20.6%	17.6%	19.6%	16.1%
%H		98.9%	96.3%	50.5%	14.9%	59.1%	27.9%	31.2%
Not working	1280	1236	1133	482	135	790	265	525
%V	50.0%	49.5%	48.1%	41.4%	40.9%	51.6%	40.8%	59.5%
%H		96.6%	88.5%	37.7%	10.5%	61.7%	20.7%	41.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV East of England

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	2001	1945	1807	863	271	1199	498	701
%H (All HH)		97.2%	90.3%	43.1%	13.5%	59.9%	24.9%	35.0%
%H (TV HH)			92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
AB	471	463	441	220	74	270	117	153
%V	23.5%	23.8%	24.4%	25.5%	27.3%	22.5%	23.5%	21.8%
%H (All HH)		98.3%	93.6%	46.7%	15.7%	57.3%	24.8%	32.5%
%H (TV HH)			95.2%	47.5%	16.0%	58.3%	25.3%	33.0%
C1	549	530	495	254	72	333	155	178
%V	27.4%	27.2%	27.4%	29.4%	26.6%	27.8%	31.1%	25.4%
%H (All HH)		96.5%	90.2%	46.3%	13.1%	60.7%	28.2%	32.4%
%H (TV HH)			93.4%	47.9%	13.6%	62.8%	29.2%	33.6%
C2	437	433	409	208	53	277	123	154
%V	21.8%	22.3%	22.6%	24.1%	19.6%	23.1%	24.7%	22.0%
%H (All HH)		99.1%	93.6%	47.6%	12.1%	63.4%	28.1%	35.2%
%H (TV HH)			94.5%	48.0%	12.2%	64.0%	28.4%	35.6%
D	317	302	277	128	42	183	72	111
%V	15.8%	15.5%	15.3%	14.8%	15.5%	15.3%	14.5%	15.8%
%H (All HH)		95.3%	87.4%	40.4%	13.2%	57.7%	22.7%	35.0%
%H (TV HH)			91.7%	42.4%	13.9%	60.6%	23.8%	36.8%
E	227	219	186	53	30	135	31	104
%V	11.3%	11.3%	10.3%	6.1%	11.1%	11.3%	6.2%	14.8%
%H (All HH)		96.5%	81.9%	23.3%	13.2%	59.5%	13.7%	45.8%
%H (TV HH)			84.9%	24.2%	13.7%	61.6%	14.2%	47.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2001	1945	1807	863	271	1199	498	701
%H (All HH)		97.2%	90.3%	43.1%	13.5%	59.9%	24.9%	35.0%
%H (TV HH)			92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
Under 25	84	81	71	32	12	41	14	27
%V	4.2%	4.2%	3.9%	3.7%	4.4%	3.4%	2.8%	3.9%
%H (All HH)		96.4%	84.5%	38.1%	14.3%	48.8%	16.7%	32.1%
%H (TV HH)			87.7%	39.5%	14.8%	50.6%	17.3%	33.3%
25 - 34	287	263	245	118	51	134	56	79
%V	14.3%	13.5%	13.6%	13.7%	18.8%	11.2%	11.2%	11.3%
%H (All HH)		91.6%	85.4%	41.1%	17.8%	46.7%	19.5%	27.5%
%H (TV HH)			93.2%	44.9%	19.4%	51.0%	21.3%	30.0%
35 - 44	373	362	352	208	55	213	118	95
%V	18.6%	18.6%	19.5%	24.1%	20.3%	17.8%	23.7%	13.6%
%H (All HH)		97.1%	94.4%	55.8%	14.7%	57.1%	31.6%	25.5%
%H (TV HH)			97.2%	57.5%	15.2%	58.8%	32.6%	26.2%
45 - 54	385	375	364	194	63	234	119	115
%V	19.2%	19.3%	20.1%	22.5%	23.2%	19.5%	23.9%	16.4%
%H (All HH)		97.4%	94.5%	50.4%	16.4%	60.8%	30.9%	29.9%
%H (TV HH)			97.1%	51.7%	16.8%	62.4%	31.7%	30.7%
55 - 64	352	350	332	158	52	227	97	130
%V	17.6%	18.0%	18.4%	18.3%	19.2%	18.9%	19.5%	18.5%
%H (All HH)		99.4%	94.3%	44.9%	14.8%	64.5%	27.6%	36.9%
%H (TV HH)			94.9%	45.1%	14.9%	64.9%	27.7%	37.1%
65 +	520	514	443	153	37	350	95	256
%V	26.0%	26.4%	24.5%	17.7%	13.7%	29.2%	19.1%	36.5%
%H (All HH)		98.8%	85.2%	29.4%	7.1%	67.3%	18.3%	49.2%
%H (TV HH)			86.2%	29.8%	7.2%	68.1%	18.5%	49.8%

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

July 2010 - June 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	2001	1945	1807	863	271	1199	498	701
%H (All HH)		97.2%	90.3%	43.1%	13.5%	59.9%	24.9%	35.0%
%H (TV HH)			92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
1	651	620	527	174	71	363	80	283
%V	32.5%	31.9%	29.2%	20.2%	26.2%	30.3%	16.1%	40.4%
%H (All HH)		95.2%	81.0%	26.7%	10.9%	55.8%	12.3%	43.5%
%H (TV HH)			85.0%	28.1%	11.5%	58.5%	12.9%	45.6%
2	661	652	620	299	87	420	175	244
%V	33.0%	33.5%	34.3%	34.6%	32.1%	35.0%	35.1%	34.8%
%H (All HH)		98.6%	93.8%	45.2%	13.2%	63.5%	26.5%	36.9%
%H (TV HH)			95.1%	45.9%	13.3%	64.4%	26.8%	37.4%
3	293	284	277	156	55	169	97	72
%V	14.6%	14.6%	15.3%	18.1%	20.3%	14.1%	19.5%	10.3%
%H (All HH)		96.9%	94.5%	53.2%	18.8%	57.7%	33.1%	24.6%
%H (TV HH)			97.5%	54.9%	19.4%	59.5%	34.2%	25.4%
4	262	260	257	153	39	171	98	73
%V	13.1%	13.4%	14.2%	17.7%	14.4%	14.3%	19.7%	10.4%
%H (All HH)		99.2%	98.1%	58.4%	14.9%	65.3%	37.4%	27.9%
%H (TV HH)			98.8%	58.8%	15.0%	65.8%	37.7%	28.1%
5+	134	129	126	80	19	77	48	30
%V	6.7%	6.6%	7.0%	9.3%	7.0%	6.4%	9.6%	4.3%
%H (All HH)		96.3%	94.0%	59.7%	14.2%	57.5%	35.8%	22.4%
%H (TV HH)			97.7%	62.0%	14.7%	59.7%	37.2%	23.3%
Average HH size	2.31	2.32	2.38	2.65	2.43	2.34	2.73	2.05

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

July 2010 - June 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	2001	1945	1807	863	271	1199	498	701
%H (All HH)		97.2%	90.3%	43.1%	13.5%	59.9%	24.9%	35.0%
%H (TV HH)			92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
Without	1498	1451	1325	579	196	907	339	568
%V	74.9%	74.6%	73.3%	67.1%	72.3%	75.6%	68.1%	81.0%
%H (All HH)		96.9%	88.5%	38.7%	13.1%	60.5%	22.6%	37.9%
%H (TV HH)			91.3%	39.9%	13.5%	62.5%	23.4%	39.1%
With	503	494	482	284	74	292	159	133
%V	25.1%	25.4%	26.7%	32.9%	27.3%	24.4%	31.9%	19.0%
%H (All HH)		98.2%	95.8%	56.5%	14.7%	58.1%	31.6%	26.4%
%H (TV HH)			97.6%	57.5%	15.0%	59.1%	32.2%	26.9%
0 - 3	196	190	185	99	29	105	47	59
%V	9.8%	9.8%	10.2%	11.5%	10.7%	8.8%	9.4%	8.4%
%H (All HH)		96.9%	94.4%	50.5%	14.8%	53.6%	24.0%	30.1%
%H (TV HH)			97.4%	52.1%	15.3%	55.3%	24.7%	31.1%
4 - 9	256	251	244	143	38	153	84	68
%V	12.8%	12.9%	13.5%	16.6%	14.0%	12.8%	16.9%	9.7%
%H (All HH)		98.0%	95.3%	55.9%	14.8%	59.8%	32.8%	26.6%
%H (TV HH)			97.2%	57.0%	15.1%	61.0%	33.5%	27.1%
10 - 15	243	241	239	151	38	151	95	57
%V	12.1%	12.4%	13.2%	17.5%	14.0%	12.6%	19.1%	8.1%
%H (All HH)		99.2%	98.4%	62.1%	15.6%	62.1%	39.1%	23.5%
%H (TV HH)			99.2%	62.7%	15.8%	62.7%	39.4%	23.7%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2001	1945	1807	863	271	1199	498	701
%H (All HH)		97.2%	90.3%	43.1%	13.5%	59.9%	24.9%	35.0%
%H (TV HH)			92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
1	743	743	651	248	109	376	82	294
%V	37.1%	38.2%	36.0%	28.7%	40.2%	31.4%	16.5%	41.9%
%H (All HH)		100.0%	87.6%	33.4%	14.7%	50.6%	11.0%	39.6%
%H (TV HH)			87.6%	33.4%	14.7%	50.6%	11.0%	39.6%
2	678	678	645	311	80	446	184	262
%V	33.9%	34.9%	35.7%	36.0%	29.5%	37.2%	36.9%	37.4%
%H (All HH)		100.0%	95.1%	45.9%	11.8%	65.8%	27.1%	38.6%
%H (TV HH)			95.1%	45.9%	11.8%	65.8%	27.1%	38.6%
3	315	315	304	171	50	217	123	94
%V	15.7%	16.2%	16.8%	19.8%	18.5%	18.1%	24.7%	13.4%
%H (All HH)		100.0%	96.5%	54.3%	15.9%	68.9%	39.0%	29.8%
%H (TV HH)			96.5%	54.3%	15.9%	68.9%	39.0%	29.8%
4	131	131	129	80	21	98	65	33
%V	6.5%	6.7%	7.1%	9.3%	7.7%	8.2%	13.1%	4.7%
%H (All HH)		100.0%	98.5%	61.1%	16.0%	74.8%	49.6%	25.2%
%H (TV HH)			98.5%	61.1%	16.0%	74.8%	49.6%	25.2%
5+	78	78	78	53	10	62	43	18
%V	3.9%	4.0%	4.3%	6.1%	3.7%	5.2%	8.6%	2.6%
%H (All HH)		100.0%	100.0%	67.9%	12.8%	79.5%	55.1%	23.1%
%H (TV HH)			100.0%	67.9%	12.8%	79.5%	55.1%	23.1%

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

July 2010 - June 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	2001	1945	1807	863	271	1199	498	701
%H (All HH)		97.2%	90.3%	43.1%	13.5%	59.9%	24.9%	35.0%
%H (TV HH)			92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
Under 20"	874	874	821	402	118	593	272	321
%V	43.7%	44.9%	45.4%	46.6%	43.5%	49.5%	54.6%	45.8%
%H (All HH)		100.0%	93.9%	46.0%	13.5%	67.8%	31.1%	36.7%
%H (TV HH)			93.9%	46.0%	13.5%	67.8%	31.1%	36.7%
20" - 29"	929	929	846	370	135	608	246	362
%V	46.4%	47.8%	46.8%	42.9%	49.8%	50.7%	49.4%	51.6%
%H (All HH)		100.0%	91.1%	39.8%	14.5%	65.4%	26.5%	39.0%
%H (TV HH)			91.1%	39.8%	14.5%	65.4%	26.5%	39.0%
30" - 39"	890	890	860	463	126	566	279	287
%V	44.5%	45.8%	47.6%	53.7%	46.5%	47.2%	56.0%	40.9%
%H (All HH)		100.0%	96.6%	52.0%	14.2%	63.6%	31.3%	32.2%
%H (TV HH)			96.6%	52.0%	14.2%	63.6%	31.3%	32.2%
40" and over	507	507	503	317	76	314	195	119
%V	25.3%	26.1%	27.8%	36.7%	28.0%	26.2%	39.2%	17.0%
%H (All HH)		100.0%	99.2%	62.5%	15.0%	61.9%	38.5%	23.5%
%H (TV HH)			99.2%	62.5%	15.0%	61.9%	38.5%	23.5%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV East of England

Household level data

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	2001	1945	1807	863	271	1199	498	701
%H (All HH)		97.2%	90.3%	43.1%	13.5%	59.9%	24.9%	35.0%
%H (TV HH)			92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
Main living room	1919	1919	1787	855	270	1183	493	690
%V	95.9%	98.7%	98.9%	99.1%	99.6%	98.7%	99.0%	98.4%
%H (All HH)		100.0%	93.1%	44.6%	14.1%	61.6%	25.7%	36.0%
%H (TV HH)			93.1%	44.6%	14.1%	61.6%	25.7%	36.0%
Kitchen	322	322	313	172	34	240	125	115
%V	16.1%	16.6%	17.3%	19.9%	12.5%	20.0%	25.1%	16.4%
%H (All HH)		100.0%	97.2%	53.4%	10.6%	74.5%	38.8%	35.7%
%H (TV HH)			97.2%	53.4%	10.6%	74.5%	38.8%	35.7%
Adult's bedroom	902	902	867	468	133	617	330	287
%V	45.1%	46.4%	48.0%	54.2%	49.1%	51.5%	66.3%	40.9%
%H (All HH)		100.0%	96.1%	51.9%	14.7%	68.4%	36.6%	31.8%
%H (TV HH)			96.1%	51.9%	14.7%	68.4%	36.6%	31.8%
Child's bedroom	175	175	173	107	29	126	82	44
%V	8.7%	9.0%	9.6%	12.4%	10.7%	10.5%	16.5%	6.3%
%H (All HH)		100.0%	98.9%	61.1%	16.6%	72.0%	46.9%	25.1%
%H (TV HH)			98.9%	61.1%	16.6%	72.0%	46.9%	25.1%
Other bedroom	98	98	96	65	13	61	38	23
%V	4.9%	5.0%	5.3%	7.5%	4.8%	5.1%	7.6%	3.3%
%H (All HH)		100.0%	98.0%	66.3%	13.3%	62.2%	38.8%	23.5%
%H (TV HH)			98.0%	66.3%	13.3%	62.2%	38.8%	23.5%
Second living/dining room	189	189	180	92	21	140	67	73
%V	9.4%	9.7%	10.0%	10.7%	7.7%	11.7%	13.5%	10.4%
%H (All HH)		100.0%	95.2%	48.7%	11.1%	74.1%	35.4%	38.6%
%H (TV HH)			95.2%	48.7%	11.1%	74.1%	35.4%	38.6%
Study/office	44	44	43	29	5	29	19	10
%V	2.2%	2.3%	2.4%	3.4%	1.8%	2.4%	3.8%	1.4%
%H (All HH)		100.0%	97.7%	65.9%	11.4%	65.9%	43.2%	22.7%
%H (TV HH)			97.7%	65.9%	11.4%	65.9%	43.2%	22.7%
TV room	18	18	18	12	1	10	6	4
%V	0.9%	0.9%	1.0%	1.4%	0.4%	0.8%	1.2%	0.6%
%H (All HH)		100.0%	100.0%	66.7%	5.6%	55.6%	33.3%	22.2%
%H (TV HH)			100.0%	66.7%	5.6%	55.6%	33.3%	22.2%
No specific location	4	4	3	3	0	1	1	0
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.1%	0.2%	0.0%
%H (All HH)		100.0%	75.0%	75.0%	0.0%	25.0%	25.0%	0.0%
%H (TV HH)			75.0%	75.0%	0.0%	25.0%	25.0%	0.0%
Other	31	31	30	21	2	25	17	8
%V	1.5%	1.6%	1.7%	2.4%	0.7%	2.1%	3.4%	1.1%
%H (All HH)		100.0%	96.8%	67.7%	6.5%	80.6%	54.8%	25.8%
%H (TV HH)			96.8%	67.7%	6.5%	80.6%	54.8%	25.8%

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

July 2010 - June 2011

ITV East of England

Household level data

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	2001	1945	1807	863	271	1199	498	701
%H (All HH)		97.2%	90.3%	43.1%	13.5%	59.9%	24.9%	35.0%
%H (TV HH)			92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
PVR	882	882	882	611	131	517	356	160
%V	44.1%	45.3%	48.8%	70.8%	48.3%	43.1%	71.5%	22.8%
%H (All HH)		100.0%	100.0%	69.3%	14.9%	58.6%	40.4%	18.1%
%H (TV HH)			100.0%	69.3%	14.9%	58.6%	40.4%	18.1%
DVDR	391	391	375	203	44	256	124	132
%V	19.5%	20.1%	20.8%	23.5%	16.2%	21.4%	24.9%	18.8%
%H (All HH)		100.0%	95.9%	51.9%	11.3%	65.5%	31.7%	33.8%
%H (TV HH)			95.9%	51.9%	11.3%	65.5%	31.7%	33.8%
VCR	367	367	339	146	54	236	92	143
%V	18.3%	18.9%	18.8%	16.9%	19.9%	19.7%	18.5%	20.4%
%H (All HH)		100.0%	92.4%	39.8%	14.7%	64.3%	25.1%	39.0%
%H (TV HH)			92.4%	39.8%	14.7%	64.3%	25.1%	39.0%
Any recorder	1201	1201	1163	691	170	726	399	327
%V	60.0%	61.7%	64.4%	80.1%	62.7%	60.6%	80.1%	46.6%
%H (All HH)		100.0%	96.8%	57.5%	14.2%	60.4%	33.2%	27.2%
%H (TV HH)			96.8%	57.5%	14.2%	60.4%	33.2%	27.2%

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

July 2010 - June 2011

ITV East of England

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	2001	1945	1807	863	271	1199	498	701
%H (All HH)		97.2%	90.3%	43.1%	13.5%	59.9%	24.9%	35.0%
%H (TV HH)			92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
Receives HDTV (via STB or built-in reception)	633	633	633	384	134	379	250	129
%V	31.6%	32.5%	35.0%	44.5%	49.4%	31.6%	50.2%	18.4%
%H (All HH)		100.0%	100.0%	60.7%	21.2%	59.9%	39.5%	20.4%
%H (TV HH)			100.0%	60.7%	21.2%	59.9%	39.5%	20.4%
DVD/Blu-ray player or recorder	1394	1394	1338	699	209	870	414	456
%V	69.7%	71.7%	74.0%	81.0%	77.1%	72.6%	83.1%	65.0%
%H (All HH)		100.0%	96.0%	50.1%	15.0%	62.4%	29.7%	32.7%
%H (TV HH)			96.0%	50.1%	15.0%	62.4%	29.7%	32.7%

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

July 2010 - June 2011

ITV East of England

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	2001	1945	1807	863	271	1199	498	701
%H (All HH)		97.2%	90.3%	43.1%	13.5%	59.9%	24.9%	35.0%
%H (TV HH)			92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
Has PC or Laptop	1516	1475	1424	750	237	901	436	465
%V	75.8%	75.8%	78.8%	86.9%	87.5%	75.1%	87.6%	66.3%
%H (All HH)		97.3%	93.9%	49.5%	15.6%	59.4%	28.8%	30.7%
%H (TV HH)			96.5%	50.8%	16.1%	61.1%	29.6%	31.5%
Has broadband internet	1389	1355	1315	709	226	822	415	407
%V	69.4%	69.7%	72.8%	82.2%	83.4%	68.6%	83.3%	58.1%
%H (All HH)		97.6%	94.7%	51.0%	16.3%	59.2%	29.9%	29.3%
%H (TV HH)			97.0%	52.3%	16.7%	60.7%	30.6%	30.0%

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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ITV East of England

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	3987	3789	1993	557	2642	1313	1330
%H		95.0%	50.0%	14.0%	66.3%	32.9%	33.4%
Under 20"	1219	1150	591	154	849	416	433
%V	30.6%	30.4%	29.7%	27.6%	32.1%	31.7%	32.6%
%H		94.3%	48.5%	12.6%	69.6%	34.1%	35.5%
20" - 29"	1157	1068	492	179	768	338	430
%V	29.0%	28.2%	24.7%	32.1%	29.1%	25.7%	32.3%
%H		92.3%	42.5%	15.5%	66.4%	29.2%	37.2%
30" - 39"	1010	978	538	140	644	327	317
%V	25.3%	25.8%	27.0%	25.1%	24.4%	24.9%	23.8%
%H		96.8%	53.3%	13.9%	63.8%	32.4%	31.4%
40" and over	551	547	351	80	343	215	128
%V	13.8%	14.4%	17.6%	14.4%	13.0%	16.4%	9.6%
%H		99.3%	63.7%	14.5%	62.3%	39.0%	23.2%
Don't know	51	45	20	4	38	17	21
%V	1.3%	1.2%	1.0%	0.7%	1.4%	1.3%	1.6%
%H		88.2%	39.2%	7.8%	74.5%	33.3%	41.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

Set level data

Table 9.12: 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	3987	3789	1993	557	2642	1313	1330
%H		95.0%	50.0%	14.0%	66.3%	32.9%	33.4%
Main living room	1938	1806	864	270	1196	496	699
%V	48.6%	47.7%	43.4%	48.5%	45.3%	37.8%	52.6%
%H		93.2%	44.6%	13.9%	61.7%	25.6%	36.1%
Kitchen	324	315	174	34	241	126	115
%V	8.1%	8.3%	8.7%	6.1%	9.1%	9.6%	8.6%
%H		97.2%	53.7%	10.5%	74.4%	38.9%	35.5%
Adult's bedroom	1087	1050	571	170	759	420	339
%V	27.3%	27.7%	28.7%	30.5%	28.7%	32.0%	25.5%
%H		96.6%	52.5%	15.6%	69.8%	38.6%	31.2%
Child's bedroom	229	226	142	38	166	110	56
%V	5.7%	6.0%	7.1%	6.8%	6.3%	8.4%	4.2%
%H		98.7%	62.0%	16.6%	72.5%	48.0%	24.5%
Other bedroom	118	116	82	16	74	50	24
%V	3.0%	3.1%	4.1%	2.9%	2.8%	3.8%	1.8%
%H		98.3%	69.5%	13.6%	62.7%	42.4%	20.3%
Second living/dining room	192	180	92	21	141	67	74
%V	4.8%	4.8%	4.6%	3.8%	5.3%	5.1%	5.6%
%H		93.8%	47.9%	10.9%	73.4%	34.9%	38.5%
Study/office	45	44	30	5	29	19	10
%V	1.1%	1.2%	1.5%	0.9%	1.1%	1.4%	0.8%
%H		97.8%	66.7%	11.1%	64.4%	42.2%	22.2%
TV room	18	18	12	1	10	6	4
%V	0.5%	0.5%	0.6%	0.2%	0.4%	0.5%	0.3%
%H		100.0%	66.7%	5.6%	55.6%	33.3%	22.2%
No specific location	4	3	3	0	1	1	0
%V	0.1%	0.1%	0.2%	0.0%	0.0%	0.1%	0.0%
%H		75.0%	75.0%	0.0%	25.0%	25.0%	0.0%
Other	32	31	22	2	25	17	8
%V	0.8%	0.8%	1.1%	0.4%	0.9%	1.3%	0.6%
%H		96.9%	68.8%	6.3%	78.1%	53.1%	25.0%

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 9.13: 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	3987	3789	1993	557	2642	1313	1330
%H		95.0%	50.0%	14.0%	66.3%	32.9%	33.4%
PVR	1136	1136	842	148	650	475	174
%V	28.5%	30.0%	42.2%	26.6%	24.6%	36.2%	13.1%
%H		100.0%	74.1%	13.0%	57.2%	41.8%	15.3%
DVDR	457	440	246	52	305	157	148
%V	11.5%	11.6%	12.3%	9.3%	11.5%	12.0%	11.1%
%H		96.3%	53.8%	11.4%	66.7%	34.4%	32.4%
VCR	421	389	173	59	273	111	162
%V	10.6%	10.3%	8.7%	10.6%	10.3%	8.5%	12.2%
%H		92.4%	41.1%	14.0%	64.8%	26.4%	38.5%
Any recorder	1632	1589	1013	212	993	594	399
%V	40.9%	41.9%	50.8%	38.1%	37.6%	45.2%	30.0%
%H		97.4%	62.1%	13.0%	60.8%	36.4%	24.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	3987	3789	1993	557	2642	1313	1330
%H		95.0%	50.0%	14.0%	66.3%	32.9%	33.4%
Receives HDTV (via STB or built-in reception)	808	808	507	163	495	337	158
%V	20.3%	21.3%	25.4%	29.3%	18.7%	25.7%	11.9%
%H		100.0%	62.7%	20.2%	61.3%	41.7%	19.6%
DVD/Blu-ray player or recorder	2028	1966	1090	306	1329	714	615
%V	50.9%	51.9%	54.7%	54.9%	50.3%	54.4%	46.2%
%H		96.9%	53.7%	15.1%	65.5%	35.2%	30.3%

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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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	1944	1806	863	271	1198	498	700
%H		92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
Under 20"	93	71	17	15	51	11	40
%V	4.8%	3.9%	2.0%	5.5%	4.3%	2.2%	5.7%
%H		76.3%	18.3%	16.1%	54.8%	11.8%	43.0%
20" - 29"	581	501	164	73	351	77	274
%V	29.9%	27.7%	19.0%	26.9%	29.3%	15.5%	39.1%
%H		86.2%	28.2%	12.6%	60.4%	13.3%	47.2%
30" - 39"	754	727	368	109	475	214	261
%V	38.8%	40.3%	42.6%	40.2%	39.6%	43.0%	37.3%
%H		96.4%	48.8%	14.5%	63.0%	28.4%	34.6%
40" and over	492	488	308	74	303	189	114
%V	25.3%	27.0%	35.7%	27.3%	25.3%	38.0%	16.3%
%H		99.2%	62.6%	15.0%	61.6%	38.4%	23.2%
Don't know	24	20	7	1	18	7	12
%V	1.2%	1.1%	0.8%	0.4%	1.5%	1.4%	1.7%
%H		83.3%	29.2%	4.2%	75.0%	29.2%	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	1944	1806	863	271	1198	498	700
%H		92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
PVR	847	847	594	125	490	342	148
%V	43.6%	46.9%	68.8%	46.1%	40.9%	68.7%	21.1%
%H		100.0%	70.1%	14.8%	57.9%	40.4%	17.5%
DVDR	332	318	170	33	214	95	119
%V	17.1%	17.6%	19.7%	12.2%	17.9%	19.1%	17.0%
%H		95.8%	51.2%	9.9%	64.5%	28.6%	35.8%
VCR	296	271	112	44	189	71	119
%V	15.2%	15.0%	13.0%	16.2%	15.8%	14.3%	17.0%
%H		91.6%	37.8%	14.9%	63.9%	24.0%	40.2%
Any recorder	1152	1118	671	161	693	383	310
%V	59.3%	61.9%	77.8%	59.4%	57.8%	76.9%	44.3%
%H		97.0%	58.2%	14.0%	60.2%	33.2%	26.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: 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	1944	1806	863	271	1198	498	700
%H		92.9%	44.4%	13.9%	61.6%	25.6%	36.0%
Receives HDTV (via STB or built-in reception)	600	600	366	130	354	234	120
%V	30.9%	33.2%	42.4%	48.0%	29.5%	47.0%	17.1%
%H		100.0%	61.0%	21.7%	59.0%	39.0%	20.0%
DVD/Blu-ray player or recorder	1299	1248	652	195	806	382	424
%V	66.8%	69.1%	75.6%	72.0%	67.3%	76.7%	60.6%
%H		96.1%	50.2%	15.0%	62.0%	29.4%	32.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2043	1982	1129	286	1444	815	629
%H		97.0%	55.3%	14.0%	70.7%	39.9%	30.8%
Under 20"	1126	1079	574	140	798	405	394
%V	55.1%	54.4%	50.8%	49.0%	55.3%	49.7%	62.6%
%H		95.8%	51.0%	12.4%	70.9%	36.0%	35.0%
20" - 29"	576	567	329	106	417	261	157
%V	28.2%	28.6%	29.1%	37.1%	28.9%	32.0%	25.0%
%H		98.4%	57.1%	18.4%	72.4%	45.3%	27.3%
30" - 39"	256	252	171	31	169	113	56
%V	12.5%	12.7%	15.1%	10.8%	11.7%	13.9%	8.9%
%H		98.4%	66.8%	12.1%	66.0%	44.1%	21.9%
40" and over	59	59	43	6	40	27	13
%V	2.9%	3.0%	3.8%	2.1%	2.8%	3.3%	2.1%
%H		100.0%	72.9%	10.2%	67.8%	45.8%	22.0%
Don't know	26	25	13	3	20	10	10
%V	1.3%	1.3%	1.2%	1.0%	1.4%	1.2%	1.6%
%H		96.2%	50.0%	11.5%	76.9%	38.5%	38.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2043	1982	1129	286	1444	815	629
%H		97.0%	55.3%	14.0%	70.7%	39.9%	30.8%
PVR	289	289	248	23	160	134	26
%V	14.1%	14.6%	22.0%	8.0%	11.1%	16.4%	4.1%
%H		100.0%	85.8%	8.0%	55.4%	46.4%	9.0%
DVDR	125	122	76	19	91	62	29
%V	6.1%	6.2%	6.7%	6.6%	6.3%	7.6%	4.6%
%H		97.6%	60.8%	15.2%	72.8%	49.6%	23.2%
VCR	125	118	61	16	83	40	43
%V	6.1%	6.0%	5.4%	5.6%	5.7%	4.9%	6.8%
%H		94.4%	48.8%	12.8%	66.4%	32.0%	34.4%
Any recorder	481	472	342	51	300	211	89
%V	23.5%	23.8%	30.3%	17.8%	20.8%	25.9%	14.1%
%H		98.1%	71.1%	10.6%	62.4%	43.9%	18.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.20: 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	2043	1982	1129	286	1444	815	629
%H		97.0%	55.3%	14.0%	70.7%	39.9%	30.8%
Receives HDTV (via STB or built-in reception)	208	208	141	33	140	102	38
%V	10.2%	10.5%	12.5%	11.5%	9.7%	12.5%	6.0%
%H		100.0%	67.8%	15.9%	67.3%	49.0%	18.3%
DVD/Blu-ray player or recorder	729	718	438	111	523	332	191
%V	35.7%	36.2%	38.8%	38.8%	36.2%	40.7%	30.4%
%H		98.5%	60.1%	15.2%	71.7%	45.5%	26.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV East of England

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4618	4504	4299	2285	659	2800	1360	1440
%H		97.5%	93.1%	49.5%	14.3%	60.6%	29.4%	31.2%
Total Children	880	866	849	501	130	519	284	235
%V	19.1%	19.2%	19.7%	21.9%	19.7%	18.5%	20.9%	16.3%
%H		98.4%	96.5%	56.9%	14.8%	59.0%	32.3%	26.7%
0 - 3	231	224	218	113	34	126	53	73
%V	5.0%	5.0%	5.1%	4.9%	5.2%	4.5%	3.9%	5.1%
%H		97.0%	94.4%	48.9%	14.7%	54.5%	22.9%	31.6%
4 - 15	649	642	631	388	96	393	232	162
%V	14.1%	14.3%	14.7%	17.0%	14.6%	14.0%	17.1%	11.3%
%H		98.9%	97.2%	59.8%	14.8%	60.6%	35.7%	25.0%
4 - 9	340	335	326	195	47	202	111	91
%V	7.4%	7.4%	7.6%	8.5%	7.1%	7.2%	8.2%	6.3%
%H		98.5%	95.9%	57.4%	13.8%	59.4%	32.6%	26.8%
10 - 15	309	307	304	193	49	192	121	71
%V	6.7%	6.8%	7.1%	8.4%	7.4%	6.9%	8.9%	4.9%
%H		99.4%	98.4%	62.5%	15.9%	62.1%	39.2%	23.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV East of England

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4618	4504	4299	2285	659	2800	1360	1440
%H		97.5%	93.1%	49.5%	14.3%	60.6%	29.4%	31.2%
Total Adults (16+)	3738	3638	3450	1784	529	2280	1076	1205
%V	80.9%	80.8%	80.3%	78.1%	80.3%	81.4%	79.1%	83.7%
%H		97.3%	92.3%	47.7%	14.2%	61.0%	28.8%	32.2%
16 - 19	224	220	217	132	32	146	89	58
%V	4.9%	4.9%	5.0%	5.8%	4.9%	5.2%	6.5%	4.0%
%H		98.2%	96.9%	58.9%	14.3%	65.2%	39.7%	25.9%
20 - 24	258	245	229	118	40	145	71	74
%V	5.6%	5.4%	5.3%	5.2%	6.1%	5.2%	5.2%	5.1%
%H		95.0%	88.8%	45.7%	15.5%	56.2%	27.5%	28.7%
25 - 34	580	537	505	253	114	280	131	149
%V	12.6%	11.9%	11.7%	11.1%	17.3%	10.0%	9.6%	10.3%
%H		92.6%	87.1%	43.6%	19.7%	48.3%	22.6%	25.7%
35 - 44	645	626	612	377	93	373	218	155
%V	14.0%	13.9%	14.2%	16.5%	14.1%	13.3%	16.0%	10.8%
%H		97.1%	94.9%	58.4%	14.4%	57.8%	33.8%	24.0%
45 - 54	662	651	635	355	101	415	223	192
%V	14.3%	14.5%	14.8%	15.5%	15.3%	14.8%	16.4%	13.3%
%H		98.3%	95.9%	53.6%	15.3%	62.7%	33.7%	29.0%
55 - 64	580	578	555	270	87	382	169	213
%V	12.6%	12.8%	12.9%	11.8%	13.2%	13.6%	12.4%	14.8%
%H		99.7%	95.7%	46.6%	15.0%	65.9%	29.1%	36.7%
65+	789	781	697	278	61	539	175	365
%V	17.1%	17.3%	16.2%	12.2%	9.3%	19.3%	12.9%	25.3%
%H		99.0%	88.3%	35.2%	7.7%	68.3%	22.2%	46.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV East of England

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3738	3638	3450	1784	529	2280	1076	1205
%H		97.3%	92.3%	47.7%	14.2%	61.0%	28.8%	32.2%
AB	938	924	893	470	143	558	264	294
%V	25.1%	25.4%	25.9%	26.3%	27.0%	24.5%	24.5%	24.4%
%H		98.5%	95.2%	50.1%	15.2%	59.5%	28.1%	31.3%
C1	1058	1010	964	530	146	640	326	313
%V	28.3%	27.8%	27.9%	29.7%	27.6%	28.1%	30.3%	26.0%
%H		95.5%	91.1%	50.1%	13.8%	60.5%	30.8%	29.6%
C2	860	855	822	445	109	560	280	280
%V	23.0%	23.5%	23.8%	24.9%	20.6%	24.6%	26.0%	23.2%
%H		99.4%	95.6%	51.7%	12.7%	65.1%	32.6%	32.6%
D	588	567	528	266	88	347	162	185
%V	15.7%	15.6%	15.3%	14.9%	16.6%	15.2%	15.1%	15.4%
%H		96.4%	89.8%	45.2%	15.0%	59.0%	27.6%	31.5%
E	294	282	244	73	43	176	43	133
%V	7.9%	7.8%	7.1%	4.1%	8.1%	7.7%	4.0%	11.0%
%H		95.9%	83.0%	24.8%	14.6%	59.9%	14.6%	45.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV East of England
Individual level data
Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3738	3638	3450	1784	529	2280	1076	1205
%H		97.3%	92.3%	47.7%	14.2%	61.0%	28.8%	32.2%
Working full time	1717	1668	1614	885	291	1002	525	476
%V	45.9%	45.8%	46.8%	49.6%	55.0%	43.9%	48.8%	39.5%
%H		97.1%	94.0%	51.5%	16.9%	58.4%	30.6%	27.7%
Working part time	473	467	450	260	76	296	169	127
%V	12.7%	12.8%	13.0%	14.6%	14.4%	13.0%	15.7%	10.5%
%H		98.7%	95.1%	55.0%	16.1%	62.6%	35.7%	26.8%
Not working	1548	1503	1386	640	162	983	381	602
%V	41.4%	41.3%	40.2%	35.9%	30.6%	43.1%	35.4%	50.0%
%H		97.1%	89.5%	41.3%	10.5%	63.5%	24.6%	38.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV East of England

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1833	1780	1695	906	265	1099	541	558
%H		97.1%	92.5%	49.4%	14.5%	60.0%	29.5%	30.4%
16 - 19	112	112	112	70	20	71	45	25
%V	6.1%	6.3%	6.6%	7.7%	7.5%	6.5%	8.3%	4.5%
%H		100.0%	100.0%	62.5%	17.9%	63.4%	40.2%	22.3%
20 - 24	126	120	113	64	16	67	32	35
%V	6.9%	6.7%	6.7%	7.1%	6.0%	6.1%	5.9%	6.3%
%H		95.2%	89.7%	50.8%	12.7%	53.2%	25.4%	27.8%
25 - 34	301	277	258	132	62	140	69	71
%V	16.4%	15.6%	15.2%	14.6%	23.4%	12.7%	12.8%	12.7%
%H		92.0%	85.7%	43.9%	20.6%	46.5%	22.9%	23.6%
35 - 44	316	305	297	180	47	185	109	76
%V	17.2%	17.1%	17.5%	19.9%	17.7%	16.8%	20.1%	13.6%
%H		96.5%	94.0%	57.0%	14.9%	58.5%	34.5%	24.1%
45 - 54	328	322	314	178	49	203	111	93
%V	17.9%	18.1%	18.5%	19.6%	18.5%	18.5%	20.5%	16.7%
%H		98.2%	95.7%	54.3%	14.9%	61.9%	33.8%	28.4%
55 - 64	284	282	272	132	43	185	83	102
%V	15.5%	15.8%	16.0%	14.6%	16.2%	16.8%	15.3%	18.3%
%H		99.3%	95.8%	46.5%	15.1%	65.1%	29.2%	35.9%
65+	366	362	330	150	28	247	92	155
%V	20.0%	20.3%	19.5%	16.6%	10.6%	22.5%	17.0%	27.8%
%H		98.9%	90.2%	41.0%	7.7%	67.5%	25.1%	42.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV East of England

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1833	1780	1695	906	265	1099	541	558
%H		97.1%	92.5%	49.4%	14.5%	60.0%	29.5%	30.4%
AB	470	463	446	241	68	277	134	143
%V	25.6%	26.0%	26.3%	26.6%	25.7%	25.2%	24.8%	25.6%
%H		98.5%	94.9%	51.3%	14.5%	58.9%	28.5%	30.4%
C1	493	469	453	259	73	291	158	132
%V	26.9%	26.3%	26.7%	28.6%	27.5%	26.5%	29.2%	23.7%
%H		95.1%	91.9%	52.5%	14.8%	59.0%	32.0%	26.8%
C2	462	460	440	243	58	295	149	147
%V	25.2%	25.8%	26.0%	26.8%	21.9%	26.8%	27.5%	26.3%
%H		99.6%	95.2%	52.6%	12.6%	63.9%	32.3%	31.8%
D	294	281	262	135	46	171	83	88
%V	16.0%	15.8%	15.5%	14.9%	17.4%	15.6%	15.3%	15.8%
%H		95.6%	89.1%	45.9%	15.6%	58.2%	28.2%	29.9%
E	114	107	94	29	19	65	17	48
%V	6.2%	6.0%	5.5%	3.2%	7.2%	5.9%	3.1%	8.6%
%H		93.9%	82.5%	25.4%	16.7%	57.0%	14.9%	42.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV East of England
Individual level data
Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1833	1780	1695	906	265	1099	541	558
%H		97.1%	92.5%	49.4%	14.5%	60.0%	29.5%	30.4%
Working full time	1115	1082	1050	585	183	657	351	306
%V	60.8%	60.8%	61.9%	64.6%	69.1%	59.8%	64.9%	54.8%
%H		97.0%	94.2%	52.5%	16.4%	58.9%	31.5%	27.4%
Working part time	83	82	73	49	12	47	32	15
%V	4.5%	4.6%	4.3%	5.4%	4.5%	4.3%	5.9%	2.7%
%H		98.8%	88.0%	59.0%	14.5%	56.6%	38.6%	18.1%
Not working	635	617	572	272	70	395	158	237
%V	34.6%	34.7%	33.7%	30.0%	26.4%	35.9%	29.2%	42.5%
%H		97.2%	90.1%	42.8%	11.0%	62.2%	24.9%	37.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV East of England

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1904	1858	1755	878	264	1182	535	647
%H		97.6%	92.2%	46.1%	13.9%	62.1%	28.1%	34.0%
16 - 19	112	107	105	62	13	76	43	32
%V	5.9%	5.8%	6.0%	7.1%	4.9%	6.4%	8.0%	4.9%
%H		95.5%	93.8%	55.4%	11.6%	67.9%	38.4%	28.6%
20 - 24	132	125	116	55	24	78	38	39
%V	6.9%	6.7%	6.6%	6.3%	9.1%	6.6%	7.1%	6.0%
%H		94.7%	87.9%	41.7%	18.2%	59.1%	28.8%	29.5%
25 - 34	279	261	247	121	52	140	62	78
%V	14.7%	14.0%	14.1%	13.8%	19.7%	11.8%	11.6%	12.1%
%H		93.5%	88.5%	43.4%	18.6%	50.2%	22.2%	28.0%
35 - 44	329	321	315	197	46	188	109	79
%V	17.3%	17.3%	17.9%	22.4%	17.4%	15.9%	20.4%	12.2%
%H		97.6%	95.7%	59.9%	14.0%	57.1%	33.1%	24.0%
45 - 54	334	329	321	177	52	211	112	99
%V	17.5%	17.7%	18.3%	20.2%	19.7%	17.9%	20.9%	15.3%
%H		98.5%	96.1%	53.0%	15.6%	63.2%	33.5%	29.6%
55 - 64	296	296	284	138	44	196	86	110
%V	15.5%	15.9%	16.2%	15.7%	16.7%	16.6%	16.1%	17.0%
%H		100.0%	95.9%	46.6%	14.9%	66.2%	29.1%	37.2%
65+	423	419	367	128	33	293	83	209
%V	22.2%	22.6%	20.9%	14.6%	12.5%	24.8%	15.5%	32.3%
%H		99.1%	86.8%	30.3%	7.8%	69.3%	19.6%	49.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV East of England

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1904	1858	1755	878	264	1182	535	647
%H		97.6%	92.2%	46.1%	13.9%	62.1%	28.1%	34.0%
AB	467	460	446	229	75	281	130	151
%V	24.5%	24.8%	25.4%	26.1%	28.4%	23.8%	24.3%	23.3%
%H		98.5%	95.5%	49.0%	16.1%	60.2%	27.8%	32.3%
C1	564	541	511	271	73	349	168	181
%V	29.6%	29.1%	29.1%	30.9%	27.7%	29.5%	31.4%	28.0%
%H		95.9%	90.6%	48.0%	12.9%	61.9%	29.8%	32.1%
C2	398	396	382	202	51	265	131	133
%V	20.9%	21.3%	21.8%	23.0%	19.3%	22.4%	24.5%	20.6%
%H		99.5%	96.0%	50.8%	12.8%	66.6%	32.9%	33.4%
D	294	286	266	131	42	176	79	97
%V	15.4%	15.4%	15.2%	14.9%	15.9%	14.9%	14.8%	15.0%
%H		97.3%	90.5%	44.6%	14.3%	59.9%	26.9%	33.0%
E	180	175	150	45	24	111	26	85
%V	9.5%	9.4%	8.5%	5.1%	9.1%	9.4%	4.9%	13.1%
%H		97.2%	83.3%	25.0%	13.3%	61.7%	14.4%	47.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV East of England

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1904	1858	1755	878	264	1182	535	647
%H		97.6%	92.2%	46.1%	13.9%	62.1%	28.1%	34.0%
Working full time	602	587	564	299	108	344	174	170
%V	31.6%	31.6%	32.1%	34.1%	40.9%	29.1%	32.5%	26.3%
%H		97.5%	93.7%	49.7%	17.9%	57.1%	28.9%	28.2%
Working part time	390	385	377	210	64	249	137	112
%V	20.5%	20.7%	21.5%	23.9%	24.2%	21.1%	25.6%	17.3%
%H		98.7%	96.7%	53.8%	16.4%	63.8%	35.1%	28.7%
Not working	913	887	814	368	92	588	223	365
%V	48.0%	47.7%	46.4%	41.9%	34.8%	49.7%	41.7%	56.4%
%H		97.2%	89.2%	40.3%	10.1%	64.4%	24.4%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	798	774	772	321	71	634	250	384
%H (All HH)		97.0%	96.7%	40.2%	8.9%	79.4%	31.3%	48.1%
%H (TV HH)			99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
AB	191	186	185	83	18	148	63	86
%V	23.9%	24.0%	24.0%	25.9%	25.4%	23.3%	25.2%	22.4%
%H (All HH)		97.4%	96.9%	43.5%	9.4%	77.5%	33.0%	45.0%
%H (TV HH)			99.5%	44.6%	9.7%	79.6%	33.9%	46.2%
C1	255	249	249	104	25	202	82	120
%V	32.0%	32.2%	32.3%	32.4%	35.2%	31.9%	32.8%	31.3%
%H (All HH)		97.6%	97.6%	40.8%	9.8%	79.2%	32.2%	47.1%
%H (TV HH)			100.0%	41.8%	10.0%	81.1%	32.9%	48.2%
C2	176	173	173	78	16	143	64	80
%V	22.1%	22.4%	22.4%	24.3%	22.5%	22.6%	25.6%	20.8%
%H (All HH)		98.3%	98.3%	44.3%	9.1%	81.3%	36.4%	45.5%
%H (TV HH)			100.0%	45.1%	9.2%	82.7%	37.0%	46.2%
D	105	100	99	39	8	81	29	52
%V	13.2%	12.9%	12.8%	12.1%	11.3%	12.8%	11.6%	13.5%
%H (All HH)		95.2%	94.3%	37.1%	7.6%	77.1%	27.6%	49.5%
%H (TV HH)			99.0%	39.0%	8.0%	81.0%	29.0%	52.0%
E	71	67	67	17	3	59	12	47
%V	8.9%	8.7%	8.7%	5.3%	4.2%	9.3%	4.8%	12.2%
%H (All HH)		94.4%	94.4%	23.9%	4.2%	83.1%	16.9%	66.2%
%H (TV HH)			100.0%	25.4%	4.5%	88.1%	17.9%	70.1%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	798	774	772	321	71	634	250	384
%H (All HH)		97.0%	96.7%	40.2%	8.9%	79.4%	31.3%	48.1%
%H (TV HH)			99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
Under 25	34	31	31	9	4	24	7	18
%V	4.3%	4.0%	4.0%	2.8%	5.6%	3.8%	2.8%	4.7%
%H (All HH)		91.2%	91.2%	26.5%	11.8%	70.6%	20.6%	52.9%
%H (TV HH)			100.0%	29.0%	12.9%	77.4%	22.6%	58.1%
25 - 34	96	91	91	44	14	62	29	34
%V	12.0%	11.8%	11.8%	13.7%	19.7%	9.8%	11.6%	8.9%
%H (All HH)		94.8%	94.8%	45.8%	14.6%	64.6%	30.2%	35.4%
%H (TV HH)			100.0%	48.4%	15.4%	68.1%	31.9%	37.4%
35 - 44	122	118	118	66	11	91	50	42
%V	15.3%	15.2%	15.3%	20.6%	15.5%	14.4%	20.0%	10.9%
%H (All HH)		96.7%	96.7%	54.1%	9.0%	74.6%	41.0%	34.4%
%H (TV HH)			100.0%	55.9%	9.3%	77.1%	42.4%	35.6%
45 - 54	148	143	143	67	23	116	61	55
%V	18.5%	18.5%	18.5%	20.9%	32.4%	18.3%	24.4%	14.3%
%H (All HH)		96.6%	96.6%	45.3%	15.5%	78.4%	41.2%	37.2%
%H (TV HH)			100.0%	46.9%	16.1%	81.1%	42.7%	38.5%
55 - 64	154	150	149	62	10	129	51	78
%V	19.3%	19.4%	19.3%	19.3%	14.1%	20.3%	20.4%	20.3%
%H (All HH)		97.4%	96.8%	40.3%	6.5%	83.8%	33.1%	50.6%
%H (TV HH)			99.3%	41.3%	6.7%	86.0%	34.0%	52.0%
65 +	245	240	240	73	9	211	53	158
%V	30.7%	31.0%	31.1%	22.7%	12.7%	33.3%	21.2%	41.1%
%H (All HH)		98.0%	98.0%	29.8%	3.7%	86.1%	21.6%	64.5%
%H (TV HH)			100.0%	30.4%	3.8%	87.9%	22.1%	65.8%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	798	774	772	321	71	634	250	384
%H (All HH)		97.0%	96.7%	40.2%	8.9%	79.4%	31.3%	48.1%
%H (TV HH)			99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
1	277	264	263	73	14	222	45	177
%V	34.7%	34.1%	34.1%	22.7%	19.7%	35.0%	18.0%	46.1%
%H (All HH)		95.3%	94.9%	26.4%	5.1%	80.1%	16.2%	63.9%
%H (TV HH)			99.6%	27.7%	5.3%	84.1%	17.0%	67.0%
2	272	266	266	117	23	216	90	126
%V	34.1%	34.4%	34.5%	36.4%	32.4%	34.1%	36.0%	32.8%
%H (All HH)		97.8%	97.8%	43.0%	8.5%	79.4%	33.1%	46.3%
%H (TV HH)			100.0%	44.0%	8.6%	81.2%	33.8%	47.4%
3	111	110	110	61	15	88	52	36
%V	13.9%	14.2%	14.2%	19.0%	21.1%	13.9%	20.8%	9.4%
%H (All HH)		99.1%	99.1%	55.0%	13.5%	79.3%	46.8%	32.4%
%H (TV HH)			100.0%	55.5%	13.6%	80.0%	47.3%	32.7%
4	91	89	89	48	12	73	44	30
%V	11.4%	11.5%	11.5%	15.0%	16.9%	11.5%	17.6%	7.8%
%H (All HH)		97.8%	97.8%	52.7%	13.2%	80.2%	48.4%	33.0%
%H (TV HH)			100.0%	53.9%	13.5%	82.0%	49.4%	33.7%
5+	47	44	44	22	7	35	19	15
%V	5.9%	5.7%	5.7%	6.9%	9.9%	5.5%	7.6%	3.9%
%H (All HH)		93.6%	93.6%	46.8%	14.9%	74.5%	40.4%	31.9%
%H (TV HH)			100.0%	50.0%	15.9%	79.5%	43.2%	34.1%
Average HH size	2.22	2.23	2.23	2.49	2.72	2.21	2.64	1.92

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

July 2010 - June 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	798	774	772	321	71	634	250	384
%H (All HH)		97.0%	96.7%	40.2%	8.9%	79.4%	31.3%	48.1%
%H (TV HH)			99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
Without	623	605	603	232	50	504	180	324
%V	78.1%	78.2%	78.1%	72.3%	70.4%	79.5%	72.0%	84.4%
%H (All HH)		97.1%	96.8%	37.2%	8.0%	80.9%	28.9%	52.0%
%H (TV HH)			99.7%	38.3%	8.3%	83.3%	29.8%	53.6%
With	175	169	169	89	21	129	70	60
%V	21.9%	21.8%	21.9%	27.7%	29.6%	20.3%	28.0%	15.6%
%H (All HH)		96.6%	96.6%	50.9%	12.0%	73.7%	40.0%	34.3%
%H (TV HH)			100.0%	52.7%	12.4%	76.3%	41.4%	35.5%
0 - 3	62	60	60	29	8	43	20	24
%V	7.8%	7.8%	7.8%	9.0%	11.3%	6.8%	8.0%	6.3%
%H (All HH)		96.8%	96.8%	46.8%	12.9%	69.4%	32.3%	38.7%
%H (TV HH)			100.0%	48.3%	13.3%	71.7%	33.3%	40.0%
4 - 9	81	76	76	43	8	54	29	25
%V	10.2%	9.8%	9.8%	13.4%	11.3%	8.5%	11.6%	6.5%
%H (All HH)		93.8%	93.8%	53.1%	9.9%	66.7%	35.8%	30.9%
%H (TV HH)			100.0%	56.6%	10.5%	71.1%	38.2%	32.9%
10 - 15	91	88	88	49	12	74	46	28
%V	11.4%	11.4%	11.4%	15.3%	16.9%	11.7%	18.4%	7.3%
%H (All HH)		96.7%	96.7%	53.8%	13.2%	81.3%	50.5%	30.8%
%H (TV HH)			100.0%	55.7%	13.6%	84.1%	52.3%	31.8%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	798	774	772	321	71	634	250	384
%H (All HH)		97.0%	96.7%	40.2%	8.9%	79.4%	31.3%	48.1%
%H (TV HH)			99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
1	325	325	324	106	25	237	43	194
%V	40.7%	42.0%	42.0%	33.0%	35.2%	37.4%	17.2%	50.5%
%H (All HH)		100.0%	99.7%	32.6%	7.7%	72.9%	13.2%	59.7%
%H (TV HH)			99.7%	32.6%	7.7%	72.9%	13.2%	59.7%
2	253	253	253	107	21	216	90	126
%V	31.7%	32.7%	32.8%	33.3%	29.6%	34.1%	36.0%	32.8%
%H (All HH)		100.0%	100.0%	42.3%	8.3%	85.4%	35.6%	49.8%
%H (TV HH)			100.0%	42.3%	8.3%	85.4%	35.6%	49.8%
3	120	120	120	64	14	110	65	45
%V	15.0%	15.5%	15.5%	19.9%	19.7%	17.4%	26.0%	11.7%
%H (All HH)		100.0%	100.0%	53.3%	11.7%	91.7%	54.2%	37.5%
%H (TV HH)			100.0%	53.3%	11.7%	91.7%	54.2%	37.5%
4	51	51	51	31	8	48	36	12
%V	6.4%	6.6%	6.6%	9.7%	11.3%	7.6%	14.4%	3.1%
%H (All HH)		100.0%	100.0%	60.8%	15.7%	94.1%	70.6%	23.5%
%H (TV HH)			100.0%	60.8%	15.7%	94.1%	70.6%	23.5%
5+	24	24	24	14	3	23	16	7
%V	3.0%	3.1%	3.1%	4.4%	4.2%	3.6%	6.4%	1.8%
%H (All HH)		100.0%	100.0%	58.3%	12.5%	95.8%	66.7%	29.2%
%H (TV HH)			100.0%	58.3%	12.5%	95.8%	66.7%	29.2%

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

July 2010 - June 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	798	774	772	321	71	634	250	384
%H (All HH)		97.0%	96.7%	40.2%	8.9%	79.4%	31.3%	48.1%
%H (TV HH)			99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
Under 20"	336	336	336	144	32	304	142	162
%V	42.1%	43.4%	43.5%	44.9%	45.1%	47.9%	56.8%	42.2%
%H (All HH)		100.0%	100.0%	42.9%	9.5%	90.5%	42.3%	48.2%
%H (TV HH)			100.0%	42.9%	9.5%	90.5%	42.3%	48.2%
20" - 29"	391	391	389	149	32	334	124	210
%V	49.0%	50.5%	50.4%	46.4%	45.1%	52.7%	49.6%	54.7%
%H (All HH)		100.0%	99.5%	38.1%	8.2%	85.4%	31.7%	53.7%
%H (TV HH)			99.5%	38.1%	8.2%	85.4%	31.7%	53.7%
30" - 39"	370	370	369	176	37	303	145	157
%V	46.4%	47.8%	47.8%	54.8%	52.1%	47.8%	58.0%	40.9%
%H (All HH)		100.0%	99.7%	47.6%	10.0%	81.9%	39.2%	42.4%
%H (TV HH)			99.7%	47.6%	10.0%	81.9%	39.2%	42.4%
40" and over	159	159	158	99	23	122	84	37
%V	19.9%	20.5%	20.5%	30.8%	32.4%	19.2%	33.6%	9.6%
%H (All HH)		100.0%	99.4%	62.3%	14.5%	76.7%	52.8%	23.3%
%H (TV HH)			99.4%	62.3%	14.5%	76.7%	52.8%	23.3%

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

July 2010 - June 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	798	774	772	321	71	634	250	384
%H (All HH)		97.0%	96.7%	40.2%	8.9%	79.4%	31.3%	48.1%
%H (TV HH)			99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
Main living room	769	769	767	320	71	629	249	380
%V	96.4%	99.4%	99.4%	99.7%	100.0%	99.2%	99.6%	99.0%
%H (All HH)		100.0%	99.7%	41.6%	9.2%	81.8%	32.4%	49.4%
%H (TV HH)			99.7%	41.6%	9.2%	81.8%	32.4%	49.4%
Kitchen	100	100	100	48	5	92	45	47
%V	12.5%	12.9%	13.0%	15.0%	7.0%	14.5%	18.0%	12.2%
%H (All HH)		100.0%	100.0%	48.0%	5.0%	92.0%	45.0%	47.0%
%H (TV HH)			100.0%	48.0%	5.0%	92.0%	45.0%	47.0%
Adult's bedroom	335	335	334	165	39	296	162	134
%V	42.0%	43.3%	43.3%	51.4%	54.9%	46.7%	64.8%	34.9%
%H (All HH)		100.0%	99.7%	49.3%	11.6%	88.4%	48.4%	40.0%
%H (TV HH)			99.7%	49.3%	11.6%	88.4%	48.4%	40.0%
Child's bedroom	69	69	69	41	8	62	42	20
%V	8.6%	8.9%	8.9%	12.8%	11.3%	9.8%	16.8%	5.2%
%H (All HH)		100.0%	100.0%	59.4%	11.6%	89.9%	60.9%	29.0%
%H (TV HH)			100.0%	59.4%	11.6%	89.9%	60.9%	29.0%
Other bedroom	32	32	32	16	5	29	18	12
%V	4.0%	4.1%	4.1%	5.0%	7.0%	4.6%	7.2%	3.1%
%H (All HH)		100.0%	100.0%	50.0%	15.6%	90.6%	56.3%	37.5%
%H (TV HH)			100.0%	50.0%	15.6%	90.6%	56.3%	37.5%
Second living/dining room	78	78	78	40	4	71	38	34
%V	9.8%	10.1%	10.1%	12.5%	5.6%	11.2%	15.2%	8.9%
%H (All HH)		100.0%	100.0%	51.3%	5.1%	91.0%	48.7%	43.6%
%H (TV HH)			100.0%	51.3%	5.1%	91.0%	48.7%	43.6%
Study/office	14	14	14	9	1	13	9	4
%V	1.8%	1.8%	1.8%	2.8%	1.4%	2.1%	3.6%	1.0%
%H (All HH)		100.0%	100.0%	64.3%	7.1%	92.9%	64.3%	28.6%
%H (TV HH)			100.0%	64.3%	7.1%	92.9%	64.3%	28.6%
TV room	3	3	3	1	1	3	2	1
%V	0.4%	0.4%	0.4%	0.3%	1.4%	0.5%	0.8%	0.3%
%H (All HH)		100.0%	100.0%	33.3%	33.3%	100.0%	66.7%	33.3%
%H (TV HH)			100.0%	33.3%	33.3%	100.0%	66.7%	33.3%
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	2	7	5	3
%V	1.0%	1.0%	1.0%	0.9%	2.8%	1.1%	2.0%	0.8%
%H (All HH)		100.0%	100.0%	37.5%	25.0%	87.5%	62.5%	37.5%
%H (TV HH)			100.0%	37.5%	25.0%	87.5%	62.5%	37.5%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	798	774	772	321	71	634	250	384
%H (All HH)		97.0%	96.7%	40.2%	8.9%	79.4%	31.3%	48.1%
%H (TV HH)			99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
PVR	399	399	399	237	33	310	179	131
%V	50.0%	51.6%	51.7%	73.8%	46.5%	48.9%	71.6%	34.1%
%H (All HH)		100.0%	100.0%	59.4%	8.3%	77.7%	44.9%	32.8%
%H (TV HH)			100.0%	59.4%	8.3%	77.7%	44.9%	32.8%
DVDR	91	91	91	38	11	76	33	43
%V	11.4%	11.8%	11.8%	11.8%	15.5%	12.0%	13.2%	11.2%
%H (All HH)		100.0%	100.0%	41.8%	12.1%	83.5%	36.3%	47.3%
%H (TV HH)			100.0%	41.8%	12.1%	83.5%	36.3%	47.3%
VCR	86	86	85	36	12	73	36	38
%V	10.8%	11.1%	11.0%	11.2%	16.9%	11.5%	14.4%	9.9%
%H (All HH)		100.0%	98.8%	41.9%	14.0%	84.9%	41.9%	44.2%
%H (TV HH)			98.8%	41.9%	14.0%	84.9%	41.9%	44.2%
Any recorder	470	470	469	257	41	370	196	174
%V	58.9%	60.7%	60.8%	80.1%	57.7%	58.4%	78.4%	45.3%
%H (All HH)		100.0%	99.8%	54.7%	8.7%	78.7%	41.7%	37.0%
%H (TV HH)			99.8%	54.7%	8.7%	78.7%	41.7%	37.0%

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

July 2010 - June 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	798	774	772	321	71	634	250	384
%H (All HH)		97.0%	96.7%	40.2%	8.9%	79.4%	31.3%	48.1%
%H (TV HH)			99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
Receives HDTV (via STB or built-in reception)	190	190	190	111	37	145	101	45
%V	23.8%	24.5%	24.6%	34.6%	52.1%	22.9%	40.4%	11.7%
%H (All HH)		100.0%	100.0%	58.4%	19.5%	76.3%	53.2%	23.7%
%H (TV HH)			100.0%	58.4%	19.5%	76.3%	53.2%	23.7%
DVD/Blu-ray player or recorder	637	637	636	283	64	519	226	293
%V	79.8%	82.3%	82.4%	88.2%	90.1%	81.9%	90.4%	76.3%
%H (All HH)		100.0%	99.8%	44.4%	10.0%	81.5%	35.5%	46.0%
%H (TV HH)			99.8%	44.4%	10.0%	81.5%	35.5%	46.0%

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

July 2010 - June 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	798	774	772	321	71	634	250	384
%H (All HH)		97.0%	96.7%	40.2%	8.9%	79.4%	31.3%	48.1%
%H (TV HH)			99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
Has PC or Laptop	607	590	589	278	66	472	224	249
%V	76.1%	76.2%	76.3%	86.6%	93.0%	74.4%	89.6%	64.8%
%H (All HH)		97.2%	97.0%	45.8%	10.9%	77.8%	36.9%	41.0%
%H (TV HH)			99.8%	47.1%	11.2%	80.0%	38.0%	42.2%
Has broadband internet	566	551	550	265	65	435	213	223
%V	70.9%	71.2%	71.2%	82.6%	91.5%	68.6%	85.2%	58.1%
%H (All HH)		97.3%	97.2%	46.8%	11.5%	76.9%	37.6%	39.4%
%H (TV HH)			99.8%	48.1%	11.8%	78.9%	38.7%	40.5%

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1526	1524	709	159	1315	647	667
%H		99.9%	46.5%	10.4%	86.2%	42.4%	43.7%
Under 20"	463	463	211	50	425	219	206
%V	30.3%	30.4%	29.8%	31.4%	32.3%	33.8%	30.9%
%H		100.0%	45.6%	10.8%	91.8%	47.3%	44.5%
20" - 29"	470	469	185	40	410	162	248
%V	30.8%	30.8%	26.1%	25.2%	31.2%	25.0%	37.2%
%H		99.8%	39.4%	8.5%	87.2%	34.5%	52.8%
30" - 39"	413	412	198	44	342	170	172
%V	27.1%	27.0%	27.9%	27.7%	26.0%	26.3%	25.8%
%H		99.8%	47.9%	10.7%	82.8%	41.2%	41.6%
40" and over	176	175	113	25	135	95	40
%V	11.5%	11.5%	15.9%	15.7%	10.3%	14.7%	6.0%
%H		99.4%	64.2%	14.2%	76.7%	54.0%	22.7%
Don't know	5	5	2	1	3	1	2
%V	0.3%	0.3%	0.3%	0.6%	0.2%	0.2%	0.3%
%H		100.0%	40.0%	20.0%	60.0%	20.0%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV South West
Set level data
Table 10.12: 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	1526	1524	709	159	1315	647	667
%H		99.9%	46.5%	10.4%	86.2%	42.4%	43.7%
Main living room	773	772	323	71	634	253	381
%V	50.7%	50.7%	45.6%	44.7%	48.2%	39.1%	57.1%
%H		99.9%	41.8%	9.2%	82.0%	32.7%	49.3%
Kitchen	100	100	48	5	92	45	47
%V	6.6%	6.6%	6.8%	3.1%	7.0%	7.0%	7.0%
%H		100.0%	48.0%	5.0%	92.0%	45.0%	47.0%
Adult's bedroom	425	425	214	60	380	224	156
%V	27.9%	27.9%	30.2%	37.7%	28.9%	34.6%	23.4%
%H		100.0%	50.4%	14.1%	89.4%	52.7%	36.7%
Child's bedroom	85	85	51	9	77	51	25
%V	5.6%	5.6%	7.2%	5.7%	5.9%	7.9%	3.7%
%H		100.0%	60.0%	10.6%	90.6%	60.0%	29.4%
Other bedroom	35	35	18	5	33	19	13
%V	2.3%	2.3%	2.5%	3.1%	2.5%	2.9%	1.9%
%H		100.0%	51.4%	14.3%	94.3%	54.3%	37.1%
Second living/dining room	78	78	41	4	72	38	34
%V	5.1%	5.1%	5.8%	2.5%	5.5%	5.9%	5.1%
%H		100.0%	52.6%	5.1%	92.3%	48.7%	43.6%
Study/office	14	14	9	1	13	9	4
%V	0.9%	0.9%	1.3%	0.6%	1.0%	1.4%	0.6%
%H		100.0%	64.3%	7.1%	92.9%	64.3%	28.6%
TV room	3	3	1	1	3	2	1
%V	0.2%	0.2%	0.1%	0.6%	0.2%	0.3%	0.1%
%H		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%
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	8	8	3	3	8	5	3
%V	0.5%	0.5%	0.4%	1.9%	0.6%	0.8%	0.4%
%H		100.0%	37.5%	37.5%	100.0%	62.5%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	1526	1524	709	159	1315	647	667
%H		99.9%	46.5%	10.4%	86.2%	42.4%	43.7%
PVR	467	467	286	39	362	218	144
%V	30.6%	30.6%	40.3%	24.5%	27.5%	33.7%	21.6%
%H		100.0%	61.2%	8.4%	77.5%	46.7%	30.8%
DVDR	102	102	45	11	86	39	47
%V	6.7%	6.7%	6.3%	6.9%	6.5%	6.0%	7.0%
%H		100.0%	44.1%	10.8%	84.3%	38.2%	46.1%
VCR	95	94	40	13	82	40	42
%V	6.2%	6.2%	5.6%	8.2%	6.2%	6.2%	6.3%
%H		98.9%	42.1%	13.7%	86.3%	42.1%	44.2%
Any recorder	566	566	321	51	449	252	197
%V	37.1%	37.1%	45.3%	32.1%	34.1%	38.9%	29.5%
%H		100.0%	56.7%	9.0%	79.3%	44.5%	34.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1526	1524	709	159	1315	647	667
%H		99.9%	46.5%	10.4%	86.2%	42.4%	43.7%
Receives HDTV (via STB or built-in reception)	225	225	132	44	171	119	52
%V	14.7%	14.8%	18.6%	27.7%	13.0%	18.4%	7.8%
%H		100.0%	58.7%	19.6%	76.0%	52.9%	23.1%
DVD/Blu-ray player or recorder	946	944	454	111	793	406	387
%V	62.0%	61.9%	64.0%	69.8%	60.3%	62.8%	58.0%
%H		99.8%	48.0%	11.7%	83.8%	42.9%	40.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 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	774	772	321	71	634	250	384
%H		99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
Under 20"	52	52	10	1	47	5	41
%V	6.7%	6.7%	3.1%	1.4%	7.4%	2.0%	10.7%
%H		100.0%	19.2%	1.9%	90.4%	9.6%	78.8%
20" - 29"	251	250	71	15	211	46	165
%V	32.4%	32.4%	22.1%	21.1%	33.3%	18.4%	43.0%
%H		99.6%	28.3%	6.0%	84.1%	18.3%	65.7%
30" - 39"	320	320	148	32	261	120	142
%V	41.3%	41.5%	46.1%	45.1%	41.2%	48.0%	37.0%
%H		100.0%	46.3%	10.0%	81.6%	37.5%	44.4%
40" and over	148	148	92	23	113	78	35
%V	19.1%	19.2%	28.7%	32.4%	17.8%	31.2%	9.1%
%H		100.0%	62.2%	15.5%	76.4%	52.7%	23.6%
Don't know	2	2	1	0	2	1	1
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.4%	0.3%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	774	772	321	71	634	250	384
%H		99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
PVR	385	385	232	33	297	174	124
%V	49.7%	49.9%	72.3%	46.5%	46.8%	69.6%	32.3%
%H		100.0%	60.3%	8.6%	77.1%	45.2%	32.2%
DVDR	82	82	34	10	68	30	38
%V	10.6%	10.6%	10.6%	14.1%	10.7%	12.0%	9.9%
%H		100.0%	41.5%	12.2%	82.9%	36.6%	46.3%
VCR	70	70	28	8	61	27	34
%V	9.0%	9.1%	8.7%	11.3%	9.6%	10.8%	8.9%
%H		100.0%	40.0%	11.4%	87.1%	38.6%	48.6%
Any recorder	452	452	251	39	354	189	165
%V	58.4%	58.5%	78.2%	54.9%	55.8%	75.6%	43.0%
%H		100.0%	55.5%	8.6%	78.3%	41.8%	36.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: 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	774	772	321	71	634	250	384
%H		99.7%	41.5%	9.2%	81.9%	32.3%	49.6%
Receives HDTV (via STB or built-in reception)	185	185	109	37	140	99	42
%V	23.9%	24.0%	34.0%	52.1%	22.1%	39.6%	10.9%
%H		100.0%	58.9%	20.0%	75.7%	53.5%	22.7%
DVD/Blu-ray player or recorder	609	608	271	62	492	214	278
%V	78.7%	78.8%	84.4%	87.3%	77.6%	85.6%	72.4%
%H		99.8%	44.5%	10.2%	80.8%	35.1%	45.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South West

Set level data

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

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	752	752	387	88	681	397	283
%H		100.0%	51.5%	11.7%	90.6%	52.8%	37.6%
Under 20"	411	411	201	49	379	214	165
%V	54.7%	54.7%	51.9%	55.7%	55.7%	53.9%	58.3%
%H		100.0%	48.9%	11.9%	92.2%	52.1%	40.1%
20" - 29"	219	219	115	25	199	116	82
%V	29.1%	29.1%	29.7%	28.4%	29.2%	29.2%	29.0%
%H		100.0%	52.5%	11.4%	90.9%	53.0%	37.4%
30" - 39"	92	92	51	12	81	51	30
%V	12.2%	12.2%	13.2%	13.6%	11.9%	12.8%	10.6%
%H		100.0%	55.4%	13.0%	88.0%	55.4%	32.6%
40" and over	27	27	21	2	22	17	5
%V	3.6%	3.6%	5.4%	2.3%	3.2%	4.3%	1.8%
%H		100.0%	77.8%	7.4%	81.5%	63.0%	18.5%
Don't know	2	2	0	1	1	0	1
%V	0.3%	0.3%	0.0%	1.1%	0.1%	0.0%	0.4%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	752	752	387	88	681	397	283
%H		100.0%	51.5%	11.7%	90.6%	52.8%	37.6%
PVR	81	81	55	7	65	45	20
%V	10.8%	10.8%	14.2%	8.0%	9.5%	11.3%	7.1%
%H		100.0%	67.9%	8.6%	80.2%	55.6%	24.7%
DVDR	21	21	11	2	18	10	8
%V	2.8%	2.8%	2.8%	2.3%	2.6%	2.5%	2.8%
%H		100.0%	52.4%	9.5%	85.7%	47.6%	38.1%
VCR	24	24	12	5	21	13	8
%V	3.2%	3.2%	3.1%	5.7%	3.1%	3.3%	2.8%
%H		100.0%	50.0%	20.8%	87.5%	54.2%	33.3%
Any recorder	114	114	71	12	95	62	32
%V	15.2%	15.2%	18.3%	13.6%	14.0%	15.6%	11.3%
%H		100.0%	62.3%	10.5%	83.3%	54.4%	28.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	752	752	387	88	681	397	283
%H		100.0%	51.5%	11.7%	90.6%	52.8%	37.6%
Receives HDTV (via STB or built-in reception)	40	40	22	7	31	20	11
%V	5.3%	5.3%	5.7%	8.0%	4.6%	5.0%	3.9%
%H		100.0%	55.0%	17.5%	77.5%	50.0%	27.5%
DVD/Blu-ray player or recorder	336	336	182	49	301	192	109
%V	44.7%	44.7%	47.0%	55.7%	44.2%	48.4%	38.5%
%H		100.0%	54.2%	14.6%	89.6%	57.1%	32.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1773	1722	1720	799	192	1398	659	739
%H		97.1%	97.0%	45.1%	10.8%	78.8%	37.2%	41.7%
Total Children	297	284	284	152	32	217	116	101
%V	16.8%	16.5%	16.5%	19.0%	16.7%	15.5%	17.6%	13.7%
%H		95.6%	95.6%	51.2%	10.8%	73.1%	39.1%	34.0%
0 - 3	73	70	70	33	8	51	22	29
%V	4.1%	4.1%	4.1%	4.1%	4.2%	3.6%	3.3%	3.9%
%H		95.9%	95.9%	45.2%	11.0%	69.9%	30.1%	39.7%
4 - 15	225	215	215	119	24	166	94	72
%V	12.7%	12.5%	12.5%	14.9%	12.5%	11.9%	14.3%	9.7%
%H		95.6%	95.6%	52.9%	10.7%	73.8%	41.8%	32.0%
4 - 9	109	102	102	55	11	73	37	36
%V	6.1%	5.9%	5.9%	6.9%	5.7%	5.2%	5.6%	4.9%
%H		93.6%	93.6%	50.5%	10.1%	67.0%	33.9%	33.0%
10 - 15	116	113	113	64	14	93	58	36
%V	6.5%	6.6%	6.6%	8.0%	7.3%	6.7%	8.8%	4.9%
%H		97.4%	97.4%	55.2%	12.1%	80.2%	50.0%	31.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1773	1722	1720	799	192	1398	659	739
%H		97.1%	97.0%	45.1%	10.8%	78.8%	37.2%	41.7%
Total Adults (16+)	1476	1437	1435	646	160	1181	543	638
%V	83.2%	83.4%	83.4%	80.9%	83.3%	84.5%	82.4%	86.3%
%H		97.4%	97.2%	43.8%	10.8%	80.0%	36.8%	43.2%
16 - 19	89	87	87	42	15	76	45	32
%V	5.0%	5.1%	5.1%	5.3%	7.8%	5.4%	6.8%	4.3%
%H		97.8%	97.8%	47.2%	16.9%	85.4%	50.6%	36.0%
20 - 24	107	103	102	40	24	80	41	38
%V	6.0%	6.0%	5.9%	5.0%	12.5%	5.7%	6.2%	5.1%
%H		96.3%	95.3%	37.4%	22.4%	74.8%	38.3%	35.5%
25 - 34	189	180	180	90	26	127	63	64
%V	10.7%	10.5%	10.5%	11.3%	13.5%	9.1%	9.6%	8.7%
%H		95.2%	95.2%	47.6%	13.8%	67.2%	33.3%	33.9%
35 - 44	222	215	215	118	23	167	93	74
%V	12.5%	12.5%	12.5%	14.8%	12.0%	11.9%	14.1%	10.0%
%H		96.8%	96.8%	53.2%	10.4%	75.2%	41.9%	33.3%
45 - 54	251	244	244	120	36	202	111	91
%V	14.2%	14.2%	14.2%	15.0%	18.8%	14.4%	16.8%	12.3%
%H		97.2%	97.2%	47.8%	14.3%	80.5%	44.2%	36.3%
55 - 64	251	246	246	109	20	212	93	119
%V	14.2%	14.3%	14.3%	13.6%	10.4%	15.2%	14.1%	16.1%
%H		98.0%	98.0%	43.4%	8.0%	84.5%	37.1%	47.4%
65+	367	362	362	127	16	317	98	220
%V	20.7%	21.0%	21.0%	15.9%	8.3%	22.7%	14.9%	29.8%
%H		98.6%	98.6%	34.6%	4.4%	86.4%	26.7%	59.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1476	1437	1435	646	160	1181	543	638
%H		97.4%	97.2%	43.8%	10.8%	80.0%	36.8%	43.2%
AB	363	355	354	169	40	282	135	146
%V	24.6%	24.7%	24.7%	26.2%	25.0%	23.9%	24.9%	22.9%
%H		97.8%	97.5%	46.6%	11.0%	77.7%	37.2%	40.2%
C1	468	459	459	205	57	373	173	200
%V	31.7%	31.9%	32.0%	31.7%	35.6%	31.6%	31.9%	31.3%
%H		98.1%	98.1%	43.8%	12.2%	79.7%	37.0%	42.7%
C2	360	354	354	171	39	299	150	149
%V	24.4%	24.6%	24.7%	26.5%	24.4%	25.3%	27.6%	23.4%
%H		98.3%	98.3%	47.5%	10.8%	83.1%	41.7%	41.4%
D	194	185	185	77	20	153	66	87
%V	13.1%	12.9%	12.9%	11.9%	12.5%	13.0%	12.2%	13.6%
%H		95.4%	95.4%	39.7%	10.3%	78.9%	34.0%	44.8%
E	90	85	85	25	4	75	19	56
%V	6.1%	5.9%	5.9%	3.9%	2.5%	6.4%	3.5%	8.8%
%H		94.4%	94.4%	27.8%	4.4%	83.3%	21.1%	62.2%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV South West
Individual level data
Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1476	1437	1435	646	160	1181	543	638
%H		97.4%	97.2%	43.8%	10.8%	80.0%	36.8%	43.2%
Working full time	622	605	605	311	77	481	258	223
%V	42.1%	42.1%	42.2%	48.1%	48.1%	40.7%	47.5%	35.0%
%H		97.3%	97.3%	50.0%	12.4%	77.3%	41.5%	35.9%
Working part time	175	172	172	78	21	143	70	73
%V	11.9%	12.0%	12.0%	12.1%	13.1%	12.1%	12.9%	11.4%
%H		98.3%	98.3%	44.6%	12.0%	81.7%	40.0%	41.7%
Not working	680	660	659	258	62	558	215	342
%V	46.1%	45.9%	45.9%	39.9%	38.8%	47.2%	39.6%	53.6%
%H		97.1%	96.9%	37.9%	9.1%	82.1%	31.6%	50.3%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	715	695	695	323	78	573	275	298
%H		97.2%	97.2%	45.2%	10.9%	80.1%	38.5%	41.7%
16 - 19	47	47	47	23	6	42	24	18
%V	6.6%	6.8%	6.8%	7.1%	7.7%	7.3%	8.7%	6.0%
%H		100.0%	100.0%	48.9%	12.8%	89.4%	51.1%	38.3%
20 - 24	56	52	52	21	13	42	23	19
%V	7.8%	7.5%	7.5%	6.5%	16.7%	7.3%	8.4%	6.4%
%H		92.9%	92.9%	37.5%	23.2%	75.0%	41.1%	33.9%
25 - 34	96	91	91	46	13	66	33	33
%V	13.4%	13.1%	13.1%	14.2%	16.7%	11.5%	12.0%	11.1%
%H		94.8%	94.8%	47.9%	13.5%	68.8%	34.4%	34.4%
35 - 44	108	105	104	57	11	79	42	36
%V	15.1%	15.1%	15.0%	17.6%	14.1%	13.8%	15.3%	12.1%
%H		97.2%	96.3%	52.8%	10.2%	73.1%	38.9%	33.3%
45 - 54	119	115	115	58	16	96	53	43
%V	16.6%	16.5%	16.5%	18.0%	20.5%	16.8%	19.3%	14.4%
%H		96.6%	96.6%	48.7%	13.4%	80.7%	44.5%	36.1%
55 - 64	123	122	122	53	11	105	48	58
%V	17.2%	17.6%	17.6%	16.4%	14.1%	18.3%	17.5%	19.5%
%H		99.2%	99.2%	43.1%	8.9%	85.4%	39.0%	47.2%
65+	167	164	164	66	8	142	51	90
%V	23.4%	23.6%	23.6%	20.4%	10.3%	24.8%	18.5%	30.2%
%H		98.2%	98.2%	39.5%	4.8%	85.0%	30.5%	53.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	715	695	695	323	78	573	275	298
%H		97.2%	97.2%	45.2%	10.9%	80.1%	38.5%	41.7%
AB	180	177	176	86	20	142	71	71
%V	25.2%	25.5%	25.3%	26.6%	25.6%	24.8%	25.8%	23.8%
%H		98.3%	97.8%	47.8%	11.1%	78.9%	39.4%	39.4%
C1	213	209	209	96	27	169	81	88
%V	29.8%	30.1%	30.1%	29.7%	34.6%	29.5%	29.5%	29.5%
%H		98.1%	98.1%	45.1%	12.7%	79.3%	38.0%	41.3%
C2	193	189	189	89	19	161	78	83
%V	27.0%	27.2%	27.2%	27.6%	24.4%	28.1%	28.4%	27.9%
%H		97.9%	97.9%	46.1%	9.8%	83.4%	40.4%	43.0%
D	93	87	87	40	9	74	36	38
%V	13.0%	12.5%	12.5%	12.4%	11.5%	12.9%	13.1%	12.8%
%H		93.5%	93.5%	43.0%	9.7%	79.6%	38.7%	40.9%
E	37	34	34	13	2	28	9	19
%V	5.2%	4.9%	4.9%	4.0%	2.6%	4.9%	3.3%	6.4%
%H		91.9%	91.9%	35.1%	5.4%	75.7%	24.3%	51.4%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	715	695	695	323	78	573	275	298
%H		97.2%	97.2%	45.2%	10.9%	80.1%	38.5%	41.7%
Working full time	391	380	380	193	48	306	164	142
%V	54.7%	54.7%	54.7%	59.8%	61.5%	53.4%	59.6%	47.7%
%H		97.2%	97.2%	49.4%	12.3%	78.3%	41.9%	36.3%
Working part time	34	34	34	13	4	29	13	17
%V	4.8%	4.9%	4.9%	4.0%	5.1%	5.1%	4.7%	5.7%
%H		100.0%	100.0%	38.2%	11.8%	85.3%	38.2%	50.0%
Not working	291	281	281	117	26	238	98	140
%V	40.7%	40.4%	40.4%	36.2%	33.3%	41.5%	35.6%	47.0%
%H		96.6%	96.6%	40.2%	8.9%	81.8%	33.7%	48.1%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	761	742	741	323	82	609	269	340
%H		97.5%	97.4%	42.4%	10.8%	80.0%	35.3%	44.7%
16 - 19	42	40	40	19	9	34	21	13
%V	5.5%	5.4%	5.4%	5.9%	11.0%	5.6%	7.8%	3.8%
%H		95.2%	95.2%	45.2%	21.4%	81.0%	50.0%	31.0%
20 - 24	52	50	50	19	11	37	18	19
%V	6.8%	6.7%	6.7%	5.9%	13.4%	6.1%	6.7%	5.6%
%H		96.2%	96.2%	36.5%	21.2%	71.2%	34.6%	36.5%
25 - 34	93	89	89	44	14	61	30	31
%V	12.2%	12.0%	12.0%	13.6%	17.1%	10.0%	11.2%	9.1%
%H		95.7%	95.7%	47.3%	15.1%	65.6%	32.3%	33.3%
35 - 44	114	110	110	61	12	88	50	38
%V	15.0%	14.8%	14.8%	18.9%	14.6%	14.4%	18.6%	11.2%
%H		96.5%	96.5%	53.5%	10.5%	77.2%	43.9%	33.3%
45 - 54	133	128	128	63	20	105	58	48
%V	17.5%	17.3%	17.3%	19.5%	24.4%	17.2%	21.6%	14.1%
%H		96.2%	96.2%	47.4%	15.0%	78.9%	43.6%	36.1%
55 - 64	128	125	124	56	8	107	46	61
%V	16.8%	16.8%	16.7%	17.3%	9.8%	17.6%	17.1%	17.9%
%H		97.7%	96.9%	43.8%	6.3%	83.6%	35.9%	47.7%
65+	200	199	199	61	8	176	46	130
%V	26.3%	26.8%	26.9%	18.9%	9.8%	28.9%	17.1%	38.2%
%H		99.5%	99.5%	30.5%	4.0%	88.0%	23.0%	65.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	761	742	741	323	82	609	269	340
%H		97.5%	97.4%	42.4%	10.8%	80.0%	35.3%	44.7%
AB	183	178	177	83	20	140	64	75
%V	24.0%	24.0%	23.9%	25.7%	24.4%	23.0%	23.8%	22.1%
%H		97.3%	96.7%	45.4%	10.9%	76.5%	35.0%	41.0%
C1	255	249	249	109	30	204	92	112
%V	33.5%	33.6%	33.6%	33.7%	36.6%	33.5%	34.2%	32.9%
%H		97.6%	97.6%	42.7%	11.8%	80.0%	36.1%	43.9%
C2	167	165	165	82	19	138	72	66
%V	21.9%	22.2%	22.3%	25.4%	23.2%	22.7%	26.8%	19.4%
%H		98.8%	98.8%	49.1%	11.4%	82.6%	43.1%	39.5%
D	102	98	98	37	11	80	30	50
%V	13.4%	13.2%	13.2%	11.5%	13.4%	13.1%	11.2%	14.7%
%H		96.1%	96.1%	36.3%	10.8%	78.4%	29.4%	49.0%
E	54	51	51	12	2	47	10	37
%V	7.1%	6.9%	6.9%	3.7%	2.4%	7.7%	3.7%	10.9%
%H		94.4%	94.4%	22.2%	3.7%	87.0%	18.5%	68.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV South West
Individual level data
Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	761	742	741	323	82	609	269	340
%H		97.5%	97.4%	42.4%	10.8%	80.0%	35.3%	44.7%
Working full time	231	225	225	118	28	175	94	81
%V	30.4%	30.3%	30.4%	36.5%	34.1%	28.7%	34.9%	23.8%
%H		97.4%	97.4%	51.1%	12.1%	75.8%	40.7%	35.1%
Working part time	141	139	138	65	17	114	57	56
%V	18.5%	18.7%	18.6%	20.1%	20.7%	18.7%	21.2%	16.5%
%H		98.6%	97.9%	46.1%	12.1%	80.9%	40.4%	39.7%
Not working	389	378	378	141	36	320	117	202
%V	51.1%	50.9%	51.0%	43.7%	43.9%	52.5%	43.5%	59.4%
%H		97.2%	97.2%	36.2%	9.3%	82.3%	30.1%	51.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
AB	133	132	121	64	13	76	32	44
%V	18.6%	18.9%	20.2%	19.8%	21.3%	21.5%	22.5%	20.7%
%H (All HH)		99.2%	91.0%	48.1%	9.8%	57.1%	24.1%	33.1%
%H (TV HH)			91.7%	48.5%	9.8%	57.6%	24.2%	33.3%
C1	175	171	153	88	16	92	42	49
%V	24.5%	24.5%	25.6%	27.2%	26.2%	26.0%	29.6%	23.0%
%H (All HH)		97.7%	87.4%	50.3%	9.1%	52.6%	24.0%	28.0%
%H (TV HH)			89.5%	51.5%	9.4%	53.8%	24.6%	28.7%
C2	150	146	128	74	9	76	31	46
%V	21.0%	20.9%	21.4%	22.8%	14.8%	21.5%	21.8%	21.6%
%H (All HH)		97.3%	85.3%	49.3%	6.0%	50.7%	20.7%	30.7%
%H (TV HH)			87.7%	50.7%	6.2%	52.1%	21.2%	31.5%
D	126	122	105	55	10	62	24	37
%V	17.6%	17.5%	17.6%	17.0%	16.4%	17.5%	16.9%	17.4%
%H (All HH)		96.8%	83.3%	43.7%	7.9%	49.2%	19.0%	29.4%
%H (TV HH)			86.1%	45.1%	8.2%	50.8%	19.7%	30.3%
E	132	128	92	43	12	49	13	37
%V	18.5%	18.3%	15.4%	13.3%	19.7%	13.8%	9.2%	17.4%
%H (All HH)		97.0%	69.7%	32.6%	9.1%	37.1%	9.8%	28.0%
%H (TV HH)			71.9%	33.6%	9.4%	38.3%	10.2%	28.9%

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Under 25	31	28	25	12	4	14	5	9
%V	4.3%	4.0%	4.2%	3.7%	6.6%	4.0%	3.5%	4.2%
%H (All HH)		90.3%	80.6%	38.7%	12.9%	45.2%	16.1%	29.0%
%H (TV HH)			89.3%	42.9%	14.3%	50.0%	17.9%	32.1%
25 - 34	114	111	104	61	14	54	25	29
%V	15.9%	15.9%	17.4%	18.8%	23.0%	15.3%	17.6%	13.6%
%H (All HH)		97.4%	91.2%	53.5%	12.3%	47.4%	21.9%	25.4%
%H (TV HH)			93.7%	55.0%	12.6%	48.6%	22.5%	26.1%
35 - 44	144	141	130	79	12	74	35	39
%V	20.1%	20.2%	21.7%	24.4%	19.7%	20.9%	24.6%	18.3%
%H (All HH)		97.9%	90.3%	54.9%	8.3%	51.4%	24.3%	27.1%
%H (TV HH)			92.2%	56.0%	8.5%	52.5%	24.8%	27.7%
45 - 54	147	144	130	73	12	79	34	45
%V	20.6%	20.6%	21.7%	22.5%	19.7%	22.3%	23.9%	21.1%
%H (All HH)		98.0%	88.4%	49.7%	8.2%	53.7%	23.1%	30.6%
%H (TV HH)			90.3%	50.7%	8.3%	54.9%	23.6%	31.3%
55 - 64	116	114	97	51	11	61	24	36
%V	16.2%	16.3%	16.2%	15.7%	18.0%	17.2%	16.9%	16.9%
%H (All HH)		98.3%	83.6%	44.0%	9.5%	52.6%	20.7%	31.0%
%H (TV HH)			85.1%	44.7%	9.6%	53.5%	21.1%	31.6%
65 +	164	161	113	49	8	73	18	55
%V	22.9%	23.0%	18.9%	15.1%	13.1%	20.6%	12.7%	25.8%
%H (All HH)		98.2%	68.9%	29.9%	4.9%	44.5%	11.0%	33.5%
%H (TV HH)			70.2%	30.4%	5.0%	45.3%	11.2%	34.2%

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

July 2010 - June 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	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
1	218	208	150	59	16	91	17	74
%V	30.5%	29.8%	25.1%	18.2%	26.2%	25.7%	12.0%	34.7%
%H (All HH)		95.4%	68.8%	27.1%	7.3%	41.7%	7.8%	33.9%
%H (TV HH)			72.1%	28.4%	7.7%	43.8%	8.2%	35.6%
2	208	205	179	95	17	106	40	66
%V	29.1%	29.3%	29.9%	29.3%	27.9%	29.9%	28.2%	31.0%
%H (All HH)		98.6%	86.1%	45.7%	8.2%	51.0%	19.2%	31.7%
%H (TV HH)			87.3%	46.3%	8.3%	51.7%	19.5%	32.2%
3	110	109	101	59	12	58	28	30
%V	15.4%	15.6%	16.9%	18.2%	19.7%	16.4%	19.7%	14.1%
%H (All HH)		99.1%	91.8%	53.6%	10.9%	52.7%	25.5%	27.3%
%H (TV HH)			92.7%	54.1%	11.0%	53.2%	25.7%	27.5%
4	109	108	102	68	10	62	36	25
%V	15.2%	15.5%	17.1%	21.0%	16.4%	17.5%	25.4%	11.7%
%H (All HH)		99.1%	93.6%	62.4%	9.2%	56.9%	33.0%	22.9%
%H (TV HH)			94.4%	63.0%	9.3%	57.4%	33.3%	23.1%
5+	72	70	65	43	6	37	20	17
%V	10.1%	10.0%	10.9%	13.3%	9.8%	10.5%	14.1%	8.0%
%H (All HH)		97.2%	90.3%	59.7%	8.3%	51.4%	27.8%	23.6%
%H (TV HH)			92.9%	61.4%	8.6%	52.9%	28.6%	24.3%
Average HH size	2.50	2.51	2.64	2.88	2.57	2.61	3.07	2.30

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

July 2010 - June 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	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Without	507	493	405	200	41	246	84	162
%V	70.9%	70.5%	67.7%	61.7%	67.2%	69.5%	59.2%	76.1%
%H (All HH)		97.2%	79.9%	39.4%	8.1%	48.5%	16.6%	32.0%
%H (TV HH)			82.2%	40.6%	8.3%	49.9%	17.0%	32.9%
With	209	207	194	124	20	108	58	50
%V	29.2%	29.6%	32.4%	38.3%	32.8%	30.5%	40.8%	23.5%
%H (All HH)		99.0%	92.8%	59.3%	9.6%	51.7%	27.8%	23.9%
%H (TV HH)			93.7%	59.9%	9.7%	52.2%	28.0%	24.2%
0 - 3	84	83	77	49	8	42	21	20
%V	11.7%	11.9%	12.9%	15.1%	13.1%	11.9%	14.8%	9.4%
%H (All HH)		98.8%	91.7%	58.3%	9.5%	50.0%	25.0%	23.8%
%H (TV HH)			92.8%	59.0%	9.6%	50.6%	25.3%	24.1%
4 - 9	103	102	98	65	10	52	29	23
%V	14.4%	14.6%	16.4%	20.1%	16.4%	14.7%	20.4%	10.8%
%H (All HH)		99.0%	95.1%	63.1%	9.7%	50.5%	28.2%	22.3%
%H (TV HH)			96.1%	63.7%	9.8%	51.0%	28.4%	22.5%
10 - 15	108	107	99	64	9	57	31	26
%V	15.1%	15.3%	16.6%	19.8%	14.8%	16.1%	21.8%	12.2%
%H (All HH)		99.1%	91.7%	59.3%	8.3%	52.8%	28.7%	24.1%
%H (TV HH)			92.5%	59.8%	8.4%	53.3%	29.0%	24.3%

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
1	234	234	173	80	21	83	14	69
%V	32.7%	33.5%	28.9%	24.7%	34.4%	23.4%	9.9%	32.4%
%H (All HH)		100.0%	73.9%	34.2%	9.0%	35.5%	6.0%	29.5%
%H (TV HH)			73.9%	34.2%	9.0%	35.5%	6.0%	29.5%
2	252	252	220	114	21	135	49	87
%V	35.2%	36.1%	36.8%	35.2%	34.4%	38.1%	34.5%	40.8%
%H (All HH)		100.0%	87.3%	45.2%	8.3%	53.6%	19.4%	34.5%
%H (TV HH)			87.3%	45.2%	8.3%	53.6%	19.4%	34.5%
3	117	117	110	65	12	71	37	33
%V	16.4%	16.7%	18.4%	20.1%	19.7%	20.1%	26.1%	15.5%
%H (All HH)		100.0%	94.0%	55.6%	10.3%	60.7%	31.6%	28.2%
%H (TV HH)			94.0%	55.6%	10.3%	60.7%	31.6%	28.2%
4	59	59	58	37	6	40	24	16
%V	8.3%	8.4%	9.7%	11.4%	9.8%	11.3%	16.9%	7.5%
%H (All HH)		100.0%	98.3%	62.7%	10.2%	67.8%	40.7%	27.1%
%H (TV HH)			98.3%	62.7%	10.2%	67.8%	40.7%	27.1%
5+	37	37	36	28	1	25	18	8
%V	5.2%	5.3%	6.0%	8.6%	1.6%	7.1%	12.7%	3.8%
%H (All HH)		100.0%	97.3%	75.7%	2.7%	67.6%	48.6%	21.6%
%H (TV HH)			97.3%	75.7%	2.7%	67.6%	48.6%	21.6%

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

DATA PERIOD: ANNUAL

July 2010 - June 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	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Under 20"	264	264	230	125	22	151	68	83
%V	36.9%	37.8%	38.5%	38.6%	36.1%	42.7%	47.9%	39.0%
%H (All HH)		100.0%	87.1%	47.3%	8.3%	57.2%	25.8%	31.4%
%H (TV HH)			87.1%	47.3%	8.3%	57.2%	25.8%	31.4%
20" - 29"	380	380	309	159	31	195	76	119
%V	53.1%	54.4%	51.7%	49.1%	50.8%	55.1%	53.5%	55.9%
%H (All HH)		100.0%	81.3%	41.8%	8.2%	51.3%	20.0%	31.3%
%H (TV HH)			81.3%	41.8%	8.2%	51.3%	20.0%	31.3%
30" - 39"	342	342	320	181	32	195	87	108
%V	47.8%	48.9%	53.5%	55.9%	52.5%	55.1%	61.3%	50.7%
%H (All HH)		100.0%	93.6%	52.9%	9.4%	57.0%	25.4%	31.6%
%H (TV HH)			93.6%	52.9%	9.4%	57.0%	25.4%	31.6%
40" and over	210	210	206	140	20	114	67	47
%V	29.4%	30.0%	34.4%	43.2%	32.8%	32.2%	47.2%	22.1%
%H (All HH)		100.0%	98.1%	66.7%	9.5%	54.3%	31.9%	22.4%
%H (TV HH)			98.1%	66.7%	9.5%	54.3%	31.9%	22.4%

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

July 2010 - June 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	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Main living room	689	689	590	320	61	349	140	209
%V	96.4%	98.6%	98.7%	98.8%	100.0%	98.6%	98.6%	98.1%
%H (All HH)		100.0%	85.6%	46.4%	8.9%	50.7%	20.3%	30.3%
%H (TV HH)			85.6%	46.4%	8.9%	50.7%	20.3%	30.3%
Kitchen	192	192	172	103	10	114	54	60
%V	26.9%	27.5%	28.8%	31.8%	16.4%	32.2%	38.0%	28.2%
%H (All HH)		100.0%	89.6%	53.6%	5.2%	59.4%	28.1%	31.3%
%H (TV HH)			89.6%	53.6%	5.2%	59.4%	28.1%	31.3%
Adult's bedroom	299	299	279	162	31	176	89	87
%V	41.8%	42.8%	46.7%	50.0%	50.8%	49.7%	62.7%	40.8%
%H (All HH)		100.0%	93.3%	54.2%	10.4%	58.9%	29.8%	29.1%
%H (TV HH)			93.3%	54.2%	10.4%	58.9%	29.8%	29.1%
Child's bedroom	63	63	62	41	6	41	26	15
%V	8.8%	9.0%	10.4%	12.7%	9.8%	11.6%	18.3%	7.0%
%H (All HH)		100.0%	98.4%	65.1%	9.5%	65.1%	41.3%	23.8%
%H (TV HH)			98.4%	65.1%	9.5%	65.1%	41.3%	23.8%
Other bedroom	16	16	16	9	2	11	6	5
%V	2.2%	2.3%	2.7%	2.8%	3.3%	3.1%	4.2%	2.3%
%H (All HH)		100.0%	100.0%	56.3%	12.5%	68.8%	37.5%	31.3%
%H (TV HH)			100.0%	56.3%	12.5%	68.8%	37.5%	31.3%
Second living/dining room	132	132	124	79	8	83	45	38
%V	18.5%	18.9%	20.7%	24.4%	13.1%	23.4%	31.7%	17.8%
%H (All HH)		100.0%	93.9%	59.8%	6.1%	62.9%	34.1%	28.8%
%H (TV HH)			93.9%	59.8%	6.1%	62.9%	34.1%	28.8%
Study/office	13	13	12	8	1	8	5	3
%V	1.8%	1.9%	2.0%	2.5%	1.6%	2.3%	3.5%	1.4%
%H (All HH)		100.0%	92.3%	61.5%	7.7%	61.5%	38.5%	23.1%
%H (TV HH)			92.3%	61.5%	7.7%	61.5%	38.5%	23.1%
TV room	11	11	10	7	0	6	3	3
%V	1.5%	1.6%	1.7%	2.2%	0.0%	1.7%	2.1%	1.4%
%H (All HH)		100.0%	90.9%	63.6%	0.0%	54.5%	27.3%	27.3%
%H (TV HH)			90.9%	63.6%	0.0%	54.5%	27.3%	27.3%
No specific location	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.2%	0.3%	0.0%	0.3%	0.7%	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	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

DATA PERIOD: ANNUAL

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ITV Ulster

Household level data

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	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
PVR	266	266	266	217	21	126	97	29
%V	37.2%	38.1%	44.5%	67.0%	34.4%	35.6%	68.3%	13.6%
%H (All HH)		100.0%	100.0%	81.6%	7.9%	47.4%	36.5%	10.9%
%H (TV HH)			100.0%	81.6%	7.9%	47.4%	36.5%	10.9%
DVDR	112	112	101	61	9	66	34	32
%V	15.7%	16.0%	16.9%	18.8%	14.8%	18.6%	23.9%	15.0%
%H (All HH)		100.0%	90.2%	54.5%	8.0%	58.9%	30.4%	28.6%
%H (TV HH)			90.2%	54.5%	8.0%	58.9%	30.4%	28.6%
VCR	114	114	91	44	10	59	22	37
%V	15.9%	16.3%	15.2%	13.6%	16.4%	16.7%	15.5%	17.4%
%H (All HH)		100.0%	79.8%	38.6%	8.8%	51.8%	19.3%	32.5%
%H (TV HH)			79.8%	38.6%	8.8%	51.8%	19.3%	32.5%
Any recorder	388	388	358	250	32	189	112	77
%V	54.3%	55.5%	59.9%	77.2%	52.5%	53.4%	78.9%	36.2%
%H (All HH)		100.0%	92.3%	64.4%	8.2%	48.7%	28.9%	19.8%
%H (TV HH)			92.3%	64.4%	8.2%	48.7%	28.9%	19.8%

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

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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	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Receives HDTV (via STB or built-in reception)	140	140	140	101	23	70	53	17
%V	19.6%	20.0%	23.4%	31.2%	37.7%	19.8%	37.3%	8.0%
%H (All HH)		100.0%	100.0%	72.1%	16.4%	50.0%	37.9%	12.1%
%H (TV HH)			100.0%	72.1%	16.4%	50.0%	37.9%	12.1%
DVD/Blu-ray player or recorder	548	548	496	279	50	297	129	168
%V	76.6%	78.4%	82.9%	86.1%	82.0%	83.9%	90.8%	78.9%
%H (All HH)		100.0%	90.5%	50.9%	9.1%	54.2%	23.5%	30.7%
%H (TV HH)			90.5%	50.9%	9.1%	54.2%	23.5%	30.7%

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Ulster

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	715	699	598	324	61	354	142	213
%H (All HH)		97.8%	83.6%	45.3%	8.5%	49.5%	19.9%	29.8%
%H (TV HH)			85.6%	46.4%	8.7%	50.6%	20.3%	30.5%
Has PC or Laptop	482	475	444	261	49	256	122	135
%V	67.4%	68.0%	74.2%	80.6%	80.3%	72.3%	85.9%	63.4%
%H (All HH)		98.5%	92.1%	54.1%	10.2%	53.1%	25.3%	28.0%
%H (TV HH)			93.5%	54.9%	10.3%	53.9%	25.7%	28.4%
Has broadband internet	448	442	417	251	47	238	118	120
%V	62.7%	63.2%	69.7%	77.5%	77.0%	67.2%	83.1%	56.3%
%H (All HH)		98.7%	93.1%	56.0%	10.5%	53.1%	26.3%	26.8%
%H (TV HH)			94.3%	56.8%	10.6%	53.8%	26.7%	27.1%

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

July 2010 - June 2011

ITV Ulster

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	1528	1375	801	128	863	415	449
%H		90.0%	52.4%	8.4%	56.5%	27.2%	29.4%
Under 20"	366	328	185	31	216	104	112
%V	24.0%	23.9%	23.1%	24.2%	25.0%	25.1%	24.9%
%H		89.6%	50.5%	8.5%	59.0%	28.4%	30.6%
20" - 29"	523	438	234	39	288	122	166
%V	34.2%	31.9%	29.2%	30.5%	33.4%	29.4%	37.0%
%H		83.7%	44.7%	7.5%	55.1%	23.3%	31.7%
30" - 39"	403	379	223	37	232	112	121
%V	26.4%	27.6%	27.8%	28.9%	26.9%	27.0%	26.9%
%H		94.0%	55.3%	9.2%	57.6%	27.8%	30.0%
40" and over	232	228	157	22	127	78	49
%V	15.2%	16.6%	19.6%	17.2%	14.7%	18.8%	10.9%
%H		98.3%	67.7%	9.5%	54.7%	33.6%	21.1%
Don't know	3	2	2	0	1	0	1
%V	0.2%	0.1%	0.2%	0.0%	0.1%	0.0%	0.2%
%H		66.7%	66.7%	0.0%	33.3%	0.0%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	1528	1375	801	128	863	415	449
%H		90.0%	52.4%	8.4%	56.5%	27.2%	29.4%
Main living room	693	594	321	61	352	141	211
%V	45.4%	43.2%	40.1%	47.7%	40.8%	34.0%	47.0%
%H		85.7%	46.3%	8.8%	50.8%	20.3%	30.4%
Kitchen	192	173	103	10	115	54	60
%V	12.6%	12.6%	12.9%	7.8%	13.3%	13.0%	13.4%
%H		90.1%	53.6%	5.2%	59.9%	28.1%	31.3%
Adult's bedroom	380	358	214	38	231	123	108
%V	24.9%	26.0%	26.7%	29.7%	26.8%	29.6%	24.1%
%H		94.2%	56.3%	10.0%	60.8%	32.4%	28.4%
Child's bedroom	84	81	55	7	54	35	19
%V	5.5%	5.9%	6.9%	5.5%	6.3%	8.4%	4.2%
%H		96.4%	65.5%	8.3%	64.3%	41.7%	22.6%
Other bedroom	18	18	10	2	12	6	5
%V	1.2%	1.3%	1.2%	1.6%	1.4%	1.4%	1.1%
%H		100.0%	55.6%	11.1%	66.7%	33.3%	27.8%
Second living/dining room	134	126	80	8	84	45	38
%V	8.8%	9.2%	10.0%	6.3%	9.7%	10.8%	8.5%
%H		94.0%	59.7%	6.0%	62.7%	33.6%	28.4%
Study/office	13	12	8	1	8	5	3
%V	0.9%	0.9%	1.0%	0.8%	0.9%	1.2%	0.7%
%H		92.3%	61.5%	7.7%	61.5%	38.5%	23.1%
TV room	11	10	7	0	6	3	3
%V	0.7%	0.7%	0.9%	0.0%	0.7%	0.7%	0.7%
%H		90.9%	63.6%	0.0%	54.5%	27.3%	27.3%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	100.0%	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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

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	1528	1375	801	128	863	415	449
%H		90.0%	52.4%	8.4%	56.5%	27.2%	29.4%
PVR	351	351	294	24	157	123	34
%V	23.0%	25.5%	36.7%	18.8%	18.2%	29.6%	7.6%
%H		100.0%	83.8%	6.8%	44.7%	35.0%	9.7%
DVDR	142	130	82	10	87	49	38
%V	9.3%	9.5%	10.2%	7.8%	10.1%	11.8%	8.5%
%H		91.5%	57.7%	7.0%	61.3%	34.5%	26.8%
VCR	129	104	51	12	67	26	42
%V	8.4%	7.6%	6.4%	9.4%	7.8%	6.3%	9.4%
%H		80.6%	39.5%	9.3%	51.9%	20.2%	32.6%
Any recorder	529	495	362	40	258	162	96
%V	34.6%	36.0%	45.2%	31.3%	29.9%	39.0%	21.4%
%H		93.6%	68.4%	7.6%	48.8%	30.6%	18.1%

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	1528	1375	801	128	863	415	449
%H		90.0%	52.4%	8.4%	56.5%	27.2%	29.4%
Receives HDTV (via STB or built-in reception)	180	180	133	27	88	66	22
%V	11.8%	13.1%	16.6%	21.1%	10.2%	15.9%	4.9%
%H		100.0%	73.9%	15.0%	48.9%	36.7%	12.2%
DVD/Blu-ray player or recorder	827	769	459	75	478	240	238
%V	54.1%	55.9%	57.3%	58.6%	55.4%	57.8%	53.0%
%H		93.0%	55.5%	9.1%	57.8%	29.0%	28.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	698	598	324	61	354	141	212
%H		85.7%	46.4%	8.7%	50.7%	20.2%	30.4%
Under 20"	23	13	3	1	9	1	8
%V	3.3%	2.2%	0.9%	1.6%	2.5%	0.7%	3.8%
%H		56.5%	13.0%	4.3%	39.1%	4.3%	34.8%
20" - 29"	204	139	56	15	83	16	67
%V	29.2%	23.2%	17.3%	24.6%	23.4%	11.3%	31.6%
%H		68.1%	27.5%	7.4%	40.7%	7.8%	32.8%
30" - 39"	271	249	131	26	154	61	93
%V	38.8%	41.6%	40.4%	42.6%	43.5%	43.3%	43.9%
%H		91.9%	48.3%	9.6%	56.8%	22.5%	34.3%
40" and over	199	196	133	20	106	63	44
%V	28.5%	32.8%	41.0%	32.8%	29.9%	44.7%	20.8%
%H		98.5%	66.8%	10.1%	53.3%	31.7%	22.1%
Don't know	2	1	1	0	1	0	1
%V	0.3%	0.2%	0.3%	0.0%	0.3%	0.0%	0.5%
%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

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Ulster
Set level data
Table 11.16: Main Set Recorders

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	698	598	324	61	354	141	212
%H		85.7%	46.4%	8.7%	50.7%	20.2%	30.4%
PVR	258	257	212	21	120	93	26
%V	37.0%	43.0%	65.4%	34.4%	33.9%	66.0%	12.3%
%H		99.6%	82.2%	8.1%	46.5%	36.0%	10.1%
DVDR	91	81	49	7	52	27	25
%V	13.0%	13.5%	15.1%	11.5%	14.7%	19.1%	11.8%
%H		89.0%	53.8%	7.7%	57.1%	29.7%	27.5%
VCR	93	71	32	8	46	15	31
%V	13.3%	11.9%	9.9%	13.1%	13.0%	10.6%	14.6%
%H		76.3%	34.4%	8.6%	49.5%	16.1%	33.3%
Any recorder	368	339	243	30	175	107	67
%V	52.7%	56.7%	75.0%	49.2%	49.4%	75.9%	31.6%
%H		92.1%	66.0%	8.2%	47.6%	29.1%	18.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	698	598	324	61	354	141	212
%H		85.7%	46.4%	8.7%	50.7%	20.2%	30.4%
Receives HDTV (via STB or built-in reception)	136	136	98	23	67	51	16
%V	19.5%	22.7%	30.2%	37.7%	18.9%	36.2%	7.5%
%H		100.0%	72.1%	16.9%	49.3%	37.5%	11.8%
DVD/Blu-ray player or recorder	513	465	262	47	275	118	157
%V	73.5%	77.8%	80.9%	77.0%	77.7%	83.7%	74.1%
%H		90.6%	51.1%	9.2%	53.6%	23.0%	30.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	829	777	478	67	510	273	236
%H		93.7%	57.7%	8.1%	61.5%	32.9%	28.5%
Under 20"	344	315	183	30	206	103	104
%V	41.5%	40.5%	38.3%	44.8%	40.4%	37.7%	44.1%
%H		91.6%	53.2%	8.7%	59.9%	29.9%	30.2%
20" - 29"	319	299	178	24	205	106	99
%V	38.5%	38.5%	37.2%	35.8%	40.2%	38.8%	41.9%
%H		93.7%	55.8%	7.5%	64.3%	33.2%	31.0%
30" - 39"	133	130	92	12	78	50	28
%V	16.0%	16.7%	19.2%	17.9%	15.3%	18.3%	11.9%
%H		97.7%	69.2%	9.0%	58.6%	37.6%	21.1%
40" and over	33	32	25	2	20	15	5
%V	4.0%	4.1%	5.2%	3.0%	3.9%	5.5%	2.1%
%H		97.0%	75.8%	6.1%	60.6%	45.5%	15.2%
Don't know	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%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

Set level data

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

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	829	777	478	67	510	273	236
%H		93.7%	57.7%	8.1%	61.5%	32.9%	28.5%
PVR	93	93	82	4	38	30	7
%V	11.2%	12.0%	17.2%	6.0%	7.5%	11.0%	3.0%
%H		100.0%	88.2%	4.3%	40.9%	32.3%	7.5%
DVDR	51	49	33	3	35	22	13
%V	6.2%	6.3%	6.9%	4.5%	6.9%	8.1%	5.5%
%H		96.1%	64.7%	5.9%	68.6%	43.1%	25.5%
VCR	36	33	18	4	21	10	11
%V	4.3%	4.2%	3.8%	6.0%	4.1%	3.7%	4.7%
%H		91.7%	50.0%	11.1%	58.3%	27.8%	30.6%
Any recorder	162	156	118	10	83	54	29
%V	19.5%	20.1%	24.7%	14.9%	16.3%	19.8%	12.3%
%H		96.3%	72.8%	6.2%	51.2%	33.3%	17.9%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	829	777	478	67	510	273	236
%H		93.7%	57.7%	8.1%	61.5%	32.9%	28.5%
Receives HDTV (via STB or built-in reception)	44	44	35	5	21	16	5
%V	5.3%	5.7%	7.3%	7.5%	4.1%	5.9%	2.1%
%H		100.0%	79.5%	11.4%	47.7%	36.4%	11.4%
DVD/Blu-ray player or recorder	314	304	197	29	202	122	81
%V	37.9%	39.1%	41.2%	43.3%	39.6%	44.7%	34.3%
%H		96.8%	62.7%	9.2%	64.3%	38.9%	25.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1785	1756	1577	932	157	924	434	490
%H		98.4%	88.3%	52.2%	8.8%	51.8%	24.3%	27.5%
Total Children	383	379	358	234	35	197	107	90
%V	21.5%	21.6%	22.7%	25.1%	22.3%	21.3%	24.7%	18.4%
%H		99.0%	93.5%	61.1%	9.1%	51.4%	27.9%	23.5%
0 - 3	101	100	94	61	9	51	26	25
%V	5.7%	5.7%	6.0%	6.5%	5.7%	5.5%	6.0%	5.1%
%H		99.0%	93.1%	60.4%	8.9%	50.5%	25.7%	24.8%
4 - 15	282	279	264	173	25	145	81	65
%V	15.8%	15.9%	16.7%	18.6%	15.9%	15.7%	18.7%	13.3%
%H		98.9%	93.6%	61.3%	8.9%	51.4%	28.7%	23.0%
4 - 9	139	138	132	87	13	71	39	32
%V	7.8%	7.9%	8.4%	9.3%	8.3%	7.7%	9.0%	6.5%
%H		99.3%	95.0%	62.6%	9.4%	51.1%	28.1%	23.0%
10 - 15	143	141	131	86	12	74	41	33
%V	8.0%	8.0%	8.3%	9.2%	7.6%	8.0%	9.4%	6.7%
%H		98.6%	91.6%	60.1%	8.4%	51.7%	28.7%	23.1%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1785	1756	1577	932	157	924	434	490
%H		98.4%	88.3%	52.2%	8.8%	51.8%	24.3%	27.5%
Total Adults (16+)	1402	1377	1219	698	122	728	327	400
%V	78.5%	78.4%	77.3%	74.9%	77.7%	78.8%	75.3%	81.6%
%H		98.2%	86.9%	49.8%	8.7%	51.9%	23.3%	28.5%
16 - 19	101	100	93	59	8	56	30	27
%V	5.7%	5.7%	5.9%	6.3%	5.1%	6.1%	6.9%	5.5%
%H		99.0%	92.1%	58.4%	7.9%	55.4%	29.7%	26.7%
20 - 24	119	116	106	60	14	63	31	32
%V	6.7%	6.6%	6.7%	6.4%	8.9%	6.8%	7.1%	6.5%
%H		97.5%	89.1%	50.4%	11.8%	52.9%	26.1%	26.9%
25 - 34	248	242	225	133	30	122	61	61
%V	13.9%	13.8%	14.3%	14.3%	19.1%	13.2%	14.1%	12.4%
%H		97.6%	90.7%	53.6%	12.1%	49.2%	24.6%	24.6%
35 - 44	246	243	225	141	18	130	64	67
%V	13.8%	13.8%	14.3%	15.1%	11.5%	14.1%	14.7%	13.7%
%H		98.8%	91.5%	57.3%	7.3%	52.8%	26.0%	27.2%
45 - 54	244	240	219	129	21	131	61	70
%V	13.7%	13.7%	13.9%	13.8%	13.4%	14.2%	14.1%	14.3%
%H		98.4%	89.8%	52.9%	8.6%	53.7%	25.0%	28.7%
55 - 64	193	190	167	92	18	107	48	59
%V	10.8%	10.8%	10.6%	9.9%	11.5%	11.6%	11.1%	12.0%
%H		98.4%	86.5%	47.7%	9.3%	55.4%	24.9%	30.6%
65+	251	247	183	83	13	118	32	86
%V	14.1%	14.1%	11.6%	8.9%	8.3%	12.8%	7.4%	17.6%
%H		98.4%	72.9%	33.1%	5.2%	47.0%	12.7%	34.3%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1402	1377	1219	698	122	728	327	400
%H		98.2%	86.9%	49.8%	8.7%	51.9%	23.3%	28.5%
AB	285	282	264	148	32	162	74	88
%V	20.3%	20.5%	21.7%	21.2%	26.2%	22.3%	22.6%	22.0%
%H		98.9%	92.6%	51.9%	11.2%	56.8%	26.0%	30.9%
C1	360	354	326	194	33	201	103	98
%V	25.7%	25.7%	26.7%	27.8%	27.0%	27.6%	31.5%	24.5%
%H		98.3%	90.6%	53.9%	9.2%	55.8%	28.6%	27.2%
C2	318	312	275	166	18	168	74	93
%V	22.7%	22.7%	22.6%	23.8%	14.8%	23.1%	22.6%	23.3%
%H		98.1%	86.5%	52.2%	5.7%	52.8%	23.3%	29.2%
D	250	244	215	118	22	125	53	72
%V	17.8%	17.7%	17.6%	16.9%	18.0%	17.2%	16.2%	18.0%
%H		97.6%	86.0%	47.2%	8.8%	50.0%	21.2%	28.8%
E	189	185	139	71	18	72	22	50
%V	13.5%	13.4%	11.4%	10.2%	14.8%	9.9%	6.7%	12.5%
%H		97.9%	73.5%	37.6%	9.5%	38.1%	11.6%	26.5%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1402	1377	1219	698	122	728	327	400
%H		98.2%	86.9%	49.8%	8.7%	51.9%	23.3%	28.5%
Working full time	623	611	565	338	58	330	160	170
%V	44.4%	44.4%	46.3%	48.4%	47.5%	45.3%	48.9%	42.5%
%H		98.1%	90.7%	54.3%	9.3%	53.0%	25.7%	27.3%
Working part time	143	140	131	80	13	78	40	38
%V	10.2%	10.2%	10.7%	11.5%	10.7%	10.7%	12.2%	9.5%
%H		97.9%	91.6%	55.9%	9.1%	54.5%	28.0%	26.6%
Not working	636	626	523	279	52	320	127	193
%V	45.4%	45.5%	42.9%	40.0%	42.6%	44.0%	38.8%	48.3%
%H		98.4%	82.2%	43.9%	8.2%	50.3%	20.0%	30.3%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	681	665	597	348	59	352	162	191
%H		97.7%	87.7%	51.1%	8.7%	51.7%	23.8%	28.0%
16 - 19	49	48	45	29	4	27	15	12
%V	7.2%	7.2%	7.5%	8.3%	6.8%	7.7%	9.3%	6.3%
%H		98.0%	91.8%	59.2%	8.2%	55.1%	30.6%	24.5%
20 - 24	63	61	58	34	8	33	17	16
%V	9.3%	9.2%	9.7%	9.8%	13.6%	9.4%	10.5%	8.4%
%H		96.8%	92.1%	54.0%	12.7%	52.4%	27.0%	25.4%
25 - 34	123	119	110	65	15	60	31	29
%V	18.1%	17.9%	18.4%	18.7%	25.4%	17.0%	19.1%	15.2%
%H		96.7%	89.4%	52.8%	12.2%	48.8%	25.2%	23.6%
35 - 44	121	119	110	67	8	64	30	35
%V	17.8%	17.9%	18.4%	19.3%	13.6%	18.2%	18.5%	18.3%
%H		98.3%	90.9%	55.4%	6.6%	52.9%	24.8%	28.9%
45 - 54	119	116	107	63	11	63	29	34
%V	17.5%	17.4%	17.9%	18.1%	18.6%	17.9%	17.9%	17.8%
%H		97.5%	89.9%	52.9%	9.2%	52.9%	24.4%	28.6%
55 - 64	95	93	83	47	9	51	24	28
%V	14.0%	14.0%	13.9%	13.5%	15.3%	14.5%	14.8%	14.7%
%H		97.9%	87.4%	49.5%	9.5%	53.7%	25.3%	29.5%
65+	111	109	85	42	6	53	17	36
%V	16.3%	16.4%	14.2%	12.1%	10.2%	15.1%	10.5%	18.8%
%H		98.2%	76.6%	37.8%	5.4%	47.7%	15.3%	32.4%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	681	665	597	348	59	352	162	191
%H		97.7%	87.7%	51.1%	8.7%	51.7%	23.8%	28.0%
AB	140	138	129	74	16	78	38	41
%V	20.6%	20.8%	21.6%	21.3%	27.1%	22.2%	23.5%	21.5%
%H		98.6%	92.1%	52.9%	11.4%	55.7%	27.1%	29.3%
C1	169	165	155	94	16	95	50	45
%V	24.8%	24.8%	26.0%	27.0%	27.1%	27.0%	30.9%	23.6%
%H		97.6%	91.7%	55.6%	9.5%	56.2%	29.6%	26.6%
C2	172	168	149	89	10	90	39	50
%V	25.3%	25.3%	25.0%	25.6%	16.9%	25.6%	24.1%	26.2%
%H		97.7%	86.6%	51.7%	5.8%	52.3%	22.7%	29.1%
D	122	118	105	59	10	59	26	34
%V	17.9%	17.7%	17.6%	17.0%	16.9%	16.8%	16.0%	17.8%
%H		96.7%	86.1%	48.4%	8.2%	48.4%	21.3%	27.9%
E	79	76	58	30	7	30	9	20
%V	11.6%	11.4%	9.7%	8.6%	11.9%	8.5%	5.6%	10.5%
%H		96.2%	73.4%	38.0%	8.9%	38.0%	11.4%	25.3%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Ulster
Individual level data
Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	681	665	597	348	59	352	162	191
%H		97.7%	87.7%	51.1%	8.7%	51.7%	23.8%	28.0%
Working full time	387	377	349	211	34	204	99	105
%V	56.8%	56.7%	58.5%	60.6%	57.6%	58.0%	61.1%	55.0%
%H		97.4%	90.2%	54.5%	8.8%	52.7%	25.6%	27.1%
Working part time	29	28	26	15	3	16	8	8
%V	4.3%	4.2%	4.4%	4.3%	5.1%	4.5%	4.9%	4.2%
%H		96.6%	89.7%	51.7%	10.3%	55.2%	27.6%	27.6%
Not working	266	260	222	122	22	132	54	78
%V	39.1%	39.1%	37.2%	35.1%	37.3%	37.5%	33.3%	40.8%
%H		97.7%	83.5%	45.9%	8.3%	49.6%	20.3%	29.3%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	720	711	622	350	63	376	166	210
%H		98.8%	86.4%	48.6%	8.8%	52.2%	23.1%	29.2%
16 - 19	52	52	48	30	4	29	15	14
%V	7.2%	7.3%	7.7%	8.6%	6.3%	7.7%	9.0%	6.7%
%H		100.0%	92.3%	57.7%	7.7%	55.8%	28.8%	26.9%
20 - 24	56	55	48	26	6	30	15	16
%V	7.8%	7.7%	7.7%	7.4%	9.5%	8.0%	9.0%	7.6%
%H		98.2%	85.7%	46.4%	10.7%	53.6%	26.8%	28.6%
25 - 34	124	122	116	68	16	62	30	32
%V	17.2%	17.2%	18.6%	19.4%	25.4%	16.5%	18.1%	15.2%
%H		98.4%	93.5%	54.8%	12.9%	50.0%	24.2%	25.8%
35 - 44	125	124	115	74	10	66	34	32
%V	17.4%	17.4%	18.5%	21.1%	15.9%	17.6%	20.5%	15.2%
%H		99.2%	92.0%	59.2%	8.0%	52.8%	27.2%	25.6%
45 - 54	125	123	112	66	10	68	32	36
%V	17.4%	17.3%	18.0%	18.9%	15.9%	18.1%	19.3%	17.1%
%H		98.4%	89.6%	52.8%	8.0%	54.4%	25.6%	28.8%
55 - 64	98	97	85	45	9	55	24	31
%V	13.6%	13.6%	13.7%	12.9%	14.3%	14.6%	14.5%	14.8%
%H		99.0%	86.7%	45.9%	9.2%	56.1%	24.5%	31.6%
65+	140	138	98	41	7	65	15	50
%V	19.4%	19.4%	15.8%	11.7%	11.1%	17.3%	9.0%	23.8%
%H		98.6%	70.0%	29.3%	5.0%	46.4%	10.7%	35.7%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	720	711	622	350	63	376	166	210
%H		98.8%	86.4%	48.6%	8.8%	52.2%	23.1%	29.2%
AB	145	144	135	73	16	84	37	47
%V	20.1%	20.3%	21.7%	20.9%	25.4%	22.3%	22.3%	22.4%
%H		99.3%	93.1%	50.3%	11.0%	57.9%	25.5%	32.4%
C1	191	189	170	100	17	106	54	53
%V	26.5%	26.6%	27.3%	28.6%	27.0%	28.2%	32.5%	25.2%
%H		99.0%	89.0%	52.4%	8.9%	55.5%	28.3%	27.7%
C2	146	144	126	77	8	78	35	43
%V	20.3%	20.3%	20.3%	22.0%	12.7%	20.7%	21.1%	20.5%
%H		98.6%	86.3%	52.7%	5.5%	53.4%	24.0%	29.5%
D	129	127	110	59	11	66	27	38
%V	17.9%	17.9%	17.7%	16.9%	17.5%	17.6%	16.3%	18.1%
%H		98.4%	85.3%	45.7%	8.5%	51.2%	20.9%	29.5%
E	110	108	81	41	11	42	13	29
%V	15.3%	15.2%	13.0%	11.7%	17.5%	11.2%	7.8%	13.8%
%H		98.2%	73.6%	37.3%	10.0%	38.2%	11.8%	26.4%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Ulster

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	720	711	622	350	63	376	166	210
%H		98.8%	86.4%	48.6%	8.8%	52.2%	23.1%	29.2%
Working full time	237	234	216	127	23	125	61	65
%V	32.9%	32.9%	34.7%	36.3%	36.5%	33.2%	36.7%	31.0%
%H		98.7%	91.1%	53.6%	9.7%	52.7%	25.7%	27.4%
Working part time	114	112	105	65	10	62	32	30
%V	15.8%	15.8%	16.9%	18.6%	15.9%	16.5%	19.3%	14.3%
%H		98.2%	92.1%	57.0%	8.8%	54.4%	28.1%	26.3%
Not working	370	365	301	157	29	188	73	115
%V	51.4%	51.3%	48.4%	44.9%	46.0%	50.0%	44.0%	54.8%
%H		98.6%	81.4%	42.4%	7.8%	50.8%	19.7%	31.1%

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	286	278	278	160	1	244	127	118
%H (All HH)		97.2%	97.2%	55.9%	0.3%	85.3%	44.4%	41.3%
%H (TV HH)			100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
AB	57	56	56	31	0	49	24	25
%V	19.9%	20.1%	20.1%	19.4%	0.0%	20.1%	18.9%	21.2%
%H (All HH)		98.2%	98.2%	54.4%	0.0%	86.0%	42.1%	43.9%
%H (TV HH)			100.0%	55.4%	0.0%	87.5%	42.9%	44.6%
C1	64	62	62	38	0	54	30	25
%V	22.4%	22.3%	22.3%	23.8%	0.0%	22.1%	23.6%	21.2%
%H (All HH)		96.9%	96.9%	59.4%	0.0%	84.4%	46.9%	39.1%
%H (TV HH)			100.0%	61.3%	0.0%	87.1%	48.4%	40.3%
C2	70	68	68	44	0	58	34	25
%V	24.5%	24.5%	24.5%	27.5%	0.0%	23.8%	26.8%	21.2%
%H (All HH)		97.1%	97.1%	62.9%	0.0%	82.9%	48.6%	35.7%
%H (TV HH)			100.0%	64.7%	0.0%	85.3%	50.0%	36.8%
D	62	60	60	35	0	55	30	26
%V	21.7%	21.6%	21.6%	21.9%	0.0%	22.5%	23.6%	22.0%
%H (All HH)		96.8%	96.8%	56.5%	0.0%	88.7%	48.4%	41.9%
%H (TV HH)			100.0%	58.3%	0.0%	91.7%	50.0%	43.3%
E	32	31	31	13	0	27	10	18
%V	11.2%	11.2%	11.2%	8.1%	0.0%	11.1%	7.9%	15.3%
%H (All HH)		96.9%	96.9%	40.6%	0.0%	84.4%	31.3%	56.3%
%H (TV HH)			100.0%	41.9%	0.0%	87.1%	32.3%	58.1%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	286	278	278	160	1	244	127	118
%H (All HH)		97.2%	97.2%	55.9%	0.3%	85.3%	44.4%	41.3%
%H (TV HH)			100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
Under 25	11	11	11	6	0	9	4	5
%V	3.8%	4.0%	4.0%	3.8%	0.0%	3.7%	3.1%	4.2%
%H (All HH)		100.0%	100.0%	54.5%	0.0%	81.8%	36.4%	45.5%
%H (TV HH)			100.0%	54.5%	0.0%	81.8%	36.4%	45.5%
25 - 34	40	38	38	28	0	31	21	11
%V	14.0%	13.7%	13.7%	17.5%	0.0%	12.7%	16.5%	9.3%
%H (All HH)		95.0%	95.0%	70.0%	0.0%	77.5%	52.5%	27.5%
%H (TV HH)			100.0%	73.7%	0.0%	81.6%	55.3%	28.9%
35 - 44	48	47	47	30	0	42	26	17
%V	16.8%	16.9%	16.9%	18.8%	0.0%	17.2%	20.5%	14.4%
%H (All HH)		97.9%	97.9%	62.5%	0.0%	87.5%	54.2%	35.4%
%H (TV HH)			100.0%	63.8%	0.0%	89.4%	55.3%	36.2%
45 - 54	52	50	50	32	0	41	23	18
%V	18.2%	18.0%	18.0%	20.0%	0.0%	16.8%	18.1%	15.3%
%H (All HH)		96.2%	96.2%	61.5%	0.0%	78.8%	44.2%	34.6%
%H (TV HH)			100.0%	64.0%	0.0%	82.0%	46.0%	36.0%
55 - 64	51	50	50	27	0	45	23	23
%V	17.8%	18.0%	18.0%	16.9%	0.0%	18.4%	18.1%	19.5%
%H (All HH)		98.0%	98.0%	52.9%	0.0%	88.2%	45.1%	45.1%
%H (TV HH)			100.0%	54.0%	0.0%	90.0%	46.0%	46.0%
65 +	83	82	82	37	0	75	31	44
%V	29.0%	29.5%	29.5%	23.1%	0.0%	30.7%	24.4%	37.3%
%H (All HH)		98.8%	98.8%	44.6%	0.0%	90.4%	37.3%	53.0%
%H (TV HH)			100.0%	45.1%	0.0%	91.5%	37.8%	53.7%

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

July 2010 - June 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	286	278	278	160	1	244	127	118
%H (All HH)		97.2%	97.2%	55.9%	0.3%	85.3%	44.4%	41.3%
%H (TV HH)			100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
1	99	93	93	39	1	84	31	53
%V	34.6%	33.5%	33.5%	24.4%	100.0%	34.4%	24.4%	44.9%
%H (All HH)		93.9%	93.9%	39.4%	1.0%	84.8%	31.3%	53.5%
%H (TV HH)			100.0%	41.9%	1.1%	90.3%	33.3%	57.0%
2	99	97	97	56	0	86	45	41
%V	34.6%	34.9%	34.9%	35.0%	0.0%	35.2%	35.4%	34.7%
%H (All HH)		98.0%	98.0%	56.6%	0.0%	86.9%	45.5%	41.4%
%H (TV HH)			100.0%	57.7%	0.0%	88.7%	46.4%	42.3%
3	40	40	40	28	0	33	21	12
%V	14.0%	14.4%	14.4%	17.5%	0.0%	13.5%	16.5%	10.2%
%H (All HH)		100.0%	100.0%	70.0%	0.0%	82.5%	52.5%	30.0%
%H (TV HH)			100.0%	70.0%	0.0%	82.5%	52.5%	30.0%
4	37	37	37	28	0	31	22	9
%V	12.9%	13.3%	13.3%	17.5%	0.0%	12.7%	17.3%	7.6%
%H (All HH)		100.0%	100.0%	75.7%	0.0%	83.8%	59.5%	24.3%
%H (TV HH)			100.0%	75.7%	0.0%	83.8%	59.5%	24.3%
5+	11	11	11	9	0	10	8	3
%V	3.8%	4.0%	4.0%	5.6%	0.0%	4.1%	6.3%	2.5%
%H (All HH)		100.0%	100.0%	81.8%	0.0%	90.9%	72.7%	27.3%
%H (TV HH)			100.0%	81.8%	0.0%	90.9%	72.7%	27.3%
Average HH size	2.19	2.21	2.21	2.46	1.26	2.19	2.47	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

July 2010 - June 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	286	278	278	160	1	244	127	118
%H (All HH)		97.2%	97.2%	55.9%	0.3%	85.3%	44.4%	41.3%
%H (TV HH)			100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
Without	220	212	212	111	1	189	89	100
%V	76.9%	76.3%	76.3%	69.4%	100.0%	77.5%	70.1%	84.7%
%H (All HH)		96.4%	96.4%	50.5%	0.5%	85.9%	40.5%	45.5%
%H (TV HH)			100.0%	52.4%	0.5%	89.2%	42.0%	47.2%
With	66	66	66	48	0	55	37	18
%V	23.1%	23.7%	23.7%	30.0%	0.0%	22.5%	29.1%	15.3%
%H (All HH)		100.0%	100.0%	72.7%	0.0%	83.3%	56.1%	27.3%
%H (TV HH)			100.0%	72.7%	0.0%	83.3%	56.1%	27.3%
0 - 3	26	26	26	19	0	22	15	7
%V	9.1%	9.4%	9.4%	11.9%	0.0%	9.0%	11.8%	5.9%
%H (All HH)		100.0%	100.0%	73.1%	0.0%	84.6%	57.7%	26.9%
%H (TV HH)			100.0%	73.1%	0.0%	84.6%	57.7%	26.9%
4 - 9	31	31	31	24	0	26	19	7
%V	10.8%	11.2%	11.2%	15.0%	0.0%	10.7%	15.0%	5.9%
%H (All HH)		100.0%	100.0%	77.4%	0.0%	83.9%	61.3%	22.6%
%H (TV HH)			100.0%	77.4%	0.0%	83.9%	61.3%	22.6%
10 - 15	28	28	28	21	0	25	18	7
%V	9.8%	10.1%	10.1%	13.1%	0.0%	10.2%	14.2%	5.9%
%H (All HH)		100.0%	100.0%	75.0%	0.0%	89.3%	64.3%	25.0%
%H (TV HH)			100.0%	75.0%	0.0%	89.3%	64.3%	25.0%

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

July 2010 - June 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	286	278	278	160	1	244	127	118
%H (All HH)		97.2%	97.2%	55.9%	0.3%	85.3%	44.4%	41.3%
%H (TV HH)			100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
1	114	114	114	56	0	96	38	58
%V	39.9%	41.0%	41.0%	35.0%	0.0%	39.3%	29.9%	49.2%
%H (All HH)		100.0%	100.0%	49.1%	0.0%	84.2%	33.3%	50.9%
%H (TV HH)			100.0%	49.1%	0.0%	84.2%	33.3%	50.9%
2	97	97	97	53	0	86	43	43
%V	33.9%	34.9%	34.9%	33.1%	0.0%	35.2%	33.9%	36.4%
%H (All HH)		100.0%	100.0%	54.6%	0.0%	88.7%	44.3%	44.3%
%H (TV HH)			100.0%	54.6%	0.0%	88.7%	44.3%	44.3%
3	42	42	42	30	0	39	27	12
%V	14.7%	15.1%	15.1%	18.8%	0.0%	16.0%	21.3%	10.2%
%H (All HH)		100.0%	100.0%	71.4%	0.0%	92.9%	64.3%	28.6%
%H (TV HH)			100.0%	71.4%	0.0%	92.9%	64.3%	28.6%
4	15	15	15	12	0	14	11	4
%V	5.2%	5.4%	5.4%	7.5%	0.0%	5.7%	8.7%	3.4%
%H (All HH)		100.0%	100.0%	80.0%	0.0%	93.3%	73.3%	26.7%
%H (TV HH)			100.0%	80.0%	0.0%	93.3%	73.3%	26.7%
5+	10	10	10	9	0	9	8	1
%V	3.5%	3.6%	3.6%	5.6%	0.0%	3.7%	6.3%	0.8%
%H (All HH)		100.0%	100.0%	90.0%	0.0%	90.0%	80.0%	10.0%
%H (TV HH)			100.0%	90.0%	0.0%	90.0%	80.0%	10.0%

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

July 2010 - June 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	286	278	278	160	1	244	127	118
%V (All HH)		97.2%	97.2%	55.9%	0.3%	85.3%	44.4%	41.3%
%H (TV HH)			100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
Under 20"	111	111	111	69	1	103	60	43
%V	38.8%	39.9%	39.9%	43.1%	100.0%	42.2%	47.2%	36.4%
%H (All HH)		100.0%	100.0%	62.2%	0.9%	92.8%	54.1%	38.7%
%H (TV HH)			100.0%	62.2%	0.9%	92.8%	54.1%	38.7%
20" - 29"	137	137	137	72	0	121	57	65
%V	47.9%	49.3%	49.3%	45.0%	0.0%	49.6%	44.9%	55.1%
%H (All HH)		100.0%	100.0%	52.6%	0.0%	88.3%	41.6%	47.4%
%H (TV HH)			100.0%	52.6%	0.0%	88.3%	41.6%	47.4%
30" - 39"	136	136	136	87	1	119	69	50
%V	47.6%	48.9%	48.9%	54.4%	100.0%	48.8%	54.3%	42.4%
%H (All HH)		100.0%	100.0%	64.0%	0.7%	87.5%	50.7%	36.8%
%H (TV HH)			100.0%	64.0%	0.7%	87.5%	50.7%	36.8%
40" and over	63	63	63	48	1	55	40	15
%V	22.0%	22.7%	22.7%	30.0%	100.0%	22.5%	31.5%	12.7%
%H (All HH)		100.0%	100.0%	76.2%	1.6%	87.3%	63.5%	23.8%
%H (TV HH)			100.0%	76.2%	1.6%	87.3%	63.5%	23.8%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	286	278	278	160	1	244	127	118
%H (All HH)		97.2%	97.2%	55.9%	0.3%	85.3%	44.4%	41.3%
%H (TV HH)			100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
Main living room	275	275	275	159	1	242	126	116
%V	96.2%	98.9%	98.9%	99.4%	100.0%	99.2%	99.2%	98.3%
%H (All HH)		100.0%	100.0%	57.8%	0.4%	88.0%	45.8%	42.2%
%H (TV HH)			100.0%	57.8%	0.4%	88.0%	45.8%	42.2%
Kitchen	46	46	46	30	1	42	27	16
%V	16.1%	16.5%	16.5%	18.8%	100.0%	17.2%	21.3%	13.6%
%H (All HH)		100.0%	100.0%	65.2%	2.2%	91.3%	58.7%	34.8%
%H (TV HH)			100.0%	65.2%	2.2%	91.3%	58.7%	34.8%
Adult's bedroom	114	114	114	77	0	102	65	37
%V	39.9%	41.0%	41.0%	48.1%	0.0%	41.8%	51.2%	31.4%
%H (All HH)		100.0%	100.0%	67.5%	0.0%	89.5%	57.0%	32.5%
%H (TV HH)			100.0%	67.5%	0.0%	89.5%	57.0%	32.5%
Child's bedroom	24	24	24	19	0	22	17	4
%V	8.4%	8.6%	8.6%	11.9%	0.0%	9.0%	13.4%	3.4%
%H (All HH)		100.0%	100.0%	79.2%	0.0%	91.7%	70.8%	16.7%
%H (TV HH)			100.0%	79.2%	0.0%	91.7%	70.8%	16.7%
Other bedroom	9	9	9	6	0	9	5	3
%V	3.1%	3.2%	3.2%	3.8%	0.0%	3.7%	3.9%	2.5%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	100.0%	55.6%	33.3%
%H (TV HH)			100.0%	66.7%	0.0%	100.0%	55.6%	33.3%
Second living/dining room	31	31	31	20	0	28	17	11
%V	10.8%	11.2%	11.2%	12.5%	0.0%	11.5%	13.4%	9.3%
%H (All HH)		100.0%	100.0%	64.5%	0.0%	90.3%	54.8%	35.5%
%H (TV HH)			100.0%	64.5%	0.0%	90.3%	54.8%	35.5%
Study/office	7	7	7	4	0	6	4	3
%V	2.4%	2.5%	2.5%	2.5%	0.0%	2.5%	3.1%	2.5%
%H (All HH)		100.0%	100.0%	57.1%	0.0%	85.7%	57.1%	42.9%
%H (TV HH)			100.0%	57.1%	0.0%	85.7%	57.1%	42.9%
TV room	1	1	1	1	0	1	1	1
%V	0.3%	0.4%	0.4%	0.6%	0.0%	0.4%	0.8%	0.8%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
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

July 2010 - June 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	286	278	278	160	1	244	127	118
%H (All HH)		97.2%	97.2%	55.9%	0.3%	85.3%	44.4%	41.3%
%H (TV HH)			100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
PVR	151	151	151	115	1	128	93	35
%V	52.8%	54.3%	54.3%	71.9%	100.0%	52.5%	73.2%	29.7%
%H (All HH)		100.0%	100.0%	76.2%	0.7%	84.8%	61.6%	23.2%
%H (TV HH)			100.0%	76.2%	0.7%	84.8%	61.6%	23.2%
DVDR	25	25	25	15	0	23	13	10
%V	8.7%	9.0%	9.0%	9.4%	0.0%	9.4%	10.2%	8.5%
%H (All HH)		100.0%	100.0%	60.0%	0.0%	92.0%	52.0%	40.0%
%H (TV HH)			100.0%	60.0%	0.0%	92.0%	52.0%	40.0%
VCR	37	37	37	18	0	33	14	19
%V	12.9%	13.3%	13.3%	11.3%	0.0%	13.5%	11.0%	16.1%
%H (All HH)		100.0%	100.0%	48.6%	0.0%	89.2%	37.8%	51.4%
%H (TV HH)			100.0%	48.6%	0.0%	89.2%	37.8%	51.4%
Any recorder	184	184	184	127	1	159	102	57
%V	64.3%	66.2%	66.2%	79.4%	100.0%	65.2%	80.3%	48.3%
%H (All HH)		100.0%	100.0%	69.0%	0.5%	86.4%	55.4%	31.0%
%H (TV HH)			100.0%	69.0%	0.5%	86.4%	55.4%	31.0%

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

July 2010 - June 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	286	278	278	160	1	244	127	118
%H (All HH)		97.2%	97.2%	55.9%	0.3%	85.3%	44.4%	41.3%
%H (TV HH)			100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
Receives HDTV (via STB or built-in reception)	60	60	60	51	0	51	42	9
%V	21.0%	21.6%	21.6%	31.9%	0.0%	20.9%	33.1%	7.6%
%H (All HH)		100.0%	100.0%	85.0%	0.0%	85.0%	70.0%	15.0%
%H (TV HH)			100.0%	85.0%	0.0%	85.0%	70.0%	15.0%
DVD/Blu-ray player or recorder	222	222	222	133	1	195	106	89
%V	77.6%	79.9%	79.9%	83.1%	100.0%	79.9%	83.5%	75.4%
%H (All HH)		100.0%	100.0%	59.9%	0.5%	87.8%	47.7%	40.1%
%H (TV HH)			100.0%	59.9%	0.5%	87.8%	47.7%	40.1%

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Border
Household level data
Table 12.10: Computers and Internet

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	286	278	278	160	1	244	127	118
%H (All HH)		97.2%	97.2%	55.9%	0.3%	85.3%	44.4%	41.3%
%H (TV HH)			100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
Has PC or Laptop	196	191	191	122	1	166	97	69
%V	68.5%	68.7%	68.7%	76.3%	100.0%	68.0%	76.4%	58.5%
%H (All HH)		97.4%	97.4%	62.2%	0.5%	84.7%	49.5%	35.2%
%H (TV HH)			100.0%	63.9%	0.5%	86.9%	50.8%	36.1%
Has broadband internet	181	177	177	115	1	152	92	61
%V	63.3%	63.7%	63.7%	71.9%	100.0%	62.3%	72.4%	51.7%
%H (All HH)		97.8%	97.8%	63.5%	0.6%	84.0%	50.8%	33.7%
%H (TV HH)			100.0%	65.0%	0.6%	85.9%	52.0%	34.5%

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
July 2010 - June 2011
ITV Border
Set level data
Table 12.11: 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	547	547	347	2	490	292	198
%H		100.0%	63.4%	0.4%	89.6%	53.4%	36.2%
Under 20"	156	156	102	1	145	92	53
%V	28.5%	28.5%	29.4%	50.0%	29.6%	31.5%	26.8%
%H		100.0%	65.4%	0.6%	92.9%	59.0%	34.0%
20" - 29"	167	167	92	0	150	74	75
%V	30.5%	30.5%	26.5%	0.0%	30.6%	25.3%	37.9%
%H		100.0%	55.1%	0.0%	89.8%	44.3%	44.9%
30" - 39"	153	153	100	1	135	81	53
%V	28.0%	28.0%	28.8%	50.0%	27.6%	27.7%	26.8%
%H		100.0%	65.4%	0.7%	88.2%	52.9%	34.6%
40" and over	68	68	52	1	58	43	16
%V	12.4%	12.4%	15.0%	50.0%	11.8%	14.7%	8.1%
%H		100.0%	76.5%	1.5%	85.3%	63.2%	23.5%
Don't know	2	2	2	0	2	1	1
%V	0.4%	0.4%	0.6%	0.0%	0.4%	0.3%	0.5%
%H		100.0%	100.0%	0.0%	100.0%	50.0%	50.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Border

Set level data

Table 12.12: 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	547	547	347	2	490	292	198
%H		100.0%	63.4%	0.4%	89.6%	53.4%	36.2%
Main living room	277	277	160	1	244	127	117
%V	50.6%	50.6%	46.1%	50.0%	49.8%	43.5%	59.1%
%H		100.0%	57.8%	0.4%	88.1%	45.8%	42.2%
Kitchen	46	46	30	1	43	27	16
%V	8.4%	8.4%	8.6%	50.0%	8.8%	9.2%	8.1%
%H		100.0%	65.2%	2.2%	93.5%	58.7%	34.8%
Adult's bedroom	136	136	95	0	123	82	41
%V	24.9%	24.9%	27.4%	0.0%	25.1%	28.1%	20.7%
%H		100.0%	69.9%	0.0%	90.4%	60.3%	30.1%
Child's bedroom	34	34	28	0	31	25	6
%V	6.2%	6.2%	8.1%	0.0%	6.3%	8.6%	3.0%
%H		100.0%	82.4%	0.0%	91.2%	73.5%	17.6%
Other bedroom	11	11	7	0	10	6	4
%V	2.0%	2.0%	2.0%	0.0%	2.0%	2.1%	2.0%
%H		100.0%	63.6%	0.0%	90.9%	54.5%	36.4%
Second living/dining room	33	33	21	0	30	19	11
%V	6.0%	6.0%	6.1%	0.0%	6.1%	6.5%	5.6%
%H		100.0%	63.6%	0.0%	90.9%	57.6%	33.3%
Study/office	7	7	4	0	7	4	3
%V	1.3%	1.3%	1.2%	0.0%	1.4%	1.4%	1.5%
%H		100.0%	57.1%	0.0%	100.0%	57.1%	42.9%
TV room	1	1	1	0	1	1	1
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.3%	0.5%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
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

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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	547	547	347	2	490	292	198
%H		100.0%	63.4%	0.4%	89.6%	53.4%	36.2%
PVR	187	187	149	1	152	115	38
%V	34.2%	34.2%	42.9%	50.0%	31.0%	39.4%	19.2%
%H		100.0%	79.7%	0.5%	81.3%	61.5%	20.3%
DVDR	28	28	16	0	25	14	12
%V	5.1%	5.1%	4.6%	0.0%	5.1%	4.8%	6.1%
%H		100.0%	57.1%	0.0%	89.3%	50.0%	42.9%
VCR	41	41	20	0	37	16	21
%V	7.5%	7.5%	5.8%	0.0%	7.6%	5.5%	10.6%
%H		100.0%	48.8%	0.0%	90.2%	39.0%	51.2%
Any recorder	232	232	168	1	195	131	64
%V	42.4%	42.4%	48.4%	50.0%	39.8%	44.9%	32.3%
%H		100.0%	72.4%	0.4%	84.1%	56.5%	27.6%

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	547	547	347	2	490	292	198
%H		100.0%	63.4%	0.4%	89.6%	53.4%	36.2%
Receives HDTV (via STB or built-in reception)	73	73	62	0	60	49	11
%V	13.3%	13.3%	17.9%	0.0%	12.2%	16.8%	5.6%
%H		100.0%	84.9%	0.0%	82.2%	67.1%	15.1%
DVD/Blu-ray player or recorder	322	322	205	1	288	171	116
%V	58.9%	58.9%	59.1%	50.0%	58.8%	58.6%	58.6%
%H		100.0%	63.7%	0.3%	89.4%	53.1%	36.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 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	278	278	160	1	244	127	118
%H		100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
Under 20"	12	12	2	0	11	2	9
%V	4.3%	4.3%	1.3%	0.0%	4.5%	1.6%	7.6%
%H		100.0%	16.7%	0.0%	91.7%	16.7%	75.0%
20" - 29"	90	90	40	0	80	31	49
%V	32.4%	32.4%	25.0%	0.0%	32.8%	24.4%	41.5%
%H		100.0%	44.4%	0.0%	88.9%	34.4%	54.4%
30" - 39"	114	114	70	0	99	55	44
%V	41.0%	41.0%	43.8%	0.0%	40.6%	43.3%	37.3%
%H		100.0%	61.4%	0.0%	86.8%	48.2%	38.6%
40" and over	61	61	46	1	53	38	15
%V	21.9%	21.9%	28.8%	100.0%	21.7%	29.9%	12.7%
%H		100.0%	75.4%	1.6%	86.9%	62.3%	24.6%
Don't know	1	1	1	0	1	1	1
%V	0.4%	0.4%	0.6%	0.0%	0.4%	0.8%	0.8%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	278	278	160	1	244	127	118
%H		100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
PVR	147	147	113	1	124	91	33
%V	52.9%	52.9%	70.6%	100.0%	50.8%	71.7%	28.0%
%H		100.0%	76.9%	0.7%	84.4%	61.9%	22.4%
DVDR	21	21	12	0	18	10	9
%V	7.6%	7.6%	7.5%	0.0%	7.4%	7.9%	7.6%
%H		100.0%	57.1%	0.0%	85.7%	47.6%	42.9%
VCR	32	32	15	0	28	11	17
%V	11.5%	11.5%	9.4%	0.0%	11.5%	8.7%	14.4%
%H		100.0%	46.9%	0.0%	87.5%	34.4%	53.1%
Any recorder	177	177	123	1	152	99	53
%V	63.7%	63.7%	76.9%	100.0%	62.3%	78.0%	44.9%
%H		100.0%	69.5%	0.6%	85.9%	55.9%	29.9%

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	278	278	160	1	244	127	118
%H		100.0%	57.6%	0.4%	87.8%	45.7%	42.4%
Receives HDTV (via STB or built-in reception)	58	58	49	0	49	41	9
%V	20.9%	20.9%	30.6%	0.0%	20.1%	32.3%	7.6%
%H		100.0%	84.5%	0.0%	84.5%	70.7%	15.5%
DVD/Blu-ray player or recorder	205	205	123	1	181	99	82
%V	73.7%	73.7%	76.9%	100.0%	74.2%	78.0%	69.5%
%H		100.0%	60.0%	0.5%	88.3%	48.3%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 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	269	269	188	1	246	165	81
%H		100.0%	69.9%	0.4%	91.4%	61.3%	30.1%
Under 20"	144	144	100	0	135	91	44
%V	53.5%	53.5%	53.2%	0.0%	54.9%	55.2%	54.3%
%H		100.0%	69.4%	0.0%	93.8%	63.2%	30.6%
20" - 29"	78	78	51	0	70	44	26
%V	29.0%	29.0%	27.1%	0.0%	28.5%	26.7%	32.1%
%H		100.0%	65.4%	0.0%	89.7%	56.4%	33.3%
30" - 39"	39	39	30	1	35	26	9
%V	14.5%	14.5%	16.0%	100.0%	14.2%	15.8%	11.1%
%H		100.0%	76.9%	2.6%	89.7%	66.7%	23.1%
40" and over	7	7	6	0	5	4	1
%V	2.6%	2.6%	3.2%	0.0%	2.0%	2.4%	1.2%
%H		100.0%	85.7%	0.0%	71.4%	57.1%	14.3%
Don't know	1	1	1	0	1	1	0
%V	0.4%	0.4%	0.5%	0.0%	0.4%	0.6%	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

July 2010 - June 2011

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	269	269	188	1	246	165	81
%H		100.0%	69.9%	0.4%	91.4%	61.3%	30.1%
PVR	40	40	36	0	28	24	4
%V	14.9%	14.9%	19.1%	0.0%	11.4%	14.5%	4.9%
%H		100.0%	90.0%	0.0%	70.0%	60.0%	10.0%
DVDR	7	7	4	0	7	4	3
%V	2.6%	2.6%	2.1%	0.0%	2.8%	2.4%	3.7%
%H		100.0%	57.1%	0.0%	100.0%	57.1%	42.9%
VCR	9	9	6	0	9	5	3
%V	3.3%	3.3%	3.2%	0.0%	3.7%	3.0%	3.7%
%H		100.0%	66.7%	0.0%	100.0%	55.6%	33.3%
Any recorder	55	55	44	0	43	32	10
%V	20.4%	20.4%	23.4%	0.0%	17.5%	19.4%	12.3%
%H		100.0%	80.0%	0.0%	78.2%	58.2%	18.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	269	269	188	1	246	165	81
%H		100.0%	69.9%	0.4%	91.4%	61.3%	30.1%
Receives HDTV (via STB or built-in reception)	15	15	12	0	11	9	2
%V	5.6%	5.6%	6.4%	0.0%	4.5%	5.5%	2.5%
%H		100.0%	80.0%	0.0%	73.3%	60.0%	13.3%
DVD/Blu-ray player or recorder	117	117	82	1	107	73	34
%V	43.5%	43.5%	43.6%	100.0%	43.5%	44.2%	42.0%
%H		100.0%	70.1%	0.9%	91.5%	62.4%	29.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Border

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	624	614	614	393	1	534	313	221
%H		98.4%	98.4%	63.0%	0.2%	85.6%	50.2%	35.4%
Total Children	109	109	109	82	0	93	65	27
%V	17.5%	17.8%	17.8%	20.9%	0.0%	17.4%	20.8%	12.2%
%H		100.0%	100.0%	75.2%	0.0%	85.3%	59.6%	24.8%
0 - 3	31	31	31	22	0	26	17	9
%V	5.0%	5.0%	5.0%	5.6%	0.0%	4.9%	5.4%	4.1%
%H		100.0%	100.0%	71.0%	0.0%	83.9%	54.8%	29.0%
4 - 15	78	78	78	60	0	66	48	18
%V	12.5%	12.7%	12.7%	15.3%	0.0%	12.4%	15.3%	8.1%
%H		100.0%	100.0%	76.9%	0.0%	84.6%	61.5%	23.1%
4 - 9	40	40	40	31	0	33	24	9
%V	6.4%	6.5%	6.5%	7.9%	0.0%	6.2%	7.7%	4.1%
%H		100.0%	100.0%	77.5%	0.0%	82.5%	60.0%	22.5%
10 - 15	38	38	38	29	0	34	24	9
%V	6.1%	6.2%	6.2%	7.4%	0.0%	6.4%	7.7%	4.1%
%H		100.0%	100.0%	76.3%	0.0%	89.5%	63.2%	23.7%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Border

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	624	614	614	393	1	534	313	221
%H		98.4%	98.4%	63.0%	0.2%	85.6%	50.2%	35.4%
Total Adults (16+)	515	505	505	311	1	441	248	193
%V	82.5%	82.2%	82.2%	79.1%	100.0%	82.6%	79.2%	87.3%
%H		98.1%	98.1%	60.4%	0.2%	85.6%	48.2%	37.5%
16 - 19	32	32	32	21	0	29	17	11
%V	5.1%	5.2%	5.2%	5.3%	0.0%	5.4%	5.4%	5.0%
%H		100.0%	100.0%	65.6%	0.0%	90.6%	53.1%	34.4%
20 - 24	28	27	27	17	0	23	13	10
%V	4.5%	4.4%	4.4%	4.3%	0.0%	4.3%	4.2%	4.5%
%H		96.4%	96.4%	60.7%	0.0%	82.1%	46.4%	35.7%
25 - 34	74	73	73	53	0	59	39	20
%V	11.9%	11.9%	11.9%	13.5%	0.0%	11.0%	12.5%	9.0%
%H		98.6%	98.6%	71.6%	0.0%	79.7%	52.7%	27.0%
35 - 44	84	83	83	55	0	72	45	27
%V	13.5%	13.5%	13.5%	14.0%	0.0%	13.5%	14.4%	12.2%
%H		98.8%	98.8%	65.5%	0.0%	85.7%	53.6%	32.1%
45 - 54	91	89	89	59	0	76	46	30
%V	14.6%	14.5%	14.5%	15.0%	0.0%	14.2%	14.7%	13.6%
%H		97.8%	97.8%	64.8%	0.0%	83.5%	50.5%	33.0%
55 - 64	85	82	82	47	0	75	39	35
%V	13.6%	13.4%	13.4%	12.0%	0.0%	14.0%	12.5%	15.8%
%H		96.5%	96.5%	55.3%	0.0%	88.2%	45.9%	41.2%
65+	121	120	120	59	1	107	48	60
%V	19.4%	19.5%	19.5%	15.0%	100.0%	20.0%	15.3%	27.1%
%H		99.2%	99.2%	48.8%	0.8%	88.4%	39.7%	49.6%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Border

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	515	505	505	311	1	441	248	193
%H		98.1%	98.1%	60.4%	0.2%	85.6%	48.2%	37.5%
AB	112	110	110	65	0	94	49	45
%V	21.7%	21.8%	21.8%	20.9%	0.0%	21.3%	19.8%	23.3%
%H		98.2%	98.2%	58.0%	0.0%	83.9%	43.8%	40.2%
C1	120	118	118	78	0	103	63	40
%V	23.3%	23.4%	23.4%	25.1%	0.0%	23.4%	25.4%	20.7%
%H		98.3%	98.3%	65.0%	0.0%	85.8%	52.5%	33.3%
C2	137	135	135	86	0	115	67	48
%V	26.6%	26.7%	26.7%	27.7%	0.0%	26.1%	27.0%	24.9%
%H		98.5%	98.5%	62.8%	0.0%	83.9%	48.9%	35.0%
D	106	104	104	64	0	95	55	40
%V	20.6%	20.6%	20.6%	20.6%	0.0%	21.5%	22.2%	20.7%
%H		98.1%	98.1%	60.4%	0.0%	89.6%	51.9%	37.7%
E	40	38	38	17	0	34	13	21
%V	7.8%	7.5%	7.5%	5.5%	0.0%	7.7%	5.2%	10.9%
%H		95.0%	95.0%	42.5%	0.0%	85.0%	32.5%	52.5%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Border
Individual level data
Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	515	505	505	311	1	441	248	193
%H		98.1%	98.1%	60.4%	0.2%	85.6%	48.2%	37.5%
Working full time	221	216	216	145	0	185	114	71
%V	42.9%	42.8%	42.8%	46.6%	0.0%	42.0%	46.0%	36.8%
%H		97.7%	97.7%	65.6%	0.0%	83.7%	51.6%	32.1%
Working part time	74	74	74	47	0	64	38	27
%V	14.4%	14.7%	14.7%	15.1%	0.0%	14.5%	15.3%	14.0%
%H		100.0%	100.0%	63.5%	0.0%	86.5%	51.4%	36.5%
Not working	220	215	215	119	1	192	96	96
%V	42.7%	42.6%	42.6%	38.3%	100.0%	43.5%	38.7%	49.7%
%H		97.7%	97.7%	54.1%	0.5%	87.3%	43.6%	43.6%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Border

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	253	246	246	157	1	213	125	88
%H		97.2%	97.2%	62.1%	0.4%	84.2%	49.4%	34.8%
16 - 19	16	16	16	11	0	13	9	5
%V	6.3%	6.5%	6.5%	7.0%	0.0%	6.1%	7.2%	5.7%
%H		100.0%	100.0%	68.8%	0.0%	81.3%	56.3%	31.3%
20 - 24	12	11	11	9	0	9	7	2
%V	4.7%	4.5%	4.5%	5.7%	0.0%	4.2%	5.6%	2.3%
%H		91.7%	91.7%	75.0%	0.0%	75.0%	58.3%	16.7%
25 - 34	37	36	36	25	0	30	18	11
%V	14.6%	14.6%	14.6%	15.9%	0.0%	14.1%	14.4%	12.5%
%H		97.3%	97.3%	67.6%	0.0%	81.1%	48.6%	29.7%
35 - 44	41	40	40	28	0	34	22	12
%V	16.2%	16.3%	16.3%	17.8%	0.0%	16.0%	17.6%	13.6%
%H		97.6%	97.6%	68.3%	0.0%	82.9%	53.7%	29.3%
45 - 54	46	45	45	32	0	39	26	14
%V	18.2%	18.3%	18.3%	20.4%	0.0%	18.3%	20.8%	15.9%
%H		97.8%	97.8%	69.6%	0.0%	84.8%	56.5%	30.4%
55 - 64	44	42	42	24	0	39	20	19
%V	17.4%	17.1%	17.1%	15.3%	0.0%	18.3%	16.0%	21.6%
%H		95.5%	95.5%	54.5%	0.0%	88.6%	45.5%	43.2%
65+	57	55	55	29	0	49	23	25
%V	22.5%	22.4%	22.4%	18.5%	0.0%	23.0%	18.4%	28.4%
%H		96.5%	96.5%	50.9%	0.0%	86.0%	40.4%	43.9%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Border

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	253	246	246	157	1	213	125	88
%H		97.2%	97.2%	62.1%	0.4%	84.2%	49.4%	34.8%
AB	59	58	58	35	0	49	25	23
%V	23.3%	23.6%	23.6%	22.3%	0.0%	23.0%	20.0%	26.1%
%H		98.3%	98.3%	59.3%	0.0%	83.1%	42.4%	39.0%
C1	54	53	53	39	0	46	32	14
%V	21.3%	21.5%	21.5%	24.8%	0.0%	21.6%	25.6%	15.9%
%H		98.1%	98.1%	72.2%	0.0%	85.2%	59.3%	25.9%
C2	74	72	72	46	0	62	37	25
%V	29.2%	29.3%	29.3%	29.3%	0.0%	29.1%	29.6%	28.4%
%H		97.3%	97.3%	62.2%	0.0%	83.8%	50.0%	33.8%
D	49	47	47	30	0	42	25	17
%V	19.4%	19.1%	19.1%	19.1%	0.0%	19.7%	20.0%	19.3%
%H		95.9%	95.9%	61.2%	0.0%	85.7%	51.0%	34.7%
E	18	16	16	8	0	14	6	8
%V	7.1%	6.5%	6.5%	5.1%	0.0%	6.6%	4.8%	9.1%
%H		88.9%	88.9%	44.4%	0.0%	77.8%	33.3%	44.4%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Border

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	253	246	246	157	1	213	125	88
%H		97.2%	97.2%	62.1%	0.4%	84.2%	49.4%	34.8%
Working full time	143	140	140	95	0	119	74	45
%V	56.5%	56.9%	56.9%	60.5%	0.0%	55.9%	59.2%	51.1%
%H		97.9%	97.9%	66.4%	0.0%	83.2%	51.7%	31.5%
Working part time	14	14	14	9	0	13	8	5
%V	5.5%	5.7%	5.7%	5.7%	0.0%	6.1%	6.4%	5.7%
%H		100.0%	100.0%	64.3%	0.0%	92.9%	57.1%	35.7%
Not working	96	92	92	53	1	81	43	38
%V	37.9%	37.4%	37.4%	33.8%	100.0%	38.0%	34.4%	43.2%
%H		95.8%	95.8%	55.2%	1.0%	84.4%	44.8%	39.6%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Border

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	262	259	259	154	0	228	123	105
%H		98.9%	98.9%	58.8%	0.0%	87.0%	46.9%	40.1%
16 - 19	16	16	16	10	0	15	9	6
%V	6.1%	6.2%	6.2%	6.5%	-	6.6%	7.3%	5.7%
%H		100.0%	100.0%	62.5%	0.0%	93.8%	56.3%	37.5%
20 - 24	16	16	16	8	0	14	6	8
%V	6.1%	6.2%	6.2%	5.2%	-	6.1%	4.9%	7.6%
%H		100.0%	100.0%	50.0%	0.0%	87.5%	37.5%	50.0%
25 - 34	37	37	37	28	0	29	21	9
%V	14.1%	14.3%	14.3%	18.2%	-	12.7%	17.1%	8.6%
%H		100.0%	100.0%	75.7%	0.0%	78.4%	56.8%	24.3%
35 - 44	43	43	43	28	0	38	23	15
%V	16.4%	16.6%	16.6%	18.2%	-	16.7%	18.7%	14.3%
%H		100.0%	100.0%	65.1%	0.0%	88.4%	53.5%	34.9%
45 - 54	45	44	44	27	0	37	21	16
%V	17.2%	17.0%	17.0%	17.5%	-	16.2%	17.1%	15.2%
%H		97.8%	97.8%	60.0%	0.0%	82.2%	46.7%	35.6%
55 - 64	41	40	40	23	0	35	19	17
%V	15.6%	15.4%	15.4%	14.9%	-	15.4%	15.4%	16.2%
%H		97.6%	97.6%	56.1%	0.0%	85.4%	46.3%	41.5%
65+	65	65	65	30	0	59	24	34
%V	24.8%	25.1%	25.1%	19.5%	-	25.9%	19.5%	32.4%
%H		100.0%	100.0%	46.2%	0.0%	90.8%	36.9%	52.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Border

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	262	259	259	154	0	228	123	105
%H		98.9%	98.9%	58.8%	0.0%	87.0%	46.9%	40.1%
AB	53	52	52	31	0	45	24	21
%V	20.2%	20.1%	20.1%	20.1%	-	19.7%	19.5%	20.0%
%H		98.1%	98.1%	58.5%	0.0%	84.9%	45.3%	39.6%
C1	66	65	65	39	0	57	31	26
%V	25.2%	25.1%	25.1%	25.3%	-	25.0%	25.2%	24.8%
%H		98.5%	98.5%	59.1%	0.0%	86.4%	47.0%	39.4%
C2	63	63	63	40	0	53	31	23
%V	24.0%	24.3%	24.3%	26.0%	-	23.2%	25.2%	21.9%
%H		100.0%	100.0%	63.5%	0.0%	84.1%	49.2%	36.5%
D	57	57	57	34	0	53	30	23
%V	21.8%	22.0%	22.0%	22.1%	-	23.2%	24.4%	21.9%
%H		100.0%	100.0%	59.6%	0.0%	93.0%	52.6%	40.4%
E	22	22	22	10	0	19	7	12
%V	8.4%	8.5%	8.5%	6.5%	-	8.3%	5.7%	11.4%
%H		100.0%	100.0%	45.5%	0.0%	86.4%	31.8%	54.5%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Border

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	262	259	259	154	0	228	123	105
%H		98.9%	98.9%	58.8%	0.0%	87.0%	46.9%	40.1%
Working full time	78	76	76	50	0	66	40	26
%V	29.8%	29.3%	29.3%	32.5%	-	28.9%	32.5%	24.8%
%H		97.4%	97.4%	64.1%	0.0%	84.6%	51.3%	33.3%
Working part time	60	60	60	38	0	51	30	21
%V	22.9%	23.2%	23.2%	24.7%	-	22.4%	24.4%	20.0%
%H		100.0%	100.0%	63.3%	0.0%	85.0%	50.0%	35.0%
Not working	124	124	124	65	0	111	53	58
%V	47.3%	47.9%	47.9%	42.2%	-	48.7%	43.1%	55.2%
%H		100.0%	100.0%	52.4%	0.0%	89.5%	42.7%	46.8%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	989	952	947	362	146	780	335	445
%H (All HH)		96.3%	95.8%	36.6%	14.8%	78.9%	33.9%	45.0%
%H (TV HH)			99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
AB	237	232	230	95	37	184	86	98
%V	24.0%	24.4%	24.3%	26.2%	25.3%	23.6%	25.7%	22.0%
%H (All HH)		97.9%	97.0%	40.1%	15.6%	77.6%	36.3%	41.4%
%H (TV HH)			99.1%	40.9%	15.9%	79.3%	37.1%	42.2%
C1	294	278	277	108	45	226	99	128
%V	29.7%	29.2%	29.3%	29.8%	30.8%	29.0%	29.6%	28.8%
%H (All HH)		94.6%	94.2%	36.7%	15.3%	76.9%	33.7%	43.5%
%H (TV HH)			99.6%	38.8%	16.2%	81.3%	35.6%	46.0%
C2	225	219	218	90	34	185	89	96
%V	22.8%	23.0%	23.0%	24.9%	23.3%	23.7%	26.6%	21.6%
%H (All HH)		97.3%	96.9%	40.0%	15.1%	82.2%	39.6%	42.7%
%H (TV HH)			99.5%	41.1%	15.5%	84.5%	40.6%	43.8%
D	142	137	137	48	25	110	46	64
%V	14.4%	14.4%	14.5%	13.3%	17.1%	14.1%	13.7%	14.4%
%H (All HH)		96.5%	96.5%	33.8%	17.6%	77.5%	32.4%	45.1%
%H (TV HH)			100.0%	35.0%	18.2%	80.3%	33.6%	46.7%
E	91	85	84	21	5	75	16	59
%V	9.2%	8.9%	8.9%	5.8%	3.4%	9.6%	4.8%	13.3%
%H (All HH)		93.4%	92.3%	23.1%	5.5%	82.4%	17.6%	64.8%
%H (TV HH)			98.8%	24.7%	5.9%	88.2%	18.8%	69.4%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	989	952	947	362	146	780	335	445
%H (All HH)		96.3%	95.8%	36.6%	14.8%	78.9%	33.9%	45.0%
%H (TV HH)			99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
Under 25	49	43	43	11	8	33	8	25
%V	5.0%	4.5%	4.5%	3.0%	5.5%	4.2%	2.4%	5.6%
%H (All HH)		87.8%	87.8%	22.4%	16.3%	67.3%	16.3%	51.0%
%H (TV HH)			100.0%	25.6%	18.6%	76.7%	18.6%	58.1%
25 - 34	135	125	125	53	28	94	49	45
%V	13.7%	13.1%	13.2%	14.6%	19.2%	12.1%	14.6%	10.1%
%H (All HH)		92.6%	92.6%	39.3%	20.7%	69.6%	36.3%	33.3%
%H (TV HH)			100.0%	42.4%	22.4%	75.2%	39.2%	36.0%
35 - 44	168	164	163	77	27	130	70	60
%V	17.0%	17.2%	17.2%	21.3%	18.5%	16.7%	20.9%	13.5%
%H (All HH)		97.6%	97.0%	45.8%	16.1%	77.4%	41.7%	35.7%
%H (TV HH)			99.4%	47.0%	16.5%	79.3%	42.7%	36.6%
45 - 54	192	183	183	77	36	149	78	71
%V	19.4%	19.2%	19.3%	21.3%	24.7%	19.1%	23.3%	16.0%
%H (All HH)		95.3%	95.3%	40.1%	18.8%	77.6%	40.6%	37.0%
%H (TV HH)			100.0%	42.1%	19.7%	81.4%	42.6%	38.8%
55 - 64	179	174	174	75	25	146	71	75
%V	18.1%	18.3%	18.4%	20.7%	17.1%	18.7%	21.2%	16.9%
%H (All HH)		97.2%	97.2%	41.9%	14.0%	81.6%	39.7%	41.9%
%H (TV HH)			100.0%	43.1%	14.4%	83.9%	40.8%	43.1%
65 +	265	262	259	70	20	228	60	169
%V	26.8%	27.5%	27.3%	19.3%	13.7%	29.2%	17.9%	38.0%
%H (All HH)		98.9%	97.7%	26.4%	7.5%	86.0%	22.6%	63.8%
%H (TV HH)			98.9%	26.7%	7.6%	87.0%	22.9%	64.5%

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

July 2010 - June 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	989	952	947	362	146	780	335	445
%H (All HH)		96.3%	95.8%	36.6%	14.8%	78.9%	33.9%	45.0%
%H (TV HH)			99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
1	332	307	303	84	34	248	62	187
%V	33.6%	32.2%	32.0%	23.2%	23.3%	31.8%	18.5%	42.0%
%H (All HH)		92.5%	91.3%	25.3%	10.2%	74.7%	18.7%	56.3%
%H (TV HH)			98.7%	27.4%	11.1%	80.8%	20.2%	60.9%
2	331	325	325	122	48	273	116	157
%V	33.5%	34.1%	34.3%	33.7%	32.9%	35.0%	34.6%	35.3%
%H (All HH)		98.2%	98.2%	36.9%	14.5%	82.5%	35.0%	47.4%
%H (TV HH)			100.0%	37.5%	14.8%	84.0%	35.7%	48.3%
3	146	142	142	67	29	116	68	48
%V	14.8%	14.9%	15.0%	18.5%	19.9%	14.9%	20.3%	10.8%
%H (All HH)		97.3%	97.3%	45.9%	19.9%	79.5%	46.6%	32.9%
%H (TV HH)			100.0%	47.2%	20.4%	81.7%	47.9%	33.8%
4	127	126	126	58	26	104	63	41
%V	12.8%	13.2%	13.3%	16.0%	17.8%	13.3%	18.8%	9.2%
%H (All HH)		99.2%	99.2%	45.7%	20.5%	81.9%	49.6%	32.3%
%H (TV HH)			100.0%	46.0%	20.6%	82.5%	50.0%	32.5%
5+	52	50	50	31	8	39	28	12
%V	5.3%	5.3%	5.3%	8.6%	5.5%	5.0%	8.4%	2.7%
%H (All HH)		96.2%	96.2%	59.6%	15.4%	75.0%	53.8%	23.1%
%H (TV HH)			100.0%	62.0%	16.0%	78.0%	56.0%	24.0%
Average HH size	2.25	2.27	2.27	2.57	2.52	2.27	2.67	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

July 2010 - June 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	989	952	947	362	146	780	335	445
%H (All HH)		96.3%	95.8%	36.6%	14.8%	78.9%	33.9%	45.0%
%H (TV HH)			99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
Without	761	729	724	257	103	602	233	369
%V	76.9%	76.6%	76.5%	71.0%	70.5%	77.2%	69.6%	82.9%
%H (All HH)		95.8%	95.1%	33.8%	13.5%	79.1%	30.6%	48.5%
%H (TV HH)			99.3%	35.3%	14.1%	82.6%	32.0%	50.6%
With	227	223	223	106	43	178	103	76
%V	23.0%	23.4%	23.5%	29.3%	29.5%	22.8%	30.7%	17.1%
%H (All HH)		98.2%	98.2%	46.7%	18.9%	78.4%	45.4%	33.5%
%H (TV HH)			100.0%	47.5%	19.3%	79.8%	46.2%	34.1%
0 - 3	87	83	83	37	19	62	34	29
%V	8.8%	8.7%	8.8%	10.2%	13.0%	7.9%	10.1%	6.5%
%H (All HH)		95.4%	95.4%	42.5%	21.8%	71.3%	39.1%	33.3%
%H (TV HH)			100.0%	44.6%	22.9%	74.7%	41.0%	34.9%
4 - 9	107	105	105	53	15	83	46	37
%V	10.8%	11.0%	11.1%	14.6%	10.3%	10.6%	13.7%	8.3%
%H (All HH)		98.1%	98.1%	49.5%	14.0%	77.6%	43.0%	34.6%
%H (TV HH)			100.0%	50.5%	14.3%	79.0%	43.8%	35.2%
10 - 15	113	112	112	56	23	93	58	34
%V	11.4%	11.8%	11.8%	15.5%	15.8%	11.9%	17.3%	7.6%
%H (All HH)		99.1%	99.1%	49.6%	20.4%	82.3%	51.3%	30.1%
%H (TV HH)			100.0%	50.0%	20.5%	83.0%	51.8%	30.4%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	989	952	947	362	146	780	335	445
%H (All HH)		96.3%	95.8%	36.6%	14.8%	78.9%	33.9%	45.0%
%H (TV HH)			99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
1	386	386	383	108	56	286	68	218
%V	39.0%	40.5%	40.4%	29.8%	38.4%	36.7%	20.3%	49.0%
%H (All HH)		100.0%	99.2%	28.0%	14.5%	74.1%	17.6%	56.5%
%H (TV HH)			99.2%	28.0%	14.5%	74.1%	17.6%	56.5%
2	335	335	334	136	51	287	136	150
%V	33.9%	35.2%	35.3%	37.6%	34.9%	36.8%	40.6%	33.7%
%H (All HH)		100.0%	99.7%	40.6%	15.2%	85.7%	40.6%	44.8%
%H (TV HH)			99.7%	40.6%	15.2%	85.7%	40.6%	44.8%
3	153	153	153	70	28	137	78	58
%V	15.5%	16.1%	16.2%	19.3%	19.2%	17.6%	23.3%	13.0%
%H (All HH)		100.0%	100.0%	45.8%	18.3%	89.5%	51.0%	37.9%
%H (TV HH)			100.0%	45.8%	18.3%	89.5%	51.0%	37.9%
4	54	54	54	33	9	50	37	13
%V	5.5%	5.7%	5.7%	9.1%	6.2%	6.4%	11.0%	2.9%
%H (All HH)		100.0%	100.0%	61.1%	16.7%	92.6%	68.5%	24.1%
%H (TV HH)			100.0%	61.1%	16.7%	92.6%	68.5%	24.1%
5+	23	23	23	16	1	21	15	6
%V	2.3%	2.4%	2.4%	4.4%	0.7%	2.7%	4.5%	1.3%
%H (All HH)		100.0%	100.0%	69.6%	4.3%	91.3%	65.2%	26.1%
%H (TV HH)			100.0%	69.6%	4.3%	91.3%	65.2%	26.1%

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

July 2010 - June 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	989	952	947	362	146	780	335	445
%H (All HH)		96.3%	95.8%	36.6%	14.8%	78.9%	33.9%	45.0%
%H (TV HH)			99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
Under 20"	376	376	373	153	52	330	159	170
%V	38.0%	39.5%	39.4%	42.3%	35.6%	42.3%	47.5%	38.2%
%H (All HH)		100.0%	99.2%	40.7%	13.8%	87.8%	42.3%	45.2%
%H (TV HH)			99.2%	40.7%	13.8%	87.8%	42.3%	45.2%
20" - 29"	466	466	464	170	63	398	162	236
%V	47.1%	48.9%	49.0%	47.0%	43.2%	51.0%	48.4%	53.0%
%H (All HH)		100.0%	99.6%	36.5%	13.5%	85.4%	34.8%	50.6%
%H (TV HH)			99.6%	36.5%	13.5%	85.4%	34.8%	50.6%
30" - 39"	474	474	474	205	83	387	198	189
%V	47.9%	49.8%	50.1%	56.6%	56.8%	49.6%	59.1%	42.5%
%H (All HH)		100.0%	100.0%	43.2%	17.5%	81.6%	41.8%	39.9%
%H (TV HH)			100.0%	43.2%	17.5%	81.6%	41.8%	39.9%
40" and over	234	234	234	131	39	189	122	67
%V	23.7%	24.6%	24.7%	36.2%	26.7%	24.2%	36.4%	15.1%
%H (All HH)		100.0%	100.0%	56.0%	16.7%	80.8%	52.1%	28.6%
%H (TV HH)			100.0%	56.0%	16.7%	80.8%	52.1%	28.6%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV West

Household level data

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	989	952	947	362	146	780	335	445
%H (All HH)		96.3%	95.8%	36.6%	14.8%	78.9%	33.9%	45.0%
%H (TV HH)			99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
Main living room	937	937	933	359	144	768	332	436
%V	94.7%	98.4%	98.5%	99.2%	98.6%	98.5%	99.1%	98.0%
%H (All HH)		100.0%	99.6%	38.3%	15.4%	82.0%	35.4%	46.5%
%H (TV HH)			99.6%	38.3%	15.4%	82.0%	35.4%	46.5%
Kitchen	132	132	132	63	10	120	60	59
%V	13.3%	13.9%	13.9%	17.4%	6.8%	15.4%	17.9%	13.3%
%H (All HH)		100.0%	100.0%	47.7%	7.6%	90.9%	45.5%	44.7%
%H (TV HH)			100.0%	47.7%	7.6%	90.9%	45.5%	44.7%
Adult's bedroom	401	401	401	183	65	355	198	157
%V	40.5%	42.1%	42.3%	50.6%	44.5%	45.5%	59.1%	35.3%
%H (All HH)		100.0%	100.0%	45.6%	16.2%	88.5%	49.4%	39.2%
%H (TV HH)			100.0%	45.6%	16.2%	88.5%	49.4%	39.2%
Child's bedroom	99	99	99	54	20	85	58	27
%V	10.0%	10.4%	10.5%	14.9%	13.7%	10.9%	17.3%	6.1%
%H (All HH)		100.0%	100.0%	54.5%	20.2%	85.9%	58.6%	27.3%
%H (TV HH)			100.0%	54.5%	20.2%	85.9%	58.6%	27.3%
Other bedroom	55	55	55	30	6	49	28	20
%V	5.6%	5.8%	5.8%	8.3%	4.1%	6.3%	8.4%	4.5%
%H (All HH)		100.0%	100.0%	54.5%	10.9%	89.1%	50.9%	36.4%
%H (TV HH)			100.0%	54.5%	10.9%	89.1%	50.9%	36.4%
Second living/dining room	105	105	105	48	16	88	47	41
%V	10.6%	11.0%	11.1%	13.3%	11.0%	11.3%	14.0%	9.2%
%H (All HH)		100.0%	100.0%	45.7%	15.2%	83.8%	44.8%	39.0%
%H (TV HH)			100.0%	45.7%	15.2%	83.8%	44.8%	39.0%
Study/office	25	25	25	12	4	23	14	9
%V	2.5%	2.6%	2.6%	3.3%	2.7%	2.9%	4.2%	2.0%
%H (All HH)		100.0%	100.0%	48.0%	16.0%	92.0%	56.0%	36.0%
%H (TV HH)			100.0%	48.0%	16.0%	92.0%	56.0%	36.0%
TV room	6	6	6	4	0	6	3	3
%V	0.6%	0.6%	0.6%	1.1%	0.0%	0.8%	0.9%	0.7%
%H (All HH)		100.0%	100.0%	66.7%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	66.7%	0.0%	100.0%	50.0%	50.0%
No specific location	3	3	3	1	1	2	1	1
%V	0.3%	0.3%	0.3%	0.3%	0.7%	0.3%	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	2	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	989	952	947	362	146	780	335	445
%H (All HH)		96.3%	95.8%	36.6%	14.8%	78.9%	33.9%	45.0%
%H (TV HH)			99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
PVR	461	461	461	260	77	357	230	127
%V	46.6%	48.4%	48.7%	71.8%	52.7%	45.8%	68.7%	28.5%
%H (All HH)		100.0%	100.0%	56.4%	16.7%	77.4%	49.9%	27.5%
%H (TV HH)			100.0%	56.4%	16.7%	77.4%	49.9%	27.5%
DVDR	128	128	128	50	20	105	47	58
%V	12.9%	13.4%	13.5%	13.8%	13.7%	13.5%	14.0%	13.0%
%H (All HH)		100.0%	100.0%	39.1%	15.6%	82.0%	36.7%	45.3%
%H (TV HH)			100.0%	39.1%	15.6%	82.0%	36.7%	45.3%
VCR	132	132	131	40	26	108	42	66
%V	13.3%	13.9%	13.8%	11.0%	17.8%	13.8%	12.5%	14.8%
%H (All HH)		100.0%	99.2%	30.3%	19.7%	81.8%	31.8%	50.0%
%H (TV HH)			99.2%	30.3%	19.7%	81.8%	31.8%	50.0%
Any recorder	568	568	567	286	96	446	256	190
%V	57.4%	59.7%	59.9%	79.0%	65.8%	57.2%	76.4%	42.7%
%H (All HH)		100.0%	99.8%	50.4%	16.9%	78.5%	45.1%	33.5%
%H (TV HH)			99.8%	50.4%	16.9%	78.5%	45.1%	33.5%

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
July 2010 - June 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	989	952	947	362	146	780	335	445
%H (All HH)		96.3%	95.8%	36.6%	14.8%	78.9%	33.9%	45.0%
%H (TV HH)			99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
Receives HDTV (via STB or built-in reception)	297	297	297	156	81	228	164	63
%V	30.0%	31.2%	31.4%	43.1%	55.5%	29.2%	49.0%	14.2%
%H (All HH)		100.0%	100.0%	52.5%	27.3%	76.8%	55.2%	21.2%
%H (TV HH)			100.0%	52.5%	27.3%	76.8%	55.2%	21.2%
DVD/Blu-ray player or recorder	776	776	774	313	127	639	299	340
%V	78.5%	81.5%	81.7%	86.5%	87.0%	81.9%	89.3%	76.4%
%H (All HH)		100.0%	99.7%	40.3%	16.4%	82.3%	38.5%	43.8%
%H (TV HH)			99.7%	40.3%	16.4%	82.3%	38.5%	43.8%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	989	952	947	362	146	780	335	445
%H (All HH)		96.3%	95.8%	36.6%	14.8%	78.9%	33.9%	45.0%
%H (TV HH)			99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
Has PC or Laptop	752	726	725	314	131	583	298	285
%V	76.0%	76.3%	76.6%	86.7%	89.7%	74.7%	89.0%	64.0%
%H (All HH)		96.5%	96.4%	41.8%	17.4%	77.5%	39.6%	37.9%
%H (TV HH)			99.9%	43.3%	18.0%	80.3%	41.0%	39.3%
Has broadband internet	709	684	684	302	127	546	287	259
%V	71.7%	71.8%	72.2%	83.4%	87.0%	70.0%	85.7%	58.2%
%H (All HH)		96.5%	96.5%	42.6%	17.9%	77.0%	40.5%	36.5%
%H (TV HH)			100.0%	44.2%	18.6%	79.8%	42.0%	37.9%

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1856	1851	806	284	1581	806	775
%H		99.7%	43.4%	15.3%	85.2%	43.4%	41.8%
Under 20"	496	493	206	65	443	219	224
%V	26.7%	26.6%	25.6%	22.9%	28.0%	27.2%	28.9%
%H		99.4%	41.5%	13.1%	89.3%	44.2%	45.2%
20" - 29"	566	564	212	82	492	217	275
%V	30.5%	30.5%	26.3%	28.9%	31.1%	26.9%	35.5%
%H		99.6%	37.5%	14.5%	86.9%	38.3%	48.6%
30" - 39"	537	536	242	96	438	236	202
%V	28.9%	29.0%	30.0%	33.8%	27.7%	29.3%	26.1%
%H		99.8%	45.1%	17.9%	81.6%	43.9%	37.6%
40" and over	252	252	145	41	204	134	70
%V	13.6%	13.6%	18.0%	14.4%	12.9%	16.6%	9.0%
%H		100.0%	57.5%	16.3%	81.0%	53.2%	27.8%
Don't know	6	6	1	1	4	0	4
%V	0.3%	0.3%	0.1%	0.4%	0.3%	0.0%	0.5%
%H		100.0%	16.7%	16.7%	66.7%	0.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	1856	1851	806	284	1581	806	775
%H		99.7%	43.4%	15.3%	85.2%	43.4%	41.8%
Main living room	941	937	360	145	771	333	438
%V	50.7%	50.6%	44.7%	51.1%	48.8%	41.3%	56.5%
%H		99.6%	38.3%	15.4%	81.9%	35.4%	46.5%
Kitchen	132	132	63	10	120	60	59
%V	7.1%	7.1%	7.8%	3.5%	7.6%	7.4%	7.6%
%H		100.0%	47.7%	7.6%	90.9%	45.5%	44.7%
Adult's bedroom	448	448	208	76	399	230	170
%V	24.1%	24.2%	25.8%	26.8%	25.2%	28.5%	21.9%
%H		100.0%	46.4%	17.0%	89.1%	51.3%	37.9%
Child's bedroom	131	131	73	27	115	82	33
%V	7.1%	7.1%	9.1%	9.5%	7.3%	10.2%	4.3%
%H		100.0%	55.7%	20.6%	87.8%	62.6%	25.2%
Other bedroom	60	60	34	6	54	33	21
%V	3.2%	3.2%	4.2%	2.1%	3.4%	4.1%	2.7%
%H		100.0%	56.7%	10.0%	90.0%	55.0%	35.0%
Second living/dining room	107	106	49	16	90	48	42
%V	5.8%	5.7%	6.1%	5.6%	5.7%	6.0%	5.4%
%H		99.1%	45.8%	15.0%	84.1%	44.9%	39.3%
Study/office	25	25	12	4	23	14	9
%V	1.3%	1.4%	1.5%	1.4%	1.5%	1.7%	1.2%
%H		100.0%	48.0%	16.0%	92.0%	56.0%	36.0%
TV room	6	6	4	0	6	3	3
%V	0.3%	0.3%	0.5%	0.0%	0.4%	0.4%	0.4%
%H		100.0%	66.7%	0.0%	100.0%	50.0%	50.0%
No specific location	3	3	1	1	2	1	1
%V	0.2%	0.2%	0.1%	0.4%	0.1%	0.1%	0.1%
%H		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%
Other	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%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	1856	1851	806	284	1581	806	775
%H		99.7%	43.4%	15.3%	85.2%	43.4%	41.8%
PVR	555	555	330	86	429	285	144
%V	29.9%	30.0%	40.9%	30.3%	27.1%	35.4%	18.6%
%H		100.0%	59.5%	15.5%	77.3%	51.4%	25.9%
DVDR	142	142	57	22	119	55	64
%V	7.7%	7.7%	7.1%	7.7%	7.5%	6.8%	8.3%
%H		100.0%	40.1%	15.5%	83.8%	38.7%	45.1%
VCR	148	148	45	31	122	49	73
%V	8.0%	8.0%	5.6%	10.9%	7.7%	6.1%	9.4%
%H		100.0%	30.4%	20.9%	82.4%	33.1%	49.3%
Any recorder	704	704	374	112	555	332	223
%V	37.9%	38.0%	46.4%	39.4%	35.1%	41.2%	28.8%
%H		100.0%	53.1%	15.9%	78.8%	47.2%	31.7%

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	1856	1851	806	284	1581	806	775
%H		99.7%	43.4%	15.3%	85.2%	43.4%	41.8%
Receives HDTV (via STB or built-in reception)	359	359	188	95	276	196	80
%V	19.3%	19.4%	23.3%	33.5%	17.5%	24.3%	10.3%
%H		100.0%	52.4%	26.5%	76.9%	54.6%	22.3%
DVD/Blu-ray player or recorder	1137	1135	502	192	959	507	452
%V	61.3%	61.3%	62.3%	67.6%	60.7%	62.9%	58.3%
%H		99.8%	44.2%	16.9%	84.3%	44.6%	39.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV West

Set level data

Table 13.15: 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	952	947	362	146	780	335	445
%H		99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
Under 20"	43	40	5	5	34	4	30
%V	4.5%	4.2%	1.4%	3.4%	4.4%	1.2%	6.7%
%H		93.0%	11.6%	11.6%	79.1%	9.3%	69.8%
20" - 29"	285	284	73	33	238	60	179
%V	29.9%	30.0%	20.2%	22.6%	30.5%	17.9%	40.2%
%H		99.6%	25.6%	11.6%	83.5%	21.1%	62.8%
30" - 39"	401	401	161	72	327	156	171
%V	42.1%	42.3%	44.5%	49.3%	41.9%	46.6%	38.4%
%H		100.0%	40.1%	18.0%	81.5%	38.9%	42.6%
40" and over	220	220	124	35	180	116	64
%V	23.1%	23.2%	34.3%	24.0%	23.1%	34.6%	14.4%
%H		100.0%	56.4%	15.9%	81.8%	52.7%	29.1%
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

July 2010 - June 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	952	947	362	146	780	335	445
%H		99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
PVR	450	450	255	75	347	224	123
%V	47.3%	47.5%	70.4%	51.4%	44.5%	66.9%	27.6%
%H		100.0%	56.7%	16.7%	77.1%	49.8%	27.3%
DVDR	115	114	45	18	93	41	52
%V	12.1%	12.0%	12.4%	12.3%	11.9%	12.2%	11.7%
%H		99.1%	39.1%	15.7%	80.9%	35.7%	45.2%
VCR	112	112	32	23	91	33	57
%V	11.8%	11.8%	8.8%	15.8%	11.7%	9.9%	12.8%
%H		100.0%	28.6%	20.5%	81.3%	29.5%	50.9%
Any recorder	552	552	280	94	431	249	183
%V	58.0%	58.3%	77.3%	64.4%	55.3%	74.3%	41.1%
%H		100.0%	50.7%	17.0%	78.1%	45.1%	33.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: 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	952	947	362	146	780	335	445
%H		99.5%	38.0%	15.3%	81.9%	35.2%	46.7%
Receives HDTV (via STB or built-in reception)	284	284	149	79	214	155	59
%V	29.8%	30.0%	41.2%	54.1%	27.4%	46.3%	13.3%
%H		100.0%	52.5%	27.8%	75.4%	54.6%	20.8%
DVD/Blu-ray player or recorder	733	732	295	119	601	276	324
%V	77.0%	77.3%	81.5%	81.5%	77.1%	82.4%	72.8%
%H		99.9%	40.2%	16.2%	82.0%	37.7%	44.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	905	904	443	139	801	471	330
%H		99.9%	49.0%	15.4%	88.5%	52.0%	36.5%
Under 20"	454	453	201	60	409	215	194
%V	50.2%	50.1%	45.4%	43.2%	51.1%	45.6%	58.8%
%H		99.8%	44.3%	13.2%	90.1%	47.4%	42.7%
20" - 29"	280	280	139	49	254	157	97
%V	30.9%	31.0%	31.4%	35.3%	31.7%	33.3%	29.4%
%H		100.0%	49.6%	17.5%	90.7%	56.1%	34.6%
30" - 39"	136	135	82	24	112	81	31
%V	15.0%	14.9%	18.5%	17.3%	14.0%	17.2%	9.4%
%H		99.3%	60.3%	17.6%	82.4%	59.6%	22.8%
40" and over	32	32	21	6	24	18	6
%V	3.5%	3.5%	4.7%	4.3%	3.0%	3.8%	1.8%
%H		100.0%	65.6%	18.8%	75.0%	56.3%	18.8%
Don't know	4	4	0	1	3	0	3
%V	0.4%	0.4%	0.0%	0.7%	0.4%	0.0%	0.9%
%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

July 2010 - June 2011

ITV HTV West

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	905	904	443	139	801	471	330
%H		99.9%	49.0%	15.4%	88.5%	52.0%	36.5%
PVR	106	106	75	10	82	61	22
%V	11.7%	11.7%	16.9%	7.2%	10.2%	13.0%	6.7%
%H		100.0%	70.8%	9.4%	77.4%	57.5%	20.8%
DVDR	28	28	12	4	26	14	11
%V	3.1%	3.1%	2.7%	2.9%	3.2%	3.0%	3.3%
%H		100.0%	42.9%	14.3%	92.9%	50.0%	39.3%
VCR	36	36	13	8	31	16	15
%V	4.0%	4.0%	2.9%	5.8%	3.9%	3.4%	4.5%
%H		100.0%	36.1%	22.2%	86.1%	44.4%	41.7%
Any recorder	152	152	94	19	124	83	40
%V	16.8%	16.8%	21.2%	13.7%	15.5%	17.6%	12.1%
%H		100.0%	61.8%	12.5%	81.6%	54.6%	26.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: 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	905	904	443	139	801	471	330
%H		99.9%	49.0%	15.4%	88.5%	52.0%	36.5%
Receives HDTV (via STB or built-in reception)	75	75	39	16	61	40	21
%V	8.3%	8.3%	8.8%	11.5%	7.6%	8.5%	6.4%
%H		100.0%	52.0%	21.3%	81.3%	53.3%	28.0%
DVD/Blu-ray player or recorder	403	403	207	73	358	231	128
%V	44.5%	44.6%	46.7%	52.5%	44.7%	49.0%	38.8%
%H		100.0%	51.4%	18.1%	88.8%	57.3%	31.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV West

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2220	2159	2154	932	367	1768	895	873
%H		97.3%	97.0%	42.0%	16.5%	79.6%	40.3%	39.3%
Total Children	389	382	382	191	71	303	180	123
%V	17.5%	17.7%	17.7%	20.5%	19.3%	17.1%	20.1%	14.1%
%H		98.2%	98.2%	49.1%	18.3%	77.9%	46.3%	31.6%
0 - 3	103	99	99	41	24	75	41	35
%V	4.6%	4.6%	4.6%	4.4%	6.5%	4.2%	4.6%	4.0%
%H		96.1%	96.1%	39.8%	23.3%	72.8%	39.8%	34.0%
4 - 15	286	282	282	150	46	227	139	88
%V	12.9%	13.1%	13.1%	16.1%	12.5%	12.8%	15.5%	10.1%
%H		98.6%	98.6%	52.4%	16.1%	79.4%	48.6%	30.8%
4 - 9	136	134	134	73	17	105	60	45
%V	6.1%	6.2%	6.2%	7.8%	4.6%	5.9%	6.7%	5.2%
%H		98.5%	98.5%	53.7%	12.5%	77.2%	44.1%	33.1%
10 - 15	150	149	149	77	29	123	79	44
%V	6.8%	6.9%	6.9%	8.3%	7.9%	7.0%	8.8%	5.0%
%H		99.3%	99.3%	51.3%	19.3%	82.0%	52.7%	29.3%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV West

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2220	2159	2154	932	367	1768	895	873
%H		97.3%	97.0%	42.0%	16.5%	79.6%	40.3%	39.3%
Total Adults (16+)	1832	1777	1773	741	296	1465	715	750
%V	82.5%	82.3%	82.3%	79.5%	80.7%	82.9%	79.9%	85.9%
%H		97.0%	96.8%	40.4%	16.2%	80.0%	39.0%	40.9%
16 - 19	116	114	114	60	19	92	55	37
%V	5.2%	5.3%	5.3%	6.4%	5.2%	5.2%	6.1%	4.2%
%H		98.3%	98.3%	51.7%	16.4%	79.3%	47.4%	31.9%
20 - 24	146	134	134	49	28	110	54	56
%V	6.6%	6.2%	6.2%	5.3%	7.6%	6.2%	6.0%	6.4%
%H		91.8%	91.8%	33.6%	19.2%	75.3%	37.0%	38.4%
25 - 34	270	259	259	113	64	203	118	84
%V	12.2%	12.0%	12.0%	12.1%	17.4%	11.5%	13.2%	9.6%
%H		95.9%	95.9%	41.9%	23.7%	75.2%	43.7%	31.1%
35 - 44	296	287	286	141	47	224	123	101
%V	13.3%	13.3%	13.3%	15.1%	12.8%	12.7%	13.7%	11.6%
%H		97.0%	96.6%	47.6%	15.9%	75.7%	41.6%	34.1%
45 - 54	322	312	312	141	57	256	140	116
%V	14.5%	14.5%	14.5%	15.1%	15.5%	14.5%	15.6%	13.3%
%H		96.9%	96.9%	43.8%	17.7%	79.5%	43.5%	36.0%
55 - 64	289	283	283	122	47	240	124	116
%V	13.0%	13.1%	13.1%	13.1%	12.8%	13.6%	13.9%	13.3%
%H		97.9%	97.9%	42.2%	16.3%	83.0%	42.9%	40.1%
65+	392	388	385	114	32	342	102	240
%V	17.7%	18.0%	17.9%	12.2%	8.7%	19.3%	11.4%	27.5%
%H		99.0%	98.2%	29.1%	8.2%	87.2%	26.0%	61.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV West

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1832	1777	1773	741	296	1465	715	750
%H		97.0%	96.8%	40.4%	16.2%	80.0%	39.0%	40.9%
AB	465	457	456	197	74	368	183	185
%V	25.4%	25.7%	25.7%	26.6%	25.0%	25.1%	25.6%	24.7%
%H		98.3%	98.1%	42.4%	15.9%	79.1%	39.4%	39.8%
C1	547	523	522	223	94	425	213	213
%V	29.9%	29.4%	29.4%	30.1%	31.8%	29.0%	29.8%	28.4%
%H		95.6%	95.4%	40.8%	17.2%	77.7%	38.9%	38.9%
C2	453	443	442	192	78	375	198	177
%V	24.7%	24.9%	24.9%	25.9%	26.4%	25.6%	27.7%	23.6%
%H		97.8%	97.6%	42.4%	17.2%	82.8%	43.7%	39.1%
D	253	247	247	97	45	206	100	105
%V	13.8%	13.9%	13.9%	13.1%	15.2%	14.1%	14.0%	14.0%
%H		97.6%	97.6%	38.3%	17.8%	81.4%	39.5%	41.5%
E	114	107	106	31	5	92	22	70
%V	6.2%	6.0%	6.0%	4.2%	1.7%	6.3%	3.1%	9.3%
%H		93.9%	93.0%	27.2%	4.4%	80.7%	19.3%	61.4%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV HTV West
Individual level data
Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1832	1777	1773	741	296	1465	715	750
%H		97.0%	96.8%	40.4%	16.2%	80.0%	39.0%	40.9%
Working full time	847	827	826	385	166	656	373	284
%V	46.2%	46.5%	46.6%	52.0%	56.1%	44.8%	52.2%	37.9%
%H		97.6%	97.5%	45.5%	19.6%	77.4%	44.0%	33.5%
Working part time	213	207	206	88	35	172	87	86
%V	11.6%	11.6%	11.6%	11.9%	11.8%	11.7%	12.2%	11.5%
%H		97.2%	96.7%	41.3%	16.4%	80.8%	40.8%	40.4%
Not working	771	743	740	268	96	637	256	381
%V	42.1%	41.8%	41.7%	36.2%	32.4%	43.5%	35.8%	50.8%
%H		96.4%	96.0%	34.8%	12.5%	82.6%	33.2%	49.4%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV West

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	907	872	870	388	147	711	370	341
%H		96.1%	95.9%	42.8%	16.2%	78.4%	40.8%	37.6%
16 - 19	59	59	59	31	10	48	30	18
%V	6.5%	6.8%	6.8%	8.0%	6.8%	6.8%	8.1%	5.3%
%H		100.0%	100.0%	52.5%	16.9%	81.4%	50.8%	30.5%
20 - 24	79	69	69	31	15	56	34	22
%V	8.7%	7.9%	7.9%	8.0%	10.2%	7.9%	9.2%	6.5%
%H		87.3%	87.3%	39.2%	19.0%	70.9%	43.0%	27.8%
25 - 34	142	135	135	59	33	107	63	44
%V	15.7%	15.5%	15.5%	15.2%	22.4%	15.0%	17.0%	12.9%
%H		95.1%	95.1%	41.5%	23.2%	75.4%	44.4%	31.0%
35 - 44	144	139	138	73	20	106	58	48
%V	15.9%	15.9%	15.9%	18.8%	13.6%	14.9%	15.7%	14.1%
%H		96.5%	95.8%	50.7%	13.9%	73.6%	40.3%	33.3%
45 - 54	160	157	157	74	27	128	71	57
%V	17.6%	18.0%	18.0%	19.1%	18.4%	18.0%	19.2%	16.7%
%H		98.1%	98.1%	46.3%	16.9%	80.0%	44.4%	35.6%
55 - 64	136	130	130	57	25	107	58	49
%V	15.0%	14.9%	14.9%	14.7%	17.0%	15.0%	15.7%	14.4%
%H		95.6%	95.6%	41.9%	18.4%	78.7%	42.6%	36.0%
65+	187	184	183	63	16	160	56	103
%V	20.6%	21.1%	21.0%	16.2%	10.9%	22.5%	15.1%	30.2%
%H		98.4%	97.9%	33.7%	8.6%	85.6%	29.9%	55.1%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV West

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	907	872	870	388	147	711	370	341
%H		96.1%	95.9%	42.8%	16.2%	78.4%	40.8%	37.6%
AB	241	237	236	106	38	190	97	92
%V	26.6%	27.2%	27.1%	27.3%	25.9%	26.7%	26.2%	27.0%
%H		98.3%	97.9%	44.0%	15.8%	78.8%	40.2%	38.2%
C1	253	238	238	111	47	187	103	84
%V	27.9%	27.3%	27.4%	28.6%	32.0%	26.3%	27.8%	24.6%
%H		94.1%	94.1%	43.9%	18.6%	73.9%	40.7%	33.2%
C2	250	242	241	108	41	204	108	95
%V	27.6%	27.8%	27.7%	27.8%	27.9%	28.7%	29.2%	27.9%
%H		96.8%	96.4%	43.2%	16.4%	81.6%	43.2%	38.0%
D	117	113	113	50	21	95	53	43
%V	12.9%	13.0%	13.0%	12.9%	14.3%	13.4%	14.3%	12.6%
%H		96.6%	96.6%	42.7%	17.9%	81.2%	45.3%	36.8%
E	46	41	41	14	1	36	9	27
%V	5.1%	4.7%	4.7%	3.6%	0.7%	5.1%	2.4%	7.9%
%H		89.1%	89.1%	30.4%	2.2%	78.3%	19.6%	58.7%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV HTV West
Individual level data
Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	907	872	870	388	147	711	370	341
%H		96.1%	95.9%	42.8%	16.2%	78.4%	40.8%	37.6%
Working full time	528	514	513	250	97	411	240	171
%V	58.2%	58.9%	59.0%	64.4%	66.0%	57.8%	64.9%	50.1%
%H		97.3%	97.2%	47.3%	18.4%	77.8%	45.5%	32.4%
Working part time	38	36	36	15	5	29	13	16
%V	4.2%	4.1%	4.1%	3.9%	3.4%	4.1%	3.5%	4.7%
%H		94.7%	94.7%	39.5%	13.2%	76.3%	34.2%	42.1%
Not working	341	322	322	123	44	271	117	154
%V	37.6%	36.9%	37.0%	31.7%	29.9%	38.1%	31.6%	45.2%
%H		94.4%	94.4%	36.1%	12.9%	79.5%	34.3%	45.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV West

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	925	905	902	353	149	754	345	409
%H		97.8%	97.5%	38.2%	16.1%	81.5%	37.3%	44.2%
16 - 19	57	55	55	29	9	43	25	19
%V	6.2%	6.1%	6.1%	8.2%	6.0%	5.7%	7.2%	4.6%
%H		96.5%	96.5%	50.9%	15.8%	75.4%	43.9%	33.3%
20 - 24	67	65	65	18	13	54	20	34
%V	7.2%	7.2%	7.2%	5.1%	8.7%	7.2%	5.8%	8.3%
%H		97.0%	97.0%	26.9%	19.4%	80.6%	29.9%	50.7%
25 - 34	128	124	124	54	31	96	55	41
%V	13.8%	13.7%	13.7%	15.3%	20.8%	12.7%	15.9%	10.0%
%H		96.9%	96.9%	42.2%	24.2%	75.0%	43.0%	32.0%
35 - 44	151	148	148	68	28	118	65	52
%V	16.3%	16.4%	16.4%	19.3%	18.8%	15.6%	18.8%	12.7%
%H		98.0%	98.0%	45.0%	18.5%	78.1%	43.0%	34.4%
45 - 54	163	156	155	67	30	128	69	59
%V	17.6%	17.2%	17.2%	19.0%	20.1%	17.0%	20.0%	14.4%
%H		95.7%	95.1%	41.1%	18.4%	78.5%	42.3%	36.2%
55 - 64	153	153	153	65	22	133	66	67
%V	16.5%	16.9%	17.0%	18.4%	14.8%	17.6%	19.1%	16.4%
%H		100.0%	100.0%	42.5%	14.4%	86.9%	43.1%	43.8%
65+	206	204	202	50	16	182	46	136
%V	22.3%	22.5%	22.4%	14.2%	10.7%	24.1%	13.3%	33.3%
%H		99.0%	98.1%	24.3%	7.8%	88.3%	22.3%	66.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV West

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	925	905	902	353	149	754	345	409
%H		97.8%	97.5%	38.2%	16.1%	81.5%	37.3%	44.2%
AB	224	220	219	91	36	178	86	92
%V	24.2%	24.3%	24.3%	25.8%	24.2%	23.6%	24.9%	22.5%
%H		98.2%	97.8%	40.6%	16.1%	79.5%	38.4%	41.1%
C1	294	285	284	113	47	238	109	129
%V	31.8%	31.5%	31.5%	32.0%	31.5%	31.6%	31.6%	31.5%
%H		96.9%	96.6%	38.4%	16.0%	81.0%	37.1%	43.9%
C2	203	201	201	84	38	171	90	82
%V	21.9%	22.2%	22.3%	23.8%	25.5%	22.7%	26.1%	20.0%
%H		99.0%	99.0%	41.4%	18.7%	84.2%	44.3%	40.4%
D	137	134	134	48	24	110	48	63
%V	14.8%	14.8%	14.9%	13.6%	16.1%	14.6%	13.9%	15.4%
%H		97.8%	97.8%	35.0%	17.5%	80.3%	35.0%	46.0%
E	68	65	65	17	5	56	13	43
%V	7.4%	7.2%	7.2%	4.8%	3.4%	7.4%	3.8%	10.5%
%H		95.6%	95.6%	25.0%	7.4%	82.4%	19.1%	63.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV West

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	925	905	902	353	149	754	345	409
%H		97.8%	97.5%	38.2%	16.1%	81.5%	37.3%	44.2%
Working full time	319	314	313	135	68	245	132	113
%V	34.5%	34.7%	34.7%	38.2%	45.6%	32.5%	38.3%	27.6%
%H		98.4%	98.1%	42.3%	21.3%	76.8%	41.4%	35.4%
Working part time	175	171	170	73	29	143	74	70
%V	18.9%	18.9%	18.8%	20.7%	19.5%	19.0%	21.4%	17.1%
%H		97.7%	97.1%	41.7%	16.6%	81.7%	42.3%	40.0%
Not working	430	421	419	145	52	366	139	226
%V	46.5%	46.5%	46.5%	41.1%	34.9%	48.5%	40.3%	55.3%
%H		97.9%	97.4%	33.7%	12.1%	85.1%	32.3%	52.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
AB	259	254	254	148	21	195	110	86
%V	19.4%	19.6%	19.6%	20.3%	18.4%	19.0%	19.3%	18.9%
%H (All HH)		98.1%	98.1%	57.1%	8.1%	75.3%	42.5%	33.2%
%H (TV HH)			100.0%	58.3%	8.3%	76.8%	43.3%	33.9%
C1	355	338	338	188	33	267	150	118
%V	26.6%	26.1%	26.1%	25.8%	28.9%	26.0%	26.4%	25.9%
%H (All HH)		95.2%	95.2%	53.0%	9.3%	75.2%	42.3%	33.2%
%H (TV HH)			100.0%	55.6%	9.8%	79.0%	44.4%	34.9%
C2	304	298	298	179	29	238	147	91
%V	22.8%	23.0%	23.0%	24.6%	25.4%	23.2%	25.8%	20.0%
%H (All HH)		98.0%	98.0%	58.9%	9.5%	78.3%	48.4%	29.9%
%H (TV HH)			100.0%	60.1%	9.7%	79.9%	49.3%	30.5%
D	233	228	227	129	19	183	103	80
%V	17.5%	17.6%	17.6%	17.7%	16.7%	17.9%	18.1%	17.5%
%H (All HH)		97.9%	97.4%	55.4%	8.2%	78.5%	44.2%	34.3%
%H (TV HH)			99.6%	56.6%	8.3%	80.3%	45.2%	35.1%
E	183	177	176	83	12	141	59	82
%V	13.7%	13.7%	13.6%	11.4%	10.5%	13.8%	10.4%	18.0%
%H (All HH)		96.7%	96.2%	45.4%	6.6%	77.0%	32.2%	44.8%
%H (TV HH)			99.4%	46.9%	6.8%	79.7%	33.3%	46.3%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Under 25	81	71	71	34	7	55	26	30
%V	6.1%	5.5%	5.5%	4.7%	6.1%	5.4%	4.6%	6.6%
%H (All HH)		87.7%	87.7%	42.0%	8.6%	67.9%	32.1%	37.0%
%H (TV HH)			100.0%	47.9%	9.9%	77.5%	36.6%	42.3%
25 - 34	182	172	172	109	19	120	76	44
%V	13.6%	13.3%	13.3%	15.0%	16.7%	11.7%	13.4%	9.6%
%H (All HH)		94.5%	94.5%	59.9%	10.4%	65.9%	41.8%	24.2%
%H (TV HH)			100.0%	63.4%	11.0%	69.8%	44.2%	25.6%
35 - 44	224	218	218	142	23	169	115	54
%V	16.8%	16.8%	16.9%	19.5%	20.2%	16.5%	20.2%	11.8%
%H (All HH)		97.3%	97.3%	63.4%	10.3%	75.4%	51.3%	24.1%
%H (TV HH)			100.0%	65.1%	10.6%	77.5%	52.8%	24.8%
45 - 54	247	242	242	151	24	194	126	69
%V	18.5%	18.7%	18.7%	20.7%	21.1%	18.9%	22.1%	15.1%
%H (All HH)		98.0%	98.0%	61.1%	9.7%	78.5%	51.0%	27.9%
%H (TV HH)			100.0%	62.4%	9.9%	80.2%	52.1%	28.5%
55 - 64	233	229	228	133	17	183	104	80
%V	17.5%	17.7%	17.6%	18.3%	14.9%	17.9%	18.3%	17.5%
%H (All HH)		98.3%	97.9%	57.1%	7.3%	78.5%	44.6%	34.3%
%H (TV HH)			99.6%	58.1%	7.4%	79.9%	45.4%	34.9%
65 +	368	363	362	159	25	303	123	180
%V	27.6%	28.0%	28.0%	21.8%	21.9%	29.6%	21.6%	39.5%
%H (All HH)		98.6%	98.4%	43.2%	6.8%	82.3%	33.4%	48.9%
%H (TV HH)			99.7%	43.8%	6.9%	83.5%	33.9%	49.6%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
1	428	405	404	164	31	325	114	211
%V	32.1%	31.3%	31.2%	22.5%	27.2%	31.7%	20.0%	46.3%
%H (All HH)		94.6%	94.4%	38.3%	7.2%	75.9%	26.6%	49.3%
%H (TV HH)			99.8%	40.5%	7.7%	80.2%	28.1%	52.1%
2	485	476	475	278	44	377	222	156
%V	36.4%	36.8%	36.7%	38.2%	38.6%	36.8%	39.0%	34.2%
%H (All HH)		98.1%	97.9%	57.3%	9.1%	77.7%	45.8%	32.2%
%H (TV HH)			99.8%	58.4%	9.2%	79.2%	46.6%	32.8%
3	199	195	195	131	18	152	106	46
%V	14.9%	15.1%	15.1%	18.0%	15.8%	14.8%	18.6%	10.1%
%H (All HH)		98.0%	98.0%	65.8%	9.0%	76.4%	53.3%	23.1%
%H (TV HH)			100.0%	67.2%	9.2%	77.9%	54.4%	23.6%
4	155	153	153	109	14	121	89	31
%V	11.6%	11.8%	11.8%	15.0%	12.3%	11.8%	15.6%	6.8%
%H (All HH)		98.7%	98.7%	70.3%	9.0%	78.1%	57.4%	20.0%
%H (TV HH)			100.0%	71.2%	9.2%	79.1%	58.2%	20.3%
5+	67	65	65	46	8	50	37	12
%V	5.0%	5.0%	5.0%	6.3%	7.0%	4.9%	6.5%	2.6%
%H (All HH)		97.0%	97.0%	68.7%	11.9%	74.6%	55.2%	17.9%
%H (TV HH)			100.0%	70.8%	12.3%	76.9%	56.9%	18.5%
Average HH size	2.23	2.24	2.24	2.47	2.36	2.23	2.52	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

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Without	1014	979	977	510	87	786	402	384
%V	76.0%	75.6%	75.6%	70.1%	76.3%	76.7%	70.7%	84.2%
%H (All HH)		96.5%	96.4%	50.3%	8.6%	77.5%	39.6%	37.9%
%H (TV HH)			99.8%	52.1%	8.9%	80.3%	41.1%	39.2%
With	320	316	316	217	28	239	167	72
%V	24.0%	24.4%	24.4%	29.8%	24.6%	23.3%	29.3%	15.8%
%H (All HH)		98.8%	98.8%	67.8%	8.8%	74.7%	52.2%	22.5%
%H (TV HH)			100.0%	68.7%	8.9%	75.6%	52.8%	22.8%
0 - 3	119	118	117	80	9	85	56	29
%V	8.9%	9.1%	9.0%	11.0%	7.9%	8.3%	9.8%	6.4%
%H (All HH)		99.2%	98.3%	67.2%	7.6%	71.4%	47.1%	24.4%
%H (TV HH)			99.2%	67.8%	7.6%	72.0%	47.5%	24.6%
4 - 9	152	150	150	105	13	111	79	32
%V	11.4%	11.6%	11.6%	14.4%	11.4%	10.8%	13.9%	7.0%
%H (All HH)		98.7%	98.7%	69.1%	8.6%	73.0%	52.0%	21.1%
%H (TV HH)			100.0%	70.0%	8.7%	74.0%	52.7%	21.3%
10 - 15	157	155	155	109	15	123	91	33
%V	11.8%	12.0%	12.0%	15.0%	13.2%	12.0%	16.0%	7.2%
%H (All HH)		98.7%	98.7%	69.4%	9.6%	78.3%	58.0%	21.0%
%H (TV HH)			100.0%	70.3%	9.7%	79.4%	58.7%	21.3%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
1	504	504	502	229	46	349	122	227
%V	37.8%	38.9%	38.8%	31.5%	40.4%	34.0%	21.4%	49.8%
%H (All HH)		100.0%	99.6%	45.4%	9.1%	69.2%	24.2%	45.0%
%H (TV HH)			99.6%	45.4%	9.1%	69.2%	24.2%	45.0%
2	466	466	466	275	38	384	229	155
%V	34.9%	36.0%	36.0%	37.8%	33.3%	37.5%	40.2%	34.0%
%H (All HH)		100.0%	100.0%	59.0%	8.2%	82.4%	49.1%	33.3%
%H (TV HH)			100.0%	59.0%	8.2%	82.4%	49.1%	33.3%
3	207	207	207	137	18	186	133	53
%V	15.5%	16.0%	16.0%	18.8%	15.8%	18.1%	23.4%	11.6%
%H (All HH)		100.0%	100.0%	66.2%	8.7%	89.9%	64.3%	25.6%
%H (TV HH)			100.0%	66.2%	8.7%	89.9%	64.3%	25.6%
4	81	81	81	59	9	72	57	14
%V	6.1%	6.3%	6.3%	8.1%	7.9%	7.0%	10.0%	3.1%
%H (All HH)		100.0%	100.0%	72.8%	11.1%	88.9%	70.4%	17.3%
%H (TV HH)			100.0%	72.8%	11.1%	88.9%	70.4%	17.3%
5+	37	37	37	27	3	34	27	7
%V	2.8%	2.9%	2.9%	3.7%	2.6%	3.3%	4.7%	1.5%
%H (All HH)		100.0%	100.0%	73.0%	8.1%	91.9%	73.0%	18.9%
%H (TV HH)			100.0%	73.0%	8.1%	91.9%	73.0%	18.9%

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

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Under 20"	466	466	466	276	36	408	253	156
%V	34.9%	36.0%	36.0%	37.9%	31.6%	39.8%	44.5%	34.2%
%H (All HH)		100.0%	100.0%	59.2%	7.7%	87.6%	54.3%	33.5%
%H (TV HH)			100.0%	59.2%	7.7%	87.6%	54.3%	33.5%
20" - 29"	664	664	663	351	54	549	290	260
%V	49.8%	51.3%	51.3%	48.2%	47.4%	53.6%	51.0%	57.0%
%H (All HH)		100.0%	99.8%	52.9%	8.1%	82.7%	43.7%	39.2%
%H (TV HH)			99.8%	52.9%	8.1%	82.7%	43.7%	39.2%
30" - 39"	636	636	636	393	62	507	322	185
%V	47.7%	49.1%	49.2%	54.0%	54.4%	49.5%	56.6%	40.6%
%H (All HH)		100.0%	100.0%	61.8%	9.7%	79.7%	50.6%	29.1%
%H (TV HH)			100.0%	61.8%	9.7%	79.7%	50.6%	29.1%
40" and over	340	340	340	248	32	265	203	62
%V	25.5%	26.3%	26.3%	34.1%	28.1%	25.9%	35.7%	13.6%
%H (All HH)		100.0%	100.0%	72.9%	9.4%	77.9%	59.7%	18.2%
%H (TV HH)			100.0%	72.9%	9.4%	77.9%	59.7%	18.2%

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

July 2010 - June 2011

ITV HTV Wales

Household level data

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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Main living room	1282	1282	1280	724	114	1014	567	448
%V	96.1%	99.0%	99.0%	99.5%	100.0%	98.9%	99.6%	98.2%
%H (All HH)		100.0%	99.8%	56.5%	8.9%	79.1%	44.2%	34.9%
%H (TV HH)			99.8%	56.5%	8.9%	79.1%	44.2%	34.9%
Kitchen	181	181	181	117	9	160	104	56
%V	13.6%	14.0%	14.0%	16.1%	7.9%	15.6%	18.3%	12.3%
%H (All HH)		100.0%	100.0%	64.6%	5.0%	88.4%	57.5%	30.9%
%H (TV HH)			100.0%	64.6%	5.0%	88.4%	57.5%	30.9%
Adult's bedroom	568	568	568	363	54	490	335	155
%V	42.6%	43.9%	43.9%	49.9%	47.4%	47.8%	58.9%	34.0%
%H (All HH)		100.0%	100.0%	63.9%	9.5%	86.3%	59.0%	27.3%
%H (TV HH)			100.0%	63.9%	9.5%	86.3%	59.0%	27.3%
Child's bedroom	128	128	128	90	12	114	87	26
%V	9.6%	9.9%	9.9%	12.4%	10.5%	11.1%	15.3%	5.7%
%H (All HH)		100.0%	100.0%	70.3%	9.4%	89.1%	68.0%	20.3%
%H (TV HH)			100.0%	70.3%	9.4%	89.1%	68.0%	20.3%
Other bedroom	34	34	34	23	4	29	21	8
%V	2.5%	2.6%	2.6%	3.2%	3.5%	2.8%	3.7%	1.8%
%H (All HH)		100.0%	100.0%	67.6%	11.8%	85.3%	61.8%	23.5%
%H (TV HH)			100.0%	67.6%	11.8%	85.3%	61.8%	23.5%
Second living/dining room	198	198	198	130	17	169	118	51
%V	14.8%	15.3%	15.3%	17.9%	14.9%	16.5%	20.7%	11.2%
%H (All HH)		100.0%	100.0%	65.7%	8.6%	85.4%	59.6%	25.8%
%H (TV HH)			100.0%	65.7%	8.6%	85.4%	59.6%	25.8%
Study/office	19	19	19	12	0	16	10	6
%V	1.4%	1.5%	1.5%	1.6%	0.0%	1.6%	1.8%	1.3%
%H (All HH)		100.0%	100.0%	63.2%	0.0%	84.2%	52.6%	31.6%
%H (TV HH)			100.0%	63.2%	0.0%	84.2%	52.6%	31.6%
TV room	5	5	5	4	1	4	4	1
%V	0.4%	0.4%	0.4%	0.5%	0.9%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	80.0%	20.0%	80.0%	80.0%	20.0%
%H (TV HH)			100.0%	80.0%	20.0%	80.0%	80.0%	20.0%
No specific location	2	2	2	1	0	2	1	1
%V	0.1%	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
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

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
PVR	643	643	643	491	48	488	381	108
%V	48.2%	49.7%	49.7%	67.4%	42.1%	47.6%	67.0%	23.7%
%H (All HH)		100.0%	100.0%	76.4%	7.5%	75.9%	59.3%	16.8%
%H (TV HH)			100.0%	76.4%	7.5%	75.9%	59.3%	16.8%
DVDR	175	175	175	111	11	142	87	55
%V	13.1%	13.5%	13.5%	15.2%	9.6%	13.9%	15.3%	12.1%
%H (All HH)		100.0%	100.0%	63.4%	6.3%	81.1%	49.7%	31.4%
%H (TV HH)			100.0%	63.4%	6.3%	81.1%	49.7%	31.4%
VCR	123	123	123	71	9	99	55	43
%V	9.2%	9.5%	9.5%	9.8%	7.9%	9.7%	9.7%	9.4%
%H (All HH)		100.0%	100.0%	57.7%	7.3%	80.5%	44.7%	35.0%
%H (TV HH)			100.0%	57.7%	7.3%	80.5%	44.7%	35.0%
Any recorder	773	773	773	545	59	596	423	173
%V	57.9%	59.7%	59.8%	74.9%	51.8%	58.1%	74.3%	37.9%
%H (All HH)		100.0%	100.0%	70.5%	7.6%	77.1%	54.7%	22.4%
%H (TV HH)			100.0%	70.5%	7.6%	77.1%	54.7%	22.4%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Receives HDTV (via STB or built-in reception)	333	333	333	235	55	252	205	47
%V	25.0%	25.7%	25.8%	32.3%	48.2%	24.6%	36.0%	10.3%
%H (All HH)		100.0%	100.0%	70.6%	16.5%	75.7%	61.6%	14.1%
%H (TV HH)			100.0%	70.6%	16.5%	75.7%	61.6%	14.1%
DVD/Blu-ray player or recorder	984	984	983	589	97	775	472	303
%V	73.8%	76.0%	76.0%	80.9%	85.1%	75.6%	83.0%	66.4%
%H (All HH)		100.0%	99.9%	59.9%	9.9%	78.8%	48.0%	30.8%
%H (TV HH)			99.9%	59.9%	9.9%	78.8%	48.0%	30.8%

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Has PC or Laptop	928	903	902	568	94	699	453	246
%V	69.6%	69.7%	69.8%	78.0%	82.5%	68.2%	79.6%	53.9%
%H (All HH)		97.3%	97.2%	61.2%	10.1%	75.3%	48.8%	26.5%
%H (TV HH)			99.9%	62.9%	10.4%	77.4%	50.2%	27.2%
Has broadband internet	859	837	836	533	90	645	427	217
%V	64.4%	64.6%	64.7%	73.2%	78.9%	62.9%	75.0%	47.6%
%H (All HH)		97.4%	97.3%	62.0%	10.5%	75.1%	49.7%	25.3%
%H (TV HH)			99.9%	63.7%	10.8%	77.1%	51.0%	25.9%

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

July 2010 - June 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	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
Under 20"	627	627	382	49	556	357	199
%V	24.3%	24.3%	24.3%	21.5%	25.9%	26.3%	25.2%
%H		100.0%	60.9%	7.8%	88.7%	56.9%	31.7%
20" - 29"	832	831	452	71	701	388	313
%V	32.3%	32.2%	28.7%	31.1%	32.7%	28.6%	39.7%
%H		99.9%	54.3%	8.5%	84.3%	46.6%	37.6%
30" - 39"	730	730	458	72	586	382	204
%V	28.3%	28.3%	29.1%	31.6%	27.3%	28.1%	25.9%
%H		100.0%	62.7%	9.9%	80.3%	52.3%	27.9%
40" and over	374	374	277	34	292	228	65
%V	14.5%	14.5%	17.6%	14.9%	13.6%	16.8%	8.2%
%H		100.0%	74.1%	9.1%	78.1%	61.0%	17.4%
Don't know	16	16	5	2	12	4	8
%V	0.6%	0.6%	0.3%	0.9%	0.6%	0.3%	1.0%
%H		100.0%	31.3%	12.5%	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

July 2010 - June 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	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
Main living room	1294	1292	731	115	1024	573	451
%V	50.2%	50.1%	46.4%	50.4%	47.7%	42.2%	57.2%
%H		99.8%	56.5%	8.9%	79.1%	44.3%	34.9%
Kitchen	182	182	118	9	161	105	56
%V	7.1%	7.1%	7.5%	3.9%	7.5%	7.7%	7.1%
%H		100.0%	64.8%	4.9%	88.5%	57.7%	30.8%
Adult's bedroom	668	668	430	67	581	404	177
%V	25.9%	25.9%	27.3%	29.4%	27.1%	29.7%	22.4%
%H		100.0%	64.4%	10.0%	87.0%	60.5%	26.5%
Child's bedroom	168	168	118	15	151	116	35
%V	6.5%	6.5%	7.5%	6.6%	7.0%	8.5%	4.4%
%H		100.0%	70.2%	8.9%	89.9%	69.0%	20.8%
Other bedroom	37	37	25	4	32	23	9
%V	1.4%	1.4%	1.6%	1.8%	1.5%	1.7%	1.1%
%H		100.0%	67.6%	10.8%	86.5%	62.2%	24.3%
Second living/dining room	202	202	133	17	173	120	52
%V	7.8%	7.8%	8.4%	7.5%	8.1%	8.8%	6.6%
%H		100.0%	65.8%	8.4%	85.6%	59.4%	25.7%
Study/office	19	19	12	0	16	10	6
%V	0.7%	0.7%	0.8%	0.0%	0.7%	0.7%	0.8%
%H		100.0%	63.2%	0.0%	84.2%	52.6%	31.6%
TV room	5	5	4	1	4	4	1
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%
%H		100.0%	80.0%	20.0%	80.0%	80.0%	20.0%
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	4	4	3	0	3	3	0
%V	0.2%	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	75.0%	0.0%	75.0%	75.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
PVR	802	802	631	54	597	475	122
%V	31.1%	31.1%	40.1%	23.7%	27.8%	35.0%	15.5%
%H		100.0%	78.7%	6.7%	74.4%	59.2%	15.2%
DVDR	210	210	139	12	171	111	60
%V	8.1%	8.1%	8.8%	5.3%	8.0%	8.2%	7.6%
%H		100.0%	66.2%	5.7%	81.4%	52.9%	28.6%
VCR	139	139	81	11	113	65	48
%V	5.4%	5.4%	5.1%	4.8%	5.3%	4.8%	6.1%
%H		100.0%	58.3%	7.9%	81.3%	46.8%	34.5%
Any recorder	999	999	732	69	765	561	204
%V	38.7%	38.8%	46.5%	30.3%	35.6%	41.3%	25.9%
%H		100.0%	73.3%	6.9%	76.6%	56.2%	20.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
Receives HDTV (via STB or built-in reception)	407	407	286	66	308	249	59
%V	15.8%	15.8%	18.2%	28.9%	14.3%	18.3%	7.5%
%H		100.0%	70.3%	16.2%	75.7%	61.2%	14.5%
DVD/Blu-ray player or recorder	1503	1502	948	153	1226	815	411
%V	58.3%	58.3%	60.2%	67.1%	57.1%	60.0%	52.1%
%H		99.9%	63.1%	10.2%	81.6%	54.2%	27.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	1294	1292	728	114	1024	568	455
%H		99.8%	56.3%	8.8%	79.1%	43.9%	35.2%
Under 20"	42	42	12	2	35	8	27
%V	3.2%	3.3%	1.6%	1.8%	3.4%	1.4%	5.9%
%H		100.0%	28.6%	4.8%	83.3%	19.0%	64.3%
20" - 29"	393	392	168	29	316	120	196
%V	30.4%	30.3%	23.1%	25.4%	30.9%	21.1%	43.1%
%H		99.7%	42.7%	7.4%	80.4%	30.5%	49.9%
30" - 39"	521	521	307	51	410	244	166
%V	40.3%	40.3%	42.2%	44.7%	40.0%	43.0%	36.5%
%H		100.0%	58.9%	9.8%	78.7%	46.8%	31.9%
40" and over	328	328	239	32	256	196	60
%V	25.3%	25.4%	32.8%	28.1%	25.0%	34.5%	13.2%
%H		100.0%	72.9%	9.8%	78.0%	59.8%	18.3%
Don't know	9	9	2	1	7	1	6
%V	0.7%	0.7%	0.3%	0.9%	0.7%	0.2%	1.3%
%H		100.0%	22.2%	11.1%	77.8%	11.1%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	1294	1292	728	114	1024	568	455
%H		99.8%	56.3%	8.8%	79.1%	43.9%	35.2%
PVR	614	614	474	45	462	364	98
%V	47.4%	47.5%	65.1%	39.5%	45.1%	64.1%	21.5%
%H		100.0%	77.2%	7.3%	75.2%	59.3%	16.0%
DVDR	148	148	93	9	117	71	46
%V	11.4%	11.5%	12.8%	7.9%	11.4%	12.5%	10.1%
%H		100.0%	62.8%	6.1%	79.1%	48.0%	31.1%
VCR	98	98	54	8	77	40	37
%V	7.6%	7.6%	7.4%	7.0%	7.5%	7.0%	8.1%
%H		100.0%	55.1%	8.2%	78.6%	40.8%	37.8%
Any recorder	738	738	527	56	565	405	160
%V	57.0%	57.1%	72.4%	49.1%	55.2%	71.3%	35.2%
%H		100.0%	71.4%	7.6%	76.6%	54.9%	21.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: 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	1294	1292	728	114	1024	568	455
%H		99.8%	56.3%	8.8%	79.1%	43.9%	35.2%
Receives HDTV (via STB or built-in reception)	317	317	224	52	238	195	42
%V	24.5%	24.5%	30.8%	45.6%	23.2%	34.3%	9.2%
%H		100.0%	70.7%	16.4%	75.1%	61.5%	13.2%
DVD/Blu-ray player or recorder	919	918	547	92	719	434	284
%V	71.0%	71.1%	75.1%	80.7%	70.2%	76.4%	62.4%
%H		99.9%	59.5%	10.0%	78.2%	47.2%	30.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	1286	1286	848	114	1123	790	333
%H		100.0%	65.9%	8.9%	87.3%	61.4%	25.9%
Under 20"	586	586	370	47	521	349	172
%V	45.6%	45.6%	43.6%	41.2%	46.4%	44.2%	51.7%
%H		100.0%	63.1%	8.0%	88.9%	59.6%	29.4%
20" - 29"	439	439	285	42	385	268	116
%V	34.1%	34.1%	33.6%	36.8%	34.3%	33.9%	34.8%
%H		100.0%	64.9%	9.6%	87.7%	61.0%	26.4%
30" - 39"	209	209	152	22	176	139	38
%V	16.3%	16.3%	17.9%	19.3%	15.7%	17.6%	11.4%
%H		100.0%	72.7%	10.5%	84.2%	66.5%	18.2%
40" and over	46	46	39	3	36	32	5
%V	3.6%	3.6%	4.6%	2.6%	3.2%	4.1%	1.5%
%H		100.0%	84.8%	6.5%	78.3%	69.6%	10.9%
Don't know	7	7	3	1	5	3	3
%V	0.5%	0.5%	0.4%	0.9%	0.4%	0.4%	0.9%
%H		100.0%	42.9%	14.3%	71.4%	42.9%	42.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	1286	1286	848	114	1123	790	333
%H		100.0%	65.9%	8.9%	87.3%	61.4%	25.9%
PVR	188	188	157	9	135	112	24
%V	14.6%	14.6%	18.5%	7.9%	12.0%	14.2%	7.2%
%H		100.0%	83.5%	4.8%	71.8%	59.6%	12.8%
DVDR	63	63	46	3	54	40	15
%V	4.9%	4.9%	5.4%	2.6%	4.8%	5.1%	4.5%
%H		100.0%	73.0%	4.8%	85.7%	63.5%	23.8%
VCR	41	41	28	3	36	25	11
%V	3.2%	3.2%	3.3%	2.6%	3.2%	3.2%	3.3%
%H		100.0%	68.3%	7.3%	87.8%	61.0%	26.8%
Any recorder	261	261	205	14	200	156	44
%V	20.3%	20.3%	24.2%	12.3%	17.8%	19.7%	13.2%
%H		100.0%	78.5%	5.4%	76.6%	59.8%	16.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1286	1286	848	114	1123	790	333
%H		100.0%	65.9%	8.9%	87.3%	61.4%	25.9%
Receives HDTV (via STB or built-in reception)	91	91	62	14	70	54	16
%V	7.1%	7.1%	7.3%	12.3%	6.2%	6.8%	4.8%
%H		100.0%	68.1%	15.4%	76.9%	59.3%	17.6%
DVD/Blu-ray player or recorder	584	584	401	61	507	380	127
%V	45.4%	45.4%	47.3%	53.5%	45.1%	48.1%	38.1%
%H		100.0%	68.7%	10.4%	86.8%	65.1%	21.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV Wales

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2977	2906	2902	1795	270	2286	1434	852
%H		97.6%	97.5%	60.3%	9.1%	76.8%	48.2%	28.6%
Total Children	545	536	536	374	47	405	287	118
%V	18.3%	18.4%	18.5%	20.8%	17.4%	17.7%	20.0%	13.8%
%H		98.3%	98.3%	68.6%	8.6%	74.3%	52.7%	21.7%
0 - 3	141	139	139	95	10	101	67	34
%V	4.7%	4.8%	4.8%	5.3%	3.7%	4.4%	4.7%	4.0%
%H		98.6%	98.6%	67.4%	7.1%	71.6%	47.5%	24.1%
4 - 15	403	397	397	278	37	304	220	84
%V	13.5%	13.7%	13.7%	15.5%	13.7%	13.3%	15.3%	9.9%
%H		98.5%	98.5%	69.0%	9.2%	75.4%	54.6%	20.8%
4 - 9	198	194	194	135	18	143	101	42
%V	6.7%	6.7%	6.7%	7.5%	6.7%	6.3%	7.0%	4.9%
%H		98.0%	98.0%	68.2%	9.1%	72.2%	51.0%	21.2%
10 - 15	205	203	203	143	19	161	119	42
%V	6.9%	7.0%	7.0%	8.0%	7.0%	7.0%	8.3%	4.9%
%H		99.0%	99.0%	69.8%	9.3%	78.5%	58.0%	20.5%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV Wales

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2977	2906	2902	1795	270	2286	1434	852
%H		97.6%	97.5%	60.3%	9.1%	76.8%	48.2%	28.6%
Total Adults (16+)	2432	2370	2366	1421	223	1881	1147	734
%V	81.7%	81.6%	81.5%	79.2%	82.6%	82.3%	80.0%	86.2%
%H		97.5%	97.3%	58.4%	9.2%	77.3%	47.2%	30.2%
16 - 19	143	140	140	91	14	116	78	38
%V	4.8%	4.8%	4.8%	5.1%	5.2%	5.1%	5.4%	4.5%
%H		97.9%	97.9%	63.6%	9.8%	81.1%	54.5%	26.6%
20 - 24	215	197	196	113	27	154	97	57
%V	7.2%	6.8%	6.8%	6.3%	10.0%	6.7%	6.8%	6.7%
%H		91.6%	91.2%	52.6%	12.6%	71.6%	45.1%	26.5%
25 - 34	351	337	336	217	39	238	159	80
%V	11.8%	11.6%	11.6%	12.1%	14.4%	10.4%	11.1%	9.4%
%H		96.0%	95.7%	61.8%	11.1%	67.8%	45.3%	22.8%
35 - 44	378	370	370	250	37	288	202	86
%V	12.7%	12.7%	12.7%	13.9%	13.7%	12.6%	14.1%	10.1%
%H		97.9%	97.9%	66.1%	9.8%	76.2%	53.4%	22.8%
45 - 54	414	408	408	266	38	330	225	105
%V	13.9%	14.0%	14.1%	14.8%	14.1%	14.4%	15.7%	12.3%
%H		98.6%	98.6%	64.3%	9.2%	79.7%	54.3%	25.4%
55 - 64	387	381	381	231	31	306	184	122
%V	13.0%	13.1%	13.1%	12.9%	11.5%	13.4%	12.8%	14.3%
%H		98.4%	98.4%	59.7%	8.0%	79.1%	47.5%	31.5%
65+	543	536	536	253	37	450	202	247
%V	18.2%	18.4%	18.5%	14.1%	13.7%	19.7%	14.1%	29.0%
%H		98.7%	98.7%	46.6%	6.8%	82.9%	37.2%	45.5%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV Wales

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2432	2370	2366	1421	223	1881	1147	734
%H		97.5%	97.3%	58.4%	9.2%	77.3%	47.2%	30.2%
AB	496	487	487	295	44	377	225	152
%V	20.4%	20.5%	20.6%	20.8%	19.7%	20.0%	19.6%	20.7%
%H		98.2%	98.2%	59.5%	8.9%	76.0%	45.4%	30.6%
C1	671	641	640	376	68	507	308	199
%V	27.6%	27.0%	27.0%	26.5%	30.5%	27.0%	26.9%	27.1%
%H		95.5%	95.4%	56.0%	10.1%	75.6%	45.9%	29.7%
C2	601	593	592	377	60	477	318	158
%V	24.7%	25.0%	25.0%	26.5%	26.9%	25.4%	27.7%	21.5%
%H		98.7%	98.5%	62.7%	10.0%	79.4%	52.9%	26.3%
D	412	405	404	251	34	326	205	121
%V	16.9%	17.1%	17.1%	17.7%	15.2%	17.3%	17.9%	16.5%
%H		98.3%	98.1%	60.9%	8.3%	79.1%	49.8%	29.4%
E	252	244	243	123	18	195	91	104
%V	10.4%	10.3%	10.3%	8.7%	8.1%	10.4%	7.9%	14.2%
%H		96.8%	96.4%	48.8%	7.1%	77.4%	36.1%	41.3%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV Wales

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2432	2370	2366	1421	223	1881	1147	734
%H		97.5%	97.3%	58.4%	9.2%	77.3%	47.2%	30.2%
Working full time	1053	1032	1032	674	105	803	546	257
%V	43.3%	43.5%	43.6%	47.4%	47.1%	42.7%	47.6%	35.0%
%H		98.0%	98.0%	64.0%	10.0%	76.3%	51.9%	24.4%
Working part time	214	211	211	141	18	164	112	52
%V	8.8%	8.9%	8.9%	9.9%	8.1%	8.7%	9.8%	7.1%
%H		98.6%	98.6%	65.9%	8.4%	76.6%	52.3%	24.3%
Not working	1165	1127	1124	606	100	914	489	425
%V	47.9%	47.6%	47.5%	42.6%	44.8%	48.6%	42.6%	57.9%
%H		96.7%	96.5%	52.0%	8.6%	78.5%	42.0%	36.5%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV Wales

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1145	1143	702	110	903	565	338
%H		96.9%	96.7%	59.4%	9.3%	76.4%	47.8%	28.6%
16 - 19	77	75	75	49	7	61	41	20
%V	6.5%	6.6%	6.6%	7.0%	6.4%	6.8%	7.3%	5.9%
%H		97.4%	97.4%	63.6%	9.1%	79.2%	53.2%	26.0%
20 - 24	107	99	97	59	12	76	49	27
%V	9.1%	8.6%	8.5%	8.4%	10.9%	8.4%	8.7%	8.0%
%H		92.5%	90.7%	55.1%	11.2%	71.0%	45.8%	25.2%
25 - 34	176	167	167	108	20	117	79	39
%V	14.9%	14.6%	14.6%	15.4%	18.2%	13.0%	14.0%	11.5%
%H		94.9%	94.9%	61.4%	11.4%	66.5%	44.9%	22.2%
35 - 44	183	179	179	124	18	139	100	40
%V	15.5%	15.6%	15.7%	17.7%	16.4%	15.4%	17.7%	11.8%
%H		97.8%	97.8%	67.8%	9.8%	76.0%	54.6%	21.9%
45 - 54	202	197	197	127	18	162	109	53
%V	17.1%	17.2%	17.2%	18.1%	16.4%	17.9%	19.3%	15.7%
%H		97.5%	97.5%	62.9%	8.9%	80.2%	54.0%	26.2%
55 - 64	190	186	185	113	17	147	90	57
%V	16.1%	16.2%	16.2%	16.1%	15.5%	16.3%	15.9%	16.9%
%H		97.9%	97.4%	59.5%	8.9%	77.4%	47.4%	30.0%
65+	247	242	242	122	18	201	98	103
%V	20.9%	21.1%	21.2%	17.4%	16.4%	22.3%	17.3%	30.5%
%H		98.0%	98.0%	49.4%	7.3%	81.4%	39.7%	41.7%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV Wales

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1145	1143	702	110	903	565	338
%H		96.9%	96.7%	59.4%	9.3%	76.4%	47.8%	28.6%
AB	247	243	243	149	21	188	114	74
%V	20.9%	21.2%	21.3%	21.2%	19.1%	20.8%	20.2%	21.9%
%H		98.4%	98.4%	60.3%	8.5%	76.1%	46.2%	30.0%
C1	312	297	296	181	33	230	147	83
%V	26.4%	25.9%	25.9%	25.8%	30.0%	25.5%	26.0%	24.6%
%H		95.2%	94.9%	58.0%	10.6%	73.7%	47.1%	26.6%
C2	327	321	321	200	34	258	169	89
%V	27.7%	28.0%	28.1%	28.5%	30.9%	28.6%	29.9%	26.3%
%H		98.2%	98.2%	61.2%	10.4%	78.9%	51.7%	27.2%
D	200	195	194	124	16	156	100	56
%V	16.9%	17.0%	17.0%	17.7%	14.5%	17.3%	17.7%	16.6%
%H		97.5%	97.0%	62.0%	8.0%	78.0%	50.0%	28.0%
E	95	90	90	48	6	71	35	36
%V	8.0%	7.9%	7.9%	6.8%	5.5%	7.9%	6.2%	10.7%
%H		94.7%	94.7%	50.5%	6.3%	74.7%	36.8%	37.9%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV Wales

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1145	1143	702	110	903	565	338
%H		96.9%	96.7%	59.4%	9.3%	76.4%	47.8%	28.6%
Working full time	635	621	620	407	63	483	330	154
%V	53.7%	54.2%	54.2%	58.0%	57.3%	53.5%	58.4%	45.6%
%H		97.8%	97.6%	64.1%	9.9%	76.1%	52.0%	24.3%
Working part time	44	42	42	28	2	33	22	11
%V	3.7%	3.7%	3.7%	4.0%	1.8%	3.7%	3.9%	3.3%
%H		95.5%	95.5%	63.6%	4.5%	75.0%	50.0%	25.0%
Not working	503	482	480	266	45	387	214	173
%V	42.6%	42.1%	42.0%	37.9%	40.9%	42.9%	37.9%	51.2%
%H		95.8%	95.4%	52.9%	8.9%	76.9%	42.5%	34.4%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV Wales

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1250	1225	1224	720	113	978	582	396
%H		98.0%	97.9%	57.6%	9.0%	78.2%	46.6%	31.7%
16 - 19	67	65	65	41	7	55	37	18
%V	5.4%	5.3%	5.3%	5.7%	6.2%	5.6%	6.4%	4.5%
%H		97.0%	97.0%	61.2%	10.4%	82.1%	55.2%	26.9%
20 - 24	108	99	98	54	15	78	48	30
%V	8.6%	8.1%	8.0%	7.5%	13.3%	8.0%	8.2%	7.6%
%H		91.7%	90.7%	50.0%	13.9%	72.2%	44.4%	27.8%
25 - 34	175	170	169	109	19	121	80	41
%V	14.0%	13.9%	13.8%	15.1%	16.8%	12.4%	13.7%	10.4%
%H		97.1%	96.6%	62.3%	10.9%	69.1%	45.7%	23.4%
35 - 44	194	191	191	127	19	149	103	46
%V	15.5%	15.6%	15.6%	17.6%	16.8%	15.2%	17.7%	11.6%
%H		98.5%	98.5%	65.5%	9.8%	76.8%	53.1%	23.7%
45 - 54	213	211	211	139	20	168	115	53
%V	17.0%	17.2%	17.2%	19.3%	17.7%	17.2%	19.8%	13.4%
%H		99.1%	99.1%	65.3%	9.4%	78.9%	54.0%	24.9%
55 - 64	198	196	195	118	14	159	95	64
%V	15.8%	16.0%	15.9%	16.4%	12.4%	16.3%	16.3%	16.2%
%H		99.0%	98.5%	59.6%	7.1%	80.3%	48.0%	32.3%
65+	296	294	293	131	19	249	104	144
%V	23.7%	24.0%	23.9%	18.2%	16.8%	25.5%	17.9%	36.4%
%H		99.3%	99.0%	44.3%	6.4%	84.1%	35.1%	48.6%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV Wales

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1250	1225	1224	720	113	978	582	396
%H		98.0%	97.9%	57.6%	9.0%	78.2%	46.6%	31.7%
AB	249	244	244	146	22	189	111	78
%V	19.9%	19.9%	19.9%	20.3%	19.5%	19.3%	19.1%	19.7%
%H		98.0%	98.0%	58.6%	8.8%	75.9%	44.6%	31.3%
C1	359	344	344	195	34	277	161	116
%V	28.7%	28.1%	28.1%	27.1%	30.1%	28.3%	27.7%	29.3%
%H		95.8%	95.8%	54.3%	9.5%	77.2%	44.8%	32.3%
C2	275	272	272	177	27	219	149	69
%V	22.0%	22.2%	22.2%	24.6%	23.9%	22.4%	25.6%	17.4%
%H		98.9%	98.9%	64.4%	9.8%	79.6%	54.2%	25.1%
D	212	210	210	127	18	170	104	65
%V	17.0%	17.1%	17.2%	17.6%	15.9%	17.4%	17.9%	16.4%
%H		99.1%	99.1%	59.9%	8.5%	80.2%	49.1%	30.7%
E	156	154	153	75	12	124	55	68
%V	12.5%	12.6%	12.5%	10.4%	10.6%	12.7%	9.5%	17.2%
%H		98.7%	98.1%	48.1%	7.7%	79.5%	35.3%	43.6%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV HTV Wales

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1250	1225	1224	720	113	978	582	396
%H		98.0%	97.9%	57.6%	9.0%	78.2%	46.6%	31.7%
Working full time	418	411	411	267	42	320	217	103
%V	33.4%	33.6%	33.6%	37.1%	37.2%	32.7%	37.3%	26.0%
%H		98.3%	98.3%	63.9%	10.0%	76.6%	51.9%	24.6%
Working part time	171	169	169	113	16	131	90	41
%V	13.7%	13.8%	13.8%	15.7%	14.2%	13.4%	15.5%	10.4%
%H		98.8%	98.8%	66.1%	9.4%	76.6%	52.6%	24.0%
Not working	662	645	644	340	55	527	276	252
%V	53.0%	52.7%	52.6%	47.2%	48.7%	53.9%	47.4%	63.6%
%H		97.4%	97.3%	51.4%	8.3%	79.6%	41.7%	38.1%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV Channel Islands

Household level data

Table 15.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	65	64	57	49	2	21	14	7
%H (All HH)		98.5%	87.7%	75.4%	3.1%	32.3%	21.5%	10.8%
%H (TV HH)			89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
AB	23	23	21	19	0	9	7	2
%V	35.4%	35.9%	36.8%	38.8%	0.0%	42.9%	50.0%	28.6%
%H (All HH)		100.0%	91.3%	82.6%	0.0%	39.1%	30.4%	8.7%
%H (TV HH)			91.3%	82.6%	0.0%	39.1%	30.4%	8.7%
C1	19	19	18	16	1	5	3	2
%V	29.2%	29.7%	31.6%	32.7%	50.0%	23.8%	21.4%	28.6%
%H (All HH)		100.0%	94.7%	84.2%	5.3%	26.3%	15.8%	10.5%
%H (TV HH)			94.7%	84.2%	5.3%	26.3%	15.8%	10.5%
C2	11	11	10	9	0	4	4	1
%V	16.9%	17.2%	17.5%	18.4%	0.0%	19.0%	28.6%	14.3%
%H (All HH)		100.0%	90.9%	81.8%	0.0%	36.4%	36.4%	9.1%
%H (TV HH)			90.9%	81.8%	0.0%	36.4%	36.4%	9.1%
D	7	7	5	4	1	2	1	1
%V	10.8%	10.9%	8.8%	8.2%	50.0%	9.5%	7.1%	14.3%
%H (All HH)		100.0%	71.4%	57.1%	14.3%	28.6%	14.3%	14.3%
%H (TV HH)			71.4%	57.1%	14.3%	28.6%	14.3%	14.3%
E	4	4	4	2	0	1	0	1
%V	6.2%	6.3%	7.0%	4.1%	0.0%	4.8%	0.0%	14.3%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	25.0%	0.0%	25.0%
%H (TV HH)			100.0%	50.0%	0.0%	25.0%	0.0%	25.0%

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

July 2010 - June 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	64	57	49	2	21	14	7
%H (All HH)		98.5%	87.7%	75.4%	3.1%	32.3%	21.5%	10.8%
%H (TV HH)			89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
Under 25	2	2	2	1	1	0	0	0
%V	3.1%	3.1%	3.5%	2.0%	50.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	50.0%	50.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	50.0%	50.0%	0.0%	0.0%	0.0%
25 - 34	11	11	10	9	0	4	3	1
%V	16.9%	17.2%	17.5%	18.4%	0.0%	19.0%	21.4%	14.3%
%H (All HH)		100.0%	90.9%	81.8%	0.0%	36.4%	27.3%	9.1%
%H (TV HH)			90.9%	81.8%	0.0%	36.4%	27.3%	9.1%
35 - 44	16	15	15	15	1	3	3	0
%V	24.6%	23.4%	26.3%	30.6%	50.0%	14.3%	21.4%	0.0%
%H (All HH)		93.8%	93.8%	93.8%	6.3%	18.8%	18.8%	0.0%
%H (TV HH)			100.0%	100.0%	6.7%	20.0%	20.0%	0.0%
45 - 54	8	8	6	5	0	2	1	1
%V	12.3%	12.5%	10.5%	10.2%	0.0%	9.5%	7.1%	14.3%
%H (All HH)		100.0%	75.0%	62.5%	0.0%	25.0%	12.5%	12.5%
%H (TV HH)			75.0%	62.5%	0.0%	25.0%	12.5%	12.5%
55 - 64	11	11	10	8	0	7	5	3
%V	16.9%	17.2%	17.5%	16.3%	0.0%	33.3%	35.7%	42.9%
%H (All HH)		100.0%	90.9%	72.7%	0.0%	63.6%	45.5%	27.3%
%H (TV HH)			90.9%	72.7%	0.0%	63.6%	45.5%	27.3%
65 +	16	16	13	11	0	5	3	2
%V	24.6%	25.0%	22.8%	22.4%	0.0%	23.8%	21.4%	28.6%
%H (All HH)		100.0%	81.3%	68.8%	0.0%	31.3%	18.8%	12.5%
%H (TV HH)			81.3%	68.8%	0.0%	31.3%	18.8%	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

July 2010 - June 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	64	57	49	2	21	14	7
%H (All HH)		98.5%	87.7%	75.4%	3.1%	32.3%	21.5%	10.8%
%H (TV HH)			89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
1	17	17	14	9	0	7	2	5
%V	26.2%	26.6%	24.6%	18.4%	0.0%	33.3%	14.3%	71.4%
%H (All HH)		100.0%	82.4%	52.9%	0.0%	41.2%	11.8%	29.4%
%H (TV HH)			82.4%	52.9%	0.0%	41.2%	11.8%	29.4%
2	22	22	20	18	0	7	6	1
%V	33.8%	34.4%	35.1%	36.7%	0.0%	33.3%	42.9%	14.3%
%H (All HH)		100.0%	90.9%	81.8%	0.0%	31.8%	27.3%	4.5%
%H (TV HH)			90.9%	81.8%	0.0%	31.8%	27.3%	4.5%
3	14	14	13	12	1	4	3	1
%V	21.5%	21.9%	22.8%	24.5%	50.0%	19.0%	21.4%	14.3%
%H (All HH)		100.0%	92.9%	85.7%	7.1%	28.6%	21.4%	7.1%
%H (TV HH)			92.9%	85.7%	7.1%	28.6%	21.4%	7.1%
4	9	9	9	9	0	3	3	0
%V	13.8%	14.1%	15.8%	18.4%	0.0%	14.3%	21.4%	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%
5+	2	2	1	1	0	1	1	0
%V	3.1%	3.1%	1.8%	2.0%	0.0%	4.8%	7.1%	0.0%
%H (All HH)		100.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%
%H (TV HH)			50.0%	50.0%	0.0%	50.0%	50.0%	0.0%
Average HH size	2.34	2.32	2.36	2.49	2.73	2.26	2.66	1.40

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

July 2010 - June 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	64	57	49	2	21	14	7
%V (All HH)		98.5%	87.7%	75.4%	3.1%	32.3%	21.5%	10.8%
%H (TV HH)			89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
Without	43	43	38	31	0	15	8	6
%V	66.2%	67.2%	66.7%	63.3%	0.0%	71.4%	57.1%	85.7%
%H (All HH)		100.0%	88.4%	72.1%	0.0%	34.9%	18.6%	14.0%
%H (TV HH)			88.4%	72.1%	0.0%	34.9%	18.6%	14.0%
With	21	21	19	18	1	7	6	1
%V	32.3%	32.8%	33.3%	36.7%	50.0%	33.3%	42.9%	14.3%
%H (All HH)		100.0%	90.5%	85.7%	4.8%	33.3%	28.6%	4.8%
%H (TV HH)			90.5%	85.7%	4.8%	33.3%	28.6%	4.8%
0 - 3	8	7	7	7	1	1	1	0
%V	12.3%	10.9%	12.3%	14.3%	50.0%	4.8%	7.1%	0.0%
%H (All HH)		87.5%	87.5%	87.5%	12.5%	12.5%	12.5%	0.0%
%H (TV HH)			100.0%	100.0%	14.3%	14.3%	14.3%	0.0%
4 - 9	9	8	8	7	0	4	3	1
%V	13.8%	12.5%	14.0%	14.3%	0.0%	19.0%	21.4%	14.3%
%H (All HH)		88.9%	88.9%	77.8%	0.0%	44.4%	33.3%	11.1%
%H (TV HH)			100.0%	87.5%	0.0%	50.0%	37.5%	12.5%
10 - 15	9	9	8	8	1	4	4	0
%V	13.8%	14.1%	14.0%	16.3%	50.0%	19.0%	28.6%	0.0%
%H (All HH)		100.0%	88.9%	88.9%	11.1%	44.4%	44.4%	0.0%
%H (TV HH)			88.9%	88.9%	11.1%	44.4%	44.4%	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

July 2010 - June 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	64	57	49	2	21	14	7
%H (All HH)		98.5%	87.7%	75.4%	3.1%	32.3%	21.5%	10.8%
%H (TV HH)			89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
1	26	26	23	18	2	6	2	4
%V	40.0%	40.6%	40.4%	36.7%	100.0%	28.6%	14.3%	57.1%
%H (All HH)		100.0%	88.5%	69.2%	7.7%	23.1%	7.7%	15.4%
%H (TV HH)			88.5%	69.2%	7.7%	23.1%	7.7%	15.4%
2	16	16	14	11	0	5	3	2
%V	24.6%	25.0%	24.6%	22.4%	0.0%	23.8%	21.4%	28.6%
%H (All HH)		100.0%	87.5%	68.8%	0.0%	31.3%	18.8%	12.5%
%H (TV HH)			87.5%	68.8%	0.0%	31.3%	18.8%	12.5%
3	11	11	10	9	0	5	4	1
%V	16.9%	17.2%	17.5%	18.4%	0.0%	23.8%	28.6%	14.3%
%H (All HH)		100.0%	90.9%	81.8%	0.0%	45.5%	36.4%	9.1%
%H (TV HH)			90.9%	81.8%	0.0%	45.5%	36.4%	9.1%
4	8	8	8	8	0	4	4	0
%V	12.3%	12.5%	14.0%	16.3%	0.0%	19.0%	28.6%	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%
5+	2	2	2	2	0	1	1	0
%V	3.1%	3.1%	3.5%	4.1%	0.0%	4.8%	7.1%	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%

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

July 2010 - June 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	64	57	49	2	21	14	7
%H (All HH)		98.5%	87.7%	75.4%	3.1%	32.3%	21.5%	10.8%
%H (TV HH)			89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
Under 20"	25	25	20	19	0	8	7	1
%V	38.5%	39.1%	35.1%	38.8%	0.0%	38.1%	50.0%	14.3%
%H (All HH)		100.0%	80.0%	76.0%	0.0%	32.0%	28.0%	4.0%
%H (TV HH)			80.0%	76.0%	0.0%	32.0%	28.0%	4.0%
20" - 29"	28	28	25	20	1	11	6	4
%V	43.1%	43.8%	43.9%	40.8%	50.0%	52.4%	42.9%	57.1%
%H (All HH)		100.0%	89.3%	71.4%	3.6%	39.3%	21.4%	14.3%
%H (TV HH)			89.3%	71.4%	3.6%	39.3%	21.4%	14.3%
30" - 39"	29	29	26	24	1	10	8	2
%V	44.6%	45.3%	45.6%	49.0%	50.0%	47.6%	57.1%	28.6%
%H (All HH)		100.0%	89.7%	82.8%	3.4%	34.5%	27.6%	6.9%
%H (TV HH)			89.7%	82.8%	3.4%	34.5%	27.6%	6.9%
40" and over	23	23	22	22	0	8	7	1
%V	35.4%	35.9%	38.6%	44.9%	0.0%	38.1%	50.0%	14.3%
%H (All HH)		100.0%	95.7%	95.7%	0.0%	34.8%	30.4%	4.3%
%H (TV HH)			95.7%	95.7%	0.0%	34.8%	30.4%	4.3%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Channel Islands

Household level data

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	64	57	49	2	21	14	7
%H (All HH)		98.5%	87.7%	75.4%	3.1%	32.3%	21.5%	10.8%
%H (TV HH)			89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
Main living room	61	61	55	47	2	20	14	6
%V	93.8%	95.3%	96.5%	95.9%	100.0%	95.2%	100.0%	85.7%
%H (All HH)		100.0%	90.2%	77.0%	3.3%	32.8%	23.0%	9.8%
%H (TV HH)			90.2%	77.0%	3.3%	32.8%	23.0%	9.8%
Kitchen	10	10	9	8	0	4	4	1
%V	15.4%	15.6%	15.8%	16.3%	0.0%	19.0%	28.6%	14.3%
%H (All HH)		100.0%	90.0%	80.0%	0.0%	40.0%	40.0%	10.0%
%H (TV HH)			90.0%	80.0%	0.0%	40.0%	40.0%	10.0%
Adult's bedroom	31	31	28	25	0	12	10	2
%V	47.7%	48.4%	49.1%	51.0%	0.0%	57.1%	71.4%	28.6%
%H (All HH)		100.0%	90.3%	80.6%	0.0%	38.7%	32.3%	6.5%
%H (TV HH)			90.3%	80.6%	0.0%	38.7%	32.3%	6.5%
Child's bedroom	7	7	7	7	0	4	4	0
%V	10.8%	10.9%	12.3%	14.3%	0.0%	19.0%	28.6%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	57.1%	57.1%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	57.1%	57.1%	0.0%
Other bedroom	2	2	2	2	0	2	2	0
%V	3.1%	3.1%	3.5%	4.1%	0.0%	9.5%	14.3%	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%
Second living/dining room	14	14	12	12	0	5	4	1
%V	21.5%	21.9%	21.1%	24.5%	0.0%	23.8%	28.6%	14.3%
%H (All HH)		100.0%	85.7%	85.7%	0.0%	35.7%	28.6%	7.1%
%H (TV HH)			85.7%	85.7%	0.0%	35.7%	28.6%	7.1%
Study/office	2	2	2	2	0	2	2	1
%V	3.1%	3.1%	3.5%	4.1%	0.0%	9.5%	14.3%	14.3%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	50.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	50.0%
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

DATA PERIOD: ANNUAL

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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	64	57	49	2	21	14	7
%H (All HH)		98.5%	87.7%	75.4%	3.1%	32.3%	21.5%	10.8%
%H (TV HH)			89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
PVR	29	29	29	28	0	10	9	1
%V	44.6%	45.3%	50.9%	57.1%	0.0%	47.6%	64.3%	14.3%
%H (All HH)		100.0%	100.0%	96.6%	0.0%	34.5%	31.0%	3.4%
%H (TV HH)			100.0%	96.6%	0.0%	34.5%	31.0%	3.4%
DVDR	5	5	5	4	0	2	1	0
%V	7.7%	7.8%	8.8%	8.2%	0.0%	9.5%	7.1%	0.0%
%H (All HH)		100.0%	100.0%	80.0%	0.0%	40.0%	20.0%	0.0%
%H (TV HH)			100.0%	80.0%	0.0%	40.0%	20.0%	0.0%
VCR	14	14	9	9	0	3	3	0
%V	21.5%	21.9%	15.8%	18.4%	0.0%	14.3%	21.4%	0.0%
%H (All HH)		100.0%	64.3%	64.3%	0.0%	21.4%	21.4%	0.0%
%H (TV HH)			64.3%	64.3%	0.0%	21.4%	21.4%	0.0%
Any recorder	40	40	36	34	0	13	11	2
%V	61.5%	62.5%	63.2%	69.4%	0.0%	61.9%	78.6%	28.6%
%H (All HH)		100.0%	90.0%	85.0%	0.0%	32.5%	27.5%	5.0%
%H (TV HH)			90.0%	85.0%	0.0%	32.5%	27.5%	5.0%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Channel Islands

Household level data

Table 15.9: 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	64	57	49	2	21	14	7
%H (All HH)		98.5%	87.7%	75.4%	3.1%	32.3%	21.5%	10.8%
%H (TV HH)			89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
Receives HDTV (via STB or built-in reception)	17	17	17	17	0	5	5	0
%V	26.2%	26.6%	29.8%	34.7%	0.0%	23.8%	35.7%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	29.4%	29.4%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	29.4%	29.4%	0.0%
DVD/Blu-ray player or recorder	53	53	48	42	2	17	13	4
%V	81.5%	82.8%	84.2%	85.7%	100.0%	81.0%	92.9%	57.1%
%H (All HH)		100.0%	90.6%	79.2%	3.8%	32.1%	24.5%	7.5%
%H (TV HH)			90.6%	79.2%	3.8%	32.1%	24.5%	7.5%

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

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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	64	57	49	2	21	14	7
%H (All HH)		98.5%	87.7%	75.4%	3.1%	32.3%	21.5%	10.8%
%H (TV HH)			89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
Has PC or Laptop	52	51	47	44	1	15	13	2
%V	80.0%	79.7%	82.5%	89.8%	50.0%	71.4%	92.9%	28.6%
%H (All HH)		98.1%	90.4%	84.6%	1.9%	28.8%	25.0%	3.8%
%H (TV HH)			92.2%	86.3%	2.0%	29.4%	25.5%	3.9%
Has broadband internet	48	47	43	42	0	14	13	1
%V	73.8%	73.4%	75.4%	85.7%	0.0%	66.7%	92.9%	14.3%
%H (All HH)		97.9%	89.6%	87.5%	0.0%	29.2%	27.1%	2.1%
%H (TV HH)			91.5%	89.4%	0.0%	29.8%	27.7%	2.1%

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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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	137	124	113	2	54	43	10
%H		90.5%	82.5%	1.5%	39.4%	31.4%	7.3%
Under 20"	37	31	30	0	13	12	1
%V	27.0%	25.0%	26.5%	0.0%	24.1%	27.9%	10.0%
%H		83.8%	81.1%	0.0%	35.1%	32.4%	2.7%
20" - 29"	41	37	31	1	17	12	5
%V	29.9%	29.8%	27.4%	50.0%	31.5%	27.9%	50.0%
%H		90.2%	75.6%	2.4%	41.5%	29.3%	12.2%
30" - 39"	33	30	27	1	14	10	3
%V	24.1%	24.2%	23.9%	50.0%	25.9%	23.3%	30.0%
%H		90.9%	81.8%	3.0%	42.4%	30.3%	9.1%
40" and over	24	23	23	0	8	8	1
%V	17.5%	18.5%	20.4%	0.0%	14.8%	18.6%	10.0%
%H		95.8%	95.8%	0.0%	33.3%	33.3%	4.2%
Don't know	2	2	2	0	2	2	0
%V	1.5%	1.6%	1.8%	0.0%	3.7%	4.7%	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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Set level data

Table 15.12: 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	137	124	113	2	54	43	10
%H		90.5%	82.5%	1.5%	39.4%	31.4%	7.3%
Main living room	62	55	48	2	20	14	6
%V	45.3%	44.4%	42.5%	100.0%	37.0%	32.6%	60.0%
%H		88.7%	77.4%	3.2%	32.3%	22.6%	9.7%
Kitchen	10	9	8	0	4	4	1
%V	7.3%	7.3%	7.1%	0.0%	7.4%	9.3%	10.0%
%H		90.0%	80.0%	0.0%	40.0%	40.0%	10.0%
Adult's bedroom	37	33	31	0	15	12	2
%V	27.0%	26.6%	27.4%	0.0%	27.8%	27.9%	20.0%
%H		89.2%	83.8%	0.0%	40.5%	32.4%	5.4%
Child's bedroom	8	8	8	0	5	5	0
%V	5.8%	6.5%	7.1%	0.0%	9.3%	11.6%	0.0%
%H		100.0%	100.0%	0.0%	62.5%	62.5%	0.0%
Other bedroom	3	3	3	0	2	2	0
%V	2.2%	2.4%	2.7%	0.0%	3.7%	4.7%	0.0%
%H		100.0%	100.0%	0.0%	66.7%	66.7%	0.0%
Second living/dining room	15	13	12	0	5	4	1
%V	10.9%	10.5%	10.6%	0.0%	9.3%	9.3%	10.0%
%H		86.7%	80.0%	0.0%	33.3%	26.7%	6.7%
Study/office	2	2	2	0	2	2	1
%V	1.5%	1.6%	1.8%	0.0%	3.7%	4.7%	10.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	50.0%
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

DATA PERIOD: ANNUAL

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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	137	124	113	2	54	43	10
%H		90.5%	82.5%	1.5%	39.4%	31.4%	7.3%
PVR	36	36	35	0	14	12	2
%V	26.3%	29.0%	31.0%	0.0%	25.9%	27.9%	20.0%
%H		100.0%	97.2%	0.0%	38.9%	33.3%	5.6%
DVDR	5	5	4	0	2	1	0
%V	3.6%	4.0%	3.5%	0.0%	3.7%	2.3%	0.0%
%H		100.0%	80.0%	0.0%	40.0%	20.0%	0.0%
VCR	16	11	11	0	3	3	0
%V	11.7%	8.9%	9.7%	0.0%	5.6%	7.0%	0.0%
%H		68.8%	68.8%	0.0%	18.8%	18.8%	0.0%
Any recorder	51	45	43	0	16	14	2
%V	37.2%	36.3%	38.1%	0.0%	29.6%	32.6%	20.0%
%H		88.2%	84.3%	0.0%	31.4%	27.5%	3.9%

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	137	124	113	2	54	43	10
%H		90.5%	82.5%	1.5%	39.4%	31.4%	7.3%
Receives HDTV (via STB or built-in reception)	18	18	18	0	5	5	0
%V	13.1%	14.5%	15.9%	0.0%	9.3%	11.6%	0.0%
%H		100.0%	100.0%	0.0%	27.8%	27.8%	0.0%
DVD/Blu-ray player or recorder	66	61	55	2	23	18	5
%V	48.2%	49.2%	48.7%	100.0%	42.6%	41.9%	50.0%
%H		92.4%	83.3%	3.0%	34.8%	27.3%	7.6%

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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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	64	57	49	2	21	14	7
%H		89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
Under 20"	2	0	0	0	0	0	0
%V	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
20" - 29"	16	14	9	1	6	2	4
%V	25.0%	24.6%	18.4%	50.0%	28.6%	14.3%	57.1%
%H		87.5%	56.3%	6.3%	37.5%	12.5%	25.0%
30" - 39"	23	21	19	1	8	6	2
%V	35.9%	36.8%	38.8%	50.0%	38.1%	42.9%	28.6%
%H		91.3%	82.6%	4.3%	34.8%	26.1%	8.7%
40" and over	23	22	22	0	8	7	1
%V	35.9%	38.6%	44.9%	0.0%	38.1%	50.0%	14.3%
%H		95.7%	95.7%	0.0%	34.8%	30.4%	4.3%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	64	57	49	2	21	14	7
%H		89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
PVR	29	29	28	0	10	9	1
%V	45.3%	50.9%	57.1%	0.0%	47.6%	64.3%	14.3%
%H		100.0%	96.6%	0.0%	34.5%	31.0%	3.4%
DVDR	4	4	3	0	2	1	0
%V	6.3%	7.0%	6.1%	0.0%	9.5%	7.1%	0.0%
%H		100.0%	75.0%	0.0%	50.0%	25.0%	0.0%
VCR	11	7	7	0	2	2	0
%V	17.2%	12.3%	14.3%	0.0%	9.5%	14.3%	0.0%
%H		63.6%	63.6%	0.0%	18.2%	18.2%	0.0%
Any recorder	39	35	33	0	13	11	2
%V	60.9%	61.4%	67.3%	0.0%	61.9%	78.6%	28.6%
%H		89.7%	84.6%	0.0%	33.3%	28.2%	5.1%

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	64	57	49	2	21	14	7
%H		89.1%	76.6%	3.1%	32.8%	21.9%	10.9%
Receives HDTV (via STB or built-in reception)	17	17	17	0	5	5	0
%V	26.6%	29.8%	34.7%	0.0%	23.8%	35.7%	0.0%
%H		100.0%	100.0%	0.0%	29.4%	29.4%	0.0%
DVD/Blu-ray player or recorder	48	43	37	2	15	10	4
%V	75.0%	75.4%	75.5%	100.0%	71.4%	71.4%	57.1%
%H		89.6%	77.1%	4.2%	31.3%	20.8%	8.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	74	67	63	0	32	29	4
%H		90.5%	85.1%	0.0%	43.2%	39.2%	5.4%
Under 20"	35	31	30	0	13	12	1
%V	47.3%	46.3%	47.6%	-	40.6%	41.4%	25.0%
%H		88.6%	85.7%	0.0%	37.1%	34.3%	2.9%
20" - 29"	25	24	22	0	11	10	2
%V	33.8%	35.8%	34.9%	-	34.4%	34.5%	50.0%
%H		96.0%	88.0%	0.0%	44.0%	40.0%	8.0%
30" - 39"	10	9	8	0	6	5	1
%V	13.5%	13.4%	12.7%	-	18.8%	17.2%	25.0%
%H		90.0%	80.0%	0.0%	60.0%	50.0%	10.0%
40" and over	1	1	1	0	1	1	0
%V	1.4%	1.5%	1.6%	-	3.1%	3.4%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Don't know	2	2	2	0	2	2	0
%V	2.7%	3.0%	3.2%	-	6.3%	6.9%	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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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	74	67	63	0	32	29	4
%H		90.5%	85.1%	0.0%	43.2%	39.2%	5.4%
PVR	7	7	7	0	3	3	1
%V	9.5%	10.4%	11.1%	-	9.4%	10.3%	25.0%
%H		100.0%	100.0%	0.0%	42.9%	42.9%	14.3%
DVDR	1	1	1	0	0	0	0
%V	1.4%	1.5%	1.6%	-	0.0%	0.0%	0.0%
%H		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
VCR	5	4	4	0	1	1	0
%V	6.8%	6.0%	6.3%	-	3.1%	3.4%	0.0%
%H		80.0%	80.0%	0.0%	20.0%	20.0%	0.0%
Any recorder	13	11	10	0	4	3	1
%V	17.6%	16.4%	15.9%	-	12.5%	10.3%	25.0%
%H		84.6%	76.9%	0.0%	30.8%	23.1%	7.7%

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	74	67	63	0	32	29	4
%H		90.5%	85.1%	0.0%	43.2%	39.2%	5.4%
Receives HDTV (via STB or built-in reception)	1	1	1	0	1	1	0
%V	1.4%	1.5%	1.6%	-	3.1%	3.4%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
DVD/Blu-ray player or recorder	18	18	18	0	9	8	1
%V	24.3%	26.9%	28.6%	-	28.1%	27.6%	25.0%
%H		100.0%	100.0%	0.0%	50.0%	44.4%	5.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Channel Islands

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	152	148	135	122	5	48	38	9
%H		97.4%	88.8%	80.3%	3.3%	31.6%	25.0%	5.9%
Total Children	33	31	29	27	1	10	10	1
%V	21.7%	20.9%	21.5%	22.1%	20.0%	20.8%	26.3%	11.1%
%H		93.9%	87.9%	81.8%	3.0%	30.3%	30.3%	3.0%
0 - 3	9	8	8	7	1	1	1	0
%V	5.9%	5.4%	5.9%	5.7%	20.0%	2.1%	2.6%	0.0%
%H		88.9%	88.9%	77.8%	11.1%	11.1%	11.1%	0.0%
4 - 15	25	23	21	20	1	9	8	1
%V	16.4%	15.5%	15.6%	16.4%	20.0%	18.8%	21.1%	11.1%
%H		92.0%	84.0%	80.0%	4.0%	36.0%	32.0%	4.0%
4 - 9	12	11	11	10	0	4	4	1
%V	7.9%	7.4%	8.1%	8.2%	0.0%	8.3%	10.5%	11.1%
%H		91.7%	91.7%	83.3%	0.0%	33.3%	33.3%	8.3%
10 - 15	12	12	10	10	1	5	5	0
%V	7.9%	8.1%	7.4%	8.2%	20.0%	10.4%	13.2%	0.0%
%H		100.0%	83.3%	83.3%	8.3%	41.7%	41.7%	0.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Channel Islands

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	152	148	135	122	5	48	38	9
%H		97.4%	88.8%	80.3%	3.3%	31.6%	25.0%	5.9%
Total Adults (16+)	119	117	106	95	4	38	29	9
%V	78.3%	79.1%	78.5%	77.9%	80.0%	79.2%	76.3%	100.0%
%H		98.3%	89.1%	79.8%	3.4%	31.9%	24.4%	7.6%
16 - 19	5	5	5	4	1	1	1	0
%V	3.3%	3.4%	3.7%	3.3%	20.0%	2.1%	2.6%	0.0%
%H		100.0%	100.0%	80.0%	20.0%	20.0%	20.0%	0.0%
20 - 24	4	4	4	4	0	0	0	0
%V	2.6%	2.7%	3.0%	3.3%	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	20	20	18	16	1	6	4	1
%V	13.2%	13.5%	13.3%	13.1%	20.0%	12.5%	10.5%	11.1%
%H		100.0%	90.0%	80.0%	5.0%	30.0%	20.0%	5.0%
35 - 44	31	30	29	29	1	8	7	1
%V	20.4%	20.3%	21.5%	23.8%	20.0%	16.7%	18.4%	11.1%
%H		96.8%	93.5%	93.5%	3.2%	25.8%	22.6%	3.2%
45 - 54	15	15	12	11	0	5	4	1
%V	9.9%	10.1%	8.9%	9.0%	0.0%	10.4%	10.5%	11.1%
%H		100.0%	80.0%	73.3%	0.0%	33.3%	26.7%	6.7%
55 - 64	18	17	16	13	0	10	7	3
%V	11.8%	11.5%	11.9%	10.7%	0.0%	20.8%	18.4%	33.3%
%H		94.4%	88.9%	72.2%	0.0%	55.6%	38.9%	16.7%
65+	26	26	23	18	1	8	5	3
%V	17.1%	17.6%	17.0%	14.8%	20.0%	16.7%	13.2%	33.3%
%H		100.0%	88.5%	69.2%	3.8%	30.8%	19.2%	11.5%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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+)	119	117	106	95	4	38	29	9
%H		98.3%	89.1%	79.8%	3.4%	31.9%	24.4%	7.6%
AB	42	41	39	36	0	16	13	3
%V	35.3%	35.0%	36.8%	37.9%	0.0%	42.1%	44.8%	33.3%
%H		97.6%	92.9%	85.7%	0.0%	38.1%	31.0%	7.1%
C1	37	37	35	31	1	9	7	2
%V	31.1%	31.6%	33.0%	32.6%	25.0%	23.7%	24.1%	22.2%
%H		100.0%	94.6%	83.8%	2.7%	24.3%	18.9%	5.4%
C2	22	21	18	16	0	8	7	1
%V	18.5%	17.9%	17.0%	16.8%	0.0%	21.1%	24.1%	11.1%
%H		95.5%	81.8%	72.7%	0.0%	36.4%	31.8%	4.5%
D	12	12	10	8	1	4	2	2
%V	10.1%	10.3%	9.4%	8.4%	25.0%	10.5%	6.9%	22.2%
%H		100.0%	83.3%	66.7%	8.3%	33.3%	16.7%	16.7%
E	6	6	5	3	1	1	0	1
%V	5.0%	5.1%	4.7%	3.2%	25.0%	2.6%	0.0%	11.1%
%H		100.0%	83.3%	50.0%	16.7%	16.7%	0.0%	16.7%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Channel Islands
Individual level data
Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	119	117	106	95	4	38	29	9
%H		98.3%	89.1%	79.8%	3.4%	31.9%	24.4%	7.6%
Working full time	65	63	59	56	1	19	16	3
%V	54.6%	53.8%	55.7%	58.9%	25.0%	50.0%	55.2%	33.3%
%H		96.9%	90.8%	86.2%	1.5%	29.2%	24.6%	4.6%
Working part time	9	9	8	7	0	4	2	1
%V	7.6%	7.7%	7.5%	7.4%	0.0%	10.5%	6.9%	11.1%
%H		100.0%	88.9%	77.8%	0.0%	44.4%	22.2%	11.1%
Not working	45	45	39	32	3	15	10	4
%V	37.8%	38.5%	36.8%	33.7%	75.0%	39.5%	34.5%	44.4%
%H		100.0%	86.7%	71.1%	6.7%	33.3%	22.2%	8.9%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Channel Islands

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	58	57	53	50	2	16	14	2
%H		98.3%	91.4%	86.2%	3.4%	27.6%	24.1%	3.4%
16 - 19	2	2	1	1	0	1	1	0
%V	3.4%	3.5%	1.9%	2.0%	0.0%	6.3%	7.1%	0.0%
%H		100.0%	50.0%	50.0%	0.0%	50.0%	50.0%	0.0%
20 - 24	1	1	1	1	0	0	0	0
%V	1.7%	1.8%	1.9%	2.0%	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	8	1	1	1	0
%V	17.2%	17.5%	17.0%	16.0%	50.0%	6.3%	7.1%	0.0%
%H		100.0%	90.0%	80.0%	10.0%	10.0%	10.0%	0.0%
35 - 44	16	16	16	15	0	4	4	1
%V	27.6%	28.1%	30.2%	30.0%	0.0%	25.0%	28.6%	50.0%
%H		100.0%	100.0%	93.8%	0.0%	25.0%	25.0%	6.3%
45 - 54	8	8	7	7	0	3	3	0
%V	13.8%	14.0%	13.2%	14.0%	0.0%	18.8%	21.4%	0.0%
%H		100.0%	87.5%	87.5%	0.0%	37.5%	37.5%	0.0%
55 - 64	9	8	8	7	0	5	4	1
%V	15.5%	14.0%	15.1%	14.0%	0.0%	31.3%	28.6%	50.0%
%H		88.9%	88.9%	77.8%	0.0%	55.6%	44.4%	11.1%
65+	12	12	11	10	0	3	2	0
%V	20.7%	21.1%	20.8%	20.0%	0.0%	18.8%	14.3%	0.0%
%H		100.0%	91.7%	83.3%	0.0%	25.0%	16.7%	0.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Channel Islands

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	58	57	53	50	2	16	14	2
%H		98.3%	91.4%	86.2%	3.4%	27.6%	24.1%	3.4%
AB	20	20	20	19	0	7	6	1
%V	34.5%	35.1%	37.7%	38.0%	0.0%	43.8%	42.9%	50.0%
%H		100.0%	100.0%	95.0%	0.0%	35.0%	30.0%	5.0%
C1	19	19	18	17	1	4	3	1
%V	32.8%	33.3%	34.0%	34.0%	50.0%	25.0%	21.4%	50.0%
%H		100.0%	94.7%	89.5%	5.3%	21.1%	15.8%	5.3%
C2	12	12	10	9	0	5	4	1
%V	20.7%	21.1%	18.9%	18.0%	0.0%	31.3%	28.6%	50.0%
%H		100.0%	83.3%	75.0%	0.0%	41.7%	33.3%	8.3%
D	5	5	4	4	1	1	1	0
%V	8.6%	8.8%	7.5%	8.0%	50.0%	6.3%	7.1%	0.0%
%H		100.0%	80.0%	80.0%	20.0%	20.0%	20.0%	0.0%
E	2	2	2	1	0	0	0	0
%V	3.4%	3.5%	3.8%	2.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	100.0%	50.0%	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
July 2010 - June 2011
ITV Channel Islands
Individual level data
Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	58	57	53	50	2	16	14	2
%H		98.3%	91.4%	86.2%	3.4%	27.6%	24.1%	3.4%
Working full time	42	41	39	37	1	12	11	1
%V	72.4%	71.9%	73.6%	74.0%	50.0%	75.0%	78.6%	50.0%
%H		97.6%	92.9%	88.1%	2.4%	28.6%	26.2%	2.4%
Working part time	1	1	1	1	0	1	1	1
%V	1.7%	1.8%	1.9%	2.0%	0.0%	6.3%	7.1%	50.0%
%H		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Not working	15	15	13	12	1	3	3	0
%V	25.9%	26.3%	24.5%	24.0%	50.0%	18.8%	21.4%	0.0%
%H		100.0%	86.7%	80.0%	6.7%	20.0%	20.0%	0.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Channel Islands

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	61	60	53	45	2	21	15	6
%H		98.4%	86.9%	73.8%	3.3%	34.4%	24.6%	9.8%
16 - 19	3	3	3	3	1	1	1	0
%V	4.9%	5.0%	5.7%	6.7%	50.0%	4.8%	6.7%	0.0%
%H		100.0%	100.0%	100.0%	33.3%	33.3%	33.3%	0.0%
20 - 24	3	3	3	3	0	0	0	0
%V	4.9%	5.0%	5.7%	6.7%	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	8	0	4	3	1
%V	16.4%	16.7%	17.0%	17.8%	0.0%	19.0%	20.0%	16.7%
%H		100.0%	90.0%	80.0%	0.0%	40.0%	30.0%	10.0%
35 - 44	15	14	14	14	1	4	4	0
%V	24.6%	23.3%	26.4%	31.1%	50.0%	19.0%	26.7%	0.0%
%H		93.3%	93.3%	93.3%	6.7%	26.7%	26.7%	0.0%
45 - 54	7	7	5	4	0	2	1	1
%V	11.5%	11.7%	9.4%	8.9%	0.0%	9.5%	6.7%	16.7%
%H		100.0%	71.4%	57.1%	0.0%	28.6%	14.3%	14.3%
55 - 64	9	8	8	6	0	5	3	2
%V	14.8%	13.3%	15.1%	13.3%	0.0%	23.8%	20.0%	33.3%
%H		88.9%	88.9%	66.7%	0.0%	55.6%	33.3%	22.2%
65+	15	15	12	8	0	6	3	3
%V	24.6%	25.0%	22.6%	17.8%	0.0%	28.6%	20.0%	50.0%
%H		100.0%	80.0%	53.3%	0.0%	40.0%	20.0%	20.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	60	53	45	2	21	15	6
%H		98.4%	86.9%	73.8%	3.3%	34.4%	24.6%	9.8%
AB	22	21	20	17	0	9	7	2
%V	36.1%	35.0%	37.7%	37.8%	0.0%	42.9%	46.7%	33.3%
%H		95.5%	90.9%	77.3%	0.0%	40.9%	31.8%	9.1%
C1	18	18	17	15	1	5	3	1
%V	29.5%	30.0%	32.1%	33.3%	50.0%	23.8%	20.0%	16.7%
%H		100.0%	94.4%	83.3%	5.6%	27.8%	16.7%	5.6%
C2	10	9	8	7	0	4	3	1
%V	16.4%	15.0%	15.1%	15.6%	0.0%	19.0%	20.0%	16.7%
%H		90.0%	80.0%	70.0%	0.0%	40.0%	30.0%	10.0%
D	7	7	6	4	1	3	1	2
%V	11.5%	11.7%	11.3%	8.9%	50.0%	14.3%	6.7%	33.3%
%H		100.0%	85.7%	57.1%	14.3%	42.9%	14.3%	28.6%
E	3	3	3	2	0	1	0	1
%V	4.9%	5.0%	5.7%	4.4%	0.0%	4.8%	0.0%	16.7%
%H		100.0%	100.0%	66.7%	0.0%	33.3%	0.0%	33.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Channel Islands

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	61	60	53	45	2	21	15	6
%H		98.4%	86.9%	73.8%	3.3%	34.4%	24.6%	9.8%
Working full time	23	22	20	19	0	7	5	2
%V	37.7%	36.7%	37.7%	42.2%	0.0%	33.3%	33.3%	33.3%
%H		95.7%	87.0%	82.6%	0.0%	30.4%	21.7%	8.7%
Working part time	8	8	7	6	0	2	2	1
%V	13.1%	13.3%	13.2%	13.3%	0.0%	9.5%	13.3%	16.7%
%H		100.0%	87.5%	75.0%	0.0%	25.0%	25.0%	12.5%
Not working	30	30	25	20	2	12	8	4
%V	49.2%	50.0%	47.2%	44.4%	100.0%	57.1%	53.3%	66.7%
%H		100.0%	83.3%	66.7%	6.7%	40.0%	26.7%	13.3%

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	2273	2205	2111	892	373	1536	682	854
%H (All HH)		97.0%	92.9%	39.2%	16.4%	67.6%	30.0%	37.6%
%H (TV HH)			95.7%	40.5%	16.9%	69.7%	30.9%	38.7%
AB	455	445	432	190	81	301	139	161
%V	20.0%	20.2%	20.5%	21.3%	21.7%	19.6%	20.4%	18.9%
%H (All HH)		97.8%	94.9%	41.8%	17.8%	66.2%	30.5%	35.4%
%H (TV HH)			97.1%	42.7%	18.2%	67.6%	31.2%	36.2%
C1	624	598	578	268	96	419	201	217
%V	27.5%	27.1%	27.4%	30.0%	25.7%	27.3%	29.5%	25.4%
%H (All HH)		95.8%	92.6%	42.9%	15.4%	67.1%	32.2%	34.8%
%H (TV HH)			96.7%	44.8%	16.1%	70.1%	33.6%	36.3%
C2	411	404	395	195	77	283	156	126
%V	18.1%	18.3%	18.7%	21.9%	20.6%	18.4%	22.9%	14.8%
%H (All HH)		98.3%	96.1%	47.4%	18.7%	68.9%	38.0%	30.7%
%H (TV HH)			97.8%	48.3%	19.1%	70.0%	38.6%	31.2%
D	398	387	367	140	73	267	113	155
%V	17.5%	17.6%	17.4%	15.7%	19.6%	17.4%	16.6%	18.1%
%H (All HH)		97.2%	92.2%	35.2%	18.3%	67.1%	28.4%	38.9%
%H (TV HH)			94.8%	36.2%	18.9%	69.0%	29.2%	40.1%
E	383	371	339	99	47	267	73	194
%V	16.8%	16.8%	16.1%	11.1%	12.6%	17.4%	10.7%	22.7%
%H (All HH)		96.9%	88.5%	25.8%	12.3%	69.7%	19.1%	50.7%
%H (TV HH)			91.4%	26.7%	12.7%	72.0%	19.7%	52.3%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2273	2205	2111	892	373	1536	682	854
%H (All HH)		97.0%	92.9%	39.2%	16.4%	67.6%	30.0%	37.6%
%H (TV HH)			95.7%	40.5%	16.9%	69.7%	30.9%	38.7%
Under 25	111	95	87	38	14	57	21	36
%V	4.9%	4.3%	4.1%	4.3%	3.8%	3.7%	3.1%	4.2%
%H (All HH)		85.6%	78.4%	34.2%	12.6%	51.4%	18.9%	32.4%
%H (TV HH)			91.6%	40.0%	14.7%	60.0%	22.1%	37.9%
25 - 34	353	332	320	162	62	212	114	97
%V	15.5%	15.1%	15.2%	18.2%	16.6%	13.8%	16.7%	11.4%
%H (All HH)		94.1%	90.7%	45.9%	17.6%	60.1%	32.3%	27.5%
%H (TV HH)			96.4%	48.8%	18.7%	63.9%	34.3%	29.2%
35 - 44	393	381	376	196	73	267	155	112
%V	17.3%	17.3%	17.8%	22.0%	19.6%	17.4%	22.7%	13.1%
%H (All HH)		96.9%	95.7%	49.9%	18.6%	67.9%	39.4%	28.5%
%H (TV HH)			98.7%	51.4%	19.2%	70.1%	40.7%	29.4%
45 - 54	451	441	428	196	86	313	166	148
%V	19.8%	20.0%	20.3%	22.0%	23.1%	20.4%	24.3%	17.3%
%H (All HH)		97.8%	94.9%	43.5%	19.1%	69.4%	36.8%	32.8%
%H (TV HH)			97.1%	44.4%	19.5%	71.0%	37.6%	33.6%
55 - 64	388	381	368	153	69	273	126	147
%V	17.1%	17.3%	17.4%	17.2%	18.5%	17.8%	18.5%	17.2%
%H (All HH)		98.2%	94.8%	39.4%	17.8%	70.4%	32.5%	37.9%
%H (TV HH)			96.6%	40.2%	18.1%	71.7%	33.1%	38.6%
65 +	577	575	531	148	70	414	101	313
%V	25.4%	26.1%	25.2%	16.6%	18.8%	27.0%	14.8%	36.7%
%H (All HH)		99.7%	92.0%	25.6%	12.1%	71.8%	17.5%	54.2%
%H (TV HH)			92.3%	25.7%	12.2%	72.0%	17.6%	54.4%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2273	2205	2111	892	373	1536	682	854
%H (All HH)		97.0%	92.9%	39.2%	16.4%	67.6%	30.0%	37.6%
%H (TV HH)			95.7%	40.5%	16.9%	69.7%	30.9%	38.7%
1	850	814	747	222	112	555	143	412
%V	37.4%	36.9%	35.4%	24.9%	30.0%	36.1%	21.0%	48.2%
%H (All HH)		95.8%	87.9%	26.1%	13.2%	65.3%	16.8%	48.5%
%H (TV HH)			91.8%	27.3%	13.8%	68.2%	17.6%	50.6%
2	731	717	702	315	116	511	237	274
%V	32.2%	32.5%	33.3%	35.3%	31.1%	33.3%	34.8%	32.1%
%H (All HH)		98.1%	96.0%	43.1%	15.9%	69.9%	32.4%	37.5%
%H (TV HH)			97.9%	43.9%	16.2%	71.3%	33.1%	38.2%
3	324	318	310	148	71	224	132	92
%V	14.3%	14.4%	14.7%	16.6%	19.0%	14.6%	19.4%	10.8%
%H (All HH)		98.1%	95.7%	45.7%	21.9%	69.1%	40.7%	28.4%
%H (TV HH)			97.5%	46.5%	22.3%	70.4%	41.5%	28.9%
4	268	262	259	154	55	177	124	53
%V	11.8%	11.9%	12.3%	17.3%	14.7%	11.5%	18.2%	6.2%
%H (All HH)		97.8%	96.6%	57.5%	20.5%	66.0%	46.3%	19.8%
%H (TV HH)			98.9%	58.8%	21.0%	67.6%	47.3%	20.2%
5+	98	95	93	53	19	69	47	22
%V	4.3%	4.3%	4.4%	5.9%	5.1%	4.5%	6.9%	2.6%
%H (All HH)		96.9%	94.9%	54.1%	19.4%	70.4%	48.0%	22.4%
%H (TV HH)			97.9%	55.8%	20.0%	72.6%	49.5%	23.2%
Average HH size	2.15	2.16	2.19	2.46	2.35	2.16	2.57	1.84

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

July 2010 - June 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	2273	2205	2111	892	373	1536	682	854
%H (All HH)		97.0%	92.9%	39.2%	16.4%	67.6%	30.0%	37.6%
%H (TV HH)			95.7%	40.5%	16.9%	69.7%	30.9%	38.7%
Without	1748	1688	1603	611	273	1185	462	723
%V	76.9%	76.6%	75.9%	68.5%	73.2%	77.1%	67.7%	84.7%
%H (All HH)		96.6%	91.7%	35.0%	15.6%	67.8%	26.4%	41.4%
%H (TV HH)			95.0%	36.2%	16.2%	70.2%	27.4%	42.8%
With	525	517	508	281	100	352	221	131
%V	23.1%	23.4%	24.1%	31.5%	26.8%	22.9%	32.4%	15.3%
%H (All HH)		98.5%	96.8%	53.5%	19.0%	67.0%	42.1%	25.0%
%H (TV HH)			98.3%	54.4%	19.3%	68.1%	42.7%	25.3%
0 - 3	189	184	179	98	36	118	72	45
%V	8.3%	8.3%	8.5%	11.0%	9.7%	7.7%	10.6%	5.3%
%H (All HH)		97.4%	94.7%	51.9%	19.0%	62.4%	38.1%	23.8%
%H (TV HH)			97.3%	53.3%	19.6%	64.1%	39.1%	24.5%
4 - 9	241	235	231	128	46	158	99	60
%V	10.6%	10.7%	10.9%	14.3%	12.3%	10.3%	14.5%	7.0%
%H (All HH)		97.5%	95.9%	53.1%	19.1%	65.6%	41.1%	24.9%
%H (TV HH)			98.3%	54.5%	19.6%	67.2%	42.1%	25.5%
10 - 15	255	253	250	142	48	186	125	61
%V	11.2%	11.5%	11.8%	15.9%	12.9%	12.1%	18.3%	7.1%
%H (All HH)		99.2%	98.0%	55.7%	18.8%	72.9%	49.0%	23.9%
%H (TV HH)			98.8%	56.1%	19.0%	73.5%	49.4%	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

July 2010 - June 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	2273	2205	2111	892	373	1536	682	854
%H (All HH)		97.0%	92.9%	39.2%	16.4%	67.6%	30.0%	37.6%
%H (TV HH)			95.7%	40.5%	16.9%	69.7%	30.9%	38.7%
1	849	849	771	259	119	498	107	391
%V	37.4%	38.5%	36.5%	29.0%	31.9%	32.4%	15.7%	45.8%
%H (All HH)		100.0%	90.8%	30.5%	14.0%	58.7%	12.6%	46.1%
%H (TV HH)			90.8%	30.5%	14.0%	58.7%	12.6%	46.1%
2	750	750	736	313	130	544	247	297
%V	33.0%	34.0%	34.9%	35.1%	34.9%	35.4%	36.2%	34.8%
%H (All HH)		100.0%	98.1%	41.7%	17.3%	72.5%	32.9%	39.6%
%H (TV HH)			98.1%	41.7%	17.3%	72.5%	32.9%	39.6%
3	375	375	372	179	80	303	187	116
%V	16.5%	17.0%	17.6%	20.1%	21.4%	19.7%	27.4%	13.6%
%H (All HH)		100.0%	99.2%	47.7%	21.3%	80.8%	49.9%	30.9%
%H (TV HH)			99.2%	47.7%	21.3%	80.8%	49.9%	30.9%
4	157	157	157	91	32	127	92	34
%V	6.9%	7.1%	7.4%	10.2%	8.6%	8.3%	13.5%	4.0%
%H (All HH)		100.0%	100.0%	58.0%	20.4%	80.9%	58.6%	21.7%
%H (TV HH)			100.0%	58.0%	20.4%	80.9%	58.6%	21.7%
5+	74	74	74	49	12	64	50	15
%V	3.3%	3.4%	3.5%	5.5%	3.2%	4.2%	7.3%	1.8%
%H (All HH)		100.0%	100.0%	66.2%	16.2%	86.5%	67.6%	20.3%
%H (TV HH)			100.0%	66.2%	16.2%	86.5%	67.6%	20.3%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2273	2205	2111	892	373	1536	682	854
%H (All HH)		97.0%	92.9%	39.2%	16.4%	67.6%	30.0%	37.6%
%H (TV HH)			95.7%	40.5%	16.9%	69.7%	30.9%	38.7%
Under 20"	854	854	824	357	142	657	328	329
%V	37.6%	38.7%	39.0%	40.0%	38.1%	42.8%	48.1%	38.5%
%H (All HH)		100.0%	96.5%	41.8%	16.6%	76.9%	38.4%	38.5%
%H (TV HH)			96.5%	41.8%	16.6%	76.9%	38.4%	38.5%
20" - 29"	1017	1017	962	377	165	737	314	423
%V	44.7%	46.1%	45.6%	42.3%	44.2%	48.0%	46.0%	49.5%
%H (All HH)		100.0%	94.6%	37.1%	16.2%	72.5%	30.9%	41.6%
%H (TV HH)			94.6%	37.1%	16.2%	72.5%	30.9%	41.6%
30" - 39"	1099	1099	1081	497	193	796	400	396
%V	48.4%	49.8%	51.2%	55.7%	51.7%	51.8%	58.7%	46.4%
%H (All HH)		100.0%	98.4%	45.2%	17.6%	72.4%	36.4%	36.0%
%H (TV HH)			98.4%	45.2%	17.6%	72.4%	36.4%	36.0%
40" and over	686	686	684	383	142	482	317	165
%V	30.2%	31.1%	32.4%	42.9%	38.1%	31.4%	46.5%	19.3%
%H (All HH)		100.0%	99.7%	55.8%	20.7%	70.3%	46.2%	24.1%
%H (TV HH)			99.7%	55.8%	20.7%	70.3%	46.2%	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

July 2010 - June 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	2273	2205	2111	892	373	1536	682	854
%H (All HH)		97.0%	92.9%	39.2%	16.4%	67.6%	30.0%	37.6%
%H (TV HH)			95.7%	40.5%	16.9%	69.7%	30.9%	38.7%
Main living room	2181	2181	2089	882	370	1520	675	845
%V	96.0%	98.9%	99.0%	98.9%	99.2%	99.0%	99.0%	98.9%
%H (All HH)		100.0%	95.8%	40.4%	17.0%	69.7%	30.9%	38.7%
%H (TV HH)			95.8%	40.4%	17.0%	69.7%	30.9%	38.7%
Kitchen	300	300	298	138	49	244	131	112
%V	13.2%	13.6%	14.1%	15.5%	13.1%	15.9%	19.2%	13.1%
%H (All HH)		100.0%	99.3%	46.0%	16.3%	81.3%	43.7%	37.3%
%H (TV HH)			99.3%	46.0%	16.3%	81.3%	43.7%	37.3%
Adult's bedroom	1065	1065	1054	509	206	823	475	348
%V	46.9%	48.3%	49.9%	57.1%	55.2%	53.6%	69.6%	40.7%
%H (All HH)		100.0%	99.0%	47.8%	19.3%	77.3%	44.6%	32.7%
%H (TV HH)			99.0%	47.8%	19.3%	77.3%	44.6%	32.7%
Child's bedroom	236	236	235	137	50	188	138	50
%V	10.4%	10.7%	11.1%	15.4%	13.4%	12.2%	20.2%	5.9%
%H (All HH)		100.0%	99.6%	58.1%	21.2%	79.7%	58.5%	21.2%
%H (TV HH)			99.6%	58.1%	21.2%	79.7%	58.5%	21.2%
Other bedroom	73	73	72	37	16	56	38	19
%V	3.2%	3.3%	3.4%	4.1%	4.3%	3.6%	5.6%	2.2%
%H (All HH)		100.0%	98.6%	50.7%	21.9%	76.7%	52.1%	26.0%
%H (TV HH)			98.6%	50.7%	21.9%	76.7%	52.1%	26.0%
Second living/dining room	173	173	170	94	26	131	80	51
%V	7.6%	7.8%	8.1%	10.5%	7.0%	8.5%	11.7%	6.0%
%H (All HH)		100.0%	98.3%	54.3%	15.0%	75.7%	46.2%	29.5%
%H (TV HH)			98.3%	54.3%	15.0%	75.7%	46.2%	29.5%
Study/office	47	47	46	23	8	34	18	16
%V	2.1%	2.1%	2.2%	2.6%	2.1%	2.2%	2.6%	1.9%
%H (All HH)		100.0%	97.9%	48.9%	17.0%	72.3%	38.3%	34.0%
%H (TV HH)			97.9%	48.9%	17.0%	72.3%	38.3%	34.0%
TV room	24	24	24	14	4	18	12	6
%V	1.1%	1.1%	1.1%	1.6%	1.1%	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	6	2	2	3	2	2
%V	0.3%	0.3%	0.3%	0.2%	0.5%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	33.3%	33.3%	50.0%	33.3%	33.3%
%H (TV HH)			100.0%	33.3%	33.3%	50.0%	33.3%	33.3%
Other	10	10	10	5	0	7	3	4
%V	0.4%	0.5%	0.5%	0.6%	0.0%	0.5%	0.4%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	70.0%	30.0%	40.0%
%H (TV HH)			100.0%	50.0%	0.0%	70.0%	30.0%	40.0%

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2273	2205	2111	892	373	1536	682	854
%H (All HH)		97.0%	92.9%	39.2%	16.4%	67.6%	30.0%	37.6%
%H (TV HH)			95.7%	40.5%	16.9%	69.7%	30.9%	38.7%
PVR	1005	1005	1003	664	175	666	494	171
%V	44.2%	45.6%	47.5%	74.4%	46.9%	43.4%	72.4%	20.0%
%H (All HH)		100.0%	99.8%	66.1%	17.4%	66.3%	49.2%	17.0%
%H (TV HH)			99.8%	66.1%	17.4%	66.3%	49.2%	17.0%
DVDR	422	422	413	198	69	307	160	147
%V	18.6%	19.1%	19.6%	22.2%	18.5%	20.0%	23.5%	17.2%
%H (All HH)		100.0%	97.9%	46.9%	16.4%	72.7%	37.9%	34.8%
%H (TV HH)			97.9%	46.9%	16.4%	72.7%	37.9%	34.8%
VCR	400	400	371	128	78	281	116	166
%V	17.6%	18.1%	17.6%	14.3%	20.9%	18.3%	17.0%	19.4%
%H (All HH)		100.0%	92.8%	32.0%	19.5%	70.3%	29.0%	41.5%
%H (TV HH)			92.8%	32.0%	19.5%	70.3%	29.0%	41.5%
Any recorder	1427	1427	1393	751	254	974	577	397
%V	62.8%	64.7%	66.0%	84.2%	68.1%	63.4%	84.6%	46.5%
%H (All HH)		100.0%	97.6%	52.6%	17.8%	68.3%	40.4%	27.8%
%H (TV HH)			97.6%	52.6%	17.8%	68.3%	40.4%	27.8%

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
July 2010 - June 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	2273	2205	2111	892	373	1536	682	854
%H (All HH)		97.0%	92.9%	39.2%	16.4%	67.6%	30.0%	37.6%
%H (TV HH)			95.7%	40.5%	16.9%	69.7%	30.9%	38.7%
Receives HDTV (via STB or built-in reception)	723	723	723	418	188	485	361	124
%V	31.8%	32.8%	34.2%	46.9%	50.4%	31.6%	52.9%	14.5%
%H (All HH)		100.0%	100.0%	57.8%	26.0%	67.1%	49.9%	17.2%
%H (TV HH)			100.0%	57.8%	26.0%	67.1%	49.9%	17.2%
DVD/Blu-ray player or recorder	1788	1788	1747	776	326	1267	615	652
%V	78.7%	81.1%	82.8%	87.0%	87.4%	82.5%	90.2%	76.3%
%H (All HH)		100.0%	97.7%	43.4%	18.2%	70.9%	34.4%	36.5%
%H (TV HH)			97.7%	43.4%	18.2%	70.9%	34.4%	36.5%

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

July 2010 - June 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	2273	2205	2111	892	373	1536	682	854
%H (All HH)		97.0%	92.9%	39.2%	16.4%	67.6%	30.0%	37.6%
%H (TV HH)			95.7%	40.5%	16.9%	69.7%	30.9%	38.7%
Has PC or Laptop	1600	1549	1520	747	304	1070	591	478
%V	70.4%	70.2%	72.0%	83.7%	81.5%	69.7%	86.7%	56.0%
%H (All HH)		96.8%	95.0%	46.7%	19.0%	66.9%	36.9%	29.9%
%H (TV HH)			98.1%	48.2%	19.6%	69.1%	38.2%	30.9%
Has broadband internet	1487	1443	1419	711	291	993	568	425
%V	65.4%	65.4%	67.2%	79.7%	78.0%	64.6%	83.3%	49.8%
%H (All HH)		97.0%	95.4%	47.8%	19.6%	66.8%	38.2%	28.6%
%H (TV HH)			98.3%	49.3%	20.2%	68.8%	39.4%	29.5%

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

July 2010 - June 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	4495	4381	2048	809	3342	1793	1549
%H		97.5%	45.6%	18.0%	74.3%	39.9%	34.5%
Under 20"	1170	1137	518	208	913	497	416
%V	26.0%	26.0%	25.3%	25.7%	27.3%	27.7%	26.9%
%H		97.2%	44.3%	17.8%	78.0%	42.5%	35.6%
20" - 29"	1256	1200	486	209	939	428	511
%V	27.9%	27.4%	23.7%	25.8%	28.1%	23.9%	33.0%
%H		95.5%	38.7%	16.6%	74.8%	34.1%	40.7%
30" - 39"	1280	1261	598	228	938	496	442
%V	28.5%	28.8%	29.2%	28.2%	28.1%	27.7%	28.5%
%H		98.5%	46.7%	17.8%	73.3%	38.8%	34.5%
40" and over	762	760	436	157	537	364	173
%V	17.0%	17.3%	21.3%	19.4%	16.1%	20.3%	11.2%
%H		99.7%	57.2%	20.6%	70.5%	47.8%	22.7%
Don't know	28	24	10	7	15	8	7
%V	0.6%	0.5%	0.5%	0.9%	0.4%	0.4%	0.5%
%H		85.7%	35.7%	25.0%	53.6%	28.6%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Scotland

Set level data

Table 16.12: 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	4495	4381	2048	809	3342	1793	1549
%H		97.5%	45.6%	18.0%	74.3%	39.9%	34.5%
Main living room	2202	2109	891	374	1536	684	852
%V	49.0%	48.1%	43.5%	46.2%	46.0%	38.1%	55.0%
%H		95.8%	40.5%	17.0%	69.8%	31.1%	38.7%
Kitchen	302	300	139	49	245	132	113
%V	6.7%	6.8%	6.8%	6.1%	7.3%	7.4%	7.3%
%H		99.3%	46.0%	16.2%	81.1%	43.7%	37.4%
Adult's bedroom	1334	1321	648	263	1052	629	423
%V	29.7%	30.2%	31.6%	32.5%	31.5%	35.1%	27.3%
%H		99.0%	48.6%	19.7%	78.9%	47.2%	31.7%
Child's bedroom	311	310	185	66	248	187	61
%V	6.9%	7.1%	9.0%	8.2%	7.4%	10.4%	3.9%
%H		99.7%	59.5%	21.2%	79.7%	60.1%	19.6%
Other bedroom	82	81	42	17	64	42	21
%V	1.8%	1.8%	2.1%	2.1%	1.9%	2.3%	1.4%
%H		98.8%	51.2%	20.7%	78.0%	51.2%	25.6%
Second living/dining room	177	174	97	27	134	82	52
%V	3.9%	4.0%	4.7%	3.3%	4.0%	4.6%	3.4%
%H		98.3%	54.8%	15.3%	75.7%	46.3%	29.4%
Study/office	47	46	23	8	34	18	16
%V	1.0%	1.0%	1.1%	1.0%	1.0%	1.0%	1.0%
%H		97.9%	48.9%	17.0%	72.3%	38.3%	34.0%
TV room	24	24	15	4	18	13	6
%V	0.5%	0.5%	0.7%	0.5%	0.5%	0.7%	0.4%
%H		100.0%	62.5%	16.7%	75.0%	54.2%	25.0%
No specific location	6	6	2	2	3	2	2
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		100.0%	33.3%	33.3%	50.0%	33.3%	33.3%
Other	10	10	6	0	7	3	4
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.3%
%H		100.0%	60.0%	0.0%	70.0%	30.0%	40.0%

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	4495	4381	2048	809	3342	1793	1549
%H		97.5%	45.6%	18.0%	74.3%	39.9%	34.5%
PVR	1291	1290	902	209	851	661	190
%V	28.7%	29.4%	44.0%	25.8%	25.5%	36.9%	12.3%
%H		99.9%	69.9%	16.2%	65.9%	51.2%	14.7%
DVDR	525	516	256	88	393	220	173
%V	11.7%	11.8%	12.5%	10.9%	11.8%	12.3%	11.2%
%H		98.3%	48.8%	16.8%	74.9%	41.9%	33.0%
VCR	459	429	146	94	331	142	189
%V	10.2%	9.8%	7.1%	11.6%	9.9%	7.9%	12.2%
%H		93.5%	31.8%	20.5%	72.1%	30.9%	41.2%
Any recorder	1927	1891	1090	336	1330	853	477
%V	42.9%	43.2%	53.2%	41.5%	39.8%	47.6%	30.8%
%H		98.1%	56.6%	17.4%	69.0%	44.3%	24.8%

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	4495	4381	2048	809	3342	1793	1549
%H		97.5%	45.6%	18.0%	74.3%	39.9%	34.5%
Receives HDTV (via STB or built-in reception)	915	915	540	235	624	476	148
%V	20.4%	20.9%	26.4%	29.0%	18.7%	26.5%	9.6%
%H		100.0%	59.0%	25.7%	68.2%	52.0%	16.2%
DVD/Blu-ray player or recorder	2720	2676	1277	528	2002	1116	886
%V	60.5%	61.1%	62.4%	65.3%	59.9%	62.2%	57.2%
%H		98.4%	46.9%	19.4%	73.6%	41.0%	32.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	2203	2110	891	372	1535	682	853
%H		95.8%	40.4%	16.9%	69.7%	31.0%	38.7%
Under 20"	83	66	13	4	52	3	49
%V	3.8%	3.1%	1.5%	1.1%	3.4%	0.4%	5.7%
%H		79.5%	15.7%	4.8%	62.7%	3.6%	59.0%
20" - 29"	564	511	142	80	380	92	288
%V	25.6%	24.2%	15.9%	21.5%	24.8%	13.5%	33.8%
%H		90.6%	25.2%	14.2%	67.4%	16.3%	51.1%
30" - 39"	876	858	360	149	629	277	352
%V	39.8%	40.7%	40.4%	40.1%	41.0%	40.6%	41.3%
%H		97.9%	41.1%	17.0%	71.8%	31.6%	40.2%
40" and over	667	665	373	138	468	308	160
%V	30.3%	31.5%	41.9%	37.1%	30.5%	45.2%	18.8%
%H		99.7%	55.9%	20.7%	70.2%	46.2%	24.0%
Don't know	13	10	4	2	6	2	4
%V	0.6%	0.5%	0.4%	0.5%	0.4%	0.3%	0.5%
%H		76.9%	30.8%	15.4%	46.2%	15.4%	30.8%

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	2203	2110	891	372	1535	682	853
%H		95.8%	40.4%	16.9%	69.7%	31.0%	38.7%
PVR	975	974	651	166	641	479	162
%V	44.3%	46.2%	73.1%	44.6%	41.8%	70.2%	19.0%
%H		99.9%	66.8%	17.0%	65.7%	49.1%	16.6%
DVDR	360	352	162	57	260	127	133
%V	16.3%	16.7%	18.2%	15.3%	16.9%	18.6%	15.6%
%H		97.8%	45.0%	15.8%	72.2%	35.3%	36.9%
VCR	330	302	94	64	225	80	145
%V	15.0%	14.3%	10.5%	17.2%	14.7%	11.7%	17.0%
%H		91.5%	28.5%	19.4%	68.2%	24.2%	43.9%
Any recorder	1368	1334	730	235	922	548	374
%V	62.1%	63.2%	81.9%	63.2%	60.1%	80.4%	43.8%
%H		97.5%	53.4%	17.2%	67.4%	40.1%	27.3%

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	2203	2110	891	372	1535	682	853
%H		95.8%	40.4%	16.9%	69.7%	31.0%	38.7%
Receives HDTV (via STB or built-in reception)	693	693	398	181	463	345	119
%V	31.5%	32.8%	44.7%	48.7%	30.2%	50.6%	14.0%
%H		100.0%	57.4%	26.1%	66.8%	49.8%	17.2%
DVD/Blu-ray player or recorder	1665	1626	716	302	1174	559	615
%V	75.6%	77.1%	80.4%	81.2%	76.5%	82.0%	72.1%
%H		97.7%	43.0%	18.1%	70.5%	33.6%	36.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Scotland
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	2292	2272	1157	437	1807	1111	696
%H		99.1%	50.5%	19.1%	78.8%	48.5%	30.4%
Under 20"	1087	1071	506	205	861	494	367
%V	47.4%	47.1%	43.7%	46.9%	47.6%	44.5%	52.7%
%H		98.5%	46.6%	18.9%	79.2%	45.4%	33.8%
20" - 29"	692	689	344	129	558	336	222
%V	30.2%	30.3%	29.7%	29.5%	30.9%	30.2%	31.9%
%H		99.6%	49.7%	18.6%	80.6%	48.6%	32.1%
30" - 39"	404	403	238	80	309	219	90
%V	17.6%	17.7%	20.6%	18.3%	17.1%	19.7%	12.9%
%H		99.8%	58.9%	19.8%	76.5%	54.2%	22.3%
40" and over	95	95	64	19	69	57	13
%V	4.1%	4.2%	5.5%	4.3%	3.8%	5.1%	1.9%
%H		100.0%	67.4%	20.0%	72.6%	60.0%	13.7%
Don't know	15	14	6	5	9	6	3
%V	0.7%	0.6%	0.5%	1.1%	0.5%	0.5%	0.4%
%H		93.3%	40.0%	33.3%	60.0%	40.0%	20.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2292	2272	1157	437	1807	1111	696
%H		99.1%	50.5%	19.1%	78.8%	48.5%	30.4%
PVR	316	316	252	43	209	182	28
%V	13.8%	13.9%	21.8%	9.8%	11.6%	16.4%	4.0%
%H		100.0%	79.7%	13.6%	66.1%	57.6%	8.9%
DVDR	165	164	94	31	133	93	40
%V	7.2%	7.2%	8.1%	7.1%	7.4%	8.4%	5.7%
%H		99.4%	57.0%	18.8%	80.6%	56.4%	24.2%
VCR	129	127	53	31	107	63	44
%V	5.6%	5.6%	4.6%	7.1%	5.9%	5.7%	6.3%
%H		98.4%	41.1%	24.0%	82.9%	48.8%	34.1%
Any recorder	559	557	360	100	408	305	103
%V	24.4%	24.5%	31.1%	22.9%	22.6%	27.5%	14.8%
%H		99.6%	64.4%	17.9%	73.0%	54.6%	18.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2292	2272	1157	437	1807	1111	696
%H		99.1%	50.5%	19.1%	78.8%	48.5%	30.4%
Receives HDTV (via STB or built-in reception)	222	222	142	54	161	131	30
%V	9.7%	9.8%	12.3%	12.4%	8.9%	11.8%	4.3%
%H		100.0%	64.0%	24.3%	72.5%	59.0%	13.5%
DVD/Blu-ray player or recorder	1055	1050	561	227	828	557	271
%V	46.0%	46.2%	48.5%	51.9%	45.8%	50.1%	38.9%
%H		99.5%	53.2%	21.5%	78.5%	52.8%	25.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Scotland

Individual level data

Table 16.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4882	4752	4613	2193	877	3322	1753	1569
%H		97.3%	94.5%	44.9%	18.0%	68.0%	35.9%	32.1%
Total Children	858	841	827	465	162	570	363	207
%V	17.6%	17.7%	17.9%	21.2%	18.5%	17.2%	20.7%	13.2%
%H		98.0%	96.4%	54.2%	18.9%	66.4%	42.3%	24.1%
0 - 3	224	219	212	117	43	138	85	53
%V	4.6%	4.6%	4.6%	5.3%	4.9%	4.2%	4.8%	3.4%
%H		97.8%	94.6%	52.2%	19.2%	61.6%	37.9%	23.7%
4 - 15	634	623	615	348	118	432	278	153
%V	13.0%	13.1%	13.3%	15.9%	13.5%	13.0%	15.9%	9.8%
%H		98.3%	97.0%	54.9%	18.6%	68.1%	43.8%	24.1%
4 - 9	312	303	298	165	60	199	122	77
%V	6.4%	6.4%	6.5%	7.5%	6.8%	6.0%	7.0%	4.9%
%H		97.1%	95.5%	52.9%	19.2%	63.8%	39.1%	24.7%
10 - 15	322	320	316	183	58	233	156	77
%V	6.6%	6.7%	6.9%	8.3%	6.6%	7.0%	8.9%	4.9%
%H		99.4%	98.1%	56.8%	18.0%	72.4%	48.4%	23.9%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Scotland

Individual level data

Table 16.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4882	4752	4613	2193	877	3322	1753	1569
%H		97.3%	94.5%	44.9%	18.0%	68.0%	35.9%	32.1%
Total Adults (16+)	4023	3911	3786	1728	715	2753	1390	1363
%V	82.4%	82.3%	82.1%	78.8%	81.5%	82.9%	79.3%	86.9%
%H		97.2%	94.1%	43.0%	17.8%	68.4%	34.6%	33.9%
16 - 19	237	228	221	120	41	166	104	62
%V	4.9%	4.8%	4.8%	5.5%	4.7%	5.0%	5.9%	4.0%
%H		96.2%	93.2%	50.6%	17.3%	70.0%	43.9%	26.2%
20 - 24	325	292	280	134	58	202	111	91
%V	6.7%	6.1%	6.1%	6.1%	6.6%	6.1%	6.3%	5.8%
%H		89.8%	86.2%	41.2%	17.8%	62.2%	34.2%	28.0%
25 - 34	643	611	595	299	131	396	227	168
%V	13.2%	12.9%	12.9%	13.6%	14.9%	11.9%	12.9%	10.7%
%H		95.0%	92.5%	46.5%	20.4%	61.6%	35.3%	26.1%
35 - 44	668	652	643	345	128	451	274	177
%V	13.7%	13.7%	13.9%	15.7%	14.6%	13.6%	15.6%	11.3%
%H		97.6%	96.3%	51.6%	19.2%	67.5%	41.0%	26.5%
45 - 54	738	725	710	343	140	518	289	229
%V	15.1%	15.3%	15.4%	15.6%	16.0%	15.6%	16.5%	14.6%
%H		98.2%	96.2%	46.5%	19.0%	70.2%	39.2%	31.0%
55 - 64	618	611	594	264	115	438	220	218
%V	12.7%	12.9%	12.9%	12.0%	13.1%	13.2%	12.5%	13.9%
%H		98.9%	96.1%	42.7%	18.6%	70.9%	35.6%	35.3%
65+	795	791	743	223	103	581	164	417
%V	16.3%	16.6%	16.1%	10.2%	11.7%	17.5%	9.4%	26.6%
%H		99.5%	93.5%	28.1%	13.0%	73.1%	20.6%	52.5%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Scotland

Individual level data

Table 16.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4023	3911	3786	1728	715	2753	1390	1363
%H		97.2%	94.1%	43.0%	17.8%	68.4%	34.6%	33.9%
AB	865	849	830	388	157	580	293	287
%V	21.5%	21.7%	21.9%	22.5%	22.0%	21.1%	21.1%	21.1%
%H		98.2%	96.0%	44.9%	18.2%	67.1%	33.9%	33.2%
C1	1142	1091	1060	529	195	768	425	344
%V	28.4%	27.9%	28.0%	30.6%	27.3%	27.9%	30.6%	25.2%
%H		95.5%	92.8%	46.3%	17.1%	67.3%	37.2%	30.1%
C2	813	801	788	401	158	571	336	235
%V	20.2%	20.5%	20.8%	23.2%	22.1%	20.7%	24.2%	17.2%
%H		98.5%	96.9%	49.3%	19.4%	70.2%	41.3%	28.9%
D	698	679	652	268	137	472	223	248
%V	17.4%	17.4%	17.2%	15.5%	19.2%	17.1%	16.0%	18.2%
%H		97.3%	93.4%	38.4%	19.6%	67.6%	31.9%	35.5%
E	505	490	455	142	68	362	113	249
%V	12.6%	12.5%	12.0%	8.2%	9.5%	13.1%	8.1%	18.3%
%H		97.0%	90.1%	28.1%	13.5%	71.7%	22.4%	49.3%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Scotland
Individual level data
Table 16.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4023	3911	3786	1728	715	2753	1390	1363
%H		97.2%	94.1%	43.0%	17.8%	68.4%	34.6%	33.9%
Working full time	1790	1754	1728	927	334	1205	729	476
%V	44.5%	44.8%	45.6%	53.6%	46.7%	43.8%	52.4%	34.9%
%H		98.0%	96.5%	51.8%	18.7%	67.3%	40.7%	26.6%
Working part time	383	377	370	185	80	266	159	107
%V	9.5%	9.6%	9.8%	10.7%	11.2%	9.7%	11.4%	7.9%
%H		98.4%	96.6%	48.3%	20.9%	69.5%	41.5%	27.9%
Not working	1850	1780	1689	616	301	1282	502	780
%V	46.0%	45.5%	44.6%	35.6%	42.1%	46.6%	36.1%	57.2%
%H		96.2%	91.3%	33.3%	16.3%	69.3%	27.1%	42.2%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Scotland

Individual level data

Table 16.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1924	1862	1806	853	343	1297	678	619
%H		96.8%	93.9%	44.3%	17.8%	67.4%	35.2%	32.2%
16 - 19	120	115	113	66	20	81	53	28
%V	6.2%	6.2%	6.3%	7.7%	5.8%	6.2%	7.8%	4.5%
%H		95.8%	94.2%	55.0%	16.7%	67.5%	44.2%	23.3%
20 - 24	164	150	144	71	26	106	58	49
%V	8.5%	8.1%	8.0%	8.3%	7.6%	8.2%	8.6%	7.9%
%H		91.5%	87.8%	43.3%	15.9%	64.6%	35.4%	29.9%
25 - 34	324	306	298	151	68	197	116	81
%V	16.8%	16.4%	16.5%	17.7%	19.8%	15.2%	17.1%	13.1%
%H		94.4%	92.0%	46.6%	21.0%	60.8%	35.8%	25.0%
35 - 44	320	311	305	159	65	211	128	83
%V	16.6%	16.7%	16.9%	18.6%	19.0%	16.3%	18.9%	13.4%
%H		97.2%	95.3%	49.7%	20.3%	65.9%	40.0%	25.9%
45 - 54	353	345	337	169	62	245	137	108
%V	18.3%	18.5%	18.7%	19.8%	18.1%	18.9%	20.2%	17.4%
%H		97.7%	95.5%	47.9%	17.6%	69.4%	38.8%	30.6%
55 - 64	298	293	284	130	53	208	106	101
%V	15.5%	15.7%	15.7%	15.2%	15.5%	16.0%	15.6%	16.3%
%H		98.3%	95.3%	43.6%	17.8%	69.8%	35.6%	33.9%
65+	345	344	326	108	50	249	80	168
%V	17.9%	18.5%	18.1%	12.7%	14.6%	19.2%	11.8%	27.1%
%H		99.7%	94.5%	31.3%	14.5%	72.2%	23.2%	48.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Scotland

Individual level data

Table 16.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1924	1862	1806	853	343	1297	678	619
%H		96.8%	93.9%	44.3%	17.8%	67.4%	35.2%	32.2%
AB	433	424	415	198	81	283	147	136
%V	22.5%	22.8%	23.0%	23.2%	23.6%	21.8%	21.7%	22.0%
%H		97.9%	95.8%	45.7%	18.7%	65.4%	33.9%	31.4%
C1	500	475	464	250	82	334	199	135
%V	26.0%	25.5%	25.7%	29.3%	23.9%	25.8%	29.4%	21.8%
%H		95.0%	92.8%	50.0%	16.4%	66.8%	39.8%	27.0%
C2	451	443	435	220	87	314	183	131
%V	23.4%	23.8%	24.1%	25.8%	25.4%	24.2%	27.0%	21.2%
%H		98.2%	96.5%	48.8%	19.3%	69.6%	40.6%	29.0%
D	337	325	309	132	61	221	104	117
%V	17.5%	17.5%	17.1%	15.5%	17.8%	17.0%	15.3%	18.9%
%H		96.4%	91.7%	39.2%	18.1%	65.6%	30.9%	34.7%
E	204	195	182	53	31	145	45	100
%V	10.6%	10.5%	10.1%	6.2%	9.0%	11.2%	6.6%	16.2%
%H		95.6%	89.2%	26.0%	15.2%	71.1%	22.1%	49.0%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Scotland

Individual level data

Table 16.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1924	1862	1806	853	343	1297	678	619
%H		96.8%	93.9%	44.3%	17.8%	67.4%	35.2%	32.2%
Working full time	1081	1056	1038	569	197	717	441	276
%V	56.2%	56.7%	57.5%	66.7%	57.4%	55.3%	65.0%	44.6%
%H		97.7%	96.0%	52.6%	18.2%	66.3%	40.8%	25.5%
Working part time	62	60	57	24	13	42	22	20
%V	3.2%	3.2%	3.2%	2.8%	3.8%	3.2%	3.2%	3.2%
%H		96.8%	91.9%	38.7%	21.0%	67.7%	35.5%	32.3%
Not working	781	747	712	259	133	538	215	323
%V	40.6%	40.1%	39.4%	30.4%	38.8%	41.5%	31.7%	52.2%
%H		95.6%	91.2%	33.2%	17.0%	68.9%	27.5%	41.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Scotland

Individual level data

Table 16.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2099	2049	1980	875	372	1455	712	744
%H		97.6%	94.3%	41.7%	17.7%	69.3%	33.9%	35.4%
16 - 19	117	113	109	54	21	85	51	34
%V	5.6%	5.5%	5.5%	6.2%	5.6%	5.8%	7.2%	4.6%
%H		96.6%	93.2%	46.2%	17.9%	72.6%	43.6%	29.1%
20 - 24	162	142	136	63	32	96	53	42
%V	7.7%	6.9%	6.9%	7.2%	8.6%	6.6%	7.4%	5.6%
%H		87.7%	84.0%	38.9%	19.8%	59.3%	32.7%	25.9%
25 - 34	319	305	297	148	63	198	111	87
%V	15.2%	14.9%	15.0%	16.9%	16.9%	13.6%	15.6%	11.7%
%H		95.6%	93.1%	46.4%	19.7%	62.1%	34.8%	27.3%
35 - 44	348	341	338	185	63	240	146	94
%V	16.6%	16.6%	17.1%	21.1%	16.9%	16.5%	20.5%	12.6%
%H		98.0%	97.1%	53.2%	18.1%	69.0%	42.0%	27.0%
45 - 54	385	380	373	175	78	273	153	121
%V	18.3%	18.5%	18.8%	20.0%	21.0%	18.8%	21.5%	16.3%
%H		98.7%	96.9%	45.5%	20.3%	70.9%	39.7%	31.4%
55 - 64	320	318	310	134	62	230	114	116
%V	15.2%	15.5%	15.7%	15.3%	16.7%	15.8%	16.0%	15.6%
%H		99.4%	96.9%	41.9%	19.4%	71.9%	35.6%	36.3%
65+	450	448	416	115	53	333	84	249
%V	21.4%	21.9%	21.0%	13.1%	14.2%	22.9%	11.8%	33.5%
%H		99.6%	92.4%	25.6%	11.8%	74.0%	18.7%	55.3%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Scotland

Individual level data

Table 16.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2099	2049	1980	875	372	1455	712	744
%H		97.6%	94.3%	41.7%	17.7%	69.3%	33.9%	35.4%
AB	432	425	415	189	75	296	145	151
%V	20.6%	20.7%	21.0%	21.6%	20.2%	20.3%	20.4%	20.3%
%H		98.4%	96.1%	43.8%	17.4%	68.5%	33.6%	35.0%
C1	643	616	596	279	113	435	226	209
%V	30.6%	30.1%	30.1%	31.9%	30.4%	29.9%	31.7%	28.1%
%H		95.8%	92.7%	43.4%	17.6%	67.7%	35.1%	32.5%
C2	363	358	353	181	71	257	153	104
%V	17.3%	17.5%	17.8%	20.7%	19.1%	17.7%	21.5%	14.0%
%H		98.6%	97.2%	49.9%	19.6%	70.8%	42.1%	28.7%
D	361	354	343	137	76	251	119	131
%V	17.2%	17.3%	17.3%	15.7%	20.4%	17.3%	16.7%	17.6%
%H		98.1%	95.0%	38.0%	21.1%	69.5%	33.0%	36.3%
E	301	295	273	88	37	216	68	148
%V	14.3%	14.4%	13.8%	10.1%	9.9%	14.8%	9.6%	19.9%
%H		98.0%	90.7%	29.2%	12.3%	71.8%	22.6%	49.2%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Scotland

Individual level data

Table 16.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2099	2049	1980	875	372	1455	712	744
%H		97.6%	94.3%	41.7%	17.7%	69.3%	33.9%	35.4%
Working full time	709	698	690	357	136	488	287	201
%V	33.8%	34.1%	34.8%	40.8%	36.6%	33.5%	40.3%	27.0%
%H		98.4%	97.3%	50.4%	19.2%	68.8%	40.5%	28.3%
Working part time	321	317	313	161	67	223	137	87
%V	15.3%	15.5%	15.8%	18.4%	18.0%	15.3%	19.2%	11.7%
%H		98.8%	97.5%	50.2%	20.9%	69.5%	42.7%	27.1%
Not working	1069	1033	977	356	168	744	287	457
%V	50.9%	50.4%	49.3%	40.7%	45.2%	51.1%	40.3%	61.4%
%H		96.6%	91.4%	33.3%	15.7%	69.6%	26.8%	42.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Wales and West

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	2323	2246	2240	1090	260	1805	904	901
%H (All HH)		96.7%	96.4%	46.9%	11.2%	77.7%	38.9%	38.8%
%H (TV HH)			99.7%	48.5%	11.6%	80.4%	40.2%	40.1%
AB	496	486	484	243	58	379	195	184
%V	21.4%	21.6%	21.6%	22.3%	22.3%	21.0%	21.6%	20.4%
%H (All HH)		98.0%	97.6%	49.0%	11.7%	76.4%	39.3%	37.1%
%H (TV HH)			99.6%	50.0%	11.9%	78.0%	40.1%	37.9%
C1	649	617	615	297	78	493	248	245
%V	27.9%	27.5%	27.5%	27.2%	30.0%	27.3%	27.4%	27.2%
%H (All HH)		95.1%	94.8%	45.8%	12.0%	76.0%	38.2%	37.8%
%H (TV HH)			99.7%	48.1%	12.6%	79.9%	40.2%	39.7%
C2	529	517	516	269	64	423	236	187
%V	22.8%	23.0%	23.0%	24.7%	24.6%	23.4%	26.1%	20.8%
%H (All HH)		97.7%	97.5%	50.9%	12.1%	80.0%	44.6%	35.3%
%H (TV HH)			99.8%	52.0%	12.4%	81.8%	45.6%	36.2%
D	375	365	364	178	44	293	149	144
%V	16.1%	16.3%	16.3%	16.3%	16.9%	16.2%	16.5%	16.0%
%H (All HH)		97.3%	97.1%	47.5%	11.7%	78.1%	39.7%	38.4%
%H (TV HH)			99.7%	48.8%	12.1%	80.3%	40.8%	39.5%
E	274	262	261	104	17	216	75	141
%V	11.8%	11.7%	11.7%	9.5%	6.5%	12.0%	8.3%	15.6%
%H (All HH)		95.6%	95.3%	38.0%	6.2%	78.8%	27.4%	51.5%
%H (TV HH)			99.6%	39.7%	6.5%	82.4%	28.6%	53.8%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2323	2246	2240	1090	260	1805	904	901
%H (All HH)		96.7%	96.4%	46.9%	11.2%	77.7%	38.9%	38.8%
%H (TV HH)			99.7%	48.5%	11.6%	80.4%	40.2%	40.1%
Under 25	130	115	114	44	16	89	34	55
%V	5.6%	5.1%	5.1%	4.0%	6.2%	4.9%	3.8%	6.1%
%H (All HH)		88.5%	87.7%	33.8%	12.3%	68.5%	26.2%	42.3%
%H (TV HH)			99.1%	38.3%	13.9%	77.4%	29.6%	47.8%
25 - 34	316	297	296	162	46	214	125	90
%V	13.6%	13.2%	13.2%	14.9%	17.7%	11.9%	13.8%	10.0%
%H (All HH)		94.0%	93.7%	51.3%	14.6%	67.7%	39.6%	28.5%
%H (TV HH)			99.7%	54.5%	15.5%	72.1%	42.1%	30.3%
35 - 44	392	381	381	219	50	299	185	114
%V	16.9%	17.0%	17.0%	20.1%	19.2%	16.6%	20.5%	12.7%
%H (All HH)		97.2%	97.2%	55.9%	12.8%	76.3%	47.2%	29.1%
%H (TV HH)			100.0%	57.5%	13.1%	78.5%	48.6%	29.9%
45 - 54	439	425	425	227	60	343	203	140
%V	18.9%	18.9%	19.0%	20.8%	23.1%	19.0%	22.5%	15.5%
%H (All HH)		96.8%	96.8%	51.7%	13.7%	78.1%	46.2%	31.9%
%H (TV HH)			100.0%	53.4%	14.1%	80.7%	47.8%	32.9%
55 - 64	412	403	403	208	42	329	175	155
%V	17.7%	17.9%	18.0%	19.1%	16.2%	18.2%	19.4%	17.2%
%H (All HH)		97.8%	97.8%	50.5%	10.2%	79.9%	42.5%	37.6%
%H (TV HH)			100.0%	51.6%	10.4%	81.6%	43.4%	38.5%
65 +	633	625	621	229	45	531	182	348
%V	27.2%	27.8%	27.7%	21.0%	17.3%	29.4%	20.1%	38.6%
%H (All HH)		98.7%	98.1%	36.2%	7.1%	83.9%	28.8%	55.0%
%H (TV HH)			99.4%	36.6%	7.2%	85.0%	29.1%	55.7%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2323	2246	2240	1090	260	1805	904	901
%H (All HH)		96.7%	96.4%	46.9%	11.2%	77.7%	38.9%	38.8%
%H (TV HH)			99.7%	48.5%	11.6%	80.4%	40.2%	40.1%
1	761	712	708	247	65	573	176	397
%V	32.8%	31.7%	31.6%	22.7%	25.0%	31.7%	19.5%	44.1%
%H (All HH)		93.6%	93.0%	32.5%	8.5%	75.3%	23.1%	52.2%
%H (TV HH)			99.4%	34.7%	9.1%	80.5%	24.7%	55.8%
2	816	802	801	400	92	650	337	313
%V	35.1%	35.7%	35.8%	36.7%	35.4%	36.0%	37.3%	34.7%
%H (All HH)		98.3%	98.2%	49.0%	11.3%	79.7%	41.3%	38.4%
%H (TV HH)			99.9%	49.9%	11.5%	81.0%	42.0%	39.0%
3	344	337	337	199	47	268	174	94
%V	14.8%	15.0%	15.0%	18.3%	18.1%	14.8%	19.2%	10.4%
%H (All HH)		98.0%	98.0%	57.8%	13.7%	77.9%	50.6%	27.3%
%H (TV HH)			100.0%	59.1%	13.9%	79.5%	51.6%	27.9%
4	283	279	279	167	41	225	152	73
%V	12.2%	12.4%	12.5%	15.3%	15.8%	12.5%	16.8%	8.1%
%H (All HH)		98.6%	98.6%	59.0%	14.5%	79.5%	53.7%	25.8%
%H (TV HH)			100.0%	59.9%	14.7%	80.6%	54.5%	26.2%
5+	119	116	115	77	16	89	65	24
%V	5.1%	5.2%	5.1%	7.1%	6.2%	4.9%	7.2%	2.7%
%H (All HH)		97.5%	96.6%	64.7%	13.4%	74.8%	54.6%	20.2%
%H (TV HH)			99.1%	66.4%	13.8%	76.7%	56.0%	20.7%
Average HH size	2.24	2.25	2.26	2.50	2.45	2.25	2.58	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

July 2010 - June 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	2323	2246	2240	1090	260	1805	904	901
%H (All HH)		96.7%	96.4%	46.9%	11.2%	77.7%	38.9%	38.8%
%H (TV HH)			99.7%	48.5%	11.6%	80.4%	40.2%	40.1%
Without	1776	1707	1702	767	190	1388	634	753
%V	76.5%	76.0%	76.0%	70.4%	73.1%	76.9%	70.1%	83.6%
%H (All HH)		96.1%	95.8%	43.2%	10.7%	78.2%	35.7%	42.4%
%H (TV HH)			99.7%	44.9%	11.1%	81.3%	37.1%	44.1%
With	547	539	538	323	70	418	270	148
%V	23.5%	24.0%	24.0%	29.6%	26.9%	23.2%	29.9%	16.4%
%H (All HH)		98.5%	98.4%	59.0%	12.8%	76.4%	49.4%	27.1%
%H (TV HH)			99.8%	59.9%	13.0%	77.6%	50.1%	27.5%
0 - 3	206	201	201	117	28	148	90	58
%V	8.9%	8.9%	9.0%	10.7%	10.8%	8.2%	10.0%	6.4%
%H (All HH)		97.6%	97.6%	56.8%	13.6%	71.8%	43.7%	28.2%
%H (TV HH)			100.0%	58.2%	13.9%	73.6%	44.8%	28.9%
4 - 9	259	255	255	159	28	194	125	69
%V	11.1%	11.4%	11.4%	14.6%	10.8%	10.7%	13.8%	7.7%
%H (All HH)		98.5%	98.5%	61.4%	10.8%	74.9%	48.3%	26.6%
%H (TV HH)			100.0%	62.4%	11.0%	76.1%	49.0%	27.1%
10 - 15	270	268	268	166	38	216	149	67
%V	11.6%	11.9%	12.0%	15.2%	14.6%	12.0%	16.5%	7.4%
%H (All HH)		99.3%	99.3%	61.5%	14.1%	80.0%	55.2%	24.8%
%H (TV HH)			100.0%	61.9%	14.2%	80.6%	55.6%	25.0%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2323	2246	2240	1090	260	1805	904	901
%H (All HH)		96.7%	96.4%	46.9%	11.2%	77.7%	38.9%	38.8%
%H (TV HH)			99.7%	48.5%	11.6%	80.4%	40.2%	40.1%
1	890	890	885	338	103	635	190	445
%V	38.3%	39.6%	39.5%	31.0%	39.6%	35.2%	21.0%	49.4%
%H (All HH)		100.0%	99.4%	38.0%	11.6%	71.3%	21.3%	50.0%
%H (TV HH)			99.4%	38.0%	11.6%	71.3%	21.3%	50.0%
2	801	801	800	411	90	671	366	305
%V	34.5%	35.7%	35.7%	37.7%	34.6%	37.2%	40.5%	33.9%
%H (All HH)		100.0%	99.9%	51.3%	11.2%	83.8%	45.7%	38.1%
%H (TV HH)			99.9%	51.3%	11.2%	83.8%	45.7%	38.1%
3	360	360	360	207	46	323	211	111
%V	15.5%	16.0%	16.1%	19.0%	17.7%	17.9%	23.3%	12.3%
%H (All HH)		100.0%	100.0%	57.5%	12.8%	89.7%	58.6%	30.8%
%H (TV HH)			100.0%	57.5%	12.8%	89.7%	58.6%	30.8%
4	136	136	136	92	18	122	95	27
%V	5.9%	6.1%	6.1%	8.4%	6.9%	6.8%	10.5%	3.0%
%H (All HH)		100.0%	100.0%	67.6%	13.2%	89.7%	69.9%	19.9%
%H (TV HH)			100.0%	67.6%	13.2%	89.7%	69.9%	19.9%
5+	59	59	59	44	4	55	43	12
%V	2.5%	2.6%	2.6%	4.0%	1.5%	3.0%	4.8%	1.3%
%H (All HH)		100.0%	100.0%	74.6%	6.8%	93.2%	72.9%	20.3%
%H (TV HH)			100.0%	74.6%	6.8%	93.2%	72.9%	20.3%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2323	2246	2240	1090	260	1805	904	901
%H (All HH)		96.7%	96.4%	46.9%	11.2%	77.7%	38.9%	38.8%
%H (TV HH)			99.7%	48.5%	11.6%	80.4%	40.2%	40.1%
Under 20"	842	842	839	429	87	738	412	326
%V	36.2%	37.5%	37.5%	39.4%	33.5%	40.9%	45.6%	36.2%
%H (All HH)		100.0%	99.6%	51.0%	10.3%	87.6%	48.9%	38.7%
%H (TV HH)			99.6%	51.0%	10.3%	87.6%	48.9%	38.7%
20" - 29"	1130	1130	1127	521	117	947	451	496
%V	48.6%	50.3%	50.3%	47.8%	45.0%	52.5%	49.9%	55.0%
%H (All HH)		100.0%	99.7%	46.1%	10.4%	83.8%	39.9%	43.9%
%H (TV HH)			99.7%	46.1%	10.4%	83.8%	39.9%	43.9%
30" - 39"	1110	1110	1109	599	145	894	521	374
%V	47.8%	49.4%	49.5%	55.0%	55.8%	49.5%	57.6%	41.5%
%H (All HH)		100.0%	99.9%	54.0%	13.1%	80.5%	46.9%	33.7%
%H (TV HH)			99.9%	54.0%	13.1%	80.5%	46.9%	33.7%
40" and over	574	574	573	379	71	455	326	129
%V	24.7%	25.6%	25.6%	34.8%	27.3%	25.2%	36.1%	14.3%
%H (All HH)		100.0%	99.8%	66.0%	12.4%	79.3%	56.8%	22.5%
%H (TV HH)			99.8%	66.0%	12.4%	79.3%	56.8%	22.5%

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

July 2010 - June 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	2323	2246	2240	1090	260	1805	904	901
%H (All HH)		96.7%	96.4%	46.9%	11.2%	77.7%	38.9%	38.8%
%H (TV HH)			99.7%	48.5%	11.6%	80.4%	40.2%	40.1%
Main living room	2220	2220	2213	1084	258	1782	898	883
%V	95.6%	98.8%	98.8%	99.4%	99.2%	98.7%	99.3%	98.0%
%H (All HH)		100.0%	99.7%	48.8%	11.6%	80.3%	40.5%	39.8%
%H (TV HH)			99.7%	48.8%	11.6%	80.3%	40.5%	39.8%
Kitchen	313	313	313	180	19	280	165	115
%V	13.5%	13.9%	14.0%	16.5%	7.3%	15.5%	18.3%	12.8%
%H (All HH)		100.0%	100.0%	57.5%	6.1%	89.5%	52.7%	36.7%
%H (TV HH)			100.0%	57.5%	6.1%	89.5%	52.7%	36.7%
Adult's bedroom	969	969	969	546	119	845	533	312
%V	41.7%	43.1%	43.3%	50.1%	45.8%	46.8%	59.0%	34.6%
%H (All HH)		100.0%	100.0%	56.3%	12.3%	87.2%	55.0%	32.2%
%H (TV HH)			100.0%	56.3%	12.3%	87.2%	55.0%	32.2%
Child's bedroom	227	227	227	144	32	198	145	53
%V	9.8%	10.1%	10.1%	13.2%	12.3%	11.0%	16.0%	5.9%
%H (All HH)		100.0%	100.0%	63.4%	14.1%	87.2%	63.9%	23.3%
%H (TV HH)			100.0%	63.4%	14.1%	87.2%	63.9%	23.3%
Other bedroom	89	89	89	52	10	78	50	28
%V	3.8%	4.0%	4.0%	4.8%	3.8%	4.3%	5.5%	3.1%
%H (All HH)		100.0%	100.0%	58.4%	11.2%	87.6%	56.2%	31.5%
%H (TV HH)			100.0%	58.4%	11.2%	87.6%	56.2%	31.5%
Second living/dining room	303	303	302	178	33	257	165	92
%V	13.0%	13.5%	13.5%	16.3%	12.7%	14.2%	18.3%	10.2%
%H (All HH)		100.0%	99.7%	58.7%	10.9%	84.8%	54.5%	30.4%
%H (TV HH)			99.7%	58.7%	10.9%	84.8%	54.5%	30.4%
Study/office	44	44	43	24	4	39	24	15
%V	1.9%	2.0%	1.9%	2.2%	1.5%	2.2%	2.7%	1.7%
%H (All HH)		100.0%	97.7%	54.5%	9.1%	88.6%	54.5%	34.1%
%H (TV HH)			97.7%	54.5%	9.1%	88.6%	54.5%	34.1%
TV room	12	12	12	8	1	10	7	3
%V	0.5%	0.5%	0.5%	0.7%	0.4%	0.6%	0.8%	0.3%
%H (All HH)		100.0%	100.0%	66.7%	8.3%	83.3%	58.3%	25.0%
%H (TV HH)			100.0%	66.7%	8.3%	83.3%	58.3%	25.0%
No specific location	5	5	5	2	2	4	2	1
%V	0.2%	0.2%	0.2%	0.2%	0.8%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	40.0%	40.0%	80.0%	40.0%	20.0%
%H (TV HH)			100.0%	40.0%	40.0%	80.0%	40.0%	20.0%
Other	5	5	5	4	0	5	4	1
%V	0.2%	0.2%	0.2%	0.4%	0.0%	0.3%	0.4%	0.1%
%H (All HH)		100.0%	100.0%	80.0%	0.0%	100.0%	80.0%	20.0%
%H (TV HH)			100.0%	80.0%	0.0%	100.0%	80.0%	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

July 2010 - June 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	2323	2246	2240	1090	260	1805	904	901
%H (All HH)		96.7%	96.4%	46.9%	11.2%	77.7%	38.9%	38.8%
%H (TV HH)			99.7%	48.5%	11.6%	80.4%	40.2%	40.1%
PVR	1103	1103	1103	751	125	845	610	235
%V	47.5%	49.1%	49.2%	68.9%	48.1%	46.8%	67.5%	26.1%
%H (All HH)		100.0%	100.0%	68.1%	11.3%	76.6%	55.3%	21.3%
%H (TV HH)			100.0%	68.1%	11.3%	76.6%	55.3%	21.3%
DVDR	303	303	303	161	30	247	134	113
%V	13.0%	13.5%	13.5%	14.8%	11.5%	13.7%	14.8%	12.5%
%H (All HH)		100.0%	100.0%	53.1%	9.9%	81.5%	44.2%	37.3%
%H (TV HH)			100.0%	53.1%	9.9%	81.5%	44.2%	37.3%
VCR	255	255	255	112	36	206	97	109
%V	11.0%	11.4%	11.4%	10.3%	13.8%	11.4%	10.7%	12.1%
%H (All HH)		100.0%	100.0%	43.9%	14.1%	80.8%	38.0%	42.7%
%H (TV HH)			100.0%	43.9%	14.1%	80.8%	38.0%	42.7%
Any recorder	1340	1340	1340	831	155	1042	679	363
%V	57.7%	59.7%	59.8%	76.2%	59.6%	57.7%	75.1%	40.3%
%H (All HH)		100.0%	100.0%	62.0%	11.6%	77.8%	50.7%	27.1%
%H (TV HH)			100.0%	62.0%	11.6%	77.8%	50.7%	27.1%

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

July 2010 - June 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	2323	2246	2240	1090	260	1805	904	901
%H (All HH)		96.7%	96.4%	46.9%	11.2%	77.7%	38.9%	38.8%
%H (TV HH)			99.7%	48.5%	11.6%	80.4%	40.2%	40.1%
Receives HDTV (via STB or built-in reception)	630	630	630	391	135	480	370	110
%V	27.1%	28.0%	28.1%	35.9%	51.9%	26.6%	40.9%	12.2%
%H (All HH)		100.0%	100.0%	62.1%	21.4%	76.2%	58.7%	17.5%
%H (TV HH)			100.0%	62.1%	21.4%	76.2%	58.7%	17.5%
DVD/Blu-ray player or recorder	1760	1760	1758	902	224	1414	771	643
%V	75.8%	78.4%	78.5%	82.8%	86.2%	78.3%	85.3%	71.4%
%H (All HH)		100.0%	99.9%	51.3%	12.7%	80.3%	43.8%	36.5%
%H (TV HH)			99.9%	51.3%	12.7%	80.3%	43.8%	36.5%

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

July 2010 - June 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	2323	2246	2240	1090	260	1805	904	901
%H (All HH)		96.7%	96.4%	46.9%	11.2%	77.7%	38.9%	38.8%
%H (TV HH)			99.7%	48.5%	11.6%	80.4%	40.2%	40.1%
Has PC or Laptop	1681	1629	1627	882	225	1282	751	530
%V	72.4%	72.5%	72.6%	80.9%	86.5%	71.0%	83.1%	58.8%
%H (All HH)		96.9%	96.8%	52.5%	13.4%	76.3%	44.7%	31.5%
%H (TV HH)			99.9%	54.1%	13.8%	78.7%	46.1%	32.5%
Has broadband internet	1568	1521	1520	835	217	1191	714	476
%V	67.5%	67.7%	67.9%	76.6%	83.5%	66.0%	79.0%	52.8%
%H (All HH)		97.0%	96.9%	53.3%	13.8%	76.0%	45.5%	30.4%
%H (TV HH)			99.9%	54.9%	14.3%	78.3%	46.9%	31.3%

Base: ITV Wales and West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	4436	4428	2381	513	3729	2165	1564
%H		99.8%	53.7%	11.6%	84.1%	48.8%	35.3%
Under 20"	1124	1121	588	113	999	576	423
%V	25.3%	25.3%	24.7%	22.0%	26.8%	26.6%	27.0%
%H		99.7%	52.3%	10.1%	88.9%	51.2%	37.6%
20" - 29"	1398	1395	664	153	1193	605	588
%V	31.5%	31.5%	27.9%	29.8%	32.0%	27.9%	37.6%
%H		99.8%	47.5%	10.9%	85.3%	43.3%	42.1%
30" - 39"	1267	1266	701	168	1024	619	405
%V	28.6%	28.6%	29.4%	32.7%	27.5%	28.6%	25.9%
%H		99.9%	55.3%	13.3%	80.8%	48.9%	32.0%
40" and over	626	626	422	76	496	362	134
%V	14.1%	14.1%	17.7%	14.8%	13.3%	16.7%	8.6%
%H		100.0%	67.4%	12.1%	79.2%	57.8%	21.4%
Don't know	22	22	6	3	17	4	13
%V	0.5%	0.5%	0.3%	0.6%	0.5%	0.2%	0.8%
%H		100.0%	27.3%	13.6%	77.3%	18.2%	59.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	4436	4428	2381	513	3729	2165	1564
%H		99.8%	53.7%	11.6%	84.1%	48.8%	35.3%
Main living room	2234	2228	1091	259	1795	906	889
%V	50.4%	50.3%	45.8%	50.5%	48.1%	41.8%	56.8%
%H		99.7%	48.8%	11.6%	80.3%	40.6%	39.8%
Kitchen	314	314	181	19	280	165	115
%V	7.1%	7.1%	7.6%	3.7%	7.5%	7.6%	7.4%
%H		100.0%	57.6%	6.1%	89.2%	52.5%	36.6%
Adult's bedroom	1116	1116	638	142	981	634	347
%V	25.2%	25.2%	26.8%	27.7%	26.3%	29.3%	22.2%
%H		100.0%	57.2%	12.7%	87.9%	56.8%	31.1%
Child's bedroom	299	299	191	42	266	198	68
%V	6.7%	6.8%	8.0%	8.2%	7.1%	9.1%	4.3%
%H		100.0%	63.9%	14.0%	89.0%	66.2%	22.7%
Other bedroom	97	97	59	10	85	56	30
%V	2.2%	2.2%	2.5%	1.9%	2.3%	2.6%	1.9%
%H		100.0%	60.8%	10.3%	87.6%	57.7%	30.9%
Second living/dining room	309	308	182	33	262	168	94
%V	7.0%	7.0%	7.6%	6.4%	7.0%	7.8%	6.0%
%H		99.7%	58.9%	10.7%	84.8%	54.4%	30.4%
Study/office	44	44	25	4	39	25	15
%V	1.0%	1.0%	1.0%	0.8%	1.0%	1.2%	1.0%
%H		100.0%	56.8%	9.1%	88.6%	56.8%	34.1%
TV room	12	12	8	1	10	7	3
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%
%H		100.0%	66.7%	8.3%	83.3%	58.3%	25.0%
No specific location	6	6	2	2	4	3	1
%V	0.1%	0.1%	0.1%	0.4%	0.1%	0.1%	0.1%
%H		100.0%	33.3%	33.3%	66.7%	50.0%	16.7%
Other	5	5	4	0	5	4	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%
%H		100.0%	80.0%	0.0%	100.0%	80.0%	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

July 2010 - June 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	4436	4428	2381	513	3729	2165	1564
%H		99.8%	53.7%	11.6%	84.1%	48.8%	35.3%
PVR	1358	1358	962	140	1026	760	266
%V	30.6%	30.7%	40.4%	27.3%	27.5%	35.1%	17.0%
%H		100.0%	70.8%	10.3%	75.6%	56.0%	19.6%
DVDR	353	352	195	34	290	166	124
%V	8.0%	7.9%	8.2%	6.6%	7.8%	7.7%	7.9%
%H		99.7%	55.2%	9.6%	82.2%	47.0%	35.1%
VCR	287	287	126	42	235	114	121
%V	6.5%	6.5%	5.3%	8.2%	6.3%	5.3%	7.7%
%H		100.0%	43.9%	14.6%	81.9%	39.7%	42.2%
Any recorder	1703	1703	1106	181	1320	893	427
%V	38.4%	38.5%	46.5%	35.3%	35.4%	41.2%	27.3%
%H		100.0%	64.9%	10.6%	77.5%	52.4%	25.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4436	4428	2381	513	3729	2165	1564
%H		99.8%	53.7%	11.6%	84.1%	48.8%	35.3%
Receives HDTV (via STB or built-in reception)	767	767	474	161	584	445	139
%V	17.3%	17.3%	19.9%	31.4%	15.7%	20.6%	8.9%
%H		100.0%	61.8%	21.0%	76.1%	58.0%	18.1%
DVD/Blu-ray player or recorder	2640	2638	1450	345	2185	1322	863
%V	59.5%	59.6%	60.9%	67.3%	58.6%	61.1%	55.2%
%H		99.9%	54.9%	13.1%	82.8%	50.1%	32.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Wales and West

Set level data

Table 17.15: 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	2245	2239	1090	260	1804	904	901
%H		99.7%	48.6%	11.6%	80.4%	40.3%	40.1%
Under 20"	85	82	18	7	69	11	58
%V	3.8%	3.7%	1.7%	2.7%	3.8%	1.2%	6.4%
%H		96.5%	21.2%	8.2%	81.2%	12.9%	68.2%
20" - 29"	679	676	240	62	554	179	375
%V	30.2%	30.2%	22.0%	23.8%	30.7%	19.8%	41.6%
%H		99.6%	35.3%	9.1%	81.6%	26.4%	55.2%
30" - 39"	922	922	468	122	736	399	337
%V	41.1%	41.2%	42.9%	46.9%	40.8%	44.1%	37.4%
%H		100.0%	50.8%	13.2%	79.8%	43.3%	36.6%
40" and over	548	548	362	67	436	312	124
%V	24.4%	24.5%	33.2%	25.8%	24.2%	34.5%	13.8%
%H		100.0%	66.1%	12.2%	79.6%	56.9%	22.6%
Don't know	11	11	3	1	9	1	7
%V	0.5%	0.5%	0.3%	0.4%	0.5%	0.1%	0.8%
%H		100.0%	27.3%	9.1%	81.8%	9.1%	63.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	2245	2239	1090	260	1804	904	901
%H		99.7%	48.6%	11.6%	80.4%	40.3%	40.1%
PVR	1064	1064	729	120	809	588	221
%V	47.4%	47.5%	66.9%	46.2%	44.8%	65.0%	24.5%
%H		100.0%	68.5%	11.3%	76.0%	55.3%	20.8%
DVDR	262	262	138	27	210	112	98
%V	11.7%	11.7%	12.7%	10.4%	11.6%	12.4%	10.9%
%H		100.0%	52.7%	10.3%	80.2%	42.7%	37.4%
VCR	210	210	86	31	168	73	95
%V	9.4%	9.4%	7.9%	11.9%	9.3%	8.1%	10.5%
%H		100.0%	41.0%	14.8%	80.0%	34.8%	45.2%
Any recorder	1291	1290	807	149	996	654	342
%V	57.5%	57.6%	74.0%	57.3%	55.2%	72.3%	38.0%
%H		99.9%	62.5%	11.5%	77.1%	50.7%	26.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2245	2239	1090	260	1804	904	901
%H		99.7%	48.6%	11.6%	80.4%	40.3%	40.1%
Receives HDTV (via STB or built-in reception)	601	601	373	132	452	351	101
%V	26.8%	26.8%	34.2%	50.8%	25.1%	38.8%	11.2%
%H		100.0%	62.1%	22.0%	75.2%	58.4%	16.8%
DVD/Blu-ray player or recorder	1652	1650	842	211	1319	711	609
%V	73.6%	73.7%	77.2%	81.2%	73.1%	78.7%	67.6%
%H		99.9%	51.0%	12.8%	79.8%	43.0%	36.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	2191	2189	1291	253	1924	1261	663
%H		99.9%	58.9%	11.5%	87.8%	57.6%	30.3%
Under 20"	1039	1039	571	106	930	564	366
%V	47.4%	47.5%	44.2%	41.9%	48.3%	44.7%	55.2%
%H		100.0%	55.0%	10.2%	89.5%	54.3%	35.2%
20" - 29"	719	719	424	91	638	425	213
%V	32.8%	32.8%	32.8%	36.0%	33.2%	33.7%	32.1%
%H		100.0%	59.0%	12.7%	88.7%	59.1%	29.6%
30" - 39"	344	344	233	46	288	219	69
%V	15.7%	15.7%	18.0%	18.2%	15.0%	17.4%	10.4%
%H		100.0%	67.7%	13.4%	83.7%	63.7%	20.1%
40" and over	77	77	60	9	60	50	11
%V	3.5%	3.5%	4.6%	3.6%	3.1%	4.0%	1.7%
%H		100.0%	77.9%	11.7%	77.9%	64.9%	14.3%
Don't know	10	10	3	1	8	3	5
%V	0.5%	0.5%	0.2%	0.4%	0.4%	0.2%	0.8%
%H		100.0%	30.0%	10.0%	80.0%	30.0%	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

July 2010 - June 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	2191	2189	1291	253	1924	1261	663
%H		99.9%	58.9%	11.5%	87.8%	57.6%	30.3%
PVR	294	294	232	20	218	172	45
%V	13.4%	13.4%	18.0%	7.9%	11.3%	13.6%	6.8%
%H		100.0%	78.9%	6.8%	74.1%	58.5%	15.3%
DVDR	90	90	58	7	80	54	26
%V	4.1%	4.1%	4.5%	2.8%	4.2%	4.3%	3.9%
%H		100.0%	64.4%	7.8%	88.9%	60.0%	28.9%
VCR	77	77	40	11	67	41	26
%V	3.5%	3.5%	3.1%	4.3%	3.5%	3.3%	3.9%
%H		100.0%	51.9%	14.3%	87.0%	53.2%	33.8%
Any recorder	413	413	300	32	324	239	84
%V	18.8%	18.9%	23.2%	12.6%	16.8%	19.0%	12.7%
%H		100.0%	72.6%	7.7%	78.5%	57.9%	20.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.20: 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	2191	2189	1291	253	1924	1261	663
%H		99.9%	58.9%	11.5%	87.8%	57.6%	30.3%
Receives HDTV (via STB or built-in reception)	166	166	101	29	132	94	38
%V	7.6%	7.6%	7.8%	11.5%	6.9%	7.5%	5.7%
%H		100.0%	60.8%	17.5%	79.5%	56.6%	22.9%
DVD/Blu-ray player or recorder	987	987	608	134	866	611	255
%V	45.0%	45.1%	47.1%	53.0%	45.0%	48.5%	38.5%
%H		100.0%	61.6%	13.6%	87.7%	61.9%	25.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Wales and West

Individual level data

Table 17.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5197	5065	5056	2727	637	4054	2329	1725
%H		97.5%	97.3%	52.5%	12.3%	78.0%	44.8%	33.2%
Total Children	933	918	917	564	118	707	466	241
%V	18.0%	18.1%	18.1%	20.7%	18.5%	17.4%	20.0%	14.0%
%H		98.4%	98.3%	60.5%	12.6%	75.8%	49.9%	25.8%
0 - 3	244	239	238	137	35	176	107	68
%V	4.7%	4.7%	4.7%	5.0%	5.5%	4.3%	4.6%	3.9%
%H		98.0%	97.5%	56.1%	14.3%	72.1%	43.9%	27.9%
4 - 15	689	679	679	428	83	532	359	173
%V	13.3%	13.4%	13.4%	15.7%	13.0%	13.1%	15.4%	10.0%
%H		98.5%	98.5%	62.1%	12.0%	77.2%	52.1%	25.1%
4 - 9	334	328	328	208	34	248	161	87
%V	6.4%	6.5%	6.5%	7.6%	5.3%	6.1%	6.9%	5.0%
%H		98.2%	98.2%	62.3%	10.2%	74.3%	48.2%	26.0%
10 - 15	355	352	352	220	49	284	198	86
%V	6.8%	6.9%	7.0%	8.1%	7.7%	7.0%	8.5%	5.0%
%H		99.2%	99.2%	62.0%	13.8%	80.0%	55.8%	24.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Wales and West

Individual level data

Table 17.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5197	5065	5056	2727	637	4054	2329	1725
%H		97.5%	97.3%	52.5%	12.3%	78.0%	44.8%	33.2%
Total Adults (16+)	4264	4147	4139	2162	519	3346	1862	1484
%V	82.0%	81.9%	81.9%	79.3%	81.5%	82.5%	79.9%	86.0%
%H		97.3%	97.1%	50.7%	12.2%	78.5%	43.7%	34.8%
16 - 19	259	254	254	151	33	207	133	74
%V	5.0%	5.0%	5.0%	5.5%	5.2%	5.1%	5.7%	4.3%
%H		98.1%	98.1%	58.3%	12.7%	79.9%	51.4%	28.6%
20 - 24	361	331	329	162	55	263	150	113
%V	6.9%	6.5%	6.5%	5.9%	8.6%	6.5%	6.4%	6.6%
%H		91.7%	91.1%	44.9%	15.2%	72.9%	41.6%	31.3%
25 - 34	621	595	595	331	104	441	277	164
%V	11.9%	11.7%	11.8%	12.1%	16.3%	10.9%	11.9%	9.5%
%H		95.8%	95.8%	53.3%	16.7%	71.0%	44.6%	26.4%
35 - 44	674	657	656	391	84	512	325	186
%V	13.0%	13.0%	13.0%	14.3%	13.2%	12.6%	14.0%	10.8%
%H		97.5%	97.3%	58.0%	12.5%	76.0%	48.2%	27.6%
45 - 54	737	720	720	408	96	586	364	221
%V	14.2%	14.2%	14.2%	15.0%	15.1%	14.5%	15.6%	12.8%
%H		97.7%	97.7%	55.4%	13.0%	79.5%	49.4%	30.0%
55 - 64	677	664	664	353	78	546	308	238
%V	13.0%	13.1%	13.1%	12.9%	12.2%	13.5%	13.2%	13.8%
%H		98.1%	98.1%	52.1%	11.5%	80.6%	45.5%	35.2%
65+	935	925	921	367	69	791	305	487
%V	18.0%	18.3%	18.2%	13.5%	10.8%	19.5%	13.1%	28.2%
%H		98.9%	98.5%	39.3%	7.4%	84.6%	32.6%	52.1%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Wales and West

Individual level data

Table 17.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4264	4147	4139	2162	519	3346	1862	1484
%H		97.3%	97.1%	50.7%	12.2%	78.5%	43.7%	34.8%
AB	961	944	943	492	117	744	408	336
%V	22.5%	22.8%	22.8%	22.8%	22.5%	22.2%	21.9%	22.6%
%H		98.2%	98.1%	51.2%	12.2%	77.4%	42.5%	35.0%
C1	1218	1164	1162	599	161	932	521	411
%V	28.6%	28.1%	28.1%	27.7%	31.0%	27.9%	28.0%	27.7%
%H		95.6%	95.4%	49.2%	13.2%	76.5%	42.8%	33.7%
C2	1054	1036	1034	569	139	852	516	335
%V	24.7%	25.0%	25.0%	26.3%	26.8%	25.5%	27.7%	22.6%
%H		98.3%	98.1%	54.0%	13.2%	80.8%	49.0%	31.8%
D	665	652	651	348	79	531	305	226
%V	15.6%	15.7%	15.7%	16.1%	15.2%	15.9%	16.4%	15.2%
%H		98.0%	97.9%	52.3%	11.9%	79.8%	45.9%	34.0%
E	365	350	349	154	23	287	113	174
%V	8.6%	8.4%	8.4%	7.1%	4.4%	8.6%	6.1%	11.7%
%H		95.9%	95.6%	42.2%	6.3%	78.6%	31.0%	47.7%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Wales and West
Individual level data
Table 17.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4264	4147	4139	2162	519	3346	1862	1484
%H		97.3%	97.1%	50.7%	12.2%	78.5%	43.7%	34.8%
Working full time	1900	1860	1858	1059	271	1459	919	540
%V	44.6%	44.9%	44.9%	49.0%	52.2%	43.6%	49.4%	36.4%
%H		97.9%	97.8%	55.7%	14.3%	76.8%	48.4%	28.4%
Working part time	427	417	417	229	53	336	198	138
%V	10.0%	10.1%	10.1%	10.6%	10.2%	10.0%	10.6%	9.3%
%H		97.7%	97.7%	53.6%	12.4%	78.7%	46.4%	32.3%
Not working	1936	1870	1864	874	196	1551	745	806
%V	45.4%	45.1%	45.0%	40.4%	37.8%	46.4%	40.0%	54.3%
%H		96.6%	96.3%	45.1%	10.1%	80.1%	38.5%	41.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Wales and West

Individual level data

Table 17.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2089	2017	2013	1089	257	1615	936	679
%H		96.6%	96.4%	52.1%	12.3%	77.3%	44.8%	32.5%
16 - 19	136	133	133	80	18	109	71	37
%V	6.5%	6.6%	6.6%	7.3%	7.0%	6.7%	7.6%	5.4%
%H		97.8%	97.8%	58.8%	13.2%	80.1%	52.2%	27.2%
20 - 24	186	168	166	90	28	132	83	49
%V	8.9%	8.3%	8.2%	8.3%	10.9%	8.2%	8.9%	7.2%
%H		90.3%	89.2%	48.4%	15.1%	71.0%	44.6%	26.3%
25 - 34	318	302	301	167	53	224	142	83
%V	15.2%	15.0%	15.0%	15.3%	20.6%	13.9%	15.2%	12.2%
%H		95.0%	94.7%	52.5%	16.7%	70.4%	44.7%	26.1%
35 - 44	328	318	317	196	37	245	158	88
%V	15.7%	15.8%	15.7%	18.0%	14.4%	15.2%	16.9%	13.0%
%H		97.0%	96.6%	59.8%	11.3%	74.7%	48.2%	26.8%
45 - 54	361	354	354	201	45	290	180	110
%V	17.3%	17.6%	17.6%	18.5%	17.5%	18.0%	19.2%	16.2%
%H		98.1%	98.1%	55.7%	12.5%	80.3%	49.9%	30.5%
55 - 64	326	315	315	169	42	254	147	107
%V	15.6%	15.6%	15.6%	15.5%	16.3%	15.7%	15.7%	15.8%
%H		96.6%	96.6%	51.8%	12.9%	77.9%	45.1%	32.8%
65+	433	427	426	186	34	361	155	206
%V	20.7%	21.2%	21.2%	17.1%	13.2%	22.4%	16.6%	30.3%
%H		98.6%	98.4%	43.0%	7.9%	83.4%	35.8%	47.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Wales and West

Individual level data

Table 17.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2089	2017	2013	1089	257	1615	936	679
%H		96.6%	96.4%	52.1%	12.3%	77.3%	44.8%	32.5%
AB	489	480	479	255	59	378	211	167
%V	23.4%	23.8%	23.8%	23.4%	23.0%	23.4%	22.5%	24.6%
%H		98.2%	98.0%	52.1%	12.1%	77.3%	43.1%	34.2%
C1	566	535	533	291	80	417	250	167
%V	27.1%	26.5%	26.5%	26.7%	31.1%	25.8%	26.7%	24.6%
%H		94.5%	94.2%	51.4%	14.1%	73.7%	44.2%	29.5%
C2	577	563	562	308	74	462	277	184
%V	27.6%	27.9%	27.9%	28.3%	28.8%	28.6%	29.6%	27.1%
%H		97.6%	97.4%	53.4%	12.8%	80.1%	48.0%	31.9%
D	317	308	308	173	37	251	153	98
%V	15.2%	15.3%	15.3%	15.9%	14.4%	15.5%	16.3%	14.4%
%H		97.2%	97.2%	54.6%	11.7%	79.2%	48.3%	30.9%
E	141	131	131	62	7	107	44	63
%V	6.7%	6.5%	6.5%	5.7%	2.7%	6.6%	4.7%	9.3%
%H		92.9%	92.9%	44.0%	5.0%	75.9%	31.2%	44.7%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Wales and West

Individual level data

Table 17.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2089	2017	2013	1089	257	1615	936	679
%H		96.6%	96.4%	52.1%	12.3%	77.3%	44.8%	32.5%
Working full time	1163	1135	1133	657	161	895	570	324
%V	55.7%	56.3%	56.3%	60.3%	62.6%	55.4%	60.9%	47.7%
%H		97.6%	97.4%	56.5%	13.8%	77.0%	49.0%	27.9%
Working part time	82	78	78	43	8	62	35	27
%V	3.9%	3.9%	3.9%	3.9%	3.1%	3.8%	3.7%	4.0%
%H		95.1%	95.1%	52.4%	9.8%	75.6%	42.7%	32.9%
Not working	844	804	802	389	89	658	330	328
%V	40.4%	39.9%	39.8%	35.7%	34.6%	40.7%	35.3%	48.3%
%H		95.3%	95.0%	46.1%	10.5%	78.0%	39.1%	38.9%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Wales and West

Individual level data

Table 17.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2175	2130	2126	1073	262	1732	927	805
%H		97.9%	97.7%	49.3%	12.0%	79.6%	42.6%	37.0%
16 - 19	123	121	121	71	15	98	61	37
%V	5.7%	5.7%	5.7%	6.6%	5.7%	5.7%	6.6%	4.6%
%H		98.4%	98.4%	57.7%	12.2%	79.7%	49.6%	30.1%
20 - 24	175	163	163	72	28	132	68	64
%V	8.0%	7.7%	7.7%	6.7%	10.7%	7.6%	7.3%	8.0%
%H		93.1%	93.1%	41.1%	16.0%	75.4%	38.9%	36.6%
25 - 34	303	294	293	164	50	217	135	82
%V	13.9%	13.8%	13.8%	15.3%	19.1%	12.5%	14.6%	10.2%
%H		97.0%	96.7%	54.1%	16.5%	71.6%	44.6%	27.1%
35 - 44	346	339	339	195	47	266	168	99
%V	15.9%	15.9%	15.9%	18.2%	17.9%	15.4%	18.1%	12.3%
%H		98.0%	98.0%	56.4%	13.6%	76.9%	48.6%	28.6%
45 - 54	375	366	366	207	50	296	184	112
%V	17.2%	17.2%	17.2%	19.3%	19.1%	17.1%	19.8%	13.9%
%H		97.6%	97.6%	55.2%	13.3%	78.9%	49.1%	29.9%
55 - 64	351	349	349	183	36	292	161	131
%V	16.1%	16.4%	16.4%	17.1%	13.7%	16.9%	17.4%	16.3%
%H		99.4%	99.4%	52.1%	10.3%	83.2%	45.9%	37.3%
65+	502	498	495	181	35	431	150	281
%V	23.1%	23.4%	23.3%	16.9%	13.4%	24.9%	16.2%	34.9%
%H		99.2%	98.6%	36.1%	7.0%	85.9%	29.9%	56.0%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Wales and West

Individual level data

Table 17.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2175	2130	2126	1073	262	1732	927	805
%H		97.9%	97.7%	49.3%	12.0%	79.6%	42.6%	37.0%
AB	472	465	464	237	58	367	197	170
%V	21.7%	21.8%	21.8%	22.1%	22.1%	21.2%	21.3%	21.1%
%H		98.5%	98.3%	50.2%	12.3%	77.8%	41.7%	36.0%
C1	653	629	628	308	81	515	271	244
%V	30.0%	29.5%	29.5%	28.7%	30.9%	29.7%	29.2%	30.3%
%H		96.3%	96.2%	47.2%	12.4%	78.9%	41.5%	37.4%
C2	477	473	472	261	64	390	239	151
%V	21.9%	22.2%	22.2%	24.3%	24.4%	22.5%	25.8%	18.8%
%H		99.2%	99.0%	54.7%	13.4%	81.8%	50.1%	31.7%
D	349	344	344	175	42	280	152	128
%V	16.0%	16.2%	16.2%	16.3%	16.0%	16.2%	16.4%	15.9%
%H		98.6%	98.6%	50.1%	12.0%	80.2%	43.6%	36.7%
E	224	219	218	92	16	180	69	111
%V	10.3%	10.3%	10.3%	8.6%	6.1%	10.4%	7.4%	13.8%
%H		97.8%	97.3%	41.1%	7.1%	80.4%	30.8%	49.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Wales and West
Individual level data
Table 17.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2175	2130	2126	1073	262	1732	927	805
%H		97.9%	97.7%	49.3%	12.0%	79.6%	42.6%	37.0%
Working full time	737	725	724	401	110	565	349	216
%V	33.9%	34.0%	34.1%	37.4%	42.0%	32.6%	37.6%	26.8%
%H		98.4%	98.2%	54.4%	14.9%	76.7%	47.4%	29.3%
Working part time	346	339	339	186	45	274	163	111
%V	15.9%	15.9%	15.9%	17.3%	17.2%	15.8%	17.6%	13.8%
%H		98.0%	98.0%	53.8%	13.0%	79.2%	47.1%	32.1%
Not working	1092	1066	1062	485	107	893	415	478
%V	50.2%	50.0%	50.0%	45.2%	40.8%	51.6%	44.8%	59.4%
%H		97.6%	97.3%	44.4%	9.8%	81.8%	38.0%	43.8%

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	3121	3020	3012	1412	331	2439	1154	1285
%H (All HH)		96.8%	96.5%	45.2%	10.6%	78.1%	37.0%	41.2%
%H (TV HH)			99.7%	46.8%	11.0%	80.8%	38.2%	42.5%
AB	687	672	669	326	76	527	258	269
%V	22.0%	22.3%	22.2%	23.1%	23.0%	21.6%	22.4%	20.9%
%H (All HH)		97.8%	97.4%	47.5%	11.1%	76.7%	37.6%	39.2%
%H (TV HH)			99.6%	48.5%	11.3%	78.4%	38.4%	40.0%
C1	904	865	864	401	103	696	330	365
%V	29.0%	28.6%	28.7%	28.4%	31.1%	28.5%	28.6%	28.4%
%H (All HH)		95.7%	95.6%	44.4%	11.4%	77.0%	36.5%	40.4%
%H (TV HH)			99.9%	46.4%	11.9%	80.5%	38.2%	42.2%
C2	705	690	689	347	80	566	300	267
%V	22.6%	22.8%	22.9%	24.6%	24.2%	23.2%	26.0%	20.8%
%H (All HH)		97.9%	97.7%	49.2%	11.3%	80.3%	42.6%	37.9%
%H (TV HH)			99.9%	50.3%	11.6%	82.0%	43.5%	38.7%
D	480	465	463	217	52	374	179	196
%V	15.4%	15.4%	15.4%	15.4%	15.7%	15.3%	15.5%	15.3%
%H (All HH)		96.9%	96.5%	45.2%	10.8%	77.9%	37.3%	40.8%
%H (TV HH)			99.6%	46.7%	11.2%	80.4%	38.5%	42.2%
E	345	328	327	121	19	275	87	188
%V	11.1%	10.9%	10.9%	8.6%	5.7%	11.3%	7.5%	14.6%
%H (All HH)		95.1%	94.8%	35.1%	5.5%	79.7%	25.2%	54.5%
%H (TV HH)			99.7%	36.9%	5.8%	83.8%	26.5%	57.3%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

Household level data

Table 18.2: Housewife Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3121	3020	3012	1412	331	2439	1154	1285
%H (All HH)		96.8%	96.5%	45.2%	10.6%	78.1%	37.0%	41.2%
%H (TV HH)			99.7%	46.8%	11.0%	80.8%	38.2%	42.5%
Under 25	164	146	145	54	19	113	41	72
%V	5.3%	4.8%	4.8%	3.8%	5.7%	4.6%	3.6%	5.6%
%H (All HH)		89.0%	88.4%	32.9%	11.6%	68.9%	25.0%	43.9%
%H (TV HH)			99.3%	37.0%	13.0%	77.4%	28.1%	49.3%
25 - 34	412	388	387	206	60	277	153	123
%V	13.2%	12.8%	12.8%	14.6%	18.1%	11.4%	13.3%	9.6%
%H (All HH)		94.2%	93.9%	50.0%	14.6%	67.2%	37.1%	29.9%
%H (TV HH)			99.7%	53.1%	15.5%	71.4%	39.4%	31.7%
35 - 44	514	499	499	285	61	390	235	156
%V	16.5%	16.5%	16.6%	20.2%	18.4%	16.0%	20.4%	12.1%
%H (All HH)		97.1%	97.1%	55.4%	11.9%	75.9%	45.7%	30.4%
%H (TV HH)			100.0%	57.1%	12.2%	78.2%	47.1%	31.3%
45 - 54	587	568	568	294	83	459	264	195
%V	18.8%	18.8%	18.9%	20.8%	25.1%	18.8%	22.9%	15.2%
%H (All HH)		96.8%	96.8%	50.1%	14.1%	78.2%	45.0%	33.2%
%H (TV HH)			100.0%	51.8%	14.6%	80.8%	46.5%	34.3%
55 - 64	566	553	552	271	52	458	226	233
%V	18.1%	18.3%	18.3%	19.2%	15.7%	18.8%	19.6%	18.1%
%H (All HH)		97.7%	97.5%	47.9%	9.2%	80.9%	39.9%	41.2%
%H (TV HH)			99.8%	49.0%	9.4%	82.8%	40.9%	42.1%
65 +	878	866	862	302	55	742	236	506
%V	28.1%	28.7%	28.6%	21.4%	16.6%	30.4%	20.5%	39.4%
%H (All HH)		98.6%	98.2%	34.4%	6.3%	84.5%	26.9%	57.6%
%H (TV HH)			99.5%	34.9%	6.4%	85.7%	27.3%	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

July 2010 - June 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	3121	3020	3012	1412	331	2439	1154	1285
%H (All HH)		96.8%	96.5%	45.2%	10.6%	78.1%	37.0%	41.2%
%H (TV HH)			99.7%	46.8%	11.0%	80.8%	38.2%	42.5%
1	1037	976	970	320	78	795	220	574
%V	33.2%	32.3%	32.2%	22.7%	23.6%	32.6%	19.1%	44.7%
%H (All HH)		94.1%	93.5%	30.9%	7.5%	76.7%	21.2%	55.4%
%H (TV HH)			99.4%	32.8%	8.0%	81.5%	22.5%	58.8%
2	1088	1068	1067	517	115	866	427	439
%V	34.9%	35.4%	35.4%	36.6%	34.7%	35.5%	37.0%	34.2%
%H (All HH)		98.2%	98.1%	47.5%	10.6%	79.6%	39.2%	40.3%
%H (TV HH)			99.9%	48.4%	10.8%	81.1%	40.0%	41.1%
3	455	448	448	260	62	356	226	130
%V	14.6%	14.8%	14.9%	18.4%	18.7%	14.6%	19.6%	10.1%
%H (All HH)		98.5%	98.5%	57.1%	13.6%	78.2%	49.7%	28.6%
%H (TV HH)			100.0%	58.0%	13.8%	79.5%	50.4%	29.0%
4	373	368	368	215	52	298	196	102
%V	12.0%	12.2%	12.2%	15.2%	15.7%	12.2%	17.0%	7.9%
%H (All HH)		98.7%	98.7%	57.6%	13.9%	79.9%	52.5%	27.3%
%H (TV HH)			100.0%	58.4%	14.1%	81.0%	53.3%	27.7%
5+	167	160	159	99	23	124	85	40
%V	5.4%	5.3%	5.3%	7.0%	6.9%	5.1%	7.4%	3.1%
%H (All HH)		95.8%	95.2%	59.3%	13.8%	74.3%	50.9%	24.0%
%H (TV HH)			99.4%	61.9%	14.4%	77.5%	53.1%	25.0%
Average HH size	2.23	2.25	2.25	2.50	2.51	2.24	2.59	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

July 2010 - June 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	3121	3020	3012	1412	331	2439	1154	1285
%H (All HH)		96.8%	96.5%	45.2%	10.6%	78.1%	37.0%	41.2%
%H (TV HH)			99.7%	46.8%	11.0%	80.8%	38.2%	42.5%
Without	2399	2312	2305	999	239	1892	814	1078
%V	76.9%	76.6%	76.5%	70.8%	72.2%	77.6%	70.5%	83.9%
%H (All HH)		96.4%	96.1%	41.6%	10.0%	78.9%	33.9%	44.9%
%H (TV HH)			99.7%	43.2%	10.3%	81.8%	35.2%	46.6%
With	722	708	707	413	91	547	339	208
%V	23.1%	23.4%	23.5%	29.2%	27.5%	22.4%	29.4%	16.2%
%H (All HH)		98.1%	97.9%	57.2%	12.6%	75.8%	47.0%	28.8%
%H (TV HH)			99.9%	58.3%	12.9%	77.3%	47.9%	29.4%
0 - 3	268	262	261	146	35	191	110	81
%V	8.6%	8.7%	8.7%	10.3%	10.6%	7.8%	9.5%	6.3%
%H (All HH)		97.8%	97.4%	54.5%	13.1%	71.3%	41.0%	30.2%
%H (TV HH)			99.6%	55.7%	13.4%	72.9%	42.0%	30.9%
4 - 9	339	331	331	202	36	249	155	94
%V	10.9%	11.0%	11.0%	14.3%	10.9%	10.2%	13.4%	7.3%
%H (All HH)		97.6%	97.6%	59.6%	10.6%	73.5%	45.7%	27.7%
%H (TV HH)			100.0%	61.0%	10.9%	75.2%	46.8%	28.4%
10 - 15	361	356	356	215	49	290	195	95
%V	11.6%	11.8%	11.8%	15.2%	14.8%	11.9%	16.9%	7.4%
%H (All HH)		98.6%	98.6%	59.6%	13.6%	80.3%	54.0%	26.3%
%H (TV HH)			100.0%	60.4%	13.8%	81.5%	54.8%	26.7%

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

July 2010 - June 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	3121	3020	3012	1412	331	2439	1154	1285
%H (All HH)		96.8%	96.5%	45.2%	10.6%	78.1%	37.0%	41.2%
%H (TV HH)			99.7%	46.8%	11.0%	80.8%	38.2%	42.5%
1	1215	1215	1209	443	127	872	233	640
%V	38.9%	40.2%	40.1%	31.4%	38.4%	35.8%	20.2%	49.8%
%H (All HH)		100.0%	99.5%	36.5%	10.5%	71.8%	19.2%	52.7%
%H (TV HH)			99.5%	36.5%	10.5%	71.8%	19.2%	52.7%
2	1054	1054	1053	518	110	887	456	431
%V	33.8%	34.9%	35.0%	36.7%	33.2%	36.4%	39.5%	33.5%
%H (All HH)		100.0%	99.9%	49.1%	10.4%	84.2%	43.3%	40.9%
%H (TV HH)			99.9%	49.1%	10.4%	84.2%	43.3%	40.9%
3	480	480	480	270	60	433	277	156
%V	15.4%	15.9%	15.9%	19.1%	18.1%	17.8%	24.0%	12.1%
%H (All HH)		100.0%	100.0%	56.3%	12.5%	90.2%	57.7%	32.5%
%H (TV HH)			100.0%	56.3%	12.5%	90.2%	57.7%	32.5%
4	187	187	187	123	26	170	130	39
%V	6.0%	6.2%	6.2%	8.7%	7.9%	7.0%	11.3%	3.0%
%H (All HH)		100.0%	100.0%	65.8%	13.9%	90.9%	69.5%	20.9%
%H (TV HH)			100.0%	65.8%	13.9%	90.9%	69.5%	20.9%
5+	83	83	83	57	7	78	58	20
%V	2.7%	2.7%	2.8%	4.0%	2.1%	3.2%	5.0%	1.6%
%H (All HH)		100.0%	100.0%	68.7%	8.4%	94.0%	69.9%	24.1%
%H (TV HH)			100.0%	68.7%	8.4%	94.0%	69.9%	24.1%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	3121	3020	3012	1412	331	2439	1154	1285
%H (All HH)		96.8%	96.5%	45.2%	10.6%	78.1%	37.0%	41.2%
%H (TV HH)			99.7%	46.8%	11.0%	80.8%	38.2%	42.5%
Under 20"	1178	1178	1175	573	119	1042	554	488
%V	37.7%	39.0%	39.0%	40.6%	36.0%	42.7%	48.0%	38.0%
%H (All HH)		100.0%	99.7%	48.6%	10.1%	88.5%	47.0%	41.4%
%H (TV HH)			99.7%	48.6%	10.1%	88.5%	47.0%	41.4%
20" - 29"	1521	1521	1516	671	149	1281	575	706
%V	48.7%	50.4%	50.3%	47.5%	45.0%	52.5%	49.8%	54.9%
%H (All HH)		100.0%	99.7%	44.1%	9.8%	84.2%	37.8%	46.4%
%H (TV HH)			99.7%	44.1%	9.8%	84.2%	37.8%	46.4%
30" - 39"	1480	1480	1479	775	182	1197	666	531
%V	47.4%	49.0%	49.1%	54.9%	55.0%	49.1%	57.7%	41.3%
%H (All HH)		100.0%	99.9%	52.4%	12.3%	80.9%	45.0%	35.9%
%H (TV HH)			99.9%	52.4%	12.3%	80.9%	45.0%	35.9%
40" and over	732	732	732	479	94	576	410	166
%V	23.5%	24.2%	24.3%	33.9%	28.4%	23.6%	35.5%	12.9%
%H (All HH)		100.0%	100.0%	65.4%	12.8%	78.7%	56.0%	22.7%
%H (TV HH)			100.0%	65.4%	12.8%	78.7%	56.0%	22.7%

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

July 2010 - June 2011

ITV West Macro

Household level data

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	3121	3020	3012	1412	331	2439	1154	1285
%H (All HH)		96.8%	96.5%	45.2%	10.6%	78.1%	37.0%	41.2%
%H (TV HH)			99.7%	46.8%	11.0%	80.8%	38.2%	42.5%
Main living room	2988	2988	2980	1404	328	2411	1148	1263
%V	95.7%	98.9%	98.9%	99.4%	99.1%	98.9%	99.5%	98.3%
%H (All HH)		100.0%	99.7%	47.0%	11.0%	80.7%	38.4%	42.3%
%H (TV HH)			99.7%	47.0%	11.0%	80.7%	38.4%	42.3%
Kitchen	413	413	413	229	24	372	210	162
%V	13.2%	13.7%	13.7%	16.2%	7.3%	15.3%	18.2%	12.6%
%H (All HH)		100.0%	100.0%	55.4%	5.8%	90.1%	50.8%	39.2%
%H (TV HH)			100.0%	55.4%	5.8%	90.1%	50.8%	39.2%
Adult's bedroom	1304	1304	1303	711	158	1141	695	446
%V	41.8%	43.2%	43.3%	50.4%	47.7%	46.8%	60.2%	34.7%
%H (All HH)		100.0%	99.9%	54.5%	12.1%	87.5%	53.3%	34.2%
%H (TV HH)			99.9%	54.5%	12.1%	87.5%	53.3%	34.2%
Child's bedroom	295	295	295	185	40	260	187	73
%V	9.5%	9.8%	9.8%	13.1%	12.1%	10.7%	16.2%	5.7%
%H (All HH)		100.0%	100.0%	62.7%	13.6%	88.1%	63.4%	24.7%
%H (TV HH)			100.0%	62.7%	13.6%	88.1%	63.4%	24.7%
Other bedroom	121	121	121	68	15	107	67	40
%V	3.9%	4.0%	4.0%	4.8%	4.5%	4.4%	5.8%	3.1%
%H (All HH)		100.0%	100.0%	56.2%	12.4%	88.4%	55.4%	33.1%
%H (TV HH)			100.0%	56.2%	12.4%	88.4%	55.4%	33.1%
Second living/dining room	381	381	380	219	37	329	203	126
%V	12.2%	12.6%	12.6%	15.5%	11.2%	13.5%	17.6%	9.8%
%H (All HH)		100.0%	99.7%	57.5%	9.7%	86.4%	53.3%	33.1%
%H (TV HH)			99.7%	57.5%	9.7%	86.4%	53.3%	33.1%
Study/office	57	57	57	33	5	52	33	19
%V	1.8%	1.9%	1.9%	2.3%	1.5%	2.1%	2.9%	1.5%
%H (All HH)		100.0%	100.0%	57.9%	8.8%	91.2%	57.9%	33.3%
%H (TV HH)			100.0%	57.9%	8.8%	91.2%	57.9%	33.3%
TV room	15	15	15	9	1	13	9	5
%V	0.5%	0.5%	0.5%	0.6%	0.3%	0.5%	0.8%	0.4%
%H (All HH)		100.0%	100.0%	60.0%	6.7%	86.7%	60.0%	33.3%
%H (TV HH)			100.0%	60.0%	6.7%	86.7%	60.0%	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	2	12	8	4
%V	0.4%	0.4%	0.4%	0.5%	0.6%	0.5%	0.7%	0.3%
%H (All HH)		100.0%	100.0%	53.8%	15.4%	92.3%	61.5%	30.8%
%H (TV HH)			100.0%	53.8%	15.4%	92.3%	61.5%	30.8%

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	3121	3020	3012	1412	331	2439	1154	1285
%H (All HH)		96.8%	96.5%	45.2%	10.6%	78.1%	37.0%	41.2%
%H (TV HH)			99.7%	46.8%	11.0%	80.8%	38.2%	42.5%
PVR	1502	1502	1502	988	159	1155	789	366
%V	48.1%	49.7%	49.9%	70.0%	48.0%	47.4%	68.4%	28.5%
%H (All HH)		100.0%	100.0%	65.8%	10.6%	76.9%	52.5%	24.4%
%H (TV HH)			100.0%	65.8%	10.6%	76.9%	52.5%	24.4%
DVDR	394	394	394	199	41	323	167	156
%V	12.6%	13.0%	13.1%	14.1%	12.4%	13.2%	14.5%	12.1%
%H (All HH)		100.0%	100.0%	50.5%	10.4%	82.0%	42.4%	39.6%
%H (TV HH)			100.0%	50.5%	10.4%	82.0%	42.4%	39.6%
VCR	341	341	340	148	48	280	133	147
%V	10.9%	11.3%	11.3%	10.5%	14.5%	11.5%	11.5%	11.4%
%H (All HH)		100.0%	99.7%	43.4%	14.1%	82.1%	39.0%	43.1%
%H (TV HH)			99.7%	43.4%	14.1%	82.1%	39.0%	43.1%
Any recorder	1810	1810	1809	1088	197	1412	875	537
%V	58.0%	59.9%	60.1%	77.1%	59.5%	57.9%	75.8%	41.8%
%H (All HH)		100.0%	99.9%	60.1%	10.9%	78.0%	48.3%	29.7%
%H (TV HH)			99.9%	60.1%	10.9%	78.0%	48.3%	29.7%

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

July 2010 - June 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	3121	3020	3012	1412	331	2439	1154	1285
%H (All HH)		96.8%	96.5%	45.2%	10.6%	78.1%	37.0%	41.2%
%H (TV HH)			99.7%	46.8%	11.0%	80.8%	38.2%	42.5%
Receives HDTV (via STB or built-in reception)	820	820	820	502	173	625	470	154
%V	26.3%	27.2%	27.2%	35.6%	52.3%	25.6%	40.7%	12.0%
%H (All HH)		100.0%	100.0%	61.2%	21.1%	76.2%	57.3%	18.8%
%H (TV HH)			100.0%	61.2%	21.1%	76.2%	57.3%	18.8%
DVD/Blu-ray player or recorder	2397	2397	2394	1184	287	1932	996	936
%V	76.8%	79.4%	79.5%	83.9%	86.7%	79.2%	86.3%	72.8%
%H (All HH)		100.0%	99.9%	49.4%	12.0%	80.6%	41.6%	39.0%
%H (TV HH)			99.9%	49.4%	12.0%	80.6%	41.6%	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

July 2010 - June 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	3121	3020	3012	1412	331	2439	1154	1285
%H (All HH)		96.8%	96.5%	45.2%	10.6%	78.1%	37.0%	41.2%
%H (TV HH)			99.7%	46.8%	11.0%	80.8%	38.2%	42.5%
Has PC or Laptop	2288	2219	2216	1161	291	1754	975	779
%V	73.3%	73.5%	73.6%	82.2%	87.9%	71.9%	84.5%	60.6%
%H (All HH)		97.0%	96.9%	50.7%	12.7%	76.7%	42.6%	34.0%
%H (TV HH)			99.9%	52.3%	13.1%	79.0%	43.9%	35.1%
Has broadband internet	2134	2073	2070	1100	283	1626	927	699
%V	68.4%	68.6%	68.7%	77.9%	85.5%	66.7%	80.3%	54.4%
%H (All HH)		97.1%	97.0%	51.5%	13.3%	76.2%	43.4%	32.8%
%H (TV HH)			99.9%	53.1%	13.7%	78.4%	44.7%	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

July 2010 - June 2011

ITV West Macro

Set level data

Table 18.11: 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	5962	5952	3090	672	5043	2812	2231
%H		99.8%	51.8%	11.3%	84.6%	47.2%	37.4%
Under 20"	1587	1584	799	163	1424	795	629
%V	26.6%	26.6%	25.9%	24.3%	28.2%	28.3%	28.2%
%H		99.8%	50.3%	10.3%	89.7%	50.1%	39.6%
20" - 29"	1868	1864	849	192	1603	767	835
%V	31.3%	31.3%	27.5%	28.6%	31.8%	27.3%	37.4%
%H		99.8%	45.4%	10.3%	85.8%	41.1%	44.7%
30" - 39"	1679	1678	899	212	1366	789	577
%V	28.2%	28.2%	29.1%	31.5%	27.1%	28.1%	25.9%
%H		99.9%	53.5%	12.6%	81.4%	47.0%	34.4%
40" and over	801	801	535	101	631	456	174
%V	13.4%	13.5%	17.3%	15.0%	12.5%	16.2%	7.8%
%H		100.0%	66.8%	12.6%	78.8%	56.9%	21.7%
Don't know	26	26	8	4	20	5	15
%V	0.4%	0.4%	0.3%	0.6%	0.4%	0.2%	0.7%
%H		100.0%	30.8%	15.4%	76.9%	19.2%	57.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

Set level data

Table 18.12: 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	5962	5952	3090	672	5043	2812	2231
%H		99.8%	51.8%	11.3%	84.6%	47.2%	37.4%
Main living room	3008	3000	1414	331	2429	1159	1270
%V	50.5%	50.4%	45.8%	49.3%	48.2%	41.2%	56.9%
%H		99.7%	47.0%	11.0%	80.8%	38.5%	42.2%
Kitchen	414	414	229	24	373	211	162
%V	6.9%	7.0%	7.4%	3.6%	7.4%	7.5%	7.3%
%H		100.0%	55.3%	5.8%	90.1%	51.0%	39.1%
Adult's bedroom	1542	1541	852	202	1361	857	503
%V	25.9%	25.9%	27.6%	30.1%	27.0%	30.5%	22.5%
%H		99.9%	55.3%	13.1%	88.3%	55.6%	32.6%
Child's bedroom	384	384	242	52	342	249	93
%V	6.4%	6.5%	7.8%	7.7%	6.8%	8.9%	4.2%
%H		100.0%	63.0%	13.5%	89.1%	64.8%	24.2%
Other bedroom	132	132	76	15	118	75	43
%V	2.2%	2.2%	2.5%	2.2%	2.3%	2.7%	1.9%
%H		100.0%	57.6%	11.4%	89.4%	56.8%	32.6%
Second living/dining room	387	386	223	37	335	207	128
%V	6.5%	6.5%	7.2%	5.5%	6.6%	7.4%	5.7%
%H		99.7%	57.6%	9.6%	86.6%	53.5%	33.1%
Study/office	58	58	33	5	53	33	19
%V	1.0%	1.0%	1.1%	0.7%	1.1%	1.2%	0.9%
%H		100.0%	56.9%	8.6%	91.4%	56.9%	32.8%
TV room	15	15	9	1	13	9	5
%V	0.3%	0.3%	0.3%	0.1%	0.3%	0.3%	0.2%
%H		100.0%	60.0%	6.7%	86.7%	60.0%	33.3%
No specific location	9	9	3	2	7	3	4
%V	0.2%	0.2%	0.1%	0.3%	0.1%	0.1%	0.2%
%H		100.0%	33.3%	22.2%	77.8%	33.3%	44.4%
Other	14	14	7	3	13	9	4
%V	0.2%	0.2%	0.2%	0.4%	0.3%	0.3%	0.2%
%H		100.0%	50.0%	21.4%	92.9%	64.3%	28.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

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	5962	5952	3090	672	5043	2812	2231
%H		99.8%	51.8%	11.3%	84.6%	47.2%	37.4%
PVR	1824	1824	1248	179	1389	979	410
%V	30.6%	30.6%	40.4%	26.6%	27.5%	34.8%	18.4%
%H		100.0%	68.4%	9.8%	76.2%	53.7%	22.5%
DVDR	455	455	240	46	376	205	171
%V	7.6%	7.6%	7.8%	6.8%	7.5%	7.3%	7.7%
%H		100.0%	52.7%	10.1%	82.6%	45.1%	37.6%
VCR	382	381	166	55	317	154	162
%V	6.4%	6.4%	5.4%	8.2%	6.3%	5.5%	7.3%
%H		99.7%	43.5%	14.4%	83.0%	40.3%	42.4%
Any recorder	2270	2269	1427	233	1769	1145	624
%V	38.1%	38.1%	46.2%	34.7%	35.1%	40.7%	28.0%
%H		100.0%	62.9%	10.3%	77.9%	50.4%	27.5%

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	5962	5952	3090	672	5043	2812	2231
%H		99.8%	51.8%	11.3%	84.6%	47.2%	37.4%
Receives HDTV (via STB or built-in reception)	992	992	606	205	755	563	192
%V	16.6%	16.7%	19.6%	30.5%	15.0%	20.0%	8.6%
%H		100.0%	61.1%	20.7%	76.1%	56.8%	19.4%
DVD/Blu-ray player or recorder	3585	3581	1904	456	2978	1728	1250
%V	60.1%	60.2%	61.6%	67.9%	59.1%	61.5%	56.0%
%H		99.9%	53.1%	12.7%	83.1%	48.2%	34.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

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	3019	3011	1411	330	2438	1153	1285
%H		99.7%	46.7%	10.9%	80.8%	38.2%	42.6%
Under 20"	136	134	27	8	116	17	99
%V	4.5%	4.5%	1.9%	2.4%	4.8%	1.5%	7.7%
%H		98.5%	19.9%	5.9%	85.3%	12.5%	72.8%
20" - 29"	930	926	311	77	765	225	540
%V	30.8%	30.8%	22.0%	23.3%	31.4%	19.5%	42.0%
%H		99.6%	33.4%	8.3%	82.3%	24.2%	58.1%
30" - 39"	1242	1242	615	154	997	519	478
%V	41.1%	41.2%	43.6%	46.7%	40.9%	45.0%	37.2%
%H		100.0%	49.5%	12.4%	80.3%	41.8%	38.5%
40" and over	697	696	454	90	549	390	159
%V	23.1%	23.1%	32.2%	27.3%	22.5%	33.8%	12.4%
%H		99.9%	65.1%	12.9%	78.8%	56.0%	22.8%
Don't know	14	14	4	1	11	2	8
%V	0.5%	0.5%	0.3%	0.3%	0.5%	0.2%	0.6%
%H		100.0%	28.6%	7.1%	78.6%	14.3%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

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	3019	3011	1411	330	2438	1153	1285
%H		99.7%	46.7%	10.9%	80.8%	38.2%	42.6%
PVR	1449	1449	961	153	1106	761	345
%V	48.0%	48.1%	68.1%	46.4%	45.4%	66.0%	26.8%
%H		100.0%	66.3%	10.6%	76.3%	52.5%	23.8%
DVDR	344	344	172	37	278	142	137
%V	11.4%	11.4%	12.2%	11.2%	11.4%	12.3%	10.7%
%H		100.0%	50.0%	10.8%	80.8%	41.3%	39.8%
VCR	281	280	114	39	229	100	128
%V	9.3%	9.3%	8.1%	11.8%	9.4%	8.7%	10.0%
%H		99.6%	40.6%	13.9%	81.5%	35.6%	45.6%
Any recorder	1743	1742	1057	188	1351	843	507
%V	57.7%	57.9%	74.9%	57.0%	55.4%	73.1%	39.5%
%H		99.9%	60.6%	10.8%	77.5%	48.4%	29.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3019	3011	1411	330	2438	1153	1285
%H		99.7%	46.7%	10.9%	80.8%	38.2%	42.6%
Receives HDTV (via STB or built-in reception)	785	785	482	169	593	450	143
%V	26.0%	26.1%	34.2%	51.2%	24.3%	39.0%	11.1%
%H		100.0%	61.4%	21.5%	75.5%	57.3%	18.2%
DVD/Blu-ray player or recorder	2261	2258	1113	273	1812	925	887
%V	74.9%	75.0%	78.9%	82.7%	74.3%	80.2%	69.0%
%H		99.9%	49.2%	12.1%	80.1%	40.9%	39.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

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	2943	2941	1678	341	2605	1659	947
%H		99.9%	57.0%	11.6%	88.5%	56.4%	32.2%
Under 20"	1451	1450	772	155	1309	778	530
%V	49.3%	49.3%	46.0%	45.5%	50.2%	46.9%	56.0%
%H		99.9%	53.2%	10.7%	90.2%	53.6%	36.5%
20" - 29"	939	938	538	115	837	542	296
%V	31.9%	31.9%	32.1%	33.7%	32.1%	32.7%	31.3%
%H		99.9%	57.3%	12.2%	89.1%	57.7%	31.5%
30" - 39"	437	436	284	58	368	270	99
%V	14.8%	14.8%	16.9%	17.0%	14.1%	16.3%	10.5%
%H		99.8%	65.0%	13.3%	84.2%	61.8%	22.7%
40" and over	104	104	81	11	82	66	16
%V	3.5%	3.5%	4.8%	3.2%	3.1%	4.0%	1.7%
%H		100.0%	77.9%	10.6%	78.8%	63.5%	15.4%
Don't know	13	13	4	2	9	3	6
%V	0.4%	0.4%	0.2%	0.6%	0.3%	0.2%	0.6%
%H		100.0%	30.8%	15.4%	69.2%	23.1%	46.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV West Macro
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	2943	2941	1678	341	2605	1659	947
%H		99.9%	57.0%	11.6%	88.5%	56.4%	32.2%
PVR	375	375	287	26	282	217	65
%V	12.7%	12.8%	17.1%	7.6%	10.8%	13.1%	6.9%
%H		100.0%	76.5%	6.9%	75.2%	57.9%	17.3%
DVDR	111	111	69	9	98	64	34
%V	3.8%	3.8%	4.1%	2.6%	3.8%	3.9%	3.6%
%H		100.0%	62.2%	8.1%	88.3%	57.7%	30.6%
VCR	101	101	52	16	88	54	34
%V	3.4%	3.4%	3.1%	4.7%	3.4%	3.3%	3.6%
%H		100.0%	51.5%	15.8%	87.1%	53.5%	33.7%
Any recorder	527	527	370	44	418	302	116
%V	17.9%	17.9%	22.1%	12.9%	16.0%	18.2%	12.2%
%H		100.0%	70.2%	8.3%	79.3%	57.3%	22.0%

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	2943	2941	1678	341	2605	1659	947
%H		99.9%	57.0%	11.6%	88.5%	56.4%	32.2%
Receives HDTV (via STB or built-in reception)	206	206	124	36	162	113	49
%V	7.0%	7.0%	7.4%	10.6%	6.2%	6.8%	5.2%
%H		100.0%	60.2%	17.5%	78.6%	54.9%	23.8%
DVD/Blu-ray player or recorder	1324	1324	790	184	1167	803	364
%V	45.0%	45.0%	47.1%	54.0%	44.8%	48.4%	38.4%
%H		100.0%	59.7%	13.9%	88.1%	60.6%	27.5%

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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ITV West Macro

Individual level data

Table 18.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6970	6787	6776	3525	829	5452	2988	2464
%H		97.4%	97.2%	50.6%	11.9%	78.2%	42.9%	35.4%
Total Children	1230	1202	1202	717	150	924	582	342
%V	17.6%	17.7%	17.7%	20.3%	18.1%	16.9%	19.5%	13.9%
%H		97.7%	97.7%	58.3%	12.2%	75.1%	47.3%	27.8%
0 - 3	317	308	308	170	43	227	129	97
%V	4.5%	4.5%	4.5%	4.8%	5.2%	4.2%	4.3%	3.9%
%H		97.2%	97.2%	53.6%	13.6%	71.6%	40.7%	30.6%
4 - 15	914	894	894	547	108	698	453	245
%V	13.1%	13.2%	13.2%	15.5%	13.0%	12.8%	15.2%	9.9%
%H		97.8%	97.8%	59.8%	11.8%	76.4%	49.6%	26.8%
4 - 9	443	430	430	263	45	320	197	123
%V	6.4%	6.3%	6.3%	7.5%	5.4%	5.9%	6.6%	5.0%
%H		97.1%	97.1%	59.4%	10.2%	72.2%	44.5%	27.8%
10 - 15	471	464	464	284	63	377	256	121
%V	6.8%	6.8%	6.8%	8.1%	7.6%	6.9%	8.6%	4.9%
%H		98.5%	98.5%	60.3%	13.4%	80.0%	54.4%	25.7%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

Individual level data

Table 18.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6970	6787	6776	3525	829	5452	2988	2464
%H		97.4%	97.2%	50.6%	11.9%	78.2%	42.9%	35.4%
Total Adults (16+)	5740	5584	5574	2809	679	4527	2406	2122
%V	82.4%	82.3%	82.3%	79.7%	81.9%	83.0%	80.5%	86.1%
%H		97.3%	97.1%	48.9%	11.8%	78.9%	41.9%	37.0%
16 - 19	348	341	341	192	48	284	178	106
%V	5.0%	5.0%	5.0%	5.4%	5.8%	5.2%	6.0%	4.3%
%H		98.0%	98.0%	55.2%	13.8%	81.6%	51.1%	30.5%
20 - 24	468	434	431	203	79	343	192	151
%V	6.7%	6.4%	6.4%	5.8%	9.5%	6.3%	6.4%	6.1%
%H		92.7%	92.1%	43.4%	16.9%	73.3%	41.0%	32.3%
25 - 34	810	776	775	421	130	568	340	229
%V	11.6%	11.4%	11.4%	11.9%	15.7%	10.4%	11.4%	9.3%
%H		95.8%	95.7%	52.0%	16.0%	70.1%	42.0%	28.3%
35 - 44	895	872	871	509	107	679	418	261
%V	12.8%	12.8%	12.9%	14.4%	12.9%	12.5%	14.0%	10.6%
%H		97.4%	97.3%	56.9%	12.0%	75.9%	46.7%	29.2%
45 - 54	988	964	964	528	132	788	476	312
%V	14.2%	14.2%	14.2%	15.0%	15.9%	14.5%	15.9%	12.7%
%H		97.6%	97.6%	53.4%	13.4%	79.8%	48.2%	31.6%
55 - 64	928	910	909	461	98	757	401	356
%V	13.3%	13.4%	13.4%	13.1%	11.8%	13.9%	13.4%	14.4%
%H		98.1%	98.0%	49.7%	10.6%	81.6%	43.2%	38.4%
65+	1302	1287	1284	494	85	1109	402	707
%V	18.7%	19.0%	18.9%	14.0%	10.3%	20.3%	13.5%	28.7%
%H		98.8%	98.6%	37.9%	6.5%	85.2%	30.9%	54.3%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV West Macro

Individual level data

Table 18.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5740	5584	5574	2809	679	4527	2406	2122
%H		97.3%	97.1%	48.9%	11.8%	78.9%	41.9%	37.0%
AB	1324	1299	1296	661	157	1026	543	483
%V	23.1%	23.3%	23.3%	23.5%	23.1%	22.7%	22.6%	22.8%
%H		98.1%	97.9%	49.9%	11.9%	77.5%	41.0%	36.5%
C1	1687	1623	1620	804	218	1305	694	611
%V	29.4%	29.1%	29.1%	28.6%	32.1%	28.8%	28.8%	28.8%
%H		96.2%	96.0%	47.7%	12.9%	77.4%	41.1%	36.2%
C2	1414	1389	1388	739	177	1150	666	484
%V	24.6%	24.9%	24.9%	26.3%	26.1%	25.4%	27.7%	22.8%
%H		98.2%	98.2%	52.3%	12.5%	81.3%	47.1%	34.2%
D	860	837	836	425	99	685	371	314
%V	15.0%	15.0%	15.0%	15.1%	14.6%	15.1%	15.4%	14.8%
%H		97.3%	97.2%	49.4%	11.5%	79.7%	43.1%	36.5%
E	455	435	434	179	27	362	132	230
%V	7.9%	7.8%	7.8%	6.4%	4.0%	8.0%	5.5%	10.8%
%H		95.6%	95.4%	39.3%	5.9%	79.6%	29.0%	50.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV West Macro
Individual level data
Table 18.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5740	5584	5574	2809	679	4527	2406	2122
%H		97.3%	97.1%	48.9%	11.8%	78.9%	41.9%	37.0%
Working full time	2522	2465	2462	1370	348	1940	1177	763
%V	43.9%	44.1%	44.2%	48.8%	51.3%	42.9%	48.9%	36.0%
%H		97.7%	97.6%	54.3%	13.8%	76.9%	46.7%	30.3%
Working part time	602	590	589	307	74	479	268	211
%V	10.5%	10.6%	10.6%	10.9%	10.9%	10.6%	11.1%	9.9%
%H		98.0%	97.8%	51.0%	12.3%	79.6%	44.5%	35.0%
Not working	2616	2530	2523	1132	258	2108	960	1148
%V	45.6%	45.3%	45.3%	40.3%	38.0%	46.6%	39.9%	54.1%
%H		96.7%	96.4%	43.3%	9.9%	80.6%	36.7%	43.9%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

Individual level data

Table 18.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2804	2712	2708	1413	335	2187	1210	977
%H		96.7%	96.6%	50.4%	11.9%	78.0%	43.2%	34.8%
16 - 19	183	180	180	103	23	151	96	56
%V	6.5%	6.6%	6.6%	7.3%	6.9%	6.9%	7.9%	5.7%
%H		98.4%	98.4%	56.3%	12.6%	82.5%	52.5%	30.6%
20 - 24	242	220	218	111	41	174	106	68
%V	8.6%	8.1%	8.1%	7.9%	12.2%	8.0%	8.8%	7.0%
%H		90.9%	90.1%	45.9%	16.9%	71.9%	43.8%	28.1%
25 - 34	414	393	393	213	66	290	175	115
%V	14.8%	14.5%	14.5%	15.1%	19.7%	13.3%	14.5%	11.8%
%H		94.9%	94.9%	51.4%	15.9%	70.0%	42.3%	27.8%
35 - 44	436	423	422	253	48	324	200	124
%V	15.5%	15.6%	15.6%	17.9%	14.3%	14.8%	16.5%	12.7%
%H		97.0%	96.8%	58.0%	11.0%	74.3%	45.9%	28.4%
45 - 54	480	469	469	259	61	386	233	153
%V	17.1%	17.3%	17.3%	18.3%	18.2%	17.6%	19.3%	15.7%
%H		97.7%	97.7%	54.0%	12.7%	80.4%	48.5%	31.9%
55 - 64	449	437	437	223	54	359	195	164
%V	16.0%	16.1%	16.1%	15.8%	16.1%	16.4%	16.1%	16.8%
%H		97.3%	97.3%	49.7%	12.0%	80.0%	43.4%	36.5%
65+	601	590	590	252	42	502	206	296
%V	21.4%	21.8%	21.8%	17.8%	12.5%	23.0%	17.0%	30.3%
%H		98.2%	98.2%	41.9%	7.0%	83.5%	34.3%	49.3%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

Individual level data

Table 18.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2804	2712	2708	1413	335	2187	1210	977
%H		96.7%	96.6%	50.4%	11.9%	78.0%	43.2%	34.8%
AB	668	656	655	341	79	519	282	238
%V	23.8%	24.2%	24.2%	24.1%	23.6%	23.7%	23.3%	24.4%
%H		98.2%	98.1%	51.0%	11.8%	77.7%	42.2%	35.6%
C1	779	744	743	387	107	586	331	255
%V	27.8%	27.4%	27.4%	27.4%	31.9%	26.8%	27.4%	26.1%
%H		95.5%	95.4%	49.7%	13.7%	75.2%	42.5%	32.7%
C2	769	752	751	396	94	622	355	267
%V	27.4%	27.7%	27.7%	28.0%	28.1%	28.4%	29.3%	27.3%
%H		97.8%	97.7%	51.5%	12.2%	80.9%	46.2%	34.7%
D	409	395	394	213	46	325	189	136
%V	14.6%	14.6%	14.5%	15.1%	13.7%	14.9%	15.6%	13.9%
%H		96.6%	96.3%	52.1%	11.2%	79.5%	46.2%	33.3%
E	178	165	165	75	9	135	53	82
%V	6.3%	6.1%	6.1%	5.3%	2.7%	6.2%	4.4%	8.4%
%H		92.7%	92.7%	42.1%	5.1%	75.8%	29.8%	46.1%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV West Macro
Individual level data
Table 18.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2804	2712	2708	1413	335	2187	1210	977
%H		96.7%	96.6%	50.4%	11.9%	78.0%	43.2%	34.8%
Working full time	1554	1515	1513	851	209	1200	734	466
%V	55.4%	55.9%	55.9%	60.2%	62.4%	54.9%	60.7%	47.7%
%H		97.5%	97.4%	54.8%	13.4%	77.2%	47.2%	30.0%
Working part time	115	112	112	57	12	91	48	44
%V	4.1%	4.1%	4.1%	4.0%	3.6%	4.2%	4.0%	4.5%
%H		97.4%	97.4%	49.6%	10.4%	79.1%	41.7%	38.3%
Not working	1135	1085	1083	506	114	896	428	468
%V	40.5%	40.0%	40.0%	35.8%	34.0%	41.0%	35.4%	47.9%
%H		95.6%	95.4%	44.6%	10.0%	78.9%	37.7%	41.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

Individual level data

Table 18.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2936	2872	2867	1396	344	2340	1196	1145
%H		97.8%	97.6%	47.5%	11.7%	79.7%	40.7%	39.0%
16 - 19	165	161	161	90	25	132	82	50
%V	5.6%	5.6%	5.6%	6.4%	7.3%	5.6%	6.9%	4.4%
%H		97.6%	97.6%	54.5%	15.2%	80.0%	49.7%	30.3%
20 - 24	227	214	213	92	39	169	86	83
%V	7.7%	7.5%	7.4%	6.6%	11.3%	7.2%	7.2%	7.2%
%H		94.3%	93.8%	40.5%	17.2%	74.4%	37.9%	36.6%
25 - 34	396	383	382	208	64	278	165	113
%V	13.5%	13.3%	13.3%	14.9%	18.6%	11.9%	13.8%	9.9%
%H		96.7%	96.5%	52.5%	16.2%	70.2%	41.7%	28.5%
35 - 44	459	450	450	256	59	355	218	137
%V	15.6%	15.7%	15.7%	18.3%	17.2%	15.2%	18.2%	12.0%
%H		98.0%	98.0%	55.8%	12.9%	77.3%	47.5%	29.8%
45 - 54	508	495	494	269	70	401	242	159
%V	17.3%	17.2%	17.2%	19.3%	20.3%	17.1%	20.2%	13.9%
%H		97.4%	97.2%	53.0%	13.8%	78.9%	47.6%	31.3%
55 - 64	479	474	473	239	44	398	206	192
%V	16.3%	16.5%	16.5%	17.1%	12.8%	17.0%	17.2%	16.8%
%H		99.0%	98.7%	49.9%	9.2%	83.1%	43.0%	40.1%
65+	702	697	694	242	43	607	196	410
%V	23.9%	24.3%	24.2%	17.3%	12.5%	25.9%	16.4%	35.8%
%H		99.3%	98.9%	34.5%	6.1%	86.5%	27.9%	58.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV West Macro

Individual level data

Table 18.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2936	2872	2867	1396	344	2340	1196	1145
%H		97.8%	97.6%	47.5%	11.7%	79.7%	40.7%	39.0%
AB	656	643	641	320	78	506	261	245
%V	22.3%	22.4%	22.4%	22.9%	22.7%	21.6%	21.8%	21.4%
%H		98.0%	97.7%	48.8%	11.9%	77.1%	39.8%	37.3%
C1	907	879	878	416	111	719	362	357
%V	30.9%	30.6%	30.6%	29.8%	32.3%	30.7%	30.3%	31.2%
%H		96.9%	96.8%	45.9%	12.2%	79.3%	39.9%	39.4%
C2	645	637	637	343	83	528	311	217
%V	22.0%	22.2%	22.2%	24.6%	24.1%	22.6%	26.0%	19.0%
%H		98.8%	98.8%	53.2%	12.9%	81.9%	48.2%	33.6%
D	450	443	442	212	53	360	182	178
%V	15.3%	15.4%	15.4%	15.2%	15.4%	15.4%	15.2%	15.5%
%H		98.4%	98.2%	47.1%	11.8%	80.0%	40.4%	39.6%
E	278	270	269	104	19	227	79	148
%V	9.5%	9.4%	9.4%	7.4%	5.5%	9.7%	6.6%	12.9%
%H		97.1%	96.8%	37.4%	6.8%	81.7%	28.4%	53.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV West Macro
Individual level data
Table 18.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2936	2872	2867	1396	344	2340	1196	1145
%H		97.8%	97.6%	47.5%	11.7%	79.7%	40.7%	39.0%
Working full time	968	950	949	519	139	740	443	297
%V	33.0%	33.1%	33.1%	37.2%	40.4%	31.6%	37.0%	25.9%
%H		98.1%	98.0%	53.6%	14.4%	76.4%	45.8%	30.7%
Working part time	487	478	477	251	62	388	220	167
%V	16.6%	16.6%	16.6%	18.0%	18.0%	16.6%	18.4%	14.6%
%H		98.2%	97.9%	51.5%	12.7%	79.7%	45.2%	34.3%
Not working	1481	1444	1440	626	143	1212	532	680
%V	50.4%	50.3%	50.2%	44.8%	41.6%	51.8%	44.5%	59.4%
%H		97.5%	97.2%	42.3%	9.7%	81.8%	35.9%	45.9%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV MidWest

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	7002	6777	6530	2814	1000	5005	2236	2769
%H (All HH)		96.8%	93.3%	40.2%	14.3%	71.5%	31.9%	39.5%
%H (TV HH)			96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
AB	1514	1482	1441	671	198	1087	506	581
%V	21.6%	21.9%	22.1%	23.8%	19.8%	21.7%	22.6%	21.0%
%H (All HH)		97.9%	95.2%	44.3%	13.1%	71.8%	33.4%	38.4%
%H (TV HH)			97.2%	45.3%	13.4%	73.3%	34.1%	39.2%
C1	1927	1844	1790	789	286	1369	637	733
%V	27.5%	27.2%	27.4%	28.0%	28.6%	27.4%	28.5%	26.5%
%H (All HH)		95.7%	92.9%	40.9%	14.8%	71.0%	33.1%	38.0%
%H (TV HH)			97.1%	42.8%	15.5%	74.2%	34.5%	39.8%
C2	1516	1484	1454	661	237	1139	572	567
%V	21.7%	21.9%	22.3%	23.5%	23.7%	22.8%	25.6%	20.5%
%H (All HH)		97.9%	95.9%	43.6%	15.6%	75.1%	37.7%	37.4%
%H (TV HH)			98.0%	44.5%	16.0%	76.8%	38.5%	38.2%
D	1176	1139	1092	459	177	828	361	467
%V	16.8%	16.8%	16.7%	16.3%	17.7%	16.5%	16.1%	16.9%
%H (All HH)		96.9%	92.9%	39.0%	15.1%	70.4%	30.7%	39.7%
%H (TV HH)			95.9%	40.3%	15.5%	72.7%	31.7%	41.0%
E	869	828	753	234	102	582	160	422
%V	12.4%	12.2%	11.5%	8.3%	10.2%	11.6%	7.2%	15.2%
%H (All HH)		95.3%	86.7%	26.9%	11.7%	67.0%	18.4%	48.6%
%H (TV HH)			90.9%	28.3%	12.3%	70.3%	19.3%	51.0%

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

July 2010 - June 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	7002	6777	6530	2814	1000	5005	2236	2769
%H (All HH)		96.8%	93.3%	40.2%	14.3%	71.5%	31.9%	39.5%
%H (TV HH)			96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
Under 25	334	293	277	105	52	197	74	124
%V	4.8%	4.3%	4.2%	3.7%	5.2%	3.9%	3.3%	4.5%
%H (All HH)		87.7%	82.9%	31.4%	15.6%	59.0%	22.2%	37.1%
%H (TV HH)			94.5%	35.8%	17.7%	67.2%	25.3%	42.3%
25 - 34	969	910	891	459	174	599	332	268
%V	13.8%	13.4%	13.6%	16.3%	17.4%	12.0%	14.8%	9.7%
%H (All HH)		93.9%	92.0%	47.4%	18.0%	61.8%	34.3%	27.7%
%H (TV HH)			97.9%	50.4%	19.1%	65.8%	36.5%	29.5%
35 - 44	1231	1194	1178	620	215	838	481	357
%V	17.6%	17.6%	18.0%	22.0%	21.5%	16.7%	21.5%	12.9%
%H (All HH)		97.0%	95.7%	50.4%	17.5%	68.1%	39.1%	29.0%
%H (TV HH)			98.7%	51.9%	18.0%	70.2%	40.3%	29.9%
45 - 54	1350	1315	1286	622	230	992	546	445
%V	19.3%	19.4%	19.7%	22.1%	23.0%	19.8%	24.4%	16.1%
%H (All HH)		97.4%	95.3%	46.1%	17.0%	73.5%	40.4%	33.0%
%H (TV HH)			97.8%	47.3%	17.5%	75.4%	41.5%	33.8%
55 - 64	1215	1188	1154	502	166	908	411	498
%V	17.4%	17.5%	17.7%	17.8%	16.6%	18.1%	18.4%	18.0%
%H (All HH)		97.8%	95.0%	41.3%	13.7%	74.7%	33.8%	41.0%
%H (TV HH)			97.1%	42.3%	14.0%	76.4%	34.6%	41.9%
65 +	1903	1877	1744	506	164	1471	393	1078
%V	27.2%	27.7%	26.7%	18.0%	16.4%	29.4%	17.6%	38.9%
%H (All HH)		98.6%	91.6%	26.6%	8.6%	77.3%	20.7%	56.6%
%H (TV HH)			92.9%	27.0%	8.7%	78.4%	20.9%	57.4%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	7002	6777	6530	2814	1000	5005	2236	2769
%H (All HH)		96.8%	93.3%	40.2%	14.3%	71.5%	31.9%	39.5%
%H (TV HH)			96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
1	2336	2207	2037	587	246	1611	400	1211
%V	33.4%	32.6%	31.2%	20.9%	24.6%	32.2%	17.9%	43.7%
%H (All HH)		94.5%	87.2%	25.1%	10.5%	69.0%	17.1%	51.8%
%H (TV HH)			92.3%	26.6%	11.1%	73.0%	18.1%	54.9%
2	2265	2223	2176	955	304	1690	759	931
%V	32.3%	32.8%	33.3%	33.9%	30.4%	33.8%	33.9%	33.6%
%H (All HH)		98.1%	96.1%	42.2%	13.4%	74.6%	33.5%	41.1%
%H (TV HH)			97.9%	43.0%	13.7%	76.0%	34.1%	41.9%
3	1060	1036	1021	549	187	747	450	297
%V	15.1%	15.3%	15.6%	19.5%	18.7%	14.9%	20.1%	10.7%
%H (All HH)		97.7%	96.3%	51.8%	17.6%	70.5%	42.5%	28.0%
%H (TV HH)			98.6%	53.0%	18.1%	72.1%	43.4%	28.7%
4	890	876	866	467	170	661	424	237
%V	12.7%	12.9%	13.3%	16.6%	17.0%	13.2%	19.0%	8.6%
%H (All HH)		98.4%	97.3%	52.5%	19.1%	74.3%	47.6%	26.6%
%H (TV HH)			98.9%	53.3%	19.4%	75.5%	48.4%	27.1%
5+	451	435	429	256	94	296	203	93
%V	6.4%	6.4%	6.6%	9.1%	9.4%	5.9%	9.1%	3.4%
%H (All HH)		96.5%	95.1%	56.8%	20.8%	65.6%	45.0%	20.6%
%H (TV HH)			98.6%	58.9%	21.6%	68.0%	46.7%	21.4%
Average HH size	2.30	2.31	2.34	2.64	2.61	2.29	2.71	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

July 2010 - June 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	7002	6777	6530	2814	1000	5005	2236	2769
%H (All HH)		96.8%	93.3%	40.2%	14.3%	71.5%	31.9%	39.5%
%H (TV HH)			96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
Without	5282	5096	4874	1897	698	3820	1510	2310
%V	75.4%	75.2%	74.6%	67.4%	69.8%	76.3%	67.5%	83.4%
%H (All HH)		96.5%	92.3%	35.9%	13.2%	72.3%	28.6%	43.7%
%H (TV HH)			95.6%	37.2%	13.7%	75.0%	29.6%	45.3%
With	1719	1681	1656	917	302	1185	726	459
%V	24.6%	24.8%	25.4%	32.6%	30.2%	23.7%	32.5%	16.6%
%H (All HH)		97.8%	96.3%	53.3%	17.6%	68.9%	42.2%	26.7%
%H (TV HH)			98.5%	54.6%	18.0%	70.5%	43.2%	27.3%
0 - 3	652	635	621	342	111	419	241	179
%V	9.3%	9.4%	9.5%	12.2%	11.1%	8.4%	10.8%	6.5%
%H (All HH)		97.4%	95.2%	52.5%	17.0%	64.3%	37.0%	27.5%
%H (TV HH)			97.8%	53.9%	17.5%	66.0%	38.0%	28.2%
4 - 9	836	817	806	454	146	569	352	217
%V	11.9%	12.1%	12.3%	16.1%	14.6%	11.4%	15.7%	7.8%
%H (All HH)		97.7%	96.4%	54.3%	17.5%	68.1%	42.1%	26.0%
%H (TV HH)			98.7%	55.6%	17.9%	69.6%	43.1%	26.6%
10 - 15	854	839	831	472	158	626	411	215
%V	12.2%	12.4%	12.7%	16.8%	15.8%	12.5%	18.4%	7.8%
%H (All HH)		98.2%	97.3%	55.3%	18.5%	73.3%	48.1%	25.2%
%H (TV HH)			99.0%	56.3%	18.8%	74.6%	49.0%	25.6%

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

July 2010 - June 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	7002	6777	6530	2814	1000	5005	2236	2769
%H (All HH)		96.8%	93.3%	40.2%	14.3%	71.5%	31.9%	39.5%
%H (TV HH)			96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
1	2710	2710	2523	890	345	1710	417	1293
%V	38.7%	40.0%	38.6%	31.6%	34.5%	34.2%	18.6%	46.7%
%H (All HH)		100.0%	93.1%	32.8%	12.7%	63.1%	15.4%	47.7%
%H (TV HH)			93.1%	32.8%	12.7%	63.1%	15.4%	47.7%
2	2311	2311	2264	995	341	1788	837	952
%V	33.0%	34.1%	34.7%	35.4%	34.1%	35.7%	37.4%	34.4%
%H (All HH)		100.0%	98.0%	43.1%	14.8%	77.4%	36.2%	41.2%
%H (TV HH)			98.0%	43.1%	14.8%	77.4%	36.2%	41.2%
3	1093	1093	1081	545	185	924	557	367
%V	15.6%	16.1%	16.6%	19.4%	18.5%	18.5%	24.9%	13.3%
%H (All HH)		100.0%	98.9%	49.9%	16.9%	84.5%	51.0%	33.6%
%H (TV HH)			98.9%	49.9%	16.9%	84.5%	51.0%	33.6%
4	442	442	442	256	88	385	281	103
%V	6.3%	6.5%	6.8%	9.1%	8.8%	7.7%	12.6%	3.7%
%H (All HH)		100.0%	100.0%	57.9%	19.9%	87.1%	63.6%	23.3%
%H (TV HH)			100.0%	57.9%	19.9%	87.1%	63.6%	23.3%
5+	220	220	219	128	42	198	144	53
%V	3.1%	3.2%	3.4%	4.5%	4.2%	4.0%	6.4%	1.9%
%H (All HH)		100.0%	99.5%	58.2%	19.1%	90.0%	65.5%	24.1%
%H (TV HH)			99.5%	58.2%	19.1%	90.0%	65.5%	24.1%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	7002	6777	6530	2814	1000	5005	2236	2769
%H (All HH)		96.8%	93.3%	40.2%	14.3%	71.5%	31.9%	39.5%
%H (TV HH)			96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
Under 20"	2655	2655	2588	1137	390	2177	1095	1083
%V	37.9%	39.2%	39.6%	40.4%	39.0%	43.5%	49.0%	39.1%
%H (All HH)		100.0%	97.5%	42.8%	14.7%	82.0%	41.2%	40.8%
%H (TV HH)			97.5%	42.8%	14.7%	82.0%	41.2%	40.8%
20" - 29"	3360	3360	3197	1263	469	2583	1087	1496
%V	48.0%	49.6%	49.0%	44.9%	46.9%	51.6%	48.6%	54.0%
%H (All HH)		100.0%	95.1%	37.6%	14.0%	76.9%	32.4%	44.5%
%H (TV HH)			95.1%	37.6%	14.0%	76.9%	32.4%	44.5%
30" - 39"	3278	3278	3229	1548	516	2489	1294	1196
%V	46.8%	48.4%	49.4%	55.0%	51.6%	49.7%	57.9%	43.2%
%H (All HH)		100.0%	98.5%	47.2%	15.7%	75.9%	39.5%	36.5%
%H (TV HH)			98.5%	47.2%	15.7%	75.9%	39.5%	36.5%
40" and over	1728	1728	1719	1024	333	1261	870	391
%V	24.7%	25.5%	26.3%	36.4%	33.3%	25.2%	38.9%	14.1%
%H (All HH)		100.0%	99.5%	59.3%	19.3%	73.0%	50.3%	22.6%
%H (TV HH)			99.5%	59.3%	19.3%	73.0%	50.3%	22.6%

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

July 2010 - June 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	7002	6777	6530	2814	1000	5005	2236	2769
%H (All HH)		96.8%	93.3%	40.2%	14.3%	71.5%	31.9%	39.5%
%H (TV HH)			96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
Main living room	6711	6711	6469	2794	997	4957	2226	2732
%V	95.8%	99.0%	99.1%	99.3%	99.7%	99.0%	99.6%	98.7%
%H (All HH)		100.0%	96.4%	41.6%	14.9%	73.9%	33.2%	40.7%
%H (TV HH)			96.4%	41.6%	14.9%	73.9%	33.2%	40.7%
Kitchen	924	924	913	449	115	797	439	358
%V	13.2%	13.6%	14.0%	16.0%	11.5%	15.9%	19.6%	12.9%
%H (All HH)		100.0%	98.8%	48.6%	12.4%	86.3%	47.5%	38.7%
%H (TV HH)			98.8%	48.6%	12.4%	86.3%	47.5%	38.7%
Adult's bedroom	2997	2997	2957	1453	506	2426	1389	1037
%V	42.8%	44.2%	45.3%	51.6%	50.6%	48.5%	62.1%	37.5%
%H (All HH)		100.0%	98.7%	48.5%	16.9%	80.9%	46.3%	34.6%
%H (TV HH)			98.7%	48.5%	16.9%	80.9%	46.3%	34.6%
Child's bedroom	661	661	659	361	138	560	391	168
%V	9.4%	9.8%	10.1%	12.8%	13.8%	11.2%	17.5%	6.1%
%H (All HH)		100.0%	99.7%	54.6%	20.9%	84.7%	59.2%	25.4%
%H (TV HH)			99.7%	54.6%	20.9%	84.7%	59.2%	25.4%
Other bedroom	292	292	289	144	49	251	150	101
%V	4.2%	4.3%	4.4%	5.1%	4.9%	5.0%	6.7%	3.6%
%H (All HH)		100.0%	99.0%	49.3%	16.8%	86.0%	51.4%	34.6%
%H (TV HH)			99.0%	49.3%	16.8%	86.0%	51.4%	34.6%
Second living/dining room	822	822	808	416	123	673	395	278
%V	11.7%	12.1%	12.4%	14.8%	12.3%	13.4%	17.7%	10.0%
%H (All HH)		100.0%	98.3%	50.6%	15.0%	81.9%	48.1%	33.8%
%H (TV HH)			98.3%	50.6%	15.0%	81.9%	48.1%	33.8%
Study/office	141	141	140	75	22	119	73	46
%V	2.0%	2.1%	2.1%	2.7%	2.2%	2.4%	3.3%	1.7%
%H (All HH)		100.0%	99.3%	53.2%	15.6%	84.4%	51.8%	32.6%
%H (TV HH)			99.3%	53.2%	15.6%	84.4%	51.8%	32.6%
TV room	48	48	47	25	7	41	25	16
%V	0.7%	0.7%	0.7%	0.9%	0.7%	0.8%	1.1%	0.6%
%H (All HH)		100.0%	97.9%	52.1%	14.6%	85.4%	52.1%	33.3%
%H (TV HH)			97.9%	52.1%	14.6%	85.4%	52.1%	33.3%
No specific location	17	17	17	8	4	14	7	7
%V	0.2%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	47.1%	23.5%	82.4%	41.2%	41.2%
%H (TV HH)			100.0%	47.1%	23.5%	82.4%	41.2%	41.2%
Other	43	43	43	22	10	37	26	12
%V	0.6%	0.6%	0.7%	0.8%	1.0%	0.7%	1.2%	0.4%
%H (All HH)		100.0%	100.0%	51.2%	23.3%	86.0%	60.5%	27.9%
%H (TV HH)			100.0%	51.2%	23.3%	86.0%	60.5%	27.9%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	7002	6777	6530	2814	1000	5005	2236	2769
%H (All HH)		96.8%	93.3%	40.2%	14.3%	71.5%	31.9%	39.5%
%H (TV HH)			96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
PVR	3155	3155	3154	2011	469	2269	1553	716
%V	45.1%	46.6%	48.3%	71.5%	46.9%	45.3%	69.5%	25.9%
%H (All HH)		100.0%	100.0%	63.7%	14.9%	71.9%	49.2%	22.7%
%H (TV HH)			100.0%	63.7%	14.9%	71.9%	49.2%	22.7%
DVDR	1071	1071	1050	472	184	816	408	408
%V	15.3%	15.8%	16.1%	16.8%	18.4%	16.3%	18.2%	14.7%
%H (All HH)		100.0%	98.0%	44.1%	17.2%	76.2%	38.1%	38.1%
%H (TV HH)			98.0%	44.1%	17.2%	76.2%	38.1%	38.1%
VCR	1147	1147	1079	394	186	855	345	510
%V	16.4%	16.9%	16.5%	14.0%	18.6%	17.1%	15.4%	18.4%
%H (All HH)		100.0%	94.1%	34.4%	16.2%	74.5%	30.1%	44.5%
%H (TV HH)			94.1%	34.4%	16.2%	74.5%	30.1%	44.5%
Any recorder	4198	4198	4119	2255	629	3051	1767	1284
%V	60.0%	61.9%	63.1%	80.1%	62.9%	61.0%	79.0%	46.4%
%H (All HH)		100.0%	98.1%	53.7%	15.0%	72.7%	42.1%	30.6%
%H (TV HH)			98.1%	53.7%	15.0%	72.7%	42.1%	30.6%

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
July 2010 - June 2011
ITV MidWest
Household level data
Table 19.9: Other TV equipment

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	7002	6777	6530	2814	1000	5005	2236	2769
%H (All HH)		96.8%	93.3%	40.2%	14.3%	71.5%	31.9%	39.5%
%H (TV HH)			96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
Receives HDTV (via STB or built-in reception)	2018	2018	2018	1148	522	1446	1062	385
%V	28.8%	29.8%	30.9%	40.8%	52.2%	28.9%	47.5%	13.9%
%H (All HH)		100.0%	100.0%	56.9%	25.9%	71.7%	52.6%	19.1%
%H (TV HH)			100.0%	56.9%	25.9%	71.7%	52.6%	19.1%
DVD/Blu-ray player or recorder	5250	5250	5137	2345	826	3937	1922	2015
%V	75.0%	77.5%	78.7%	83.3%	82.6%	78.7%	86.0%	72.8%
%H (All HH)		100.0%	97.8%	44.7%	15.7%	75.0%	36.6%	38.4%
%H (TV HH)			97.8%	44.7%	15.7%	75.0%	36.6%	38.4%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 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	7002	6777	6530	2814	1000	5005	2236	2769
%H (All HH)		96.8%	93.3%	40.2%	14.3%	71.5%	31.9%	39.5%
%H (TV HH)			96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
Has PC or Laptop	5096	4958	4872	2383	846	3633	1941	1692
%V	72.8%	73.2%	74.6%	84.7%	84.6%	72.6%	86.8%	61.1%
%H (All HH)		97.3%	95.6%	46.8%	16.6%	71.3%	38.1%	33.2%
%H (TV HH)			98.3%	48.1%	17.1%	73.3%	39.1%	34.1%
Has broadband internet	4690	4557	4491	2241	818	3317	1838	1479
%V	67.0%	67.2%	68.8%	79.6%	81.8%	66.3%	82.2%	53.4%
%H (All HH)		97.2%	95.8%	47.8%	17.4%	70.7%	39.2%	31.5%
%H (TV HH)			98.6%	49.2%	18.0%	72.8%	40.3%	32.5%

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 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	13569	13244	6238	2161	10665	5672	4993
%H		97.6%	46.0%	15.9%	78.6%	41.8%	36.8%
Under 20"	3668	3582	1616	571	3061	1635	1426
%V	27.0%	27.0%	25.9%	26.4%	28.7%	28.8%	28.6%
%H		97.7%	44.1%	15.6%	83.5%	44.6%	38.9%
20" - 29"	4199	4024	1646	611	3311	1503	1808
%V	30.9%	30.4%	26.4%	28.3%	31.0%	26.5%	36.2%
%H		95.8%	39.2%	14.6%	78.9%	35.8%	43.1%
30" - 39"	3717	3667	1809	602	2842	1546	1296
%V	27.4%	27.7%	29.0%	27.9%	26.6%	27.3%	26.0%
%H		98.7%	48.7%	16.2%	76.5%	41.6%	34.9%
40" and over	1888	1879	1138	358	1382	964	417
%V	13.9%	14.2%	18.2%	16.6%	13.0%	17.0%	8.4%
%H		99.5%	60.3%	19.0%	73.2%	51.1%	22.1%
Don't know	98	93	30	19	69	24	45
%V	0.7%	0.7%	0.5%	0.9%	0.6%	0.4%	0.9%
%H		94.9%	30.6%	19.4%	70.4%	24.5%	45.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV MidWest
Set level data
Table 19.12: 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	13569	13244	6238	2161	10665	5672	4993
%H		97.6%	46.0%	15.9%	78.6%	41.8%	36.8%
Main living room	6764	6520	2819	1008	5001	2254	2748
%V	49.8%	49.2%	45.2%	46.6%	46.9%	39.7%	55.0%
%H		96.4%	41.7%	14.9%	73.9%	33.3%	40.6%
Kitchen	928	917	451	117	801	443	358
%V	6.8%	6.9%	7.2%	5.4%	7.5%	7.8%	7.2%
%H		98.8%	48.6%	12.6%	86.3%	47.7%	38.6%
Adult's bedroom	3579	3532	1763	623	2921	1723	1198
%V	26.4%	26.7%	28.3%	28.8%	27.4%	30.4%	24.0%
%H		98.7%	49.3%	17.4%	81.6%	48.1%	33.5%
Child's bedroom	869	867	481	185	748	537	212
%V	6.4%	6.5%	7.7%	8.6%	7.0%	9.5%	4.2%
%H		99.8%	55.4%	21.3%	86.1%	61.8%	24.4%
Other bedroom	338	333	170	57	290	178	112
%V	2.5%	2.5%	2.7%	2.6%	2.7%	3.1%	2.2%
%H		98.5%	50.3%	16.9%	85.8%	52.7%	33.1%
Second living/dining room	838	823	423	125	687	403	284
%V	6.2%	6.2%	6.8%	5.8%	6.4%	7.1%	5.7%
%H		98.2%	50.5%	14.9%	82.0%	48.1%	33.9%
Study/office	143	142	76	23	120	74	46
%V	1.1%	1.1%	1.2%	1.1%	1.1%	1.3%	0.9%
%H		99.3%	53.1%	16.1%	83.9%	51.7%	32.2%
TV room	48	48	25	8	42	26	16
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.3%
%H		100.0%	52.1%	16.7%	87.5%	54.2%	33.3%
No specific location	17	17	8	4	14	7	7
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		100.0%	47.1%	23.5%	82.4%	41.2%	41.2%
Other	45	45	23	11	39	28	12
%V	0.3%	0.3%	0.4%	0.5%	0.4%	0.5%	0.2%
%H		100.0%	51.1%	24.4%	86.7%	62.2%	26.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	13569	13244	6238	2161	10665	5672	4993
%H		97.6%	46.0%	15.9%	78.6%	41.8%	36.8%
PVR	3868	3866	2587	546	2753	1961	792
%V	28.5%	29.2%	41.5%	25.3%	25.8%	34.6%	15.9%
%H		99.9%	66.9%	14.1%	71.2%	50.7%	20.5%
DVDR	1270	1246	573	235	979	521	458
%V	9.4%	9.4%	9.2%	10.9%	9.2%	9.2%	9.2%
%H		98.1%	45.1%	18.5%	77.1%	41.0%	36.1%
VCR	1316	1242	457	226	988	415	573
%V	9.7%	9.4%	7.3%	10.5%	9.3%	7.3%	11.5%
%H		94.4%	34.7%	17.2%	75.1%	31.5%	43.5%
Any recorder	5419	5331	3064	826	3952	2435	1517
%V	39.9%	40.3%	49.1%	38.2%	37.1%	42.9%	30.4%
%H		98.4%	56.5%	15.2%	72.9%	44.9%	28.0%

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	13569	13244	6238	2161	10665	5672	4993
%H		97.6%	46.0%	15.9%	78.6%	41.8%	36.8%
Receives HDTV (via STB or built-in reception)	2511	2511	1425	651	1829	1344	485
%V	18.5%	19.0%	22.8%	30.1%	17.1%	23.7%	9.7%
%H		100.0%	56.8%	25.9%	72.8%	53.5%	19.3%
DVD/Blu-ray player or recorder	7795	7673	3743	1304	6090	3374	2716
%V	57.4%	57.9%	60.0%	60.3%	57.1%	59.5%	54.4%
%H		98.4%	48.0%	16.7%	78.1%	43.3%	34.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV MidWest
Set level data
Table 19.15: 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	6770	6525	2812	1000	5002	2235	2767
%H		96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
Under 20"	263	231	41	21	199	30	169
%V	3.9%	3.5%	1.5%	2.1%	4.0%	1.3%	6.1%
%H		87.8%	15.6%	8.0%	75.7%	11.4%	64.3%
20" - 29"	2060	1906	555	235	1506	385	1121
%V	30.4%	29.2%	19.7%	23.5%	30.1%	17.2%	40.5%
%H		92.5%	26.9%	11.4%	73.1%	18.7%	54.4%
30" - 39"	2752	2704	1221	420	2067	982	1085
%V	40.6%	41.4%	43.4%	42.0%	41.3%	43.9%	39.2%
%H		98.3%	44.4%	15.3%	75.1%	35.7%	39.4%
40" and over	1654	1645	983	318	1204	832	372
%V	24.4%	25.2%	35.0%	31.8%	24.1%	37.2%	13.4%
%H		99.5%	59.4%	19.2%	72.8%	50.3%	22.5%
Don't know	43	38	12	6	26	6	20
%V	0.6%	0.6%	0.4%	0.6%	0.5%	0.3%	0.7%
%H		88.4%	27.9%	14.0%	60.5%	14.0%	46.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	6770	6525	2812	1000	5002	2235	2767
%H		96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
PVR	3047	3046	1961	449	2173	1498	675
%V	45.0%	46.7%	69.7%	44.9%	43.4%	67.0%	24.4%
%H		100.0%	64.4%	14.7%	71.3%	49.2%	22.2%
DVDR	916	895	395	155	689	332	357
%V	13.5%	13.7%	14.0%	15.5%	13.8%	14.9%	12.9%
%H		97.7%	43.1%	16.9%	75.2%	36.2%	39.0%
VCR	949	884	303	143	697	251	446
%V	14.0%	13.5%	10.8%	14.3%	13.9%	11.2%	16.1%
%H		93.2%	31.9%	15.1%	73.4%	26.4%	47.0%
Any recorder	4038	3960	2199	597	2910	1700	1210
%V	59.6%	60.7%	78.2%	59.7%	58.2%	76.1%	43.7%
%H		98.1%	54.5%	14.8%	72.1%	42.1%	30.0%

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	6770	6525	2812	1000	5002	2235	2767
%H		96.4%	41.5%	14.8%	73.9%	33.0%	40.9%
Receives HDTV (via STB or built-in reception)	1928	1928	1101	501	1370	1010	360
%V	28.5%	29.5%	39.2%	50.1%	27.4%	45.2%	13.0%
%H		100.0%	57.1%	26.0%	71.1%	52.4%	18.7%
DVD/Blu-ray player or recorder	4947	4838	2206	772	3681	1775	1907
%V	73.1%	74.1%	78.4%	77.2%	73.6%	79.4%	68.9%
%H		97.8%	44.6%	15.6%	74.4%	35.9%	38.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 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	6799	6720	3426	1161	5663	3437	2226
%H		98.8%	50.4%	17.1%	83.3%	50.6%	32.7%
Under 20"	3405	3351	1575	550	2862	1605	1257
%V	50.1%	49.9%	46.0%	47.4%	50.5%	46.7%	56.5%
%H		98.4%	46.3%	16.2%	84.1%	47.1%	36.9%
20" - 29"	2139	2117	1091	376	1805	1118	687
%V	31.5%	31.5%	31.8%	32.4%	31.9%	32.5%	30.9%
%H		99.0%	51.0%	17.6%	84.4%	52.3%	32.1%
30" - 39"	965	963	588	182	775	564	211
%V	14.2%	14.3%	17.2%	15.7%	13.7%	16.4%	9.5%
%H		99.8%	60.9%	18.9%	80.3%	58.4%	21.9%
40" and over	234	233	154	40	178	133	45
%V	3.4%	3.5%	4.5%	3.4%	3.1%	3.9%	2.0%
%H		99.6%	65.8%	17.1%	76.1%	56.8%	19.2%
Don't know	55	55	17	13	43	18	25
%V	0.8%	0.8%	0.5%	1.1%	0.8%	0.5%	1.1%
%H		100.0%	30.9%	23.6%	78.2%	32.7%	45.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV MidWest

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	6799	6720	3426	1161	5663	3437	2226
%H		98.8%	50.4%	17.1%	83.3%	50.6%	32.7%
PVR	820	820	626	96	580	463	116
%V	12.1%	12.2%	18.3%	8.3%	10.2%	13.5%	5.2%
%H		100.0%	76.3%	11.7%	70.7%	56.5%	14.1%
DVDR	354	351	179	80	290	189	102
%V	5.2%	5.2%	5.2%	6.9%	5.1%	5.5%	4.6%
%H		99.2%	50.6%	22.6%	81.9%	53.4%	28.8%
VCR	367	359	154	83	292	165	127
%V	5.4%	5.3%	4.5%	7.1%	5.2%	4.8%	5.7%
%H		97.8%	42.0%	22.6%	79.6%	45.0%	34.6%
Any recorder	1381	1371	865	229	1042	735	307
%V	20.3%	20.4%	25.2%	19.7%	18.4%	21.4%	13.8%
%H		99.3%	62.6%	16.6%	75.5%	53.2%	22.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	6799	6720	3426	1161	5663	3437	2226
%H		98.8%	50.4%	17.1%	83.3%	50.6%	32.7%
Receives HDTV (via STB or built-in reception)	583	583	324	150	460	334	125
%V	8.6%	8.7%	9.5%	12.9%	8.1%	9.7%	5.6%
%H		100.0%	55.6%	25.7%	78.9%	57.3%	21.4%
DVD/Blu-ray player or recorder	2849	2835	1537	532	2409	1599	810
%V	41.9%	42.2%	44.9%	45.8%	42.5%	46.5%	36.4%
%H		99.5%	53.9%	18.7%	84.6%	56.1%	28.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV MidWest
Individual level data
Table 19.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16081	15651	15267	7425	2606	11485	6070	5415
%H		97.3%	94.9%	46.2%	16.2%	71.4%	37.7%	33.7%
Total Children	3010	2936	2895	1629	535	2056	1279	777
%V	18.7%	18.8%	19.0%	21.9%	20.5%	17.9%	21.1%	14.3%
%H		97.5%	96.2%	54.1%	17.8%	68.3%	42.5%	25.8%
0 - 3	782	759	742	408	136	500	288	212
%V	4.9%	4.8%	4.9%	5.5%	5.2%	4.4%	4.7%	3.9%
%H		97.1%	94.9%	52.2%	17.4%	63.9%	36.8%	27.1%
4 - 15	2227	2177	2153	1221	399	1556	991	565
%V	13.8%	13.9%	14.1%	16.4%	15.3%	13.5%	16.3%	10.4%
%H		97.8%	96.7%	54.8%	17.9%	69.9%	44.5%	25.4%
4 - 9	1103	1076	1062	600	191	739	453	286
%V	6.9%	6.9%	7.0%	8.1%	7.3%	6.4%	7.5%	5.3%
%H		97.6%	96.3%	54.4%	17.3%	67.0%	41.1%	25.9%
10 - 15	1124	1101	1090	621	209	816	538	278
%V	7.0%	7.0%	7.1%	8.4%	8.0%	7.1%	8.9%	5.1%
%H		98.0%	97.0%	55.2%	18.6%	72.6%	47.9%	24.7%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV MidWest

Individual level data

Table 19.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16081	15651	15267	7425	2606	11485	6070	5415
%H		97.3%	94.9%	46.2%	16.2%	71.4%	37.7%	33.7%
Total Adults (16+)	13072	12715	12372	5796	2071	9429	4790	4639
%V	81.3%	81.2%	81.0%	78.1%	79.5%	82.1%	78.9%	85.7%
%H		97.3%	94.6%	44.3%	15.8%	72.1%	36.6%	35.5%
16 - 19	816	801	790	420	164	600	381	218
%V	5.1%	5.1%	5.2%	5.7%	6.3%	5.2%	6.3%	4.0%
%H		98.2%	96.8%	51.5%	20.1%	73.5%	46.7%	26.7%
20 - 24	1043	965	937	441	199	687	380	308
%V	6.5%	6.2%	6.1%	5.9%	7.6%	6.0%	6.3%	5.7%
%H		92.5%	89.8%	42.3%	19.1%	65.9%	36.4%	29.5%
25 - 34	1963	1873	1840	970	385	1251	741	509
%V	12.2%	12.0%	12.1%	13.1%	14.8%	10.9%	12.2%	9.4%
%H		95.4%	93.7%	49.4%	19.6%	63.7%	37.7%	25.9%
35 - 44	2154	2096	2067	1121	381	1479	887	592
%V	13.4%	13.4%	13.5%	15.1%	14.6%	12.9%	14.6%	10.9%
%H		97.3%	96.0%	52.0%	17.7%	68.7%	41.2%	27.5%
45 - 54	2271	2224	2182	1103	380	1684	963	721
%V	14.1%	14.2%	14.3%	14.9%	14.6%	14.7%	15.9%	13.3%
%H		97.9%	96.1%	48.6%	16.7%	74.2%	42.4%	31.7%
55 - 64	2018	1981	1935	888	299	1519	748	770
%V	12.5%	12.7%	12.7%	12.0%	11.5%	13.2%	12.3%	14.2%
%H		98.2%	95.9%	44.0%	14.8%	75.3%	37.1%	38.2%
65+	2806	2775	2622	852	264	2211	690	1521
%V	17.4%	17.7%	17.2%	11.5%	10.1%	19.3%	11.4%	28.1%
%H		98.9%	93.4%	30.4%	9.4%	78.8%	24.6%	54.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV MidWest

Individual level data

Table 19.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13072	12715	12372	5796	2071	9429	4790	4639
%H		97.3%	94.6%	44.3%	15.8%	72.1%	36.6%	35.5%
AB	3005	2948	2884	1420	414	2164	1089	1075
%V	23.0%	23.2%	23.3%	24.5%	20.0%	23.0%	22.7%	23.2%
%H		98.1%	96.0%	47.3%	13.8%	72.0%	36.2%	35.8%
C1	3638	3495	3417	1606	622	2605	1371	1233
%V	27.8%	27.5%	27.6%	27.7%	30.0%	27.6%	28.6%	26.6%
%H		96.1%	93.9%	44.1%	17.1%	71.6%	37.7%	33.9%
C2	3061	3006	2956	1447	523	2312	1296	1015
%V	23.4%	23.6%	23.9%	25.0%	25.3%	24.5%	27.1%	21.9%
%H		98.2%	96.6%	47.3%	17.1%	75.5%	42.3%	33.2%
D	2195	2141	2075	959	365	1557	780	777
%V	16.8%	16.8%	16.8%	16.5%	17.6%	16.5%	16.3%	16.7%
%H		97.5%	94.5%	43.7%	16.6%	70.9%	35.5%	35.4%
E	1173	1126	1041	364	147	792	254	539
%V	9.0%	8.9%	8.4%	6.3%	7.1%	8.4%	5.3%	11.6%
%H		96.0%	88.7%	31.0%	12.5%	67.5%	21.7%	46.0%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV MidWest
Individual level data
Table 19.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13072	12715	12372	5796	2071	9429	4790	4639
%H		97.3%	94.6%	44.3%	15.8%	72.1%	36.6%	35.5%
Working full time	5691	5555	5466	2871	1007	4042	2396	1646
%V	43.5%	43.7%	44.2%	49.5%	48.6%	42.9%	50.0%	35.5%
%H		97.6%	96.0%	50.4%	17.7%	71.0%	42.1%	28.9%
Working part time	1402	1380	1357	682	241	1024	570	454
%V	10.7%	10.9%	11.0%	11.8%	11.6%	10.9%	11.9%	9.8%
%H		98.4%	96.8%	48.6%	17.2%	73.0%	40.7%	32.4%
Not working	5979	5781	5549	2243	823	4364	1825	2539
%V	45.7%	45.5%	44.9%	38.7%	39.7%	46.3%	38.1%	54.7%
%H		96.7%	92.8%	37.5%	13.8%	73.0%	30.5%	42.5%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV MidWest

Individual level data

Table 19.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6387	6179	6030	2926	1021	4562	2414	2148
%H		96.7%	94.4%	45.8%	16.0%	71.4%	37.8%	33.6%
16 - 19	416	408	403	220	82	312	206	106
%V	6.5%	6.6%	6.7%	7.5%	8.0%	6.8%	8.5%	4.9%
%H		98.1%	96.9%	52.9%	19.7%	75.0%	49.5%	25.5%
20 - 24	538	493	479	237	103	350	203	147
%V	8.4%	8.0%	7.9%	8.1%	10.1%	7.7%	8.4%	6.8%
%H		91.6%	89.0%	44.1%	19.1%	65.1%	37.7%	27.3%
25 - 34	987	933	919	484	191	627	372	255
%V	15.5%	15.1%	15.2%	16.5%	18.7%	13.7%	15.4%	11.9%
%H		94.5%	93.1%	49.0%	19.4%	63.5%	37.7%	25.8%
35 - 44	1061	1028	1012	556	180	718	431	287
%V	16.6%	16.6%	16.8%	19.0%	17.6%	15.7%	17.9%	13.4%
%H		96.9%	95.4%	52.4%	17.0%	67.7%	40.6%	27.0%
45 - 54	1108	1085	1061	537	177	819	461	358
%V	17.3%	17.6%	17.6%	18.4%	17.3%	18.0%	19.1%	16.7%
%H		97.9%	95.8%	48.5%	16.0%	73.9%	41.6%	32.3%
55 - 64	992	968	949	448	152	737	378	359
%V	15.5%	15.7%	15.7%	15.3%	14.9%	16.2%	15.7%	16.7%
%H		97.6%	95.7%	45.2%	15.3%	74.3%	38.1%	36.2%
65+	1284	1264	1208	445	134	999	363	636
%V	20.1%	20.5%	20.0%	15.2%	13.1%	21.9%	15.0%	29.6%
%H		98.4%	94.1%	34.7%	10.4%	77.8%	28.3%	49.5%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV MidWest
Individual level data
Table 19.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6387	6179	6030	2926	1021	4562	2414	2148
%H		96.7%	94.4%	45.8%	16.0%	71.4%	37.8%	33.6%
AB	1502	1473	1446	724	207	1086	560	526
%V	23.5%	23.8%	24.0%	24.7%	20.3%	23.8%	23.2%	24.5%
%H		98.1%	96.3%	48.2%	13.8%	72.3%	37.3%	35.0%
C1	1693	1612	1580	779	303	1178	658	519
%V	26.5%	26.1%	26.2%	26.6%	29.7%	25.8%	27.3%	24.2%
%H		95.2%	93.3%	46.0%	17.9%	69.6%	38.9%	30.7%
C2	1668	1633	1604	780	279	1254	694	560
%V	26.1%	26.4%	26.6%	26.7%	27.3%	27.5%	28.7%	26.1%
%H		97.9%	96.2%	46.8%	16.7%	75.2%	41.6%	33.6%
D	1049	1017	985	481	175	731	390	340
%V	16.4%	16.5%	16.3%	16.4%	17.1%	16.0%	16.2%	15.8%
%H		96.9%	93.9%	45.9%	16.7%	69.7%	37.2%	32.4%
E	474	444	415	161	57	313	111	202
%V	7.4%	7.2%	6.9%	5.5%	5.6%	6.9%	4.6%	9.4%
%H		93.7%	87.6%	34.0%	12.0%	66.0%	23.4%	42.6%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV MidWest
Individual level data
Table 19.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6387	6179	6030	2926	1021	4562	2414	2148
%H		96.7%	94.4%	45.8%	16.0%	71.4%	37.8%	33.6%
Working full time	3567	3475	3417	1813	617	2524	1498	1025
%V	55.8%	56.2%	56.7%	62.0%	60.4%	55.3%	62.1%	47.7%
%H		97.4%	95.8%	50.8%	17.3%	70.8%	42.0%	28.7%
Working part time	269	263	260	132	41	191	100	91
%V	4.2%	4.3%	4.3%	4.5%	4.0%	4.2%	4.1%	4.2%
%H		97.8%	96.7%	49.1%	15.2%	71.0%	37.2%	33.8%
Not working	2551	2441	2353	982	363	1847	816	1032
%V	39.9%	39.5%	39.0%	33.6%	35.6%	40.5%	33.8%	48.0%
%H		95.7%	92.2%	38.5%	14.2%	72.4%	32.0%	40.5%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV MidWest

Individual level data

Table 19.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6685	6536	6342	2870	1050	4867	2377	2491
%H		97.8%	94.9%	42.9%	15.7%	72.8%	35.6%	37.3%
16 - 19	400	393	386	200	81	288	176	112
%V	6.0%	6.0%	6.1%	7.0%	7.7%	5.9%	7.4%	4.5%
%H		98.3%	96.5%	50.0%	20.3%	72.0%	44.0%	28.0%
20 - 24	505	472	458	204	95	337	176	161
%V	7.6%	7.2%	7.2%	7.1%	9.0%	6.9%	7.4%	6.5%
%H		93.5%	90.7%	40.4%	18.8%	66.7%	34.9%	31.9%
25 - 34	976	939	921	486	193	623	369	254
%V	14.6%	14.4%	14.5%	16.9%	18.4%	12.8%	15.5%	10.2%
%H		96.2%	94.4%	49.8%	19.8%	63.8%	37.8%	26.0%
35 - 44	1093	1068	1056	565	201	761	456	304
%V	16.4%	16.3%	16.7%	19.7%	19.1%	15.6%	19.2%	12.2%
%H		97.7%	96.6%	51.7%	18.4%	69.6%	41.7%	27.8%
45 - 54	1163	1139	1121	567	203	865	502	363
%V	17.4%	17.4%	17.7%	19.8%	19.3%	17.8%	21.1%	14.6%
%H		97.9%	96.4%	48.8%	17.5%	74.4%	43.2%	31.2%
55 - 64	1026	1014	987	440	147	782	370	411
%V	15.3%	15.5%	15.6%	15.3%	14.0%	16.1%	15.6%	16.5%
%H		98.8%	96.2%	42.9%	14.3%	76.2%	36.1%	40.1%
65+	1522	1511	1414	407	129	1212	327	885
%V	22.8%	23.1%	22.3%	14.2%	12.3%	24.9%	13.8%	35.5%
%H		99.3%	92.9%	26.7%	8.5%	79.6%	21.5%	58.1%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV MidWest

Individual level data

Table 19.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6685	6536	6342	2870	1050	4867	2377	2491
%H		97.8%	94.9%	42.9%	15.7%	72.8%	35.6%	37.3%
AB	1504	1475	1438	696	207	1078	529	548
%V	22.5%	22.6%	22.7%	24.3%	19.7%	22.1%	22.3%	22.0%
%H		98.1%	95.6%	46.3%	13.8%	71.7%	35.2%	36.4%
C1	1945	1883	1837	827	319	1427	713	714
%V	29.1%	28.8%	29.0%	28.8%	30.4%	29.3%	30.0%	28.7%
%H		96.8%	94.4%	42.5%	16.4%	73.4%	36.7%	36.7%
C2	1393	1373	1352	667	243	1058	602	455
%V	20.8%	21.0%	21.3%	23.2%	23.1%	21.7%	25.3%	18.3%
%H		98.6%	97.1%	47.9%	17.4%	76.0%	43.2%	32.7%
D	1146	1124	1089	477	191	826	389	437
%V	17.1%	17.2%	17.2%	16.6%	18.2%	17.0%	16.4%	17.5%
%H		98.1%	95.0%	41.6%	16.7%	72.1%	33.9%	38.1%
E	698	682	626	203	90	479	143	337
%V	10.4%	10.4%	9.9%	7.1%	8.6%	9.8%	6.0%	13.5%
%H		97.7%	89.7%	29.1%	12.9%	68.6%	20.5%	48.3%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV MidWest
Individual level data
Table 19.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6685	6536	6342	2870	1050	4867	2377	2491
%H		97.8%	94.9%	42.9%	15.7%	72.8%	35.6%	37.3%
Working full time	2124	2080	2049	1058	390	1519	898	621
%V	31.8%	31.8%	32.3%	36.9%	37.1%	31.2%	37.8%	24.9%
%H		97.9%	96.5%	49.8%	18.4%	71.5%	42.3%	29.2%
Working part time	1133	1116	1098	550	200	833	470	363
%V	16.9%	17.1%	17.3%	19.2%	19.0%	17.1%	19.8%	14.6%
%H		98.5%	96.9%	48.5%	17.7%	73.5%	41.5%	32.0%
Not working	3428	3339	3195	1261	461	2516	1009	1507
%V	51.3%	51.1%	50.4%	43.9%	43.9%	51.7%	42.4%	60.5%
%H		97.4%	93.2%	36.8%	13.4%	73.4%	29.4%	44.0%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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July 2010 - June 2011

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	2592	2516	2359	1101	315	1541	584	957
%H (All HH)		97.1%	91.0%	42.5%	12.2%	59.5%	22.5%	36.9%
%H (TV HH)			93.8%	43.8%	12.5%	61.2%	23.2%	38.0%
AB	748	735	702	333	92	447	168	278
%V	28.9%	29.2%	29.8%	30.2%	29.2%	29.0%	28.8%	29.0%
%H (All HH)		98.3%	93.9%	44.5%	12.3%	59.8%	22.5%	37.2%
%H (TV HH)			95.5%	45.3%	12.5%	60.8%	22.9%	37.8%
C1	739	716	671	314	96	439	173	265
%V	28.5%	28.5%	28.4%	28.5%	30.5%	28.5%	29.6%	27.7%
%H (All HH)		96.9%	90.8%	42.5%	13.0%	59.4%	23.4%	35.9%
%H (TV HH)			93.7%	43.9%	13.4%	61.3%	24.2%	37.0%
C2	542	527	503	256	76	327	151	177
%V	20.9%	20.9%	21.3%	23.3%	24.1%	21.2%	25.9%	18.5%
%H (All HH)		97.2%	92.8%	47.2%	14.0%	60.3%	27.9%	32.7%
%H (TV HH)			95.4%	48.6%	14.4%	62.0%	28.7%	33.6%
D	286	277	256	122	28	168	62	106
%V	11.0%	11.0%	10.9%	11.1%	8.9%	10.9%	10.6%	11.1%
%H (All HH)		96.9%	89.5%	42.7%	9.8%	58.7%	21.7%	37.1%
%H (TV HH)			92.4%	44.0%	10.1%	60.6%	22.4%	38.3%
E	275	261	228	75	23	160	30	130
%V	10.6%	10.4%	9.7%	6.8%	7.3%	10.4%	5.1%	13.6%
%H (All HH)		94.9%	82.9%	27.3%	8.4%	58.2%	10.9%	47.3%
%H (TV HH)			87.4%	28.7%	8.8%	61.3%	11.5%	49.8%

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

July 2010 - June 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	2592	2516	2359	1101	315	1541	584	957
%H (All HH)		97.1%	91.0%	42.5%	12.2%	59.5%	22.5%	36.9%
%H (TV HH)			93.8%	43.8%	12.5%	61.2%	23.2%	38.0%
Under 25	100	83	74	32	5	47	11	36
%V	3.9%	3.3%	3.1%	2.9%	1.6%	3.0%	1.9%	3.8%
%H (All HH)		83.0%	74.0%	32.0%	5.0%	47.0%	11.0%	36.0%
%H (TV HH)			89.2%	38.6%	6.0%	56.6%	13.3%	43.4%
25 - 34	362	344	337	182	58	177	80	97
%V	14.0%	13.7%	14.3%	16.5%	18.4%	11.5%	13.7%	10.1%
%H (All HH)		95.0%	93.1%	50.3%	16.0%	48.9%	22.1%	26.8%
%H (TV HH)			98.0%	52.9%	16.9%	51.5%	23.3%	28.2%
35 - 44	458	443	433	236	87	261	147	115
%V	17.7%	17.6%	18.4%	21.4%	27.6%	16.9%	25.2%	12.0%
%H (All HH)		96.7%	94.5%	51.5%	19.0%	57.0%	32.1%	25.1%
%H (TV HH)			97.7%	53.3%	19.6%	58.9%	33.2%	26.0%
45 - 54	495	486	469	241	67	304	137	167
%V	19.1%	19.3%	19.9%	21.9%	21.3%	19.7%	23.5%	17.5%
%H (All HH)		98.2%	94.7%	48.7%	13.5%	61.4%	27.7%	33.7%
%H (TV HH)			96.5%	49.6%	13.8%	62.6%	28.2%	34.4%
55 - 64	435	426	407	197	52	269	109	160
%V	16.8%	16.9%	17.3%	17.9%	16.5%	17.5%	18.7%	16.7%
%H (All HH)		97.9%	93.6%	45.3%	12.0%	61.8%	25.1%	36.8%
%H (TV HH)			95.5%	46.2%	12.2%	63.1%	25.6%	37.6%
65 +	740	734	639	213	46	483	100	383
%V	28.5%	29.2%	27.1%	19.3%	14.6%	31.3%	17.1%	40.0%
%H (All HH)		99.2%	86.4%	28.8%	6.2%	65.3%	13.5%	51.8%
%H (TV HH)			87.1%	29.0%	6.3%	65.8%	13.6%	52.2%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2592	2516	2359	1101	315	1541	584	957
%H (All HH)		97.1%	91.0%	42.5%	12.2%	59.5%	22.5%	36.9%
%H (TV HH)			93.8%	43.8%	12.5%	61.2%	23.2%	38.0%
1	871	830	724	233	68	509	88	421
%V	33.6%	33.0%	30.7%	21.2%	21.6%	33.0%	15.1%	44.0%
%H (All HH)		95.3%	83.1%	26.8%	7.8%	58.4%	10.1%	48.3%
%H (TV HH)			87.2%	28.1%	8.2%	61.3%	10.6%	50.7%
2	845	829	796	379	108	530	216	314
%V	32.6%	32.9%	33.7%	34.4%	34.3%	34.4%	37.0%	32.8%
%H (All HH)		98.1%	94.2%	44.9%	12.8%	62.7%	25.6%	37.2%
%H (TV HH)			96.0%	45.7%	13.0%	63.9%	26.1%	37.9%
3	380	375	365	210	58	216	116	100
%V	14.7%	14.9%	15.5%	19.1%	18.4%	14.0%	19.9%	10.4%
%H (All HH)		98.7%	96.1%	55.3%	15.3%	56.8%	30.5%	26.3%
%H (TV HH)			97.3%	56.0%	15.5%	57.6%	30.9%	26.7%
4	335	332	326	188	53	197	106	91
%V	12.9%	13.2%	13.8%	17.1%	16.8%	12.8%	18.2%	9.5%
%H (All HH)		99.1%	97.3%	56.1%	15.8%	58.8%	31.6%	27.2%
%H (TV HH)			98.2%	56.6%	16.0%	59.3%	31.9%	27.4%
5+	160	149	147	91	28	89	58	31
%V	6.2%	5.9%	6.2%	8.3%	8.9%	5.8%	9.9%	3.2%
%H (All HH)		93.1%	91.9%	56.9%	17.5%	55.6%	36.3%	19.4%
%H (TV HH)			98.7%	61.1%	18.8%	59.7%	38.9%	20.8%
Average HH size	2.28	2.28	2.33	2.60	2.61	2.26	2.75	1.96

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

July 2010 - June 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	2592	2516	2359	1101	315	1541	584	957
%H (All HH)		97.1%	91.0%	42.5%	12.2%	59.5%	22.5%	36.9%
%H (TV HH)			93.8%	43.8%	12.5%	61.2%	23.2%	38.0%
Without	1961	1893	1749	752	211	1181	390	791
%V	75.7%	75.2%	74.1%	68.3%	67.0%	76.6%	66.8%	82.7%
%H (All HH)		96.5%	89.2%	38.3%	10.8%	60.2%	19.9%	40.3%
%H (TV HH)			92.4%	39.7%	11.1%	62.4%	20.6%	41.8%
With	631	623	610	349	104	359	194	165
%V	24.3%	24.8%	25.9%	31.7%	33.0%	23.3%	33.2%	17.2%
%H (All HH)		98.7%	96.7%	55.3%	16.5%	56.9%	30.7%	26.1%
%H (TV HH)			97.9%	56.0%	16.7%	57.6%	31.1%	26.5%
0 - 3	239	236	231	126	38	129	59	70
%V	9.2%	9.4%	9.8%	11.4%	12.1%	8.4%	10.1%	7.3%
%H (All HH)		98.7%	96.7%	52.7%	15.9%	54.0%	24.7%	29.3%
%H (TV HH)			97.9%	53.4%	16.1%	54.7%	25.0%	29.7%
4 - 9	305	299	295	182	51	162	93	68
%V	11.8%	11.9%	12.5%	16.5%	16.2%	10.5%	15.9%	7.1%
%H (All HH)		98.0%	96.7%	59.7%	16.7%	53.1%	30.5%	22.3%
%H (TV HH)			98.7%	60.9%	17.1%	54.2%	31.1%	22.7%
10 - 15	310	308	302	178	56	189	117	72
%V	12.0%	12.2%	12.8%	16.2%	17.8%	12.3%	20.0%	7.5%
%H (All HH)		99.4%	97.4%	57.4%	18.1%	61.0%	37.7%	23.2%
%H (TV HH)			98.1%	57.8%	18.2%	61.4%	38.0%	23.4%

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

July 2010 - June 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	2592	2516	2359	1101	315	1541	584	957
%H (All HH)		97.1%	91.0%	42.5%	12.2%	59.5%	22.5%	36.9%
%H (TV HH)			93.8%	43.8%	12.5%	61.2%	23.2%	38.0%
1	1000	1000	887	321	117	524	77	447
%V	38.6%	39.7%	37.6%	29.2%	37.1%	34.0%	13.2%	46.7%
%H (All HH)		100.0%	88.7%	32.1%	11.7%	52.4%	7.7%	44.7%
%H (TV HH)			88.7%	32.1%	11.7%	52.4%	7.7%	44.7%
2	853	853	819	391	99	556	222	334
%V	32.9%	33.9%	34.7%	35.5%	31.4%	36.1%	38.0%	34.9%
%H (All HH)		100.0%	96.0%	45.8%	11.6%	65.2%	26.0%	39.2%
%H (TV HH)			96.0%	45.8%	11.6%	65.2%	26.0%	39.2%
3	405	405	398	226	61	280	162	118
%V	15.6%	16.1%	16.9%	20.5%	19.4%	18.2%	27.7%	12.3%
%H (All HH)		100.0%	98.3%	55.8%	15.1%	69.1%	40.0%	29.1%
%H (TV HH)			98.3%	55.8%	15.1%	69.1%	40.0%	29.1%
4	161	161	159	96	25	112	73	39
%V	6.2%	6.4%	6.7%	8.7%	7.9%	7.3%	12.5%	4.1%
%H (All HH)		100.0%	98.8%	59.6%	15.5%	69.6%	45.3%	24.2%
%H (TV HH)			98.8%	59.6%	15.5%	69.6%	45.3%	24.2%
5+	97	97	96	67	13	69	50	19
%V	3.7%	3.9%	4.1%	6.1%	4.1%	4.5%	8.6%	2.0%
%H (All HH)		100.0%	99.0%	69.1%	13.4%	71.1%	51.5%	19.6%
%H (TV HH)			99.0%	69.1%	13.4%	71.1%	51.5%	19.6%

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

July 2010 - June 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	2592	2516	2359	1101	315	1541	584	957
%H (All HH)		97.1%	91.0%	42.5%	12.2%	59.5%	22.5%	36.9%
%H (TV HH)			93.8%	43.8%	12.5%	61.2%	23.2%	38.0%
Under 20"	1063	1063	1004	466	139	730	321	409
%V	41.0%	42.2%	42.6%	42.3%	44.1%	47.4%	55.0%	42.7%
%H (All HH)		100.0%	94.4%	43.8%	13.1%	68.7%	30.2%	38.5%
%H (TV HH)			94.4%	43.8%	13.1%	68.7%	30.2%	38.5%
20" - 29"	1236	1236	1140	505	142	786	284	501
%V	47.7%	49.1%	48.3%	45.9%	45.1%	51.0%	48.6%	52.4%
%H (All HH)		100.0%	92.2%	40.9%	11.5%	63.6%	23.0%	40.5%
%H (TV HH)			92.2%	40.9%	11.5%	63.6%	23.0%	40.5%
30" - 39"	1185	1185	1150	593	161	749	344	405
%V	45.7%	47.1%	48.7%	53.9%	51.1%	48.6%	58.9%	42.3%
%H (All HH)		100.0%	97.0%	50.0%	13.6%	63.2%	29.0%	34.2%
%H (TV HH)			97.0%	50.0%	13.6%	63.2%	29.0%	34.2%
40" and over	647	647	645	425	90	379	243	136
%V	25.0%	25.7%	27.3%	38.6%	28.6%	24.6%	41.6%	14.2%
%H (All HH)		100.0%	99.7%	65.7%	13.9%	58.6%	37.6%	21.0%
%H (TV HH)			99.7%	65.7%	13.9%	58.6%	37.6%	21.0%

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

July 2010 - June 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	2592	2516	2359	1101	315	1541	584	957
%H (All HH)		97.1%	91.0%	42.5%	12.2%	59.5%	22.5%	36.9%
%H (TV HH)			93.8%	43.8%	12.5%	61.2%	23.2%	38.0%
Main living room	2487	2487	2335	1091	312	1523	580	944
%V	95.9%	98.8%	99.0%	99.1%	99.0%	98.8%	99.3%	98.6%
%H (All HH)		100.0%	93.9%	43.9%	12.5%	61.2%	23.3%	38.0%
%H (TV HH)			93.9%	43.9%	12.5%	61.2%	23.3%	38.0%
Kitchen	349	349	339	182	38	244	121	123
%V	13.5%	13.9%	14.4%	16.5%	12.1%	15.8%	20.7%	12.9%
%H (All HH)		100.0%	97.1%	52.1%	10.9%	69.9%	34.7%	35.2%
%H (TV HH)			97.1%	52.1%	10.9%	69.9%	34.7%	35.2%
Adult's bedroom	1185	1185	1150	618	162	792	408	384
%V	45.7%	47.1%	48.7%	56.1%	51.4%	51.4%	69.9%	40.1%
%H (All HH)		100.0%	97.0%	52.2%	13.7%	66.8%	34.4%	32.4%
%H (TV HH)			97.0%	52.2%	13.7%	66.8%	34.4%	32.4%
Child's bedroom	211	211	210	134	36	143	99	44
%V	8.1%	8.4%	8.9%	12.2%	11.4%	9.3%	17.0%	4.6%
%H (All HH)		100.0%	99.5%	63.5%	17.1%	67.8%	46.9%	20.9%
%H (TV HH)			99.5%	63.5%	17.1%	67.8%	46.9%	20.9%
Other bedroom	105	105	103	64	9	69	37	32
%V	4.1%	4.2%	4.4%	5.8%	2.9%	4.5%	6.3%	3.3%
%H (All HH)		100.0%	98.1%	61.0%	8.6%	65.7%	35.2%	30.5%
%H (TV HH)			98.1%	61.0%	8.6%	65.7%	35.2%	30.5%
Second living/dining room	255	255	247	139	31	173	93	80
%V	9.8%	10.1%	10.5%	12.6%	9.8%	11.2%	15.9%	8.4%
%H (All HH)		100.0%	96.9%	54.5%	12.2%	67.8%	36.5%	31.4%
%H (TV HH)			96.9%	54.5%	12.2%	67.8%	36.5%	31.4%
Study/office	68	68	68	40	8	44	24	20
%V	2.6%	2.7%	2.9%	3.6%	2.5%	2.9%	4.1%	2.1%
%H (All HH)		100.0%	100.0%	58.8%	11.8%	64.7%	35.3%	29.4%
%H (TV HH)			100.0%	58.8%	11.8%	64.7%	35.3%	29.4%
TV room	24	24	24	14	3	18	10	8
%V	0.9%	1.0%	1.0%	1.3%	1.0%	1.2%	1.7%	0.8%
%H (All HH)		100.0%	100.0%	58.3%	12.5%	75.0%	41.7%	33.3%
%H (TV HH)			100.0%	58.3%	12.5%	75.0%	41.7%	33.3%
No specific location	5	5	5	3	0	5	3	2
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	60.0%	0.0%	100.0%	60.0%	40.0%
%H (TV HH)			100.0%	60.0%	0.0%	100.0%	60.0%	40.0%
Other	16	16	16	9	2	12	7	6
%V	0.6%	0.6%	0.7%	0.8%	0.6%	0.8%	1.2%	0.6%
%H (All HH)		100.0%	100.0%	56.3%	12.5%	75.0%	43.8%	37.5%
%H (TV HH)			100.0%	56.3%	12.5%	75.0%	43.8%	37.5%

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

July 2010 - June 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	2592	2516	2359	1101	315	1541	584	957
%H (All HH)		97.1%	91.0%	42.5%	12.2%	59.5%	22.5%	36.9%
%H (TV HH)			93.8%	43.8%	12.5%	61.2%	23.2%	38.0%
PVR	1188	1188	1188	796	154	670	419	251
%V	45.8%	47.2%	50.4%	72.3%	48.9%	43.5%	71.7%	26.2%
%H (All HH)		100.0%	100.0%	67.0%	13.0%	56.4%	35.3%	21.1%
%H (TV HH)			100.0%	67.0%	13.0%	56.4%	35.3%	21.1%
DVDR	418	418	403	202	50	264	108	156
%V	16.1%	16.6%	17.1%	18.3%	15.9%	17.1%	18.5%	16.3%
%H (All HH)		100.0%	96.4%	48.3%	12.0%	63.2%	25.8%	37.3%
%H (TV HH)			96.4%	48.3%	12.0%	63.2%	25.8%	37.3%
VCR	567	567	523	196	73	372	114	258
%V	21.9%	22.5%	22.2%	17.8%	23.2%	24.1%	19.5%	27.0%
%H (All HH)		100.0%	92.2%	34.6%	12.9%	65.6%	20.1%	45.5%
%H (TV HH)			92.2%	34.6%	12.9%	65.6%	20.1%	45.5%
Any recorder	1704	1704	1653	913	221	1025	491	534
%V	65.7%	67.7%	70.1%	82.9%	70.2%	66.5%	84.1%	55.8%
%H (All HH)		100.0%	97.0%	53.6%	13.0%	60.2%	28.8%	31.3%
%H (TV HH)			97.0%	53.6%	13.0%	60.2%	28.8%	31.3%

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 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	2592	2516	2359	1101	315	1541	584	957
%H (All HH)		97.1%	91.0%	42.5%	12.2%	59.5%	22.5%	36.9%
%H (TV HH)			93.8%	43.8%	12.5%	61.2%	23.2%	38.0%
Receives HDTV (via STB or built-in reception)	776	776	776	492	171	427	301	126
%V	29.9%	30.8%	32.9%	44.7%	54.3%	27.7%	51.5%	13.2%
%H (All HH)		100.0%	100.0%	63.4%	22.0%	55.0%	38.8%	16.2%
%H (TV HH)			100.0%	63.4%	22.0%	55.0%	38.8%	16.2%
DVD/Blu-ray player or recorder	2046	2046	1980	970	280	1279	534	745
%V	78.9%	81.3%	83.9%	88.1%	88.9%	83.0%	91.4%	77.8%
%H (All HH)		100.0%	96.8%	47.4%	13.7%	62.5%	26.1%	36.4%
%H (TV HH)			96.8%	47.4%	13.7%	62.5%	26.1%	36.4%

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

July 2010 - June 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	2592	2516	2359	1101	315	1541	584	957
%H (All HH)		97.1%	91.0%	42.5%	12.2%	59.5%	22.5%	36.9%
%H (TV HH)			93.8%	43.8%	12.5%	61.2%	23.2%	38.0%
Has PC or Laptop	2014	1959	1901	971	286	1188	529	659
%V	77.7%	77.9%	80.6%	88.2%	90.8%	77.1%	90.6%	68.9%
%H (All HH)		97.3%	94.4%	48.2%	14.2%	59.0%	26.3%	32.7%
%H (TV HH)			97.0%	49.6%	14.6%	60.6%	27.0%	33.6%
Has broadband internet	1888	1839	1790	931	282	1107	515	591
%V	72.8%	73.1%	75.9%	84.6%	89.5%	71.8%	88.2%	61.8%
%H (All HH)		97.4%	94.8%	49.3%	14.9%	58.6%	27.3%	31.3%
%H (TV HH)			97.3%	50.6%	15.3%	60.2%	28.0%	32.1%

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

July 2010 - June 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	5098	4884	2541	668	3305	1582	1724
%H		95.8%	49.8%	13.1%	64.8%	31.0%	33.8%
Under 20"	1518	1448	697	206	1057	498	559
%V	29.8%	29.6%	27.4%	30.8%	32.0%	31.5%	32.4%
%H		95.4%	45.9%	13.6%	69.6%	32.8%	36.8%
20" - 29"	1501	1398	658	180	961	387	575
%V	29.4%	28.6%	25.9%	26.9%	29.1%	24.5%	33.4%
%H		93.1%	43.8%	12.0%	64.0%	25.8%	38.3%
30" - 39"	1342	1306	700	179	853	413	439
%V	26.3%	26.7%	27.5%	26.8%	25.8%	26.1%	25.5%
%H		97.3%	52.2%	13.3%	63.6%	30.8%	32.7%
40" and over	716	714	476	100	423	278	145
%V	14.0%	14.6%	18.7%	15.0%	12.8%	17.6%	8.4%
%H		99.7%	66.5%	14.0%	59.1%	38.8%	20.3%
Don't know	22	18	10	3	11	6	5
%V	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%	0.3%
%H		81.8%	45.5%	13.6%	50.0%	27.3%	22.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South and South East

Set level data

Table 20.12: 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	5098	4884	2541	668	3305	1582	1724
%H		95.8%	49.8%	13.1%	64.8%	31.0%	33.8%
Main living room	2506	2353	1101	313	1536	586	950
%V	49.2%	48.2%	43.3%	46.9%	46.5%	37.0%	55.1%
%H		93.9%	43.9%	12.5%	61.3%	23.4%	37.9%
Kitchen	351	341	183	38	245	122	124
%V	6.9%	7.0%	7.2%	5.7%	7.4%	7.7%	7.2%
%H		97.2%	52.1%	10.8%	69.8%	34.8%	35.3%
Adult's bedroom	1457	1418	782	215	989	549	440
%V	28.6%	29.0%	30.8%	32.2%	29.9%	34.7%	25.5%
%H		97.3%	53.7%	14.8%	67.9%	37.7%	30.2%
Child's bedroom	288	287	185	50	198	139	59
%V	5.6%	5.9%	7.3%	7.5%	6.0%	8.8%	3.4%
%H		99.7%	64.2%	17.4%	68.8%	48.3%	20.5%
Other bedroom	123	122	80	9	81	46	35
%V	2.4%	2.5%	3.1%	1.3%	2.5%	2.9%	2.0%
%H		99.2%	65.0%	7.3%	65.9%	37.4%	28.5%
Second living/dining room	257	250	141	31	174	95	80
%V	5.0%	5.1%	5.5%	4.6%	5.3%	6.0%	4.6%
%H		97.3%	54.9%	12.1%	67.7%	37.0%	31.1%
Study/office	69	69	41	8	46	25	20
%V	1.4%	1.4%	1.6%	1.2%	1.4%	1.6%	1.2%
%H		100.0%	59.4%	11.6%	66.7%	36.2%	29.0%
TV room	24	24	14	3	18	10	8
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.6%	0.5%
%H		100.0%	58.3%	12.5%	75.0%	41.7%	33.3%
No specific location	5	5	3	0	5	3	2
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%
%H		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%
Other	16	16	9	2	13	7	6
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%
%H		100.0%	56.3%	12.5%	81.3%	43.8%	37.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South and South East

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	5098	4884	2541	668	3305	1582	1724
%H		95.8%	49.8%	13.1%	64.8%	31.0%	33.8%
PVR	1547	1545	1105	187	834	562	272
%V	30.3%	31.6%	43.5%	28.0%	25.2%	35.5%	15.8%
%H		99.9%	71.4%	12.1%	53.9%	36.3%	17.6%
DVDR	489	471	245	60	301	128	173
%V	9.6%	9.6%	9.6%	9.0%	9.1%	8.1%	10.0%
%H		96.3%	50.1%	12.3%	61.6%	26.2%	35.4%
VCR	637	591	225	81	423	133	290
%V	12.5%	12.1%	8.9%	12.1%	12.8%	8.4%	16.8%
%H		92.8%	35.3%	12.7%	66.4%	20.9%	45.5%
Any recorder	2260	2203	1324	283	1326	703	623
%V	44.3%	45.1%	52.1%	42.4%	40.1%	44.4%	36.1%
%H		97.5%	58.6%	12.5%	58.7%	31.1%	27.6%

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 20.14: 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	5098	4884	2541	668	3305	1582	1724
%H		95.8%	49.8%	13.1%	64.8%	31.0%	33.8%
Receives HDTV (via STB or built-in reception)	1026	1026	679	213	557	407	150
%V	20.1%	21.0%	26.7%	31.9%	16.9%	25.7%	8.7%
%H		100.0%	66.2%	20.8%	54.3%	39.7%	14.6%
DVD/Blu-ray player or recorder	2995	2917	1544	434	1950	977	974
%V	58.7%	59.7%	60.8%	65.0%	59.0%	61.8%	56.5%
%H		97.4%	51.6%	14.5%	65.1%	32.6%	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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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	2514	2358	1100	315	1540	584	956
%H		93.8%	43.8%	12.5%	61.3%	23.2%	38.0%
Under 20"	113	85	10	8	70	3	67
%V	4.5%	3.6%	0.9%	2.5%	4.5%	0.5%	7.0%
%H		75.2%	8.8%	7.1%	61.9%	2.7%	59.3%
20" - 29"	767	678	216	82	479	97	383
%V	30.5%	28.8%	19.6%	26.0%	31.1%	16.6%	40.1%
%H		88.4%	28.2%	10.7%	62.5%	12.6%	49.9%
30" - 39"	997	962	458	137	622	249	372
%V	39.7%	40.8%	41.6%	43.5%	40.4%	42.6%	38.9%
%H		96.5%	45.9%	13.7%	62.4%	25.0%	37.3%
40" and over	626	625	411	88	366	234	132
%V	24.9%	26.5%	37.4%	27.9%	23.8%	40.1%	13.8%
%H		99.8%	65.7%	14.1%	58.5%	37.4%	21.1%
Don't know	11	8	5	1	4	1	2
%V	0.4%	0.3%	0.5%	0.3%	0.3%	0.2%	0.2%
%H		72.7%	45.5%	9.1%	36.4%	9.1%	18.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2514	2358	1100	315	1540	584	956
%H		93.8%	43.8%	12.5%	61.3%	23.2%	38.0%
PVR	1160	1159	780	150	647	406	241
%V	46.1%	49.2%	70.9%	47.6%	42.0%	69.5%	25.2%
%H		99.9%	67.2%	12.9%	55.8%	35.0%	20.8%
DVDR	360	344	167	43	222	84	137
%V	14.3%	14.6%	15.2%	13.7%	14.4%	14.4%	14.3%
%H		95.6%	46.4%	11.9%	61.7%	23.3%	38.1%
VCR	477	434	151	61	311	87	225
%V	19.0%	18.4%	13.7%	19.4%	20.2%	14.9%	23.5%
%H		91.0%	31.7%	12.8%	65.2%	18.2%	47.2%
Any recorder	1647	1596	890	215	982	476	506
%V	65.5%	67.7%	80.9%	68.3%	63.8%	81.5%	52.9%
%H		96.9%	54.0%	13.1%	59.6%	28.9%	30.7%

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	2514	2358	1100	315	1540	584	956
%H		93.8%	43.8%	12.5%	61.3%	23.2%	38.0%
Receives HDTV (via STB or built-in reception)	742	742	466	167	404	285	118
%V	29.5%	31.5%	42.4%	53.0%	26.2%	48.8%	12.3%
%H		100.0%	62.8%	22.5%	54.4%	38.4%	15.9%
DVD/Blu-ray player or recorder	1950	1886	913	267	1217	498	719
%V	77.6%	80.0%	83.0%	84.8%	79.0%	85.3%	75.2%
%H		96.7%	46.8%	13.7%	62.4%	25.5%	36.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2584	2527	1441	353	1765	998	767
%H		97.8%	55.8%	13.7%	68.3%	38.6%	29.7%
Under 20"	1405	1363	687	199	987	495	492
%V	54.4%	53.9%	47.7%	56.4%	55.9%	49.6%	64.1%
%H		97.0%	48.9%	14.2%	70.2%	35.2%	35.0%
20" - 29"	734	720	442	98	482	290	192
%V	28.4%	28.5%	30.7%	27.8%	27.3%	29.1%	25.0%
%H		98.1%	60.2%	13.4%	65.7%	39.5%	26.2%
30" - 39"	345	345	242	42	231	164	67
%V	13.4%	13.7%	16.8%	11.9%	13.1%	16.4%	8.7%
%H		100.0%	70.1%	12.2%	67.0%	47.5%	19.4%
40" and over	89	89	65	12	57	44	13
%V	3.4%	3.5%	4.5%	3.4%	3.2%	4.4%	1.7%
%H		100.0%	73.0%	13.5%	64.0%	49.4%	14.6%
Don't know	11	10	5	2	8	5	3
%V	0.4%	0.4%	0.3%	0.6%	0.5%	0.5%	0.4%
%H		90.9%	45.5%	18.2%	72.7%	45.5%	27.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South and South East

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	2584	2527	1441	353	1765	998	767
%H		97.8%	55.8%	13.7%	68.3%	38.6%	29.7%
PVR	387	386	325	37	187	156	31
%V	15.0%	15.3%	22.6%	10.5%	10.6%	15.6%	4.0%
%H		99.7%	84.0%	9.6%	48.3%	40.3%	8.0%
DVDR	129	126	78	17	80	44	36
%V	5.0%	5.0%	5.4%	4.8%	4.5%	4.4%	4.7%
%H		97.7%	60.5%	13.2%	62.0%	34.1%	27.9%
VCR	161	157	74	20	112	46	66
%V	6.2%	6.2%	5.1%	5.7%	6.3%	4.6%	8.6%
%H		97.5%	46.0%	12.4%	69.6%	28.6%	41.0%
Any recorder	613	607	435	68	345	228	117
%V	23.7%	24.0%	30.2%	19.3%	19.5%	22.8%	15.3%
%H		99.0%	71.0%	11.1%	56.3%	37.2%	19.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.20: 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	2584	2527	1441	353	1765	998	767
%H		97.8%	55.8%	13.7%	68.3%	38.6%	29.7%
Receives HDTV (via STB or built-in reception)	284	284	213	45	153	122	31
%V	11.0%	11.2%	14.8%	12.7%	8.7%	12.2%	4.0%
%H		100.0%	75.0%	15.8%	53.9%	43.0%	10.9%
DVD/Blu-ray player or recorder	1044	1032	631	167	733	479	254
%V	40.4%	40.8%	43.8%	47.3%	41.5%	48.0%	33.1%
%H		98.9%	60.4%	16.0%	70.2%	45.9%	24.3%

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

Individual level data

Table 20.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5900	5742	5506	2864	821	3482	1609	1874
%H		97.3%	93.3%	48.5%	13.9%	59.0%	27.3%	31.8%
Total Children	1096	1079	1063	619	181	626	346	280
%V	18.6%	18.8%	19.3%	21.6%	22.0%	18.0%	21.5%	14.9%
%H		98.4%	97.0%	56.5%	16.5%	57.1%	31.6%	25.5%
0 - 3	288	285	280	150	46	156	69	87
%V	4.9%	5.0%	5.1%	5.2%	5.6%	4.5%	4.3%	4.6%
%H		99.0%	97.2%	52.1%	16.0%	54.2%	24.0%	30.2%
4 - 15	808	795	783	469	135	470	277	193
%V	13.7%	13.8%	14.2%	16.4%	16.4%	13.5%	17.2%	10.3%
%H		98.4%	96.9%	58.0%	16.7%	58.2%	34.3%	23.9%
4 - 9	401	390	386	232	67	219	123	96
%V	6.8%	6.8%	7.0%	8.1%	8.2%	6.3%	7.6%	5.1%
%H		97.3%	96.3%	57.9%	16.7%	54.6%	30.7%	23.9%
10 - 15	407	404	398	237	68	251	154	97
%V	6.9%	7.0%	7.2%	8.3%	8.3%	7.2%	9.6%	5.2%
%H		99.3%	97.8%	58.2%	16.7%	61.7%	37.8%	23.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5900	5742	5506	2864	821	3482	1609	1874
%H		97.3%	93.3%	48.5%	13.9%	59.0%	27.3%	31.8%
Total Adults (16+)	4804	4663	4442	2245	641	2856	1262	1594
%V	81.4%	81.2%	80.7%	78.4%	78.1%	82.0%	78.4%	85.1%
%H		97.1%	92.5%	46.7%	13.3%	59.5%	26.3%	33.2%
16 - 19	298	279	271	144	54	166	90	76
%V	5.1%	4.9%	4.9%	5.0%	6.6%	4.8%	5.6%	4.1%
%H		93.6%	90.9%	48.3%	18.1%	55.7%	30.2%	25.5%
20 - 24	327	296	277	157	41	174	92	81
%V	5.5%	5.2%	5.0%	5.5%	5.0%	5.0%	5.7%	4.3%
%H		90.5%	84.7%	48.0%	12.5%	53.2%	28.1%	24.8%
25 - 34	707	668	654	364	115	355	175	180
%V	12.0%	11.6%	11.9%	12.7%	14.0%	10.2%	10.9%	9.6%
%H		94.5%	92.5%	51.5%	16.3%	50.2%	24.8%	25.5%
35 - 44	819	798	784	441	152	467	265	203
%V	13.9%	13.9%	14.2%	15.4%	18.5%	13.4%	16.5%	10.8%
%H		97.4%	95.7%	53.8%	18.6%	57.0%	32.4%	24.8%
45 - 54	844	833	806	437	111	516	251	265
%V	14.3%	14.5%	14.6%	15.3%	13.5%	14.8%	15.6%	14.1%
%H		98.7%	95.5%	51.8%	13.2%	61.1%	29.7%	31.4%
55 - 64	716	705	680	346	93	449	203	246
%V	12.1%	12.3%	12.4%	12.1%	11.3%	12.9%	12.6%	13.1%
%H		98.5%	95.0%	48.3%	13.0%	62.7%	28.4%	34.4%
65+	1092	1084	970	355	74	729	186	543
%V	18.5%	18.9%	17.6%	12.4%	9.0%	20.9%	11.6%	29.0%
%H		99.3%	88.8%	32.5%	6.8%	66.8%	17.0%	49.7%

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 20.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4804	4663	4442	2245	641	2856	1262	1594
%H		97.1%	92.5%	46.7%	13.3%	59.5%	26.3%	33.2%
AB	1483	1462	1411	715	194	885	377	508
%V	30.9%	31.4%	31.8%	31.8%	30.3%	31.0%	29.9%	31.9%
%H		98.6%	95.1%	48.2%	13.1%	59.7%	25.4%	34.3%
C1	1362	1302	1237	632	191	796	366	429
%V	28.4%	27.9%	27.8%	28.2%	29.8%	27.9%	29.0%	26.9%
%H		95.6%	90.8%	46.4%	14.0%	58.4%	26.9%	31.5%
C2	1092	1070	1031	553	161	668	338	331
%V	22.7%	22.9%	23.2%	24.6%	25.1%	23.4%	26.8%	20.8%
%H		98.0%	94.4%	50.6%	14.7%	61.2%	31.0%	30.3%
D	506	488	459	235	61	302	138	164
%V	10.5%	10.5%	10.3%	10.5%	9.5%	10.6%	10.9%	10.3%
%H		96.4%	90.7%	46.4%	12.1%	59.7%	27.3%	32.4%
E	361	341	305	110	34	205	44	161
%V	7.5%	7.3%	6.9%	4.9%	5.3%	7.2%	3.5%	10.1%
%H		94.5%	84.5%	30.5%	9.4%	56.8%	12.2%	44.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV South and South East
Individual level data
Table 20.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4804	4663	4442	2245	641	2856	1262	1594
%H		97.1%	92.5%	46.7%	13.3%	59.5%	26.3%	33.2%
Working full time	2143	2100	2046	1158	333	1243	668	575
%V	44.6%	45.0%	46.1%	51.6%	52.0%	43.5%	52.9%	36.1%
%H		98.0%	95.5%	54.0%	15.5%	58.0%	31.2%	26.8%
Working part time	560	546	530	265	78	335	148	187
%V	11.7%	11.7%	11.9%	11.8%	12.2%	11.7%	11.7%	11.7%
%H		97.5%	94.6%	47.3%	13.9%	59.8%	26.4%	33.4%
Not working	2101	2017	1866	822	229	1278	446	832
%V	43.7%	43.3%	42.0%	36.6%	35.7%	44.7%	35.3%	52.2%
%H		96.0%	88.8%	39.1%	10.9%	60.8%	21.2%	39.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2304	2226	2139	1128	312	1347	628	718
%H		96.6%	92.8%	49.0%	13.5%	58.5%	27.3%	31.2%
16 - 19	158	146	140	79	27	84	50	34
%V	6.9%	6.6%	6.5%	7.0%	8.7%	6.2%	8.0%	4.7%
%H		92.4%	88.6%	50.0%	17.1%	53.2%	31.6%	21.5%
20 - 24	159	148	142	85	22	88	50	38
%V	6.9%	6.6%	6.6%	7.5%	7.1%	6.5%	8.0%	5.3%
%H		93.1%	89.3%	53.5%	13.8%	55.3%	31.4%	23.9%
25 - 34	358	334	327	181	57	177	84	94
%V	15.5%	15.0%	15.3%	16.0%	18.3%	13.1%	13.4%	13.1%
%H		93.3%	91.3%	50.6%	15.9%	49.4%	23.5%	26.3%
35 - 44	387	379	375	216	71	220	126	94
%V	16.8%	17.0%	17.5%	19.1%	22.8%	16.3%	20.1%	13.1%
%H		97.9%	96.9%	55.8%	18.3%	56.8%	32.6%	24.3%
45 - 54	422	411	398	210	55	256	122	135
%V	18.3%	18.5%	18.6%	18.6%	17.6%	19.0%	19.4%	18.8%
%H		97.4%	94.3%	49.8%	13.0%	60.7%	28.9%	32.0%
55 - 64	341	335	323	171	44	215	103	112
%V	14.8%	15.0%	15.1%	15.2%	14.1%	16.0%	16.4%	15.6%
%H		98.2%	94.7%	50.1%	12.9%	63.0%	30.2%	32.8%
65+	479	473	433	186	37	307	94	212
%V	20.8%	21.2%	20.2%	16.5%	11.9%	22.8%	15.0%	29.5%
%H		98.7%	90.4%	38.8%	7.7%	64.1%	19.6%	44.3%

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 20.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2304	2226	2139	1128	312	1347	628	718
%H		96.6%	92.8%	49.0%	13.5%	58.5%	27.3%	31.2%
AB	739	728	706	375	99	427	192	235
%V	32.1%	32.7%	33.0%	33.2%	31.7%	31.7%	30.6%	32.7%
%H		98.5%	95.5%	50.7%	13.4%	57.8%	26.0%	31.8%
C1	622	596	572	313	92	356	178	178
%V	27.0%	26.8%	26.7%	27.7%	29.5%	26.4%	28.3%	24.8%
%H		95.8%	92.0%	50.3%	14.8%	57.2%	28.6%	28.6%
C2	566	552	533	287	79	350	176	174
%V	24.6%	24.8%	24.9%	25.4%	25.3%	26.0%	28.0%	24.2%
%H		97.5%	94.2%	50.7%	14.0%	61.8%	31.1%	30.7%
D	236	224	213	108	29	139	63	76
%V	10.2%	10.1%	10.0%	9.6%	9.3%	10.3%	10.0%	10.6%
%H		94.9%	90.3%	45.8%	12.3%	58.9%	26.7%	32.2%
E	140	127	115	46	14	75	20	55
%V	6.1%	5.7%	5.4%	4.1%	4.5%	5.6%	3.2%	7.7%
%H		90.7%	82.1%	32.9%	10.0%	53.6%	14.3%	39.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South and South East

Individual level data

Table 20.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2304	2226	2139	1128	312	1347	628	718
%H		96.6%	92.8%	49.0%	13.5%	58.5%	27.3%	31.2%
Working full time	1340	1311	1281	727	205	778	416	362
%V	58.2%	58.9%	59.9%	64.5%	65.7%	57.8%	66.2%	50.4%
%H		97.8%	95.6%	54.3%	15.3%	58.1%	31.0%	27.0%
Working part time	113	104	99	41	11	69	23	45
%V	4.9%	4.7%	4.6%	3.6%	3.5%	5.1%	3.7%	6.3%
%H		92.0%	87.6%	36.3%	9.7%	61.1%	20.4%	39.8%
Not working	851	811	759	360	96	500	189	311
%V	36.9%	36.4%	35.5%	31.9%	30.8%	37.1%	30.1%	43.3%
%H		95.3%	89.2%	42.3%	11.3%	58.8%	22.2%	36.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South and South East

Individual level data

Table 20.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2500	2437	2303	1117	328	1509	634	876
%H		97.5%	92.1%	44.7%	13.1%	60.4%	25.4%	35.0%
16 - 19	141	133	131	64	27	82	40	42
%V	5.6%	5.5%	5.7%	5.7%	8.2%	5.4%	6.3%	4.8%
%H		94.3%	92.9%	45.4%	19.1%	58.2%	28.4%	29.8%
20 - 24	168	148	135	72	19	86	43	44
%V	6.7%	6.1%	5.9%	6.4%	5.8%	5.7%	6.8%	5.0%
%H		88.1%	80.4%	42.9%	11.3%	51.2%	25.6%	26.2%
25 - 34	349	335	327	183	58	178	92	86
%V	14.0%	13.7%	14.2%	16.4%	17.7%	11.8%	14.5%	9.8%
%H		96.0%	93.7%	52.4%	16.6%	51.0%	26.4%	24.6%
35 - 44	432	419	409	226	81	248	139	109
%V	17.3%	17.2%	17.8%	20.2%	24.7%	16.4%	21.9%	12.4%
%H		97.0%	94.7%	52.3%	18.8%	57.4%	32.2%	25.2%
45 - 54	423	422	408	226	57	260	130	130
%V	16.9%	17.3%	17.7%	20.2%	17.4%	17.2%	20.5%	14.8%
%H		99.8%	96.5%	53.4%	13.5%	61.5%	30.7%	30.7%
55 - 64	374	370	358	176	50	234	100	134
%V	15.0%	15.2%	15.5%	15.8%	15.2%	15.5%	15.8%	15.3%
%H		98.9%	95.7%	47.1%	13.4%	62.6%	26.7%	35.8%
65+	613	610	536	170	37	422	91	331
%V	24.5%	25.0%	23.3%	15.2%	11.3%	28.0%	14.4%	37.8%
%H		99.5%	87.4%	27.7%	6.0%	68.8%	14.8%	54.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South and South East

Individual level data

Table 20.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2500	2437	2303	1117	328	1509	634	876
%H		97.5%	92.1%	44.7%	13.1%	60.4%	25.4%	35.0%
AB	744	734	705	340	95	459	185	274
%V	29.8%	30.1%	30.6%	30.4%	29.0%	30.4%	29.2%	31.3%
%H		98.7%	94.8%	45.7%	12.8%	61.7%	24.9%	36.8%
C1	740	707	665	319	100	439	188	251
%V	29.6%	29.0%	28.9%	28.6%	30.5%	29.1%	29.7%	28.7%
%H		95.5%	89.9%	43.1%	13.5%	59.3%	25.4%	33.9%
C2	525	518	497	266	82	318	162	156
%V	21.0%	21.3%	21.6%	23.8%	25.0%	21.1%	25.6%	17.8%
%H		98.7%	94.7%	50.7%	15.6%	60.6%	30.9%	29.7%
D	269	264	246	128	32	163	75	88
%V	10.8%	10.8%	10.7%	11.5%	9.8%	10.8%	11.8%	10.0%
%H		98.1%	91.4%	47.6%	11.9%	60.6%	27.9%	32.7%
E	221	214	190	64	20	130	24	106
%V	8.8%	8.8%	8.3%	5.7%	6.1%	8.6%	3.8%	12.1%
%H		96.8%	86.0%	29.0%	9.0%	58.8%	10.9%	48.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South and South East

Individual level data

Table 20.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2500	2437	2303	1117	328	1509	634	876
%H		97.5%	92.1%	44.7%	13.1%	60.4%	25.4%	35.0%
Working full time	803	789	765	431	128	465	252	214
%V	32.1%	32.4%	33.2%	38.6%	39.0%	30.8%	39.7%	24.4%
%H		98.3%	95.3%	53.7%	15.9%	57.9%	31.4%	26.7%
Working part time	447	442	431	224	68	266	125	141
%V	17.9%	18.1%	18.7%	20.1%	20.7%	17.6%	19.7%	16.1%
%H		98.9%	96.4%	50.1%	15.2%	59.5%	28.0%	31.5%
Not working	1250	1206	1107	462	133	778	257	521
%V	50.0%	49.5%	48.1%	41.4%	40.5%	51.6%	40.5%	59.5%
%H		96.5%	88.6%	37.0%	10.6%	62.2%	20.6%	41.7%

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	4658	4525	4223	2013	588	2761	1096	1665
%H (All HH)		97.1%	90.7%	43.2%	12.6%	59.3%	23.5%	35.7%
%H (TV HH)			93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
AB	1242	1221	1163	572	166	726	292	434
%V	26.7%	27.0%	27.5%	28.4%	28.2%	26.3%	26.6%	26.1%
%H (All HH)		98.3%	93.6%	46.1%	13.4%	58.5%	23.5%	34.9%
%H (TV HH)			95.2%	46.8%	13.6%	59.5%	23.9%	35.5%
C1	1308	1265	1184	584	169	777	332	445
%V	28.1%	28.0%	28.0%	29.0%	28.7%	28.1%	30.3%	26.7%
%H (All HH)		96.7%	90.5%	44.6%	12.9%	59.4%	25.4%	34.0%
%H (TV HH)			93.6%	46.2%	13.4%	61.4%	26.2%	35.2%
C2	991	971	922	473	129	609	277	332
%V	21.3%	21.5%	21.8%	23.5%	21.9%	22.1%	25.3%	19.9%
%H (All HH)		98.0%	93.0%	47.7%	13.0%	61.5%	28.0%	33.5%
%H (TV HH)			95.0%	48.7%	13.3%	62.7%	28.5%	34.2%
D	610	585	537	253	70	354	135	219
%V	13.1%	12.9%	12.7%	12.6%	11.9%	12.8%	12.3%	13.2%
%H (All HH)		95.9%	88.0%	41.5%	11.5%	58.0%	22.1%	35.9%
%H (TV HH)			91.8%	43.2%	12.0%	60.5%	23.1%	37.4%
E	506	484	417	131	54	296	61	235
%V	10.9%	10.7%	9.9%	6.5%	9.2%	10.7%	5.6%	14.1%
%H (All HH)		95.7%	82.4%	25.9%	10.7%	58.5%	12.1%	46.4%
%H (TV HH)			86.2%	27.1%	11.2%	61.2%	12.6%	48.6%

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

July 2010 - June 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	4658	4525	4223	2013	588	2761	1096	1665
%H (All HH)		97.1%	90.7%	43.2%	12.6%	59.3%	23.5%	35.7%
%H (TV HH)			93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
Under 25	187	166	147	65	18	88	25	63
%V	4.0%	3.7%	3.5%	3.2%	3.1%	3.2%	2.3%	3.8%
%H (All HH)		88.8%	78.6%	34.8%	9.6%	47.1%	13.4%	33.7%
%H (TV HH)			88.6%	39.2%	10.8%	53.0%	15.1%	38.0%
25 - 34	660	618	592	309	109	315	138	177
%V	14.2%	13.7%	14.0%	15.4%	18.5%	11.4%	12.6%	10.6%
%H (All HH)		93.6%	89.7%	46.8%	16.5%	47.7%	20.9%	26.8%
%H (TV HH)			95.8%	50.0%	17.6%	51.0%	22.3%	28.6%
35 - 44	847	821	800	460	143	477	267	209
%V	18.2%	18.1%	18.9%	22.9%	24.3%	17.3%	24.4%	12.6%
%H (All HH)		96.9%	94.5%	54.3%	16.9%	56.3%	31.5%	24.7%
%H (TV HH)			97.4%	56.0%	17.4%	58.1%	32.5%	25.5%
45 - 54	888	869	839	440	130	540	257	282
%V	19.1%	19.2%	19.9%	21.9%	22.1%	19.6%	23.4%	16.9%
%H (All HH)		97.9%	94.5%	49.5%	14.6%	60.8%	28.9%	31.8%
%H (TV HH)			96.5%	50.6%	15.0%	62.1%	29.6%	32.5%
55 - 64	799	787	750	363	104	503	211	292
%V	17.2%	17.4%	17.8%	18.0%	17.7%	18.2%	19.3%	17.5%
%H (All HH)		98.5%	93.9%	45.4%	13.0%	63.0%	26.4%	36.5%
%H (TV HH)			95.3%	46.1%	13.2%	63.9%	26.8%	37.1%
65 +	1277	1264	1096	376	83	838	197	641
%V	27.4%	27.9%	26.0%	18.7%	14.1%	30.4%	18.0%	38.5%
%H (All HH)		99.0%	85.8%	29.4%	6.5%	65.6%	15.4%	50.2%
%H (TV HH)			86.7%	29.7%	6.6%	66.3%	15.6%	50.7%

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

July 2010 - June 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	4658	4525	4223	2013	588	2761	1096	1665
%H (All HH)		97.1%	90.7%	43.2%	12.6%	59.3%	23.5%	35.7%
%H (TV HH)			93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
1	1539	1468	1265	416	140	878	170	709
%V	33.0%	32.4%	30.0%	20.7%	23.8%	31.8%	15.5%	42.6%
%H (All HH)		95.4%	82.2%	27.0%	9.1%	57.1%	11.0%	46.1%
%H (TV HH)			86.2%	28.3%	9.5%	59.8%	11.6%	48.3%
2	1529	1503	1437	696	196	957	398	560
%V	32.8%	33.2%	34.0%	34.6%	33.3%	34.7%	36.3%	33.6%
%H (All HH)		98.3%	94.0%	45.5%	12.8%	62.6%	26.0%	36.6%
%H (TV HH)			95.6%	46.3%	13.0%	63.7%	26.5%	37.3%
3	687	673	655	378	114	388	216	173
%V	14.7%	14.9%	15.5%	18.8%	19.4%	14.1%	19.7%	10.4%
%H (All HH)		98.0%	95.3%	55.0%	16.6%	56.5%	31.4%	25.2%
%H (TV HH)			97.3%	56.2%	16.9%	57.7%	32.1%	25.7%
4	606	601	592	350	91	370	207	163
%V	13.0%	13.3%	14.0%	17.4%	15.5%	13.4%	18.9%	9.8%
%H (All HH)		99.2%	97.7%	57.8%	15.0%	61.1%	34.2%	26.9%
%H (TV HH)			98.5%	58.2%	15.1%	61.6%	34.4%	27.1%
5+	296	280	274	173	47	167	106	60
%V	6.4%	6.2%	6.5%	8.6%	8.0%	6.0%	9.7%	3.6%
%H (All HH)		94.6%	92.6%	58.4%	15.9%	56.4%	35.8%	20.3%
%H (TV HH)			97.9%	61.8%	16.8%	59.6%	37.9%	21.4%
Average HH size	2.29	2.30	2.35	2.62	2.53	2.29	2.74	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

July 2010 - June 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	4658	4525	4223	2013	588	2761	1096	1665
%H (All HH)		97.1%	90.7%	43.2%	12.6%	59.3%	23.5%	35.7%
%H (TV HH)			93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
Without	3502	3388	3112	1363	408	2103	737	1365
%V	75.2%	74.9%	73.7%	67.7%	69.4%	76.2%	67.2%	82.0%
%H (All HH)		96.7%	88.9%	38.9%	11.7%	60.1%	21.0%	39.0%
%H (TV HH)			91.9%	40.2%	12.0%	62.1%	21.8%	40.3%
With	1156	1137	1111	651	180	658	359	299
%V	24.8%	25.1%	26.3%	32.3%	30.6%	23.8%	32.8%	18.0%
%H (All HH)		98.4%	96.1%	56.3%	15.6%	56.9%	31.1%	25.9%
%H (TV HH)			97.7%	57.3%	15.8%	57.9%	31.6%	26.3%
0 - 3	443	433	424	232	68	235	107	129
%V	9.5%	9.6%	10.0%	11.5%	11.6%	8.5%	9.8%	7.7%
%H (All HH)		97.7%	95.7%	52.4%	15.3%	53.0%	24.2%	29.1%
%H (TV HH)			97.9%	53.6%	15.7%	54.3%	24.7%	29.8%
4 - 9	570	559	547	332	89	318	181	137
%V	12.2%	12.4%	13.0%	16.5%	15.1%	11.5%	16.5%	8.2%
%H (All HH)		98.1%	96.0%	58.2%	15.6%	55.8%	31.8%	24.0%
%H (TV HH)			97.9%	59.4%	15.9%	56.9%	32.4%	24.5%
10 - 15	561	558	549	336	94	344	215	129
%V	12.0%	12.3%	13.0%	16.7%	16.0%	12.5%	19.6%	7.7%
%H (All HH)		99.5%	97.9%	59.9%	16.8%	61.3%	38.3%	23.0%
%H (TV HH)			98.4%	60.2%	16.8%	61.6%	38.5%	23.1%

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

July 2010 - June 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	4658	4525	4223	2013	588	2761	1096	1665
%H (All HH)		97.1%	90.7%	43.2%	12.6%	59.3%	23.5%	35.7%
%H (TV HH)			93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
1	1770	1770	1562	587	228	906	161	745
%V	38.0%	39.1%	37.0%	29.2%	38.8%	32.8%	14.7%	44.7%
%H (All HH)		100.0%	88.2%	33.2%	12.9%	51.2%	9.1%	42.1%
%H (TV HH)			88.2%	33.2%	12.9%	51.2%	9.1%	42.1%
2	1548	1548	1478	713	179	1007	409	599
%V	33.2%	34.2%	35.0%	35.4%	30.4%	36.5%	37.3%	36.0%
%H (All HH)		100.0%	95.5%	46.1%	11.6%	65.1%	26.4%	38.7%
%H (TV HH)			95.5%	46.1%	11.6%	65.1%	26.4%	38.7%
3	731	731	711	407	112	502	289	212
%V	15.7%	16.2%	16.8%	20.2%	19.0%	18.2%	26.4%	12.7%
%H (All HH)		100.0%	97.3%	55.7%	15.3%	68.7%	39.5%	29.0%
%H (TV HH)			97.3%	55.7%	15.3%	68.7%	39.5%	29.0%
4	300	300	296	184	46	214	143	71
%V	6.4%	6.6%	7.0%	9.1%	7.8%	7.8%	13.0%	4.3%
%H (All HH)		100.0%	98.7%	61.3%	15.3%	71.3%	47.7%	23.7%
%H (TV HH)			98.7%	61.3%	15.3%	71.3%	47.7%	23.7%
5+	177	177	176	122	23	132	95	37
%V	3.8%	3.9%	4.2%	6.1%	3.9%	4.8%	8.7%	2.2%
%H (All HH)		100.0%	99.4%	68.9%	13.0%	74.6%	53.7%	20.9%
%H (TV HH)			99.4%	68.9%	13.0%	74.6%	53.7%	20.9%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	4658	4525	4223	2013	588	2761	1096	1665
%H (All HH)		97.1%	90.7%	43.2%	12.6%	59.3%	23.5%	35.7%
%H (TV HH)			93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
Under 20"	1962	1962	1845	886	256	1331	600	731
%V	42.1%	43.4%	43.7%	44.0%	43.5%	48.2%	54.7%	43.9%
%H (All HH)		100.0%	94.0%	45.2%	13.0%	67.8%	30.6%	37.3%
%H (TV HH)			94.0%	45.2%	13.0%	67.8%	30.6%	37.3%
20" - 29"	2192	2192	2011	895	278	1404	537	867
%V	47.1%	48.4%	47.6%	44.5%	47.3%	50.9%	49.0%	52.1%
%H (All HH)		100.0%	91.7%	40.8%	12.7%	64.1%	24.5%	39.6%
%H (TV HH)			91.7%	40.8%	12.7%	64.1%	24.5%	39.6%
30" - 39"	2104	2104	2037	1080	288	1325	631	694
%V	45.2%	46.5%	48.2%	53.7%	49.0%	48.0%	57.6%	41.7%
%H (All HH)		100.0%	96.8%	51.3%	13.7%	63.0%	30.0%	33.0%
%H (TV HH)			96.8%	51.3%	13.7%	63.0%	30.0%	33.0%
40" and over	1177	1177	1170	764	166	700	445	255
%V	25.3%	26.0%	27.7%	38.0%	28.2%	25.4%	40.6%	15.3%
%H (All HH)		100.0%	99.4%	64.9%	14.1%	59.5%	37.8%	21.7%
%H (TV HH)			99.4%	64.9%	14.1%	59.5%	37.8%	21.7%

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

July 2010 - June 2011

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	4658	4525	4223	2013	588	2761	1096	1665
%H (All HH)		97.1%	90.7%	43.2%	12.6%	59.3%	23.5%	35.7%
%H (TV HH)			93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
Main living room	4468	4468	4176	1994	584	2727	1087	1640
%V	95.9%	98.7%	98.9%	99.1%	99.3%	98.8%	99.2%	98.5%
%H (All HH)		100.0%	93.5%	44.6%	13.1%	61.0%	24.3%	36.7%
%H (TV HH)			93.5%	44.6%	13.1%	61.0%	24.3%	36.7%
Kitchen	680	680	661	362	72	488	250	238
%V	14.6%	15.0%	15.7%	18.0%	12.2%	17.7%	22.8%	14.3%
%H (All HH)		100.0%	97.2%	53.2%	10.6%	71.8%	36.8%	35.0%
%H (TV HH)			97.2%	53.2%	10.6%	71.8%	36.8%	35.0%
Adult's bedroom	2118	2118	2044	1111	295	1422	748	674
%V	45.5%	46.8%	48.4%	55.2%	50.2%	51.5%	68.2%	40.5%
%H (All HH)		100.0%	96.5%	52.5%	13.9%	67.1%	35.3%	31.8%
%H (TV HH)			96.5%	52.5%	13.9%	67.1%	35.3%	31.8%
Child's bedroom	393	393	390	248	65	273	186	88
%V	8.4%	8.7%	9.2%	12.3%	11.1%	9.9%	17.0%	5.3%
%H (All HH)		100.0%	99.2%	63.1%	16.5%	69.5%	47.3%	22.4%
%H (TV HH)			99.2%	63.1%	16.5%	69.5%	47.3%	22.4%
Other bedroom	205	205	202	131	22	132	77	55
%V	4.4%	4.5%	4.8%	6.5%	3.7%	4.8%	7.0%	3.3%
%H (All HH)		100.0%	98.5%	63.9%	10.7%	64.4%	37.6%	26.8%
%H (TV HH)			98.5%	63.9%	10.7%	64.4%	37.6%	26.8%
Second living/dining room	459	459	439	243	52	318	165	153
%V	9.9%	10.1%	10.4%	12.1%	8.8%	11.5%	15.1%	9.2%
%H (All HH)		100.0%	95.6%	52.9%	11.3%	69.3%	35.9%	33.3%
%H (TV HH)			95.6%	52.9%	11.3%	69.3%	35.9%	33.3%
Study/office	114	114	112	71	13	76	45	31
%V	2.4%	2.5%	2.7%	3.5%	2.2%	2.8%	4.1%	1.9%
%H (All HH)		100.0%	98.2%	62.3%	11.4%	66.7%	39.5%	27.2%
%H (TV HH)			98.2%	62.3%	11.4%	66.7%	39.5%	27.2%
TV room	42	42	42	27	3	28	16	12
%V	0.9%	0.9%	1.0%	1.3%	0.5%	1.0%	1.5%	0.7%
%H (All HH)		100.0%	100.0%	64.3%	7.1%	66.7%	38.1%	28.6%
%H (TV HH)			100.0%	64.3%	7.1%	66.7%	38.1%	28.6%
No specific location	9	9	8	7	0	6	4	2
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.2%	0.4%	0.1%
%H (All HH)		100.0%	88.9%	77.8%	0.0%	66.7%	44.4%	22.2%
%H (TV HH)			88.9%	77.8%	0.0%	66.7%	44.4%	22.2%
Other	47	47	46	29	3	37	24	13
%V	1.0%	1.0%	1.1%	1.4%	0.5%	1.3%	2.2%	0.8%
%H (All HH)		100.0%	97.9%	61.7%	6.4%	78.7%	51.1%	27.7%
%H (TV HH)			97.9%	61.7%	6.4%	78.7%	51.1%	27.7%

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

July 2010 - June 2011

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	4658	4525	4223	2013	588	2761	1096	1665
%H (All HH)		97.1%	90.7%	43.2%	12.6%	59.3%	23.5%	35.7%
%H (TV HH)			93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
PVR	2099	2099	2099	1435	286	1197	785	412
%V	45.1%	46.4%	49.7%	71.3%	48.6%	43.4%	71.6%	24.7%
%H (All HH)		100.0%	100.0%	68.4%	13.6%	57.0%	37.4%	19.6%
%H (TV HH)			100.0%	68.4%	13.6%	57.0%	37.4%	19.6%
DVDR	814	814	782	409	94	522	233	289
%V	17.5%	18.0%	18.5%	20.3%	16.0%	18.9%	21.3%	17.4%
%H (All HH)		100.0%	96.1%	50.2%	11.5%	64.1%	28.6%	35.5%
%H (TV HH)			96.1%	50.2%	11.5%	64.1%	28.6%	35.5%
VCR	948	948	872	351	127	611	209	402
%V	20.4%	21.0%	20.6%	17.4%	21.6%	22.1%	19.1%	24.1%
%H (All HH)		100.0%	92.0%	37.0%	13.4%	64.5%	22.0%	42.4%
%H (TV HH)			92.0%	37.0%	13.4%	64.5%	22.0%	42.4%
Any recorder	2946	2946	2852	1638	391	1764	901	863
%V	63.2%	65.1%	67.5%	81.4%	66.5%	63.9%	82.2%	51.8%
%H (All HH)		100.0%	96.8%	55.6%	13.3%	59.9%	30.6%	29.3%
%H (TV HH)			96.8%	55.6%	13.3%	59.9%	30.6%	29.3%

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	4658	4525	4223	2013	588	2761	1096	1665
%H (All HH)		97.1%	90.7%	43.2%	12.6%	59.3%	23.5%	35.7%
%H (TV HH)			93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
Receives HDTV (via STB or built-in reception)	1426	1426	1426	893	305	811	556	255
%V	30.6%	31.5%	33.8%	44.4%	51.9%	29.4%	50.7%	15.3%
%H (All HH)		100.0%	100.0%	62.6%	21.4%	56.9%	39.0%	17.9%
%H (TV HH)			100.0%	62.6%	21.4%	56.9%	39.0%	17.9%
DVD/Blu-ray player or recorder	3493	3493	3366	1711	492	2166	960	1206
%V	75.0%	77.2%	79.7%	85.0%	83.7%	78.4%	87.6%	72.4%
%H (All HH)		100.0%	96.4%	49.0%	14.1%	62.0%	27.5%	34.5%
%H (TV HH)			96.4%	49.0%	14.1%	62.0%	27.5%	34.5%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	4658	4525	4223	2013	588	2761	1096	1665
%H (All HH)		97.1%	90.7%	43.2%	12.6%	59.3%	23.5%	35.7%
%H (TV HH)			93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
Has PC or Laptop	3582	3485	3372	1764	525	2103	977	1126
%V	76.9%	77.0%	79.8%	87.6%	89.3%	76.2%	89.1%	67.6%
%H (All HH)		97.3%	94.1%	49.2%	14.7%	58.7%	27.3%	31.4%
%H (TV HH)			96.8%	50.6%	15.1%	60.3%	28.0%	32.3%
Has broadband internet	3325	3241	3147	1682	507	1943	943	1000
%V	71.4%	71.6%	74.5%	83.6%	86.2%	70.4%	86.0%	60.1%
%H (All HH)		97.5%	94.6%	50.6%	15.2%	58.4%	28.4%	30.1%
%H (TV HH)			97.1%	51.9%	15.6%	60.0%	29.1%	30.9%

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	9223	8797	4646	1227	6001	2937	3063
%H		95.4%	50.4%	13.3%	65.1%	31.8%	33.2%
Under 20"	2774	2629	1318	360	1919	925	993
%V	30.1%	29.9%	28.4%	29.3%	32.0%	31.5%	32.4%
%H		94.8%	47.5%	13.0%	69.2%	33.3%	35.8%
20" - 29"	2699	2503	1181	360	1746	736	1010
%V	29.3%	28.5%	25.4%	29.3%	29.1%	25.1%	33.0%
%H		92.7%	43.8%	13.3%	64.7%	27.3%	37.4%
30" - 39"	2385	2315	1265	320	1510	750	760
%V	25.9%	26.3%	27.2%	26.1%	25.2%	25.5%	24.8%
%H		97.1%	53.0%	13.4%	63.3%	31.4%	31.9%
40" and over	1291	1284	850	180	774	501	273
%V	14.0%	14.6%	18.3%	14.7%	12.9%	17.1%	8.9%
%H		99.5%	65.8%	13.9%	60.0%	38.8%	21.1%
Don't know	74	65	32	7	52	25	27
%V	0.8%	0.7%	0.7%	0.6%	0.9%	0.9%	0.9%
%H		87.8%	43.2%	9.5%	70.3%	33.8%	36.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	9223	8797	4646	1227	6001	2937	3063
%H		95.4%	50.4%	13.3%	65.1%	31.8%	33.2%
Main living room	4506	4214	2014	585	2752	1096	1656
%V	48.9%	47.9%	43.3%	47.7%	45.9%	37.3%	54.1%
%H		93.5%	44.7%	13.0%	61.1%	24.3%	36.8%
Kitchen	684	665	365	72	491	252	239
%V	7.4%	7.6%	7.9%	5.9%	8.2%	8.6%	7.8%
%H		97.2%	53.4%	10.5%	71.8%	36.8%	34.9%
Adult's bedroom	2582	2501	1384	385	1763	981	781
%V	28.0%	28.4%	29.8%	31.4%	29.4%	33.4%	25.5%
%H		96.9%	53.6%	14.9%	68.3%	38.0%	30.2%
Child's bedroom	526	521	335	88	369	253	115
%V	5.7%	5.9%	7.2%	7.2%	6.1%	8.6%	3.8%
%H		99.0%	63.7%	16.7%	70.2%	48.1%	21.9%
Other bedroom	245	241	165	25	158	99	59
%V	2.7%	2.7%	3.6%	2.0%	2.6%	3.4%	1.9%
%H		98.4%	67.3%	10.2%	64.5%	40.4%	24.1%
Second living/dining room	464	443	245	52	320	166	154
%V	5.0%	5.0%	5.3%	4.2%	5.3%	5.7%	5.0%
%H		95.5%	52.8%	11.2%	69.0%	35.8%	33.2%
Study/office	117	115	73	13	77	46	31
%V	1.3%	1.3%	1.6%	1.1%	1.3%	1.6%	1.0%
%H		98.3%	62.4%	11.1%	65.8%	39.3%	26.5%
TV room	42	42	27	3	28	16	12
%V	0.5%	0.5%	0.6%	0.2%	0.5%	0.5%	0.4%
%H		100.0%	64.3%	7.1%	66.7%	38.1%	28.6%
No specific location	9	8	7	0	6	4	2
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%
%H		88.9%	77.8%	0.0%	66.7%	44.4%	22.2%
Other	48	47	30	3	38	24	14
%V	0.5%	0.5%	0.6%	0.2%	0.6%	0.8%	0.5%
%H		97.9%	62.5%	6.3%	79.2%	50.0%	29.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	9223	8797	4646	1227	6001	2937	3063
%H		95.4%	50.4%	13.3%	65.1%	31.8%	33.2%
PVR	2720	2718	1982	335	1497	1050	448
%V	29.5%	30.9%	42.7%	27.3%	24.9%	35.8%	14.6%
%H		99.9%	72.9%	12.3%	55.0%	38.6%	16.5%
DVDR	950	915	496	112	608	286	322
%V	10.3%	10.4%	10.7%	9.1%	10.1%	9.7%	10.5%
%H		96.3%	52.2%	11.8%	64.0%	30.1%	33.9%
VCR	1075	990	409	140	699	247	452
%V	11.7%	11.3%	8.8%	11.4%	11.6%	8.4%	14.8%
%H		92.1%	38.0%	13.0%	65.0%	23.0%	42.0%
Any recorder	3944	3838	2381	495	2336	1312	1024
%V	42.8%	43.6%	51.2%	40.3%	38.9%	44.7%	33.4%
%H		97.3%	60.4%	12.6%	59.2%	33.3%	26.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.14: 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	9223	8797	4646	1227	6001	2937	3063
%H		95.4%	50.4%	13.3%	65.1%	31.8%	33.2%
Receives HDTV (via STB or built-in reception)	1852	1852	1203	376	1057	750	307
%V	20.1%	21.1%	25.9%	30.6%	17.6%	25.5%	10.0%
%H		100.0%	65.0%	20.3%	57.1%	40.5%	16.6%
DVD/Blu-ray player or recorder	5089	4944	2688	742	3303	1709	1594
%V	55.2%	56.2%	57.9%	60.5%	55.0%	58.2%	52.0%
%H		97.2%	52.8%	14.6%	64.9%	33.6%	31.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South East Macro

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	4522	4221	2013	588	2759	1096	1663
%H		93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
Under 20"	208	156	28	22	121	14	107
%V	4.6%	3.7%	1.4%	3.7%	4.4%	1.3%	6.4%
%H		75.0%	13.5%	10.6%	58.2%	6.7%	51.4%
20" - 29"	1364	1193	389	156	836	176	660
%V	30.2%	28.3%	19.3%	26.5%	30.3%	16.1%	39.7%
%H		87.5%	28.5%	11.4%	61.3%	12.9%	48.4%
30" - 39"	1774	1710	844	246	1105	469	636
%V	39.2%	40.5%	41.9%	41.8%	40.1%	42.8%	38.2%
%H		96.4%	47.6%	13.9%	62.3%	26.4%	35.9%
40" and over	1141	1135	740	162	676	429	247
%V	25.2%	26.9%	36.8%	27.6%	24.5%	39.1%	14.9%
%H		99.5%	64.9%	14.2%	59.2%	37.6%	21.6%
Don't know	35	28	12	2	22	8	14
%V	0.8%	0.7%	0.6%	0.3%	0.8%	0.7%	0.8%
%H		80.0%	34.3%	5.7%	62.9%	22.9%	40.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South East Macro

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	4522	4221	2013	588	2759	1096	1663
%H		93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
PVR	2036	2035	1402	275	1148	757	390
%V	45.0%	48.2%	69.6%	46.8%	41.6%	69.1%	23.5%
%H		100.0%	68.9%	13.5%	56.4%	37.2%	19.2%
DVDR	696	666	340	76	437	180	257
%V	15.4%	15.8%	16.9%	12.9%	15.8%	16.4%	15.5%
%H		95.7%	48.9%	10.9%	62.8%	25.9%	36.9%
VCR	784	712	270	105	503	160	343
%V	17.3%	16.9%	13.4%	17.9%	18.2%	14.6%	20.6%
%H		90.8%	34.4%	13.4%	64.2%	20.4%	43.8%
Any recorder	2837	2748	1593	376	1687	870	817
%V	62.7%	65.1%	79.1%	63.9%	61.1%	79.4%	49.1%
%H		96.9%	56.2%	13.3%	59.5%	30.7%	28.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4522	4221	2013	588	2759	1096	1663
%H		93.3%	44.5%	13.0%	61.0%	24.2%	36.8%
Receives HDTV (via STB or built-in reception)	1359	1359	848	297	763	525	238
%V	30.1%	32.2%	42.1%	50.5%	27.7%	47.9%	14.3%
%H		100.0%	62.4%	21.9%	56.1%	38.6%	17.5%
DVD/Blu-ray player or recorder	3297	3176	1602	464	2038	890	1148
%V	72.9%	75.2%	79.6%	78.9%	73.9%	81.2%	69.0%
%H		96.3%	48.6%	14.1%	61.8%	27.0%	34.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV South East Macro
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	4701	4576	2633	640	3242	1841	1400
%H		97.3%	56.0%	13.6%	69.0%	39.2%	29.8%
Under 20"	2566	2473	1290	338	1798	911	887
%V	54.6%	54.0%	49.0%	52.8%	55.5%	49.5%	63.4%
%H		96.4%	50.3%	13.2%	70.1%	35.5%	34.6%
20" - 29"	1335	1311	793	204	911	560	350
%V	28.4%	28.6%	30.1%	31.9%	28.1%	30.4%	25.0%
%H		98.2%	59.4%	15.3%	68.2%	41.9%	26.2%
30" - 39"	611	606	421	73	405	281	124
%V	13.0%	13.2%	16.0%	11.4%	12.5%	15.3%	8.9%
%H		99.2%	68.9%	11.9%	66.3%	46.0%	20.3%
40" and over	150	149	109	18	98	71	27
%V	3.2%	3.3%	4.1%	2.8%	3.0%	3.9%	1.9%
%H		99.3%	72.7%	12.0%	65.3%	47.3%	18.0%
Don't know	39	37	20	5	30	17	13
%V	0.8%	0.8%	0.8%	0.8%	0.9%	0.9%	0.9%
%H		94.9%	51.3%	12.8%	76.9%	43.6%	33.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV South East Macro
Set level data
Table 21.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4701	4576	2633	640	3242	1841	1400
%H		97.3%	56.0%	13.6%	69.0%	39.2%	29.8%
PVR	684	683	580	60	350	293	57
%V	14.6%	14.9%	22.0%	9.4%	10.8%	15.9%	4.1%
%H		99.9%	84.8%	8.8%	51.2%	42.8%	8.3%
DVDR	255	249	156	36	171	106	65
%V	5.4%	5.4%	5.9%	5.6%	5.3%	5.8%	4.6%
%H		97.6%	61.2%	14.1%	67.1%	41.6%	25.5%
VCR	291	279	139	36	196	87	109
%V	6.2%	6.1%	5.3%	5.6%	6.0%	4.7%	7.8%
%H		95.9%	47.8%	12.4%	67.4%	29.9%	37.5%
Any recorder	1106	1090	787	119	649	442	207
%V	23.5%	23.8%	29.9%	18.6%	20.0%	24.0%	14.8%
%H		98.6%	71.2%	10.8%	58.7%	40.0%	18.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 21.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4701	4576	2633	640	3242	1841	1400
%H		97.3%	56.0%	13.6%	69.0%	39.2%	29.8%
Receives HDTV (via STB or built-in reception)	493	493	355	79	294	225	69
%V	10.5%	10.8%	13.5%	12.3%	9.1%	12.2%	4.9%
%H		100.0%	72.0%	16.0%	59.6%	45.6%	14.0%
DVD/Blu-ray player or recorder	1792	1768	1087	278	1265	819	446
%V	38.1%	38.6%	41.3%	43.4%	39.0%	44.5%	31.9%
%H		98.7%	60.7%	15.5%	70.6%	45.7%	24.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	10670	10395	9939	5271	1486	6330	3007	3323
%H		97.4%	93.1%	49.4%	13.9%	59.3%	28.2%	31.1%
Total Children	2009	1976	1941	1147	312	1156	641	516
%V	18.8%	19.0%	19.5%	21.8%	21.0%	18.3%	21.3%	15.5%
%H		98.4%	96.6%	57.1%	15.5%	57.5%	31.9%	25.7%
0 - 3	527	516	506	270	81	283	123	160
%V	4.9%	5.0%	5.1%	5.1%	5.5%	4.5%	4.1%	4.8%
%H		97.9%	96.0%	51.2%	15.4%	53.7%	23.3%	30.4%
4 - 15	1482	1460	1435	877	231	873	517	355
%V	13.9%	14.0%	14.4%	16.6%	15.5%	13.8%	17.2%	10.7%
%H		98.5%	96.8%	59.2%	15.6%	58.9%	34.9%	24.0%
4 - 9	753	736	723	437	113	425	238	187
%V	7.1%	7.1%	7.3%	8.3%	7.6%	6.7%	7.9%	5.6%
%H		97.7%	96.0%	58.0%	15.0%	56.4%	31.6%	24.8%
10 - 15	728	724	712	440	118	448	280	168
%V	6.8%	7.0%	7.2%	8.3%	7.9%	7.1%	9.3%	5.1%
%H		99.5%	97.8%	60.4%	16.2%	61.5%	38.5%	23.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South East Macro

Individual level data

Table 21.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	10670	10395	9939	5271	1486	6330	3007	3323
%H		97.4%	93.1%	49.4%	13.9%	59.3%	28.2%	31.1%
Total Adults (16+)	8660	8418	7999	4124	1173	5174	2367	2807
%V	81.2%	81.0%	80.5%	78.2%	78.9%	81.7%	78.7%	84.5%
%H		97.2%	92.4%	47.6%	13.5%	59.7%	27.3%	32.4%
16 - 19	528	504	493	280	87	313	180	133
%V	4.9%	4.8%	5.0%	5.3%	5.9%	4.9%	6.0%	4.0%
%H		95.5%	93.4%	53.0%	16.5%	59.3%	34.1%	25.2%
20 - 24	589	545	510	280	81	319	163	156
%V	5.5%	5.2%	5.1%	5.3%	5.5%	5.0%	5.4%	4.7%
%H		92.5%	86.6%	47.5%	13.8%	54.2%	27.7%	26.5%
25 - 34	1307	1226	1178	634	230	640	311	330
%V	12.2%	11.8%	11.9%	12.0%	15.5%	10.1%	10.3%	9.9%
%H		93.8%	90.1%	48.5%	17.6%	49.0%	23.8%	25.2%
35 - 44	1495	1454	1425	847	246	848	490	358
%V	14.0%	14.0%	14.3%	16.1%	16.6%	13.4%	16.3%	10.8%
%H		97.3%	95.3%	56.7%	16.5%	56.7%	32.8%	23.9%
45 - 54	1521	1499	1452	803	212	936	478	457
%V	14.3%	14.4%	14.6%	15.2%	14.3%	14.8%	15.9%	13.8%
%H		98.6%	95.5%	52.8%	13.9%	61.5%	31.4%	30.0%
55 - 64	1314	1300	1252	629	180	841	379	462
%V	12.3%	12.5%	12.6%	11.9%	12.1%	13.3%	12.6%	13.9%
%H		98.9%	95.3%	47.9%	13.7%	64.0%	28.8%	35.2%
65+	1907	1891	1689	651	136	1277	366	911
%V	17.9%	18.2%	17.0%	12.4%	9.2%	20.2%	12.2%	27.4%
%H		99.2%	88.6%	34.1%	7.1%	67.0%	19.2%	47.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South East Macro

Individual level data

Table 21.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	8660	8418	7999	4124	1173	5174	2367	2807
%H		97.2%	92.4%	47.6%	13.5%	59.7%	27.3%	32.4%
AB	2463	2427	2343	1221	337	1460	654	806
%V	28.4%	28.8%	29.3%	29.6%	28.7%	28.2%	27.6%	28.7%
%H		98.5%	95.1%	49.6%	13.7%	59.3%	26.6%	32.7%
C1	2457	2350	2236	1193	339	1444	699	745
%V	28.4%	27.9%	28.0%	28.9%	28.9%	27.9%	29.5%	26.5%
%H		95.6%	91.0%	48.6%	13.8%	58.8%	28.4%	30.3%
C2	1974	1946	1870	1015	270	1236	625	612
%V	22.8%	23.1%	23.4%	24.6%	23.0%	23.9%	26.4%	21.8%
%H		98.6%	94.7%	51.4%	13.7%	62.6%	31.7%	31.0%
D	1106	1067	996	509	150	653	302	351
%V	12.8%	12.7%	12.5%	12.3%	12.8%	12.6%	12.8%	12.5%
%H		96.5%	90.1%	46.0%	13.6%	59.0%	27.3%	31.7%
E	661	629	553	187	77	381	87	294
%V	7.6%	7.5%	6.9%	4.5%	6.6%	7.4%	3.7%	10.5%
%H		95.2%	83.7%	28.3%	11.6%	57.6%	13.2%	44.5%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South East Macro

Individual level data

Table 21.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	8660	8418	7999	4124	1173	5174	2367	2807
%H		97.2%	92.4%	47.6%	13.5%	59.7%	27.3%	32.4%
Working full time	3924	3831	3719	2099	625	2264	1210	1054
%V	45.3%	45.5%	46.5%	50.9%	53.3%	43.8%	51.1%	37.5%
%H		97.6%	94.8%	53.5%	15.9%	57.7%	30.8%	26.9%
Working part time	1042	1022	988	532	154	634	320	315
%V	12.0%	12.1%	12.4%	12.9%	13.1%	12.3%	13.5%	11.2%
%H		98.1%	94.8%	51.1%	14.8%	60.8%	30.7%	30.2%
Not working	3694	3565	3291	1493	394	2276	837	1438
%V	42.7%	42.3%	41.1%	36.2%	33.6%	44.0%	35.4%	51.2%
%H		96.5%	89.1%	40.4%	10.7%	61.6%	22.7%	38.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South East Macro

Individual level data

Table 21.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4196	4063	3887	2084	579	2462	1183	1278
%H		96.8%	92.6%	49.7%	13.8%	58.7%	28.2%	30.5%
16 - 19	272	261	253	151	46	155	96	59
%V	6.5%	6.4%	6.5%	7.2%	7.9%	6.3%	8.1%	4.6%
%H		96.0%	93.0%	55.5%	16.9%	57.0%	35.3%	21.7%
20 - 24	286	269	257	150	38	155	82	73
%V	6.8%	6.6%	6.6%	7.2%	6.6%	6.3%	6.9%	5.7%
%H		94.1%	89.9%	52.4%	13.3%	54.2%	28.7%	25.5%
25 - 34	669	620	595	321	120	318	154	165
%V	15.9%	15.3%	15.3%	15.4%	20.7%	12.9%	13.0%	12.9%
%H		92.7%	88.9%	48.0%	17.9%	47.5%	23.0%	24.7%
35 - 44	719	700	688	411	118	409	239	171
%V	17.1%	17.2%	17.7%	19.7%	20.4%	16.6%	20.2%	13.4%
%H		97.4%	95.7%	57.2%	16.4%	56.9%	33.2%	23.8%
45 - 54	758	741	719	395	104	463	235	228
%V	18.1%	18.2%	18.5%	19.0%	18.0%	18.8%	19.9%	17.8%
%H		97.8%	94.9%	52.1%	13.7%	61.1%	31.0%	30.1%
55 - 64	634	626	603	310	87	405	190	216
%V	15.1%	15.4%	15.5%	14.9%	15.0%	16.5%	16.1%	16.9%
%H		98.7%	95.1%	48.9%	13.7%	63.9%	30.0%	34.1%
65+	857	847	774	346	66	556	188	368
%V	20.4%	20.8%	19.9%	16.6%	11.4%	22.6%	15.9%	28.8%
%H		98.8%	90.3%	40.4%	7.7%	64.9%	21.9%	42.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South East Macro

Individual level data

Table 21.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4196	4063	3887	2084	579	2462	1183	1278
%H		96.8%	92.6%	49.7%	13.8%	58.7%	28.2%	30.5%
AB	1230	1211	1172	635	167	711	332	379
%V	29.3%	29.8%	30.2%	30.5%	28.8%	28.9%	28.1%	29.7%
%H		98.5%	95.3%	51.6%	13.6%	57.8%	27.0%	30.8%
C1	1134	1084	1043	588	166	651	340	311
%V	27.0%	26.7%	26.8%	28.2%	28.7%	26.4%	28.7%	24.3%
%H		95.6%	92.0%	51.9%	14.6%	57.4%	30.0%	27.4%
C2	1041	1023	983	539	137	650	328	321
%V	24.8%	25.2%	25.3%	25.9%	23.7%	26.4%	27.7%	25.1%
%H		98.3%	94.4%	51.8%	13.2%	62.4%	31.5%	30.8%
D	535	510	478	246	76	310	146	164
%V	12.8%	12.6%	12.3%	11.8%	13.1%	12.6%	12.3%	12.8%
%H		95.3%	89.3%	46.0%	14.2%	57.9%	27.3%	30.7%
E	256	236	211	76	33	140	37	103
%V	6.1%	5.8%	5.4%	3.6%	5.7%	5.7%	3.1%	8.1%
%H		92.2%	82.4%	29.7%	12.9%	54.7%	14.5%	40.2%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV South East Macro
Individual level data
Table 21.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4196	4063	3887	2084	579	2462	1183	1278
%H		96.8%	92.6%	49.7%	13.8%	58.7%	28.2%	30.5%
Working full time	2497	2434	2370	1349	389	1447	778	669
%V	59.5%	59.9%	61.0%	64.7%	67.2%	58.8%	65.8%	52.3%
%H		97.5%	94.9%	54.0%	15.6%	57.9%	31.2%	26.8%
Working part time	197	186	173	91	23	116	55	61
%V	4.7%	4.6%	4.5%	4.4%	4.0%	4.7%	4.6%	4.8%
%H		94.4%	87.8%	46.2%	11.7%	58.9%	27.9%	31.0%
Not working	1501	1442	1345	643	167	898	349	548
%V	35.8%	35.5%	34.6%	30.9%	28.8%	36.5%	29.5%	42.9%
%H		96.1%	89.6%	42.8%	11.1%	59.8%	23.3%	36.5%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South East Macro

Individual level data

Table 21.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4465	4355	4111	2040	595	2712	1183	1529
%H		97.5%	92.1%	45.7%	13.3%	60.7%	26.5%	34.2%
16 - 19	256	243	239	129	41	158	84	74
%V	5.7%	5.6%	5.8%	6.3%	6.9%	5.8%	7.1%	4.8%
%H		94.9%	93.4%	50.4%	16.0%	61.7%	32.8%	28.9%
20 - 24	303	276	254	130	43	164	81	83
%V	6.8%	6.3%	6.2%	6.4%	7.2%	6.0%	6.8%	5.4%
%H		91.1%	83.8%	42.9%	14.2%	54.1%	26.7%	27.4%
25 - 34	638	606	584	313	110	322	157	165
%V	14.3%	13.9%	14.2%	15.3%	18.5%	11.9%	13.3%	10.8%
%H		95.0%	91.5%	49.1%	17.2%	50.5%	24.6%	25.9%
35 - 44	776	754	738	436	128	439	252	188
%V	17.4%	17.3%	18.0%	21.4%	21.5%	16.2%	21.3%	12.3%
%H		97.2%	95.1%	56.2%	16.5%	56.6%	32.5%	24.2%
45 - 54	763	758	734	408	109	473	243	230
%V	17.1%	17.4%	17.9%	20.0%	18.3%	17.4%	20.5%	15.0%
%H		99.3%	96.2%	53.5%	14.3%	62.0%	31.8%	30.1%
55 - 64	679	674	649	319	93	435	189	246
%V	15.2%	15.5%	15.8%	15.6%	15.6%	16.0%	16.0%	16.1%
%H		99.3%	95.6%	47.0%	13.7%	64.1%	27.8%	36.2%
65+	1050	1045	915	306	71	721	178	543
%V	23.5%	24.0%	22.3%	15.0%	11.9%	26.6%	15.0%	35.5%
%H		99.5%	87.1%	29.1%	6.8%	68.7%	17.0%	51.7%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South East Macro

Individual level data

Table 21.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4465	4355	4111	2040	595	2712	1183	1529
%H		97.5%	92.1%	45.7%	13.3%	60.7%	26.5%	34.2%
AB	1233	1216	1171	586	169	749	322	427
%V	27.6%	27.9%	28.5%	28.7%	28.4%	27.6%	27.2%	27.9%
%H		98.6%	95.0%	47.5%	13.7%	60.7%	26.1%	34.6%
C1	1323	1266	1193	604	173	793	359	434
%V	29.6%	29.1%	29.0%	29.6%	29.1%	29.2%	30.3%	28.4%
%H		95.7%	90.2%	45.7%	13.1%	59.9%	27.1%	32.8%
C2	933	923	887	476	133	587	296	290
%V	20.9%	21.2%	21.6%	23.3%	22.4%	21.6%	25.0%	19.0%
%H		98.9%	95.1%	51.0%	14.3%	62.9%	31.7%	31.1%
D	571	558	518	263	74	343	156	187
%V	12.8%	12.8%	12.6%	12.9%	12.4%	12.6%	13.2%	12.2%
%H		97.7%	90.7%	46.1%	13.0%	60.1%	27.3%	32.7%
E	405	393	343	111	44	241	50	191
%V	9.1%	9.0%	8.3%	5.4%	7.4%	8.9%	4.2%	12.5%
%H		97.0%	84.7%	27.4%	10.9%	59.5%	12.3%	47.2%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV South East Macro

Individual level data

Table 21.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4465	4355	4111	2040	595	2712	1183	1529
%H		97.5%	92.1%	45.7%	13.3%	60.7%	26.5%	34.2%
Working full time	1427	1397	1349	749	236	816	431	385
%V	32.0%	32.1%	32.8%	36.7%	39.7%	30.1%	36.4%	25.2%
%H		97.9%	94.5%	52.5%	16.5%	57.2%	30.2%	27.0%
Working part time	845	835	815	441	132	518	264	254
%V	18.9%	19.2%	19.8%	21.6%	22.2%	19.1%	22.3%	16.6%
%H		98.8%	96.4%	52.2%	15.6%	61.3%	31.2%	30.1%
Not working	2193	2123	1947	850	227	1378	488	890
%V	49.1%	48.7%	47.4%	41.7%	38.2%	50.8%	41.3%	58.2%
%H		96.8%	88.8%	38.8%	10.4%	62.8%	22.3%	40.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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July 2010 - June 2011

ITV North Macro

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	7149	6957	6716	2828	1019	5416	2489	2927
%H (All HH)		97.3%	93.9%	39.6%	14.3%	75.8%	34.8%	40.9%
%H (TV HH)			96.5%	40.6%	14.6%	77.8%	35.8%	42.1%
AB	1418	1390	1352	650	206	1057	543	514
%V	19.8%	20.0%	20.1%	23.0%	20.2%	19.5%	21.8%	17.6%
%H (All HH)		98.0%	95.3%	45.8%	14.5%	74.5%	38.3%	36.2%
%H (TV HH)			97.3%	46.8%	14.8%	76.0%	39.1%	37.0%
C1	1892	1821	1772	789	307	1411	716	695
%V	26.5%	26.2%	26.4%	27.9%	30.1%	26.1%	28.8%	23.7%
%H (All HH)		96.2%	93.7%	41.7%	16.2%	74.6%	37.8%	36.7%
%H (TV HH)			97.3%	43.3%	16.9%	77.5%	39.3%	38.2%
C2	1412	1388	1357	628	216	1097	573	524
%V	19.8%	20.0%	20.2%	22.2%	21.2%	20.3%	23.0%	17.9%
%H (All HH)		98.3%	96.1%	44.5%	15.3%	77.7%	40.6%	37.1%
%H (TV HH)			97.8%	45.2%	15.6%	79.0%	41.3%	37.8%
D	1200	1171	1133	472	159	922	413	509
%V	16.8%	16.8%	16.9%	16.7%	15.6%	17.0%	16.6%	17.4%
%H (All HH)		97.6%	94.4%	39.3%	13.3%	76.8%	34.4%	42.4%
%H (TV HH)			96.8%	40.3%	13.6%	78.7%	35.3%	43.5%
E	1226	1187	1102	289	131	929	243	686
%V	17.1%	17.1%	16.4%	10.2%	12.9%	17.2%	9.8%	23.4%
%H (All HH)		96.8%	89.9%	23.6%	10.7%	75.8%	19.8%	56.0%
%H (TV HH)			92.8%	24.3%	11.0%	78.3%	20.5%	57.8%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	7149	6957	6716	2828	1019	5416	2489	2927
%H (All HH)		97.3%	93.9%	39.6%	14.3%	75.8%	34.8%	40.9%
%H (TV HH)			96.5%	40.6%	14.6%	77.8%	35.8%	42.1%
Under 25	345	306	301	109	48	240	92	148
%V	4.8%	4.4%	4.5%	3.9%	4.7%	4.4%	3.7%	5.1%
%H (All HH)		88.7%	87.2%	31.6%	13.9%	69.6%	26.7%	42.9%
%H (TV HH)			98.4%	35.6%	15.7%	78.4%	30.1%	48.4%
25 - 34	1073	1017	1002	536	171	720	413	308
%V	15.0%	14.6%	14.9%	19.0%	16.8%	13.3%	16.6%	10.5%
%H (All HH)		94.8%	93.4%	50.0%	15.9%	67.1%	38.5%	28.7%
%H (TV HH)			98.5%	52.7%	16.8%	70.8%	40.6%	30.3%
35 - 44	1261	1232	1206	619	219	931	548	383
%V	17.6%	17.7%	18.0%	21.9%	21.5%	17.2%	22.0%	13.1%
%H (All HH)		97.7%	95.6%	49.1%	17.4%	73.8%	43.5%	30.4%
%H (TV HH)			97.9%	50.2%	17.8%	75.6%	44.5%	31.1%
45 - 54	1354	1329	1310	611	228	1070	584	486
%V	18.9%	19.1%	19.5%	21.6%	22.4%	19.8%	23.5%	16.6%
%H (All HH)		98.2%	96.8%	45.1%	16.8%	79.0%	43.1%	35.9%
%H (TV HH)			98.6%	46.0%	17.2%	80.5%	43.9%	36.6%
55 - 64	1228	1212	1181	498	176	976	459	517
%V	17.2%	17.4%	17.6%	17.6%	17.3%	18.0%	18.4%	17.7%
%H (All HH)		98.7%	96.2%	40.6%	14.3%	79.5%	37.4%	42.1%
%H (TV HH)			97.4%	41.1%	14.5%	80.5%	37.9%	42.7%
65 +	1887	1861	1716	457	176	1479	393	1086
%V	26.4%	26.8%	25.6%	16.2%	17.3%	27.3%	15.8%	37.1%
%H (All HH)		98.6%	90.9%	24.2%	9.3%	78.4%	20.8%	57.6%
%H (TV HH)			92.2%	24.6%	9.5%	79.5%	21.1%	58.4%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	7149	6957	6716	2828	1019	5416	2489	2927
%H (All HH)		97.3%	93.9%	39.6%	14.3%	75.8%	34.8%	40.9%
%H (TV HH)			96.5%	40.6%	14.6%	77.8%	35.8%	42.1%
1	2483	2369	2200	578	240	1847	461	1386
%V	34.7%	34.1%	32.8%	20.4%	23.6%	34.1%	18.5%	47.4%
%H (All HH)		95.4%	88.6%	23.3%	9.7%	74.4%	18.6%	55.8%
%H (TV HH)			92.9%	24.4%	10.1%	78.0%	19.5%	58.5%
2	2238	2200	2157	924	327	1729	811	918
%V	31.3%	31.6%	32.1%	32.7%	32.1%	31.9%	32.6%	31.4%
%H (All HH)		98.3%	96.4%	41.3%	14.6%	77.3%	36.2%	41.0%
%H (TV HH)			98.0%	42.0%	14.9%	78.6%	36.9%	41.7%
3	1080	1065	1051	579	198	821	530	291
%V	15.1%	15.3%	15.6%	20.5%	19.4%	15.2%	21.3%	9.9%
%H (All HH)		98.6%	97.3%	53.6%	18.3%	76.0%	49.1%	26.9%
%H (TV HH)			98.7%	54.4%	18.6%	77.1%	49.8%	27.3%
4	898	882	874	479	172	696	463	233
%V	12.6%	12.7%	13.0%	16.9%	16.9%	12.9%	18.6%	8.0%
%H (All HH)		98.2%	97.3%	53.3%	19.2%	77.5%	51.6%	25.9%
%H (TV HH)			99.1%	54.3%	19.5%	78.9%	52.5%	26.4%
5+	450	440	434	268	81	323	225	98
%V	6.3%	6.3%	6.5%	9.5%	7.9%	6.0%	9.0%	3.3%
%H (All HH)		97.8%	96.4%	59.6%	18.0%	71.8%	50.0%	21.8%
%H (TV HH)			98.6%	60.9%	18.4%	73.4%	51.1%	22.3%
Average HH size	2.27	2.28	2.31	2.67	2.57	2.27	2.71	1.90

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

July 2010 - June 2011

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	7149	6957	6716	2828	1019	5416	2489	2927
%H (All HH)		97.3%	93.9%	39.6%	14.3%	75.8%	34.8%	40.9%
%H (TV HH)			96.5%	40.6%	14.6%	77.8%	35.8%	42.1%
Without	5402	5234	5014	1891	696	4132	1671	2461
%V	75.6%	75.2%	74.7%	66.9%	68.3%	76.3%	67.1%	84.1%
%H (All HH)		96.9%	92.8%	35.0%	12.9%	76.5%	30.9%	45.6%
%H (TV HH)			95.8%	36.1%	13.3%	78.9%	31.9%	47.0%
With	1747	1723	1702	938	323	1284	818	466
%V	24.4%	24.8%	25.3%	33.2%	31.7%	23.7%	32.9%	15.9%
%H (All HH)		98.6%	97.4%	53.7%	18.5%	73.5%	46.8%	26.7%
%H (TV HH)			98.8%	54.4%	18.7%	74.5%	47.5%	27.0%
0 - 3	667	653	646	356	115	468	285	184
%V	9.3%	9.4%	9.6%	12.6%	11.3%	8.6%	11.5%	6.3%
%H (All HH)		97.9%	96.9%	53.4%	17.2%	70.2%	42.7%	27.6%
%H (TV HH)			98.9%	54.5%	17.6%	71.7%	43.6%	28.2%
4 - 9	839	830	822	465	157	609	397	212
%V	11.7%	11.9%	12.2%	16.4%	15.4%	11.2%	16.0%	7.2%
%H (All HH)		98.9%	98.0%	55.4%	18.7%	72.6%	47.3%	25.3%
%H (TV HH)			99.0%	56.0%	18.9%	73.4%	47.8%	25.5%
10 - 15	856	848	837	466	164	660	439	222
%V	12.0%	12.2%	12.5%	16.5%	16.1%	12.2%	17.6%	7.6%
%H (All HH)		99.1%	97.8%	54.4%	19.2%	77.1%	51.3%	25.9%
%H (TV HH)			98.7%	55.0%	19.3%	77.8%	51.8%	26.2%

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

July 2010 - June 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	7149	6957	6716	2828	1019	5416	2489	2927
%H (All HH)		97.3%	93.9%	39.6%	14.3%	75.8%	34.8%	40.9%
%H (TV HH)			96.5%	40.6%	14.6%	77.8%	35.8%	42.1%
1	2572	2572	2413	794	299	1772	446	1325
%V	36.0%	37.0%	35.9%	28.1%	29.3%	32.7%	17.9%	45.3%
%H (All HH)		100.0%	93.8%	30.9%	11.6%	68.9%	17.3%	51.5%
%H (TV HH)			93.8%	30.9%	11.6%	68.9%	17.3%	51.5%
2	2398	2398	2332	964	355	1927	894	1033
%V	33.5%	34.5%	34.7%	34.1%	34.8%	35.6%	35.9%	35.3%
%H (All HH)		100.0%	97.2%	40.2%	14.8%	80.4%	37.3%	43.1%
%H (TV HH)			97.2%	40.2%	14.8%	80.4%	37.3%	43.1%
3	1161	1161	1147	563	214	991	607	384
%V	16.2%	16.7%	17.1%	19.9%	21.0%	18.3%	24.4%	13.1%
%H (All HH)		100.0%	98.8%	48.5%	18.4%	85.4%	52.3%	33.1%
%H (TV HH)			98.8%	48.5%	18.4%	85.4%	52.3%	33.1%
4	525	525	523	298	102	464	331	133
%V	7.3%	7.5%	7.8%	10.5%	10.0%	8.6%	13.3%	4.5%
%H (All HH)		100.0%	99.6%	56.8%	19.4%	88.4%	63.0%	25.3%
%H (TV HH)			99.6%	56.8%	19.4%	88.4%	63.0%	25.3%
5+	300	300	300	209	49	263	211	52
%V	4.2%	4.3%	4.5%	7.4%	4.8%	4.9%	8.5%	1.8%
%H (All HH)		100.0%	100.0%	69.7%	16.3%	87.7%	70.3%	17.3%
%H (TV HH)			100.0%	69.7%	16.3%	87.7%	70.3%	17.3%

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

July 2010 - June 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	7149	6957	6716	2828	1019	5416	2489	2927
%H (All HH)		97.3%	93.9%	39.6%	14.3%	75.8%	34.8%	40.9%
%H (TV HH)			96.5%	40.6%	14.6%	77.8%	35.8%	42.1%
Under 20"	2707	2707	2624	1159	416	2244	1168	1076
%V	37.9%	38.9%	39.1%	41.0%	40.8%	41.4%	46.9%	36.8%
%H (All HH)		100.0%	96.9%	42.8%	15.4%	82.9%	43.1%	39.7%
%H (TV HH)			96.9%	42.8%	15.4%	82.9%	43.1%	39.7%
20" - 29"	3372	3372	3205	1259	474	2678	1176	1502
%V	47.2%	48.5%	47.7%	44.5%	46.5%	49.4%	47.2%	51.3%
%H (All HH)		100.0%	95.0%	37.3%	14.1%	79.4%	34.9%	44.5%
%H (TV HH)			95.0%	37.3%	14.1%	79.4%	34.9%	44.5%
30" - 39"	3551	3551	3505	1591	557	2877	1482	1395
%V	49.7%	51.0%	52.2%	56.3%	54.7%	53.1%	59.5%	47.7%
%H (All HH)		100.0%	98.7%	44.8%	15.7%	81.0%	41.7%	39.3%
%H (TV HH)			98.7%	44.8%	15.7%	81.0%	41.7%	39.3%
40" and over	2015	2015	2010	1180	355	1572	1072	500
%V	28.2%	29.0%	29.9%	41.7%	34.8%	29.0%	43.1%	17.1%
%H (All HH)		100.0%	99.8%	58.6%	17.6%	78.0%	53.2%	24.8%
%H (TV HH)			99.8%	58.6%	17.6%	78.0%	53.2%	24.8%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	7149	6957	6716	2828	1019	5416	2489	2927
%H (All HH)		97.3%	93.9%	39.6%	14.3%	75.8%	34.8%	40.9%
%H (TV HH)			96.5%	40.6%	14.6%	77.8%	35.8%	42.1%
Main living room	6901	6901	6666	2809	1011	5376	2474	2901
%V	96.5%	99.2%	99.3%	99.3%	99.2%	99.3%	99.4%	99.1%
%H (All HH)		100.0%	96.6%	40.7%	14.7%	77.9%	35.8%	42.0%
%H (TV HH)			96.6%	40.7%	14.7%	77.9%	35.8%	42.0%
Kitchen	873	873	853	431	118	733	416	317
%V	12.2%	12.5%	12.7%	15.2%	11.6%	13.5%	16.7%	10.8%
%H (All HH)		100.0%	97.7%	49.4%	13.5%	84.0%	47.7%	36.3%
%H (TV HH)			97.7%	49.4%	13.5%	84.0%	47.7%	36.3%
Adult's bedroom	3349	3349	3297	1598	568	2809	1637	1172
%V	46.8%	48.1%	49.1%	56.5%	55.7%	51.9%	65.8%	40.0%
%H (All HH)		100.0%	98.4%	47.7%	17.0%	83.9%	48.9%	35.0%
%H (TV HH)			98.4%	47.7%	17.0%	83.9%	48.9%	35.0%
Child's bedroom	768	768	767	455	148	657	482	175
%V	10.7%	11.0%	11.4%	16.1%	14.5%	12.1%	19.4%	6.0%
%H (All HH)		100.0%	99.9%	59.2%	19.3%	85.5%	62.8%	22.8%
%H (TV HH)			99.9%	59.2%	19.3%	85.5%	62.8%	22.8%
Other bedroom	364	364	360	189	69	318	206	111
%V	5.1%	5.2%	5.4%	6.7%	6.8%	5.9%	8.3%	3.8%
%H (All HH)		100.0%	98.9%	51.9%	19.0%	87.4%	56.6%	30.5%
%H (TV HH)			98.9%	51.9%	19.0%	87.4%	56.6%	30.5%
Second living/dining room	897	897	879	441	161	750	456	294
%V	12.5%	12.9%	13.1%	15.6%	15.8%	13.8%	18.3%	10.0%
%H (All HH)		100.0%	98.0%	49.2%	17.9%	83.6%	50.8%	32.8%
%H (TV HH)			98.0%	49.2%	17.9%	83.6%	50.8%	32.8%
Study/office	125	125	124	65	22	105	65	40
%V	1.7%	1.8%	1.8%	2.3%	2.2%	1.9%	2.6%	1.4%
%H (All HH)		100.0%	99.2%	52.0%	17.6%	84.0%	52.0%	32.0%
%H (TV HH)			99.2%	52.0%	17.6%	84.0%	52.0%	32.0%
TV room	41	41	41	22	7	35	20	15
%V	0.6%	0.6%	0.6%	0.8%	0.7%	0.6%	0.8%	0.5%
%H (All HH)		100.0%	100.0%	53.7%	17.1%	85.4%	48.8%	36.6%
%H (TV HH)			100.0%	53.7%	17.1%	85.4%	48.8%	36.6%
No specific location	20	20	20	10	3	16	8	8
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	50.0%	15.0%	80.0%	40.0%	40.0%
%H (TV HH)			100.0%	50.0%	15.0%	80.0%	40.0%	40.0%
Other	109	109	107	62	14	91	59	32
%V	1.5%	1.6%	1.6%	2.2%	1.4%	1.7%	2.4%	1.1%
%H (All HH)		100.0%	98.2%	56.9%	12.8%	83.5%	54.1%	29.4%
%H (TV HH)			98.2%	56.9%	12.8%	83.5%	54.1%	29.4%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	7149	6957	6716	2828	1019	5416	2489	2927
%H (All HH)		97.3%	93.9%	39.6%	14.3%	75.8%	34.8%	40.9%
%H (TV HH)			96.5%	40.6%	14.6%	77.8%	35.8%	42.1%
PVR	3274	3274	3272	2120	495	2495	1797	698
%V	45.8%	47.1%	48.7%	75.0%	48.6%	46.1%	72.2%	23.8%
%H (All HH)		100.0%	99.9%	64.8%	15.1%	76.2%	54.9%	21.3%
%H (TV HH)			99.9%	64.8%	15.1%	76.2%	54.9%	21.3%
DVDR	964	964	945	441	148	765	397	368
%V	13.5%	13.9%	14.1%	15.6%	14.5%	14.1%	16.0%	12.6%
%H (All HH)		100.0%	98.0%	45.7%	15.4%	79.4%	41.2%	38.2%
%H (TV HH)			98.0%	45.7%	15.4%	79.4%	41.2%	38.2%
VCR	1215	1215	1142	433	164	920	364	555
%V	17.0%	17.5%	17.0%	15.3%	16.1%	17.0%	14.6%	19.0%
%H (All HH)		100.0%	94.0%	35.6%	13.5%	75.7%	30.0%	45.7%
%H (TV HH)			94.0%	35.6%	13.5%	75.7%	30.0%	45.7%
Any recorder	4337	4337	4251	2354	641	3315	2011	1304
%V	60.7%	62.3%	63.3%	83.2%	62.9%	61.2%	80.8%	44.6%
%H (All HH)		100.0%	98.0%	54.3%	14.8%	76.4%	46.4%	30.1%
%H (TV HH)			98.0%	54.3%	14.8%	76.4%	46.4%	30.1%

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

July 2010 - June 2011

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	7149	6957	6716	2828	1019	5416	2489	2927
%H (All HH)		97.3%	93.9%	39.6%	14.3%	75.8%	34.8%	40.9%
%H (TV HH)			96.5%	40.6%	14.6%	77.8%	35.8%	42.1%
Receives HDTV (via STB or built-in reception)	2145	2145	2145	1220	525	1659	1223	436
%V	30.0%	30.8%	31.9%	43.1%	51.5%	30.6%	49.1%	14.9%
%H (All HH)		100.0%	100.0%	56.9%	24.5%	77.3%	57.0%	20.3%
%H (TV HH)			100.0%	56.9%	24.5%	77.3%	57.0%	20.3%
DVD/Blu-ray player or recorder	5344	5344	5247	2348	824	4213	2088	2125
%V	74.8%	76.8%	78.1%	83.0%	80.9%	77.8%	83.9%	72.6%
%H (All HH)		100.0%	98.2%	43.9%	15.4%	78.8%	39.1%	39.8%
%H (TV HH)			98.2%	43.9%	15.4%	78.8%	39.1%	39.8%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	7149	6957	6716	2828	1019	5416	2489	2927
%H (All HH)		97.3%	93.9%	39.6%	14.3%	75.8%	34.8%	40.9%
%H (TV HH)			96.5%	40.6%	14.6%	77.8%	35.8%	42.1%
Has PC or Laptop	5013	4900	4836	2360	861	3811	2142	1669
%V	70.1%	70.4%	72.0%	83.5%	84.5%	70.4%	86.1%	57.0%
%H (All HH)		97.7%	96.5%	47.1%	17.2%	76.0%	42.7%	33.3%
%H (TV HH)			98.7%	48.2%	17.6%	77.8%	43.7%	34.1%
Has broadband internet	4611	4520	4469	2247	831	3502	2058	1444
%V	64.5%	65.0%	66.5%	79.5%	81.6%	64.7%	82.7%	49.3%
%H (All HH)		98.0%	96.9%	48.7%	18.0%	75.9%	44.6%	31.3%
%H (TV HH)			98.9%	49.7%	18.4%	77.5%	45.5%	31.9%

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 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	14572	14233	6749	2319	11867	6523	5344
%H		97.7%	46.3%	15.9%	81.4%	44.8%	36.7%
Under 20"	3813	3713	1745	605	3197	1788	1408
%V	26.2%	26.1%	25.9%	26.1%	26.9%	27.4%	26.3%
%H		97.4%	45.8%	15.9%	83.8%	46.9%	36.9%
20" - 29"	4249	4066	1682	616	3426	1613	1814
%V	29.2%	28.6%	24.9%	26.6%	28.9%	24.7%	33.9%
%H		95.7%	39.6%	14.5%	80.6%	38.0%	42.7%
30" - 39"	4133	4086	1922	678	3380	1840	1540
%V	28.4%	28.7%	28.5%	29.2%	28.5%	28.2%	28.8%
%H		98.9%	46.5%	16.4%	81.8%	44.5%	37.3%
40" and over	2266	2261	1358	404	1774	1242	532
%V	15.6%	15.9%	20.1%	17.4%	14.9%	19.0%	10.0%
%H		99.8%	59.9%	17.8%	78.3%	54.8%	23.5%
Don't know	111	107	42	16	90	40	50
%V	0.8%	0.8%	0.6%	0.7%	0.8%	0.6%	0.9%
%H		96.4%	37.8%	14.4%	81.1%	36.0%	45.0%

Base: ITV North 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 Macro

Set level data

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	14572	14233	6749	2319	11867	6523	5344
%H		97.7%	46.3%	15.9%	81.4%	44.8%	36.7%
Main living room	6955	6719	2832	1020	5421	2498	2923
%V	47.7%	47.2%	42.0%	44.0%	45.7%	38.3%	54.7%
%H		96.6%	40.7%	14.7%	77.9%	35.9%	42.0%
Kitchen	876	856	432	120	735	417	317
%V	6.0%	6.0%	6.4%	5.2%	6.2%	6.4%	5.9%
%H		97.7%	49.3%	13.7%	83.9%	47.6%	36.2%
Adult's bedroom	4076	4019	2021	689	3446	2082	1364
%V	28.0%	28.2%	29.9%	29.7%	29.0%	31.9%	25.5%
%H		98.6%	49.6%	16.9%	84.5%	51.1%	33.5%
Child's bedroom	1018	1016	612	198	874	651	223
%V	7.0%	7.1%	9.1%	8.5%	7.4%	10.0%	4.2%
%H		99.8%	60.1%	19.4%	85.9%	63.9%	21.9%
Other bedroom	417	414	224	80	366	243	123
%V	2.9%	2.9%	3.3%	3.4%	3.1%	3.7%	2.3%
%H		99.3%	53.7%	19.2%	87.8%	58.3%	29.5%
Second living/dining room	923	906	461	165	771	473	298
%V	6.3%	6.4%	6.8%	7.1%	6.5%	7.3%	5.6%
%H		98.2%	49.9%	17.9%	83.5%	51.2%	32.3%
Study/office	127	126	65	22	107	66	41
%V	0.9%	0.9%	1.0%	0.9%	0.9%	1.0%	0.8%
%H		99.2%	51.2%	17.3%	84.3%	52.0%	32.3%
TV room	42	42	22	7	35	20	15
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		100.0%	52.4%	16.7%	83.3%	47.6%	35.7%
No specific location	22	22	12	3	17	9	8
%V	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	54.5%	13.6%	77.3%	40.9%	36.4%
Other	116	114	68	14	95	64	32
%V	0.8%	0.8%	1.0%	0.6%	0.8%	1.0%	0.6%
%H		98.3%	58.6%	12.1%	81.9%	55.2%	27.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV North Macro
Set level data
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	14572	14233	6749	2319	11867	6523	5344
%H		97.7%	46.3%	15.9%	81.4%	44.8%	36.7%
PVR	4213	4210	2892	613	3167	2394	773
%V	28.9%	29.6%	42.9%	26.4%	26.7%	36.7%	14.5%
%H		99.9%	68.6%	14.6%	75.2%	56.8%	18.3%
DVDR	1118	1098	530	181	891	489	403
%V	7.7%	7.7%	7.9%	7.8%	7.5%	7.5%	7.5%
%H		98.2%	47.4%	16.2%	79.7%	43.7%	36.0%
VCR	1395	1315	517	197	1059	445	613
%V	9.6%	9.2%	7.7%	8.5%	8.9%	6.8%	11.5%
%H		94.3%	37.1%	14.1%	75.9%	31.9%	43.9%
Any recorder	5775	5682	3377	861	4396	2869	1527
%V	39.6%	39.9%	50.0%	37.1%	37.0%	44.0%	28.6%
%H		98.4%	58.5%	14.9%	76.1%	49.7%	26.4%

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	14572	14233	6749	2319	11867	6523	5344
%H		97.7%	46.3%	15.9%	81.4%	44.8%	36.7%
Receives HDTV (via STB or built-in reception)	2772	2772	1588	696	2147	1607	541
%V	19.0%	19.5%	23.5%	30.0%	18.1%	24.6%	10.1%
%H		100.0%	57.3%	25.1%	77.5%	58.0%	19.5%
DVD/Blu-ray player or recorder	8166	8061	3932	1339	6631	3741	2890
%V	56.0%	56.6%	58.3%	57.7%	55.9%	57.4%	54.1%
%H		98.7%	48.2%	16.4%	81.2%	45.8%	35.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV North Macro
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	6952	6712	2828	1018	5413	2488	2925
%H		96.5%	40.7%	14.6%	77.9%	35.8%	42.1%
Under 20"	213	183	35	21	158	29	129
%V	3.1%	2.7%	1.2%	2.1%	2.9%	1.2%	4.4%
%H		85.9%	16.4%	9.9%	74.2%	13.6%	60.6%
20" - 29"	1891	1735	476	217	1411	359	1052
%V	27.2%	25.8%	16.8%	21.3%	26.1%	14.4%	36.0%
%H		91.8%	25.2%	11.5%	74.6%	19.0%	55.6%
30" - 39"	2875	2829	1175	433	2309	1064	1245
%V	41.4%	42.1%	41.5%	42.5%	42.7%	42.8%	42.6%
%H		98.4%	40.9%	15.1%	80.3%	37.0%	43.3%
40" and over	1924	1919	1125	339	1501	1023	478
%V	27.7%	28.6%	39.8%	33.3%	27.7%	41.1%	16.3%
%H		99.7%	58.5%	17.6%	78.0%	53.2%	24.8%
Don't know	49	46	16	8	35	13	22
%V	0.7%	0.7%	0.6%	0.8%	0.6%	0.5%	0.8%
%H		93.9%	32.7%	16.3%	71.4%	26.5%	44.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Macro

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	6952	6712	2828	1018	5413	2488	2925
%H		96.5%	40.7%	14.6%	77.9%	35.8%	42.1%
PVR	3157	3154	2074	469	2389	1739	650
%V	45.4%	47.0%	73.3%	46.1%	44.1%	69.9%	22.2%
%H		99.9%	65.7%	14.9%	75.7%	55.1%	20.6%
DVDR	797	779	351	116	626	304	321
%V	11.5%	11.6%	12.4%	11.4%	11.6%	12.2%	11.0%
%H		97.7%	44.0%	14.6%	78.5%	38.1%	40.3%
VCR	985	915	312	130	737	257	481
%V	14.2%	13.6%	11.0%	12.8%	13.6%	10.3%	16.4%
%H		92.9%	31.7%	13.2%	74.8%	26.1%	48.8%
Any recorder	4153	4069	2290	604	3154	1934	1220
%V	59.7%	60.6%	81.0%	59.3%	58.3%	77.7%	41.7%
%H		98.0%	55.1%	14.5%	75.9%	46.6%	29.4%

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	6952	6712	2828	1018	5413	2488	2925
%H		96.5%	40.7%	14.6%	77.9%	35.8%	42.1%
Receives HDTV (via STB or built-in reception)	2041	2041	1165	501	1566	1159	407
%V	29.4%	30.4%	41.2%	49.2%	28.9%	46.6%	13.9%
%H		100.0%	57.1%	24.5%	76.7%	56.8%	19.9%
DVD/Blu-ray player or recorder	4991	4899	2178	766	3911	1912	1999
%V	71.8%	73.0%	77.0%	75.2%	72.3%	76.8%	68.3%
%H		98.2%	43.6%	15.3%	78.4%	38.3%	40.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Macro

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	7620	7520	3921	1301	6454	4035	2419
%H		98.7%	51.5%	17.1%	84.7%	53.0%	31.7%
Under 20"	3600	3530	1710	584	3039	1760	1279
%V	47.2%	46.9%	43.6%	44.9%	47.1%	43.6%	52.9%
%H		98.1%	47.5%	16.2%	84.4%	48.9%	35.5%
20" - 29"	2358	2331	1206	399	2015	1253	762
%V	30.9%	31.0%	30.8%	30.7%	31.2%	31.1%	31.5%
%H		98.9%	51.1%	16.9%	85.5%	53.1%	32.3%
30" - 39"	1258	1257	748	245	1071	776	295
%V	16.5%	16.7%	19.1%	18.8%	16.6%	19.2%	12.2%
%H		99.9%	59.5%	19.5%	85.1%	61.7%	23.4%
40" and over	343	342	232	65	273	219	55
%V	4.5%	4.5%	5.9%	5.0%	4.2%	5.4%	2.3%
%H		99.7%	67.6%	19.0%	79.6%	63.8%	16.0%
Don't know	62	61	26	8	56	27	29
%V	0.8%	0.8%	0.7%	0.6%	0.9%	0.7%	1.2%
%H		98.4%	41.9%	12.9%	90.3%	43.5%	46.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Macro

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	7620	7520	3921	1301	6454	4035	2419
%H		98.7%	51.5%	17.1%	84.7%	53.0%	31.7%
PVR	1056	1056	818	144	778	655	123
%V	13.9%	14.0%	20.9%	11.1%	12.1%	16.2%	5.1%
%H		100.0%	77.5%	13.6%	73.7%	62.0%	11.6%
DVDR	321	320	179	65	266	184	81
%V	4.2%	4.3%	4.6%	5.0%	4.1%	4.6%	3.3%
%H		99.7%	55.8%	20.2%	82.9%	57.3%	25.2%
VCR	410	400	205	67	321	188	133
%V	5.4%	5.3%	5.2%	5.1%	5.0%	4.7%	5.5%
%H		97.6%	50.0%	16.3%	78.3%	45.9%	32.4%
Any recorder	1623	1613	1087	258	1242	935	307
%V	21.3%	21.4%	27.7%	19.8%	19.2%	23.2%	12.7%
%H		99.4%	67.0%	15.9%	76.5%	57.6%	18.9%

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	7620	7520	3921	1301	6454	4035	2419
%H		98.7%	51.5%	17.1%	84.7%	53.0%	31.7%
Receives HDTV (via STB or built-in reception)	731	731	423	195	581	448	133
%V	9.6%	9.7%	10.8%	15.0%	9.0%	11.1%	5.5%
%H		100.0%	57.9%	26.7%	79.5%	61.3%	18.2%
DVD/Blu-ray player or recorder	3175	3162	1753	573	2720	1830	891
%V	41.7%	42.0%	44.7%	44.0%	42.1%	45.4%	36.8%
%H		99.6%	55.2%	18.0%	85.7%	57.6%	28.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV North Macro
Individual level data
Table 22.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16250	15887	15524	7542	2618	12298	6734	5564
%H		97.8%	95.5%	46.4%	16.1%	75.7%	41.4%	34.2%
Total Children	3032	2984	2951	1653	551	2211	1418	793
%V	18.7%	18.8%	19.0%	21.9%	21.0%	18.0%	21.1%	14.3%
%H		98.4%	97.3%	54.5%	18.2%	72.9%	46.8%	26.2%
0 - 3	800	782	775	432	132	557	333	223
%V	4.9%	4.9%	5.0%	5.7%	5.0%	4.5%	4.9%	4.0%
%H		97.8%	96.9%	54.0%	16.5%	69.6%	41.6%	27.9%
4 - 15	2232	2202	2175	1222	419	1654	1085	569
%V	13.7%	13.9%	14.0%	16.2%	16.0%	13.4%	16.1%	10.2%
%H		98.7%	97.4%	54.7%	18.8%	74.1%	48.6%	25.5%
4 - 9	1108	1090	1078	610	205	793	512	281
%V	6.8%	6.9%	6.9%	8.1%	7.8%	6.4%	7.6%	5.1%
%H		98.4%	97.3%	55.1%	18.5%	71.6%	46.2%	25.4%
10 - 15	1124	1112	1097	612	215	861	573	288
%V	6.9%	7.0%	7.1%	8.1%	8.2%	7.0%	8.5%	5.2%
%H		98.9%	97.6%	54.4%	19.1%	76.6%	51.0%	25.6%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Macro

Individual level data

Table 22.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	16250	15887	15524	7542	2618	12298	6734	5564
%H		97.8%	95.5%	46.4%	16.1%	75.7%	41.4%	34.2%
Total Adults (16+)	13218	12904	12573	5889	2067	10087	5316	4771
%V	81.3%	81.2%	81.0%	78.1%	79.0%	82.0%	78.9%	85.7%
%H		97.6%	95.1%	44.6%	15.6%	76.3%	40.2%	36.1%
16 - 19	894	862	853	466	153	701	454	247
%V	5.5%	5.4%	5.5%	6.2%	5.8%	5.7%	6.7%	4.4%
%H		96.4%	95.4%	52.1%	17.1%	78.4%	50.8%	27.6%
20 - 24	1061	988	973	453	190	777	426	351
%V	6.5%	6.2%	6.3%	6.0%	7.3%	6.3%	6.3%	6.3%
%H		93.1%	91.7%	42.7%	17.9%	73.2%	40.2%	33.1%
25 - 34	2081	2002	1977	1113	355	1430	890	540
%V	12.8%	12.6%	12.7%	14.8%	13.6%	11.6%	13.2%	9.7%
%H		96.2%	95.0%	53.5%	17.1%	68.7%	42.8%	25.9%
35 - 44	2171	2127	2088	1118	376	1616	992	624
%V	13.4%	13.4%	13.5%	14.8%	14.4%	13.1%	14.7%	11.2%
%H		98.0%	96.2%	51.5%	17.3%	74.4%	45.7%	28.7%
45 - 54	2290	2255	2225	1101	405	1800	1055	745
%V	14.1%	14.2%	14.3%	14.6%	15.5%	14.6%	15.7%	13.4%
%H		98.5%	97.2%	48.1%	17.7%	78.6%	46.1%	32.5%
55 - 64	2001	1980	1938	864	313	1600	814	785
%V	12.3%	12.5%	12.5%	11.5%	12.0%	13.0%	12.1%	14.1%
%H		99.0%	96.9%	43.2%	15.6%	80.0%	40.7%	39.2%
65+	2719	2689	2519	774	275	2163	685	1478
%V	16.7%	16.9%	16.2%	10.3%	10.5%	17.6%	10.2%	26.6%
%H		98.9%	92.6%	28.5%	10.1%	79.6%	25.2%	54.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Macro

Individual level data

Table 22.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13218	12904	12573	5889	2067	10087	5316	4771
%H		97.6%	95.1%	44.6%	15.6%	76.3%	40.2%	36.1%
AB	2814	2771	2711	1406	414	2119	1184	935
%V	21.3%	21.5%	21.6%	23.9%	20.0%	21.0%	22.3%	19.6%
%H		98.5%	96.3%	50.0%	14.7%	75.3%	42.1%	33.2%
C1	3649	3503	3435	1655	640	2736	1551	1185
%V	27.6%	27.1%	27.3%	28.1%	31.0%	27.1%	29.2%	24.8%
%H		96.0%	94.1%	45.4%	17.5%	75.0%	42.5%	32.5%
C2	2855	2819	2767	1367	477	2253	1298	955
%V	21.6%	21.8%	22.0%	23.2%	23.1%	22.3%	24.4%	20.0%
%H		98.7%	96.9%	47.9%	16.7%	78.9%	45.5%	33.5%
D	2220	2175	2122	997	326	1703	879	825
%V	16.8%	16.9%	16.9%	16.9%	15.8%	16.9%	16.5%	17.3%
%H		98.0%	95.6%	44.9%	14.7%	76.7%	39.6%	37.2%
E	1680	1635	1538	464	210	1275	405	871
%V	12.7%	12.7%	12.2%	7.9%	10.2%	12.6%	7.6%	18.3%
%H		97.3%	91.5%	27.6%	12.5%	75.9%	24.1%	51.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV North Macro
Individual level data
Table 22.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	13218	12904	12573	5889	2067	10087	5316	4771
%H		97.6%	95.1%	44.6%	15.6%	76.3%	40.2%	36.1%
Working full time	5606	5509	5439	2939	987	4248	2655	1593
%V	42.4%	42.7%	43.3%	49.9%	47.8%	42.1%	49.9%	33.4%
%H		98.3%	97.0%	52.4%	17.6%	75.8%	47.4%	28.4%
Working part time	1388	1367	1346	664	239	1056	599	457
%V	10.5%	10.6%	10.7%	11.3%	11.6%	10.5%	11.3%	9.6%
%H		98.5%	97.0%	47.8%	17.2%	76.1%	43.2%	32.9%
Not working	6224	6028	5789	2286	841	4784	2063	2721
%V	47.1%	46.7%	46.0%	38.8%	40.7%	47.4%	38.8%	57.0%
%H		96.9%	93.0%	36.7%	13.5%	76.9%	33.1%	43.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Macro

Individual level data

Table 22.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6494	6301	6142	2995	1022	4892	2686	2206
%H		97.0%	94.6%	46.1%	15.7%	75.3%	41.4%	34.0%
16 - 19	456	439	434	245	84	355	242	113
%V	7.0%	7.0%	7.1%	8.2%	8.2%	7.3%	9.0%	5.1%
%H		96.3%	95.2%	53.7%	18.4%	77.9%	53.1%	24.8%
20 - 24	545	501	490	237	85	393	217	177
%V	8.4%	8.0%	8.0%	7.9%	8.3%	8.0%	8.1%	8.0%
%H		91.9%	89.9%	43.5%	15.6%	72.1%	39.8%	32.5%
25 - 34	1066	1012	997	563	179	725	454	271
%V	16.4%	16.1%	16.2%	18.8%	17.5%	14.8%	16.9%	12.3%
%H		94.9%	93.5%	52.8%	16.8%	68.0%	42.6%	25.4%
35 - 44	1074	1045	1025	558	181	792	490	303
%V	16.5%	16.6%	16.7%	18.6%	17.7%	16.2%	18.2%	13.7%
%H		97.3%	95.4%	52.0%	16.9%	73.7%	45.6%	28.2%
45 - 54	1132	1112	1094	546	202	875	516	359
%V	17.4%	17.6%	17.8%	18.2%	19.8%	17.9%	19.2%	16.3%
%H		98.2%	96.6%	48.2%	17.8%	77.3%	45.6%	31.7%
55 - 64	985	974	950	431	152	782	403	378
%V	15.2%	15.5%	15.5%	14.4%	14.9%	16.0%	15.0%	17.1%
%H		98.9%	96.4%	43.8%	15.4%	79.4%	40.9%	38.4%
65+	1235	1219	1152	414	137	970	364	605
%V	19.0%	19.3%	18.8%	13.8%	13.4%	19.8%	13.6%	27.4%
%H		98.7%	93.3%	33.5%	11.1%	78.5%	29.5%	49.0%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Macro

Individual level data

Table 22.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6494	6301	6142	2995	1022	4892	2686	2206
%H		97.0%	94.6%	46.1%	15.7%	75.3%	41.4%	34.0%
AB	1412	1386	1355	708	207	1059	597	462
%V	21.7%	22.0%	22.1%	23.6%	20.3%	21.6%	22.2%	20.9%
%H		98.2%	96.0%	50.1%	14.7%	75.0%	42.3%	32.7%
C1	1730	1646	1618	816	313	1287	771	516
%V	26.6%	26.1%	26.3%	27.2%	30.6%	26.3%	28.7%	23.4%
%H		95.1%	93.5%	47.2%	18.1%	74.4%	44.6%	29.8%
C2	1542	1518	1484	746	245	1198	689	509
%V	23.7%	24.1%	24.2%	24.9%	24.0%	24.5%	25.7%	23.1%
%H		98.4%	96.2%	48.4%	15.9%	77.7%	44.7%	33.0%
D	1098	1067	1042	515	161	819	441	378
%V	16.9%	16.9%	17.0%	17.2%	15.8%	16.7%	16.4%	17.1%
%H		97.2%	94.9%	46.9%	14.7%	74.6%	40.2%	34.4%
E	712	684	643	209	95	528	187	341
%V	11.0%	10.9%	10.5%	7.0%	9.3%	10.8%	7.0%	15.5%
%H		96.1%	90.3%	29.4%	13.3%	74.2%	26.3%	47.9%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV North Macro
Individual level data
Table 22.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6494	6301	6142	2995	1022	4892	2686	2206
%H		97.0%	94.6%	46.1%	15.7%	75.3%	41.4%	34.0%
Working full time	3490	3412	3361	1840	603	2613	1644	969
%V	53.7%	54.2%	54.7%	61.4%	59.0%	53.4%	61.2%	43.9%
%H		97.8%	96.3%	52.7%	17.3%	74.9%	47.1%	27.8%
Working part time	295	285	278	133	46	204	103	101
%V	4.5%	4.5%	4.5%	4.4%	4.5%	4.2%	3.8%	4.6%
%H		96.6%	94.2%	45.1%	15.6%	69.2%	34.9%	34.2%
Not working	2710	2604	2503	1021	373	2075	939	1136
%V	41.7%	41.3%	40.8%	34.1%	36.5%	42.4%	35.0%	51.5%
%H		96.1%	92.4%	37.7%	13.8%	76.6%	34.6%	41.9%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Macro

Individual level data

Table 22.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6724	6603	6431	2895	1046	5195	2630	2565
%H		98.2%	95.6%	43.1%	15.6%	77.3%	39.1%	38.1%
16 - 19	439	424	418	221	69	346	212	134
%V	6.5%	6.4%	6.5%	7.6%	6.6%	6.7%	8.1%	5.2%
%H		96.6%	95.2%	50.3%	15.7%	78.8%	48.3%	30.5%
20 - 24	516	487	483	215	104	383	209	174
%V	7.7%	7.4%	7.5%	7.4%	9.9%	7.4%	7.9%	6.8%
%H		94.4%	93.6%	41.7%	20.2%	74.2%	40.5%	33.7%
25 - 34	1015	990	981	550	176	706	436	270
%V	15.1%	15.0%	15.3%	19.0%	16.8%	13.6%	16.6%	10.5%
%H		97.5%	96.7%	54.2%	17.3%	69.6%	43.0%	26.6%
35 - 44	1097	1082	1062	560	195	823	503	321
%V	16.3%	16.4%	16.5%	19.3%	18.6%	15.8%	19.1%	12.5%
%H		98.6%	96.8%	51.0%	17.8%	75.0%	45.9%	29.3%
45 - 54	1157	1144	1131	555	203	925	539	386
%V	17.2%	17.3%	17.6%	19.2%	19.4%	17.8%	20.5%	15.0%
%H		98.9%	97.8%	48.0%	17.5%	79.9%	46.6%	33.4%
55 - 64	1016	1006	989	433	160	818	411	407
%V	15.1%	15.2%	15.4%	15.0%	15.3%	15.7%	15.6%	15.9%
%H		99.0%	97.3%	42.6%	15.7%	80.5%	40.5%	40.1%
65+	1484	1470	1367	360	138	1193	321	873
%V	22.1%	22.3%	21.3%	12.4%	13.2%	23.0%	12.2%	34.0%
%H		99.1%	92.1%	24.3%	9.3%	80.4%	21.6%	58.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Macro

Individual level data

Table 22.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6724	6603	6431	2895	1046	5195	2630	2565
%H		98.2%	95.6%	43.1%	15.6%	77.3%	39.1%	38.1%
AB	1402	1385	1356	698	207	1060	587	473
%V	20.9%	21.0%	21.1%	24.1%	19.8%	20.4%	22.3%	18.4%
%H		98.8%	96.7%	49.8%	14.8%	75.6%	41.9%	33.7%
C1	1919	1857	1817	839	327	1449	780	669
%V	28.5%	28.1%	28.3%	29.0%	31.3%	27.9%	29.7%	26.1%
%H		96.8%	94.7%	43.7%	17.0%	75.5%	40.6%	34.9%
C2	1313	1301	1284	620	232	1055	609	447
%V	19.5%	19.7%	20.0%	21.4%	22.2%	20.3%	23.2%	17.4%
%H		99.1%	97.8%	47.2%	17.7%	80.4%	46.4%	34.0%
D	1122	1108	1080	482	165	884	437	446
%V	16.7%	16.8%	16.8%	16.6%	15.8%	17.0%	16.6%	17.4%
%H		98.8%	96.3%	43.0%	14.7%	78.8%	38.9%	39.8%
E	968	951	895	256	115	747	218	530
%V	14.4%	14.4%	13.9%	8.8%	11.0%	14.4%	8.3%	20.7%
%H		98.2%	92.5%	26.4%	11.9%	77.2%	22.5%	54.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North Macro

Individual level data

Table 22.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6724	6603	6431	2895	1046	5195	2630	2565
%H		98.2%	95.6%	43.1%	15.6%	77.3%	39.1%	38.1%
Working full time	2116	2097	2077	1099	384	1635	1011	624
%V	31.5%	31.8%	32.3%	38.0%	36.7%	31.5%	38.4%	24.3%
%H		99.1%	98.2%	51.9%	18.1%	77.3%	47.8%	29.5%
Working part time	1094	1082	1068	530	194	851	496	355
%V	16.3%	16.4%	16.6%	18.3%	18.5%	16.4%	18.9%	13.8%
%H		98.9%	97.6%	48.4%	17.7%	77.8%	45.3%	32.4%
Not working	3514	3424	3286	1265	468	2709	1123	1586
%V	52.3%	51.9%	51.1%	43.7%	44.7%	52.1%	42.7%	61.8%
%H		97.4%	93.5%	36.0%	13.3%	77.1%	32.0%	45.1%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

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	3931	3825	3601	1542	538	2712	1158	1555
%H (All HH)		97.3%	91.6%	39.2%	13.7%	69.0%	29.5%	39.6%
%H (TV HH)			94.1%	40.3%	14.1%	70.9%	30.3%	40.7%
AB	779	761	726	348	110	527	249	279
%V	19.8%	19.9%	20.2%	22.6%	20.4%	19.4%	21.5%	17.9%
%H (All HH)		97.7%	93.2%	44.7%	14.1%	67.7%	32.0%	35.8%
%H (TV HH)			95.4%	45.7%	14.5%	69.3%	32.7%	36.7%
C1	1026	984	938	425	163	698	335	363
%V	26.1%	25.7%	26.0%	27.6%	30.3%	25.7%	28.9%	23.3%
%H (All HH)		95.9%	91.4%	41.4%	15.9%	68.0%	32.7%	35.4%
%H (TV HH)			95.3%	43.2%	16.6%	70.9%	34.0%	36.9%
C2	772	763	734	349	110	549	269	281
%V	19.6%	19.9%	20.4%	22.6%	20.4%	20.2%	23.2%	18.1%
%H (All HH)		98.8%	95.1%	45.2%	14.2%	71.1%	34.8%	36.4%
%H (TV HH)			96.2%	45.7%	14.4%	72.0%	35.3%	36.8%
D	678	665	631	271	85	478	199	279
%V	17.2%	17.4%	17.5%	17.6%	15.8%	17.6%	17.2%	17.9%
%H (All HH)		98.1%	93.1%	40.0%	12.5%	70.5%	29.4%	41.2%
%H (TV HH)			94.9%	40.8%	12.8%	71.9%	29.9%	42.0%
E	676	652	572	150	71	460	106	353
%V	17.2%	17.0%	15.9%	9.7%	13.2%	17.0%	9.2%	22.7%
%H (All HH)		96.4%	84.6%	22.2%	10.5%	68.0%	15.7%	52.2%
%H (TV HH)			87.7%	23.0%	10.9%	70.6%	16.3%	54.1%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

Household level data

Table 23.2: Housewife Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3931	3825	3601	1542	538	2712	1158	1555
%H (All HH)		97.3%	91.6%	39.2%	13.7%	69.0%	29.5%	39.6%
%H (TV HH)			94.1%	40.3%	14.1%	70.9%	30.3%	40.7%
Under 25	194	167	162	62	27	117	42	76
%V	4.9%	4.4%	4.5%	4.0%	5.0%	4.3%	3.6%	4.9%
%H (All HH)		86.1%	83.5%	32.0%	13.9%	60.3%	21.6%	39.2%
%H (TV HH)			97.0%	37.1%	16.2%	70.1%	25.1%	45.5%
25 - 34	594	562	549	303	94	360	199	161
%V	15.1%	14.7%	15.2%	19.6%	17.5%	13.3%	17.2%	10.4%
%H (All HH)		94.6%	92.4%	51.0%	15.8%	60.6%	33.5%	27.1%
%H (TV HH)			97.7%	53.9%	16.7%	64.1%	35.4%	28.6%
35 - 44	691	679	656	348	122	457	263	194
%V	17.6%	17.8%	18.2%	22.6%	22.7%	16.9%	22.7%	12.5%
%H (All HH)		98.3%	94.9%	50.4%	17.7%	66.1%	38.1%	28.1%
%H (TV HH)			96.6%	51.3%	18.0%	67.3%	38.7%	28.6%
45 - 54	737	725	707	330	117	549	279	270
%V	18.7%	19.0%	19.6%	21.4%	21.7%	20.2%	24.1%	17.4%
%H (All HH)		98.4%	95.9%	44.8%	15.9%	74.5%	37.9%	36.6%
%H (TV HH)			97.5%	45.5%	16.1%	75.7%	38.5%	37.2%
55 - 64	672	663	635	269	87	487	203	284
%V	17.1%	17.3%	17.6%	17.4%	16.2%	18.0%	17.5%	18.3%
%H (All HH)		98.7%	94.5%	40.0%	12.9%	72.5%	30.2%	42.3%
%H (TV HH)			95.8%	40.6%	13.1%	73.5%	30.6%	42.8%
65 +	1043	1029	892	230	92	742	172	569
%V	26.5%	26.9%	24.8%	14.9%	17.1%	27.4%	14.9%	36.6%
%H (All HH)		98.7%	85.5%	22.1%	8.8%	71.1%	16.5%	54.6%
%H (TV HH)			86.7%	22.4%	8.9%	72.1%	16.7%	55.3%

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

July 2010 - June 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	3931	3825	3601	1542	538	2712	1158	1555
%H (All HH)		97.3%	91.6%	39.2%	13.7%	69.0%	29.5%	39.6%
%H (TV HH)			94.1%	40.3%	14.1%	70.9%	30.3%	40.7%
1	1335	1271	1112	285	126	889	186	703
%V	34.0%	33.2%	30.9%	18.5%	23.4%	32.8%	16.1%	45.2%
%H (All HH)		95.2%	83.3%	21.3%	9.4%	66.6%	13.9%	52.7%
%H (TV HH)			87.5%	22.4%	9.9%	69.9%	14.6%	55.3%
2	1257	1236	1195	511	173	902	383	519
%V	32.0%	32.3%	33.2%	33.1%	32.2%	33.3%	33.1%	33.4%
%H (All HH)		98.3%	95.1%	40.7%	13.8%	71.8%	30.5%	41.3%
%H (TV HH)			96.7%	41.3%	14.0%	73.0%	31.0%	42.0%
3	603	595	581	325	107	411	251	161
%V	15.3%	15.6%	16.1%	21.1%	19.9%	15.2%	21.7%	10.4%
%H (All HH)		98.7%	96.4%	53.9%	17.7%	68.2%	41.6%	26.7%
%H (TV HH)			97.6%	54.6%	18.0%	69.1%	42.2%	27.1%
4	498	492	484	274	95	360	240	121
%V	12.7%	12.9%	13.4%	17.8%	17.7%	13.3%	20.7%	7.8%
%H (All HH)		98.8%	97.2%	55.0%	19.1%	72.3%	48.2%	24.3%
%H (TV HH)			98.4%	55.7%	19.3%	73.2%	48.8%	24.6%
5+	237	232	229	148	37	150	99	51
%V	6.0%	6.1%	6.4%	9.6%	6.9%	5.5%	8.5%	3.3%
%H (All HH)		97.9%	96.6%	62.4%	15.6%	63.3%	41.8%	21.5%
%H (TV HH)			98.7%	63.8%	15.9%	64.7%	42.7%	22.0%
Average HH size	2.28	2.29	2.34	2.72	2.56	2.28	2.76	1.92

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

July 2010 - June 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	3931	3825	3601	1542	538	2712	1158	1555
%H (All HH)		97.3%	91.6%	39.2%	13.7%	69.0%	29.5%	39.6%
%H (TV HH)			94.1%	40.3%	14.1%	70.9%	30.3%	40.7%
Without	2972	2877	2671	1017	372	2080	777	1303
%V	75.6%	75.2%	74.2%	66.0%	69.1%	76.7%	67.1%	83.8%
%H (All HH)		96.8%	89.9%	34.2%	12.5%	70.0%	26.1%	43.8%
%H (TV HH)			92.8%	35.3%	12.9%	72.3%	27.0%	45.3%
With	959	948	930	525	167	632	380	252
%V	24.4%	24.8%	25.8%	34.0%	31.0%	23.3%	32.8%	16.2%
%H (All HH)		98.9%	97.0%	54.7%	17.4%	65.9%	39.6%	26.3%
%H (TV HH)			98.1%	55.4%	17.6%	66.7%	40.1%	26.6%
0 - 3	365	356	351	199	61	226	130	95
%V	9.3%	9.3%	9.7%	12.9%	11.3%	8.3%	11.2%	6.1%
%H (All HH)		97.5%	96.2%	54.5%	16.7%	61.9%	35.6%	26.0%
%H (TV HH)			98.6%	55.9%	17.1%	63.5%	36.5%	26.7%
4 - 9	449	446	439	261	80	284	177	107
%V	11.4%	11.7%	12.2%	16.9%	14.9%	10.5%	15.3%	6.9%
%H (All HH)		99.3%	97.8%	58.1%	17.8%	63.3%	39.4%	23.8%
%H (TV HH)			98.4%	58.5%	17.9%	63.7%	39.7%	24.0%
10 - 15	468	467	458	256	86	331	208	123
%V	11.9%	12.2%	12.7%	16.6%	16.0%	12.2%	18.0%	7.9%
%H (All HH)		99.8%	97.9%	54.7%	18.4%	70.7%	44.4%	26.3%
%H (TV HH)			98.1%	54.8%	18.4%	70.9%	44.5%	26.3%

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

July 2010 - June 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	3931	3825	3601	1542	538	2712	1158	1555
%H (All HH)		97.3%	91.6%	39.2%	13.7%	69.0%	29.5%	39.6%
%H (TV HH)			94.1%	40.3%	14.1%	70.9%	30.3%	40.7%
1	1348	1348	1201	424	143	802	164	637
%V	34.3%	35.2%	33.4%	27.5%	26.6%	29.6%	14.2%	41.0%
%H (All HH)		100.0%	89.1%	31.5%	10.6%	59.5%	12.2%	47.3%
%H (TV HH)			89.1%	31.5%	10.6%	59.5%	12.2%	47.3%
2	1318	1318	1255	511	187	962	392	570
%V	33.5%	34.5%	34.9%	33.1%	34.8%	35.5%	33.9%	36.7%
%H (All HH)		100.0%	95.2%	38.8%	14.2%	73.0%	29.7%	43.2%
%H (TV HH)			95.2%	38.8%	14.2%	73.0%	29.7%	43.2%
3	673	673	659	315	120	539	307	232
%V	17.1%	17.6%	18.3%	20.4%	22.3%	19.9%	26.5%	14.9%
%H (All HH)		100.0%	97.9%	46.8%	17.8%	80.1%	45.6%	34.5%
%H (TV HH)			97.9%	46.8%	17.8%	80.1%	45.6%	34.5%
4	304	304	303	166	62	256	174	81
%V	7.7%	7.9%	8.4%	10.8%	11.5%	9.4%	15.0%	5.2%
%H (All HH)		100.0%	99.7%	54.6%	20.4%	84.2%	57.2%	26.6%
%H (TV HH)			99.7%	54.6%	20.4%	84.2%	57.2%	26.6%
5+	182	182	182	127	26	154	120	34
%V	4.6%	4.8%	5.1%	8.2%	4.8%	5.7%	10.4%	2.2%
%H (All HH)		100.0%	100.0%	69.8%	14.3%	84.6%	65.9%	18.7%
%H (TV HH)			100.0%	69.8%	14.3%	84.6%	65.9%	18.7%

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

July 2010 - June 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	3931	3825	3601	1542	538	2712	1158	1555
%H (All HH)		97.3%	91.6%	39.2%	13.7%	69.0%	29.5%	39.6%
%H (TV HH)			94.1%	40.3%	14.1%	70.9%	30.3%	40.7%
Under 20"	1626	1626	1547	670	249	1241	596	645
%V	41.4%	42.5%	43.0%	43.5%	46.3%	45.8%	51.5%	41.5%
%H (All HH)		100.0%	95.1%	41.2%	15.3%	76.3%	36.7%	39.7%
%H (TV HH)			95.1%	41.2%	15.3%	76.3%	36.7%	39.7%
20" - 29"	1890	1890	1736	686	261	1358	549	809
%V	48.1%	49.4%	48.2%	44.5%	48.5%	50.1%	47.4%	52.0%
%H (All HH)		100.0%	91.9%	36.3%	13.8%	71.9%	29.0%	42.8%
%H (TV HH)			91.9%	36.3%	13.8%	71.9%	29.0%	42.8%
30" - 39"	1872	1872	1829	843	279	1417	688	729
%V	47.6%	48.9%	50.8%	54.7%	51.9%	52.2%	59.4%	46.9%
%H (All HH)		100.0%	97.7%	45.0%	14.9%	75.7%	36.8%	38.9%
%H (TV HH)			97.7%	45.0%	14.9%	75.7%	36.8%	38.9%
40" and over	1143	1143	1138	680	188	835	552	283
%V	29.1%	29.9%	31.6%	44.1%	34.9%	30.8%	47.7%	18.2%
%H (All HH)		100.0%	99.6%	59.5%	16.4%	73.1%	48.3%	24.8%
%H (TV HH)			99.6%	59.5%	16.4%	73.1%	48.3%	24.8%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

Household level data

Table 23.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3931	3825	3601	1542	538	2712	1158	1555
%H (All HH)		97.3%	91.6%	39.2%	13.7%	69.0%	29.5%	39.6%
%H (TV HH)			94.1%	40.3%	14.1%	70.9%	30.3%	40.7%
Main living room	3793	3793	3572	1530	533	2692	1150	1542
%V	96.5%	99.2%	99.2%	99.2%	99.1%	99.3%	99.3%	99.2%
%H (All HH)		100.0%	94.2%	40.3%	14.1%	71.0%	30.3%	40.7%
%H (TV HH)			94.2%	40.3%	14.1%	71.0%	30.3%	40.7%
Kitchen	540	540	520	251	77	426	226	199
%V	13.7%	14.1%	14.4%	16.3%	14.3%	15.7%	19.5%	12.8%
%H (All HH)		100.0%	96.3%	46.5%	14.3%	78.9%	41.9%	36.9%
%H (TV HH)			96.3%	46.5%	14.3%	78.9%	41.9%	36.9%
Adult's bedroom	1880	1880	1830	883	307	1474	807	667
%V	47.8%	49.2%	50.8%	57.3%	57.1%	54.4%	69.7%	42.9%
%H (All HH)		100.0%	97.3%	47.0%	16.3%	78.4%	42.9%	35.5%
%H (TV HH)			97.3%	47.0%	16.3%	78.4%	42.9%	35.5%
Child's bedroom	428	428	427	248	77	339	230	109
%V	10.9%	11.2%	11.9%	16.1%	14.3%	12.5%	19.9%	7.0%
%H (All HH)		100.0%	99.8%	57.9%	18.0%	79.2%	53.7%	25.5%
%H (TV HH)			99.8%	57.9%	18.0%	79.2%	53.7%	25.5%
Other bedroom	255	255	251	126	49	218	136	83
%V	6.5%	6.7%	7.0%	8.2%	9.1%	8.0%	11.7%	5.3%
%H (All HH)		100.0%	98.4%	49.4%	19.2%	85.5%	53.3%	32.5%
%H (TV HH)			98.4%	49.4%	19.2%	85.5%	53.3%	32.5%
Second living/dining room	466	466	450	232	80	360	213	147
%V	11.9%	12.2%	12.5%	15.0%	14.9%	13.3%	18.4%	9.5%
%H (All HH)		100.0%	96.6%	49.8%	17.2%	77.3%	45.7%	31.5%
%H (TV HH)			96.6%	49.8%	17.2%	77.3%	45.7%	31.5%
Study/office	70	70	69	33	15	54	30	24
%V	1.8%	1.8%	1.9%	2.1%	2.8%	2.0%	2.6%	1.5%
%H (All HH)		100.0%	98.6%	47.1%	21.4%	77.1%	42.9%	34.3%
%H (TV HH)			98.6%	47.1%	21.4%	77.1%	42.9%	34.3%
TV room	27	27	27	12	3	23	10	12
%V	0.7%	0.7%	0.7%	0.8%	0.6%	0.8%	0.9%	0.8%
%H (All HH)		100.0%	100.0%	44.4%	11.1%	85.2%	37.0%	44.4%
%H (TV HH)			100.0%	44.4%	11.1%	85.2%	37.0%	44.4%
No specific location	13	13	13	6	1	9	4	5
%V	0.3%	0.3%	0.4%	0.4%	0.2%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	46.2%	7.7%	69.2%	30.8%	38.5%
%H (TV HH)			100.0%	46.2%	7.7%	69.2%	30.8%	38.5%
Other	90	90	88	49	13	75	49	26
%V	2.3%	2.4%	2.4%	3.2%	2.4%	2.8%	4.2%	1.7%
%H (All HH)		100.0%	97.8%	54.4%	14.4%	83.3%	54.4%	28.9%
%H (TV HH)			97.8%	54.4%	14.4%	83.3%	54.4%	28.9%

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	3931	3825	3601	1542	538	2712	1158	1555
%H (All HH)		97.3%	91.6%	39.2%	13.7%	69.0%	29.5%	39.6%
%H (TV HH)			94.1%	40.3%	14.1%	70.9%	30.3%	40.7%
PVR	1698	1698	1696	1117	252	1190	838	352
%V	43.2%	44.4%	47.1%	72.4%	46.8%	43.9%	72.4%	22.6%
%H (All HH)		100.0%	99.9%	65.8%	14.8%	70.1%	49.4%	20.7%
%H (TV HH)			99.9%	65.8%	14.8%	70.1%	49.4%	20.7%
DVDR	648	648	630	294	96	485	237	248
%V	16.5%	16.9%	17.5%	19.1%	17.8%	17.9%	20.5%	15.9%
%H (All HH)		100.0%	97.2%	45.4%	14.8%	74.8%	36.6%	38.3%
%H (TV HH)			97.2%	45.4%	14.8%	74.8%	36.6%	38.3%
VCR	923	923	853	311	118	668	238	430
%V	23.5%	24.1%	23.7%	20.2%	21.9%	24.6%	20.6%	27.7%
%H (All HH)		100.0%	92.4%	33.7%	12.8%	72.4%	25.8%	46.6%
%H (TV HH)			92.4%	33.7%	12.8%	72.4%	25.8%	46.6%
Any recorder	2497	2497	2414	1289	351	1775	971	804
%V	63.5%	65.3%	67.0%	83.6%	65.2%	65.4%	83.9%	51.7%
%H (All HH)		100.0%	96.7%	51.6%	14.1%	71.1%	38.9%	32.2%
%H (TV HH)			96.7%	51.6%	14.1%	71.1%	38.9%	32.2%

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

July 2010 - June 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	3931	3825	3601	1542	538	2712	1158	1555
%H (All HH)		97.3%	91.6%	39.2%	13.7%	69.0%	29.5%	39.6%
%H (TV HH)			94.1%	40.3%	14.1%	70.9%	30.3%	40.7%
Receives HDTV (via STB or built-in reception)	1165	1165	1165	681	269	844	605	238
%V	29.6%	30.5%	32.4%	44.2%	50.0%	31.1%	52.2%	15.3%
%H (All HH)		100.0%	100.0%	58.5%	23.1%	72.4%	51.9%	20.4%
%H (TV HH)			100.0%	58.5%	23.1%	72.4%	51.9%	20.4%
DVD/Blu-ray player or recorder	3047	3047	2955	1325	466	2232	1036	1196
%V	77.5%	79.7%	82.1%	85.9%	86.6%	82.3%	89.5%	76.9%
%H (All HH)		100.0%	97.0%	43.5%	15.3%	73.3%	34.0%	39.3%
%H (TV HH)			97.0%	43.5%	15.3%	73.3%	34.0%	39.3%

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

July 2010 - June 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	3931	3825	3601	1542	538	2712	1158	1555
%H (All HH)		97.3%	91.6%	39.2%	13.7%	69.0%	29.5%	39.6%
%H (TV HH)			94.1%	40.3%	14.1%	70.9%	30.3%	40.7%
Has PC or Laptop	2738	2667	2608	1288	450	1909	1007	902
%V	69.7%	69.7%	72.4%	83.5%	83.6%	70.4%	87.0%	58.0%
%H (All HH)		97.4%	95.3%	47.0%	16.4%	69.7%	36.8%	32.9%
%H (TV HH)			97.8%	48.3%	16.9%	71.6%	37.8%	33.8%
Has broadband internet	2492	2437	2391	1221	434	1734	967	767
%V	63.4%	63.7%	66.4%	79.2%	80.7%	63.9%	83.5%	49.3%
%H (All HH)		97.8%	95.9%	49.0%	17.4%	69.6%	38.8%	30.8%
%H (TV HH)			98.1%	50.1%	17.8%	71.2%	39.7%	31.5%

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

July 2010 - June 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	8213	7893	3758	1266	6202	3226	2976
%H		96.1%	45.8%	15.4%	75.5%	39.3%	36.2%
Under 20"	2320	2223	1030	366	1805	951	854
%V	28.2%	28.2%	27.4%	28.9%	29.1%	29.5%	28.7%
%H		95.8%	44.4%	15.8%	77.8%	41.0%	36.8%
20" - 29"	2374	2204	910	335	1742	752	989
%V	28.9%	27.9%	24.2%	26.5%	28.1%	23.3%	33.2%
%H		92.8%	38.3%	14.1%	73.4%	31.7%	41.7%
30" - 39"	2180	2135	1017	340	1672	864	809
%V	26.5%	27.0%	27.1%	26.9%	27.0%	26.8%	27.2%
%H		97.9%	46.7%	15.6%	76.7%	39.6%	37.1%
40" and over	1285	1281	781	216	946	643	303
%V	15.6%	16.2%	20.8%	17.1%	15.3%	19.9%	10.2%
%H		99.7%	60.8%	16.8%	73.6%	50.0%	23.6%
Don't know	53	49	20	9	37	16	20
%V	0.6%	0.6%	0.5%	0.7%	0.6%	0.5%	0.7%
%H		92.5%	37.7%	17.0%	69.8%	30.2%	37.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

Set level data

Table 23.12: 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	8213	7893	3758	1266	6202	3226	2976
%H		96.1%	45.8%	15.4%	75.5%	39.3%	36.2%
Main living room	3824	3602	1543	541	2717	1165	1552
%V	46.6%	45.6%	41.1%	42.7%	43.8%	36.1%	52.2%
%H		94.2%	40.4%	14.1%	71.1%	30.5%	40.6%
Kitchen	542	523	251	79	427	227	199
%V	6.6%	6.6%	6.7%	6.2%	6.9%	7.0%	6.7%
%H		96.5%	46.3%	14.6%	78.8%	41.9%	36.7%
Adult's bedroom	2296	2241	1131	370	1818	1042	776
%V	28.0%	28.4%	30.1%	29.2%	29.3%	32.3%	26.1%
%H		97.6%	49.3%	16.1%	79.2%	45.4%	33.8%
Child's bedroom	564	563	333	102	447	310	138
%V	6.9%	7.1%	8.9%	8.1%	7.2%	9.6%	4.6%
%H		99.8%	59.0%	18.1%	79.3%	55.0%	24.5%
Other bedroom	296	292	151	58	255	163	92
%V	3.6%	3.7%	4.0%	4.6%	4.1%	5.1%	3.1%
%H		98.6%	51.0%	19.6%	86.1%	55.1%	31.1%
Second living/dining room	481	465	241	83	371	222	150
%V	5.9%	5.9%	6.4%	6.6%	6.0%	6.9%	5.0%
%H		96.7%	50.1%	17.3%	77.1%	46.2%	31.2%
Study/office	71	70	33	15	55	30	24
%V	0.9%	0.9%	0.9%	1.2%	0.9%	0.9%	0.8%
%H		98.6%	46.5%	21.1%	77.5%	42.3%	33.8%
TV room	28	28	13	3	23	10	12
%V	0.3%	0.4%	0.3%	0.2%	0.4%	0.3%	0.4%
%H		100.0%	46.4%	10.7%	82.1%	35.7%	42.9%
No specific location	14	14	7	1	9	4	5
%V	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.2%
%H		100.0%	50.0%	7.1%	64.3%	28.6%	35.7%
Other	96	94	55	13	80	53	26
%V	1.2%	1.2%	1.5%	1.0%	1.3%	1.6%	0.9%
%H		97.9%	57.3%	13.5%	83.3%	55.2%	27.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	8213	7893	3758	1266	6202	3226	2976
%H		96.1%	45.8%	15.4%	75.5%	39.3%	36.2%
PVR	2152	2149	1498	303	1485	1095	390
%V	26.2%	27.2%	39.9%	23.9%	23.9%	33.9%	13.1%
%H		99.9%	69.6%	14.1%	69.0%	50.9%	18.1%
DVDR	757	738	357	117	570	296	275
%V	9.2%	9.4%	9.5%	9.2%	9.2%	9.2%	9.2%
%H		97.5%	47.2%	15.5%	75.3%	39.1%	36.3%
VCR	1071	994	380	142	778	299	479
%V	13.0%	12.6%	10.1%	11.2%	12.5%	9.3%	16.1%
%H		92.8%	35.5%	13.3%	72.6%	27.9%	44.7%
Any recorder	3327	3236	1856	475	2362	1406	956
%V	40.5%	41.0%	49.4%	37.5%	38.1%	43.6%	32.1%
%H		97.3%	55.8%	14.3%	71.0%	42.3%	28.7%

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 23.14: 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	8213	7893	3758	1266	6202	3226	2976
%H		96.1%	45.8%	15.4%	75.5%	39.3%	36.2%
Receives HDTV (via STB or built-in reception)	1485	1485	873	352	1071	780	291
%V	18.1%	18.8%	23.2%	27.8%	17.3%	24.2%	9.8%
%H		100.0%	58.8%	23.7%	72.1%	52.5%	19.6%
DVD/Blu-ray player or recorder	4613	4512	2208	745	3501	1879	1621
%V	56.2%	57.2%	58.8%	58.8%	56.4%	58.2%	54.5%
%H		97.8%	47.9%	16.2%	75.9%	40.7%	35.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 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	3821	3598	1542	538	2710	1158	1553
%H		94.2%	40.4%	14.1%	70.9%	30.3%	40.6%
Under 20"	121	91	18	11	74	11	63
%V	3.2%	2.5%	1.2%	2.0%	2.7%	0.9%	4.1%
%H		75.2%	14.9%	9.1%	61.2%	9.1%	52.1%
20" - 29"	1089	946	263	124	713	147	567
%V	28.5%	26.3%	17.1%	23.0%	26.3%	12.7%	36.5%
%H		86.9%	24.2%	11.4%	65.5%	13.5%	52.1%
30" - 39"	1505	1461	608	220	1120	473	647
%V	39.4%	40.6%	39.4%	40.9%	41.3%	40.8%	41.7%
%H		97.1%	40.4%	14.6%	74.4%	31.4%	43.0%
40" and over	1079	1076	643	179	788	521	267
%V	28.2%	29.9%	41.7%	33.3%	29.1%	45.0%	17.2%
%H		99.7%	59.6%	16.6%	73.0%	48.3%	24.7%
Don't know	26	23	10	4	15	6	9
%V	0.7%	0.6%	0.6%	0.7%	0.6%	0.5%	0.6%
%H		88.5%	38.5%	15.4%	57.7%	23.1%	34.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	3821	3598	1542	538	2710	1158	1553
%H		94.2%	40.4%	14.1%	70.9%	30.3%	40.6%
PVR	1633	1630	1091	236	1133	806	327
%V	42.7%	45.3%	70.8%	43.9%	41.8%	69.6%	21.1%
%H		99.8%	66.8%	14.5%	69.4%	49.4%	20.0%
DVDR	541	523	240	74	399	184	215
%V	14.2%	14.5%	15.6%	13.8%	14.7%	15.9%	13.8%
%H		96.7%	44.4%	13.7%	73.8%	34.0%	39.7%
VCR	755	687	224	95	543	170	373
%V	19.8%	19.1%	14.5%	17.7%	20.0%	14.7%	24.0%
%H		91.0%	29.7%	12.6%	71.9%	22.5%	49.4%
Any recorder	2385	2304	1251	329	1683	931	751
%V	62.4%	64.0%	81.1%	61.2%	62.1%	80.4%	48.4%
%H		96.6%	52.5%	13.8%	70.6%	39.0%	31.5%

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	3821	3598	1542	538	2710	1158	1553
%H		94.2%	40.4%	14.1%	70.9%	30.3%	40.6%
Receives HDTV (via STB or built-in reception)	1100	1100	646	254	785	565	220
%V	28.8%	30.6%	41.9%	47.2%	29.0%	48.8%	14.2%
%H		100.0%	58.7%	23.1%	71.4%	51.4%	20.0%
DVD/Blu-ray player or recorder	2850	2762	1225	438	2073	946	1127
%V	74.6%	76.8%	79.4%	81.4%	76.5%	81.7%	72.6%
%H		96.9%	43.0%	15.4%	72.7%	33.2%	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

July 2010 - June 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	4392	4295	2216	729	3492	2069	1423
%H		97.8%	50.5%	16.6%	79.5%	47.1%	32.4%
Under 20"	2199	2132	1012	355	1732	941	791
%V	50.1%	49.6%	45.7%	48.7%	49.6%	45.5%	55.6%
%H		97.0%	46.0%	16.1%	78.8%	42.8%	36.0%
20" - 29"	1285	1259	648	212	1028	605	423
%V	29.3%	29.3%	29.2%	29.1%	29.4%	29.2%	29.7%
%H		98.0%	50.4%	16.5%	80.0%	47.1%	32.9%
30" - 39"	675	674	409	120	552	390	162
%V	15.4%	15.7%	18.5%	16.5%	15.8%	18.8%	11.4%
%H		99.9%	60.6%	17.8%	81.8%	57.8%	24.0%
40" and over	206	205	137	37	158	123	36
%V	4.7%	4.8%	6.2%	5.1%	4.5%	5.9%	2.5%
%H		99.5%	66.5%	18.0%	76.7%	59.7%	17.5%
Don't know	27	26	10	4	22	10	12
%V	0.6%	0.6%	0.5%	0.5%	0.6%	0.5%	0.8%
%H		96.3%	37.0%	14.8%	81.5%	37.0%	44.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

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	4392	4295	2216	729	3492	2069	1423
%H		97.8%	50.5%	16.6%	79.5%	47.1%	32.4%
PVR	519	519	407	67	352	289	63
%V	11.8%	12.1%	18.4%	9.2%	10.1%	14.0%	4.4%
%H		100.0%	78.4%	12.9%	67.8%	55.7%	12.1%
DVDR	217	216	117	43	171	111	60
%V	4.9%	5.0%	5.3%	5.9%	4.9%	5.4%	4.2%
%H		99.5%	53.9%	19.8%	78.8%	51.2%	27.6%
VCR	316	307	156	48	235	129	105
%V	7.2%	7.1%	7.0%	6.6%	6.7%	6.2%	7.4%
%H		97.2%	49.4%	15.2%	74.4%	40.8%	33.2%
Any recorder	942	932	605	146	680	475	205
%V	21.4%	21.7%	27.3%	20.0%	19.5%	23.0%	14.4%
%H		98.9%	64.2%	15.5%	72.2%	50.4%	21.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.20: 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	4392	4295	2216	729	3492	2069	1423
%H		97.8%	50.5%	16.6%	79.5%	47.1%	32.4%
Receives HDTV (via STB or built-in reception)	385	385	227	99	285	215	71
%V	8.8%	9.0%	10.2%	13.6%	8.2%	10.4%	5.0%
%H		100.0%	59.0%	25.7%	74.0%	55.8%	18.4%
DVD/Blu-ray player or recorder	1763	1750	984	306	1427	934	494
%V	40.1%	40.7%	44.4%	42.0%	40.9%	45.1%	34.7%
%H		99.3%	55.8%	17.4%	80.9%	53.0%	28.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8952	8764	8428	4188	1376	6177	3196	2982
%H		97.9%	94.1%	46.8%	15.4%	69.0%	35.7%	33.3%
Total Children	1640	1624	1596	923	285	1067	652	415
%V	18.3%	18.5%	18.9%	22.0%	20.7%	17.3%	20.4%	13.9%
%H		99.0%	97.3%	56.3%	17.4%	65.1%	39.8%	25.3%
0 - 3	435	425	420	243	69	268	154	114
%V	4.9%	4.8%	5.0%	5.8%	5.0%	4.3%	4.8%	3.8%
%H		97.7%	96.6%	55.9%	15.9%	61.6%	35.4%	26.2%
4 - 15	1205	1199	1177	680	216	800	498	301
%V	13.5%	13.7%	14.0%	16.2%	15.7%	13.0%	15.6%	10.1%
%H		99.5%	97.7%	56.4%	17.9%	66.4%	41.3%	25.0%
4 - 9	592	588	577	347	101	367	227	139
%V	6.6%	6.7%	6.8%	8.3%	7.3%	5.9%	7.1%	4.7%
%H		99.3%	97.5%	58.6%	17.1%	62.0%	38.3%	23.5%
10 - 15	613	612	600	333	115	433	271	162
%V	6.8%	7.0%	7.1%	8.0%	8.4%	7.0%	8.5%	5.4%
%H		99.8%	97.9%	54.3%	18.8%	70.6%	44.2%	26.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8952	8764	8428	4188	1376	6177	3196	2982
%H		97.9%	94.1%	46.8%	15.4%	69.0%	35.7%	33.3%
Total Adults (16+)	7312	7139	6831	3265	1091	5110	2544	2566
%V	81.7%	81.5%	81.1%	78.0%	79.3%	82.7%	79.6%	86.0%
%H		97.6%	93.4%	44.7%	14.9%	69.9%	34.8%	35.1%
16 - 19	508	484	475	270	77	370	236	133
%V	5.7%	5.5%	5.6%	6.4%	5.6%	6.0%	7.4%	4.5%
%H		95.3%	93.5%	53.1%	15.2%	72.8%	46.5%	26.2%
20 - 24	585	543	528	262	98	384	204	180
%V	6.5%	6.2%	6.3%	6.3%	7.1%	6.2%	6.4%	6.0%
%H		92.8%	90.3%	44.8%	16.8%	65.6%	34.9%	30.8%
25 - 34	1161	1115	1094	632	194	720	429	291
%V	13.0%	12.7%	13.0%	15.1%	14.1%	11.7%	13.4%	9.8%
%H		96.0%	94.2%	54.4%	16.7%	62.0%	37.0%	25.1%
35 - 44	1182	1166	1131	625	203	798	477	321
%V	13.2%	13.3%	13.4%	14.9%	14.8%	12.9%	14.9%	10.8%
%H		98.6%	95.7%	52.9%	17.2%	67.5%	40.4%	27.2%
45 - 54	1258	1243	1214	601	211	929	510	418
%V	14.1%	14.2%	14.4%	14.4%	15.3%	15.0%	16.0%	14.0%
%H		98.8%	96.5%	47.8%	16.8%	73.8%	40.5%	33.2%
55 - 64	1103	1089	1051	470	159	805	371	434
%V	12.3%	12.4%	12.5%	11.2%	11.6%	13.0%	11.6%	14.6%
%H		98.7%	95.3%	42.6%	14.4%	73.0%	33.6%	39.3%
65+	1514	1499	1338	404	149	1105	315	789
%V	16.9%	17.1%	15.9%	9.6%	10.8%	17.9%	9.9%	26.5%
%H		99.0%	88.4%	26.7%	9.8%	73.0%	20.8%	52.1%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7312	7139	6831	3265	1091	5110	2544	2566
%H		97.6%	93.4%	44.7%	14.9%	69.9%	34.8%	35.1%
AB	1546	1520	1463	757	225	1061	554	507
%V	21.1%	21.3%	21.4%	23.2%	20.6%	20.8%	21.8%	19.8%
%H		98.3%	94.6%	49.0%	14.6%	68.6%	35.8%	32.8%
C1	1981	1891	1828	901	342	1364	747	617
%V	27.1%	26.5%	26.8%	27.6%	31.3%	26.7%	29.4%	24.0%
%H		95.5%	92.3%	45.5%	17.3%	68.9%	37.7%	31.1%
C2	1585	1572	1524	782	239	1152	633	519
%V	21.7%	22.0%	22.3%	24.0%	21.9%	22.5%	24.9%	20.2%
%H		99.2%	96.2%	49.3%	15.1%	72.7%	39.9%	32.7%
D	1274	1256	1207	577	178	895	428	467
%V	17.4%	17.6%	17.7%	17.7%	16.3%	17.5%	16.8%	18.2%
%H		98.6%	94.7%	45.3%	14.0%	70.3%	33.6%	36.7%
E	926	901	809	248	107	638	181	457
%V	12.7%	12.6%	11.8%	7.6%	9.8%	12.5%	7.1%	17.8%
%H		97.3%	87.4%	26.8%	11.6%	68.9%	19.5%	49.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Yorkshire / North East Macro
Individual level data
Table 23.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7312	7139	6831	3265	1091	5110	2544	2566
%H		97.6%	93.4%	44.7%	14.9%	69.9%	34.8%	35.1%
Working full time	3049	3003	2938	1639	512	2122	1282	840
%V	41.7%	42.1%	43.0%	50.2%	46.9%	41.5%	50.4%	32.7%
%H		98.5%	96.4%	53.8%	16.8%	69.6%	42.0%	27.6%
Working part time	789	780	760	374	133	548	287	261
%V	10.8%	10.9%	11.1%	11.5%	12.2%	10.7%	11.3%	10.2%
%H		98.9%	96.3%	47.4%	16.9%	69.5%	36.4%	33.1%
Not working	3473	3356	3133	1252	446	2439	974	1466
%V	47.5%	47.0%	45.9%	38.3%	40.9%	47.7%	38.3%	57.1%
%H		96.6%	90.2%	36.0%	12.8%	70.2%	28.0%	42.2%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3596	3487	3341	1670	546	2469	1296	1173
%H		97.0%	92.9%	46.4%	15.2%	68.7%	36.0%	32.6%
16 - 19	250	237	233	140	39	176	119	58
%V	7.0%	6.8%	7.0%	8.4%	7.1%	7.1%	9.2%	4.9%
%H		94.8%	93.2%	56.0%	15.6%	70.4%	47.6%	23.2%
20 - 24	309	284	272	140	45	199	106	93
%V	8.6%	8.1%	8.1%	8.4%	8.2%	8.1%	8.2%	7.9%
%H		91.9%	88.0%	45.3%	14.6%	64.4%	34.3%	30.1%
25 - 34	595	562	548	323	100	363	226	137
%V	16.5%	16.1%	16.4%	19.3%	18.3%	14.7%	17.4%	11.7%
%H		94.5%	92.1%	54.3%	16.8%	61.0%	38.0%	23.0%
35 - 44	584	572	556	311	99	393	237	156
%V	16.2%	16.4%	16.6%	18.6%	18.1%	15.9%	18.3%	13.3%
%H		97.9%	95.2%	53.3%	17.0%	67.3%	40.6%	26.7%
45 - 54	625	615	598	302	106	450	253	197
%V	17.4%	17.6%	17.9%	18.1%	19.4%	18.2%	19.5%	16.8%
%H		98.4%	95.7%	48.3%	17.0%	72.0%	40.5%	31.5%
55 - 64	542	534	512	235	80	387	184	202
%V	15.1%	15.3%	15.3%	14.1%	14.7%	15.7%	14.2%	17.2%
%H		98.5%	94.5%	43.4%	14.8%	71.4%	33.9%	37.3%
65+	690	683	622	219	76	501	170	330
%V	19.2%	19.6%	18.6%	13.1%	13.9%	20.3%	13.1%	28.1%
%H		99.0%	90.1%	31.7%	11.0%	72.6%	24.6%	47.8%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

Individual level data

Table 35.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3596	3487	3341	1670	546	2469	1296	1173
%H		97.0%	92.9%	46.4%	15.2%	68.7%	36.0%	32.6%
AB	774	757	729	378	116	525	278	247
%V	21.5%	21.7%	21.8%	22.6%	21.2%	21.3%	21.5%	21.1%
%H		97.8%	94.2%	48.8%	15.0%	67.8%	35.9%	31.9%
C1	938	884	858	448	166	640	376	264
%V	26.1%	25.4%	25.7%	26.8%	30.4%	25.9%	29.0%	22.5%
%H		94.2%	91.5%	47.8%	17.7%	68.2%	40.1%	28.1%
C2	866	858	826	432	127	617	342	275
%V	24.1%	24.6%	24.7%	25.9%	23.3%	25.0%	26.4%	23.4%
%H		99.1%	95.4%	49.9%	14.7%	71.2%	39.5%	31.8%
D	632	619	597	301	87	432	218	214
%V	17.6%	17.8%	17.9%	18.0%	15.9%	17.5%	16.8%	18.2%
%H		97.9%	94.5%	47.6%	13.8%	68.4%	34.5%	33.9%
E	385	369	332	111	50	255	83	172
%V	10.7%	10.6%	9.9%	6.6%	9.2%	10.3%	6.4%	14.7%
%H		95.8%	86.2%	28.8%	13.0%	66.2%	21.6%	44.7%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Yorkshire / North East Macro
Individual level data
Table 23.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3596	3487	3341	1670	546	2469	1296	1173
%H		97.0%	92.9%	46.4%	15.2%	68.7%	36.0%	32.6%
Working full time	1918	1880	1834	1031	322	1320	807	513
%V	53.3%	53.9%	54.9%	61.7%	59.0%	53.5%	62.3%	43.7%
%H		98.0%	95.6%	53.8%	16.8%	68.8%	42.1%	26.7%
Working part time	165	159	153	75	25	95	40	55
%V	4.6%	4.6%	4.6%	4.5%	4.6%	3.8%	3.1%	4.7%
%H		96.4%	92.7%	45.5%	15.2%	57.6%	24.2%	33.3%
Not working	1513	1449	1355	564	199	1054	449	605
%V	42.1%	41.6%	40.6%	33.8%	36.4%	42.7%	34.6%	51.6%
%H		95.8%	89.6%	37.3%	13.2%	69.7%	29.7%	40.0%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3716	3652	3490	1595	545	2641	1247	1394
%H		98.3%	93.9%	42.9%	14.7%	71.1%	33.6%	37.5%
16 - 19	258	247	242	131	37	193	117	76
%V	6.9%	6.8%	6.9%	8.2%	6.8%	7.3%	9.4%	5.5%
%H		95.7%	93.8%	50.8%	14.3%	74.8%	45.3%	29.5%
20 - 24	277	259	256	122	53	185	98	88
%V	7.5%	7.1%	7.3%	7.6%	9.7%	7.0%	7.9%	6.3%
%H		93.5%	92.4%	44.0%	19.1%	66.8%	35.4%	31.8%
25 - 34	566	553	546	309	94	357	203	154
%V	15.2%	15.1%	15.6%	19.4%	17.2%	13.5%	16.3%	11.0%
%H		97.7%	96.5%	54.6%	16.6%	63.1%	35.9%	27.2%
35 - 44	598	594	575	314	104	405	240	165
%V	16.1%	16.3%	16.5%	19.7%	19.1%	15.3%	19.2%	11.8%
%H		99.3%	96.2%	52.5%	17.4%	67.7%	40.1%	27.6%
45 - 54	633	628	616	299	105	479	258	221
%V	17.0%	17.2%	17.7%	18.7%	19.3%	18.1%	20.7%	15.9%
%H		99.2%	97.3%	47.2%	16.6%	75.7%	40.8%	34.9%
55 - 64	560	555	539	235	78	419	187	232
%V	15.1%	15.2%	15.4%	14.7%	14.3%	15.9%	15.0%	16.6%
%H		99.1%	96.3%	42.0%	13.9%	74.8%	33.4%	41.4%
65+	824	816	717	185	73	604	145	459
%V	22.2%	22.3%	20.5%	11.6%	13.4%	22.9%	11.6%	32.9%
%H		99.0%	87.0%	22.5%	8.9%	73.3%	17.6%	55.7%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV Yorkshire / North East Macro

Individual level data

Table 23.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3716	3652	3490	1595	545	2641	1247	1394
%H		98.3%	93.9%	42.9%	14.7%	71.1%	33.6%	37.5%
AB	772	762	735	379	109	536	276	259
%V	20.8%	20.9%	21.1%	23.8%	20.0%	20.3%	22.1%	18.6%
%H		98.7%	95.2%	49.1%	14.1%	69.4%	35.8%	33.5%
C1	1043	1007	970	453	176	725	372	353
%V	28.1%	27.6%	27.8%	28.4%	32.3%	27.5%	29.8%	25.3%
%H		96.5%	93.0%	43.4%	16.9%	69.5%	35.7%	33.8%
C2	719	714	698	350	112	535	291	244
%V	19.3%	19.6%	20.0%	21.9%	20.6%	20.3%	23.3%	17.5%
%H		99.3%	97.1%	48.7%	15.6%	74.4%	40.5%	33.9%
D	642	637	610	276	90	463	210	253
%V	17.3%	17.4%	17.5%	17.3%	16.5%	17.5%	16.8%	18.1%
%H		99.2%	95.0%	43.0%	14.0%	72.1%	32.7%	39.4%
E	541	532	477	137	58	383	99	285
%V	14.6%	14.6%	13.7%	8.6%	10.6%	14.5%	7.9%	20.4%
%H		98.3%	88.2%	25.3%	10.7%	70.8%	18.3%	52.7%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV Yorkshire / North East Macro
Individual level data
Table 23.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3716	3652	3490	1595	545	2641	1247	1394
%H		98.3%	93.9%	42.9%	14.7%	71.1%	33.6%	37.5%
Working full time	1131	1123	1104	609	190	802	475	327
%V	30.4%	30.8%	31.6%	38.2%	34.9%	30.4%	38.1%	23.5%
%H		99.3%	97.6%	53.8%	16.8%	70.9%	42.0%	28.9%
Working part time	625	621	607	299	108	454	248	206
%V	16.8%	17.0%	17.4%	18.7%	19.8%	17.2%	19.9%	14.8%
%H		99.4%	97.1%	47.8%	17.3%	72.6%	39.7%	33.0%
Not working	1960	1907	1778	688	247	1386	525	861
%V	52.7%	52.2%	50.9%	43.1%	45.3%	52.5%	42.1%	61.8%
%H		97.3%	90.7%	35.1%	12.6%	70.7%	26.8%	43.9%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West / Border Macro

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	3218	3132	3115	1286	481	2703	1331	1372
%H (All HH)		97.3%	96.8%	40.0%	14.9%	84.0%	41.4%	42.6%
%H (TV HH)			99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
AB	639	629	626	303	96	530	295	235
%V	19.9%	20.1%	20.1%	23.6%	20.0%	19.6%	22.2%	17.1%
%H (All HH)		98.4%	98.0%	47.4%	15.0%	82.9%	46.2%	36.8%
%H (TV HH)			99.5%	48.2%	15.3%	84.3%	46.9%	37.4%
C1	867	837	834	364	145	713	381	331
%V	26.9%	26.7%	26.8%	28.3%	30.1%	26.4%	28.6%	24.1%
%H (All HH)		96.5%	96.2%	42.0%	16.7%	82.2%	43.9%	38.2%
%H (TV HH)			99.6%	43.5%	17.3%	85.2%	45.5%	39.5%
C2	640	625	623	280	106	548	304	243
%V	19.9%	20.0%	20.0%	21.8%	22.0%	20.3%	22.8%	17.7%
%H (All HH)		97.7%	97.3%	43.8%	16.6%	85.6%	47.5%	38.0%
%H (TV HH)			99.7%	44.8%	17.0%	87.7%	48.6%	38.9%
D	522	506	502	201	74	444	214	230
%V	16.2%	16.2%	16.1%	15.6%	15.4%	16.4%	16.1%	16.8%
%H (All HH)		96.9%	96.2%	38.5%	14.2%	85.1%	41.0%	44.1%
%H (TV HH)			99.2%	39.7%	14.6%	87.7%	42.3%	45.5%
E	550	535	530	139	60	469	136	333
%V	17.1%	17.1%	17.0%	10.8%	12.5%	17.4%	10.2%	24.3%
%H (All HH)		97.3%	96.4%	25.3%	10.9%	85.3%	24.7%	60.5%
%H (TV HH)			99.1%	26.0%	11.2%	87.7%	25.4%	62.2%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	3218	3132	3115	1286	481	2703	1331	1372
%H (All HH)		97.3%	96.8%	40.0%	14.9%	84.0%	41.4%	42.6%
%H (TV HH)			99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
Under 25	152	139	139	47	21	123	51	72
%V	4.7%	4.4%	4.5%	3.7%	4.4%	4.6%	3.8%	5.2%
%H (All HH)		91.4%	91.4%	30.9%	13.8%	80.9%	33.6%	47.4%
%H (TV HH)			100.0%	33.8%	15.1%	88.5%	36.7%	51.8%
25 - 34	478	455	453	233	78	360	214	146
%V	14.9%	14.5%	14.5%	18.1%	16.2%	13.3%	16.1%	10.6%
%H (All HH)		95.2%	94.8%	48.7%	16.3%	75.3%	44.8%	30.5%
%H (TV HH)			99.6%	51.2%	17.1%	79.1%	47.0%	32.1%
35 - 44	571	552	550	270	97	474	285	189
%V	17.7%	17.6%	17.7%	21.0%	20.2%	17.5%	21.4%	13.8%
%H (All HH)		96.7%	96.3%	47.3%	17.0%	83.0%	49.9%	33.1%
%H (TV HH)			99.6%	48.9%	17.6%	85.9%	51.6%	34.2%
45 - 54	617	604	603	281	112	521	305	216
%V	19.2%	19.3%	19.4%	21.9%	23.3%	19.3%	22.9%	15.7%
%H (All HH)		97.9%	97.7%	45.5%	18.2%	84.4%	49.4%	35.0%
%H (TV HH)			99.8%	46.5%	18.5%	86.3%	50.5%	35.8%
55 - 64	555	550	547	229	90	489	256	233
%V	17.2%	17.6%	17.6%	17.8%	18.7%	18.1%	19.2%	17.0%
%H (All HH)		99.1%	98.6%	41.3%	16.2%	88.1%	46.1%	42.0%
%H (TV HH)			99.5%	41.6%	16.4%	88.9%	46.5%	42.4%
65 +	844	831	824	226	84	737	221	516
%V	26.2%	26.5%	26.5%	17.6%	17.5%	27.3%	16.6%	37.6%
%H (All HH)		98.5%	97.6%	26.8%	10.0%	87.3%	26.2%	61.1%
%H (TV HH)			99.2%	27.2%	10.1%	88.7%	26.6%	62.1%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	3218	3132	3115	1286	481	2703	1331	1372
%H (All HH)		97.3%	96.8%	40.0%	14.9%	84.0%	41.4%	42.6%
%H (TV HH)			99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
1	1148	1099	1088	293	114	958	275	683
%V	35.7%	35.1%	34.9%	22.8%	23.7%	35.4%	20.7%	49.8%
%H (All HH)		95.7%	94.8%	25.5%	9.9%	83.4%	24.0%	59.5%
%H (TV HH)			99.0%	26.7%	10.4%	87.2%	25.0%	62.1%
2	981	965	961	414	155	827	428	399
%V	30.5%	30.8%	30.9%	32.2%	32.2%	30.6%	32.2%	29.1%
%H (All HH)		98.4%	98.0%	42.2%	15.8%	84.3%	43.6%	40.7%
%H (TV HH)			99.6%	42.9%	16.1%	85.7%	44.4%	41.3%
3	477	471	470	254	91	410	279	131
%V	14.8%	15.0%	15.1%	19.8%	18.9%	15.2%	21.0%	9.5%
%H (All HH)		98.7%	98.5%	53.2%	19.1%	86.0%	58.5%	27.5%
%H (TV HH)			99.8%	53.9%	19.3%	87.0%	59.2%	27.8%
4	400	391	390	205	78	336	223	113
%V	12.4%	12.5%	12.5%	15.9%	16.2%	12.4%	16.8%	8.2%
%H (All HH)		97.8%	97.5%	51.3%	19.5%	84.0%	55.8%	28.3%
%H (TV HH)			99.7%	52.4%	19.9%	85.9%	57.0%	28.9%
5+	213	207	206	120	44	173	126	47
%V	6.6%	6.6%	6.6%	9.3%	9.1%	6.4%	9.5%	3.4%
%H (All HH)		97.2%	96.7%	56.3%	20.7%	81.2%	59.2%	22.1%
%H (TV HH)			99.5%	58.0%	21.3%	83.6%	60.9%	22.7%
Average HH size	2.27	2.27	2.28	2.61	2.58	2.26	2.66	1.88

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

July 2010 - June 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	3218	3132	3115	1286	481	2703	1331	1372
%H (All HH)		97.3%	96.8%	40.0%	14.9%	84.0%	41.4%	42.6%
%H (TV HH)			99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
Without	2429	2356	2343	874	325	2052	893	1159
%V	75.5%	75.2%	75.2%	68.0%	67.6%	75.9%	67.1%	84.5%
%H (All HH)		97.0%	96.5%	36.0%	13.4%	84.5%	36.8%	47.7%
%H (TV HH)			99.4%	37.1%	13.8%	87.1%	37.9%	49.2%
With	788	775	773	413	156	652	438	213
%V	24.5%	24.7%	24.8%	32.1%	32.4%	24.1%	32.9%	15.5%
%H (All HH)		98.4%	98.1%	52.4%	19.8%	82.7%	55.6%	27.0%
%H (TV HH)			99.7%	53.3%	20.1%	84.1%	56.5%	27.5%
0 - 3	303	297	296	157	54	243	154	88
%V	9.4%	9.5%	9.5%	12.2%	11.2%	9.0%	11.6%	6.4%
%H (All HH)		98.0%	97.7%	51.8%	17.8%	80.2%	50.8%	29.0%
%H (TV HH)			99.7%	52.9%	18.2%	81.8%	51.9%	29.6%
4 - 9	390	384	383	204	77	325	220	105
%V	12.1%	12.3%	12.3%	15.9%	16.0%	12.0%	16.5%	7.7%
%H (All HH)		98.5%	98.2%	52.3%	19.7%	83.3%	56.4%	26.9%
%H (TV HH)			99.7%	53.1%	20.1%	84.6%	57.3%	27.3%
10 - 15	388	381	379	210	78	329	231	99
%V	12.1%	12.2%	12.2%	16.3%	16.2%	12.2%	17.4%	7.2%
%H (All HH)		98.2%	97.7%	54.1%	20.1%	84.8%	59.5%	25.5%
%H (TV HH)			99.5%	55.1%	20.5%	86.4%	60.6%	26.0%

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

July 2010 - June 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	3218	3132	3115	1286	481	2703	1331	1372
%H (All HH)		97.3%	96.8%	40.0%	14.9%	84.0%	41.4%	42.6%
%H (TV HH)			99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
1	1225	1225	1212	370	156	970	282	688
%V	38.1%	39.1%	38.9%	28.8%	32.4%	35.9%	21.2%	50.1%
%H (All HH)		100.0%	98.9%	30.2%	12.7%	79.2%	23.0%	56.2%
%H (TV HH)			98.9%	30.2%	12.7%	79.2%	23.0%	56.2%
2	1080	1080	1077	453	169	965	502	463
%V	33.6%	34.5%	34.6%	35.2%	35.1%	35.7%	37.7%	33.7%
%H (All HH)		100.0%	99.7%	41.9%	15.6%	89.4%	46.5%	42.9%
%H (TV HH)			99.7%	41.9%	15.6%	89.4%	46.5%	42.9%
3	489	489	489	249	93	452	300	152
%V	15.2%	15.6%	15.7%	19.4%	19.3%	16.7%	22.5%	11.1%
%H (All HH)		100.0%	100.0%	50.9%	19.0%	92.4%	61.3%	31.1%
%H (TV HH)			100.0%	50.9%	19.0%	92.4%	61.3%	31.1%
4	220	220	220	132	40	208	157	51
%V	6.8%	7.0%	7.1%	10.3%	8.3%	7.7%	11.8%	3.7%
%H (All HH)		100.0%	100.0%	60.0%	18.2%	94.5%	71.4%	23.2%
%H (TV HH)			100.0%	60.0%	18.2%	94.5%	71.4%	23.2%
5+	118	118	118	82	23	109	91	18
%V	3.7%	3.8%	3.8%	6.4%	4.8%	4.0%	6.8%	1.3%
%H (All HH)		100.0%	100.0%	69.5%	19.5%	92.4%	77.1%	15.3%
%H (TV HH)			100.0%	69.5%	19.5%	92.4%	77.1%	15.3%

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

July 2010 - June 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	3218	3132	3115	1286	481	2703	1331	1372
%H (All HH)		97.3%	96.8%	40.0%	14.9%	84.0%	41.4%	42.6%
%H (TV HH)			99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
Under 20"	1081	1081	1078	490	168	1003	572	431
%V	33.6%	34.5%	34.6%	38.1%	34.9%	37.1%	43.0%	31.4%
%H (All HH)		100.0%	99.7%	45.3%	15.5%	92.8%	52.9%	39.9%
%H (TV HH)			99.7%	45.3%	15.5%	92.8%	52.9%	39.9%
20" - 29"	1482	1482	1469	573	213	1321	627	693
%V	46.1%	47.3%	47.2%	44.6%	44.3%	48.9%	47.1%	50.5%
%H (All HH)		100.0%	99.1%	38.7%	14.4%	89.1%	42.3%	46.8%
%H (TV HH)			99.1%	38.7%	14.4%	89.1%	42.3%	46.8%
30" - 39"	1678	1678	1676	748	278	1460	794	666
%V	52.1%	53.6%	53.8%	58.2%	57.8%	54.0%	59.7%	48.5%
%H (All HH)		100.0%	99.9%	44.6%	16.6%	87.0%	47.3%	39.7%
%H (TV HH)			99.9%	44.6%	16.6%	87.0%	47.3%	39.7%
40" and over	873	873	872	500	167	736	520	217
%V	27.1%	27.9%	28.0%	38.9%	34.7%	27.2%	39.1%	15.8%
%H (All HH)		100.0%	99.9%	57.3%	19.1%	84.3%	59.6%	24.9%
%H (TV HH)			99.9%	57.3%	19.1%	84.3%	59.6%	24.9%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	3218	3132	3115	1286	481	2703	1331	1372
%H (All HH)		97.3%	96.8%	40.0%	14.9%	84.0%	41.4%	42.6%
%H (TV HH)			99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
Main living room	3108	3108	3093	1279	478	2683	1324	1359
%V	96.6%	99.2%	99.3%	99.5%	99.4%	99.3%	99.5%	99.1%
%H (All HH)		100.0%	99.5%	41.2%	15.4%	86.3%	42.6%	43.7%
%H (TV HH)			99.5%	41.2%	15.4%	86.3%	42.6%	43.7%
Kitchen	333	333	333	180	40	307	190	118
%V	10.3%	10.6%	10.7%	14.0%	8.3%	11.4%	14.3%	8.6%
%H (All HH)		100.0%	100.0%	54.1%	12.0%	92.2%	57.1%	35.4%
%H (TV HH)			100.0%	54.1%	12.0%	92.2%	57.1%	35.4%
Adult's bedroom	1469	1469	1467	715	261	1335	830	506
%V	45.6%	46.9%	47.1%	55.6%	54.3%	49.4%	62.4%	36.9%
%H (All HH)		100.0%	99.9%	48.7%	17.8%	90.9%	56.5%	34.4%
%H (TV HH)			99.9%	48.7%	17.8%	90.9%	56.5%	34.4%
Child's bedroom	340	340	340	207	71	317	251	66
%V	10.6%	10.9%	10.9%	16.1%	14.8%	11.7%	18.9%	4.8%
%H (All HH)		100.0%	100.0%	60.9%	20.9%	93.2%	73.8%	19.4%
%H (TV HH)			100.0%	60.9%	20.9%	93.2%	73.8%	19.4%
Other bedroom	109	109	109	63	20	99	70	29
%V	3.4%	3.5%	3.5%	4.9%	4.2%	3.7%	5.3%	2.1%
%H (All HH)		100.0%	100.0%	57.8%	18.3%	90.8%	64.2%	26.6%
%H (TV HH)			100.0%	57.8%	18.3%	90.8%	64.2%	26.6%
Second living/dining room	431	431	429	209	82	390	243	147
%V	13.4%	13.8%	13.8%	16.3%	17.0%	14.4%	18.3%	10.7%
%H (All HH)		100.0%	99.5%	48.5%	19.0%	90.5%	56.4%	34.1%
%H (TV HH)			99.5%	48.5%	19.0%	90.5%	56.4%	34.1%
Study/office	55	55	55	33	7	51	35	16
%V	1.7%	1.8%	1.8%	2.6%	1.5%	1.9%	2.6%	1.2%
%H (All HH)		100.0%	100.0%	60.0%	12.7%	92.7%	63.6%	29.1%
%H (TV HH)			100.0%	60.0%	12.7%	92.7%	63.6%	29.1%
TV room	14	14	14	10	4	12	9	3
%V	0.4%	0.4%	0.4%	0.8%	0.8%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	71.4%	28.6%	85.7%	64.3%	21.4%
%H (TV HH)			100.0%	71.4%	28.6%	85.7%	64.3%	21.4%
No specific location	7	7	7	4	2	7	4	2
%V	0.2%	0.2%	0.2%	0.3%	0.4%	0.3%	0.3%	0.1%
%H (All HH)		100.0%	100.0%	57.1%	28.6%	100.0%	57.1%	28.6%
%H (TV HH)			100.0%	57.1%	28.6%	100.0%	57.1%	28.6%
Other	19	19	19	12	1	16	10	5
%V	0.6%	0.6%	0.6%	0.9%	0.2%	0.6%	0.8%	0.4%
%H (All HH)		100.0%	100.0%	63.2%	5.3%	84.2%	52.6%	26.3%
%H (TV HH)			100.0%	63.2%	5.3%	84.2%	52.6%	26.3%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	3218	3132	3115	1286	481	2703	1331	1372
%H (All HH)		97.3%	96.8%	40.0%	14.9%	84.0%	41.4%	42.6%
%H (TV HH)			99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
PVR	1576	1576	1576	1002	243	1305	959	346
%V	49.0%	50.3%	50.6%	77.9%	50.5%	48.3%	72.1%	25.2%
%H (All HH)		100.0%	100.0%	63.6%	15.4%	82.8%	60.9%	22.0%
%H (TV HH)			100.0%	63.6%	15.4%	82.8%	60.9%	22.0%
DVDR	316	316	315	148	52	279	159	120
%V	9.8%	10.1%	10.1%	11.5%	10.8%	10.3%	11.9%	8.7%
%H (All HH)		100.0%	99.7%	46.8%	16.5%	88.3%	50.3%	38.0%
%H (TV HH)			99.7%	46.8%	16.5%	88.3%	50.3%	38.0%
VCR	292	292	289	122	47	251	126	125
%V	9.1%	9.3%	9.3%	9.5%	9.8%	9.3%	9.5%	9.1%
%H (All HH)		100.0%	99.0%	41.8%	16.1%	86.0%	43.2%	42.8%
%H (TV HH)			99.0%	41.8%	16.1%	86.0%	43.2%	42.8%
Any recorder	1840	1840	1837	1065	290	1540	1040	501
%V	57.2%	58.7%	59.0%	82.8%	60.3%	57.0%	78.1%	36.5%
%H (All HH)		100.0%	99.8%	57.9%	15.8%	83.7%	56.5%	27.2%
%H (TV HH)			99.8%	57.9%	15.8%	83.7%	56.5%	27.2%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	3218	3132	3115	1286	481	2703	1331	1372
%H (All HH)		97.3%	96.8%	40.0%	14.9%	84.0%	41.4%	42.6%
%H (TV HH)			99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
Receives HDTV (via STB or built-in reception)	979	979	979	539	256	815	617	198
%V	30.4%	31.3%	31.4%	41.9%	53.2%	30.2%	46.4%	14.4%
%H (All HH)		100.0%	100.0%	55.1%	26.1%	83.2%	63.0%	20.2%
%H (TV HH)			100.0%	55.1%	26.1%	83.2%	63.0%	20.2%
DVD/Blu-ray player or recorder	2296	2296	2292	1023	358	1981	1052	929
%V	71.3%	73.3%	73.6%	79.5%	74.4%	73.3%	79.0%	67.7%
%H (All HH)		100.0%	99.8%	44.6%	15.6%	86.3%	45.8%	40.5%
%H (TV HH)			99.8%	44.6%	15.6%	86.3%	45.8%	40.5%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	3218	3132	3115	1286	481	2703	1331	1372
%H (All HH)		97.3%	96.8%	40.0%	14.9%	84.0%	41.4%	42.6%
%H (TV HH)			99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
Has PC or Laptop	2274	2232	2227	1072	411	1902	1135	766
%V	70.7%	71.3%	71.5%	83.4%	85.4%	70.4%	85.3%	55.8%
%H (All HH)		98.2%	97.9%	47.1%	18.1%	83.6%	49.9%	33.7%
%H (TV HH)			99.8%	48.0%	18.4%	85.2%	50.9%	34.3%
Has broadband internet	2119	2083	2078	1026	397	1768	1091	677
%V	65.8%	66.5%	66.7%	79.8%	82.5%	65.4%	82.0%	49.3%
%H (All HH)		98.3%	98.1%	48.4%	18.7%	83.4%	51.5%	31.9%
%H (TV HH)			99.8%	49.3%	19.1%	84.9%	52.4%	32.5%

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	6360	6340	2992	1053	5665	3297	2368
%H		99.7%	47.0%	16.6%	89.1%	51.8%	37.2%
Under 20"	1493	1489	715	239	1391	837	554
%V	23.5%	23.5%	23.9%	22.7%	24.6%	25.4%	23.4%
%H		99.7%	47.9%	16.0%	93.2%	56.1%	37.1%
20" - 29"	1875	1861	772	281	1684	860	824
%V	29.5%	29.4%	25.8%	26.7%	29.7%	26.1%	34.8%
%H		99.3%	41.2%	15.0%	89.8%	45.9%	43.9%
30" - 39"	1953	1951	906	338	1707	977	731
%V	30.7%	30.8%	30.3%	32.1%	30.1%	29.6%	30.9%
%H		99.9%	46.4%	17.3%	87.4%	50.0%	37.4%
40" and over	981	980	577	188	828	599	229
%V	15.4%	15.5%	19.3%	17.9%	14.6%	18.2%	9.7%
%H		99.9%	58.8%	19.2%	84.4%	61.1%	23.3%
Don't know	58	58	22	8	54	24	30
%V	0.9%	0.9%	0.7%	0.8%	1.0%	0.7%	1.3%
%H		100.0%	37.9%	13.8%	93.1%	41.4%	51.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	6360	6340	2992	1053	5665	3297	2368
%H		99.7%	47.0%	16.6%	89.1%	51.8%	37.2%
Main living room	3131	3116	1290	479	2704	1333	1371
%V	49.2%	49.1%	43.1%	45.5%	47.7%	40.4%	57.9%
%H		99.5%	41.2%	15.3%	86.4%	42.6%	43.8%
Kitchen	333	333	180	40	308	190	118
%V	5.2%	5.3%	6.0%	3.8%	5.4%	5.8%	5.0%
%H		100.0%	54.1%	12.0%	92.5%	57.1%	35.4%
Adult's bedroom	1780	1778	890	319	1628	1040	588
%V	28.0%	28.0%	29.7%	30.3%	28.7%	31.5%	24.8%
%H		99.9%	50.0%	17.9%	91.5%	58.4%	33.0%
Child's bedroom	454	453	278	97	427	341	85
%V	7.1%	7.1%	9.3%	9.2%	7.5%	10.3%	3.6%
%H		99.8%	61.2%	21.4%	94.1%	75.1%	18.7%
Other bedroom	122	122	73	22	111	80	31
%V	1.9%	1.9%	2.4%	2.1%	2.0%	2.4%	1.3%
%H		100.0%	59.8%	18.0%	91.0%	65.6%	25.4%
Second living/dining room	442	441	220	82	399	251	148
%V	6.9%	7.0%	7.4%	7.8%	7.0%	7.6%	6.3%
%H		99.8%	49.8%	18.6%	90.3%	56.8%	33.5%
Study/office	56	55	33	7	52	35	17
%V	0.9%	0.9%	1.1%	0.7%	0.9%	1.1%	0.7%
%H		98.2%	58.9%	12.5%	92.9%	62.5%	30.4%
TV room	14	14	10	4	12	9	3
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%
%H		100.0%	71.4%	28.6%	85.7%	64.3%	21.4%
No specific location	8	8	5	2	8	5	2
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		100.0%	62.5%	25.0%	100.0%	62.5%	25.0%
Other	20	20	13	1	16	10	5
%V	0.3%	0.3%	0.4%	0.1%	0.3%	0.3%	0.2%
%H		100.0%	65.0%	5.0%	80.0%	50.0%	25.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	6360	6340	2992	1053	5665	3297	2368
%H		99.7%	47.0%	16.6%	89.1%	51.8%	37.2%
PVR	2061	2061	1393	310	1683	1300	383
%V	32.4%	32.5%	46.6%	29.4%	29.7%	39.4%	16.2%
%H		100.0%	67.6%	15.0%	81.7%	63.1%	18.6%
DVDR	360	360	173	64	321	193	128
%V	5.7%	5.7%	5.8%	6.1%	5.7%	5.9%	5.4%
%H		100.0%	48.1%	17.8%	89.2%	53.6%	35.6%
VCR	324	321	137	55	281	146	135
%V	5.1%	5.1%	4.6%	5.2%	5.0%	4.4%	5.7%
%H		99.1%	42.3%	17.0%	86.7%	45.1%	41.7%
Any recorder	2449	2446	1521	386	2033	1463	571
%V	38.5%	38.6%	50.8%	36.7%	35.9%	44.4%	24.1%
%H		99.9%	62.1%	15.8%	83.0%	59.7%	23.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.14: 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	6360	6340	2992	1053	5665	3297	2368
%H		99.7%	47.0%	16.6%	89.1%	51.8%	37.2%
Receives HDTV (via STB or built-in reception)	1287	1287	714	343	1077	827	250
%V	20.2%	20.3%	23.9%	32.6%	19.0%	25.1%	10.6%
%H		100.0%	55.5%	26.7%	83.7%	64.3%	19.4%
DVD/Blu-ray player or recorder	3553	3548	1723	595	3131	1862	1269
%V	55.9%	56.0%	57.6%	56.5%	55.3%	56.5%	53.6%
%H		99.9%	48.5%	16.7%	88.1%	52.4%	35.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	3131	3115	1286	481	2703	1331	1372
%H		99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
Under 20"	92	91	17	10	84	18	66
%V	2.9%	2.9%	1.3%	2.1%	3.1%	1.4%	4.8%
%H		98.9%	18.5%	10.9%	91.3%	19.6%	71.7%
20" - 29"	802	789	213	93	698	212	485
%V	25.6%	25.3%	16.6%	19.3%	25.8%	15.9%	35.3%
%H		98.4%	26.6%	11.6%	87.0%	26.4%	60.5%
30" - 39"	1370	1368	567	213	1189	591	598
%V	43.8%	43.9%	44.1%	44.3%	44.0%	44.4%	43.6%
%H		99.9%	41.4%	15.5%	86.8%	43.1%	43.6%
40" and over	844	844	482	161	713	502	210
%V	27.0%	27.1%	37.5%	33.5%	26.4%	37.7%	15.3%
%H		100.0%	57.1%	19.1%	84.5%	59.5%	24.9%
Don't know	23	23	6	4	19	7	13
%V	0.7%	0.7%	0.5%	0.8%	0.7%	0.5%	0.9%
%H		100.0%	26.1%	17.4%	82.6%	30.4%	56.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	3131	3115	1286	481	2703	1331	1372
%H		99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
PVR	1524	1524	983	233	1257	934	323
%V	48.7%	48.9%	76.4%	48.4%	46.5%	70.2%	23.5%
%H		100.0%	64.5%	15.3%	82.5%	61.3%	21.2%
DVDR	256	256	111	42	226	120	106
%V	8.2%	8.2%	8.6%	8.7%	8.4%	9.0%	7.7%
%H		100.0%	43.4%	16.4%	88.3%	46.9%	41.4%
VCR	230	228	88	35	194	87	107
%V	7.3%	7.3%	6.8%	7.3%	7.2%	6.5%	7.8%
%H		99.1%	38.3%	15.2%	84.3%	37.8%	46.5%
Any recorder	1768	1765	1039	274	1472	1003	469
%V	56.5%	56.7%	80.8%	57.0%	54.5%	75.4%	34.2%
%H		99.8%	58.8%	15.5%	83.3%	56.7%	26.5%

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 24.17: 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	3131	3115	1286	481	2703	1331	1372
%H		99.5%	41.1%	15.4%	86.3%	42.5%	43.8%
Receives HDTV (via STB or built-in reception)	941	941	519	247	781	593	187
%V	30.1%	30.2%	40.4%	51.4%	28.9%	44.6%	13.6%
%H		100.0%	55.2%	26.2%	83.0%	63.0%	19.9%
DVD/Blu-ray player or recorder	2141	2137	954	328	1838	966	872
%V	68.4%	68.6%	74.2%	68.2%	68.0%	72.6%	63.6%
%H		99.8%	44.6%	15.3%	85.8%	45.1%	40.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	3229	3225	1706	572	2962	1966	996
%H		99.9%	52.8%	17.7%	91.7%	60.9%	30.8%
Under 20"	1400	1398	698	229	1307	819	488
%V	43.4%	43.3%	40.9%	40.0%	44.1%	41.7%	49.0%
%H		99.9%	49.9%	16.4%	93.4%	58.5%	34.9%
20" - 29"	1073	1072	558	188	987	648	339
%V	33.2%	33.2%	32.7%	32.9%	33.3%	33.0%	34.0%
%H		99.9%	52.0%	17.5%	92.0%	60.4%	31.6%
30" - 39"	583	583	339	125	519	386	133
%V	18.1%	18.1%	19.9%	21.9%	17.5%	19.6%	13.4%
%H		100.0%	58.1%	21.4%	89.0%	66.2%	22.8%
40" and over	137	137	95	27	115	96	19
%V	4.2%	4.2%	5.6%	4.7%	3.9%	4.9%	1.9%
%H		100.0%	69.3%	19.7%	83.9%	70.1%	13.9%
Don't know	35	35	16	3	34	17	17
%V	1.1%	1.1%	0.9%	0.5%	1.1%	0.9%	1.7%
%H		100.0%	45.7%	8.6%	97.1%	48.6%	48.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West / Border Macro

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	3229	3225	1706	572	2962	1966	996
%H		99.9%	52.8%	17.7%	91.7%	60.9%	30.8%
PVR	537	537	411	77	426	366	60
%V	16.6%	16.7%	24.1%	13.5%	14.4%	18.6%	6.0%
%H		100.0%	76.5%	14.3%	79.3%	68.2%	11.2%
DVDR	104	104	62	22	95	73	22
%V	3.2%	3.2%	3.6%	3.8%	3.2%	3.7%	2.2%
%H		100.0%	59.6%	21.2%	91.3%	70.2%	21.2%
VCR	93	93	50	19	86	59	27
%V	2.9%	2.9%	2.9%	3.3%	2.9%	3.0%	2.7%
%H		100.0%	53.8%	20.4%	92.5%	63.4%	29.0%
Any recorder	681	681	482	112	562	460	102
%V	21.1%	21.1%	28.3%	19.6%	19.0%	23.4%	10.2%
%H		100.0%	70.8%	16.4%	82.5%	67.5%	15.0%

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 24.20: 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	3229	3225	1706	572	2962	1966	996
%H		99.9%	52.8%	17.7%	91.7%	60.9%	30.8%
Receives HDTV (via STB or built-in reception)	346	346	196	97	296	233	63
%V	10.7%	10.7%	11.5%	17.0%	10.0%	11.9%	6.3%
%H		100.0%	56.6%	28.0%	85.5%	67.3%	18.2%
DVD/Blu-ray player or recorder	1412	1412	770	267	1293	896	397
%V	43.7%	43.8%	45.1%	46.7%	43.7%	45.6%	39.9%
%H		100.0%	54.5%	18.9%	91.6%	63.5%	28.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV North West / Border Macro
Individual level data
Table 24.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7298	7124	7096	3354	1243	6121	3539	2582
%H		97.6%	97.2%	46.0%	17.0%	83.9%	48.5%	35.4%
Total Children	1391	1359	1354	730	266	1143	766	377
%V	19.1%	19.1%	19.1%	21.8%	21.4%	18.7%	21.6%	14.6%
%H		97.7%	97.3%	52.5%	19.1%	82.2%	55.1%	27.1%
0 - 3	365	357	356	189	62	289	180	109
%V	5.0%	5.0%	5.0%	5.6%	5.0%	4.7%	5.1%	4.2%
%H		97.8%	97.5%	51.8%	17.0%	79.2%	49.3%	29.9%
4 - 15	1026	1003	999	541	203	854	586	268
%V	14.1%	14.1%	14.1%	16.1%	16.3%	14.0%	16.6%	10.4%
%H		97.8%	97.4%	52.7%	19.8%	83.2%	57.1%	26.1%
4 - 9	515	503	502	262	104	426	284	141
%V	7.1%	7.1%	7.1%	7.8%	8.4%	7.0%	8.0%	5.5%
%H		97.7%	97.5%	50.9%	20.2%	82.7%	55.1%	27.4%
10 - 15	511	500	497	279	100	429	302	127
%V	7.0%	7.0%	7.0%	8.3%	8.0%	7.0%	8.5%	4.9%
%H		97.8%	97.3%	54.6%	19.6%	84.0%	59.1%	24.9%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West / Border Macro

Individual level data

Table 24.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7298	7124	7096	3354	1243	6121	3539	2582
%H		97.6%	97.2%	46.0%	17.0%	83.9%	48.5%	35.4%
Total Adults (16+)	5906	5765	5742	2624	977	4977	2773	2205
%V	80.9%	80.9%	80.9%	78.2%	78.6%	81.3%	78.4%	85.4%
%H		97.6%	97.2%	44.4%	16.5%	84.3%	47.0%	37.3%
16 - 19	386	378	377	196	77	332	218	114
%V	5.3%	5.3%	5.3%	5.8%	6.2%	5.4%	6.2%	4.4%
%H		97.9%	97.7%	50.8%	19.9%	86.0%	56.5%	29.5%
20 - 24	476	445	445	191	92	393	222	171
%V	6.5%	6.2%	6.3%	5.7%	7.4%	6.4%	6.3%	6.6%
%H		93.5%	93.5%	40.1%	19.3%	82.6%	46.6%	35.9%
25 - 34	920	887	884	481	161	711	461	250
%V	12.6%	12.5%	12.5%	14.3%	13.0%	11.6%	13.0%	9.7%
%H		96.4%	96.1%	52.3%	17.5%	77.3%	50.1%	27.2%
35 - 44	989	961	956	493	173	818	515	303
%V	13.6%	13.5%	13.5%	14.7%	13.9%	13.4%	14.6%	11.7%
%H		97.2%	96.7%	49.8%	17.5%	82.7%	52.1%	30.6%
45 - 54	1032	1012	1011	501	194	872	545	327
%V	14.1%	14.2%	14.2%	14.9%	15.6%	14.2%	15.4%	12.7%
%H		98.1%	98.0%	48.5%	18.8%	84.5%	52.8%	31.7%
55 - 64	898	891	887	393	154	794	443	351
%V	12.3%	12.5%	12.5%	11.7%	12.4%	13.0%	12.5%	13.6%
%H		99.2%	98.8%	43.8%	17.1%	88.4%	49.3%	39.1%
65+	1205	1190	1181	370	126	1058	369	689
%V	16.5%	16.7%	16.6%	11.0%	10.1%	17.3%	10.4%	26.7%
%H		98.8%	98.0%	30.7%	10.5%	87.8%	30.6%	57.2%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West / Border Macro

Individual level data

Table 24.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5906	5765	5742	2624	977	4977	2773	2205
%H		97.6%	97.2%	44.4%	16.5%	84.3%	47.0%	37.3%
AB	1268	1251	1248	649	189	1059	630	428
%V	21.5%	21.7%	21.7%	24.7%	19.3%	21.3%	22.7%	19.4%
%H		98.7%	98.4%	51.2%	14.9%	83.5%	49.7%	33.8%
C1	1668	1612	1607	754	298	1372	803	568
%V	28.2%	28.0%	28.0%	28.7%	30.5%	27.6%	29.0%	25.8%
%H		96.6%	96.3%	45.2%	17.9%	82.3%	48.1%	34.1%
C2	1270	1248	1244	585	238	1102	665	437
%V	21.5%	21.6%	21.7%	22.3%	24.4%	22.1%	24.0%	19.8%
%H		98.3%	98.0%	46.1%	18.7%	86.8%	52.4%	34.4%
D	946	920	915	420	149	809	451	358
%V	16.0%	16.0%	15.9%	16.0%	15.3%	16.3%	16.3%	16.2%
%H		97.3%	96.7%	44.4%	15.8%	85.5%	47.7%	37.8%
E	754	734	729	217	103	637	223	414
%V	12.8%	12.7%	12.7%	8.3%	10.5%	12.8%	8.0%	18.8%
%H		97.3%	96.7%	28.8%	13.7%	84.5%	29.6%	54.9%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV North West / Border Macro
Individual level data
Table 24.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5906	5765	5742	2624	977	4977	2773	2205
%H		97.6%	97.2%	44.4%	16.5%	84.3%	47.0%	37.3%
Working full time	2557	2506	2501	1300	475	2126	1372	753
%V	43.3%	43.5%	43.6%	49.5%	48.6%	42.7%	49.5%	34.1%
%H		98.0%	97.8%	50.8%	18.6%	83.1%	53.7%	29.4%
Working part time	599	587	586	290	106	507	312	196
%V	10.1%	10.2%	10.2%	11.1%	10.8%	10.2%	11.3%	8.9%
%H		98.0%	97.8%	48.4%	17.7%	84.6%	52.1%	32.7%
Not working	2750	2672	2656	1034	395	2344	1089	1256
%V	46.6%	46.3%	46.3%	39.4%	40.4%	47.1%	39.3%	57.0%
%H		97.2%	96.6%	37.6%	14.4%	85.2%	39.6%	45.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West / Border Macro

Individual level data

Table 24.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2898	2813	2800	1325	476	2423	1390	1034
%H		97.1%	96.6%	45.7%	16.4%	83.6%	48.0%	35.7%
16 - 19	206	202	201	105	45	179	123	55
%V	7.1%	7.2%	7.2%	7.9%	9.5%	7.4%	8.8%	5.3%
%H		98.1%	97.6%	51.0%	21.8%	86.9%	59.7%	26.7%
20 - 24	236	218	218	98	40	195	111	84
%V	8.1%	7.7%	7.8%	7.4%	8.4%	8.0%	8.0%	8.1%
%H		92.4%	92.4%	41.5%	16.9%	82.6%	47.0%	35.6%
25 - 34	471	450	448	241	79	362	228	134
%V	16.3%	16.0%	16.0%	18.2%	16.6%	14.9%	16.4%	13.0%
%H		95.5%	95.1%	51.2%	16.8%	76.9%	48.4%	28.5%
35 - 44	490	473	469	246	83	399	252	147
%V	16.9%	16.8%	16.8%	18.6%	17.4%	16.5%	18.1%	14.2%
%H		96.5%	95.7%	50.2%	16.9%	81.4%	51.4%	30.0%
45 - 54	508	496	496	244	96	425	263	162
%V	17.5%	17.6%	17.7%	18.4%	20.2%	17.5%	18.9%	15.7%
%H		97.6%	97.6%	48.0%	18.9%	83.7%	51.8%	31.9%
55 - 64	443	440	438	195	72	395	219	176
%V	15.3%	15.6%	15.6%	14.7%	15.1%	16.3%	15.8%	17.0%
%H		99.3%	98.9%	44.0%	16.3%	89.2%	49.4%	39.7%
65+	545	535	530	195	62	469	194	275
%V	18.8%	19.0%	18.9%	14.7%	13.0%	19.4%	14.0%	26.6%
%H		98.2%	97.2%	35.8%	11.4%	86.1%	35.6%	50.5%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West / Border Macro

Individual level data

Table 24.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2898	2813	2800	1325	476	2423	1390	1034
%H		97.1%	96.6%	45.7%	16.4%	83.6%	48.0%	35.7%
AB	638	629	626	331	91	534	320	215
%V	22.0%	22.4%	22.4%	25.0%	19.1%	22.0%	23.0%	20.8%
%H		98.6%	98.1%	51.9%	14.3%	83.7%	50.2%	33.7%
C1	792	762	760	368	147	648	396	252
%V	27.3%	27.1%	27.1%	27.8%	30.9%	26.7%	28.5%	24.4%
%H		96.2%	96.0%	46.5%	18.6%	81.8%	50.0%	31.8%
C2	676	660	658	315	118	581	347	234
%V	23.3%	23.5%	23.5%	23.8%	24.8%	24.0%	25.0%	22.6%
%H		97.6%	97.3%	46.6%	17.5%	85.9%	51.3%	34.6%
D	465	448	445	214	74	387	223	164
%V	16.0%	15.9%	15.9%	16.2%	15.5%	16.0%	16.0%	15.9%
%H		96.3%	95.7%	46.0%	15.9%	83.2%	48.0%	35.3%
E	327	314	311	98	46	273	104	169
%V	11.3%	11.2%	11.1%	7.4%	9.7%	11.3%	7.5%	16.3%
%H		96.0%	95.1%	30.0%	14.1%	83.5%	31.8%	51.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
ITV North West / Border Macro
Individual level data
Table 24.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2898	2813	2800	1325	476	2423	1390	1034
%H		97.1%	96.6%	45.7%	16.4%	83.6%	48.0%	35.7%
Working full time	1572	1532	1528	809	281	1293	836	456
%V	54.2%	54.5%	54.6%	61.1%	59.0%	53.4%	60.1%	44.1%
%H		97.5%	97.2%	51.5%	17.9%	82.3%	53.2%	29.0%
Working part time	130	126	125	58	21	110	63	46
%V	4.5%	4.5%	4.5%	4.4%	4.4%	4.5%	4.5%	4.4%
%H		96.9%	96.2%	44.6%	16.2%	84.6%	48.5%	35.4%
Not working	1197	1155	1148	457	174	1021	490	531
%V	41.3%	41.1%	41.0%	34.5%	36.6%	42.1%	35.3%	51.4%
%H		96.5%	95.9%	38.2%	14.5%	85.3%	40.9%	44.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West / Border Macro

Individual level data

Table 24.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3008	2951	2942	1300	501	2554	1383	1171
%H		98.1%	97.8%	43.2%	16.7%	84.9%	46.0%	38.9%
16 - 19	180	177	176	90	32	153	95	59
%V	6.0%	6.0%	6.0%	6.9%	6.4%	6.0%	6.9%	5.0%
%H		98.3%	97.8%	50.0%	17.8%	85.0%	52.8%	32.8%
20 - 24	240	228	228	93	51	198	111	87
%V	8.0%	7.7%	7.7%	7.2%	10.2%	7.8%	8.0%	7.4%
%H		95.0%	95.0%	38.8%	21.3%	82.5%	46.3%	36.3%
25 - 34	449	437	435	241	82	349	233	116
%V	14.9%	14.8%	14.8%	18.5%	16.4%	13.7%	16.8%	9.9%
%H		97.3%	96.9%	53.7%	18.3%	77.7%	51.9%	25.8%
35 - 44	499	489	487	247	90	419	263	156
%V	16.6%	16.6%	16.6%	19.0%	18.0%	16.4%	19.0%	13.3%
%H		98.0%	97.6%	49.5%	18.0%	84.0%	52.7%	31.3%
45 - 54	524	516	515	257	99	447	282	165
%V	17.4%	17.5%	17.5%	19.8%	19.8%	17.5%	20.4%	14.1%
%H		98.5%	98.3%	49.0%	18.9%	85.3%	53.8%	31.5%
55 - 64	455	451	450	198	82	399	224	175
%V	15.1%	15.3%	15.3%	15.2%	16.4%	15.6%	16.2%	14.9%
%H		99.1%	98.9%	43.5%	18.0%	87.7%	49.2%	38.5%
65+	660	654	650	175	65	589	176	414
%V	21.9%	22.2%	22.1%	13.5%	13.0%	23.1%	12.7%	35.4%
%H		99.1%	98.5%	26.5%	9.8%	89.2%	26.7%	62.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West / Border Macro

Individual level data

Table 24.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3008	2951	2942	1300	501	2554	1383	1171
%H		98.1%	97.8%	43.2%	16.7%	84.9%	46.0%	38.9%
AB	630	623	621	318	98	524	311	214
%V	20.9%	21.1%	21.1%	24.5%	19.6%	20.5%	22.5%	18.3%
%H		98.9%	98.6%	50.5%	15.6%	83.2%	49.4%	34.0%
C1	876	850	846	386	150	724	408	316
%V	29.1%	28.8%	28.8%	29.7%	29.9%	28.3%	29.5%	27.0%
%H		97.0%	96.6%	44.1%	17.1%	82.6%	46.6%	36.1%
C2	594	587	585	270	121	521	318	203
%V	19.7%	19.9%	19.9%	20.8%	24.2%	20.4%	23.0%	17.3%
%H		98.8%	98.5%	45.5%	20.4%	87.7%	53.5%	34.2%
D	480	471	470	206	75	421	228	193
%V	16.0%	16.0%	16.0%	15.8%	15.0%	16.5%	16.5%	16.5%
%H		98.1%	97.9%	42.9%	15.6%	87.7%	47.5%	40.2%
E	427	420	418	119	57	364	119	245
%V	14.2%	14.2%	14.2%	9.2%	11.4%	14.3%	8.6%	20.9%
%H		98.4%	97.9%	27.9%	13.3%	85.2%	27.9%	57.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

ITV North West / Border Macro

Individual level data

Table 24.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3008	2951	2942	1300	501	2554	1383	1171
%H		98.1%	97.8%	43.2%	16.7%	84.9%	46.0%	38.9%
Working full time	985	974	973	491	194	833	536	297
%V	32.7%	33.0%	33.1%	37.8%	38.7%	32.6%	38.8%	25.4%
%H		98.9%	98.8%	49.8%	19.7%	84.6%	54.4%	30.2%
Working part time	469	461	461	231	86	398	248	149
%V	15.6%	15.6%	15.7%	17.8%	17.2%	15.6%	17.9%	12.7%
%H		98.3%	98.3%	49.3%	18.3%	84.9%	52.9%	31.8%
Not working	1554	1517	1508	577	221	1323	599	725
%V	51.7%	51.4%	51.3%	44.4%	44.1%	51.8%	43.3%	61.9%
%H		97.6%	97.0%	37.1%	14.2%	85.1%	38.5%	46.7%

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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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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
AB	259	254	254	148	21	195	110	86
%V	19.4%	19.6%	19.6%	20.3%	18.4%	19.0%	19.3%	18.9%
%H (All HH)		98.1%	98.1%	57.1%	8.1%	75.3%	42.5%	33.2%
%H (TV HH)			100.0%	58.3%	8.3%	76.8%	43.3%	33.9%
C1	355	338	338	188	33	267	150	118
%V	26.6%	26.1%	26.1%	25.8%	28.9%	26.0%	26.4%	25.9%
%H (All HH)		95.2%	95.2%	53.0%	9.3%	75.2%	42.3%	33.2%
%H (TV HH)			100.0%	55.6%	9.8%	79.0%	44.4%	34.9%
C2	304	298	298	179	29	238	147	91
%V	22.8%	23.0%	23.0%	24.6%	25.4%	23.2%	25.8%	20.0%
%H (All HH)		98.0%	98.0%	58.9%	9.5%	78.3%	48.4%	29.9%
%H (TV HH)			100.0%	60.1%	9.7%	79.9%	49.3%	30.5%
D	233	228	227	129	19	183	103	80
%V	17.5%	17.6%	17.6%	17.7%	16.7%	17.9%	18.1%	17.5%
%H (All HH)		97.9%	97.4%	55.4%	8.2%	78.5%	44.2%	34.3%
%H (TV HH)			99.6%	56.6%	8.3%	80.3%	45.2%	35.1%
E	183	177	176	83	12	141	59	82
%V	13.7%	13.7%	13.6%	11.4%	10.5%	13.8%	10.4%	18.0%
%H (All HH)		96.7%	96.2%	45.4%	6.6%	77.0%	32.2%	44.8%
%H (TV HH)			99.4%	46.9%	6.8%	79.7%	33.3%	46.3%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Under 25	81	71	71	34	7	55	26	30
%V	6.1%	5.5%	5.5%	4.7%	6.1%	5.4%	4.6%	6.6%
%H (All HH)		87.7%	87.7%	42.0%	8.6%	67.9%	32.1%	37.0%
%H (TV HH)			100.0%	47.9%	9.9%	77.5%	36.6%	42.3%
25 - 34	182	172	172	109	19	120	76	44
%V	13.6%	13.3%	13.3%	15.0%	16.7%	11.7%	13.4%	9.6%
%H (All HH)		94.5%	94.5%	59.9%	10.4%	65.9%	41.8%	24.2%
%H (TV HH)			100.0%	63.4%	11.0%	69.8%	44.2%	25.6%
35 - 44	224	218	218	142	23	169	115	54
%V	16.8%	16.8%	16.9%	19.5%	20.2%	16.5%	20.2%	11.8%
%H (All HH)		97.3%	97.3%	63.4%	10.3%	75.4%	51.3%	24.1%
%H (TV HH)			100.0%	65.1%	10.6%	77.5%	52.8%	24.8%
45 - 54	247	242	242	151	24	194	126	69
%V	18.5%	18.7%	18.7%	20.7%	21.1%	18.9%	22.1%	15.1%
%H (All HH)		98.0%	98.0%	61.1%	9.7%	78.5%	51.0%	27.9%
%H (TV HH)			100.0%	62.4%	9.9%	80.2%	52.1%	28.5%
55 - 64	233	229	228	133	17	183	104	80
%V	17.5%	17.7%	17.6%	18.3%	14.9%	17.9%	18.3%	17.5%
%H (All HH)		98.3%	97.9%	57.1%	7.3%	78.5%	44.6%	34.3%
%H (TV HH)			99.6%	58.1%	7.4%	79.9%	45.4%	34.9%
65 +	368	363	362	159	25	303	123	180
%V	27.6%	28.0%	28.0%	21.8%	21.9%	29.6%	21.6%	39.5%
%H (All HH)		98.6%	98.4%	43.2%	6.8%	82.3%	33.4%	48.9%
%H (TV HH)			99.7%	43.8%	6.9%	83.5%	33.9%	49.6%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
1	428	405	404	164	31	325	114	211
%V	32.1%	31.3%	31.2%	22.5%	27.2%	31.7%	20.0%	46.3%
%H (All HH)		94.6%	94.4%	38.3%	7.2%	75.9%	26.6%	49.3%
%H (TV HH)			99.8%	40.5%	7.7%	80.2%	28.1%	52.1%
2	485	476	475	278	44	377	222	156
%V	36.4%	36.8%	36.7%	38.2%	38.6%	36.8%	39.0%	34.2%
%H (All HH)		98.1%	97.9%	57.3%	9.1%	77.7%	45.8%	32.2%
%H (TV HH)			99.8%	58.4%	9.2%	79.2%	46.6%	32.8%
3	199	195	195	131	18	152	106	46
%V	14.9%	15.1%	15.1%	18.0%	15.8%	14.8%	18.6%	10.1%
%H (All HH)		98.0%	98.0%	65.8%	9.0%	76.4%	53.3%	23.1%
%H (TV HH)			100.0%	67.2%	9.2%	77.9%	54.4%	23.6%
4	155	153	153	109	14	121	89	31
%V	11.6%	11.8%	11.8%	15.0%	12.3%	11.8%	15.6%	6.8%
%H (All HH)		98.7%	98.7%	70.3%	9.0%	78.1%	57.4%	20.0%
%H (TV HH)			100.0%	71.2%	9.2%	79.1%	58.2%	20.3%
5+	67	65	65	46	8	50	37	12
%V	5.0%	5.0%	5.0%	6.3%	7.0%	4.9%	6.5%	2.6%
%H (All HH)		97.0%	97.0%	68.7%	11.9%	74.6%	55.2%	17.9%
%H (TV HH)			100.0%	70.8%	12.3%	76.9%	56.9%	18.5%
Average HH size	2.23	2.24	2.24	2.47	2.36	2.23	2.52	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

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Without	1014	979	977	510	87	786	402	384
%V	76.0%	75.6%	75.6%	70.1%	76.3%	76.7%	70.7%	84.2%
%H (All HH)		96.5%	96.4%	50.3%	8.6%	77.5%	39.6%	37.9%
%H (TV HH)			99.8%	52.1%	8.9%	80.3%	41.1%	39.2%
With	320	316	316	217	28	239	167	72
%V	24.0%	24.4%	24.4%	29.8%	24.6%	23.3%	29.3%	15.8%
%H (All HH)		98.8%	98.8%	67.8%	8.8%	74.7%	52.2%	22.5%
%H (TV HH)			100.0%	68.7%	8.9%	75.6%	52.8%	22.8%
0 - 3	119	118	117	80	9	85	56	29
%V	8.9%	9.1%	9.0%	11.0%	7.9%	8.3%	9.8%	6.4%
%H (All HH)		99.2%	98.3%	67.2%	7.6%	71.4%	47.1%	24.4%
%H (TV HH)			99.2%	67.8%	7.6%	72.0%	47.5%	24.6%
4 - 9	152	150	150	105	13	111	79	32
%V	11.4%	11.6%	11.6%	14.4%	11.4%	10.8%	13.9%	7.0%
%H (All HH)		98.7%	98.7%	69.1%	8.6%	73.0%	52.0%	21.1%
%H (TV HH)			100.0%	70.0%	8.7%	74.0%	52.7%	21.3%
10 - 15	157	155	155	109	15	123	91	33
%V	11.8%	12.0%	12.0%	15.0%	13.2%	12.0%	16.0%	7.2%
%H (All HH)		98.7%	98.7%	69.4%	9.6%	78.3%	58.0%	21.0%
%H (TV HH)			100.0%	70.3%	9.7%	79.4%	58.7%	21.3%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
1	504	504	502	229	46	349	122	227
%V	37.8%	38.9%	38.8%	31.5%	40.4%	34.0%	21.4%	49.8%
%H (All HH)		100.0%	99.6%	45.4%	9.1%	69.2%	24.2%	45.0%
%H (TV HH)			99.6%	45.4%	9.1%	69.2%	24.2%	45.0%
2	466	466	466	275	38	384	229	155
%V	34.9%	36.0%	36.0%	37.8%	33.3%	37.5%	40.2%	34.0%
%H (All HH)		100.0%	100.0%	59.0%	8.2%	82.4%	49.1%	33.3%
%H (TV HH)			100.0%	59.0%	8.2%	82.4%	49.1%	33.3%
3	207	207	207	137	18	186	133	53
%V	15.5%	16.0%	16.0%	18.8%	15.8%	18.1%	23.4%	11.6%
%H (All HH)		100.0%	100.0%	66.2%	8.7%	89.9%	64.3%	25.6%
%H (TV HH)			100.0%	66.2%	8.7%	89.9%	64.3%	25.6%
4	81	81	81	59	9	72	57	14
%V	6.1%	6.3%	6.3%	8.1%	7.9%	7.0%	10.0%	3.1%
%H (All HH)		100.0%	100.0%	72.8%	11.1%	88.9%	70.4%	17.3%
%H (TV HH)			100.0%	72.8%	11.1%	88.9%	70.4%	17.3%
5+	37	37	37	27	3	34	27	7
%V	2.8%	2.9%	2.9%	3.7%	2.6%	3.3%	4.7%	1.5%
%H (All HH)		100.0%	100.0%	73.0%	8.1%	91.9%	73.0%	18.9%
%H (TV HH)			100.0%	73.0%	8.1%	91.9%	73.0%	18.9%

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

July 2010 - June 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Under 20"	466	466	466	276	36	408	253	156
%V	34.9%	36.0%	36.0%	37.9%	31.6%	39.8%	44.5%	34.2%
%H (All HH)		100.0%	100.0%	59.2%	7.7%	87.6%	54.3%	33.5%
%H (TV HH)			100.0%	59.2%	7.7%	87.6%	54.3%	33.5%
20" - 29"	664	664	663	351	54	549	290	260
%V	49.8%	51.3%	51.3%	48.2%	47.4%	53.6%	51.0%	57.0%
%H (All HH)		100.0%	99.8%	52.9%	8.1%	82.7%	43.7%	39.2%
%H (TV HH)			99.8%	52.9%	8.1%	82.7%	43.7%	39.2%
30" - 39"	636	636	636	393	62	507	322	185
%V	47.7%	49.1%	49.2%	54.0%	54.4%	49.5%	56.6%	40.6%
%H (All HH)		100.0%	100.0%	61.8%	9.7%	79.7%	50.6%	29.1%
%H (TV HH)			100.0%	61.8%	9.7%	79.7%	50.6%	29.1%
40" and over	340	340	340	248	32	265	203	62
%V	25.5%	26.3%	26.3%	34.1%	28.1%	25.9%	35.7%	13.6%
%H (All HH)		100.0%	100.0%	72.9%	9.4%	77.9%	59.7%	18.2%
%H (TV HH)			100.0%	72.9%	9.4%	77.9%	59.7%	18.2%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 2011

S4C

Household level data

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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Main living room	1282	1282	1280	724	114	1014	567	448
%V	96.1%	99.0%	99.0%	99.5%	100.0%	98.9%	99.6%	98.2%
%H (All HH)		100.0%	99.8%	56.5%	8.9%	79.1%	44.2%	34.9%
%H (TV HH)			99.8%	56.5%	8.9%	79.1%	44.2%	34.9%
Kitchen	181	181	181	117	9	160	104	56
%V	13.6%	14.0%	14.0%	16.1%	7.9%	15.6%	18.3%	12.3%
%H (All HH)		100.0%	100.0%	64.6%	5.0%	88.4%	57.5%	30.9%
%H (TV HH)			100.0%	64.6%	5.0%	88.4%	57.5%	30.9%
Adult's bedroom	568	568	568	363	54	490	335	155
%V	42.6%	43.9%	43.9%	49.9%	47.4%	47.8%	58.9%	34.0%
%H (All HH)		100.0%	100.0%	63.9%	9.5%	86.3%	59.0%	27.3%
%H (TV HH)			100.0%	63.9%	9.5%	86.3%	59.0%	27.3%
Child's bedroom	128	128	128	90	12	114	87	26
%V	9.6%	9.9%	9.9%	12.4%	10.5%	11.1%	15.3%	5.7%
%H (All HH)		100.0%	100.0%	70.3%	9.4%	89.1%	68.0%	20.3%
%H (TV HH)			100.0%	70.3%	9.4%	89.1%	68.0%	20.3%
Other bedroom	34	34	34	23	4	29	21	8
%V	2.5%	2.6%	2.6%	3.2%	3.5%	2.8%	3.7%	1.8%
%H (All HH)		100.0%	100.0%	67.6%	11.8%	85.3%	61.8%	23.5%
%H (TV HH)			100.0%	67.6%	11.8%	85.3%	61.8%	23.5%
Second living/dining room	198	198	198	130	17	169	118	51
%V	14.8%	15.3%	15.3%	17.9%	14.9%	16.5%	20.7%	11.2%
%H (All HH)		100.0%	100.0%	65.7%	8.6%	85.4%	59.6%	25.8%
%H (TV HH)			100.0%	65.7%	8.6%	85.4%	59.6%	25.8%
Study/office	19	19	19	12	0	16	10	6
%V	1.4%	1.5%	1.5%	1.6%	0.0%	1.6%	1.8%	1.3%
%H (All HH)		100.0%	100.0%	63.2%	0.0%	84.2%	52.6%	31.6%
%H (TV HH)			100.0%	63.2%	0.0%	84.2%	52.6%	31.6%
TV room	5	5	5	4	1	4	4	1
%V	0.4%	0.4%	0.4%	0.5%	0.9%	0.4%	0.7%	0.2%
%H (All HH)		100.0%	100.0%	80.0%	20.0%	80.0%	80.0%	20.0%
%H (TV HH)			100.0%	80.0%	20.0%	80.0%	80.0%	20.0%
No specific location	2	2	2	1	0	2	1	1
%V	0.1%	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
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

DATA PERIOD: ANNUAL

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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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
PVR	643	643	643	491	48	488	381	108
%V	48.2%	49.7%	49.7%	67.4%	42.1%	47.6%	67.0%	23.7%
%H (All HH)		100.0%	100.0%	76.4%	7.5%	75.9%	59.3%	16.8%
%H (TV HH)			100.0%	76.4%	7.5%	75.9%	59.3%	16.8%
DVDR	175	175	175	111	11	142	87	55
%V	13.1%	13.5%	13.5%	15.2%	9.6%	13.9%	15.3%	12.1%
%H (All HH)		100.0%	100.0%	63.4%	6.3%	81.1%	49.7%	31.4%
%H (TV HH)			100.0%	63.4%	6.3%	81.1%	49.7%	31.4%
VCR	123	123	123	71	9	99	55	43
%V	9.2%	9.5%	9.5%	9.8%	7.9%	9.7%	9.7%	9.4%
%H (All HH)		100.0%	100.0%	57.7%	7.3%	80.5%	44.7%	35.0%
%H (TV HH)			100.0%	57.7%	7.3%	80.5%	44.7%	35.0%
Any recorder	773	773	773	545	59	596	423	173
%V	57.9%	59.7%	59.8%	74.9%	51.8%	58.1%	74.3%	37.9%
%H (All HH)		100.0%	100.0%	70.5%	7.6%	77.1%	54.7%	22.4%
%H (TV HH)			100.0%	70.5%	7.6%	77.1%	54.7%	22.4%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 25.9: 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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Receives HDTV (via STB or built-in reception)	333	333	333	235	55	252	205	47
%V	25.0%	25.7%	25.8%	32.3%	48.2%	24.6%	36.0%	10.3%
%H (All HH)		100.0%	100.0%	70.6%	16.5%	75.7%	61.6%	14.1%
%H (TV HH)			100.0%	70.6%	16.5%	75.7%	61.6%	14.1%
DVD/Blu-ray player or recorder	984	984	983	589	97	775	472	303
%V	73.8%	76.0%	76.0%	80.9%	85.1%	75.6%	83.0%	66.4%
%H (All HH)		100.0%	99.9%	59.9%	9.9%	78.8%	48.0%	30.8%
%H (TV HH)			99.9%	59.9%	9.9%	78.8%	48.0%	30.8%

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

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	1334	1295	1293	728	114	1025	569	456
%H (All HH)		97.1%	96.9%	54.6%	8.5%	76.8%	42.7%	34.2%
%H (TV HH)			99.8%	56.2%	8.8%	79.2%	43.9%	35.2%
Has PC or Laptop	928	903	902	568	94	699	453	246
%V	69.6%	69.7%	69.8%	78.0%	82.5%	68.2%	79.6%	53.9%
%H (All HH)		97.3%	97.2%	61.2%	10.1%	75.3%	48.8%	26.5%
%H (TV HH)			99.9%	62.9%	10.4%	77.4%	50.2%	27.2%
Has broadband internet	859	837	836	533	90	645	427	217
%V	64.4%	64.6%	64.7%	73.2%	78.9%	62.9%	75.0%	47.6%
%H (All HH)		97.4%	97.3%	62.0%	10.5%	75.1%	49.7%	25.3%
%H (TV HH)			99.9%	63.7%	10.8%	77.1%	51.0%	25.9%

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
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Set level data
Table 25.11: 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	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
Under 20"	627	627	382	49	556	357	199
%V	24.3%	24.3%	24.3%	21.5%	25.9%	26.3%	25.2%
%H		100.0%	60.9%	7.8%	88.7%	56.9%	31.7%
20" - 29"	832	831	452	71	701	388	313
%V	32.3%	32.2%	28.7%	31.1%	32.7%	28.6%	39.7%
%H		99.9%	54.3%	8.5%	84.3%	46.6%	37.6%
30" - 39"	730	730	458	72	586	382	204
%V	28.3%	28.3%	29.1%	31.6%	27.3%	28.1%	25.9%
%H		100.0%	62.7%	9.9%	80.3%	52.3%	27.9%
40" and over	374	374	277	34	292	228	65
%V	14.5%	14.5%	17.6%	14.9%	13.6%	16.8%	8.2%
%H		100.0%	74.1%	9.1%	78.1%	61.0%	17.4%
Don't know	16	16	5	2	12	4	8
%V	0.6%	0.6%	0.3%	0.9%	0.6%	0.3%	1.0%
%H		100.0%	31.3%	12.5%	75.0%	25.0%	50.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
Main living room	1294	1292	731	115	1024	573	451
%V	50.2%	50.1%	46.4%	50.4%	47.7%	42.2%	57.2%
%H		99.8%	56.5%	8.9%	79.1%	44.3%	34.9%
Kitchen	182	182	118	9	161	105	56
%V	7.1%	7.1%	7.5%	3.9%	7.5%	7.7%	7.1%
%H		100.0%	64.8%	4.9%	88.5%	57.7%	30.8%
Adult's bedroom	668	668	430	67	581	404	177
%V	25.9%	25.9%	27.3%	29.4%	27.1%	29.7%	22.4%
%H		100.0%	64.4%	10.0%	87.0%	60.5%	26.5%
Child's bedroom	168	168	118	15	151	116	35
%V	6.5%	6.5%	7.5%	6.6%	7.0%	8.5%	4.4%
%H		100.0%	70.2%	8.9%	89.9%	69.0%	20.8%
Other bedroom	37	37	25	4	32	23	9
%V	1.4%	1.4%	1.6%	1.8%	1.5%	1.7%	1.1%
%H		100.0%	67.6%	10.8%	86.5%	62.2%	24.3%
Second living/dining room	202	202	133	17	173	120	52
%V	7.8%	7.8%	8.4%	7.5%	8.1%	8.8%	6.6%
%H		100.0%	65.8%	8.4%	85.6%	59.4%	25.7%
Study/office	19	19	12	0	16	10	6
%V	0.7%	0.7%	0.8%	0.0%	0.7%	0.7%	0.8%
%H		100.0%	63.2%	0.0%	84.2%	52.6%	31.6%
TV room	5	5	4	1	4	4	1
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%
%H		100.0%	80.0%	20.0%	80.0%	80.0%	20.0%
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	4	4	3	0	3	3	0
%V	0.2%	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	75.0%	0.0%	75.0%	75.0%	0.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 25.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
PVR	802	802	631	54	597	475	122
%V	31.1%	31.1%	40.1%	23.7%	27.8%	35.0%	15.5%
%H		100.0%	78.7%	6.7%	74.4%	59.2%	15.2%
DVDR	210	210	139	12	171	111	60
%V	8.1%	8.1%	8.8%	5.3%	8.0%	8.2%	7.6%
%H		100.0%	66.2%	5.7%	81.4%	52.9%	28.6%
VCR	139	139	81	11	113	65	48
%V	5.4%	5.4%	5.1%	4.8%	5.3%	4.8%	6.1%
%H		100.0%	58.3%	7.9%	81.3%	46.8%	34.5%
Any recorder	999	999	732	69	765	561	204
%V	38.7%	38.8%	46.5%	30.3%	35.6%	41.3%	25.9%
%H		100.0%	73.3%	6.9%	76.6%	56.2%	20.4%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2579	2577	1575	228	2147	1358	789
%H		99.9%	61.1%	8.8%	83.2%	52.7%	30.6%
Receives HDTV (via STB or built-in reception)	407	407	286	66	308	249	59
%V	15.8%	15.8%	18.2%	28.9%	14.3%	18.3%	7.5%
%H		100.0%	70.3%	16.2%	75.7%	61.2%	14.5%
DVD/Blu-ray player or recorder	1503	1502	948	153	1226	815	411
%V	58.3%	58.3%	60.2%	67.1%	57.1%	60.0%	52.1%
%H		99.9%	63.1%	10.2%	81.6%	54.2%	27.3%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Set level data
Table 25.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1294	1292	728	114	1024	568	455
%H		99.8%	56.3%	8.8%	79.1%	43.9%	35.2%
Under 20"	42	42	12	2	35	8	27
%V	3.2%	3.3%	1.6%	1.8%	3.4%	1.4%	5.9%
%H		100.0%	28.6%	4.8%	83.3%	19.0%	64.3%
20" - 29"	393	392	168	29	316	120	196
%V	30.4%	30.3%	23.1%	25.4%	30.9%	21.1%	43.1%
%H		99.7%	42.7%	7.4%	80.4%	30.5%	49.9%
30" - 39"	521	521	307	51	410	244	166
%V	40.3%	40.3%	42.2%	44.7%	40.0%	43.0%	36.5%
%H		100.0%	58.9%	9.8%	78.7%	46.8%	31.9%
40" and over	328	328	239	32	256	196	60
%V	25.3%	25.4%	32.8%	28.1%	25.0%	34.5%	13.2%
%H		100.0%	72.9%	9.8%	78.0%	59.8%	18.3%
Don't know	9	9	2	1	7	1	6
%V	0.7%	0.7%	0.3%	0.9%	0.7%	0.2%	1.3%
%H		100.0%	22.2%	11.1%	77.8%	11.1%	66.7%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 25.16: Main Set Recorders

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	1294	1292	728	114	1024	568	455
%H		99.8%	56.3%	8.8%	79.1%	43.9%	35.2%
PVR	614	614	474	45	462	364	98
%V	47.4%	47.5%	65.1%	39.5%	45.1%	64.1%	21.5%
%H		100.0%	77.2%	7.3%	75.2%	59.3%	16.0%
DVDR	148	148	93	9	117	71	46
%V	11.4%	11.5%	12.8%	7.9%	11.4%	12.5%	10.1%
%H		100.0%	62.8%	6.1%	79.1%	48.0%	31.1%
VCR	98	98	54	8	77	40	37
%V	7.6%	7.6%	7.4%	7.0%	7.5%	7.0%	8.1%
%H		100.0%	55.1%	8.2%	78.6%	40.8%	37.8%
Any recorder	738	738	527	56	565	405	160
%V	57.0%	57.1%	72.4%	49.1%	55.2%	71.3%	35.2%
%H		100.0%	71.4%	7.6%	76.6%	54.9%	21.7%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1294	1292	728	114	1024	568	455
%H		99.8%	56.3%	8.8%	79.1%	43.9%	35.2%
Receives HDTV (via STB or built-in reception)	317	317	224	52	238	195	42
%V	24.5%	24.5%	30.8%	45.6%	23.2%	34.3%	9.2%
%H		100.0%	70.7%	16.4%	75.1%	61.5%	13.2%
DVD/Blu-ray player or recorder	919	918	547	92	719	434	284
%V	71.0%	71.1%	75.1%	80.7%	70.2%	76.4%	62.4%
%H		99.9%	59.5%	10.0%	78.2%	47.2%	30.9%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1286	1286	848	114	1123	790	333
%H		100.0%	65.9%	8.9%	87.3%	61.4%	25.9%
Under 20"	586	586	370	47	521	349	172
%V	45.6%	45.6%	43.6%	41.2%	46.4%	44.2%	51.7%
%H		100.0%	63.1%	8.0%	88.9%	59.6%	29.4%
20" - 29"	439	439	285	42	385	268	116
%V	34.1%	34.1%	33.6%	36.8%	34.3%	33.9%	34.8%
%H		100.0%	64.9%	9.6%	87.7%	61.0%	26.4%
30" - 39"	209	209	152	22	176	139	38
%V	16.3%	16.3%	17.9%	19.3%	15.7%	17.6%	11.4%
%H		100.0%	72.7%	10.5%	84.2%	66.5%	18.2%
40" and over	46	46	39	3	36	32	5
%V	3.6%	3.6%	4.6%	2.6%	3.2%	4.1%	1.5%
%H		100.0%	84.8%	6.5%	78.3%	69.6%	10.9%
Don't know	7	7	3	1	5	3	3
%V	0.5%	0.5%	0.4%	0.9%	0.4%	0.4%	0.9%
%H		100.0%	42.9%	14.3%	71.4%	42.9%	42.9%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 25.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1286	1286	848	114	1123	790	333
%H		100.0%	65.9%	8.9%	87.3%	61.4%	25.9%
PVR	188	188	157	9	135	112	24
%V	14.6%	14.6%	18.5%	7.9%	12.0%	14.2%	7.2%
%H		100.0%	83.5%	4.8%	71.8%	59.6%	12.8%
DVDR	63	63	46	3	54	40	15
%V	4.9%	4.9%	5.4%	2.6%	4.8%	5.1%	4.5%
%H		100.0%	73.0%	4.8%	85.7%	63.5%	23.8%
VCR	41	41	28	3	36	25	11
%V	3.2%	3.2%	3.3%	2.6%	3.2%	3.2%	3.3%
%H		100.0%	68.3%	7.3%	87.8%	61.0%	26.8%
Any recorder	261	261	205	14	200	156	44
%V	20.3%	20.3%	24.2%	12.3%	17.8%	19.7%	13.2%
%H		100.0%	78.5%	5.4%	76.6%	59.8%	16.9%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1286	1286	848	114	1123	790	333
%H		100.0%	65.9%	8.9%	87.3%	61.4%	25.9%
Receives HDTV (via STB or built-in reception)	91	91	62	14	70	54	16
%V	7.1%	7.1%	7.3%	12.3%	6.2%	6.8%	4.8%
%H		100.0%	68.1%	15.4%	76.9%	59.3%	17.6%
DVD/Blu-ray player or recorder	584	584	401	61	507	380	127
%V	45.4%	45.4%	47.3%	53.5%	45.1%	48.1%	38.1%
%H		100.0%	68.7%	10.4%	86.8%	65.1%	21.7%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

S4C

Individual level data

Table 25.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2977	2906	2902	1795	270	2286	1434	852
%H		97.6%	97.5%	60.3%	9.1%	76.8%	48.2%	28.6%
Total Children	545	536	536	374	47	405	287	118
%V	18.3%	18.4%	18.5%	20.8%	17.4%	17.7%	20.0%	13.8%
%H		98.3%	98.3%	68.6%	8.6%	74.3%	52.7%	21.7%
0 - 3	141	139	139	95	10	101	67	34
%V	4.7%	4.8%	4.8%	5.3%	3.7%	4.4%	4.7%	4.0%
%H		98.6%	98.6%	67.4%	7.1%	71.6%	47.5%	24.1%
4 - 15	403	397	397	278	37	304	220	84
%V	13.5%	13.7%	13.7%	15.5%	13.7%	13.3%	15.3%	9.9%
%H		98.5%	98.5%	69.0%	9.2%	75.4%	54.6%	20.8%
4 - 9	198	194	194	135	18	143	101	42
%V	6.7%	6.7%	6.7%	7.5%	6.7%	6.3%	7.0%	4.9%
%H		98.0%	98.0%	68.2%	9.1%	72.2%	51.0%	21.2%
10 - 15	205	203	203	143	19	161	119	42
%V	6.9%	7.0%	7.0%	8.0%	7.0%	7.0%	8.3%	4.9%
%H		99.0%	99.0%	69.8%	9.3%	78.5%	58.0%	20.5%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

S4C

Individual level data

Table 25.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2977	2906	2902	1795	270	2286	1434	852
%H		97.6%	97.5%	60.3%	9.1%	76.8%	48.2%	28.6%
Total Adults (16+)	2432	2370	2366	1421	223	1881	1147	734
%V	81.7%	81.6%	81.5%	79.2%	82.6%	82.3%	80.0%	86.2%
%H		97.5%	97.3%	58.4%	9.2%	77.3%	47.2%	30.2%
16 - 19	143	140	140	91	14	116	78	38
%V	4.8%	4.8%	4.8%	5.1%	5.2%	5.1%	5.4%	4.5%
%H		97.9%	97.9%	63.6%	9.8%	81.1%	54.5%	26.6%
20 - 24	215	197	196	113	27	154	97	57
%V	7.2%	6.8%	6.8%	6.3%	10.0%	6.7%	6.8%	6.7%
%H		91.6%	91.2%	52.6%	12.6%	71.6%	45.1%	26.5%
25 - 34	351	337	336	217	39	238	159	80
%V	11.8%	11.6%	11.6%	12.1%	14.4%	10.4%	11.1%	9.4%
%H		96.0%	95.7%	61.8%	11.1%	67.8%	45.3%	22.8%
35 - 44	378	370	370	250	37	288	202	86
%V	12.7%	12.7%	12.7%	13.9%	13.7%	12.6%	14.1%	10.1%
%H		97.9%	97.9%	66.1%	9.8%	76.2%	53.4%	22.8%
45 - 54	414	408	408	266	38	330	225	105
%V	13.9%	14.0%	14.1%	14.8%	14.1%	14.4%	15.7%	12.3%
%H		98.6%	98.6%	64.3%	9.2%	79.7%	54.3%	25.4%
55 - 64	387	381	381	231	31	306	184	122
%V	13.0%	13.1%	13.1%	12.9%	11.5%	13.4%	12.8%	14.3%
%H		98.4%	98.4%	59.7%	8.0%	79.1%	47.5%	31.5%
65+	543	536	536	253	37	450	202	247
%V	18.2%	18.4%	18.5%	14.1%	13.7%	19.7%	14.1%	29.0%
%H		98.7%	98.7%	46.6%	6.8%	82.9%	37.2%	45.5%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

S4C

Individual level data

Table 25.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2432	2370	2366	1421	223	1881	1147	734
%H		97.5%	97.3%	58.4%	9.2%	77.3%	47.2%	30.2%
AB	496	487	487	295	44	377	225	152
%V	20.4%	20.5%	20.6%	20.8%	19.7%	20.0%	19.6%	20.7%
%H		98.2%	98.2%	59.5%	8.9%	76.0%	45.4%	30.6%
C1	671	641	640	376	68	507	308	199
%V	27.6%	27.0%	27.0%	26.5%	30.5%	27.0%	26.9%	27.1%
%H		95.5%	95.4%	56.0%	10.1%	75.6%	45.9%	29.7%
C2	601	593	592	377	60	477	318	158
%V	24.7%	25.0%	25.0%	26.5%	26.9%	25.4%	27.7%	21.5%
%H		98.7%	98.5%	62.7%	10.0%	79.4%	52.9%	26.3%
D	412	405	404	251	34	326	205	121
%V	16.9%	17.1%	17.1%	17.7%	15.2%	17.3%	17.9%	16.5%
%H		98.3%	98.1%	60.9%	8.3%	79.1%	49.8%	29.4%
E	252	244	243	123	18	195	91	104
%V	10.4%	10.3%	10.3%	8.7%	8.1%	10.4%	7.9%	14.2%
%H		96.8%	96.4%	48.8%	7.1%	77.4%	36.1%	41.3%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

S4C

Individual level data

Table 25.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2432	2370	2366	1421	223	1881	1147	734
%H		97.5%	97.3%	58.4%	9.2%	77.3%	47.2%	30.2%
Working full time	1053	1032	1032	674	105	803	546	257
%V	43.3%	43.5%	43.6%	47.4%	47.1%	42.7%	47.6%	35.0%
%H		98.0%	98.0%	64.0%	10.0%	76.3%	51.9%	24.4%
Working part time	214	211	211	141	18	164	112	52
%V	8.8%	8.9%	8.9%	9.9%	8.1%	8.7%	9.8%	7.1%
%H		98.6%	98.6%	65.9%	8.4%	76.6%	52.3%	24.3%
Not working	1165	1127	1124	606	100	914	489	425
%V	47.9%	47.6%	47.5%	42.6%	44.8%	48.6%	42.6%	57.9%
%H		96.7%	96.5%	52.0%	8.6%	78.5%	42.0%	36.5%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

S4C

Individual level data

Table 25.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1145	1143	702	110	903	565	338
%H		96.9%	96.7%	59.4%	9.3%	76.4%	47.8%	28.6%
16 - 19	77	75	75	49	7	61	41	20
%V	6.5%	6.6%	6.6%	7.0%	6.4%	6.8%	7.3%	5.9%
%H		97.4%	97.4%	63.6%	9.1%	79.2%	53.2%	26.0%
20 - 24	107	99	97	59	12	76	49	27
%V	9.1%	8.6%	8.5%	8.4%	10.9%	8.4%	8.7%	8.0%
%H		92.5%	90.7%	55.1%	11.2%	71.0%	45.8%	25.2%
25 - 34	176	167	167	108	20	117	79	39
%V	14.9%	14.6%	14.6%	15.4%	18.2%	13.0%	14.0%	11.5%
%H		94.9%	94.9%	61.4%	11.4%	66.5%	44.9%	22.2%
35 - 44	183	179	179	124	18	139	100	40
%V	15.5%	15.6%	15.7%	17.7%	16.4%	15.4%	17.7%	11.8%
%H		97.8%	97.8%	67.8%	9.8%	76.0%	54.6%	21.9%
45 - 54	202	197	197	127	18	162	109	53
%V	17.1%	17.2%	17.2%	18.1%	16.4%	17.9%	19.3%	15.7%
%H		97.5%	97.5%	62.9%	8.9%	80.2%	54.0%	26.2%
55 - 64	190	186	185	113	17	147	90	57
%V	16.1%	16.2%	16.2%	16.1%	15.5%	16.3%	15.9%	16.9%
%H		97.9%	97.4%	59.5%	8.9%	77.4%	47.4%	30.0%
65+	247	242	242	122	18	201	98	103
%V	20.9%	21.1%	21.2%	17.4%	16.4%	22.3%	17.3%	30.5%
%H		98.0%	98.0%	49.4%	7.3%	81.4%	39.7%	41.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

S4C

Individual level data

Table 25.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1145	1143	702	110	903	565	338
%H		96.9%	96.7%	59.4%	9.3%	76.4%	47.8%	28.6%
AB	247	243	243	149	21	188	114	74
%V	20.9%	21.2%	21.3%	21.2%	19.1%	20.8%	20.2%	21.9%
%H		98.4%	98.4%	60.3%	8.5%	76.1%	46.2%	30.0%
C1	312	297	296	181	33	230	147	83
%V	26.4%	25.9%	25.9%	25.8%	30.0%	25.5%	26.0%	24.6%
%H		95.2%	94.9%	58.0%	10.6%	73.7%	47.1%	26.6%
C2	327	321	321	200	34	258	169	89
%V	27.7%	28.0%	28.1%	28.5%	30.9%	28.6%	29.9%	26.3%
%H		98.2%	98.2%	61.2%	10.4%	78.9%	51.7%	27.2%
D	200	195	194	124	16	156	100	56
%V	16.9%	17.0%	17.0%	17.7%	14.5%	17.3%	17.7%	16.6%
%H		97.5%	97.0%	62.0%	8.0%	78.0%	50.0%	28.0%
E	95	90	90	48	6	71	35	36
%V	8.0%	7.9%	7.9%	6.8%	5.5%	7.9%	6.2%	10.7%
%H		94.7%	94.7%	50.5%	6.3%	74.7%	36.8%	37.9%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
S4C
Individual level data
Table 25.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1145	1143	702	110	903	565	338
%H		96.9%	96.7%	59.4%	9.3%	76.4%	47.8%	28.6%
Working full time	635	621	620	407	63	483	330	154
%V	53.7%	54.2%	54.2%	58.0%	57.3%	53.5%	58.4%	45.6%
%H		97.8%	97.6%	64.1%	9.9%	76.1%	52.0%	24.3%
Working part time	44	42	42	28	2	33	22	11
%V	3.7%	3.7%	3.7%	4.0%	1.8%	3.7%	3.9%	3.3%
%H		95.5%	95.5%	63.6%	4.5%	75.0%	50.0%	25.0%
Not working	503	482	480	266	45	387	214	173
%V	42.6%	42.1%	42.0%	37.9%	40.9%	42.9%	37.9%	51.2%
%H		95.8%	95.4%	52.9%	8.9%	76.9%	42.5%	34.4%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

S4C

Individual level data

Table 25.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1250	1225	1224	720	113	978	582	396
%H		98.0%	97.9%	57.6%	9.0%	78.2%	46.6%	31.7%
16 - 19	67	65	65	41	7	55	37	18
%V	5.4%	5.3%	5.3%	5.7%	6.2%	5.6%	6.4%	4.5%
%H		97.0%	97.0%	61.2%	10.4%	82.1%	55.2%	26.9%
20 - 24	108	99	98	54	15	78	48	30
%V	8.6%	8.1%	8.0%	7.5%	13.3%	8.0%	8.2%	7.6%
%H		91.7%	90.7%	50.0%	13.9%	72.2%	44.4%	27.8%
25 - 34	175	170	169	109	19	121	80	41
%V	14.0%	13.9%	13.8%	15.1%	16.8%	12.4%	13.7%	10.4%
%H		97.1%	96.6%	62.3%	10.9%	69.1%	45.7%	23.4%
35 - 44	194	191	191	127	19	149	103	46
%V	15.5%	15.6%	15.6%	17.6%	16.8%	15.2%	17.7%	11.6%
%H		98.5%	98.5%	65.5%	9.8%	76.8%	53.1%	23.7%
45 - 54	213	211	211	139	20	168	115	53
%V	17.0%	17.2%	17.2%	19.3%	17.7%	17.2%	19.8%	13.4%
%H		99.1%	99.1%	65.3%	9.4%	78.9%	54.0%	24.9%
55 - 64	198	196	195	118	14	159	95	64
%V	15.8%	16.0%	15.9%	16.4%	12.4%	16.3%	16.3%	16.2%
%H		99.0%	98.5%	59.6%	7.1%	80.3%	48.0%	32.3%
65+	296	294	293	131	19	249	104	144
%V	23.7%	24.0%	23.9%	18.2%	16.8%	25.5%	17.9%	36.4%
%H		99.3%	99.0%	44.3%	6.4%	84.1%	35.1%	48.6%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

S4C

Individual level data

Table 25.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1250	1225	1224	720	113	978	582	396
%H		98.0%	97.9%	57.6%	9.0%	78.2%	46.6%	31.7%
AB	249	244	244	146	22	189	111	78
%V	19.9%	19.9%	19.9%	20.3%	19.5%	19.3%	19.1%	19.7%
%H		98.0%	98.0%	58.6%	8.8%	75.9%	44.6%	31.3%
C1	359	344	344	195	34	277	161	116
%V	28.7%	28.1%	28.1%	27.1%	30.1%	28.3%	27.7%	29.3%
%H		95.8%	95.8%	54.3%	9.5%	77.2%	44.8%	32.3%
C2	275	272	272	177	27	219	149	69
%V	22.0%	22.2%	22.2%	24.6%	23.9%	22.4%	25.6%	17.4%
%H		98.9%	98.9%	64.4%	9.8%	79.6%	54.2%	25.1%
D	212	210	210	127	18	170	104	65
%V	17.0%	17.1%	17.2%	17.6%	15.9%	17.4%	17.9%	16.4%
%H		99.1%	99.1%	59.9%	8.5%	80.2%	49.1%	30.7%
E	156	154	153	75	12	124	55	68
%V	12.5%	12.6%	12.5%	10.4%	10.6%	12.7%	9.5%	17.2%
%H		98.7%	98.1%	48.1%	7.7%	79.5%	35.3%	43.6%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

S4C

Individual level data

Table 25.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1250	1225	1224	720	113	978	582	396
%H		98.0%	97.9%	57.6%	9.0%	78.2%	46.6%	31.7%
Working full time	418	411	411	267	42	320	217	103
%V	33.4%	33.6%	33.6%	37.1%	37.2%	32.7%	37.3%	26.0%
%H		98.3%	98.3%	63.9%	10.0%	76.6%	51.9%	24.6%
Working part time	171	169	169	113	16	131	90	41
%V	13.7%	13.8%	13.8%	15.7%	14.2%	13.4%	15.5%	10.4%
%H		98.8%	98.8%	66.1%	9.4%	76.6%	52.6%	24.0%
Not working	662	645	644	340	55	527	276	252
%V	53.0%	52.7%	52.6%	47.2%	48.7%	53.9%	47.4%	63.6%
%H		97.4%	97.3%	51.4%	8.3%	79.6%	41.7%	38.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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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	7779	7545	7236	3425	918	5200	2250	2950
%H (All HH)		97.0%	93.0%	44.0%	11.8%	66.8%	28.9%	37.9%
%H (TV HH)			95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
AB	1929	1892	1832	898	242	1253	550	703
%V	24.8%	25.1%	25.3%	26.2%	26.4%	24.1%	24.4%	23.8%
%H (All HH)		98.1%	95.0%	46.6%	12.5%	65.0%	28.5%	36.4%
%H (TV HH)			96.8%	47.5%	12.8%	66.2%	29.1%	37.2%
C1	2212	2131	2048	985	272	1473	662	811
%V	28.4%	28.2%	28.3%	28.8%	29.6%	28.3%	29.4%	27.5%
%H (All HH)		96.3%	92.6%	44.5%	12.3%	66.6%	29.9%	36.7%
%H (TV HH)			96.1%	46.2%	12.8%	69.1%	31.1%	38.1%
C2	1696	1661	1610	820	209	1175	577	598
%V	21.8%	22.0%	22.2%	23.9%	22.8%	22.6%	25.6%	20.3%
%H (All HH)		97.9%	94.9%	48.3%	12.3%	69.3%	34.0%	35.3%
%H (TV HH)			96.9%	49.4%	12.6%	70.7%	34.7%	36.0%
D	1090	1049	1001	470	122	728	314	414
%V	14.0%	13.9%	13.8%	13.7%	13.3%	14.0%	14.0%	14.0%
%H (All HH)		96.2%	91.8%	43.1%	11.2%	66.8%	28.8%	38.0%
%H (TV HH)			95.4%	44.8%	11.6%	69.4%	29.9%	39.5%
E	851	812	744	252	73	571	148	423
%V	10.9%	10.8%	10.3%	7.4%	8.0%	11.0%	6.6%	14.3%
%H (All HH)		95.4%	87.4%	29.6%	8.6%	67.1%	17.4%	49.7%
%H (TV HH)			91.6%	31.0%	9.0%	70.3%	18.2%	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

July 2010 - June 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	7779	7545	7236	3425	918	5200	2250	2950
%H (All HH)		97.0%	93.0%	44.0%	11.8%	66.8%	28.9%	37.9%
%H (TV HH)			95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
Under 25	351	312	292	118	37	201	65	136
%V	4.5%	4.1%	4.0%	3.4%	4.0%	3.9%	2.9%	4.6%
%H (All HH)		88.9%	83.2%	33.6%	10.5%	57.3%	18.5%	38.7%
%H (TV HH)			93.6%	37.8%	11.9%	64.4%	20.8%	43.6%
25 - 34	1072	1006	979	515	169	592	292	300
%V	13.8%	13.3%	13.5%	15.0%	18.4%	11.4%	13.0%	10.2%
%H (All HH)		93.8%	91.3%	48.0%	15.8%	55.2%	27.2%	28.0%
%H (TV HH)			97.3%	51.2%	16.8%	58.8%	29.0%	29.8%
35 - 44	1361	1320	1299	745	203	867	502	365
%V	17.5%	17.5%	18.0%	21.8%	22.1%	16.7%	22.3%	12.4%
%H (All HH)		97.0%	95.4%	54.7%	14.9%	63.7%	36.9%	26.8%
%H (TV HH)			98.4%	56.4%	15.4%	65.7%	38.0%	27.7%
45 - 54	1475	1438	1407	734	214	998	521	477
%V	19.0%	19.1%	19.4%	21.4%	23.3%	19.2%	23.2%	16.2%
%H (All HH)		97.5%	95.4%	49.8%	14.5%	67.7%	35.3%	32.3%
%H (TV HH)			97.8%	51.0%	14.9%	69.4%	36.2%	33.2%
55 - 64	1365	1340	1302	634	156	961	437	524
%V	17.5%	17.8%	18.0%	18.5%	17.0%	18.5%	19.4%	17.8%
%H (All HH)		98.2%	95.4%	46.4%	11.4%	70.4%	32.0%	38.4%
%H (TV HH)			97.2%	47.3%	11.6%	71.7%	32.6%	39.1%
65 +	2155	2129	1958	678	138	1580	433	1147
%V	27.7%	28.2%	27.1%	19.8%	15.0%	30.4%	19.2%	38.9%
%H (All HH)		98.8%	90.9%	31.5%	6.4%	73.3%	20.1%	53.2%
%H (TV HH)			92.0%	31.8%	6.5%	74.2%	20.3%	53.9%

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

July 2010 - June 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	7779	7545	7236	3425	918	5200	2250	2950
%H (All HH)		97.0%	93.0%	44.0%	11.8%	66.8%	28.9%	37.9%
%H (TV HH)			95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
1	2577	2444	2235	736	218	1673	390	1283
%V	33.1%	32.4%	30.9%	21.5%	23.7%	32.2%	17.3%	43.5%
%H (All HH)		94.8%	86.7%	28.6%	8.5%	64.9%	15.1%	49.8%
%H (TV HH)			91.4%	30.1%	8.9%	68.5%	16.0%	52.5%
2	2617	2571	2504	1213	311	1824	825	999
%V	33.6%	34.1%	34.6%	35.4%	33.9%	35.1%	36.7%	33.9%
%H (All HH)		98.2%	95.7%	46.4%	11.9%	69.7%	31.5%	38.2%
%H (TV HH)			97.4%	47.2%	12.1%	70.9%	32.1%	38.9%
3	1142	1121	1102	638	176	744	442	302
%V	14.7%	14.9%	15.2%	18.6%	19.2%	14.3%	19.6%	10.2%
%H (All HH)		98.2%	96.5%	55.9%	15.4%	65.1%	38.7%	26.4%
%H (TV HH)			98.3%	56.9%	15.7%	66.4%	39.4%	26.9%
4	980	969	961	566	144	669	403	266
%V	12.6%	12.8%	13.3%	16.5%	15.7%	12.9%	17.9%	9.0%
%H (All HH)		98.9%	98.1%	57.8%	14.7%	68.3%	41.1%	27.1%
%H (TV HH)			99.2%	58.4%	14.9%	69.0%	41.6%	27.5%
5+	463	440	434	272	70	291	191	100
%V	6.0%	5.8%	6.0%	7.9%	7.6%	5.6%	8.5%	3.4%
%H (All HH)		95.0%	93.7%	58.7%	15.1%	62.9%	41.3%	21.6%
%H (TV HH)			98.6%	61.8%	15.9%	66.1%	43.4%	22.7%
Average HH size	2.27	2.28	2.31	2.57	2.52	2.27	2.66	1.96

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

July 2010 - June 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	7779	7545	7236	3425	918	5200	2250	2950
%H (All HH)		97.0%	93.0%	44.0%	11.8%	66.8%	28.9%	37.9%
%H (TV HH)			95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
Without	5901	5700	5417	2362	648	3994	1552	2443
%V	75.9%	75.5%	74.9%	69.0%	70.6%	76.8%	69.0%	82.8%
%H (All HH)		96.6%	91.8%	40.0%	11.0%	67.7%	26.3%	41.4%
%H (TV HH)			95.0%	41.4%	11.4%	70.1%	27.2%	42.9%
With	1878	1845	1818	1063	271	1205	699	507
%V	24.1%	24.5%	25.1%	31.0%	29.5%	23.2%	31.1%	17.2%
%H (All HH)		98.2%	96.8%	56.6%	14.4%	64.2%	37.2%	27.0%
%H (TV HH)			98.5%	57.6%	14.7%	65.3%	37.9%	27.5%
0 - 3	711	695	685	378	103	426	216	210
%V	9.1%	9.2%	9.5%	11.0%	11.2%	8.2%	9.6%	7.1%
%H (All HH)		97.7%	96.3%	53.2%	14.5%	59.9%	30.4%	29.5%
%H (TV HH)			98.6%	54.4%	14.8%	61.3%	31.1%	30.2%
4 - 9	909	890	878	533	125	567	335	232
%V	11.7%	11.8%	12.1%	15.6%	13.6%	10.9%	14.9%	7.9%
%H (All HH)		97.9%	96.6%	58.6%	13.8%	62.4%	36.9%	25.5%
%H (TV HH)			98.7%	59.9%	14.0%	63.7%	37.6%	26.1%
10 - 15	922	915	905	551	143	634	410	224
%V	11.9%	12.1%	12.5%	16.1%	15.6%	12.2%	18.2%	7.6%
%H (All HH)		99.2%	98.2%	59.8%	15.5%	68.8%	44.5%	24.3%
%H (TV HH)			98.9%	60.2%	15.6%	69.3%	44.8%	24.5%

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

July 2010 - June 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	7779	7545	7236	3425	918	5200	2250	2950
%H (All HH)		97.0%	93.0%	44.0%	11.8%	66.8%	28.9%	37.9%
%H (TV HH)			95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
1	2985	2985	2771	1030	356	1778	393	1384
%V	38.4%	39.6%	38.3%	30.1%	38.8%	34.2%	17.5%	46.9%
%H (All HH)		100.0%	92.8%	34.5%	11.9%	59.6%	13.2%	46.4%
%H (TV HH)			92.8%	34.5%	11.9%	59.6%	13.2%	46.4%
2	2602	2602	2531	1231	289	1894	865	1030
%V	33.4%	34.5%	35.0%	35.9%	31.5%	36.4%	38.4%	34.9%
%H (All HH)		100.0%	97.3%	47.3%	11.1%	72.8%	33.2%	39.6%
%H (TV HH)			97.3%	47.3%	11.1%	72.8%	33.2%	39.6%
3	1211	1211	1191	677	172	934	566	368
%V	15.6%	16.1%	16.5%	19.8%	18.7%	18.0%	25.2%	12.5%
%H (All HH)		100.0%	98.3%	55.9%	14.2%	77.1%	46.7%	30.4%
%H (TV HH)			98.3%	55.9%	14.2%	77.1%	46.7%	30.4%
4	487	487	483	307	72	384	273	111
%V	6.3%	6.5%	6.7%	9.0%	7.8%	7.4%	12.1%	3.8%
%H (All HH)		100.0%	99.2%	63.0%	14.8%	78.9%	56.1%	22.8%
%H (TV HH)			99.2%	63.0%	14.8%	78.9%	56.1%	22.8%
5+	260	260	259	179	30	210	153	57
%V	3.3%	3.4%	3.6%	5.2%	3.3%	4.0%	6.8%	1.9%
%H (All HH)		100.0%	99.6%	68.8%	11.5%	80.8%	58.8%	21.9%
%H (TV HH)			99.6%	68.8%	11.5%	80.8%	58.8%	21.9%

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

July 2010 - June 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	7779	7545	7236	3425	918	5200	2250	2950
%H (All HH)		97.0%	93.0%	44.0%	11.8%	66.8%	28.9%	37.9%
%H (TV HH)			95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
Under 20"	3140	3140	3021	1459	376	2373	1154	1219
%V	40.4%	41.6%	41.7%	42.6%	41.0%	45.6%	51.3%	41.3%
%H (All HH)		100.0%	96.2%	46.5%	12.0%	75.6%	36.8%	38.8%
%H (TV HH)			96.2%	46.5%	12.0%	75.6%	36.8%	38.8%
20" - 29"	3713	3713	3527	1566	427	2685	1112	1574
%V	47.7%	49.2%	48.7%	45.7%	46.5%	51.6%	49.4%	53.4%
%H (All HH)		100.0%	95.0%	42.2%	11.5%	72.3%	29.9%	42.4%
%H (TV HH)			95.0%	42.2%	11.5%	72.3%	29.9%	42.4%
30" - 39"	3583	3583	3515	1855	470	2522	1297	1225
%V	46.1%	47.5%	48.6%	54.2%	51.2%	48.5%	57.6%	41.5%
%H (All HH)		100.0%	98.1%	51.8%	13.1%	70.4%	36.2%	34.2%
%H (TV HH)			98.1%	51.8%	13.1%	70.4%	36.2%	34.2%
40" and over	1909	1909	1902	1242	260	1277	855	422
%V	24.5%	25.3%	26.3%	36.3%	28.3%	24.6%	38.0%	14.3%
%H (All HH)		100.0%	99.6%	65.1%	13.6%	66.9%	44.8%	22.1%
%H (TV HH)			99.6%	65.1%	13.6%	66.9%	44.8%	22.1%

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
July 2010 - June 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	7779	7545	7236	3425	918	5200	2250	2950
%H (All HH)		97.0%	93.0%	44.0%	11.8%	66.8%	28.9%	37.9%
%H (TV HH)			95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
Main living room	7456	7456	7157	3398	912	5137	2234	2903
%V	95.8%	98.8%	98.9%	99.2%	99.3%	98.8%	99.3%	98.4%
%H (All HH)		100.0%	96.0%	45.6%	12.2%	68.9%	30.0%	38.9%
%H (TV HH)			96.0%	45.6%	12.2%	68.9%	30.0%	38.9%
Kitchen	1093	1093	1074	590	95	860	460	400
%V	14.1%	14.5%	14.8%	17.2%	10.3%	16.5%	20.4%	13.6%
%H (All HH)		100.0%	98.3%	54.0%	8.7%	78.7%	42.1%	36.6%
%H (TV HH)			98.3%	54.0%	8.7%	78.7%	42.1%	36.6%
Adult's bedroom	3422	3422	3347	1823	452	2563	1443	1119
%V	44.0%	45.4%	46.3%	53.2%	49.2%	49.3%	64.1%	37.9%
%H (All HH)		100.0%	97.8%	53.3%	13.2%	74.9%	42.2%	32.7%
%H (TV HH)			97.8%	53.3%	13.2%	74.9%	42.2%	32.7%
Child's bedroom	688	688	685	432	105	533	372	161
%V	8.8%	9.1%	9.5%	12.6%	11.4%	10.3%	16.5%	5.5%
%H (All HH)		100.0%	99.6%	62.8%	15.3%	77.5%	54.1%	23.4%
%H (TV HH)			99.6%	62.8%	15.3%	77.5%	54.1%	23.4%
Other bedroom	326	326	322	199	37	239	144	95
%V	4.2%	4.3%	4.4%	5.8%	4.0%	4.6%	6.4%	3.2%
%H (All HH)		100.0%	98.8%	61.0%	11.3%	73.3%	44.2%	29.1%
%H (TV HH)			98.8%	61.0%	11.3%	73.3%	44.2%	29.1%
Second living/dining room	839	839	819	461	89	647	368	279
%V	10.8%	11.1%	11.3%	13.5%	9.7%	12.4%	16.4%	9.5%
%H (All HH)		100.0%	97.6%	54.9%	10.6%	77.1%	43.9%	33.3%
%H (TV HH)			97.6%	54.9%	10.6%	77.1%	43.9%	33.3%
Study/office	172	172	170	104	19	128	78	50
%V	2.2%	2.3%	2.3%	3.0%	2.1%	2.5%	3.5%	1.7%
%H (All HH)		100.0%	98.8%	60.5%	11.0%	74.4%	45.3%	29.1%
%H (TV HH)			98.8%	60.5%	11.0%	74.4%	45.3%	29.1%
TV room	57	57	57	36	5	42	25	17
%V	0.7%	0.8%	0.8%	1.1%	0.5%	0.8%	1.1%	0.6%
%H (All HH)		100.0%	100.0%	63.2%	8.8%	73.7%	43.9%	29.8%
%H (TV HH)			100.0%	63.2%	8.8%	73.7%	43.9%	29.8%
No specific location	18	18	17	10	2	13	7	6
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	94.4%	55.6%	11.1%	72.2%	38.9%	33.3%
%H (TV HH)			94.4%	55.6%	11.1%	72.2%	38.9%	33.3%
Other	59	59	59	36	6	49	32	17
%V	0.8%	0.8%	0.8%	1.1%	0.7%	0.9%	1.4%	0.6%
%H (All HH)		100.0%	100.0%	61.0%	10.2%	83.1%	54.2%	28.8%
%H (TV HH)			100.0%	61.0%	10.2%	83.1%	54.2%	28.8%

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	7779	7545	7236	3425	918	5200	2250	2950
%H (All HH)		97.0%	93.0%	44.0%	11.8%	66.8%	28.9%	37.9%
%H (TV HH)			95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
PVR	3601	3601	3601	2423	444	2352	1574	778
%V	46.3%	47.7%	49.8%	70.7%	48.4%	45.2%	70.0%	26.4%
%H (All HH)		100.0%	100.0%	67.3%	12.3%	65.3%	43.7%	21.6%
%H (TV HH)			100.0%	67.3%	12.3%	65.3%	43.7%	21.6%
DVDR	1209	1209	1176	608	135	845	400	444
%V	15.5%	16.0%	16.3%	17.8%	14.7%	16.3%	17.8%	15.1%
%H (All HH)		100.0%	97.3%	50.3%	11.2%	69.9%	33.1%	36.7%
%H (TV HH)			97.3%	50.3%	11.2%	69.9%	33.1%	36.7%
VCR	1288	1288	1212	499	175	890	342	549
%V	16.6%	17.1%	16.7%	14.6%	19.1%	17.1%	15.2%	18.6%
%H (All HH)		100.0%	94.1%	38.7%	13.6%	69.1%	26.6%	42.6%
%H (TV HH)			94.1%	38.7%	13.6%	69.1%	26.6%	42.6%
Any recorder	4756	4756	4661	2726	588	3176	1776	1400
%V	61.1%	63.0%	64.4%	79.6%	64.1%	61.1%	78.9%	47.5%
%H (All HH)		100.0%	98.0%	57.3%	12.4%	66.8%	37.3%	29.4%
%H (TV HH)			98.0%	57.3%	12.4%	66.8%	37.3%	29.4%

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
July 2010 - June 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	7779	7545	7236	3425	918	5200	2250	2950
%H (All HH)		97.0%	93.0%	44.0%	11.8%	66.8%	28.9%	37.9%
%H (TV HH)			95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
Receives HDTV (via STB or built-in reception)	2246	2246	2246	1395	478	1435	1026	410
%V	28.9%	29.8%	31.0%	40.7%	52.1%	27.6%	45.6%	13.9%
%H (All HH)		100.0%	100.0%	62.1%	21.3%	63.9%	45.7%	18.3%
%H (TV HH)			100.0%	62.1%	21.3%	63.9%	45.7%	18.3%
DVD/Blu-ray player or recorder	5890	5890	5760	2895	779	4098	1956	2142
%V	75.7%	78.1%	79.6%	84.5%	84.9%	78.8%	86.9%	72.6%
%H (All HH)		100.0%	97.8%	49.2%	13.2%	69.6%	33.2%	36.4%
%H (TV HH)			97.8%	49.2%	13.2%	69.6%	33.2%	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

July 2010 - June 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	7779	7545	7236	3425	918	5200	2250	2950
%H (All HH)		97.0%	93.0%	44.0%	11.8%	66.8%	28.9%	37.9%
%H (TV HH)			95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
Has PC or Laptop	5870	5704	5588	2925	816	3857	1952	1905
%V	75.5%	75.6%	77.2%	85.4%	88.9%	74.2%	86.8%	64.6%
%H (All HH)		97.2%	95.2%	49.8%	13.9%	65.7%	33.3%	32.5%
%H (TV HH)			98.0%	51.3%	14.3%	67.6%	34.2%	33.4%
Has broadband internet	5459	5313	5217	2782	790	3569	1870	1699
%V	70.2%	70.4%	72.1%	81.2%	86.1%	68.6%	83.1%	57.6%
%H (All HH)		97.3%	95.6%	51.0%	14.5%	65.4%	34.3%	31.1%
%H (TV HH)			98.2%	52.4%	14.9%	67.2%	35.2%	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

July 2010 - June 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	15185	14749	7736	1899	11044	5749	5294
%H		97.1%	50.9%	12.5%	72.7%	37.9%	34.9%
Under 20"	4361	4213	2117	523	3343	1720	1623
%V	28.7%	28.6%	27.4%	27.5%	30.3%	29.9%	30.7%
%H		96.6%	48.5%	12.0%	76.7%	39.4%	37.2%
20" - 29"	4567	4367	2031	553	3349	1503	1846
%V	30.1%	29.6%	26.3%	29.1%	30.3%	26.1%	34.9%
%H		95.6%	44.5%	12.1%	73.3%	32.9%	40.4%
30" - 39"	4064	3993	2164	532	2876	1539	1337
%V	26.8%	27.1%	28.0%	28.0%	26.0%	26.8%	25.3%
%H		98.3%	53.2%	13.1%	70.8%	37.9%	32.9%
40" and over	2093	2085	1385	280	1405	957	448
%V	13.8%	14.1%	17.9%	14.7%	12.7%	16.6%	8.5%
%H		99.6%	66.2%	13.4%	67.1%	45.7%	21.4%
Don't know	100	91	39	11	71	30	41
%V	0.7%	0.6%	0.5%	0.6%	0.6%	0.5%	0.8%
%H		91.0%	39.0%	11.0%	71.0%	30.0%	41.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - South Macro Region

Set level data

Table 26.12: 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	15185	14749	7736	1899	11044	5749	5294
%H		97.1%	50.9%	12.5%	72.7%	37.9%	34.9%
Main living room	7514	7214	3428	916	5181	2255	2926
%V	49.5%	48.9%	44.3%	48.2%	46.9%	39.2%	55.3%
%H		96.0%	45.6%	12.2%	69.0%	30.0%	38.9%
Kitchen	1098	1079	595	95	863	462	401
%V	7.2%	7.3%	7.7%	5.0%	7.8%	8.0%	7.6%
%H		98.3%	54.2%	8.7%	78.6%	42.1%	36.5%
Adult's bedroom	4123	4042	2236	588	3123	1838	1285
%V	27.2%	27.4%	28.9%	31.0%	28.3%	32.0%	24.3%
%H		98.0%	54.2%	14.3%	75.7%	44.6%	31.2%
Child's bedroom	910	905	577	140	711	503	208
%V	6.0%	6.1%	7.5%	7.4%	6.4%	8.7%	3.9%
%H		99.5%	63.4%	15.4%	78.1%	55.3%	22.9%
Other bedroom	377	373	242	41	276	174	102
%V	2.5%	2.5%	3.1%	2.2%	2.5%	3.0%	1.9%
%H		98.9%	64.2%	10.9%	73.2%	46.2%	27.1%
Second living/dining room	851	829	468	89	655	373	282
%V	5.6%	5.6%	6.0%	4.7%	5.9%	6.5%	5.3%
%H		97.4%	55.0%	10.5%	77.0%	43.8%	33.1%
Study/office	175	173	107	19	130	80	50
%V	1.2%	1.2%	1.4%	1.0%	1.2%	1.4%	0.9%
%H		98.9%	61.1%	10.9%	74.3%	45.7%	28.6%
TV room	57	57	36	5	42	25	17
%V	0.4%	0.4%	0.5%	0.3%	0.4%	0.4%	0.3%
%H		100.0%	63.2%	8.8%	73.7%	43.9%	29.8%
No specific location	18	17	10	2	13	8	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		94.4%	55.6%	11.1%	72.2%	44.4%	33.3%
Other	62	61	37	6	50	33	18
%V	0.4%	0.4%	0.5%	0.3%	0.5%	0.6%	0.3%
%H		98.4%	59.7%	9.7%	80.6%	53.2%	29.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 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	15185	14749	7736	1899	11044	5749	5294
%H		97.1%	50.9%	12.5%	72.7%	37.9%	34.9%
PVR	4544	4542	3229	514	2886	2028	858
%V	29.9%	30.8%	41.7%	27.1%	26.1%	35.3%	16.2%
%H		100.0%	71.1%	11.3%	63.5%	44.6%	18.9%
DVDR	1406	1370	736	158	983	491	492
%V	9.3%	9.3%	9.5%	8.3%	8.9%	8.5%	9.3%
%H		97.4%	52.3%	11.2%	69.9%	34.9%	35.0%
VCR	1457	1372	576	196	1015	401	614
%V	9.6%	9.3%	7.4%	10.3%	9.2%	7.0%	11.6%
%H		94.2%	39.5%	13.5%	69.7%	27.5%	42.1%
Any recorder	6213	6107	3808	728	4105	2457	1647
%V	40.9%	41.4%	49.2%	38.3%	37.2%	42.7%	31.1%
%H		98.3%	61.3%	11.7%	66.1%	39.5%	26.5%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 26.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	15185	14749	7736	1899	11044	5749	5294
%H		97.1%	50.9%	12.5%	72.7%	37.9%	34.9%
Receives HDTV (via STB or built-in reception)	2843	2843	1809	581	1812	1313	499
%V	18.7%	19.3%	23.4%	30.6%	16.4%	22.8%	9.4%
%H		100.0%	63.6%	20.4%	63.7%	46.2%	17.6%
DVD/Blu-ray player or recorder	8674	8526	4592	1199	6281	3437	2844
%V	57.1%	57.8%	59.4%	63.1%	56.9%	59.8%	53.7%
%H		98.3%	52.9%	13.8%	72.4%	39.6%	32.8%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	7541	7232	3424	918	5197	2250	2947
%H		95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
Under 20"	344	290	55	30	236	31	206
%V	4.6%	4.0%	1.6%	3.3%	4.5%	1.4%	7.0%
%H		84.3%	16.0%	8.7%	68.6%	9.0%	59.9%
20" - 29"	2294	2118	700	233	1601	401	1200
%V	30.4%	29.3%	20.4%	25.4%	30.8%	17.8%	40.7%
%H		92.3%	30.5%	10.2%	69.8%	17.5%	52.3%
30" - 39"	3016	2951	1459	401	2102	988	1114
%V	40.0%	40.8%	42.6%	43.7%	40.4%	43.9%	37.8%
%H		97.8%	48.4%	13.3%	69.7%	32.8%	36.9%
40" and over	1838	1831	1195	252	1225	819	406
%V	24.4%	25.3%	34.9%	27.5%	23.6%	36.4%	13.8%
%H		99.6%	65.0%	13.7%	66.6%	44.6%	22.1%
Don't know	49	41	16	3	33	10	22
%V	0.6%	0.6%	0.5%	0.3%	0.6%	0.4%	0.7%
%H		83.7%	32.7%	6.1%	67.3%	20.4%	44.9%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
C4/Five - South Macro Region
Set level data
Table 26.16: Main Set Recorders

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	7541	7232	3424	918	5197	2250	2947
%H		95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
PVR	3485	3484	2363	428	2254	1519	735
%V	46.2%	48.2%	69.0%	46.6%	43.4%	67.5%	24.9%
%H		100.0%	67.8%	12.3%	64.7%	43.6%	21.1%
DVDR	1040	1010	512	113	715	322	393
%V	13.8%	14.0%	15.0%	12.3%	13.8%	14.3%	13.3%
%H		97.1%	49.2%	10.9%	68.8%	31.0%	37.8%
VCR	1065	991	384	144	731	260	471
%V	14.1%	13.7%	11.2%	15.7%	14.1%	11.6%	16.0%
%H		93.1%	36.1%	13.5%	68.6%	24.4%	44.2%
Any recorder	4580	4490	2651	564	3038	1713	1324
%V	60.7%	62.1%	77.4%	61.4%	58.5%	76.1%	44.9%
%H		98.0%	57.9%	12.3%	66.3%	37.4%	28.9%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7541	7232	3424	918	5197	2250	2947
%H		95.9%	45.4%	12.2%	68.9%	29.8%	39.1%
Receives HDTV (via STB or built-in reception)	2144	2144	1330	466	1355	974	381
%V	28.4%	29.6%	38.8%	50.8%	26.1%	43.3%	12.9%
%H		100.0%	62.0%	21.7%	63.2%	45.4%	17.8%
DVD/Blu-ray player or recorder	5558	5434	2715	737	3849	1815	2034
%V	73.7%	75.1%	79.3%	80.3%	74.1%	80.7%	69.0%
%H		97.8%	48.8%	13.3%	69.3%	32.7%	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

July 2010 - June 2011

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	7644	7517	4312	981	5847	3500	2347
%H		98.3%	56.4%	12.8%	76.5%	45.8%	30.7%
Under 20"	4017	3923	2062	494	3107	1689	1417
%V	52.6%	52.2%	47.8%	50.4%	53.1%	48.3%	60.4%
%H		97.7%	51.3%	12.3%	77.3%	42.0%	35.3%
20" - 29"	2274	2249	1331	320	1748	1102	646
%V	29.7%	29.9%	30.9%	32.6%	29.9%	31.5%	27.5%
%H		98.9%	58.5%	14.1%	76.9%	48.5%	28.4%
30" - 39"	1048	1042	705	131	774	551	223
%V	13.7%	13.9%	16.3%	13.4%	13.2%	15.7%	9.5%
%H		99.4%	67.3%	12.5%	73.9%	52.6%	21.3%
40" and over	254	254	190	29	180	138	42
%V	3.3%	3.4%	4.4%	3.0%	3.1%	3.9%	1.8%
%H		100.0%	74.8%	11.4%	70.9%	54.3%	16.5%
Don't know	51	50	24	8	39	20	19
%V	0.7%	0.7%	0.6%	0.8%	0.7%	0.6%	0.8%
%H		98.0%	47.1%	15.7%	76.5%	39.2%	37.3%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - South Macro Region

Set level data

Table 26.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7644	7517	4312	981	5847	3500	2347
%H		98.3%	56.4%	12.8%	76.5%	45.8%	30.7%
PVR	1059	1058	867	86	632	510	122
%V	13.9%	14.1%	20.1%	8.8%	10.8%	14.6%	5.2%
%H		99.9%	81.9%	8.1%	59.7%	48.2%	11.5%
DVDR	366	360	224	44	269	170	99
%V	4.8%	4.8%	5.2%	4.5%	4.6%	4.9%	4.2%
%H		98.4%	61.2%	12.0%	73.5%	46.4%	27.0%
VCR	392	380	191	52	284	141	143
%V	5.1%	5.1%	4.4%	5.3%	4.9%	4.0%	6.1%
%H		96.9%	48.7%	13.3%	72.4%	36.0%	36.5%
Any recorder	1633	1617	1157	164	1067	744	323
%V	21.4%	21.5%	26.8%	16.7%	18.2%	21.3%	13.8%
%H		99.0%	70.9%	10.0%	65.3%	45.6%	19.8%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7644	7517	4312	981	5847	3500	2347
%H		98.3%	56.4%	12.8%	76.5%	45.8%	30.7%
Receives HDTV (via STB or built-in reception)	699	699	479	115	456	338	118
%V	9.1%	9.3%	11.1%	11.7%	7.8%	9.7%	5.0%
%H		100.0%	68.5%	16.5%	65.2%	48.4%	16.9%
DVD/Blu-ray player or recorder	3116	3092	1877	462	2432	1622	810
%V	40.8%	41.1%	43.5%	47.1%	41.6%	46.3%	34.5%
%H		99.2%	60.2%	14.8%	78.0%	52.1%	26.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Individual level data

Table 26.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	17640	17181	16716	8797	2315	11782	5995	5787
%H		97.4%	94.8%	49.9%	13.1%	66.8%	34.0%	32.8%
Total Children	3240	3179	3142	1864	462	2080	1223	858
%V	18.4%	18.5%	18.8%	21.2%	20.0%	17.7%	20.4%	14.8%
%H		98.1%	97.0%	57.5%	14.3%	64.2%	37.7%	26.5%
0 - 3	844	824	814	440	124	510	252	258
%V	4.8%	4.8%	4.9%	5.0%	5.4%	4.3%	4.2%	4.5%
%H		97.6%	96.4%	52.1%	14.7%	60.4%	29.9%	30.6%
4 - 15	2396	2355	2329	1424	338	1570	970	600
%V	13.6%	13.7%	13.9%	16.2%	14.6%	13.3%	16.2%	10.4%
%H		98.3%	97.2%	59.4%	14.1%	65.5%	40.5%	25.0%
4 - 9	1196	1166	1153	700	158	745	435	310
%V	6.8%	6.8%	6.9%	8.0%	6.8%	6.3%	7.3%	5.4%
%H		97.5%	96.4%	58.5%	13.2%	62.3%	36.4%	25.9%
10 - 15	1199	1188	1176	724	180	825	536	289
%V	6.8%	6.9%	7.0%	8.2%	7.8%	7.0%	8.9%	5.0%
%H		99.1%	98.1%	60.4%	15.0%	68.8%	44.7%	24.1%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - South Macro Region

Individual level data

Table 26.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	17640	17181	16716	8797	2315	11782	5995	5787
%H		97.4%	94.8%	49.9%	13.1%	66.8%	34.0%	32.8%
Total Adults (16+)	14400	14003	13573	6933	1852	9701	4772	4929
%V	81.6%	81.5%	81.2%	78.8%	80.0%	82.3%	79.6%	85.2%
%H		97.2%	94.3%	48.1%	12.9%	67.4%	33.1%	34.2%
16 - 19	876	845	833	472	135	597	358	239
%V	5.0%	4.9%	5.0%	5.4%	5.8%	5.1%	6.0%	4.1%
%H		96.5%	95.1%	53.9%	15.4%	68.2%	40.9%	27.3%
20 - 24	1057	979	942	482	161	662	355	307
%V	6.0%	5.7%	5.6%	5.5%	7.0%	5.6%	5.9%	5.3%
%H		92.6%	89.1%	45.6%	15.2%	62.6%	33.6%	29.0%
25 - 34	2117	2001	1953	1055	360	1209	650	558
%V	12.0%	11.6%	11.7%	12.0%	15.6%	10.3%	10.8%	9.6%
%H		94.5%	92.3%	49.8%	17.0%	57.1%	30.7%	26.4%
35 - 44	2390	2326	2296	1356	353	1527	908	619
%V	13.5%	13.5%	13.7%	15.4%	15.2%	13.0%	15.1%	10.7%
%H		97.3%	96.1%	56.7%	14.8%	63.9%	38.0%	25.9%
45 - 54	2509	2463	2416	1331	344	1723	954	769
%V	14.2%	14.3%	14.5%	15.1%	14.9%	14.6%	15.9%	13.3%
%H		98.2%	96.3%	53.0%	13.7%	68.7%	38.0%	30.6%
55 - 64	2242	2210	2161	1091	278	1598	780	818
%V	12.7%	12.9%	12.9%	12.4%	12.0%	13.6%	13.0%	14.1%
%H		98.6%	96.4%	48.7%	12.4%	71.3%	34.8%	36.5%
65+	3209	3178	2972	1145	221	2386	768	1618
%V	18.2%	18.5%	17.8%	13.0%	9.5%	20.3%	12.8%	28.0%
%H		99.0%	92.6%	35.7%	6.9%	74.4%	23.9%	50.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
C4/Five - South Macro Region
Individual level data
Table 26.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	14400	14003	13573	6933	1852	9701	4772	4929
%H		97.2%	94.3%	48.1%	12.9%	67.4%	33.1%	34.2%
AB	3787	3726	3639	1882	494	2486	1197	1288
%V	26.3%	26.6%	26.8%	27.1%	26.7%	25.6%	25.1%	26.1%
%H		98.4%	96.1%	49.7%	13.0%	65.6%	31.6%	34.0%
C1	4143	3973	3857	1996	557	2749	1393	1356
%V	28.8%	28.4%	28.4%	28.8%	30.1%	28.3%	29.2%	27.5%
%H		95.9%	93.1%	48.2%	13.4%	66.4%	33.6%	32.7%
C2	3388	3335	3258	1754	447	2387	1291	1096
%V	23.5%	23.8%	24.0%	25.3%	24.1%	24.6%	27.1%	22.2%
%H		98.4%	96.2%	51.8%	13.2%	70.5%	38.1%	32.3%
D	1965	1905	1832	934	249	1337	672	665
%V	13.6%	13.6%	13.5%	13.5%	13.4%	13.8%	14.1%	13.5%
%H		96.9%	93.2%	47.5%	12.7%	68.0%	34.2%	33.8%
E	1116	1064	987	366	105	743	219	524
%V	7.8%	7.6%	7.3%	5.3%	5.7%	7.7%	4.6%	10.6%
%H		95.3%	88.4%	32.8%	9.4%	66.6%	19.6%	47.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
C4/Five - South Macro Region
Individual level data
Table 26.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	14400	14003	13573	6933	1852	9701	4772	4929
%H		97.2%	94.3%	48.1%	12.9%	67.4%	33.1%	34.2%
Working full time	6447	6296	6181	3468	972	4204	2387	1817
%V	44.8%	45.0%	45.5%	50.0%	52.5%	43.3%	50.0%	36.9%
%H		97.7%	95.9%	53.8%	15.1%	65.2%	37.0%	28.2%
Working part time	1644	1611	1577	839	228	1113	588	525
%V	11.4%	11.5%	11.6%	12.1%	12.3%	11.5%	12.3%	10.7%
%H		98.0%	95.9%	51.0%	13.9%	67.7%	35.8%	31.9%
Not working	6310	6095	5815	2625	652	4384	1798	2586
%V	43.8%	43.5%	42.8%	37.9%	35.2%	45.2%	37.7%	52.5%
%H		96.6%	92.2%	41.6%	10.3%	69.5%	28.5%	41.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - South Macro Region

Individual level data

Table 26.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7000	6775	6595	3496	914	4649	2394	2255
%H		96.8%	94.2%	49.9%	13.1%	66.4%	34.2%	32.2%
16 - 19	455	441	433	254	70	306	191	115
%V	6.5%	6.5%	6.6%	7.3%	7.7%	6.6%	8.0%	5.1%
%H		96.9%	95.2%	55.8%	15.4%	67.3%	42.0%	25.3%
20 - 24	528	489	475	261	79	329	188	141
%V	7.5%	7.2%	7.2%	7.5%	8.6%	7.1%	7.9%	6.3%
%H		92.6%	90.0%	49.4%	15.0%	62.3%	35.6%	26.7%
25 - 34	1084	1013	987	534	186	609	329	280
%V	15.5%	15.0%	15.0%	15.3%	20.4%	13.1%	13.7%	12.4%
%H		93.5%	91.1%	49.3%	17.2%	56.2%	30.4%	25.8%
35 - 44	1155	1122	1109	664	166	733	438	295
%V	16.5%	16.6%	16.8%	19.0%	18.2%	15.8%	18.3%	13.1%
%H		97.1%	96.0%	57.5%	14.4%	63.5%	37.9%	25.5%
45 - 54	1238	1210	1188	654	165	849	468	380
%V	17.7%	17.9%	18.0%	18.7%	18.1%	18.3%	19.5%	16.9%
%H		97.7%	96.0%	52.8%	13.3%	68.6%	37.8%	30.7%
55 - 64	1083	1062	1039	532	140	765	385	380
%V	15.5%	15.7%	15.8%	15.2%	15.3%	16.5%	16.1%	16.9%
%H		98.1%	95.9%	49.1%	12.9%	70.6%	35.5%	35.1%
65+	1457	1437	1364	597	108	1058	394	664
%V	20.8%	21.2%	20.7%	17.1%	11.8%	22.8%	16.5%	29.4%
%H		98.6%	93.6%	41.0%	7.4%	72.6%	27.0%	45.6%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - South Macro Region

Individual level data

Table 26.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7000	6775	6595	3496	914	4649	2394	2255
%H		96.8%	94.2%	49.9%	13.1%	66.4%	34.2%	32.2%
AB	1898	1867	1827	976	247	1230	614	616
%V	27.1%	27.6%	27.7%	27.9%	27.0%	26.5%	25.6%	27.3%
%H		98.4%	96.3%	51.4%	13.0%	64.8%	32.3%	32.5%
C1	1913	1828	1786	976	272	1237	671	566
%V	27.3%	27.0%	27.1%	27.9%	29.8%	26.6%	28.0%	25.1%
%H		95.6%	93.4%	51.0%	14.2%	64.7%	35.1%	29.6%
C2	1810	1775	1734	935	231	1272	683	589
%V	25.9%	26.2%	26.3%	26.7%	25.3%	27.4%	28.5%	26.1%
%H		98.1%	95.8%	51.7%	12.8%	70.3%	37.7%	32.5%
D	944	905	873	459	122	635	335	300
%V	13.5%	13.4%	13.2%	13.1%	13.3%	13.7%	14.0%	13.3%
%H		95.9%	92.5%	48.6%	12.9%	67.3%	35.5%	31.8%
E	434	401	376	151	42	275	90	185
%V	6.2%	5.9%	5.7%	4.3%	4.6%	5.9%	3.8%	8.2%
%H		92.4%	86.6%	34.8%	9.7%	63.4%	20.7%	42.6%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
C4/Five - South Macro Region
Individual level data
Table 26.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	7000	6775	6595	3496	914	4649	2394	2255
%H		96.8%	94.2%	49.9%	13.1%	66.4%	34.2%	32.2%
Working full time	4051	3949	3883	2200	598	2648	1513	1135
%V	57.9%	58.3%	58.9%	62.9%	65.4%	57.0%	63.2%	50.3%
%H		97.5%	95.9%	54.3%	14.8%	65.4%	37.3%	28.0%
Working part time	313	298	284	148	34	207	103	104
%V	4.5%	4.4%	4.3%	4.2%	3.7%	4.5%	4.3%	4.6%
%H		95.2%	90.7%	47.3%	10.9%	66.1%	32.9%	33.2%
Not working	2636	2528	2428	1149	282	1794	778	1016
%V	37.7%	37.3%	36.8%	32.9%	30.9%	38.6%	32.5%	45.1%
%H		95.9%	92.1%	43.6%	10.7%	68.1%	29.5%	38.5%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - South Macro Region

Individual level data

Table 26.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7400	7228	6978	3437	939	5052	2379	2674
%H		97.7%	94.3%	46.4%	12.7%	68.3%	32.1%	36.1%
16 - 19	421	404	400	219	65	291	166	124
%V	5.7%	5.6%	5.7%	6.4%	6.9%	5.8%	7.0%	4.6%
%H		96.0%	95.0%	52.0%	15.4%	69.1%	39.4%	29.5%
20 - 24	529	489	467	221	82	333	167	166
%V	7.1%	6.8%	6.7%	6.4%	8.7%	6.6%	7.0%	6.2%
%H		92.4%	88.3%	41.8%	15.5%	62.9%	31.6%	31.4%
25 - 34	1033	988	966	521	174	600	322	278
%V	14.0%	13.7%	13.8%	15.2%	18.5%	11.9%	13.5%	10.4%
%H		95.6%	93.5%	50.4%	16.8%	58.1%	31.2%	26.9%
35 - 44	1236	1204	1187	692	187	794	470	324
%V	16.7%	16.7%	17.0%	20.1%	19.9%	15.7%	19.8%	12.1%
%H		97.4%	96.0%	56.0%	15.1%	64.2%	38.0%	26.2%
45 - 54	1271	1253	1228	677	179	874	485	389
%V	17.2%	17.3%	17.6%	19.7%	19.1%	17.3%	20.4%	14.5%
%H		98.6%	96.6%	53.3%	14.1%	68.8%	38.2%	30.6%
55 - 64	1159	1148	1122	558	138	833	395	438
%V	15.7%	15.9%	16.1%	16.2%	14.7%	16.5%	16.6%	16.4%
%H		99.1%	96.8%	48.1%	11.9%	71.9%	34.1%	37.8%
65+	1752	1741	1608	548	114	1328	374	954
%V	23.7%	24.1%	23.0%	15.9%	12.1%	26.3%	15.7%	35.7%
%H		99.4%	91.8%	31.3%	6.5%	75.8%	21.3%	54.5%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - South Macro Region

Individual level data

Table 26.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7400	7228	6978	3437	939	5052	2379	2674
%H		97.7%	94.3%	46.4%	12.7%	68.3%	32.1%	36.1%
AB	1889	1859	1812	907	247	1255	584	672
%V	25.5%	25.7%	26.0%	26.4%	26.3%	24.8%	24.5%	25.1%
%H		98.4%	95.9%	48.0%	13.1%	66.4%	30.9%	35.6%
C1	2230	2145	2071	1020	285	1512	721	790
%V	30.1%	29.7%	29.7%	29.7%	30.4%	29.9%	30.3%	29.5%
%H		96.2%	92.9%	45.7%	12.8%	67.8%	32.3%	35.4%
C2	1578	1560	1524	819	216	1115	607	507
%V	21.3%	21.6%	21.8%	23.8%	23.0%	22.1%	25.5%	19.0%
%H		98.9%	96.6%	51.9%	13.7%	70.7%	38.5%	32.1%
D	1021	1000	959	476	127	702	338	365
%V	13.8%	13.8%	13.7%	13.8%	13.5%	13.9%	14.2%	13.6%
%H		97.9%	93.9%	46.6%	12.4%	68.8%	33.1%	35.7%
E	682	663	612	215	63	468	129	339
%V	9.2%	9.2%	8.8%	6.3%	6.7%	9.3%	5.4%	12.7%
%H		97.2%	89.7%	31.5%	9.2%	68.6%	18.9%	49.7%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - South Macro Region

Individual level data

Table 26.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	7400	7228	6978	3437	939	5052	2379	2674
%H		97.7%	94.3%	46.4%	12.7%	68.3%	32.1%	36.1%
Working full time	2395	2348	2298	1268	375	1557	874	682
%V	32.4%	32.5%	32.9%	36.9%	39.9%	30.8%	36.7%	25.5%
%H		98.0%	95.9%	52.9%	15.7%	65.0%	36.5%	28.5%
Working part time	1331	1313	1293	691	194	905	485	421
%V	18.0%	18.2%	18.5%	20.1%	20.7%	17.9%	20.4%	15.7%
%H		98.6%	97.1%	51.9%	14.6%	68.0%	36.4%	31.6%
Not working	3674	3567	3387	1477	370	2590	1020	1570
%V	49.6%	49.3%	48.5%	43.0%	39.4%	51.3%	42.9%	58.7%
%H		97.1%	92.2%	40.2%	10.1%	70.5%	27.8%	42.7%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2010 - June 2011

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	6863	6679	6438	2669	1018	5171	2362	2809
%H (All HH)		97.3%	93.8%	38.9%	14.8%	75.3%	34.4%	40.9%
%H (TV HH)			96.4%	40.0%	15.2%	77.4%	35.4%	42.1%
AB	1361	1333	1296	620	206	1008	519	489
%V	19.8%	20.0%	20.1%	23.2%	20.2%	19.5%	22.0%	17.4%
%H (All HH)		97.9%	95.2%	45.6%	15.1%	74.1%	38.1%	35.9%
%H (TV HH)			97.2%	46.5%	15.5%	75.6%	38.9%	36.7%
C1	1828	1759	1710	751	307	1357	687	670
%V	26.6%	26.3%	26.6%	28.1%	30.2%	26.2%	29.1%	23.9%
%H (All HH)		96.2%	93.5%	41.1%	16.8%	74.2%	37.6%	36.7%
%H (TV HH)			97.2%	42.7%	17.5%	77.1%	39.1%	38.1%
C2	1342	1320	1289	585	215	1039	539	499
%V	19.6%	19.8%	20.0%	21.9%	21.1%	20.1%	22.8%	17.8%
%H (All HH)		98.4%	96.1%	43.6%	16.0%	77.4%	40.2%	37.2%
%H (TV HH)			97.7%	44.3%	16.3%	78.7%	40.8%	37.8%
D	1138	1110	1072	437	158	867	383	483
%V	16.6%	16.6%	16.7%	16.4%	15.5%	16.8%	16.2%	17.2%
%H (All HH)		97.5%	94.2%	38.4%	13.9%	76.2%	33.7%	42.4%
%H (TV HH)			96.6%	39.4%	14.2%	78.1%	34.5%	43.5%
E	1194	1156	1072	276	131	901	233	668
%V	17.4%	17.3%	16.7%	10.3%	12.9%	17.4%	9.9%	23.8%
%H (All HH)		96.8%	89.8%	23.1%	11.0%	75.5%	19.5%	55.9%
%H (TV HH)			92.7%	23.9%	11.3%	77.9%	20.2%	57.8%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	6863	6679	6438	2669	1018	5171	2362	2809
%V (All HH)		97.3%	93.8%	38.9%	14.8%	75.3%	34.4%	40.9%
%H (TV HH)			96.4%	40.0%	15.2%	77.4%	35.4%	42.1%
Under 25	334	295	290	103	48	231	88	143
%V	4.9%	4.4%	4.5%	3.9%	4.7%	4.5%	3.7%	5.1%
%H (All HH)		88.3%	86.8%	30.8%	14.4%	69.2%	26.3%	42.8%
%H (TV HH)			98.3%	34.9%	16.3%	78.3%	29.8%	48.5%
25 - 34	1033	979	964	508	171	689	392	297
%V	15.1%	14.7%	15.0%	19.0%	16.8%	13.3%	16.6%	10.6%
%H (All HH)		94.8%	93.3%	49.2%	16.6%	66.7%	37.9%	28.8%
%H (TV HH)			98.5%	51.9%	17.5%	70.4%	40.0%	30.3%
35 - 44	1213	1185	1159	588	219	889	523	366
%V	17.7%	17.7%	18.0%	22.0%	21.5%	17.2%	22.1%	13.0%
%H (All HH)		97.7%	95.5%	48.5%	18.1%	73.3%	43.1%	30.2%
%H (TV HH)			97.8%	49.6%	18.5%	75.0%	44.1%	30.9%
45 - 54	1302	1278	1260	579	228	1029	561	468
%V	19.0%	19.1%	19.6%	21.7%	22.4%	19.9%	23.8%	16.7%
%H (All HH)		98.2%	96.8%	44.5%	17.5%	79.0%	43.1%	35.9%
%H (TV HH)			98.6%	45.3%	17.8%	80.5%	43.9%	36.6%
55 - 64	1176	1163	1132	471	176	930	436	494
%V	17.1%	17.4%	17.6%	17.6%	17.3%	18.0%	18.5%	17.6%
%H (All HH)		98.9%	96.3%	40.1%	15.0%	79.1%	37.1%	42.0%
%H (TV HH)			97.3%	40.5%	15.1%	80.0%	37.5%	42.5%
65 +	1804	1779	1634	420	176	1404	363	1041
%V	26.3%	26.6%	25.4%	15.7%	17.3%	27.2%	15.4%	37.1%
%H (All HH)		98.6%	90.6%	23.3%	9.8%	77.8%	20.1%	57.7%
%H (TV HH)			91.8%	23.6%	9.9%	78.9%	20.4%	58.5%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	6863	6679	6438	2669	1018	5171	2362	2809
%H (All HH)		97.3%	93.8%	38.9%	14.8%	75.3%	34.4%	40.9%
%H (TV HH)			96.4%	40.0%	15.2%	77.4%	35.4%	42.1%
1	2384	2277	2108	539	240	1763	430	1333
%V	34.7%	34.1%	32.7%	20.2%	23.6%	34.1%	18.2%	47.5%
%H (All HH)		95.5%	88.4%	22.6%	10.1%	74.0%	18.0%	55.9%
%H (TV HH)			92.6%	23.7%	10.5%	77.4%	18.9%	58.5%
2	2139	2103	2060	868	327	1643	766	877
%V	31.2%	31.5%	32.0%	32.5%	32.1%	31.8%	32.4%	31.2%
%H (All HH)		98.3%	96.3%	40.6%	15.3%	76.8%	35.8%	41.0%
%H (TV HH)			98.0%	41.3%	15.5%	78.1%	36.4%	41.7%
3	1040	1026	1011	551	198	788	509	279
%V	15.2%	15.4%	15.7%	20.6%	19.4%	15.2%	21.5%	9.9%
%H (All HH)		98.7%	97.2%	53.0%	19.0%	75.8%	48.9%	26.8%
%H (TV HH)			98.5%	53.7%	19.3%	76.8%	49.6%	27.2%
4	861	845	837	451	172	664	440	224
%V	12.5%	12.7%	13.0%	16.9%	16.9%	12.8%	18.6%	8.0%
%H (All HH)		98.1%	97.2%	52.4%	20.0%	77.1%	51.1%	26.0%
%H (TV HH)			99.1%	53.4%	20.4%	78.6%	52.1%	26.5%
5+	439	428	423	259	81	313	217	96
%V	6.4%	6.4%	6.6%	9.7%	8.0%	6.1%	9.2%	3.4%
%H (All HH)		97.5%	96.4%	59.0%	18.5%	71.3%	49.4%	21.9%
%H (TV HH)			98.8%	60.5%	18.9%	73.1%	50.7%	22.4%
Average HH size	2.28	2.29	2.32	2.68	2.57	2.27	2.72	1.90

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

July 2010 - June 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	6863	6679	6438	2669	1018	5171	2362	2809
%H (All HH)		97.3%	93.8%	38.9%	14.8%	75.3%	34.4%	40.9%
%H (TV HH)			96.4%	40.0%	15.2%	77.4%	35.4%	42.1%
Without	5182	5022	4802	1779	695	3943	1581	2361
%V	75.5%	75.2%	74.6%	66.7%	68.3%	76.3%	66.9%	84.1%
%H (All HH)		96.9%	92.7%	34.3%	13.4%	76.1%	30.5%	45.6%
%H (TV HH)			95.6%	35.4%	13.8%	78.5%	31.5%	47.0%
With	1681	1657	1636	890	323	1229	781	448
%V	24.5%	24.8%	25.4%	33.3%	31.7%	23.8%	33.1%	15.9%
%H (All HH)		98.6%	97.3%	52.9%	19.2%	73.1%	46.5%	26.7%
%H (TV HH)			98.7%	53.7%	19.5%	74.2%	47.1%	27.0%
0 - 3	641	626	620	337	115	446	270	177
%V	9.3%	9.4%	9.6%	12.6%	11.3%	8.6%	11.4%	6.3%
%H (All HH)		97.7%	96.7%	52.6%	17.9%	69.6%	42.1%	27.6%
%H (TV HH)			99.0%	53.8%	18.4%	71.2%	43.1%	28.3%
4 - 9	808	799	791	441	157	583	378	205
%V	11.8%	12.0%	12.3%	16.5%	15.4%	11.3%	16.0%	7.3%
%H (All HH)		98.9%	97.9%	54.6%	19.4%	72.2%	46.8%	25.4%
%H (TV HH)			99.0%	55.2%	19.6%	73.0%	47.3%	25.7%
10 - 15	828	820	809	445	164	635	421	215
%V	12.1%	12.3%	12.6%	16.7%	16.1%	12.3%	17.8%	7.7%
%H (All HH)		99.0%	97.7%	53.7%	19.8%	76.7%	50.8%	26.0%
%H (TV HH)			98.7%	54.3%	20.0%	77.4%	51.3%	26.2%

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

July 2010 - June 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	6863	6679	6438	2669	1018	5171	2362	2809
%H (All HH)		97.3%	93.8%	38.9%	14.8%	75.3%	34.4%	40.9%
%H (TV HH)			96.4%	40.0%	15.2%	77.4%	35.4%	42.1%
1	2458	2458	2299	739	299	1676	409	1267
%V	35.8%	36.8%	35.7%	27.7%	29.4%	32.4%	17.3%	45.1%
%H (All HH)		100.0%	93.5%	30.1%	12.2%	68.2%	16.6%	51.5%
%H (TV HH)			93.5%	30.1%	12.2%	68.2%	16.6%	51.5%
2	2302	2302	2236	911	355	1841	851	990
%V	33.5%	34.5%	34.7%	34.1%	34.9%	35.6%	36.0%	35.2%
%H (All HH)		100.0%	97.1%	39.6%	15.4%	80.0%	37.0%	43.0%
%H (TV HH)			97.1%	39.6%	15.4%	80.0%	37.0%	43.0%
3	1120	1120	1105	533	213	952	579	372
%V	16.3%	16.8%	17.2%	20.0%	20.9%	18.4%	24.5%	13.2%
%H (All HH)		100.0%	98.7%	47.6%	19.0%	85.0%	51.7%	33.2%
%H (TV HH)			98.7%	47.6%	19.0%	85.0%	51.7%	33.2%
4	509	509	508	286	102	449	320	129
%V	7.4%	7.6%	7.9%	10.7%	10.0%	8.7%	13.5%	4.6%
%H (All HH)		100.0%	99.8%	56.2%	20.0%	88.2%	62.9%	25.3%
%H (TV HH)			99.8%	56.2%	20.0%	88.2%	62.9%	25.3%
5+	290	290	290	200	49	254	203	51
%V	4.2%	4.3%	4.5%	7.5%	4.8%	4.9%	8.6%	1.8%
%H (All HH)		100.0%	100.0%	69.0%	16.9%	87.6%	70.0%	17.6%
%H (TV HH)			100.0%	69.0%	16.9%	87.6%	70.0%	17.6%

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

July 2010 - June 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	6863	6679	6438	2669	1018	5171	2362	2809
%V (All HH)		97.3%	93.8%	38.9%	14.8%	75.3%	34.4%	40.9%
%H (TV HH)			96.4%	40.0%	15.2%	77.4%	35.4%	42.1%
Under 20"	2596	2596	2513	1091	416	2141	1108	1033
%V	37.8%	38.9%	39.0%	40.9%	40.9%	41.4%	46.9%	36.8%
%H (All HH)		100.0%	96.8%	42.0%	16.0%	82.5%	42.7%	39.8%
%H (TV HH)			96.8%	42.0%	16.0%	82.5%	42.7%	39.8%
20" - 29"	3235	3235	3068	1187	474	2557	1120	1437
%V	47.1%	48.4%	47.7%	44.5%	46.6%	49.4%	47.4%	51.2%
%H (All HH)		100.0%	94.8%	36.7%	14.7%	79.0%	34.6%	44.4%
%H (TV HH)			94.8%	36.7%	14.7%	79.0%	34.6%	44.4%
30" - 39"	3414	3414	3368	1504	557	2758	1413	1345
%V	49.7%	51.1%	52.3%	56.4%	54.7%	53.3%	59.8%	47.9%
%H (All HH)		100.0%	98.7%	44.1%	16.3%	80.8%	41.4%	39.4%
%H (TV HH)			98.7%	44.1%	16.3%	80.8%	41.4%	39.4%
40" and over	1952	1952	1947	1132	355	1517	1032	485
%V	28.4%	29.2%	30.2%	42.4%	34.9%	29.3%	43.7%	17.3%
%H (All HH)		100.0%	99.7%	58.0%	18.2%	77.7%	52.9%	24.8%
%H (TV HH)			99.7%	58.0%	18.2%	77.7%	52.9%	24.8%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	6863	6679	6438	2669	1018	5171	2362	2809
%H (All HH)		97.3%	93.8%	38.9%	14.8%	75.3%	34.4%	40.9%
%H (TV HH)			96.4%	40.0%	15.2%	77.4%	35.4%	42.1%
Main living room	6626	6626	6390	2651	1011	5134	2348	2785
%V	96.5%	99.2%	99.3%	99.3%	99.3%	99.3%	99.4%	99.1%
%H (All HH)		100.0%	96.4%	40.0%	15.3%	77.5%	35.4%	42.0%
%H (TV HH)			96.4%	40.0%	15.3%	77.5%	35.4%	42.0%
Kitchen	827	827	807	401	117	691	389	302
%V	12.1%	12.4%	12.5%	15.0%	11.5%	13.4%	16.5%	10.8%
%H (All HH)		100.0%	97.6%	48.5%	14.1%	83.6%	47.0%	36.5%
%H (TV HH)			97.6%	48.5%	14.1%	83.6%	47.0%	36.5%
Adult's bedroom	3236	3236	3184	1521	568	2707	1571	1136
%V	47.2%	48.5%	49.5%	57.0%	55.8%	52.3%	66.5%	40.4%
%H (All HH)		100.0%	98.4%	47.0%	17.6%	83.7%	48.5%	35.1%
%H (TV HH)			98.4%	47.0%	17.6%	83.7%	48.5%	35.1%
Child's bedroom	745	745	743	436	148	635	464	171
%V	10.9%	11.2%	11.5%	16.3%	14.5%	12.3%	19.6%	6.1%
%H (All HH)		100.0%	99.7%	58.5%	19.9%	85.2%	62.3%	23.0%
%H (TV HH)			99.7%	58.5%	19.9%	85.2%	62.3%	23.0%
Other bedroom	354	354	351	183	69	309	201	108
%V	5.2%	5.3%	5.5%	6.9%	6.8%	6.0%	8.5%	3.8%
%H (All HH)		100.0%	99.2%	51.7%	19.5%	87.3%	56.8%	30.5%
%H (TV HH)			99.2%	51.7%	19.5%	87.3%	56.8%	30.5%
Second living/dining room	865	865	848	421	161	721	439	282
%V	12.6%	13.0%	13.2%	15.8%	15.8%	13.9%	18.6%	10.0%
%H (All HH)		100.0%	98.0%	48.7%	18.6%	83.4%	50.8%	32.6%
%H (TV HH)			98.0%	48.7%	18.6%	83.4%	50.8%	32.6%
Study/office	119	119	118	61	22	99	62	37
%V	1.7%	1.8%	1.8%	2.3%	2.2%	1.9%	2.6%	1.3%
%H (All HH)		100.0%	99.2%	51.3%	18.5%	83.2%	52.1%	31.1%
%H (TV HH)			99.2%	51.3%	18.5%	83.2%	52.1%	31.1%
TV room	40	40	40	21	7	34	19	15
%V	0.6%	0.6%	0.6%	0.8%	0.7%	0.7%	0.8%	0.5%
%H (All HH)		100.0%	100.0%	52.5%	17.5%	85.0%	47.5%	37.5%
%H (TV HH)			100.0%	52.5%	17.5%	85.0%	47.5%	37.5%
No specific location	19	19	19	9	3	15	7	8
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	100.0%	47.4%	15.8%	78.9%	36.8%	42.1%
%H (TV HH)			100.0%	47.4%	15.8%	78.9%	36.8%	42.1%
Other	108	108	106	61	14	90	59	32
%V	1.6%	1.6%	1.6%	2.3%	1.4%	1.7%	2.5%	1.1%
%H (All HH)		100.0%	98.1%	56.5%	13.0%	83.3%	54.6%	29.6%
%H (TV HH)			98.1%	56.5%	13.0%	83.3%	54.6%	29.6%

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

July 2010 - June 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	6863	6679	6438	2669	1018	5171	2362	2809
%H (All HH)		97.3%	93.8%	38.9%	14.8%	75.3%	34.4%	40.9%
%H (TV HH)			96.4%	40.0%	15.2%	77.4%	35.4%	42.1%
PVR	3123	3123	3120	2004	494	2367	1704	663
%V	45.5%	46.8%	48.5%	75.1%	48.5%	45.8%	72.1%	23.6%
%H (All HH)		100.0%	99.9%	64.2%	15.8%	75.8%	54.6%	21.2%
%H (TV HH)			99.9%	64.2%	15.8%	75.8%	54.6%	21.2%
DVDR	939	939	920	426	148	742	384	358
%V	13.7%	14.1%	14.3%	16.0%	14.5%	14.3%	16.3%	12.7%
%H (All HH)		100.0%	98.0%	45.4%	15.8%	79.0%	40.9%	38.1%
%H (TV HH)			98.0%	45.4%	15.8%	79.0%	40.9%	38.1%
VCR	1178	1178	1104	414	164	886	350	536
%V	17.2%	17.6%	17.1%	15.5%	16.1%	17.1%	14.8%	19.1%
%H (All HH)		100.0%	93.7%	35.1%	13.9%	75.2%	29.7%	45.5%
%H (TV HH)			93.7%	35.1%	13.9%	75.2%	29.7%	45.5%
Any recorder	4152	4152	4067	2227	641	3156	1909	1248
%V	60.5%	62.2%	63.2%	83.4%	63.0%	61.0%	80.8%	44.4%
%H (All HH)		100.0%	98.0%	53.6%	15.4%	76.0%	46.0%	30.1%
%H (TV HH)			98.0%	53.6%	15.4%	76.0%	46.0%	30.1%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 2011
C4/Five - North Macro Region
Household level data
Table 27.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	6863	6679	6438	2669	1018	5171	2362	2809
%H (All HH)		97.3%	93.8%	38.9%	14.8%	75.3%	34.4%	40.9%
%H (TV HH)			96.4%	40.0%	15.2%	77.4%	35.4%	42.1%
Receives HDTV (via STB or built-in reception)	2085	2085	2085	1169	525	1607	1181	427
%V	30.4%	31.2%	32.4%	43.8%	51.6%	31.1%	50.0%	15.2%
%H (All HH)		100.0%	100.0%	56.1%	25.2%	77.1%	56.6%	20.5%
%H (TV HH)			100.0%	56.1%	25.2%	77.1%	56.6%	20.5%
DVD/Blu-ray player or recorder	5122	5122	5025	2215	823	4019	1982	2036
%V	74.6%	76.7%	78.1%	83.0%	80.8%	77.7%	83.9%	72.5%
%H (All HH)		100.0%	98.1%	43.2%	16.1%	78.5%	38.7%	39.8%
%H (TV HH)			98.1%	43.2%	16.1%	78.5%	38.7%	39.8%

Base: C4/Five - North Macro Region - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

July 2010 - June 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	6863	6679	6438	2669	1018	5171	2362	2809
%H (All HH)		97.3%	93.8%	38.9%	14.8%	75.3%	34.4%	40.9%
%H (TV HH)			96.4%	40.0%	15.2%	77.4%	35.4%	42.1%
Has PC or Laptop	4816	4709	4645	2239	860	3645	2045	1600
%V	70.2%	70.5%	72.1%	83.9%	84.5%	70.5%	86.6%	57.0%
%H (All HH)		97.8%	96.4%	46.5%	17.9%	75.7%	42.5%	33.2%
%H (TV HH)			98.6%	47.5%	18.3%	77.4%	43.4%	34.0%
Has broadband internet	4429	4344	4292	2131	830	3350	1966	1383
%V	64.5%	65.0%	66.7%	79.8%	81.5%	64.8%	83.2%	49.2%
%H (All HH)		98.1%	96.9%	48.1%	18.7%	75.6%	44.4%	31.2%
%H (TV HH)			98.8%	49.1%	19.1%	77.1%	45.3%	31.8%

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2010 - June 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	14026	13686	6402	2317	11377	6231	5146
%H		97.6%	45.6%	16.5%	81.1%	44.4%	36.7%
Under 20"	3657	3557	1642	604	3051	1696	1355
%V	26.1%	26.0%	25.6%	26.1%	26.8%	27.2%	26.3%
%H		97.3%	44.9%	16.5%	83.4%	46.4%	37.1%
20" - 29"	4082	3898	1591	616	3276	1538	1738
%V	29.1%	28.5%	24.9%	26.6%	28.8%	24.7%	33.8%
%H		95.5%	39.0%	15.1%	80.3%	37.7%	42.6%
30" - 39"	3980	3933	1823	677	3245	1759	1486
%V	28.4%	28.7%	28.5%	29.2%	28.5%	28.2%	28.9%
%H		98.8%	45.8%	17.0%	81.5%	44.2%	37.3%
40" and over	2198	2193	1306	403	1716	1199	517
%V	15.7%	16.0%	20.4%	17.4%	15.1%	19.2%	10.0%
%H		99.8%	59.4%	18.3%	78.1%	54.5%	23.5%
Don't know	108	105	40	16	88	39	50
%V	0.8%	0.8%	0.6%	0.7%	0.8%	0.6%	1.0%
%H		97.2%	37.0%	14.8%	81.5%	36.1%	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

July 2010 - June 2011

C4/Five - North Macro Region

Set level data

Table 27.12: 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	14026	13686	6402	2317	11377	6231	5146
%H		97.6%	45.6%	16.5%	81.1%	44.4%	36.7%
Main living room	6678	6442	2673	1019	5177	2371	2806
%V	47.6%	47.1%	41.8%	44.0%	45.5%	38.1%	54.5%
%H		96.5%	40.0%	15.3%	77.5%	35.5%	42.0%
Kitchen	829	810	402	119	692	390	302
%V	5.9%	5.9%	6.3%	5.1%	6.1%	6.3%	5.9%
%H		97.7%	48.5%	14.4%	83.5%	47.0%	36.4%
Adult's bedroom	3940	3883	1926	689	3323	2000	1323
%V	28.1%	28.4%	30.1%	29.7%	29.2%	32.1%	25.7%
%H		98.6%	48.9%	17.5%	84.3%	50.8%	33.6%
Child's bedroom	984	982	584	198	843	627	217
%V	7.0%	7.2%	9.1%	8.5%	7.4%	10.1%	4.2%
%H		99.8%	59.3%	20.1%	85.7%	63.7%	22.1%
Other bedroom	406	403	217	80	356	237	119
%V	2.9%	2.9%	3.4%	3.5%	3.1%	3.8%	2.3%
%H		99.3%	53.4%	19.7%	87.7%	58.4%	29.3%
Second living/dining room	890	873	439	165	741	454	287
%V	6.3%	6.4%	6.9%	7.1%	6.5%	7.3%	5.6%
%H		98.1%	49.3%	18.5%	83.3%	51.0%	32.2%
Study/office	120	119	61	22	100	62	39
%V	0.9%	0.9%	1.0%	0.9%	0.9%	1.0%	0.8%
%H		99.2%	50.8%	18.3%	83.3%	51.7%	32.5%
TV room	40	40	22	7	34	19	15
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		100.0%	55.0%	17.5%	85.0%	47.5%	37.5%
No specific location	21	21	11	3	16	8	8
%V	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.2%
%H		100.0%	52.4%	14.3%	76.2%	38.1%	38.1%
Other	115	113	68	14	95	63	32
%V	0.8%	0.8%	1.1%	0.6%	0.8%	1.0%	0.6%
%H		98.3%	59.1%	12.2%	82.6%	54.8%	27.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	14026	13686	6402	2317	11377	6231	5146
%H		97.6%	45.6%	16.5%	81.1%	44.4%	36.7%
PVR	4026	4023	2743	612	3015	2279	736
%V	28.7%	29.4%	42.8%	26.4%	26.5%	36.6%	14.3%
%H		99.9%	68.1%	15.2%	74.9%	56.6%	18.3%
DVDR	1090	1070	514	181	866	475	391
%V	7.8%	7.8%	8.0%	7.8%	7.6%	7.6%	7.6%
%H		98.2%	47.2%	16.6%	79.4%	43.6%	35.9%
VCR	1354	1274	497	197	1022	429	593
%V	9.7%	9.3%	7.8%	8.5%	9.0%	6.9%	11.5%
%H		94.1%	36.7%	14.5%	75.5%	31.7%	43.8%
Any recorder	5543	5450	3209	861	4201	2738	1463
%V	39.5%	39.8%	50.1%	37.2%	36.9%	43.9%	28.4%
%H		98.3%	57.9%	15.5%	75.8%	49.4%	26.4%

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	14026	13686	6402	2317	11377	6231	5146
%H		97.6%	45.6%	16.5%	81.1%	44.4%	36.7%
Receives HDTV (via STB or built-in reception)	2699	2699	1526	696	2087	1557	530
%V	19.2%	19.7%	23.8%	30.0%	18.3%	25.0%	10.3%
%H		100.0%	56.5%	25.8%	77.3%	57.7%	19.6%
DVD/Blu-ray player or recorder	7844	7739	3726	1338	6343	3570	2774
%V	55.9%	56.5%	58.2%	57.7%	55.8%	57.3%	53.9%
%H		98.7%	47.5%	17.1%	80.9%	45.5%	35.4%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	6675	6435	2668	1018	5169	2362	2807
%H		96.4%	40.0%	15.3%	77.4%	35.4%	42.1%
Under 20"	202	171	32	20	147	27	120
%V	3.0%	2.7%	1.2%	2.0%	2.8%	1.1%	4.3%
%H		84.7%	15.8%	9.9%	72.8%	13.4%	59.4%
20" - 29"	1802	1645	436	217	1331	329	1003
%V	27.0%	25.6%	16.3%	21.3%	25.7%	13.9%	35.7%
%H		91.3%	24.2%	12.0%	73.9%	18.3%	55.7%
30" - 39"	2761	2715	1105	433	2209	1009	1200
%V	41.4%	42.2%	41.4%	42.5%	42.7%	42.7%	42.8%
%H		98.3%	40.0%	15.7%	80.0%	36.5%	43.5%
40" and over	1862	1858	1079	339	1448	985	463
%V	27.9%	28.9%	40.4%	33.3%	28.0%	41.7%	16.5%
%H		99.8%	57.9%	18.2%	77.8%	52.9%	24.9%
Don't know	47	45	16	8	33	12	21
%V	0.7%	0.7%	0.6%	0.8%	0.6%	0.5%	0.7%
%H		95.7%	34.0%	17.0%	70.2%	25.5%	44.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	6675	6435	2668	1018	5169	2362	2807
%H		96.4%	40.0%	15.3%	77.4%	35.4%	42.1%
PVR	3010	3007	1961	468	2265	1649	617
%V	45.1%	46.7%	73.5%	46.0%	43.8%	69.8%	22.0%
%H		99.9%	65.1%	15.5%	75.2%	54.8%	20.5%
DVDR	776	758	339	116	607	295	313
%V	11.6%	11.8%	12.7%	11.4%	11.7%	12.5%	11.2%
%H		97.7%	43.7%	14.9%	78.2%	38.0%	40.3%
VCR	953	883	297	130	709	246	463
%V	14.3%	13.7%	11.1%	12.8%	13.7%	10.4%	16.5%
%H		92.7%	31.2%	13.6%	74.4%	25.8%	48.6%
Any recorder	3975	3892	2166	603	3002	1835	1167
%V	59.6%	60.5%	81.2%	59.2%	58.1%	77.7%	41.6%
%H		97.9%	54.5%	15.2%	75.5%	46.2%	29.4%

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	6675	6435	2668	1018	5169	2362	2807
%H		96.4%	40.0%	15.3%	77.4%	35.4%	42.1%
Receives HDTV (via STB or built-in reception)	1983	1983	1115	500	1517	1118	399
%V	29.7%	30.8%	41.8%	49.1%	29.3%	47.3%	14.2%
%H		100.0%	56.2%	25.2%	76.5%	56.4%	20.1%
DVD/Blu-ray player or recorder	4786	4694	2055	765	3730	1813	1917
%V	71.7%	72.9%	77.0%	75.1%	72.2%	76.8%	68.3%
%H		98.1%	42.9%	16.0%	77.9%	37.9%	40.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
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	7351	7251	3734	1299	6208	3869	2339
%H		98.6%	50.8%	17.7%	84.5%	52.6%	31.8%
Under 20"	3456	3386	1610	584	2904	1669	1235
%V	47.0%	46.7%	43.1%	45.0%	46.8%	43.1%	52.8%
%H		98.0%	46.6%	16.9%	84.0%	48.3%	35.7%
20" - 29"	2280	2253	1154	399	1945	1210	736
%V	31.0%	31.1%	30.9%	30.7%	31.3%	31.3%	31.5%
%H		98.8%	50.6%	17.5%	85.3%	53.1%	32.3%
30" - 39"	1219	1218	718	244	1036	750	286
%V	16.6%	16.8%	19.2%	18.8%	16.7%	19.4%	12.2%
%H		99.9%	58.9%	20.0%	85.0%	61.5%	23.5%
40" and over	336	335	226	65	268	214	54
%V	4.6%	4.6%	6.1%	5.0%	4.3%	5.5%	2.3%
%H		99.7%	67.3%	19.3%	79.8%	63.7%	16.1%
Don't know	61	60	25	8	55	26	29
%V	0.8%	0.8%	0.7%	0.6%	0.9%	0.7%	1.2%
%H		98.4%	41.0%	13.1%	90.2%	42.6%	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
July 2010 - June 2011
C4/Five - North Macro Region
Set level data
Table 27.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7351	7251	3734	1299	6208	3869	2339
%H		98.6%	50.8%	17.7%	84.5%	52.6%	31.8%
PVR	1016	1016	782	144	750	631	119
%V	13.8%	14.0%	20.9%	11.1%	12.1%	16.3%	5.1%
%H		100.0%	77.0%	14.2%	73.8%	62.1%	11.7%
DVDR	314	313	175	65	259	180	78
%V	4.3%	4.3%	4.7%	5.0%	4.2%	4.7%	3.3%
%H		99.7%	55.7%	20.7%	82.5%	57.3%	24.8%
VCR	401	391	200	67	312	183	129
%V	5.5%	5.4%	5.4%	5.2%	5.0%	4.7%	5.5%
%H		97.5%	49.9%	16.7%	77.8%	45.6%	32.2%
Any recorder	1568	1558	1043	258	1199	903	296
%V	21.3%	21.5%	27.9%	19.9%	19.3%	23.3%	12.7%
%H		99.4%	66.5%	16.5%	76.5%	57.6%	18.9%

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	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7351	7251	3734	1299	6208	3869	2339
%H		98.6%	50.8%	17.7%	84.5%	52.6%	31.8%
Receives HDTV (via STB or built-in reception)	716	716	411	195	570	439	131
%V	9.7%	9.9%	11.0%	15.0%	9.2%	11.3%	5.6%
%H		100.0%	57.4%	27.2%	79.6%	61.3%	18.3%
DVD/Blu-ray player or recorder	3058	3045	1671	573	2614	1757	857
%V	41.6%	42.0%	44.8%	44.1%	42.1%	45.4%	36.6%
%H		99.6%	54.6%	18.7%	85.5%	57.5%	28.0%

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

Individual level data

Table 27.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15625	15273	14910	7150	2617	11764	6421	5343
%H		97.7%	95.4%	45.8%	16.7%	75.3%	41.1%	34.2%
Total Children	2922	2874	2841	1571	551	2118	1353	765
%V	18.7%	18.8%	19.1%	22.0%	21.1%	18.0%	21.1%	14.3%
%H		98.4%	97.2%	53.8%	18.9%	72.5%	46.3%	26.2%
0 - 3	769	751	744	410	132	531	317	214
%V	4.9%	4.9%	5.0%	5.7%	5.0%	4.5%	4.9%	4.0%
%H		97.7%	96.7%	53.3%	17.2%	69.1%	41.2%	27.8%
4 - 15	2153	2124	2097	1161	419	1587	1036	551
%V	13.8%	13.9%	14.1%	16.2%	16.0%	13.5%	16.1%	10.3%
%H		98.7%	97.4%	53.9%	19.5%	73.7%	48.1%	25.6%
4 - 9	1067	1050	1038	579	205	760	488	272
%V	6.8%	6.9%	7.0%	8.1%	7.8%	6.5%	7.6%	5.1%
%H		98.4%	97.3%	54.3%	19.2%	71.2%	45.7%	25.5%
10 - 15	1086	1074	1059	583	215	828	548	279
%V	7.0%	7.0%	7.1%	8.2%	8.2%	7.0%	8.5%	5.2%
%H		98.9%	97.5%	53.7%	19.8%	76.2%	50.5%	25.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - North Macro Region

Individual level data

Table 27.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	15625	15273	14910	7150	2617	11764	6421	5343
%H		97.7%	95.4%	45.8%	16.7%	75.3%	41.1%	34.2%
Total Adults (16+)	12703	12399	12068	5578	2066	9646	5068	4578
%V	81.3%	81.2%	80.9%	78.0%	78.9%	82.0%	78.9%	85.7%
%H		97.6%	95.0%	43.9%	16.3%	75.9%	39.9%	36.0%
16 - 19	863	831	821	445	153	673	437	236
%V	5.5%	5.4%	5.5%	6.2%	5.8%	5.7%	6.8%	4.4%
%H		96.3%	95.1%	51.6%	17.7%	78.0%	50.6%	27.3%
20 - 24	1033	961	946	436	190	753	412	341
%V	6.6%	6.3%	6.3%	6.1%	7.3%	6.4%	6.4%	6.4%
%H		93.0%	91.6%	42.2%	18.4%	72.9%	39.9%	33.0%
25 - 34	2007	1929	1905	1061	355	1372	851	521
%V	12.8%	12.6%	12.8%	14.8%	13.6%	11.7%	13.3%	9.8%
%H		96.1%	94.9%	52.9%	17.7%	68.4%	42.4%	26.0%
35 - 44	2087	2044	2005	1063	376	1543	947	596
%V	13.4%	13.4%	13.4%	14.9%	14.4%	13.1%	14.7%	11.2%
%H		97.9%	96.1%	50.9%	18.0%	73.9%	45.4%	28.6%
45 - 54	2199	2166	2136	1042	405	1724	1009	716
%V	14.1%	14.2%	14.3%	14.6%	15.5%	14.7%	15.7%	13.4%
%H		98.5%	97.1%	47.4%	18.4%	78.4%	45.9%	32.6%
55 - 64	1916	1898	1856	817	313	1525	775	750
%V	12.3%	12.4%	12.4%	11.4%	12.0%	13.0%	12.1%	14.0%
%H		99.1%	96.9%	42.6%	16.3%	79.6%	40.4%	39.1%
65+	2598	2569	2399	715	275	2056	637	1418
%V	16.6%	16.8%	16.1%	10.0%	10.5%	17.5%	9.9%	26.5%
%H		98.9%	92.3%	27.5%	10.6%	79.1%	24.5%	54.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - North Macro Region

Individual level data

Table 27.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12703	12399	12068	5578	2066	9646	5068	4578
%H		97.6%	95.0%	43.9%	16.3%	75.9%	39.9%	36.0%
AB	2702	2661	2601	1341	414	2025	1135	891
%V	21.3%	21.5%	21.6%	24.0%	20.0%	21.0%	22.4%	19.5%
%H		98.5%	96.3%	49.6%	15.3%	74.9%	42.0%	33.0%
C1	3529	3385	3317	1577	640	2633	1488	1145
%V	27.8%	27.3%	27.5%	28.3%	31.0%	27.3%	29.4%	25.0%
%H		95.9%	94.0%	44.7%	18.1%	74.6%	42.2%	32.4%
C2	2718	2685	2633	1280	477	2138	1231	907
%V	21.4%	21.7%	21.8%	22.9%	23.1%	22.2%	24.3%	19.8%
%H		98.8%	96.9%	47.1%	17.5%	78.7%	45.3%	33.4%
D	2114	2071	2017	933	326	1608	824	785
%V	16.6%	16.7%	16.7%	16.7%	15.8%	16.7%	16.3%	17.1%
%H		98.0%	95.4%	44.1%	15.4%	76.1%	39.0%	37.1%
E	1640	1597	1500	447	210	1241	391	850
%V	12.9%	12.9%	12.4%	8.0%	10.2%	12.9%	7.7%	18.6%
%H		97.4%	91.5%	27.3%	12.8%	75.7%	23.8%	51.8%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2010 - June 2011
C4/Five - North Macro Region
Individual level data
Table 27.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	12703	12399	12068	5578	2066	9646	5068	4578
%H		97.6%	95.0%	43.9%	16.3%	75.9%	39.9%	36.0%
Working full time	5385	5293	5223	2794	987	4063	2540	1523
%V	42.4%	42.7%	43.3%	50.1%	47.8%	42.1%	50.1%	33.3%
%H		98.3%	97.0%	51.9%	18.3%	75.5%	47.2%	28.3%
Working part time	1314	1293	1272	617	239	991	561	430
%V	10.3%	10.4%	10.5%	11.1%	11.6%	10.3%	11.1%	9.4%
%H		98.4%	96.8%	47.0%	18.2%	75.4%	42.7%	32.7%
Not working	6004	5813	5574	2167	840	4592	1967	2625
%V	47.3%	46.9%	46.2%	38.8%	40.7%	47.6%	38.8%	57.3%
%H		96.8%	92.8%	36.1%	14.0%	76.5%	32.8%	43.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - North Macro Region

Individual level data

Table 27.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6241	6055	5896	2838	1021	4678	2561	2118
%H		97.0%	94.5%	45.5%	16.4%	75.0%	41.0%	33.9%
16 - 19	440	423	419	234	84	342	234	108
%V	7.1%	7.0%	7.1%	8.2%	8.2%	7.3%	9.1%	5.1%
%H		96.1%	95.2%	53.2%	19.1%	77.7%	53.2%	24.5%
20 - 24	533	490	479	229	85	384	210	174
%V	8.5%	8.1%	8.1%	8.1%	8.3%	8.2%	8.2%	8.2%
%H		91.9%	89.9%	43.0%	15.9%	72.0%	39.4%	32.6%
25 - 34	1029	976	961	539	179	695	436	259
%V	16.5%	16.1%	16.3%	19.0%	17.5%	14.9%	17.0%	12.2%
%H		94.8%	93.4%	52.4%	17.4%	67.5%	42.4%	25.2%
35 - 44	1033	1005	985	530	181	758	468	291
%V	16.6%	16.6%	16.7%	18.7%	17.7%	16.2%	18.3%	13.7%
%H		97.3%	95.4%	51.3%	17.5%	73.4%	45.3%	28.2%
45 - 54	1086	1066	1049	514	202	836	490	346
%V	17.4%	17.6%	17.8%	18.1%	19.8%	17.9%	19.1%	16.3%
%H		98.2%	96.6%	47.3%	18.6%	77.0%	45.1%	31.9%
55 - 64	941	932	907	407	152	742	383	360
%V	15.1%	15.4%	15.4%	14.3%	14.9%	15.9%	15.0%	17.0%
%H		99.0%	96.4%	43.3%	16.2%	78.9%	40.7%	38.3%
65+	1179	1164	1097	385	137	921	341	580
%V	18.9%	19.2%	18.6%	13.6%	13.4%	19.7%	13.3%	27.4%
%H		98.7%	93.0%	32.7%	11.6%	78.1%	28.9%	49.2%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - North Macro Region

Individual level data

Table 27.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6241	6055	5896	2838	1021	4678	2561	2118
%H		97.0%	94.5%	45.5%	16.4%	75.0%	41.0%	33.9%
AB	1353	1328	1297	674	207	1011	572	439
%V	21.7%	21.9%	22.0%	23.7%	20.3%	21.6%	22.3%	20.7%
%H		98.2%	95.9%	49.8%	15.3%	74.7%	42.3%	32.4%
C1	1676	1593	1565	777	313	1241	739	502
%V	26.9%	26.3%	26.5%	27.4%	30.7%	26.5%	28.9%	23.7%
%H		95.0%	93.4%	46.4%	18.7%	74.0%	44.1%	30.0%
C2	1469	1446	1412	700	245	1136	653	483
%V	23.5%	23.9%	23.9%	24.7%	24.0%	24.3%	25.5%	22.8%
%H		98.4%	96.1%	47.7%	16.7%	77.3%	44.5%	32.9%
D	1049	1020	995	485	161	777	416	361
%V	16.8%	16.8%	16.9%	17.1%	15.8%	16.6%	16.2%	17.0%
%H		97.2%	94.9%	46.2%	15.3%	74.1%	39.7%	34.4%
E	695	667	627	201	95	513	181	333
%V	11.1%	11.0%	10.6%	7.1%	9.3%	11.0%	7.1%	15.7%
%H		96.0%	90.2%	28.9%	13.7%	73.8%	26.0%	47.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - North Macro Region

Individual level data

Table 27.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	6241	6055	5896	2838	1021	4678	2561	2118
%H		97.0%	94.5%	45.5%	16.4%	75.0%	41.0%	33.9%
Working full time	3347	3272	3221	1745	603	2493	1569	924
%V	53.6%	54.0%	54.6%	61.5%	59.1%	53.3%	61.3%	43.6%
%H		97.8%	96.2%	52.1%	18.0%	74.5%	46.9%	27.6%
Working part time	280	271	264	125	46	191	95	96
%V	4.5%	4.5%	4.5%	4.4%	4.5%	4.1%	3.7%	4.5%
%H		96.8%	94.3%	44.6%	16.4%	68.2%	33.9%	34.3%
Not working	2614	2512	2411	968	372	1994	896	1097
%V	41.9%	41.5%	40.9%	34.1%	36.4%	42.6%	35.0%	51.8%
%H		96.1%	92.2%	37.0%	14.2%	76.3%	34.3%	42.0%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - North Macro Region

Individual level data

Table 27.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6462	6344	6172	2741	1045	4968	2507	2460
%H		98.2%	95.5%	42.4%	16.2%	76.9%	38.8%	38.1%
16 - 19	422	407	402	211	69	331	203	128
%V	6.5%	6.4%	6.5%	7.7%	6.6%	6.7%	8.1%	5.2%
%H		96.4%	95.3%	50.0%	16.4%	78.4%	48.1%	30.3%
20 - 24	500	471	467	207	104	369	203	166
%V	7.7%	7.4%	7.6%	7.6%	10.0%	7.4%	8.1%	6.7%
%H		94.2%	93.4%	41.4%	20.8%	73.8%	40.6%	33.2%
25 - 34	978	954	944	522	176	676	415	261
%V	15.1%	15.0%	15.3%	19.0%	16.8%	13.6%	16.6%	10.6%
%H		97.5%	96.5%	53.4%	18.0%	69.1%	42.4%	26.7%
35 - 44	1054	1040	1020	533	195	785	479	306
%V	16.3%	16.4%	16.5%	19.4%	18.7%	15.8%	19.1%	12.4%
%H		98.7%	96.8%	50.6%	18.5%	74.5%	45.4%	29.0%
45 - 54	1113	1100	1087	528	203	888	518	370
%V	17.2%	17.3%	17.6%	19.3%	19.4%	17.9%	20.7%	15.0%
%H		98.8%	97.7%	47.4%	18.2%	79.8%	46.5%	33.2%
55 - 64	975	967	949	410	160	783	392	390
%V	15.1%	15.2%	15.4%	15.0%	15.3%	15.8%	15.6%	15.9%
%H		99.2%	97.3%	42.1%	16.4%	80.3%	40.2%	40.0%
65+	1419	1405	1302	330	137	1135	296	838
%V	22.0%	22.1%	21.1%	12.0%	13.1%	22.8%	11.8%	34.1%
%H		99.0%	91.8%	23.3%	9.7%	80.0%	20.9%	59.1%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - North Macro Region

Individual level data

Table 27.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6462	6344	6172	2741	1045	4968	2507	2460
%H		98.2%	95.5%	42.4%	16.2%	76.9%	38.8%	38.1%
AB	1349	1332	1304	667	207	1015	563	452
%V	20.9%	21.0%	21.1%	24.3%	19.8%	20.4%	22.5%	18.4%
%H		98.7%	96.7%	49.4%	15.3%	75.2%	41.7%	33.5%
C1	1852	1792	1752	800	327	1392	748	643
%V	28.7%	28.2%	28.4%	29.2%	31.3%	28.0%	29.8%	26.1%
%H		96.8%	94.6%	43.2%	17.7%	75.2%	40.4%	34.7%
C2	1250	1239	1221	580	232	1002	578	424
%V	19.3%	19.5%	19.8%	21.2%	22.2%	20.2%	23.1%	17.2%
%H		99.1%	97.7%	46.4%	18.6%	80.2%	46.2%	33.9%
D	1065	1051	1023	448	165	831	407	424
%V	16.5%	16.6%	16.6%	16.3%	15.8%	16.7%	16.2%	17.2%
%H		98.7%	96.1%	42.1%	15.5%	78.0%	38.2%	39.8%
E	946	929	873	246	115	728	211	517
%V	14.6%	14.6%	14.1%	9.0%	11.0%	14.7%	8.4%	21.0%
%H		98.2%	92.3%	26.0%	12.2%	77.0%	22.3%	54.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - North Macro Region

Individual level data

Table 27.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	6462	6344	6172	2741	1045	4968	2507	2460
%H		98.2%	95.5%	42.4%	16.2%	76.9%	38.8%	38.1%
Working full time	2039	2021	2001	1049	384	1569	971	598
%V	31.6%	31.9%	32.4%	38.3%	36.7%	31.6%	38.7%	24.3%
%H		99.1%	98.1%	51.4%	18.8%	76.9%	47.6%	29.3%
Working part time	1034	1022	1008	492	194	800	466	334
%V	16.0%	16.1%	16.3%	17.9%	18.6%	16.1%	18.6%	13.6%
%H		98.8%	97.5%	47.6%	18.8%	77.4%	45.1%	32.3%
Not working	3389	3300	3162	1200	467	2598	1070	1528
%V	52.4%	52.0%	51.2%	43.8%	44.7%	52.3%	42.7%	62.1%
%H		97.4%	93.3%	35.4%	13.8%	76.7%	31.6%	45.1%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2558	2483	2389	1051	373	1781	809	971
%H (All HH)		97.1%	93.4%	41.1%	14.6%	69.6%	31.6%	38.0%
%H (TV HH)			96.2%	42.3%	15.0%	71.7%	32.6%	39.1%
AB	513	502	488	220	81	350	163	187
%V	20.1%	20.2%	20.4%	20.9%	21.7%	19.7%	20.1%	19.3%
%H (All HH)		97.9%	95.1%	42.9%	15.8%	68.2%	31.8%	36.5%
%H (TV HH)			97.2%	43.8%	16.1%	69.7%	32.5%	37.3%
C1	689	660	640	305	96	473	231	242
%V	26.9%	26.6%	26.8%	29.0%	25.7%	26.6%	28.6%	24.9%
%H (All HH)		95.8%	92.9%	44.3%	13.9%	68.7%	33.5%	35.1%
%H (TV HH)			97.0%	46.2%	14.5%	71.7%	35.0%	36.7%
C2	481	472	464	239	77	341	190	151
%V	18.8%	19.0%	19.4%	22.7%	20.6%	19.1%	23.5%	15.6%
%H (All HH)		98.1%	96.5%	49.7%	16.0%	70.9%	39.5%	31.4%
%H (TV HH)			98.3%	50.6%	16.3%	72.2%	40.3%	32.0%
D	460	448	427	175	73	323	143	180
%V	18.0%	18.0%	17.9%	16.7%	19.6%	18.1%	17.7%	18.5%
%H (All HH)		97.4%	92.8%	38.0%	15.9%	70.2%	31.1%	39.1%
%H (TV HH)			95.3%	39.1%	16.3%	72.1%	31.9%	40.2%
E	415	401	370	112	47	295	83	212
%V	16.2%	16.1%	15.5%	10.7%	12.6%	16.6%	10.3%	21.8%
%H (All HH)		96.6%	89.2%	27.0%	11.3%	71.1%	20.0%	51.1%
%H (TV HH)			92.3%	27.9%	11.7%	73.6%	20.7%	52.9%

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

July 2010 - June 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	2558	2483	2389	1051	373	1781	809	971
%H (All HH)		97.1%	93.4%	41.1%	14.6%	69.6%	31.6%	38.0%
%H (TV HH)			96.2%	42.3%	15.0%	71.7%	32.6%	39.1%
Under 25	122	106	98	44	14	66	25	41
%V	4.8%	4.3%	4.1%	4.2%	3.8%	3.7%	3.1%	4.2%
%H (All HH)		86.9%	80.3%	36.1%	11.5%	54.1%	20.5%	33.6%
%H (TV HH)			92.5%	41.5%	13.2%	62.3%	23.6%	38.7%
25 - 34	392	370	358	189	62	243	135	108
%V	15.3%	14.9%	15.0%	18.0%	16.6%	13.6%	16.7%	11.1%
%H (All HH)		94.4%	91.3%	48.2%	15.8%	62.0%	34.4%	27.6%
%H (TV HH)			96.8%	51.1%	16.8%	65.7%	36.5%	29.2%
35 - 44	441	428	422	226	73	309	180	129
%V	17.2%	17.2%	17.7%	21.5%	19.6%	17.3%	22.2%	13.3%
%H (All HH)		97.1%	95.7%	51.2%	16.6%	70.1%	40.8%	29.3%
%H (TV HH)			98.6%	52.8%	17.1%	72.2%	42.1%	30.1%
45 - 54	503	491	478	228	86	355	189	166
%V	19.7%	19.8%	20.0%	21.7%	23.1%	19.9%	23.4%	17.1%
%H (All HH)		97.6%	95.0%	45.3%	17.1%	70.6%	37.6%	33.0%
%H (TV HH)			97.4%	46.4%	17.5%	72.3%	38.5%	33.8%
55 - 64	439	431	418	179	69	319	149	170
%V	17.2%	17.4%	17.5%	17.0%	18.5%	17.9%	18.4%	17.5%
%H (All HH)		98.2%	95.2%	40.8%	15.7%	72.7%	33.9%	38.7%
%H (TV HH)			97.0%	41.5%	16.0%	74.0%	34.6%	39.4%
65 +	661	657	613	186	71	489	132	357
%V	25.8%	26.5%	25.7%	17.7%	19.0%	27.5%	16.3%	36.8%
%H (All HH)		99.4%	92.7%	28.1%	10.7%	74.0%	20.0%	54.0%
%H (TV HH)			93.3%	28.3%	10.8%	74.4%	20.1%	54.3%

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2010 - June 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	2558	2483	2389	1051	373	1781	809	971
%H (All HH)		97.1%	93.4%	41.1%	14.6%	69.6%	31.6%	38.0%
%H (TV HH)			96.2%	42.3%	15.0%	71.7%	32.6%	39.1%
1	949	906	839	261	112	639	173	466
%V	37.1%	36.5%	35.1%	24.8%	30.0%	35.9%	21.4%	48.0%
%H (All HH)		95.5%	88.4%	27.5%	11.8%	67.3%	18.2%	49.1%
%H (TV HH)			92.6%	28.8%	12.4%	70.5%	19.1%	51.4%
2	829	814	799	371	116	597	282	315
%V	32.4%	32.8%	33.4%	35.3%	31.1%	33.5%	34.9%	32.4%
%H (All HH)		98.2%	96.4%	44.8%	14.0%	72.0%	34.0%	38.0%
%H (TV HH)			98.2%	45.6%	14.3%	73.3%	34.6%	38.7%
3	364	358	350	176	71	257	153	104
%V	14.2%	14.4%	14.7%	16.7%	19.0%	14.4%	18.9%	10.7%
%H (All HH)		98.4%	96.2%	48.4%	19.5%	70.6%	42.0%	28.6%
%H (TV HH)			97.8%	49.2%	19.8%	71.8%	42.7%	29.1%
4	306	299	296	182	55	208	147	62
%V	12.0%	12.0%	12.4%	17.3%	14.7%	11.7%	18.2%	6.4%
%H (All HH)		97.7%	96.7%	59.5%	18.0%	68.0%	48.0%	20.3%
%H (TV HH)			99.0%	60.9%	18.4%	69.6%	49.2%	20.7%
5+	110	106	105	61	19	79	54	25
%V	4.3%	4.3%	4.4%	5.8%	5.1%	4.4%	6.7%	2.6%
%H (All HH)		96.4%	95.5%	55.5%	17.3%	71.8%	49.1%	22.7%
%H (TV HH)			99.1%	57.5%	17.9%	74.5%	50.9%	23.6%
Average HH size	2.15	2.16	2.19	2.46	2.35	2.17	2.55	1.84

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

July 2010 - June 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	2558	2483	2389	1051	373	1781	809	971
%H (All HH)		97.1%	93.4%	41.1%	14.6%	69.6%	31.6%	38.0%
%H (TV HH)			96.2%	42.3%	15.0%	71.7%	32.6%	39.1%
Without	1967	1900	1815	722	274	1374	551	823
%V	76.9%	76.5%	76.0%	68.7%	73.5%	77.1%	68.1%	84.8%
%H (All HH)		96.6%	92.3%	36.7%	13.9%	69.9%	28.0%	41.8%
%H (TV HH)			95.5%	38.0%	14.4%	72.3%	29.0%	43.3%
With	591	583	574	329	100	407	258	149
%V	23.1%	23.5%	24.0%	31.3%	26.8%	22.9%	31.9%	15.3%
%H (All HH)		98.6%	97.1%	55.7%	16.9%	68.9%	43.7%	25.2%
%H (TV HH)			98.5%	56.4%	17.2%	69.8%	44.3%	25.6%
0 - 3	215	210	205	118	36	140	87	53
%V	8.4%	8.5%	8.6%	11.2%	9.7%	7.9%	10.8%	5.5%
%H (All HH)		97.7%	95.3%	54.9%	16.7%	65.1%	40.5%	24.7%
%H (TV HH)			97.6%	56.2%	17.1%	66.7%	41.4%	25.2%
4 - 9	272	267	262	152	46	184	117	67
%V	10.6%	10.8%	11.0%	14.5%	12.3%	10.3%	14.5%	6.9%
%H (All HH)		98.2%	96.3%	55.9%	16.9%	67.6%	43.0%	24.6%
%H (TV HH)			98.1%	56.9%	17.2%	68.9%	43.8%	25.1%
10 - 15	283	281	278	163	48	212	143	68
%V	11.1%	11.3%	11.6%	15.5%	12.9%	11.9%	17.7%	7.0%
%H (All HH)		99.3%	98.2%	57.6%	17.0%	74.9%	50.5%	24.0%
%H (TV HH)			98.9%	58.0%	17.1%	75.4%	50.9%	24.2%

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

July 2010 - June 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	2558	2483	2389	1051	373	1781	809	971
%H (All HH)		97.1%	93.4%	41.1%	14.6%	69.6%	31.6%	38.0%
%H (TV HH)			96.2%	42.3%	15.0%	71.7%	32.6%	39.1%
1	963	963	886	315	119	594	145	449
%V	37.6%	38.8%	37.1%	30.0%	31.9%	33.4%	17.9%	46.2%
%H (All HH)		100.0%	92.0%	32.7%	12.4%	61.7%	15.1%	46.6%
%H (TV HH)			92.0%	32.7%	12.4%	61.7%	15.1%	46.6%
2	846	846	833	367	130	630	289	340
%V	33.1%	34.1%	34.9%	34.9%	34.9%	35.4%	35.7%	35.0%
%H (All HH)		100.0%	98.5%	43.4%	15.4%	74.5%	34.2%	40.2%
%H (TV HH)			98.5%	43.4%	15.4%	74.5%	34.2%	40.2%
3	417	417	414	209	80	342	214	128
%V	16.3%	16.8%	17.3%	19.9%	21.4%	19.2%	26.5%	13.2%
%H (All HH)		100.0%	99.3%	50.1%	19.2%	82.0%	51.3%	30.7%
%H (TV HH)			99.3%	50.1%	19.2%	82.0%	51.3%	30.7%
4	172	172	172	103	32	141	103	38
%V	6.7%	6.9%	7.2%	9.8%	8.6%	7.9%	12.7%	3.9%
%H (All HH)		100.0%	100.0%	59.9%	18.6%	82.0%	59.9%	22.1%
%H (TV HH)			100.0%	59.9%	18.6%	82.0%	59.9%	22.1%
5+	84	84	84	58	12	73	58	15
%V	3.3%	3.4%	3.5%	5.5%	3.2%	4.1%	7.2%	1.5%
%H (All HH)		100.0%	100.0%	69.0%	14.3%	86.9%	69.0%	17.9%
%H (TV HH)			100.0%	69.0%	14.3%	86.9%	69.0%	17.9%

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

July 2010 - June 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	2558	2483	2389	1051	373	1781	809	971
%H (All HH)		97.1%	93.4%	41.1%	14.6%	69.6%	31.6%	38.0%
%H (TV HH)			96.2%	42.3%	15.0%	71.7%	32.6%	39.1%
Under 20"	965	965	936	426	142	760	388	372
%V	37.7%	38.9%	39.2%	40.5%	38.1%	42.7%	48.0%	38.3%
%H (All HH)		100.0%	97.0%	44.1%	14.7%	78.8%	40.2%	38.5%
%H (TV HH)			97.0%	44.1%	14.7%	78.8%	40.2%	38.5%
20" - 29"	1154	1154	1099	449	166	859	371	488
%V	45.1%	46.5%	46.0%	42.7%	44.5%	48.2%	45.9%	50.3%
%H (All HH)		100.0%	95.2%	38.9%	14.4%	74.4%	32.1%	42.3%
%H (TV HH)			95.2%	38.9%	14.4%	74.4%	32.1%	42.3%
30" - 39"	1235	1235	1217	583	194	916	469	446
%V	48.3%	49.7%	50.9%	55.5%	52.0%	51.4%	58.0%	45.9%
%H (All HH)		100.0%	98.5%	47.2%	15.7%	74.2%	38.0%	36.1%
%H (TV HH)			98.5%	47.2%	15.7%	74.2%	38.0%	36.1%
40" and over	750	750	747	431	143	537	357	180
%V	29.3%	30.2%	31.3%	41.0%	38.3%	30.2%	44.1%	18.5%
%H (All HH)		100.0%	99.6%	57.5%	19.1%	71.6%	47.6%	24.0%
%H (TV HH)			99.6%	57.5%	19.1%	71.6%	47.6%	24.0%

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

July 2010 - June 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	2558	2483	2389	1051	373	1781	809	971
%H (All HH)		97.1%	93.4%	41.1%	14.6%	69.6%	31.6%	38.0%
%H (TV HH)			96.2%	42.3%	15.0%	71.7%	32.6%	39.1%
Main living room	2456	2456	2364	1041	370	1762	801	961
%V	96.0%	98.9%	99.0%	99.0%	99.2%	98.9%	99.0%	99.0%
%H (All HH)		100.0%	96.3%	42.4%	15.1%	71.7%	32.6%	39.1%
%H (TV HH)			96.3%	42.4%	15.1%	71.7%	32.6%	39.1%
Kitchen	346	346	343	168	50	286	158	128
%V	13.5%	13.9%	14.4%	16.0%	13.4%	16.1%	19.5%	13.2%
%H (All HH)		100.0%	99.1%	48.6%	14.5%	82.7%	45.7%	37.0%
%H (TV HH)			99.1%	48.6%	14.5%	82.7%	45.7%	37.0%
Adult's bedroom	1179	1179	1167	585	206	925	541	384
%V	46.1%	47.5%	48.8%	55.7%	55.2%	51.9%	66.9%	39.5%
%H (All HH)		100.0%	99.0%	49.6%	17.5%	78.5%	45.9%	32.6%
%H (TV HH)			99.0%	49.6%	17.5%	78.5%	45.9%	32.6%
Child's bedroom	260	260	259	156	50	210	155	55
%V	10.2%	10.5%	10.8%	14.8%	13.4%	11.8%	19.2%	5.7%
%H (All HH)		100.0%	99.6%	60.0%	19.2%	80.8%	59.6%	21.2%
%H (TV HH)			99.6%	60.0%	19.2%	80.8%	59.6%	21.2%
Other bedroom	83	83	82	43	16	65	43	22
%V	3.2%	3.3%	3.4%	4.1%	4.3%	3.6%	5.3%	2.3%
%H (All HH)		100.0%	98.8%	51.8%	19.3%	78.3%	51.8%	26.5%
%H (TV HH)			98.8%	51.8%	19.3%	78.3%	51.8%	26.5%
Second living/dining room	204	204	202	114	26	160	97	62
%V	8.0%	8.2%	8.5%	10.8%	7.0%	9.0%	12.0%	6.4%
%H (All HH)		100.0%	99.0%	55.9%	12.7%	78.4%	47.5%	30.4%
%H (TV HH)			99.0%	55.9%	12.7%	78.4%	47.5%	30.4%
Study/office	53	53	52	27	8	41	22	19
%V	2.1%	2.1%	2.2%	2.6%	2.1%	2.3%	2.7%	2.0%
%H (All HH)		100.0%	98.1%	50.9%	15.1%	77.4%	41.5%	35.8%
%H (TV HH)			98.1%	50.9%	15.1%	77.4%	41.5%	35.8%
TV room	25	25	25	15	4	19	13	6
%V	1.0%	1.0%	1.0%	1.4%	1.1%	1.1%	1.6%	0.6%
%H (All HH)		100.0%	100.0%	60.0%	16.0%	76.0%	52.0%	24.0%
%H (TV HH)			100.0%	60.0%	16.0%	76.0%	52.0%	24.0%
No specific location	8	8	7	3	2	5	3	2
%V	0.3%	0.3%	0.3%	0.3%	0.5%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	87.5%	37.5%	25.0%	62.5%	37.5%	25.0%
%H (TV HH)			87.5%	37.5%	25.0%	62.5%	37.5%	25.0%
Other	10	10	10	6	0	8	4	4
%V	0.4%	0.4%	0.4%	0.6%	0.0%	0.4%	0.5%	0.4%
%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: 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

July 2010 - June 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	2558	2483	2389	1051	373	1781	809	971
%H (All HH)		97.1%	93.4%	41.1%	14.6%	69.6%	31.6%	38.0%
%H (TV HH)			96.2%	42.3%	15.0%	71.7%	32.6%	39.1%
PVR	1156	1156	1154	780	176	794	588	207
%V	45.2%	46.6%	48.3%	74.2%	47.2%	44.6%	72.7%	21.3%
%H (All HH)		100.0%	99.8%	67.5%	15.2%	68.7%	50.9%	17.9%
%H (TV HH)			99.8%	67.5%	15.2%	68.7%	50.9%	17.9%
DVDR	447	447	439	214	69	330	173	156
%V	17.5%	18.0%	18.4%	20.4%	18.5%	18.5%	21.4%	16.1%
%H (All HH)		100.0%	98.2%	47.9%	15.4%	73.8%	38.7%	34.9%
%H (TV HH)			98.2%	47.9%	15.4%	73.8%	38.7%	34.9%
VCR	437	437	409	146	78	315	130	185
%V	17.1%	17.6%	17.1%	13.9%	20.9%	17.7%	16.1%	19.1%
%H (All HH)		100.0%	93.6%	33.4%	17.8%	72.1%	29.7%	42.3%
%H (TV HH)			93.6%	33.4%	17.8%	72.1%	29.7%	42.3%
Any recorder	1611	1611	1577	878	254	1133	679	454
%V	63.0%	64.9%	66.0%	83.5%	68.1%	63.6%	83.9%	46.8%
%H (All HH)		100.0%	97.9%	54.5%	15.8%	70.3%	42.1%	28.2%
%H (TV HH)			97.9%	54.5%	15.8%	70.3%	42.1%	28.2%

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

July 2010 - June 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	2558	2483	2389	1051	373	1781	809	971
%H (All HH)		97.1%	93.4%	41.1%	14.6%	69.6%	31.6%	38.0%
%H (TV HH)			96.2%	42.3%	15.0%	71.7%	32.6%	39.1%
Receives HDTV (via STB or built-in reception)	783	783	783	469	188	536	403	133
%V	30.6%	31.5%	32.8%	44.6%	50.4%	30.1%	49.8%	13.7%
%H (All HH)		100.0%	100.0%	59.9%	24.0%	68.5%	51.5%	17.0%
%H (TV HH)			100.0%	59.9%	24.0%	68.5%	51.5%	17.0%
DVD/Blu-ray player or recorder	2010	2010	1969	909	327	1462	721	741
%V	78.6%	81.0%	82.4%	86.5%	87.7%	82.1%	89.1%	76.3%
%H (All HH)		100.0%	98.0%	45.2%	16.3%	72.7%	35.9%	36.9%
%H (TV HH)			98.0%	45.2%	16.3%	72.7%	35.9%	36.9%

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

July 2010 - June 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	2558	2483	2389	1051	373	1781	809	971
%H (All HH)		97.1%	93.4%	41.1%	14.6%	69.6%	31.6%	38.0%
%H (TV HH)			96.2%	42.3%	15.0%	71.7%	32.6%	39.1%
Has PC or Laptop	1797	1740	1711	868	305	1235	688	547
%V	70.3%	70.1%	71.6%	82.6%	81.8%	69.3%	85.0%	56.3%
%H (All HH)		96.8%	95.2%	48.3%	17.0%	68.7%	38.3%	30.4%
%H (TV HH)			98.3%	49.9%	17.5%	71.0%	39.5%	31.4%
Has broadband internet	1669	1620	1595	827	292	1146	659	486
%V	65.2%	65.2%	66.8%	78.7%	78.3%	64.3%	81.5%	50.1%
%H (All HH)		97.1%	95.6%	49.6%	17.5%	68.7%	39.5%	29.1%
%H (TV HH)			98.5%	51.0%	18.0%	70.7%	40.7%	30.0%

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

July 2010 - June 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	5042	4928	2396	811	3832	2085	1747
%H		97.7%	47.5%	16.1%	76.0%	41.4%	34.6%
Under 20"	1325	1292	620	209	1058	589	469
%V	26.3%	26.2%	25.9%	25.8%	27.6%	28.2%	26.8%
%H		97.5%	46.8%	15.8%	79.8%	44.5%	35.4%
20" - 29"	1423	1367	578	209	1089	502	586
%V	28.2%	27.7%	24.1%	25.8%	28.4%	24.1%	33.5%
%H		96.1%	40.6%	14.7%	76.5%	35.3%	41.2%
30" - 39"	1433	1414	697	229	1073	577	495
%V	28.4%	28.7%	29.1%	28.2%	28.0%	27.7%	28.3%
%H		98.7%	48.6%	16.0%	74.9%	40.3%	34.5%
40" and over	830	828	489	157	595	407	189
%V	16.5%	16.8%	20.4%	19.4%	15.5%	19.5%	10.8%
%H		99.8%	58.9%	18.9%	71.7%	49.0%	22.8%
Don't know	30	26	11	7	17	9	8
%V	0.6%	0.5%	0.5%	0.9%	0.4%	0.4%	0.5%
%H		86.7%	36.7%	23.3%	56.7%	30.0%	26.7%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Set level data

Table 28.12: 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	5042	4928	2396	811	3832	2085	1747
%H		97.7%	47.5%	16.1%	76.0%	41.4%	34.6%
Main living room	2479	2386	1051	375	1779	811	969
%V	49.2%	48.4%	43.9%	46.2%	46.4%	38.9%	55.5%
%H		96.2%	42.4%	15.1%	71.8%	32.7%	39.1%
Kitchen	348	346	169	50	288	159	129
%V	6.9%	7.0%	7.1%	6.2%	7.5%	7.6%	7.4%
%H		99.4%	48.6%	14.4%	82.8%	45.7%	37.1%
Adult's bedroom	1470	1457	743	263	1175	711	464
%V	29.2%	29.6%	31.0%	32.4%	30.7%	34.1%	26.6%
%H		99.1%	50.5%	17.9%	79.9%	48.4%	31.6%
Child's bedroom	345	344	213	66	279	212	67
%V	6.8%	7.0%	8.9%	8.1%	7.3%	10.2%	3.8%
%H		99.7%	61.7%	19.1%	80.9%	61.4%	19.4%
Other bedroom	93	92	49	17	74	49	25
%V	1.8%	1.9%	2.0%	2.1%	1.9%	2.4%	1.4%
%H		98.9%	52.7%	18.3%	79.6%	52.7%	26.9%
Second living/dining room	210	207	118	27	164	101	63
%V	4.2%	4.2%	4.9%	3.3%	4.3%	4.8%	3.6%
%H		98.6%	56.2%	12.9%	78.1%	48.1%	30.0%
Study/office	54	53	27	8	41	22	19
%V	1.1%	1.1%	1.1%	1.0%	1.1%	1.1%	1.1%
%H		98.1%	50.0%	14.8%	75.9%	40.7%	35.2%
TV room	25	25	16	4	20	13	6
%V	0.5%	0.5%	0.7%	0.5%	0.5%	0.6%	0.3%
%H		100.0%	64.0%	16.0%	80.0%	52.0%	24.0%
No specific location	8	7	3	2	5	3	2
%V	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		87.5%	37.5%	25.0%	62.5%	37.5%	25.0%
Other	11	11	7	0	8	4	4
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%
%H		100.0%	63.6%	0.0%	72.7%	36.4%	36.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	5042	4928	2396	811	3832	2085	1747
%H		97.7%	47.5%	16.1%	76.0%	41.4%	34.6%
PVR	1478	1477	1051	210	1003	776	227
%V	29.3%	30.0%	43.9%	25.9%	26.2%	37.2%	13.0%
%H		99.9%	71.1%	14.2%	67.9%	52.5%	15.4%
DVDR	553	544	273	88	418	234	184
%V	11.0%	11.0%	11.4%	10.9%	10.9%	11.2%	10.5%
%H		98.4%	49.4%	15.9%	75.6%	42.3%	33.3%
VCR	500	470	167	94	368	159	210
%V	9.9%	9.5%	7.0%	11.6%	9.6%	7.6%	12.0%
%H		94.0%	33.4%	18.8%	73.6%	31.8%	42.0%
Any recorder	2159	2123	1258	337	1525	985	540
%V	42.8%	43.1%	52.5%	41.6%	39.8%	47.2%	30.9%
%H		98.3%	58.3%	15.6%	70.6%	45.6%	25.0%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5042	4928	2396	811	3832	2085	1747
%H		97.7%	47.5%	16.1%	76.0%	41.4%	34.6%
Receives HDTV (via STB or built-in reception)	988	988	602	235	685	525	159
%V	19.6%	20.0%	25.1%	29.0%	17.9%	25.2%	9.1%
%H		100.0%	60.9%	23.8%	69.3%	53.1%	16.1%
DVD/Blu-ray player or recorder	3043	2999	1482	530	2290	1287	1002
%V	60.4%	60.9%	61.9%	65.4%	59.8%	61.7%	57.4%
%H		98.6%	48.7%	17.4%	75.3%	42.3%	32.9%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Set level data

Table 28.15: 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	2481	2387	1051	373	1779	808	971
%H		96.2%	42.4%	15.0%	71.7%	32.6%	39.1%
Under 20"	95	77	15	4	63	4	58
%V	3.8%	3.2%	1.4%	1.1%	3.5%	0.5%	6.0%
%H		81.1%	15.8%	4.2%	66.3%	4.2%	61.1%
20" - 29"	653	600	183	80	460	123	338
%V	26.3%	25.1%	17.4%	21.4%	25.9%	15.2%	34.8%
%H		91.9%	28.0%	12.3%	70.4%	18.8%	51.8%
30" - 39"	990	972	430	149	729	333	396
%V	39.9%	40.7%	40.9%	39.9%	41.0%	41.2%	40.8%
%H		98.2%	43.4%	15.1%	73.6%	33.6%	40.0%
40" and over	729	726	419	139	521	346	175
%V	29.4%	30.4%	39.9%	37.3%	29.3%	42.8%	18.0%
%H		99.6%	57.5%	19.1%	71.5%	47.5%	24.0%
Don't know	15	11	5	2	7	2	5
%V	0.6%	0.5%	0.5%	0.5%	0.4%	0.2%	0.5%
%H		73.3%	33.3%	13.3%	46.7%	13.3%	33.3%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 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	2481	2387	1051	373	1779	808	971
%H		96.2%	42.4%	15.0%	71.7%	32.6%	39.1%
PVR	1122	1120	763	167	765	570	195
%V	45.2%	46.9%	72.6%	44.8%	43.0%	70.5%	20.1%
%H		99.8%	68.0%	14.9%	68.2%	50.8%	17.4%
DVDR	381	373	174	57	278	137	142
%V	15.4%	15.6%	16.6%	15.3%	15.6%	17.0%	14.6%
%H		97.9%	45.7%	15.0%	73.0%	36.0%	37.3%
VCR	362	334	108	64	253	91	162
%V	14.6%	14.0%	10.3%	17.2%	14.2%	11.3%	16.7%
%H		92.3%	29.8%	17.7%	69.9%	25.1%	44.8%
Any recorder	1545	1511	853	236	1075	647	427
%V	62.3%	63.3%	81.2%	63.3%	60.4%	80.1%	44.0%
%H		97.8%	55.2%	15.3%	69.6%	41.9%	27.6%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.17: 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	2481	2387	1051	373	1779	808	971
%H		96.2%	42.4%	15.0%	71.7%	32.6%	39.1%
Receives HDTV (via STB or built-in reception)	752	752	448	181	513	385	127
%V	30.3%	31.5%	42.6%	48.5%	28.8%	47.6%	13.1%
%H		100.0%	59.6%	24.1%	68.2%	51.2%	16.9%
DVD/Blu-ray player or recorder	1871	1832	839	302	1355	658	697
%V	75.4%	76.7%	79.8%	81.0%	76.2%	81.4%	71.8%
%H		97.9%	44.8%	16.1%	72.4%	35.2%	37.3%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2561	2541	1344	438	2053	1277	776
%H		99.2%	52.5%	17.1%	80.2%	49.9%	30.3%
Under 20"	1231	1215	606	205	996	585	411
%V	48.1%	47.8%	45.1%	46.8%	48.5%	45.8%	53.0%
%H		98.7%	49.2%	16.7%	80.9%	47.5%	33.4%
20" - 29"	770	767	395	129	628	380	249
%V	30.1%	30.2%	29.4%	29.5%	30.6%	29.8%	32.1%
%H		99.6%	51.3%	16.8%	81.6%	49.4%	32.3%
30" - 39"	443	442	268	80	344	245	99
%V	17.3%	17.4%	19.9%	18.3%	16.8%	19.2%	12.8%
%H		99.8%	60.5%	18.1%	77.7%	55.3%	22.3%
40" and over	101	101	70	19	75	61	14
%V	3.9%	4.0%	5.2%	4.3%	3.7%	4.8%	1.8%
%H		100.0%	69.3%	18.8%	74.3%	60.4%	13.9%
Don't know	16	15	6	5	10	7	3
%V	0.6%	0.6%	0.4%	1.1%	0.5%	0.5%	0.4%
%H		93.8%	37.5%	31.3%	62.5%	43.8%	18.8%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

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	2561	2541	1344	438	2053	1277	776
%H		99.2%	52.5%	17.1%	80.2%	49.9%	30.3%
PVR	356	356	288	43	238	206	32
%V	13.9%	14.0%	21.4%	9.8%	11.6%	16.1%	4.1%
%H		100.0%	80.9%	12.1%	66.9%	57.9%	9.0%
DVDR	172	171	98	31	140	97	42
%V	6.7%	6.7%	7.3%	7.1%	6.8%	7.6%	5.4%
%H		99.4%	57.0%	18.0%	81.4%	56.4%	24.4%
VCR	138	136	58	31	115	68	47
%V	5.4%	5.4%	4.3%	7.1%	5.6%	5.3%	6.1%
%H		98.6%	42.0%	22.5%	83.3%	49.3%	34.1%
Any recorder	614	612	404	100	451	337	113
%V	24.0%	24.1%	30.1%	22.8%	22.0%	26.4%	14.6%
%H		99.7%	65.8%	16.3%	73.5%	54.9%	18.4%

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 28.20: 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	2561	2541	1344	438	2053	1277	776
%H		99.2%	52.5%	17.1%	80.2%	49.9%	30.3%
Receives HDTV (via STB or built-in reception)	237	237	154	54	172	140	32
%V	9.3%	9.3%	11.5%	12.3%	8.4%	11.0%	4.1%
%H		100.0%	65.0%	22.8%	72.6%	59.1%	13.5%
DVD/Blu-ray player or recorder	1172	1167	644	227	934	629	305
%V	45.8%	45.9%	47.9%	51.8%	45.5%	49.3%	39.3%
%H		99.6%	54.9%	19.4%	79.7%	53.7%	26.0%

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

Individual level data

Table 28.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5506	5367	5227	2586	878	3856	2066	1790
%H		97.5%	94.9%	47.0%	15.9%	70.0%	37.5%	32.5%
Total Children	968	951	936	547	162	662	428	234
%V	17.6%	17.7%	17.9%	21.2%	18.5%	17.2%	20.7%	13.1%
%H		98.2%	96.7%	56.5%	16.7%	68.4%	44.2%	24.2%
0 - 3	256	250	244	139	43	164	101	63
%V	4.6%	4.7%	4.7%	5.4%	4.9%	4.3%	4.9%	3.5%
%H		97.7%	95.3%	54.3%	16.8%	64.1%	39.5%	24.6%
4 - 15	712	701	693	408	118	498	327	171
%V	12.9%	13.1%	13.3%	15.8%	13.4%	12.9%	15.8%	9.6%
%H		98.5%	97.3%	57.3%	16.6%	69.9%	45.9%	24.0%
4 - 9	352	344	339	196	60	232	147	85
%V	6.4%	6.4%	6.5%	7.6%	6.8%	6.0%	7.1%	4.7%
%H		97.7%	96.3%	55.7%	17.0%	65.9%	41.8%	24.1%
10 - 15	360	357	354	212	58	266	180	86
%V	6.5%	6.7%	6.8%	8.2%	6.6%	6.9%	8.7%	4.8%
%H		99.2%	98.3%	58.9%	16.1%	73.9%	50.0%	23.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5506	5367	5227	2586	878	3856	2066	1790
%H		97.5%	94.9%	47.0%	15.9%	70.0%	37.5%	32.5%
Total Adults (16+)	4538	4416	4291	2039	716	3194	1638	1556
%V	82.4%	82.3%	82.1%	78.8%	81.5%	82.8%	79.3%	86.9%
%H		97.3%	94.6%	44.9%	15.8%	70.4%	36.1%	34.3%
16 - 19	269	259	253	141	41	195	122	73
%V	4.9%	4.8%	4.8%	5.5%	4.7%	5.1%	5.9%	4.1%
%H		96.3%	94.1%	52.4%	15.2%	72.5%	45.4%	27.1%
20 - 24	353	320	308	151	58	225	124	101
%V	6.4%	6.0%	5.9%	5.8%	6.6%	5.8%	6.0%	5.6%
%H		90.7%	87.3%	42.8%	16.4%	63.7%	35.1%	28.6%
25 - 34	717	684	667	351	131	454	266	188
%V	13.0%	12.7%	12.8%	13.6%	14.9%	11.8%	12.9%	10.5%
%H		95.4%	93.0%	49.0%	18.3%	63.3%	37.1%	26.2%
35 - 44	752	735	726	400	128	524	319	205
%V	13.7%	13.7%	13.9%	15.5%	14.6%	13.6%	15.4%	11.5%
%H		97.7%	96.5%	53.2%	17.0%	69.7%	42.4%	27.3%
45 - 54	828	814	799	403	140	594	336	259
%V	15.0%	15.2%	15.3%	15.6%	15.9%	15.4%	16.3%	14.5%
%H		98.3%	96.5%	48.7%	16.9%	71.7%	40.6%	31.3%
55 - 64	702	693	676	311	115	513	260	253
%V	12.7%	12.9%	12.9%	12.0%	13.1%	13.3%	12.6%	14.1%
%H		98.7%	96.3%	44.3%	16.4%	73.1%	37.0%	36.0%
65+	916	911	862	282	104	689	212	477
%V	16.6%	17.0%	16.5%	10.9%	11.8%	17.9%	10.3%	26.6%
%H		99.5%	94.1%	30.8%	11.4%	75.2%	23.1%	52.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4538	4416	4291	2039	716	3194	1638	1556
%H		97.3%	94.6%	44.9%	15.8%	70.4%	36.1%	34.3%
AB	977	959	940	453	157	674	342	332
%V	21.5%	21.7%	21.9%	22.2%	21.9%	21.1%	20.9%	21.3%
%H		98.2%	96.2%	46.4%	16.1%	69.0%	35.0%	34.0%
C1	1263	1209	1178	607	195	871	488	384
%V	27.8%	27.4%	27.5%	29.8%	27.2%	27.3%	29.8%	24.7%
%H		95.7%	93.3%	48.1%	15.4%	69.0%	38.6%	30.4%
C2	950	936	923	487	159	687	404	283
%V	20.9%	21.2%	21.5%	23.9%	22.2%	21.5%	24.7%	18.2%
%H		98.5%	97.2%	51.3%	16.7%	72.3%	42.5%	29.8%
D	804	784	756	332	138	566	278	288
%V	17.7%	17.8%	17.6%	16.3%	19.3%	17.7%	17.0%	18.5%
%H		97.5%	94.0%	41.3%	17.2%	70.4%	34.6%	35.8%
E	544	528	493	159	68	396	127	269
%V	12.0%	12.0%	11.5%	7.8%	9.5%	12.4%	7.8%	17.3%
%H		97.1%	90.6%	29.2%	12.5%	72.8%	23.3%	49.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4538	4416	4291	2039	716	3194	1638	1556
%H		97.3%	94.6%	44.9%	15.8%	70.4%	36.1%	34.3%
Working full time	2011	1970	1944	1072	334	1390	843	547
%V	44.3%	44.6%	45.3%	52.6%	46.6%	43.5%	51.5%	35.2%
%H		98.0%	96.7%	53.3%	16.6%	69.1%	41.9%	27.2%
Working part time	457	450	443	232	80	330	196	134
%V	10.1%	10.2%	10.3%	11.4%	11.2%	10.3%	12.0%	8.6%
%H		98.5%	96.9%	50.8%	17.5%	72.2%	42.9%	29.3%
Not working	2070	1995	1904	734	303	1474	598	876
%V	45.6%	45.2%	44.4%	36.0%	42.3%	46.1%	36.5%	56.3%
%H		96.4%	92.0%	35.5%	14.6%	71.2%	28.9%	42.3%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2177	2108	2052	1010	344	1511	803	707
%H		96.8%	94.3%	46.4%	15.8%	69.4%	36.9%	32.5%
16 - 19	136	130	128	77	20	95	62	33
%V	6.2%	6.2%	6.2%	7.6%	5.8%	6.3%	7.7%	4.7%
%H		95.6%	94.1%	56.6%	14.7%	69.9%	45.6%	24.3%
20 - 24	176	161	155	79	26	116	65	51
%V	8.1%	7.6%	7.6%	7.8%	7.6%	7.7%	8.1%	7.2%
%H		91.5%	88.1%	44.9%	14.8%	65.9%	36.9%	29.0%
25 - 34	361	342	334	175	68	227	134	93
%V	16.6%	16.2%	16.3%	17.3%	19.8%	15.0%	16.7%	13.2%
%H		94.7%	92.5%	48.5%	18.8%	62.9%	37.1%	25.8%
35 - 44	361	351	345	187	65	245	150	95
%V	16.6%	16.7%	16.8%	18.5%	18.9%	16.2%	18.7%	13.4%
%H		97.2%	95.6%	51.8%	18.0%	67.9%	41.6%	26.3%
45 - 54	399	390	382	201	62	284	162	122
%V	18.3%	18.5%	18.6%	19.9%	18.0%	18.8%	20.2%	17.3%
%H		97.7%	95.7%	50.4%	15.5%	71.2%	40.6%	30.6%
55 - 64	342	335	326	153	53	247	127	120
%V	15.7%	15.9%	15.9%	15.1%	15.4%	16.3%	15.8%	17.0%
%H		98.0%	95.3%	44.7%	15.5%	72.2%	37.1%	35.1%
65+	401	399	381	138	50	297	104	194
%V	18.4%	18.9%	18.6%	13.7%	14.5%	19.7%	13.0%	27.4%
%H		99.5%	95.0%	34.4%	12.5%	74.1%	25.9%	48.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2177	2108	2052	1010	344	1511	803	707
%H		96.8%	94.3%	46.4%	15.8%	69.4%	36.9%	32.5%
AB	492	482	473	233	81	332	173	159
%V	22.6%	22.9%	23.1%	23.1%	23.5%	22.0%	21.5%	22.5%
%H		98.0%	96.1%	47.4%	16.5%	67.5%	35.2%	32.3%
C1	554	528	516	288	82	380	231	149
%V	25.4%	25.0%	25.1%	28.5%	23.8%	25.1%	28.8%	21.1%
%H		95.3%	93.1%	52.0%	14.8%	68.6%	41.7%	26.9%
C2	524	515	507	266	88	376	220	156
%V	24.1%	24.4%	24.7%	26.3%	25.6%	24.9%	27.4%	22.1%
%H		98.3%	96.8%	50.8%	16.8%	71.8%	42.0%	29.8%
D	386	372	357	161	62	263	129	134
%V	17.7%	17.6%	17.4%	15.9%	18.0%	17.4%	16.1%	19.0%
%H		96.4%	92.5%	41.7%	16.1%	68.1%	33.4%	34.7%
E	221	212	198	61	31	160	51	108
%V	10.2%	10.1%	9.6%	6.0%	9.0%	10.6%	6.4%	15.3%
%H		95.9%	89.6%	27.6%	14.0%	72.4%	23.1%	48.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2177	2108	2052	1010	344	1511	803	707
%H		96.8%	94.3%	46.4%	15.8%	69.4%	36.9%	32.5%
Working full time	1224	1196	1178	664	197	836	516	320
%V	56.2%	56.7%	57.4%	65.7%	57.3%	55.3%	64.3%	45.3%
%H		97.7%	96.2%	54.2%	16.1%	68.3%	42.2%	26.1%
Working part time	77	74	71	33	13	55	30	26
%V	3.5%	3.5%	3.5%	3.3%	3.8%	3.6%	3.7%	3.7%
%H		96.1%	92.2%	42.9%	16.9%	71.4%	39.0%	33.8%
Not working	877	839	803	312	134	619	258	361
%V	40.3%	39.8%	39.1%	30.9%	39.0%	41.0%	32.1%	51.1%
%H		95.7%	91.6%	35.6%	15.3%	70.6%	29.4%	41.2%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2361	2308	2239	1029	372	1683	835	848
%H		97.8%	94.8%	43.6%	15.8%	71.3%	35.4%	35.9%
16 - 19	133	129	125	64	21	100	60	41
%V	5.6%	5.6%	5.6%	6.2%	5.6%	5.9%	7.2%	4.8%
%H		97.0%	94.0%	48.1%	15.8%	75.2%	45.1%	30.8%
20 - 24	178	158	152	72	32	110	60	50
%V	7.5%	6.8%	6.8%	7.0%	8.6%	6.5%	7.2%	5.9%
%H		88.8%	85.4%	40.4%	18.0%	61.8%	33.7%	28.1%
25 - 34	356	342	334	176	63	228	132	96
%V	15.1%	14.8%	14.9%	17.1%	16.9%	13.5%	15.8%	11.3%
%H		96.1%	93.8%	49.4%	17.7%	64.0%	37.1%	27.0%
35 - 44	391	384	381	213	63	278	169	109
%V	16.6%	16.6%	17.0%	20.7%	16.9%	16.5%	20.2%	12.9%
%H		98.2%	97.4%	54.5%	16.1%	71.1%	43.2%	27.9%
45 - 54	429	424	416	202	78	310	173	137
%V	18.2%	18.4%	18.6%	19.6%	21.0%	18.4%	20.7%	16.2%
%H		98.8%	97.0%	47.1%	18.2%	72.3%	40.3%	31.9%
55 - 64	360	358	350	157	62	266	133	133
%V	15.2%	15.5%	15.6%	15.3%	16.7%	15.8%	15.9%	15.7%
%H		99.4%	97.2%	43.6%	17.2%	73.9%	36.9%	36.9%
65+	514	513	481	145	53	392	108	284
%V	21.8%	22.2%	21.5%	14.1%	14.2%	23.3%	12.9%	33.5%
%H		99.8%	93.6%	28.2%	10.3%	76.3%	21.0%	55.3%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2361	2308	2239	1029	372	1683	835	848
%H		97.8%	94.8%	43.6%	15.8%	71.3%	35.4%	35.9%
AB	485	478	467	220	75	342	169	172
%V	20.5%	20.7%	20.9%	21.4%	20.2%	20.3%	20.2%	20.3%
%H		98.6%	96.3%	45.4%	15.5%	70.5%	34.8%	35.5%
C1	709	681	662	319	113	492	257	235
%V	30.0%	29.5%	29.6%	31.0%	30.4%	29.2%	30.8%	27.7%
%H		96.1%	93.4%	45.0%	15.9%	69.4%	36.2%	33.1%
C2	426	421	416	221	71	311	184	127
%V	18.0%	18.2%	18.6%	21.5%	19.1%	18.5%	22.0%	15.0%
%H		98.8%	97.7%	51.9%	16.7%	73.0%	43.2%	29.8%
D	418	411	400	171	76	303	149	154
%V	17.7%	17.8%	17.9%	16.6%	20.4%	18.0%	17.8%	18.2%
%H		98.3%	95.7%	40.9%	18.2%	72.5%	35.6%	36.8%
E	323	317	295	98	37	236	75	161
%V	13.7%	13.7%	13.2%	9.5%	9.9%	14.0%	9.0%	19.0%
%H		98.1%	91.3%	30.3%	11.5%	73.1%	23.2%	49.8%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2010 - June 2011

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2361	2308	2239	1029	372	1683	835	848
%H		97.8%	94.8%	43.6%	15.8%	71.3%	35.4%	35.9%
Working full time	787	774	766	408	136	554	327	226
%V	33.3%	33.5%	34.2%	39.7%	36.6%	32.9%	39.2%	26.7%
%H		98.3%	97.3%	51.8%	17.3%	70.4%	41.6%	28.7%
Working part time	380	377	372	199	67	275	167	108
%V	16.1%	16.3%	16.6%	19.3%	18.0%	16.3%	20.0%	12.7%
%H		99.2%	97.9%	52.4%	17.6%	72.4%	43.9%	28.4%
Not working	1193	1157	1101	422	169	855	341	514
%V	50.5%	50.1%	49.2%	41.0%	45.4%	50.8%	40.8%	60.6%
%H		97.0%	92.3%	35.4%	14.2%	71.7%	28.6%	43.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total