

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

January 2015 to December 2015



Ipsos Connect

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

January - December 2015

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See also

Volume 1 - Total Network and Appendices
Volume 3 - ITV areas

This reports contains the weighted data results from the Establishment survey for the period January - December 2015

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

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

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BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5227	4741	1962	878	3272	1392	1880	4500
%H (All HH)		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%
%H (TV HH)			41.4%	18.5%	69.0%	29.4%	39.7%	
AB	1416	1313	560	290	888	425	463	1358
%V	27.1%	27.7%	28.5%	33.0%	27.1%	30.5%	24.6%	30.2%
%H (All HH)		92.7%	39.5%	20.5%	62.7%	30.0%	32.7%	95.9%
%H (TV HH)			42.7%	22.1%	67.6%	32.4%	35.3%	
C1	1554	1391	570	269	969	427	541	1389
%V	29.7%	29.3%	29.1%	30.6%	29.6%	30.7%	28.8%	30.9%
%H (All HH)		89.5%	36.7%	17.3%	62.4%	27.5%	34.8%	89.4%
%H (TV HH)			41.0%	19.3%	69.7%	30.7%	38.9%	
C2	932	853	386	163	598	295	303	828
%V	17.8%	18.0%	19.7%	18.6%	18.3%	21.2%	16.1%	18.4%
%H (All HH)		91.5%	41.4%	17.5%	64.2%	31.7%	32.5%	88.8%
%H (TV HH)			45.3%	19.1%	70.1%	34.6%	35.5%	
D	824	736	314	111	486	178	308	672
%V	15.8%	15.5%	16.0%	12.6%	14.9%	12.8%	16.4%	14.9%
%H (All HH)		89.3%	38.1%	13.5%	59.0%	21.6%	37.4%	81.6%
%H (TV HH)			42.7%	15.1%	66.0%	24.2%	41.8%	
E	500	448	132	46	331	66	265	252
%V	9.6%	9.4%	6.7%	5.2%	10.1%	4.7%	14.1%	5.6%
%H (All HH)		89.6%	26.4%	9.2%	66.2%	13.2%	53.0%	50.4%
%H (TV HH)			29.5%	10.3%	73.9%	14.7%	59.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5227	4741	1962	878	3272	1392	1880	4500
%H (All HH)		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%
%H (TV HH)			41.4%	18.5%	69.0%	29.4%	39.7%	
Under 25	197	143	45	25	97	30	67	186
%V	3.8%	3.0%	2.3%	2.8%	3.0%	2.2%	3.6%	4.1%
%H (All HH)		72.6%	22.8%	12.7%	49.2%	15.2%	34.0%	94.4%
%H (TV HH)			31.5%	17.5%	67.8%	21.0%	46.9%	
25 - 34	1018	842	390	156	534	256	278	996
%V	19.5%	17.8%	19.9%	17.8%	16.3%	18.4%	14.8%	22.1%
%H (All HH)		82.7%	38.3%	15.3%	52.5%	25.1%	27.3%	97.8%
%H (TV HH)			46.3%	18.5%	63.4%	30.4%	33.0%	
35 - 44	1072	960	477	198	591	312	279	1036
%V	20.5%	20.2%	24.3%	22.6%	18.1%	22.4%	14.8%	23.0%
%H (All HH)		89.6%	44.5%	18.5%	55.1%	29.1%	26.0%	96.6%
%H (TV HH)			49.7%	20.6%	61.6%	32.5%	29.1%	
45 - 54	1026	968	439	214	644	326	318	965
%V	19.6%	20.4%	22.4%	24.4%	19.7%	23.4%	16.9%	21.4%
%H (All HH)		94.3%	42.8%	20.9%	62.8%	31.8%	31.0%	94.1%
%H (TV HH)			45.4%	22.1%	66.5%	33.7%	32.9%	
55 - 64	747	707	289	142	494	216	278	653
%V	14.3%	14.9%	14.7%	16.2%	15.1%	15.5%	14.8%	14.5%
%H (All HH)		94.6%	38.7%	19.0%	66.1%	28.9%	37.2%	87.4%
%H (TV HH)			40.9%	20.1%	69.9%	30.6%	39.3%	
65 +	1167	1122	320	142	913	252	660	664
%V	22.3%	23.7%	16.3%	16.2%	27.9%	18.1%	35.1%	14.8%
%H (All HH)		96.1%	27.4%	12.2%	78.2%	21.6%	56.6%	56.9%
%H (TV HH)			28.5%	12.7%	81.4%	22.5%	58.8%	

Base: BBC 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

January - December 2015

BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5227	4741	1962	878	3272	1392	1880	4500
%H (All HH)		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%
%H (TV HH)			41.4%	18.5%	69.0%	29.4%	39.7%	
1	1597	1390	363	183	1073	241	832	1043
%V	30.6%	29.3%	18.5%	20.8%	32.8%	17.3%	44.3%	23.2%
%H (All HH)		87.0%	22.7%	11.5%	67.2%	15.1%	52.1%	65.3%
%H (TV HH)			26.1%	13.2%	77.2%	17.3%	59.9%	
2	1530	1406	585	277	1007	463	543	1399
%V	29.3%	29.7%	29.8%	31.5%	30.8%	33.3%	28.9%	31.1%
%H (All HH)		91.9%	38.2%	18.1%	65.8%	30.3%	35.5%	91.4%
%H (TV HH)			41.6%	19.7%	71.6%	32.9%	38.6%	
3	865	791	386	158	506	264	242	843
%V	16.5%	16.7%	19.7%	18.0%	15.5%	19.0%	12.9%	18.7%
%H (All HH)		91.4%	44.6%	18.3%	58.5%	30.5%	28.0%	97.5%
%H (TV HH)			48.8%	20.0%	64.0%	33.4%	30.6%	
4	811	765	404	180	475	294	181	799
%V	15.5%	16.1%	20.6%	20.5%	14.5%	21.1%	9.6%	17.8%
%H (All HH)		94.3%	49.8%	22.2%	58.6%	36.3%	22.3%	98.5%
%H (TV HH)			52.8%	23.5%	62.1%	38.4%	23.7%	
5+	424	390	223	79	211	130	81	417
%V	8.1%	8.2%	11.4%	9.0%	6.4%	9.3%	4.3%	9.3%
%H (All HH)		92.0%	52.6%	18.6%	49.8%	30.7%	19.1%	98.3%
%H (TV HH)			57.2%	20.3%	54.1%	33.3%	20.8%	
Average HH size	2.45	2.48	2.82	2.69	2.34	2.76	2.02	2.63

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London
Household level data
Table 1.4: Presence of Children
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5227	4741	1962	878	3272	1392	1880	4500
%H (All HH)		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%
%H (TV HH)			41.4%	18.5%	69.0%	29.4%	39.7%	
Without	3742	3351	1232	593	2444	927	1517	3048
%V	71.6%	70.7%	62.8%	67.5%	74.7%	66.6%	80.7%	67.7%
%H (All HH)		89.6%	32.9%	15.8%	65.3%	24.8%	40.5%	81.5%
%H (TV HH)			36.8%	17.7%	72.9%	27.7%	45.3%	
With	1485	1390	730	285	828	465	363	1452
%V	28.4%	29.3%	37.2%	32.5%	25.3%	33.4%	19.3%	32.3%
%H (All HH)		93.6%	49.2%	19.2%	55.8%	31.3%	24.4%	97.8%
%H (TV HH)			52.5%	20.5%	59.6%	33.5%	26.1%	
0 - 3	600	549	286	106	322	173	149	583
%V	11.5%	11.6%	14.6%	12.1%	9.8%	12.4%	7.9%	13.0%
%H (All HH)		91.5%	47.7%	17.7%	53.7%	28.8%	24.8%	97.2%
%H (TV HH)			52.1%	19.3%	58.7%	31.5%	27.1%	
4 - 9	758	707	379	141	415	239	176	741
%V	14.5%	14.9%	19.3%	16.1%	12.7%	17.2%	9.4%	16.5%
%H (All HH)		93.3%	50.0%	18.6%	54.7%	31.5%	23.2%	97.8%
%H (TV HH)			53.6%	19.9%	58.7%	33.8%	24.9%	
10 - 15	639	613	332	128	363	212	150	627
%V	12.2%	12.9%	16.9%	14.6%	11.1%	15.2%	8.0%	13.9%
%H (All HH)		95.9%	52.0%	20.0%	56.8%	33.2%	23.5%	98.1%
%H (TV HH)			54.2%	20.9%	59.2%	34.6%	24.5%	

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

DATA PERIOD: ANNUAL

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BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5227	4741	1962	878	3272	1392	1880	4500
%H (All HH)		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%
%H (TV HH)			41.4%	18.5%	69.0%	29.4%	39.7%	
1	2428	2428	859	373	1582	424	1158	1962
%V	46.5%	51.2%	43.8%	42.5%	48.3%	30.5%	61.6%	43.6%
%H (All HH)		100.0%	35.4%	15.4%	65.2%	17.5%	47.7%	80.8%
%H (TV HH)			35.4%	15.4%	65.2%	17.5%	47.7%	
2	1466	1466	653	312	1028	519	509	1311
%V	28.0%	30.9%	33.3%	35.5%	31.4%	37.3%	27.1%	29.1%
%H (All HH)		100.0%	44.5%	21.3%	70.1%	35.4%	34.7%	89.4%
%H (TV HH)			44.5%	21.3%	70.1%	35.4%	34.7%	
3	553	553	281	121	422	267	154	524
%V	10.6%	11.7%	14.3%	13.8%	12.9%	19.2%	8.2%	11.6%
%H (All HH)		100.0%	50.8%	21.9%	76.3%	48.3%	27.8%	94.8%
%H (TV HH)			50.8%	21.9%	76.3%	48.3%	27.8%	
4	199	199	107	48	161	115	46	192
%V	3.8%	4.2%	5.5%	5.5%	4.9%	8.3%	2.4%	4.3%
%H (All HH)		100.0%	53.8%	24.1%	80.9%	57.8%	23.1%	96.5%
%H (TV HH)			53.8%	24.1%	80.9%	57.8%	23.1%	
5+	96	96	61	25	80	66	14	96
%V	1.8%	2.0%	3.1%	2.8%	2.4%	4.7%	0.7%	2.1%
%H (All HH)		100.0%	63.5%	26.0%	83.3%	68.8%	14.6%	100.0%
%H (TV HH)			63.5%	26.0%	83.3%	68.8%	14.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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January - December 2015
BBC London
Household level data
Table 1.6: Screen size
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5227	4741	1962	878	3272	1392	1880	4500
%H (All HH)		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%
%H (TV HH)			41.4%	18.5%	69.0%	29.4%	39.7%	
Under 20"	632	632	252	117	517	255	262	532
%V	12.1%	13.3%	12.8%	13.3%	15.8%	18.3%	13.9%	11.8%
%H (All HH)		100.0%	39.9%	18.5%	81.8%	40.3%	41.5%	84.2%
%H (TV HH)			39.9%	18.5%	81.8%	40.3%	41.5%	
20" - 29"	1389	1389	520	258	1091	481	610	1161
%V	26.6%	29.3%	26.5%	29.4%	33.3%	34.6%	32.4%	25.8%
%H (All HH)		100.0%	37.4%	18.6%	78.5%	34.6%	43.9%	83.6%
%H (TV HH)			37.4%	18.6%	78.5%	34.6%	43.9%	
30" - 39"	2319	2319	952	456	1639	731	908	2029
%V	44.4%	48.9%	48.5%	51.9%	50.1%	52.5%	48.3%	45.1%
%H (All HH)		100.0%	41.1%	19.7%	70.7%	31.5%	39.2%	87.5%
%H (TV HH)			41.1%	19.7%	70.7%	31.5%	39.2%	
40" and over	2405	2405	1254	507	1540	901	640	2255
%V	46.0%	50.7%	63.9%	57.7%	47.1%	64.7%	34.0%	50.1%
%H (All HH)		100.0%	52.1%	21.1%	64.0%	37.5%	26.6%	93.8%
%H (TV HH)			52.1%	21.1%	64.0%	37.5%	26.6%	

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

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January - December 2015

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5227	4741	1962	878	3272	1392	1880	4500
%H (All HH)		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%
%H (TV HH)			41.4%	18.5%	69.0%	29.4%	39.7%	
Main living room	4669	4669	1943	869	3222	1378	1843	4026
%V	89.3%	98.5%	99.0%	99.0%	98.5%	99.0%	98.0%	89.5%
%H (All HH)		100.0%	41.6%	18.6%	69.0%	29.5%	39.5%	86.2%
%H (TV HH)			41.6%	18.6%	69.0%	29.5%	39.5%	
Kitchen	414	414	190	76	354	203	151	375
%V	7.9%	8.7%	9.7%	8.7%	10.8%	14.6%	8.0%	8.3%
%H (All HH)		100.0%	45.9%	18.4%	85.5%	49.0%	36.5%	90.6%
%H (TV HH)			45.9%	18.4%	85.5%	49.0%	36.5%	
Adult's bedroom	1825	1825	880	398	1321	765	557	1674
%V	34.9%	38.5%	44.9%	45.3%	40.4%	55.0%	29.6%	37.2%
%H (All HH)		100.0%	48.2%	21.8%	72.4%	41.9%	30.5%	91.7%
%H (TV HH)			48.2%	21.8%	72.4%	41.9%	30.5%	
Child's bedroom	268	268	156	60	188	137	51	258
%V	5.1%	5.7%	8.0%	6.8%	5.7%	9.8%	2.7%	5.7%
%H (All HH)		100.0%	58.2%	22.4%	70.1%	51.1%	19.0%	96.3%
%H (TV HH)			58.2%	22.4%	70.1%	51.1%	19.0%	
Other bedroom	133	133	62	33	104	64	40	126
%V	2.5%	2.8%	3.2%	3.8%	3.2%	4.6%	2.1%	2.8%
%H (All HH)		100.0%	46.6%	24.8%	78.2%	48.1%	30.1%	94.7%
%H (TV HH)			46.6%	24.8%	78.2%	48.1%	30.1%	
Second living/dining room	286	286	137	65	227	138	89	266
%V	5.5%	6.0%	7.0%	7.4%	6.9%	9.9%	4.7%	5.9%
%H (All HH)		100.0%	47.9%	22.7%	79.4%	48.3%	31.1%	93.0%
%H (TV HH)			47.9%	22.7%	79.4%	48.3%	31.1%	
Study/office	52	52	26	11	40	24	16	51
%V	1.0%	1.1%	1.3%	1.3%	1.2%	1.7%	0.9%	1.1%
%H (All HH)		100.0%	50.0%	21.2%	76.9%	46.2%	30.8%	98.1%
%H (TV HH)			50.0%	21.2%	76.9%	46.2%	30.8%	
TV room	49	49	28	10	38	27	11	47
%V	0.9%	1.0%	1.4%	1.1%	1.2%	1.9%	0.6%	1.0%
%H (All HH)		100.0%	57.1%	20.4%	77.6%	55.1%	22.4%	95.9%
%H (TV HH)			57.1%	20.4%	77.6%	55.1%	22.4%	
Conservatory	38	38	18	6	33	20	13	36
%V	0.7%	0.8%	0.9%	0.7%	1.0%	1.4%	0.7%	0.8%
%H (All HH)		100.0%	47.4%	15.8%	86.8%	52.6%	34.2%	94.7%
%H (TV HH)			47.4%	15.8%	86.8%	52.6%	34.2%	
Attic or loft room	9	9	6	2	5	3	2	9
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	66.7%	22.2%	55.6%	33.3%	22.2%	100.0%
%H (TV HH)			66.7%	22.2%	55.6%	33.3%	22.2%	
No specific location	4	4	2	0	3	1	2	4
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	25.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	75.0%	25.0%	50.0%	
Other	45	45	24	10	33	23	10	42
%V	0.9%	0.9%	1.2%	1.1%	1.0%	1.7%	0.5%	0.9%
%H (All HH)		100.0%	53.3%	22.2%	73.3%	51.1%	22.2%	93.3%
%H (TV HH)			53.3%	22.2%	73.3%	51.1%	22.2%	

Base: BBC 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
January - December 2015

BBC London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5227	4741	1962	878	3272	1392	1880	4500
%V (All HH)		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%
%H (TV HH)			41.4%	18.5%	69.0%	29.4%	39.7%	
Any DSAT provider	1962	1962	1962	46	982	982	0	1844
%V	37.5%	41.4%	100.0%	5.2%	30.0%	70.5%	0.0%	41.0%
%H (All HH)			100.0%	2.3%	50.1%	50.1%	0.0%	94.0%
%H (TV HH)			100.0%	2.3%	50.1%	50.1%	0.0%	
Sky with subscription	1630	1630	1630	27	836	836	0	1547
%V	31.2%	34.4%	83.1%	3.1%	25.6%	60.1%	0.0%	34.4%
%H (All HH)			100.0%	1.7%	51.3%	51.3%	0.0%	94.9%
%H (TV HH)			100.0%	1.7%	51.3%	51.3%	0.0%	
Sky without subscription	100	100	100	3	30	30	0	88
%V	1.9%	2.1%	5.1%	0.3%	0.9%	2.2%	0.0%	2.0%
%H (All HH)			100.0%	3.0%	30.0%	30.0%	0.0%	88.0%
%H (TV HH)			100.0%	3.0%	30.0%	30.0%	0.0%	
Freesat	145	145	145	6	80	80	0	136
%V	2.8%	3.1%	7.4%	0.7%	2.4%	5.7%	0.0%	3.0%
%H (All HH)			100.0%	4.1%	55.2%	55.2%	0.0%	93.8%
%H (TV HH)			100.0%	4.1%	55.2%	55.2%	0.0%	
Other satellite provider	117	117	117	12	58	58	0	109
%V	2.2%	2.5%	6.0%	1.4%	1.8%	4.2%	0.0%	2.4%
%H (All HH)			100.0%	10.3%	49.6%	49.6%	0.0%	93.2%
%H (TV HH)			100.0%	10.3%	49.6%	49.6%	0.0%	
DCAB	878	878	46	878	434	434	0	827
%V	16.8%	18.5%	2.3%	100.0%	13.3%	31.2%	0.0%	18.4%
%H (All HH)			5.2%	100.0%	49.4%	49.4%	0.0%	94.2%
%H (TV HH)			5.2%	100.0%	49.4%	49.4%	0.0%	
DTT	3272	3272	982	434	3272	1392	1880	2715
%V	62.6%	69.0%	50.1%	49.4%	100.0%	100.0%	100.0%	60.3%
%H (All HH)		100.0%	30.0%	13.3%	100.0%	42.5%	57.5%	83.0%
%H (TV HH)			30.0%	13.3%	100.0%	42.5%	57.5%	

Base: BBC 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

January - December 2015

BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5227	4741	1962	878	3272	1392	1880	4500
%H (All HH)		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%
%H (TV HH)			41.4%	18.5%	69.0%	29.4%	39.7%	
PVR	2821	2821	1640	751	1644	1181	463	2642
%V	54.0%	59.5%	83.6%	85.5%	50.2%	84.8%	24.6%	58.7%
%H (All HH)		100.0%	58.1%	26.6%	58.3%	41.9%	16.4%	93.7%
%H (TV HH)			58.1%	26.6%	58.3%	41.9%	16.4%	
DVDR	147	147	47	28	119	48	72	127
%V	2.8%	3.1%	2.4%	3.2%	3.6%	3.4%	3.8%	2.8%
%H (All HH)		100.0%	32.0%	19.0%	81.0%	32.7%	49.0%	86.4%
%H (TV HH)			32.0%	19.0%	81.0%	32.7%	49.0%	
VCR	83	83	21	14	70	24	46	60
%V	1.6%	1.8%	1.1%	1.6%	2.1%	1.7%	2.4%	1.3%
%H (All HH)		100.0%	25.3%	16.9%	84.3%	28.9%	55.4%	72.3%
%H (TV HH)			25.3%	16.9%	84.3%	28.9%	55.4%	
Any recorder	2910	2910	1650	760	1723	1189	534	2703
%V	55.7%	61.4%	84.1%	86.6%	52.7%	85.4%	28.4%	60.1%
%H (All HH)		100.0%	56.7%	26.1%	59.2%	40.9%	18.4%	92.9%
%H (TV HH)			56.7%	26.1%	59.2%	40.9%	18.4%	
Receives HDTV (via STB or built-in reception)	3252	3252	1555	739	2170	1173	997	3009
%V	62.2%	68.6%	79.3%	84.2%	66.3%	84.3%	53.0%	66.9%
%H (All HH)		100.0%	47.8%	22.7%	66.7%	36.1%	30.7%	92.5%
%H (TV HH)			47.8%	22.7%	66.7%	36.1%	30.7%	
DVD/Blu-ray player or recorder	3260	3260	1387	647	2335	1103	1232	2913
%V	62.4%	68.8%	70.7%	73.7%	71.4%	79.2%	65.5%	64.7%
%H (All HH)		100.0%	42.5%	19.8%	71.6%	33.8%	37.8%	89.4%
%H (TV HH)			42.5%	19.8%	71.6%	33.8%	37.8%	

Base: BBC 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

January - December 2015

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5227	4741	1962	878	3272	1392	1880	4500
%H (All HH)		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%
%H (TV HH)			41.4%	18.5%	69.0%	29.4%	39.7%	
Has broadband internet	4500	4084	1844	827	2715	1321	1394	4500
%V	86.1%	86.1%	94.0%	94.2%	83.0%	94.9%	74.1%	100.0%
%H (All HH)		90.8%	41.0%	18.4%	60.3%	29.4%	31.0%	100.0%
%H (TV HH)			45.2%	20.2%	66.5%	32.3%	34.1%	
Number of computers (PCs and laptops)								
0	829	745	158	65	612	94	518	168
%V	15.9%	15.7%	8.1%	7.4%	18.7%	6.8%	27.6%	3.7%
%H (All HH)		89.9%	19.1%	7.8%	73.8%	11.3%	62.5%	20.3%
%H (TV HH)			21.2%	8.7%	82.1%	12.6%	69.5%	
1	1414	1239	484	207	849	308	541	1361
%V	27.1%	26.1%	24.7%	23.6%	25.9%	22.1%	28.8%	30.2%
%H (All HH)		87.6%	34.2%	14.6%	60.0%	21.8%	38.3%	96.3%
%H (TV HH)			39.1%	16.7%	68.5%	24.9%	43.7%	
2	1367	1230	593	231	812	413	399	1357
%V	26.2%	25.9%	30.2%	26.3%	24.8%	29.7%	21.2%	30.2%
%H (All HH)		90.0%	43.4%	16.9%	59.4%	30.2%	29.2%	99.3%
%H (TV HH)			48.2%	18.8%	66.0%	33.6%	32.4%	
3	772	724	340	174	464	256	208	771
%V	14.8%	15.3%	17.3%	19.8%	14.2%	18.4%	11.1%	17.1%
%H (All HH)		93.8%	44.0%	22.5%	60.1%	33.2%	26.9%	99.9%
%H (TV HH)			47.0%	24.0%	64.1%	35.4%	28.7%	
4	392	372	183	86	245	142	103	391
%V	7.5%	7.8%	9.3%	9.8%	7.5%	10.2%	5.5%	8.7%
%H (All HH)		94.9%	46.7%	21.9%	62.5%	36.2%	26.3%	99.7%
%H (TV HH)			49.2%	23.1%	65.9%	38.2%	27.7%	
5+	453	431	203	115	291	179	112	452
%V	8.7%	9.1%	10.3%	13.1%	8.9%	12.9%	6.0%	10.0%
%H (All HH)		95.1%	44.8%	25.4%	64.2%	39.5%	24.7%	99.8%
%H (TV HH)			47.1%	26.7%	67.5%	41.5%	26.0%	

Base: BBC 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
January - December 2015

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8325	3760	1680	5971	3076	2895	7432
%H		45.2%	20.2%	71.7%	36.9%	34.8%	89.3%
Under 20"	773	311	144	638	322	316	658
%V	9.3%	8.3%	8.6%	10.7%	10.5%	10.9%	8.9%
%H		40.2%	18.6%	82.5%	41.7%	40.9%	85.1%
20" - 29"	1710	670	318	1363	639	725	1452
%V	20.5%	17.8%	18.9%	22.8%	20.8%	25.0%	19.5%
%H		39.2%	18.6%	79.7%	37.4%	42.4%	84.9%
30" - 39"	2738	1159	564	1942	926	1016	2421
%V	32.9%	30.8%	33.6%	32.5%	30.1%	35.1%	32.6%
%H		42.3%	20.6%	70.9%	33.8%	37.1%	88.4%
40" and over	2843	1523	620	1843	1138	705	2685
%V	34.2%	40.5%	36.9%	30.9%	37.0%	24.4%	36.1%
%H		53.6%	21.8%	64.8%	40.0%	24.8%	94.4%
Don't know	262	96	35	184	51	133	216
%V	3.1%	2.6%	2.1%	3.1%	1.7%	4.6%	2.9%
%H		36.6%	13.4%	70.2%	19.5%	50.8%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8325	3760	1680	5971	3076	2895	7432
%H		45.2%	20.2%	71.7%	36.9%	34.8%	89.3%
Main living room	4688	1953	873	3235	1386	1849	4043
%V	56.3%	51.9%	52.0%	54.2%	45.1%	63.9%	54.4%
%H		41.7%	18.6%	69.0%	29.6%	39.4%	86.2%
Kitchen	414	190	76	354	203	152	375
%V	5.0%	5.1%	4.5%	5.9%	6.6%	5.3%	5.0%
%H		45.9%	18.4%	85.5%	49.0%	36.7%	90.6%
Adult's bedroom	2252	1101	516	1645	997	648	2091
%V	27.1%	29.3%	30.7%	27.5%	32.4%	22.4%	28.1%
%H		48.9%	22.9%	73.0%	44.3%	28.8%	92.9%
Child's bedroom	331	195	75	235	174	60	319
%V	4.0%	5.2%	4.5%	3.9%	5.7%	2.1%	4.3%
%H		58.9%	22.7%	71.0%	52.6%	18.1%	96.4%
Other bedroom	150	74	35	118	76	42	144
%V	1.8%	2.0%	2.1%	2.0%	2.5%	1.5%	1.9%
%H		49.3%	23.3%	78.7%	50.7%	28.0%	96.0%
Second living/dining room	290	139	66	229	140	90	270
%V	3.5%	3.7%	3.9%	3.8%	4.6%	3.1%	3.6%
%H		47.9%	22.8%	79.0%	48.3%	31.0%	93.1%
Study/office	52	26	11	40	24	16	52
%V	0.6%	0.7%	0.7%	0.7%	0.8%	0.6%	0.7%
%H		50.0%	21.2%	76.9%	46.2%	30.8%	100.0%
TV room	50	29	10	38	28	11	47
%V	0.6%	0.8%	0.6%	0.6%	0.9%	0.4%	0.6%
%H		58.0%	20.0%	76.0%	56.0%	22.0%	94.0%
Conservatory	38	18	6	33	20	13	36
%V	0.5%	0.5%	0.4%	0.6%	0.7%	0.4%	0.5%
%H		47.4%	15.8%	86.8%	52.6%	34.2%	94.7%
Attic or loft room	9	6	2	5	3	2	9
%V	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	22.2%	55.6%	33.3%	22.2%	100.0%
No specific location	4	2	0	3	1	2	4
%H	0.0%	50.0%	0.0%	75.0%	25.0%	50.0%	100.0%
Other	46	25	10	34	24	10	43
%V	0.6%	0.7%	0.6%	0.6%	0.8%	0.3%	0.6%
%H		54.3%	21.7%	73.9%	52.2%	21.7%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8325	3760	1680	5971	3076	2895	7432
%H		45.2%	20.2%	71.7%	36.9%	34.8%	89.3%
PVR	3728	2243	1024	2120	1606	515	3528
%V	44.8%	59.7%	61.0%	35.5%	52.2%	17.8%	47.5%
%H		60.2%	27.5%	56.9%	43.1%	13.8%	94.6%
DVDR	160	52	31	131	54	77	140
%V	1.9%	1.4%	1.8%	2.2%	1.8%	2.7%	1.9%
%H		32.5%	19.4%	81.9%	33.8%	48.1%	87.5%
VCR	89	24	16	77	28	49	65
%V	1.1%	0.6%	1.0%	1.3%	0.9%	1.7%	0.9%
%H		27.0%	18.0%	86.5%	31.5%	55.1%	73.0%
Any recorder	3844	2262	1039	2223	1626	597	3611
%V	46.2%	60.2%	61.8%	37.2%	52.9%	20.6%	48.6%
%H		58.8%	27.0%	57.8%	42.3%	15.5%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8325	3760	1680	5971	3076	2895	7432
%H		45.2%	20.2%	71.7%	36.9%	34.8%	89.3%
Receives HDTV (via STB or built-in reception)	4597	2273	1086	3149	1851	1298	4306
%V	55.2%	60.5%	64.6%	52.7%	60.2%	44.8%	57.9%
%H		49.4%	23.6%	68.5%	40.3%	28.2%	93.7%
DVD/Blu-ray player or recorder	4478	1994	935	3301	1736	1565	4075
%V	53.8%	53.0%	55.7%	55.3%	56.4%	54.1%	54.8%
%H		44.5%	20.9%	73.7%	38.8%	34.9%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4736	1962	878	3271	1392	1878	4080
%H		41.4%	18.5%	69.1%	29.4%	39.7%	86.1%
Under 20"	90	12	11	72	8	63	55
%V	1.9%	0.6%	1.3%	2.2%	0.6%	3.4%	1.3%
%H		13.3%	12.2%	80.0%	8.9%	70.0%	61.1%
20" - 29"	539	115	61	432	78	354	365
%V	11.4%	5.9%	6.9%	13.2%	5.6%	18.8%	8.9%
%H		21.3%	11.3%	80.1%	14.5%	65.7%	67.7%
30" - 39"	1618	562	297	1172	415	757	1352
%V	34.2%	28.6%	33.8%	35.8%	29.8%	40.3%	33.1%
%H		34.7%	18.4%	72.4%	25.6%	46.8%	83.6%
40" and over	2356	1233	493	1503	877	626	2207
%V	49.7%	62.8%	56.2%	45.9%	63.0%	33.3%	54.1%
%H		52.3%	20.9%	63.8%	37.2%	26.6%	93.7%
Don't know	134	40	16	92	14	78	102
%V	2.8%	2.0%	1.8%	2.8%	1.0%	4.2%	2.5%
%H		29.9%	11.9%	68.7%	10.4%	58.2%	76.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4736	1962	878	3271	1392	1878	4080
%H		41.4%	18.5%	69.1%	29.4%	39.7%	86.1%
PVR	2769	1621	743	1597	1161	437	2593
%V	58.5%	82.6%	84.6%	48.8%	83.4%	23.3%	63.6%
%H		58.5%	26.8%	57.7%	41.9%	15.8%	93.6%
DVDR	128	40	23	105	39	66	109
%V	2.7%	2.0%	2.6%	3.2%	2.8%	3.5%	2.7%
%H		31.3%	18.0%	82.0%	30.5%	51.6%	85.2%
VCR	67	16	12	56	17	39	49
%V	1.4%	0.8%	1.4%	1.7%	1.2%	2.1%	1.2%
%H		23.9%	17.9%	83.6%	25.4%	58.2%	73.1%
Any recorder	2854	1631	752	1673	1170	503	2650
%V	60.3%	83.1%	85.6%	51.1%	84.1%	26.8%	65.0%
%H		57.1%	26.3%	58.6%	41.0%	17.6%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4736	1962	878	3271	1392	1878	4080
%H		41.4%	18.5%	69.1%	29.4%	39.7%	86.1%
Receives HDTV (via STB or built-in reception)	3174	1527	723	2105	1144	962	2937
%V	67.0%	77.8%	82.3%	64.4%	82.2%	51.2%	72.0%
%H		48.1%	22.8%	66.3%	36.0%	30.3%	92.5%
DVD/Blu-ray player or recorder	3084	1306	609	2202	1028	1174	2751
%V	65.1%	66.6%	69.4%	67.3%	73.9%	62.5%	67.4%
%H		42.3%	19.7%	71.4%	33.3%	38.1%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3589	1798	802	2700	1684	1016	3352
%H		50.1%	22.3%	75.2%	46.9%	28.3%	93.4%
Under 20"	683	300	133	567	314	253	604
%V	19.0%	16.7%	16.6%	21.0%	18.6%	24.9%	18.0%
%H		43.9%	19.5%	83.0%	46.0%	37.0%	88.4%
20" - 29"	1171	555	257	931	561	371	1088
%V	32.6%	30.9%	32.0%	34.5%	33.3%	36.5%	32.5%
%H		47.4%	21.9%	79.5%	47.9%	31.7%	92.9%
30" - 39"	1120	597	267	770	511	259	1069
%V	31.2%	33.2%	33.3%	28.5%	30.3%	25.5%	31.9%
%H		53.3%	23.8%	68.8%	45.6%	23.1%	95.4%
40" and over	487	291	127	340	261	79	478
%V	13.6%	16.2%	15.8%	12.6%	15.5%	7.8%	14.3%
%H		59.8%	26.1%	69.8%	53.6%	16.2%	98.2%
Don't know	128	56	19	92	37	55	114
%V	3.6%	3.1%	2.4%	3.4%	2.2%	5.4%	3.4%
%H		43.8%	14.8%	71.9%	28.9%	43.0%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3589	1798	802	2700	1684	1016	3352
%H		50.1%	22.3%	75.2%	46.9%	28.3%	93.4%
PVR	959	622	281	523	445	78	935
%V	26.7%	34.6%	35.0%	19.4%	26.4%	7.7%	27.9%
%H		64.9%	29.3%	54.5%	46.4%	8.1%	97.5%
DVDR	31	12	9	26	15	10	31
%V	0.9%	0.7%	1.1%	1.0%	0.9%	1.0%	0.9%
%H		38.7%	29.0%	83.9%	48.4%	32.3%	100.0%
VCR	22	8	4	21	11	10	16
%V	0.6%	0.4%	0.5%	0.8%	0.7%	1.0%	0.5%
%H		36.4%	18.2%	95.5%	50.0%	45.5%	72.7%
Any recorder	990	631	287	551	457	94	961
%V	27.6%	35.1%	35.8%	20.4%	27.1%	9.3%	28.7%
%H		63.7%	29.0%	55.7%	46.2%	9.5%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3589	1798	802	2700	1684	1016	3352
%H		50.1%	22.3%	75.2%	46.9%	28.3%	93.4%
Receives HDTV (via STB or built-in reception)	1423	747	363	1043	707	336	1369
%V	39.6%	41.5%	45.3%	38.6%	42.0%	33.1%	40.8%
%H		52.5%	25.5%	73.3%	49.7%	23.6%	96.2%
DVD/Blu-ray player or recorder	1394	689	327	1099	708	391	1324
%V	38.8%	38.3%	40.8%	40.7%	42.0%	38.5%	39.5%
%H		49.4%	23.5%	78.8%	50.8%	28.0%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12813	11760	5534	2361	7647	3841	3807	11837
%H		91.8%	43.2%	18.4%	59.7%	30.0%	29.7%	92.4%
Total Children	2594	2421	1289	487	1440	826	614	2534
%V	20.2%	20.6%	23.3%	20.6%	18.8%	21.5%	16.1%	21.4%
%H		93.3%	49.7%	18.8%	55.5%	31.8%	23.7%	97.7%
0 - 3	729	661	347	128	390	212	177	708
%V	5.7%	5.6%	6.3%	5.4%	5.1%	5.5%	4.6%	6.0%
%H		90.7%	47.6%	17.6%	53.5%	29.1%	24.3%	97.1%
4 - 15	1865	1760	943	360	1050	613	437	1826
%V	14.6%	15.0%	17.0%	15.2%	13.7%	16.0%	11.5%	15.4%
%H		94.4%	50.6%	19.3%	56.3%	32.9%	23.4%	97.9%
4 - 9	1019	949	508	193	562	327	235	997
%V	8.0%	8.1%	9.2%	8.2%	7.3%	8.5%	6.2%	8.4%
%H		93.1%	49.9%	18.9%	55.2%	32.1%	23.1%	97.8%
10 - 15	846	811	435	167	488	286	202	829
%V	6.6%	6.9%	7.9%	7.1%	6.4%	7.4%	5.3%	7.0%
%H		95.9%	51.4%	19.7%	57.7%	33.8%	23.9%	98.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12813	11760	5534	2361	7647	3841	3807	11837
%H		91.8%	43.2%	18.4%	59.7%	30.0%	29.7%	92.4%
Total Adults (16+)	10219	9339	4245	1874	6207	3015	3192	9303
%V	79.8%	79.4%	76.7%	79.4%	81.2%	78.5%	83.8%	78.6%
%H		91.4%	41.5%	18.3%	60.7%	29.5%	31.2%	91.0%
16 - 19	519	492	260	113	312	191	121	505
%V	4.1%	4.2%	4.7%	4.8%	4.1%	5.0%	3.2%	4.3%
%H		94.8%	50.1%	21.8%	60.1%	36.8%	23.3%	97.3%
20 - 24	835	699	327	143	432	218	214	813
%V	6.5%	5.9%	5.9%	6.1%	5.6%	5.7%	5.6%	6.9%
%H		83.7%	39.2%	17.1%	51.7%	26.1%	25.6%	97.4%
25 - 34	2209	1879	913	378	1162	599	563	2169
%V	17.2%	16.0%	16.5%	16.0%	15.2%	15.6%	14.8%	18.3%
%H		85.1%	41.3%	17.1%	52.6%	27.1%	25.5%	98.2%
35 - 44	1961	1778	896	379	1087	591	496	1915
%V	15.3%	15.1%	16.2%	16.1%	14.2%	15.4%	13.0%	16.2%
%H		90.7%	45.7%	19.3%	55.4%	30.1%	25.3%	97.7%
45 - 54	1739	1649	779	371	1083	580	504	1661
%V	13.6%	14.0%	14.1%	15.7%	14.2%	15.1%	13.2%	14.0%
%H		94.8%	44.8%	21.3%	62.3%	33.4%	29.0%	95.5%
55 - 64	1245	1189	528	252	813	396	416	1128
%V	9.7%	10.1%	9.5%	10.7%	10.6%	10.3%	10.9%	9.5%
%H		95.5%	42.4%	20.2%	65.3%	31.8%	33.4%	90.6%
65+	1711	1652	541	238	1318	439	879	1112
%V	13.4%	14.0%	9.8%	10.1%	17.2%	11.4%	23.1%	9.4%
%H		96.6%	31.6%	13.9%	77.0%	25.7%	51.4%	65.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10219	9339	4245	1874	6207	3015	3192	9303
%H		91.4%	41.5%	18.3%	60.7%	29.5%	31.2%	91.0%
AB	2934	2740	1252	621	1827	957	870	2862
%V	28.7%	29.3%	29.5%	33.1%	29.4%	31.7%	27.3%	30.8%
%H		93.4%	42.7%	21.2%	62.3%	32.6%	29.7%	97.5%
C1	3029	2729	1211	578	1834	910	924	2824
%V	29.6%	29.2%	28.5%	30.8%	29.5%	30.2%	28.9%	30.4%
%H		90.1%	40.0%	19.1%	60.5%	30.0%	30.5%	93.2%
C2	1946	1798	866	368	1221	662	559	1797
%V	19.0%	19.3%	20.4%	19.6%	19.7%	22.0%	17.5%	19.3%
%H		92.4%	44.5%	18.9%	62.7%	34.0%	28.7%	92.3%
D	1653	1480	719	245	909	396	514	1450
%V	16.2%	15.8%	16.9%	13.1%	14.6%	13.1%	16.1%	15.6%
%H		89.5%	43.5%	14.8%	55.0%	24.0%	31.1%	87.7%
E	657	593	196	62	416	90	326	370
%V	6.4%	6.3%	4.6%	3.3%	6.7%	3.0%	10.2%	4.0%
%H		90.3%	29.8%	9.4%	63.3%	13.7%	49.6%	56.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10219	9339	4245	1874	6207	3015	3192	9303
%H		91.4%	41.5%	18.3%	60.7%	29.5%	31.2%	91.0%
Working full time	5345	4840	2328	1103	3087	1696	1391	5246
%V	52.3%	51.8%	54.8%	58.9%	49.7%	56.3%	43.6%	56.4%
%H		90.6%	43.6%	20.6%	57.8%	31.7%	26.0%	98.1%
Working part time	1007	919	429	185	632	326	306	963
%V	9.9%	9.8%	10.1%	9.9%	10.2%	10.8%	9.6%	10.4%
%H		91.3%	42.6%	18.4%	62.8%	32.4%	30.4%	95.6%
Not working	3867	3580	1489	585	2488	993	1495	3093
%V	37.8%	38.3%	35.1%	31.2%	40.1%	32.9%	46.8%	33.2%
%H		92.6%	38.5%	15.1%	64.3%	25.7%	38.7%	80.0%
Housewife/Houseperson	5227	4741	1962	878	3272	1392	1880	4500
%V	51.1%	50.8%	46.2%	46.9%	52.7%	46.2%	58.9%	48.4%
%H		90.7%	37.5%	16.8%	62.6%	26.6%	36.0%	86.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5009	4542	2100	926	2991	1494	1497	4620
%H		90.7%	41.9%	18.5%	59.7%	29.8%	29.9%	92.2%
16 - 19	262	249	132	58	160	101	59	256
%V	5.2%	5.5%	6.3%	6.3%	5.3%	6.8%	3.9%	5.5%
%H		95.0%	50.4%	22.1%	61.1%	38.5%	22.5%	97.7%
20 - 24	413	344	169	71	210	113	97	402
%V	8.2%	7.6%	8.0%	7.7%	7.0%	7.6%	6.5%	8.7%
%H		83.3%	40.9%	17.2%	50.8%	27.4%	23.5%	97.3%
25 - 34	1105	936	452	190	581	299	282	1086
%V	22.1%	20.6%	21.5%	20.5%	19.4%	20.0%	18.8%	23.5%
%H		84.7%	40.9%	17.2%	52.6%	27.1%	25.5%	98.3%
35 - 44	991	890	442	191	537	288	249	968
%V	19.8%	19.6%	21.0%	20.6%	18.0%	19.3%	16.6%	21.0%
%H		89.8%	44.6%	19.3%	54.2%	29.1%	25.1%	97.7%
45 - 54	860	806	383	176	529	282	247	817
%V	17.2%	17.7%	18.2%	19.0%	17.7%	18.9%	16.5%	17.7%
%H		93.7%	44.5%	20.5%	61.5%	32.8%	28.7%	95.0%
55 - 64	610	576	252	130	394	197	197	555
%V	12.2%	12.7%	12.0%	14.0%	13.2%	13.2%	13.2%	12.0%
%H		94.4%	41.3%	21.3%	64.6%	32.3%	32.3%	91.0%
65+	769	741	269	110	581	215	366	535
%V	15.4%	16.3%	12.8%	11.9%	19.4%	14.4%	24.4%	11.6%
%H		96.4%	35.0%	14.3%	75.6%	28.0%	47.6%	69.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5009	4542	2100	926	2991	1494	1497	4620
%H		90.7%	41.9%	18.5%	59.7%	29.8%	29.9%	92.2%
AB	1479	1380	635	309	921	484	437	1444
%V	29.5%	30.4%	30.2%	33.4%	30.8%	32.4%	29.2%	31.3%
%H		93.3%	42.9%	20.9%	62.3%	32.7%	29.5%	97.6%
C1	1434	1281	590	279	852	448	404	1371
%V	28.6%	28.2%	28.1%	30.1%	28.5%	30.0%	27.0%	29.7%
%H		89.3%	41.1%	19.5%	59.4%	31.2%	28.2%	95.6%
C2	1038	951	447	195	646	342	304	951
%V	20.7%	20.9%	21.3%	21.1%	21.6%	22.9%	20.3%	20.6%
%H		91.6%	43.1%	18.8%	62.2%	32.9%	29.3%	91.6%
D	797	698	352	115	417	187	230	714
%V	15.9%	15.4%	16.8%	12.4%	13.9%	12.5%	15.4%	15.5%
%H		87.6%	44.2%	14.4%	52.3%	23.5%	28.9%	89.6%
E	262	232	76	27	156	33	123	140
%V	5.2%	5.1%	3.6%	2.9%	5.2%	2.2%	8.2%	3.0%
%H		88.5%	29.0%	10.3%	59.5%	12.6%	46.9%	53.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5009	4542	2100	926	2991	1494	1497	4620
%H		90.7%	41.9%	18.5%	59.7%	29.8%	29.9%	92.2%
Working full time	3245	2940	1436	655	1861	1026	835	3179
%V	64.8%	64.7%	68.4%	70.7%	62.2%	68.7%	55.8%	68.8%
%H		90.6%	44.3%	20.2%	57.3%	31.6%	25.7%	98.0%
Working part time	258	222	102	34	157	69	88	241
%V	5.2%	4.9%	4.9%	3.7%	5.2%	4.6%	5.9%	5.2%
%H		86.0%	39.5%	13.2%	60.9%	26.7%	34.1%	93.4%
Not working	1506	1380	562	237	974	399	574	1200
%V	30.1%	30.4%	26.8%	25.6%	32.6%	26.7%	38.3%	26.0%
%H		91.6%	37.3%	15.7%	64.7%	26.5%	38.1%	79.7%
Housewife/Houseperson	1202	1028	345	176	745	250	495	961
%V	24.0%	22.6%	16.4%	19.0%	24.9%	16.7%	33.1%	20.8%
%H		85.5%	28.7%	14.6%	62.0%	20.8%	41.2%	80.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5210	4796	2145	948	3216	1521	1695	4683
%H		92.1%	41.2%	18.2%	61.7%	29.2%	32.5%	89.9%
16 - 19	257	243	127	55	153	90	62	249
%V	4.9%	5.1%	5.9%	5.8%	4.8%	5.9%	3.7%	5.3%
%H		94.6%	49.4%	21.4%	59.5%	35.0%	24.1%	96.9%
20 - 24	422	355	158	72	222	105	117	411
%V	8.1%	7.4%	7.4%	7.6%	6.9%	6.9%	6.9%	8.8%
%H		84.1%	37.4%	17.1%	52.6%	24.9%	27.7%	97.4%
25 - 34	1104	943	461	188	581	300	280	1084
%V	21.2%	19.7%	21.5%	19.8%	18.1%	19.7%	16.5%	23.1%
%H		85.4%	41.8%	17.0%	52.6%	27.2%	25.4%	98.2%
35 - 44	970	888	454	188	550	303	247	946
%V	18.6%	18.5%	21.2%	19.8%	17.1%	19.9%	14.6%	20.2%
%H		91.5%	46.8%	19.4%	56.7%	31.2%	25.5%	97.5%
45 - 54	880	843	396	195	554	298	257	844
%V	16.9%	17.6%	18.5%	20.6%	17.2%	19.6%	15.2%	18.0%
%H		95.8%	45.0%	22.2%	63.0%	33.9%	29.2%	95.9%
55 - 64	635	613	276	122	419	200	219	573
%V	12.2%	12.8%	12.9%	12.9%	13.0%	13.1%	12.9%	12.2%
%H		96.5%	43.5%	19.2%	66.0%	31.5%	34.5%	90.2%
65+	942	911	273	129	737	224	513	577
%V	18.1%	19.0%	12.7%	13.6%	22.9%	14.7%	30.3%	12.3%
%H		96.7%	29.0%	13.7%	78.2%	23.8%	54.5%	61.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5210	4796	2145	948	3216	1521	1695	4683
%H		92.1%	41.2%	18.2%	61.7%	29.2%	32.5%	89.9%
AB	1456	1360	617	311	907	473	434	1418
%V	27.9%	28.4%	28.8%	32.8%	28.2%	31.1%	25.6%	30.3%
%H		93.4%	42.4%	21.4%	62.3%	32.5%	29.8%	97.4%
C1	1596	1447	621	299	982	462	520	1452
%V	30.6%	30.2%	29.0%	31.5%	30.5%	30.4%	30.7%	31.0%
%H		90.7%	38.9%	18.7%	61.5%	28.9%	32.6%	91.0%
C2	907	847	419	174	575	320	254	846
%V	17.4%	17.7%	19.5%	18.4%	17.9%	21.0%	15.0%	18.1%
%H		93.4%	46.2%	19.2%	63.4%	35.3%	28.0%	93.3%
D	856	782	368	129	492	208	284	737
%V	16.4%	16.3%	17.2%	13.6%	15.3%	13.7%	16.8%	15.7%
%H		91.4%	43.0%	15.1%	57.5%	24.3%	33.2%	86.1%
E	395	360	120	35	260	57	203	230
%V	7.6%	7.5%	5.6%	3.7%	8.1%	3.7%	12.0%	4.9%
%H		91.1%	30.4%	8.9%	65.8%	14.4%	51.4%	58.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5210	4796	2145	948	3216	1521	1695	4683
%H		92.1%	41.2%	18.2%	61.7%	29.2%	32.5%	89.9%
Working full time	2099	1899	891	448	1227	670	556	2067
%V	40.3%	39.6%	41.5%	47.3%	38.2%	44.0%	32.8%	44.1%
%H		90.5%	42.4%	21.3%	58.5%	31.9%	26.5%	98.5%
Working part time	749	698	326	152	475	257	218	723
%V	14.4%	14.6%	15.2%	16.0%	14.8%	16.9%	12.9%	15.4%
%H		93.2%	43.5%	20.3%	63.4%	34.3%	29.1%	96.5%
Not working	2362	2200	927	349	1514	593	921	1893
%V	45.3%	45.9%	43.2%	36.8%	47.1%	39.0%	54.3%	40.4%
%H		93.1%	39.2%	14.8%	64.1%	25.1%	39.0%	80.1%
Housewife/Houseperson	4025	3713	1616	702	2527	1142	1385	3539
%V	77.3%	77.4%	75.3%	74.1%	78.6%	75.1%	81.7%	75.6%
%H		92.2%	40.1%	17.4%	62.8%	28.4%	34.4%	87.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

January - December 2015

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1107	1034	473	145	702	299	404	942
%H (All HH)		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%
%H (TV HH)			45.7%	14.0%	67.9%	28.9%	39.1%	
AB	310	293	139	46	203	97	106	298
%V	28.0%	28.3%	29.4%	31.7%	28.9%	32.4%	26.2%	31.6%
%H (All HH)		94.5%	44.8%	14.8%	65.5%	31.3%	34.2%	96.1%
%H (TV HH)			47.4%	15.7%	69.3%	33.1%	36.2%	
C1	342	317	146	43	206	86	120	298
%V	30.9%	30.7%	30.9%	29.7%	29.3%	28.8%	29.7%	31.6%
%H (All HH)		92.7%	42.7%	12.6%	60.2%	25.1%	35.1%	87.1%
%H (TV HH)			46.1%	13.6%	65.0%	27.1%	37.9%	
C2	202	188	89	33	131	66	65	176
%V	18.2%	18.2%	18.8%	22.8%	18.7%	22.1%	16.1%	18.7%
%H (All HH)		93.1%	44.1%	16.3%	64.9%	32.7%	32.2%	87.1%
%H (TV HH)			47.3%	17.6%	69.7%	35.1%	34.6%	
D	140	132	56	14	94	35	59	107
%V	12.6%	12.8%	11.8%	9.7%	13.4%	11.7%	14.6%	11.4%
%H (All HH)		94.3%	40.0%	10.0%	67.1%	25.0%	42.1%	76.4%
%H (TV HH)			42.4%	10.6%	71.2%	26.5%	44.7%	
E	113	104	42	9	68	15	53	63
%V	10.2%	10.1%	8.9%	6.2%	9.7%	5.0%	13.1%	6.7%
%H (All HH)		92.0%	37.2%	8.0%	60.2%	13.3%	46.9%	55.8%
%H (TV HH)			40.4%	8.7%	65.4%	14.4%	51.0%	

Base: BBC 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

January - December 2015

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1107	1034	473	145	702	299	404	942
%V (All HH)		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%
%H (TV HH)			45.7%	14.0%	67.9%	28.9%	39.1%	
Under 25	53	39	14	2	23	5	18	48
%V	4.8%	3.8%	3.0%	1.4%	3.3%	1.7%	4.5%	5.1%
%H (All HH)		73.6%	26.4%	3.8%	43.4%	9.4%	34.0%	90.6%
%H (TV HH)			35.9%	5.1%	59.0%	12.8%	46.2%	
25 - 34	136	122	60	18	70	34	36	132
%V	12.3%	11.8%	12.7%	12.4%	10.0%	11.4%	8.9%	14.0%
%H (All HH)		89.7%	44.1%	13.2%	51.5%	25.0%	26.5%	97.1%
%H (TV HH)			49.2%	14.8%	57.4%	27.9%	29.5%	
35 - 44	174	156	82	32	94	52	42	170
%V	15.7%	15.1%	17.3%	22.1%	13.4%	17.4%	10.4%	18.0%
%H (All HH)		89.7%	47.1%	18.4%	54.0%	29.9%	24.1%	97.7%
%H (TV HH)			52.6%	20.5%	60.3%	33.3%	26.9%	
45 - 54	213	203	98	32	141	68	73	199
%V	19.2%	19.6%	20.7%	22.1%	20.1%	22.7%	18.1%	21.1%
%H (All HH)		95.3%	46.0%	15.0%	66.2%	31.9%	34.3%	93.4%
%H (TV HH)			48.3%	15.8%	69.5%	33.5%	36.0%	
55 - 64	167	161	77	24	103	44	59	154
%V	15.1%	15.6%	16.3%	16.6%	14.7%	14.7%	14.6%	16.3%
%H (All HH)		96.4%	46.1%	14.4%	61.7%	26.3%	35.3%	92.2%
%H (TV HH)			47.8%	14.9%	64.0%	27.3%	36.6%	
65 +	364	352	143	38	271	95	175	240
%V	32.9%	34.0%	30.2%	26.2%	38.6%	31.8%	43.3%	25.5%
%H (All HH)		96.7%	39.3%	10.4%	74.5%	26.1%	48.1%	65.9%
%H (TV HH)			40.6%	10.8%	77.0%	27.0%	49.7%	

Base: BBC 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

January - December 2015

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1107	1034	473	145	702	299	404	942
%H (All HH)		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%
%H (TV HH)			45.7%	14.0%	67.9%	28.9%	39.1%	
1	346	310	112	31	215	54	161	231
%V	31.3%	30.0%	23.7%	21.4%	30.6%	18.1%	39.9%	24.5%
%H (All HH)		89.6%	32.4%	9.0%	62.1%	15.6%	46.5%	66.8%
%H (TV HH)			36.1%	10.0%	69.4%	17.4%	51.9%	
2	379	359	160	48	257	109	148	337
%V	34.2%	34.7%	33.8%	33.1%	36.6%	36.5%	36.6%	35.8%
%H (All HH)		94.7%	42.2%	12.7%	67.8%	28.8%	39.1%	88.9%
%H (TV HH)			44.6%	13.4%	71.6%	30.4%	41.2%	
3	175	167	87	33	106	60	46	169
%V	15.8%	16.2%	18.4%	22.8%	15.1%	20.1%	11.4%	17.9%
%H (All HH)		95.4%	49.7%	18.9%	60.6%	34.3%	26.3%	96.6%
%H (TV HH)			52.1%	19.8%	63.5%	35.9%	27.5%	
4	141	139	77	24	90	53	37	140
%V	12.7%	13.4%	16.3%	16.6%	12.8%	17.7%	9.2%	14.9%
%H (All HH)		98.6%	54.6%	17.0%	63.8%	37.6%	26.2%	99.3%
%H (TV HH)			55.4%	17.3%	64.7%	38.1%	26.6%	
5+	66	59	36	10	35	23	12	65
%V	6.0%	5.7%	7.6%	6.9%	5.0%	7.7%	3.0%	6.9%
%H (All HH)		89.4%	54.5%	15.2%	53.0%	34.8%	18.2%	98.5%
%H (TV HH)			61.0%	16.9%	59.3%	39.0%	20.3%	
Average HH size	2.30	2.32	2.53	2.57	2.26	2.62	2.00	2.46

Base: BBC 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

January - December 2015

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1107	1034	473	145	702	299	404	942
%V (All HH)		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%
%H (TV HH)			45.7%	14.0%	67.9%	28.9%	39.1%	
Without	831	769	325	101	539	208	332	675
%V	75.1%	74.4%	68.7%	69.7%	76.8%	69.6%	82.2%	71.7%
%H (All HH)		92.5%	39.1%	12.2%	64.9%	25.0%	40.0%	81.2%
%H (TV HH)			42.3%	13.1%	70.1%	27.0%	43.2%	
With	276	265	148	44	163	91	72	267
%V	24.9%	25.6%	31.3%	30.3%	23.2%	30.4%	17.8%	28.3%
%H (All HH)		96.0%	53.6%	15.9%	59.1%	33.0%	26.1%	96.7%
%H (TV HH)			55.8%	16.6%	61.5%	34.3%	27.2%	
0 - 3	101	97	55	13	54	27	26	97
%V	9.1%	9.4%	11.6%	9.0%	7.7%	9.0%	6.4%	10.3%
%H (All HH)		96.0%	54.5%	12.9%	53.5%	26.7%	25.7%	96.0%
%H (TV HH)			56.7%	13.4%	55.7%	27.8%	26.8%	
4 - 9	142	136	80	21	81	47	34	138
%V	12.8%	13.2%	16.9%	14.5%	11.5%	15.7%	8.4%	14.6%
%H (All HH)		95.8%	56.3%	14.8%	57.0%	33.1%	23.9%	97.2%
%H (TV HH)			58.8%	15.4%	59.6%	34.6%	25.0%	
10 - 15	122	118	66	25	77	47	29	119
%V	11.0%	11.4%	14.0%	17.2%	11.0%	15.7%	7.2%	12.6%
%H (All HH)		96.7%	54.1%	20.5%	63.1%	38.5%	23.8%	97.5%
%H (TV HH)			55.9%	21.2%	65.3%	39.8%	24.6%	

Base: BBC 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

January - December 2015

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1107	1034	473	145	702	299	404	942
%H (All HH)		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%
%H (TV HH)			45.7%	14.0%	67.9%	28.9%	39.1%	
1	447	447	172	48	265	55	210	353
%V	40.4%	43.2%	36.4%	33.1%	37.7%	18.4%	52.0%	37.5%
%H (All HH)		100.0%	38.5%	10.7%	59.3%	12.3%	47.0%	79.0%
%H (TV HH)			38.5%	10.7%	59.3%	12.3%	47.0%	
2	335	335	150	51	240	105	135	287
%V	30.3%	32.4%	31.7%	35.2%	34.2%	35.1%	33.4%	30.5%
%H (All HH)		100.0%	44.8%	15.2%	71.6%	31.3%	40.3%	85.7%
%H (TV HH)			44.8%	15.2%	71.6%	31.3%	40.3%	
3	160	160	87	33	124	81	43	154
%V	14.5%	15.5%	18.4%	22.8%	17.7%	27.1%	10.6%	16.3%
%H (All HH)		100.0%	54.4%	20.6%	77.5%	50.6%	26.9%	96.3%
%H (TV HH)			54.4%	20.6%	77.5%	50.6%	26.9%	
4	64	64	42	10	53	40	12	61
%V	5.8%	6.2%	8.9%	6.9%	7.5%	13.4%	3.0%	6.5%
%H (All HH)		100.0%	65.6%	15.6%	82.8%	62.5%	18.8%	95.3%
%H (TV HH)			65.6%	15.6%	82.8%	62.5%	18.8%	
5+	28	28	21	3	22	18	4	28
%V	2.5%	2.7%	4.4%	2.1%	3.1%	6.0%	1.0%	3.0%
%H (All HH)		100.0%	75.0%	10.7%	78.6%	64.3%	14.3%	100.0%
%H (TV HH)			75.0%	10.7%	78.6%	64.3%	14.3%	

Base: BBC 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

January - December 2015

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1107	1034	473	145	702	299	404	942
%H (All HH)		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%
%H (TV HH)			45.7%	14.0%	67.9%	28.9%	39.1%	
Under 20"	217	217	100	26	179	91	89	193
%V	19.6%	21.0%	21.1%	17.9%	25.5%	30.4%	22.0%	20.5%
%H (All HH)		100.0%	46.1%	12.0%	82.5%	41.9%	41.0%	88.9%
%H (TV HH)			46.1%	12.0%	82.5%	41.9%	41.0%	
20" - 29"	387	387	165	60	286	127	159	315
%V	35.0%	37.4%	34.9%	41.4%	40.7%	42.5%	39.4%	33.4%
%H (All HH)		100.0%	42.6%	15.5%	73.9%	32.8%	41.1%	81.4%
%H (TV HH)			42.6%	15.5%	73.9%	32.8%	41.1%	
30" - 39"	519	519	245	73	366	167	199	457
%V	46.9%	50.2%	51.8%	50.3%	52.1%	55.9%	49.3%	48.5%
%H (All HH)		100.0%	47.2%	14.1%	70.5%	32.2%	38.3%	88.1%
%H (TV HH)			47.2%	14.1%	70.5%	32.2%	38.3%	
40" and over	479	479	275	76	309	181	128	441
%V	43.3%	46.3%	58.1%	52.4%	44.0%	60.5%	31.7%	46.8%
%H (All HH)		100.0%	57.4%	15.9%	64.5%	37.8%	26.7%	92.1%
%H (TV HH)			57.4%	15.9%	64.5%	37.8%	26.7%	

Base: BBC 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

January - December 2015

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1107	1034	473	145	702	299	404	942
%H (All HH)		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%
%H (TV HH)			45.7%	14.0%	67.9%	28.9%	39.1%	
Main living room	1020	1020	469	145	696	298	398	871
%V	92.1%	98.6%	99.2%	100.0%	99.1%	99.7%	98.5%	92.5%
%H (All HH)		100.0%	46.0%	14.2%	68.2%	29.2%	39.0%	85.4%
%H (TV HH)			46.0%	14.2%	68.2%	29.2%	39.0%	
Kitchen	127	127	75	17	102	65	37	115
%V	11.5%	12.3%	15.9%	11.7%	14.5%	21.7%	9.2%	12.2%
%H (All HH)		100.0%	59.1%	13.4%	80.3%	51.2%	29.1%	90.6%
%H (TV HH)			59.1%	13.4%	80.3%	51.2%	29.1%	
Adult's bedroom	431	431	224	75	327	191	136	393
%V	38.9%	41.7%	47.4%	51.7%	46.6%	63.9%	33.7%	41.7%
%H (All HH)		100.0%	52.0%	17.4%	75.9%	44.3%	31.6%	91.2%
%H (TV HH)			52.0%	17.4%	75.9%	44.3%	31.6%	
Child's bedroom	89	89	51	21	67	48	19	87
%V	8.0%	8.6%	10.8%	14.5%	9.5%	16.1%	4.7%	9.2%
%H (All HH)		100.0%	57.3%	23.6%	75.3%	53.9%	21.3%	97.8%
%H (TV HH)			57.3%	23.6%	75.3%	53.9%	21.3%	
Other bedroom	96	96	61	14	70	49	21	94
%V	8.7%	9.3%	12.9%	9.7%	10.0%	16.4%	5.2%	10.0%
%H (All HH)		100.0%	63.5%	14.6%	72.9%	51.0%	21.9%	97.9%
%H (TV HH)			63.5%	14.6%	72.9%	51.0%	21.9%	
Second living/dining room	89	89	49	7	68	36	32	79
%V	8.0%	8.6%	10.4%	4.8%	9.7%	12.0%	7.9%	8.4%
%H (All HH)		100.0%	55.1%	7.9%	76.4%	40.4%	36.0%	88.8%
%H (TV HH)			55.1%	7.9%	76.4%	40.4%	36.0%	
Study/office	17	17	10	3	11	7	4	16
%V	1.5%	1.6%	2.1%	2.1%	1.6%	2.3%	1.0%	1.7%
%H (All HH)		100.0%	58.8%	17.6%	64.7%	41.2%	23.5%	94.1%
%H (TV HH)			58.8%	17.6%	64.7%	41.2%	23.5%	
TV room	5	5	5	0	3	3	0	5
%V	0.5%	0.5%	1.1%	0.0%	0.4%	1.0%	0.0%	0.5%
%H (All HH)		100.0%	100.0%	0.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
Conservatory	16	16	8	2	13	8	5	13
%V	1.4%	1.5%	1.7%	1.4%	1.9%	2.7%	1.2%	1.4%
%H (All HH)		100.0%	50.0%	12.5%	81.3%	50.0%	31.3%	81.3%
%H (TV HH)			50.0%	12.5%	81.3%	50.0%	31.3%	
Attic or loft room	3	3	2	1	2	1	1	3
%V	0.3%	0.3%	0.4%	0.7%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	66.7%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	66.7%	33.3%	33.3%	
No specific location	1	1	0	0	0	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
Other	9	9	6	1	7	5	2	9
%V	0.8%	0.9%	1.3%	0.7%	1.0%	1.7%	0.5%	1.0%
%H (All HH)		100.0%	66.7%	11.1%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			66.7%	11.1%	77.8%	55.6%	22.2%	

Base: BBC 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

January - December 2015

BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1107	1034	473	145	702	299	404	942
%V (All HH)		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%
%H (TV HH)			45.7%	14.0%	67.9%	28.9%	39.1%	
Any DSAT provider	473	473	473	10	242	242	0	434
%V	42.7%	45.7%	100.0%	6.9%	34.5%	80.9%	0.0%	46.1%
%H (All HH)			100.0%	2.1%	51.2%	51.2%	0.0%	91.8%
%H (TV HH)			100.0%	2.1%	51.2%	51.2%	0.0%	
Sky with subscription	371	371	371	7	190	190	0	347
%V	33.5%	35.9%	78.4%	4.8%	27.1%	63.5%	0.0%	36.8%
%H (All HH)			100.0%	1.9%	51.2%	51.2%	0.0%	93.5%
%H (TV HH)			100.0%	1.9%	51.2%	51.2%	0.0%	
Sky without subscription	20	20	20	1	8	8	0	15
%V	1.8%	1.9%	4.2%	0.7%	1.1%	2.7%	0.0%	1.6%
%H (All HH)			100.0%	5.0%	40.0%	40.0%	0.0%	75.0%
%H (TV HH)			100.0%	5.0%	40.0%	40.0%	0.0%	
Freesat	84	84	84	2	42	42	0	77
%V	7.6%	8.1%	17.8%	1.4%	6.0%	14.0%	0.0%	8.2%
%H (All HH)			100.0%	2.4%	50.0%	50.0%	0.0%	91.7%
%H (TV HH)			100.0%	2.4%	50.0%	50.0%	0.0%	
Other satellite provider	16	16	16	1	10	10	0	14
%V	1.4%	1.5%	3.4%	0.7%	1.4%	3.3%	0.0%	1.5%
%H (All HH)			100.0%	6.3%	62.5%	62.5%	0.0%	87.5%
%H (TV HH)			100.0%	6.3%	62.5%	62.5%	0.0%	
DCAB	145	145	10	145	64	64	0	134
%V	13.1%	14.0%	2.1%	100.0%	9.1%	21.4%	0.0%	14.2%
%H (All HH)			6.9%	100.0%	44.1%	44.1%	0.0%	92.4%
%H (TV HH)			6.9%	100.0%	44.1%	44.1%	0.0%	
DTT	702	702	242	64	702	299	404	582
%V	63.4%	67.9%	51.2%	44.1%	100.0%	100.0%	100.0%	61.8%
%H (All HH)		100.0%	34.5%	9.1%	100.0%	42.6%	57.5%	82.9%
%H (TV HH)			34.5%	9.1%	100.0%	42.6%	57.5%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1107	1034	473	145	702	299	404	942
%H (All HH)		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%
%H (TV HH)			45.7%	14.0%	67.9%	28.9%	39.1%	
PVR	694	694	405	125	440	267	173	637
%V	62.7%	67.1%	85.6%	86.2%	62.7%	89.3%	42.8%	67.6%
%H (All HH)		100.0%	58.4%	18.0%	63.4%	38.5%	24.9%	91.8%
%H (TV HH)			58.4%	18.0%	63.4%	38.5%	24.9%	
DVDR	41	41	19	6	30	14	16	36
%V	3.7%	4.0%	4.0%	4.1%	4.3%	4.7%	4.0%	3.8%
%H (All HH)		100.0%	46.3%	14.6%	73.2%	34.1%	39.0%	87.8%
%H (TV HH)			46.3%	14.6%	73.2%	34.1%	39.0%	
VCR	25	25	8	4	19	6	13	22
%V	2.3%	2.4%	1.7%	2.8%	2.7%	2.0%	3.2%	2.3%
%H (All HH)		100.0%	32.0%	16.0%	76.0%	24.0%	52.0%	88.0%
%H (TV HH)			32.0%	16.0%	76.0%	24.0%	52.0%	
Any recorder	710	710	409	126	454	269	185	649
%V	64.1%	68.7%	86.5%	86.9%	64.7%	90.0%	45.8%	68.9%
%H (All HH)		100.0%	57.6%	17.7%	63.9%	37.9%	26.1%	91.4%
%H (TV HH)			57.6%	17.7%	63.9%	37.9%	26.1%	
Receives HDTV (via STB or built-in reception)	661	661	361	122	433	247	186	613
%V	59.7%	63.9%	76.3%	84.1%	61.7%	82.6%	46.0%	65.1%
%H (All HH)		100.0%	54.6%	18.5%	65.5%	37.4%	28.1%	92.7%
%H (TV HH)			54.6%	18.5%	65.5%	37.4%	28.1%	
DVD/Blu-ray player or recorder	813	813	389	124	556	254	302	721
%V	73.4%	78.6%	82.2%	85.5%	79.2%	84.9%	74.8%	76.5%
%H (All HH)		100.0%	47.8%	15.3%	68.4%	31.2%	37.1%	88.7%
%H (TV HH)			47.8%	15.3%	68.4%	31.2%	37.1%	

Base: BBC 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

January - December 2015

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1107	1034	473	145	702	299	404	942
%H (All HH)		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%
%H (TV HH)			45.7%	14.0%	67.9%	28.9%	39.1%	
Has broadband internet	942	883	434	134	582	280	302	942
%V	85.1%	85.4%	91.8%	92.4%	82.9%	93.6%	74.8%	100.0%
%H (All HH)		93.7%	46.1%	14.2%	61.8%	29.7%	32.1%	100.0%
%H (TV HH)			49.2%	15.2%	65.9%	31.7%	34.2%	
Number of computers (PCs and laptops)								
0	184	168	50	13	127	23	105	33
%V	16.6%	16.2%	10.6%	9.0%	18.1%	7.7%	26.0%	3.5%
%H (All HH)		91.3%	27.2%	7.1%	69.0%	12.5%	57.1%	17.9%
%H (TV HH)			29.8%	7.7%	75.6%	13.7%	62.5%	
1	280	252	104	34	166	59	107	271
%V	25.3%	24.4%	22.0%	23.4%	23.6%	19.7%	26.5%	28.8%
%H (All HH)		90.0%	37.1%	12.1%	59.3%	21.1%	38.2%	96.8%
%H (TV HH)			41.3%	13.5%	65.9%	23.4%	42.5%	
2	257	242	117	36	162	72	90	254
%V	23.2%	23.4%	24.7%	24.8%	23.1%	24.1%	22.3%	27.0%
%H (All HH)		94.2%	45.5%	14.0%	63.0%	28.0%	35.0%	98.8%
%H (TV HH)			48.3%	14.9%	66.9%	29.8%	37.2%	
3	162	159	82	22	114	61	53	161
%V	14.6%	15.4%	17.3%	15.2%	16.2%	20.4%	13.1%	17.1%
%H (All HH)		98.1%	50.6%	13.6%	70.4%	37.7%	32.7%	99.4%
%H (TV HH)			51.6%	13.8%	71.7%	38.4%	33.3%	
4	108	104	53	20	64	36	28	108
%V	9.8%	10.1%	11.2%	13.8%	9.1%	12.0%	6.9%	11.5%
%H (All HH)		96.3%	49.1%	18.5%	59.3%	33.3%	25.9%	100.0%
%H (TV HH)			51.0%	19.2%	61.5%	34.6%	26.9%	
5+	115	109	68	19	68	48	20	114
%V	10.4%	10.5%	14.4%	13.1%	9.7%	16.1%	5.0%	12.1%
%H (All HH)		94.8%	59.1%	16.5%	59.1%	41.7%	17.4%	99.1%
%H (TV HH)			62.4%	17.4%	62.4%	44.0%	18.3%	

Base: BBC 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
January - December 2015

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2003	1015	306	1441	762	680	1783
%H		50.7%	15.3%	71.9%	38.0%	33.9%	89.0%
Under 20"	277	130	32	233	119	114	246
%V	13.8%	12.8%	10.5%	16.2%	15.6%	16.8%	13.8%
%H		46.9%	11.6%	84.1%	43.0%	41.2%	88.8%
20" - 29"	492	220	76	370	177	194	410
%V	24.6%	21.7%	24.8%	25.7%	23.2%	28.5%	23.0%
%H		44.7%	15.4%	75.2%	36.0%	39.4%	83.3%
30" - 39"	624	309	97	443	224	218	560
%V	31.2%	30.4%	31.7%	30.7%	29.4%	32.1%	31.4%
%H		49.5%	15.5%	71.0%	35.9%	34.9%	89.7%
40" and over	591	349	99	383	237	146	551
%V	29.5%	34.4%	32.4%	26.6%	31.1%	21.5%	30.9%
%H		59.1%	16.8%	64.8%	40.1%	24.7%	93.2%
Don't know	19	8	2	12	4	8	16
%V	0.9%	0.8%	0.7%	0.8%	0.5%	1.2%	0.9%
%H		42.1%	10.5%	63.2%	21.1%	42.1%	84.2%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2003	1015	306	1441	762	680	1783
%H		50.7%	15.3%	71.9%	38.0%	33.9%	89.0%
Main living room	1024	471	147	697	299	398	875
%V	51.1%	46.4%	48.0%	48.4%	39.2%	58.5%	49.1%
%H		46.0%	14.4%	68.1%	29.2%	38.9%	85.4%
Kitchen	128	76	17	102	65	38	116
%V	6.4%	7.5%	5.6%	7.1%	8.5%	5.6%	6.5%
%H		59.4%	13.3%	79.7%	50.8%	29.7%	90.6%
Adult's bedroom	475	247	84	362	214	148	435
%V	23.7%	24.3%	27.5%	25.1%	28.1%	21.8%	24.4%
%H		52.0%	17.7%	76.2%	45.1%	31.2%	91.6%
Child's bedroom	118	69	26	88	64	25	116
%V	5.9%	6.8%	8.5%	6.1%	8.4%	3.7%	6.5%
%H		58.5%	22.0%	74.6%	54.2%	21.2%	98.3%
Other bedroom	115	71	18	85	59	26	112
%V	5.7%	7.0%	5.9%	5.9%	7.7%	3.8%	6.3%
%H		61.7%	15.7%	73.9%	51.3%	22.6%	97.4%
Second living/dining room	90	50	7	68	36	33	81
%V	4.5%	4.9%	2.3%	4.7%	4.7%	4.9%	4.5%
%H		55.6%	7.8%	75.6%	40.0%	36.7%	90.0%
Study/office	17	10	3	11	7	4	16
%V	0.8%	1.0%	1.0%	0.8%	0.9%	0.6%	0.9%
%H		58.8%	17.6%	64.7%	41.2%	23.5%	94.1%
TV room	5	5	0	3	3	0	5
%V	0.2%	0.5%	0.0%	0.2%	0.4%	0.0%	0.3%
%H		100.0%	0.0%	60.0%	60.0%	0.0%	100.0%
Conservatory	17	9	2	14	9	5	14
%V	0.8%	0.9%	0.7%	1.0%	1.2%	0.7%	0.8%
%H		52.9%	11.8%	82.4%	52.9%	29.4%	82.4%
Attic or loft room	3	2	1	2	1	1	3
%V	0.1%	0.2%	0.3%	0.1%	0.1%	0.1%	0.2%
%H		66.7%	33.3%	66.7%	33.3%	33.3%	100.0%
No specific location	1	0	0	0	0	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	10	6	1	8	5	3	9
%V	0.5%	0.6%	0.3%	0.6%	0.7%	0.4%	0.5%
%H		60.0%	10.0%	80.0%	50.0%	30.0%	90.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2003	1015	306	1441	762	680	1783
%H		50.7%	15.3%	71.9%	38.0%	33.9%	89.0%
PVR	912	547	181	557	361	197	845
%V	45.5%	53.9%	59.2%	38.7%	47.4%	29.0%	47.4%
%H		60.0%	19.8%	61.1%	39.6%	21.6%	92.7%
DVDR	43	19	6	33	15	18	38
%V	2.1%	1.9%	2.0%	2.3%	2.0%	2.6%	2.1%
%H		44.2%	14.0%	76.7%	34.9%	41.9%	88.4%
VCR	25	8	4	19	6	13	22
%V	1.2%	0.8%	1.3%	1.3%	0.8%	1.9%	1.2%
%H		32.0%	16.0%	76.0%	24.0%	52.0%	88.0%
Any recorder	941	559	182	582	370	213	869
%V	47.0%	55.1%	59.5%	40.4%	48.6%	31.3%	48.7%
%H		59.4%	19.3%	61.8%	39.3%	22.6%	92.3%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2003	1015	306	1441	762	680	1783
%H		50.7%	15.3%	71.9%	38.0%	33.9%	89.0%
Receives HDTV (via STB or built-in reception)	919	496	191	604	360	244	862
%V	45.9%	48.9%	62.4%	41.9%	47.2%	35.9%	48.3%
%H		54.0%	20.8%	65.7%	39.2%	26.6%	93.8%
DVD/Blu-ray player or recorder	1134	568	177	809	413	395	1021
%V	56.6%	56.0%	57.8%	56.1%	54.2%	58.1%	57.3%
%H		50.1%	15.6%	71.3%	36.4%	34.8%	90.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1030	473	145	701	299	402	879
%H		45.9%	14.1%	68.1%	29.0%	39.0%	85.3%
Under 20"	20	3	1	15	1	14	16
%V	1.9%	0.6%	0.7%	2.1%	0.3%	3.5%	1.8%
%H		15.0%	5.0%	75.0%	5.0%	70.0%	80.0%
20" - 29"	162	44	23	115	23	91	112
%V	15.7%	9.3%	15.9%	16.4%	7.7%	22.6%	12.7%
%H		27.2%	14.2%	71.0%	14.2%	56.2%	69.1%
30" - 39"	380	159	48	269	100	169	322
%V	36.9%	33.6%	33.1%	38.4%	33.4%	42.0%	36.6%
%H		41.8%	12.6%	70.8%	26.3%	44.5%	84.7%
40" and over	460	262	73	298	173	125	422
%V	44.7%	55.4%	50.3%	42.5%	57.9%	31.1%	48.0%
%H		57.0%	15.9%	64.8%	37.6%	27.2%	91.7%
Don't know	9	3	1	4	1	4	7
%V	0.9%	0.6%	0.7%	0.6%	0.3%	1.0%	0.8%
%H		33.3%	11.1%	44.4%	11.1%	44.4%	77.8%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1030	473	145	701	299	402	879
%H		45.9%	14.1%	68.1%	29.0%	39.0%	85.3%
PVR	682	402	124	429	263	167	628
%V	66.2%	85.0%	85.5%	61.2%	88.0%	41.5%	71.4%
%H		58.9%	18.2%	62.9%	38.6%	24.5%	92.1%
DVDR	29	10	6	20	8	12	24
%V	2.8%	2.1%	4.1%	2.9%	2.7%	3.0%	2.7%
%H		34.5%	20.7%	69.0%	27.6%	41.4%	82.8%
VCR	18	6	3	13	4	9	15
%V	1.7%	1.3%	2.1%	1.9%	1.3%	2.2%	1.7%
%H		33.3%	16.7%	72.2%	22.2%	50.0%	83.3%
Any recorder	696	406	125	441	265	176	638
%V	67.6%	85.8%	86.2%	62.9%	88.6%	43.8%	72.6%
%H		58.3%	18.0%	63.4%	38.1%	25.3%	91.7%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1030	473	145	701	299	402	879
%H		45.9%	14.1%	68.1%	29.0%	39.0%	85.3%
Receives HDTV (via STB or built-in reception)	651	354	120	426	241	185	605
%V	63.2%	74.8%	82.8%	60.8%	80.6%	46.0%	68.8%
%H		54.4%	18.4%	65.4%	37.0%	28.4%	92.9%
DVD/Blu-ray player or recorder	764	361	114	523	232	291	674
%V	74.2%	76.3%	78.6%	74.6%	77.6%	72.4%	76.7%
%H		47.3%	14.9%	68.5%	30.4%	38.1%	88.2%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	973	543	161	740	463	277	904
%H		55.8%	16.5%	76.1%	47.6%	28.5%	92.9%
Under 20"	256	126	31	218	118	100	230
%V	26.3%	23.2%	19.3%	29.5%	25.5%	36.1%	25.4%
%H		49.2%	12.1%	85.2%	46.1%	39.1%	89.8%
20" - 29"	330	176	53	256	154	102	298
%V	33.9%	32.4%	32.9%	34.6%	33.3%	36.8%	33.0%
%H		53.3%	16.1%	77.6%	46.7%	30.9%	90.3%
30" - 39"	245	150	49	174	124	49	238
%V	25.2%	27.6%	30.4%	23.5%	26.8%	17.7%	26.3%
%H		61.2%	20.0%	71.0%	50.6%	20.0%	97.1%
40" and over	131	86	26	85	64	21	129
%V	13.5%	15.8%	16.1%	11.5%	13.8%	7.6%	14.3%
%H		65.6%	19.8%	64.9%	48.9%	16.0%	98.5%
Don't know	10	4	1	8	3	4	9
%V	1.0%	0.7%	0.6%	1.1%	0.6%	1.4%	1.0%
%H		40.0%	10.0%	80.0%	30.0%	40.0%	90.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	973	543	161	740	463	277	904
%H		55.8%	16.5%	76.1%	47.6%	28.5%	92.9%
PVR	230	145	58	128	98	30	218
%V	23.6%	26.7%	36.0%	17.3%	21.2%	10.8%	24.1%
%H		63.0%	25.2%	55.7%	42.6%	13.0%	94.8%
DVDR	15	9	0	13	7	6	14
%V	1.5%	1.7%	0.0%	1.8%	1.5%	2.2%	1.5%
%H		60.0%	0.0%	86.7%	46.7%	40.0%	93.3%
VCR	7	2	1	5	2	4	6
%V	0.7%	0.4%	0.6%	0.7%	0.4%	1.4%	0.7%
%H		28.6%	14.3%	71.4%	28.6%	57.1%	85.7%
Any recorder	245	153	58	141	105	37	231
%V	25.2%	28.2%	36.0%	19.1%	22.7%	13.4%	25.6%
%H		62.4%	23.7%	57.6%	42.9%	15.1%	94.3%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	973	543	161	740	463	277	904
%H		55.8%	16.5%	76.1%	47.6%	28.5%	92.9%
Receives HDTV (via STB or built-in reception)	268	143	70	178	119	59	257
%V	27.5%	26.3%	43.5%	24.1%	25.7%	21.3%	28.4%
%H		53.4%	26.1%	66.4%	44.4%	22.0%	95.9%
DVD/Blu-ray player or recorder	370	207	63	285	181	104	347
%V	38.0%	38.1%	39.1%	38.5%	39.1%	37.5%	38.4%
%H		55.9%	17.0%	77.0%	48.9%	28.1%	93.8%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2547	2401	1195	374	1589	783	806	2320
%H		94.3%	46.9%	14.7%	62.4%	30.7%	31.6%	91.1%
Total Children	464	446	256	75	266	154	113	449
%V	18.2%	18.6%	21.4%	20.1%	16.7%	19.7%	14.0%	19.4%
%H		96.1%	55.2%	16.2%	57.3%	33.2%	24.4%	96.8%
0 - 3	119	114	66	16	62	33	29	115
%V	4.7%	4.7%	5.5%	4.3%	3.9%	4.2%	3.6%	5.0%
%H		95.8%	55.5%	13.4%	52.1%	27.7%	24.4%	96.6%
4 - 15	344	332	190	59	204	121	83	334
%V	13.5%	13.8%	15.9%	15.8%	12.8%	15.5%	10.3%	14.4%
%H		96.5%	55.2%	17.2%	59.3%	35.2%	24.1%	97.1%
4 - 9	184	177	102	26	108	60	47	179
%V	7.2%	7.4%	8.5%	7.0%	6.8%	7.7%	5.8%	7.7%
%H		96.2%	55.4%	14.1%	58.7%	32.6%	25.5%	97.3%
10 - 15	160	154	88	33	96	60	36	156
%V	6.3%	6.4%	7.4%	8.8%	6.0%	7.7%	4.5%	6.7%
%H		96.3%	55.0%	20.6%	60.0%	37.5%	22.5%	97.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2547	2401	1195	374	1589	783	806	2320
%H		94.3%	46.9%	14.7%	62.4%	30.7%	31.6%	91.1%
Total Adults (16+)	2083	1955	939	299	1323	630	693	1870
%V	81.8%	81.4%	78.6%	79.9%	83.3%	80.5%	86.0%	80.6%
%H		93.9%	45.1%	14.4%	63.5%	30.2%	33.3%	89.8%
16 - 19	121	108	50	25	65	36	29	116
%V	4.8%	4.5%	4.2%	6.7%	4.1%	4.6%	3.6%	5.0%
%H		89.3%	41.3%	20.7%	53.7%	29.8%	24.0%	95.9%
20 - 24	156	131	54	20	86	38	48	152
%V	6.1%	5.5%	4.5%	5.3%	5.4%	4.9%	6.0%	6.6%
%H		84.0%	34.6%	12.8%	55.1%	24.4%	30.8%	97.4%
25 - 34	294	267	131	38	165	81	85	287
%V	11.5%	11.1%	11.0%	10.2%	10.4%	10.3%	10.5%	12.4%
%H		90.8%	44.6%	12.9%	56.1%	27.6%	28.9%	97.6%
35 - 44	316	290	161	58	174	104	70	305
%V	12.4%	12.1%	13.5%	15.5%	11.0%	13.3%	8.7%	13.1%
%H		91.8%	50.9%	18.4%	55.1%	32.9%	22.2%	96.5%
45 - 54	363	349	176	58	237	122	115	346
%V	14.3%	14.5%	14.7%	15.5%	14.9%	15.6%	14.3%	14.9%
%H		96.1%	48.5%	16.0%	65.3%	33.6%	31.7%	95.3%
55 - 64	290	281	138	41	189	87	102	271
%V	11.4%	11.7%	11.5%	11.0%	11.9%	11.1%	12.7%	11.7%
%H		96.9%	47.6%	14.1%	65.2%	30.0%	35.2%	93.4%
65+	544	529	229	59	406	161	245	393
%V	21.4%	22.0%	19.2%	15.8%	25.6%	20.6%	30.4%	16.9%
%H		97.2%	42.1%	10.8%	74.6%	29.6%	45.0%	72.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2083	1955	939	299	1323	630	693	1870
%H		93.9%	45.1%	14.4%	63.5%	30.2%	33.3%	89.8%
AB	615	583	286	95	403	206	198	599
%V	29.5%	29.8%	30.5%	31.8%	30.5%	32.7%	28.6%	32.0%
%H		94.8%	46.5%	15.4%	65.5%	33.5%	32.2%	97.4%
C1	652	600	294	84	381	178	203	599
%V	31.3%	30.7%	31.3%	28.1%	28.8%	28.3%	29.3%	32.0%
%H		92.0%	45.1%	12.9%	58.4%	27.3%	31.1%	91.9%
C2	416	395	193	80	275	153	122	379
%V	20.0%	20.2%	20.6%	26.8%	20.8%	24.3%	17.6%	20.3%
%H		95.0%	46.4%	19.2%	66.1%	36.8%	29.3%	91.1%
D	252	239	112	24	169	71	98	208
%V	12.1%	12.2%	11.9%	8.0%	12.8%	11.3%	14.1%	11.1%
%H		94.8%	44.4%	9.5%	67.1%	28.2%	38.9%	82.5%
E	149	138	54	14	94	22	72	86
%V	7.2%	7.1%	5.8%	4.7%	7.1%	3.5%	10.4%	4.6%
%H		92.6%	36.2%	9.4%	63.1%	14.8%	48.3%	57.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2083	1955	939	299	1323	630	693	1870
%H		93.9%	45.1%	14.4%	63.5%	30.2%	33.3%	89.8%
Working full time	920	868	447	148	551	296	255	895
%V	44.2%	44.4%	47.6%	49.5%	41.6%	47.0%	36.8%	47.9%
%H		94.3%	48.6%	16.1%	59.9%	32.2%	27.7%	97.3%
Working part time	243	233	112	35	162	78	84	239
%V	11.7%	11.9%	11.9%	11.7%	12.2%	12.4%	12.1%	12.8%
%H		95.9%	46.1%	14.4%	66.7%	32.1%	34.6%	98.4%
Not working	920	855	380	115	610	255	354	736
%V	44.2%	43.7%	40.5%	38.5%	46.1%	40.5%	51.1%	39.4%
%H		92.9%	41.3%	12.5%	66.3%	27.7%	38.5%	80.0%
Housewife/Houseperson	1107	1034	473	145	702	299	404	942
%V	53.1%	52.9%	50.4%	48.5%	53.1%	47.5%	58.3%	50.4%
%H		93.4%	42.7%	13.1%	63.4%	27.0%	36.5%	85.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1015	944	464	156	634	325	309	931
%H		93.0%	45.7%	15.4%	62.5%	32.0%	30.4%	91.7%
16 - 19	60	52	29	13	30	21	9	57
%V	5.9%	5.5%	6.3%	8.3%	4.7%	6.5%	2.9%	6.1%
%H		86.7%	48.3%	21.7%	50.0%	35.0%	15.0%	95.0%
20 - 24	87	72	26	15	46	22	24	85
%V	8.6%	7.6%	5.6%	9.6%	7.3%	6.8%	7.8%	9.1%
%H		82.8%	29.9%	17.2%	52.9%	25.3%	27.6%	97.7%
25 - 34	147	133	60	20	84	39	45	143
%V	14.5%	14.1%	12.9%	12.8%	13.2%	12.0%	14.6%	15.4%
%H		90.5%	40.8%	13.6%	57.1%	26.5%	30.6%	97.3%
35 - 44	157	144	81	29	87	54	33	149
%V	15.5%	15.3%	17.5%	18.6%	13.7%	16.6%	10.7%	16.0%
%H		91.7%	51.6%	18.5%	55.4%	34.4%	21.0%	94.9%
45 - 54	177	169	86	32	114	61	53	168
%V	17.4%	17.9%	18.5%	20.5%	18.0%	18.8%	17.2%	18.0%
%H		95.5%	48.6%	18.1%	64.4%	34.5%	29.9%	94.9%
55 - 64	148	142	72	20	96	46	50	139
%V	14.6%	15.0%	15.5%	12.8%	15.1%	14.2%	16.2%	14.9%
%H		95.9%	48.6%	13.5%	64.9%	31.1%	33.8%	93.9%
65+	240	232	111	28	177	82	95	190
%V	23.6%	24.6%	23.9%	17.9%	27.9%	25.2%	30.7%	20.4%
%H		96.7%	46.3%	11.7%	73.8%	34.2%	39.6%	79.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1015	944	464	156	634	325	309	931
%H		93.0%	45.7%	15.4%	62.5%	32.0%	30.4%	91.7%
AB	315	298	145	54	203	105	98	308
%V	31.0%	31.6%	31.3%	34.6%	32.0%	32.3%	31.7%	33.1%
%H		94.6%	46.0%	17.1%	64.4%	33.3%	31.1%	97.8%
C1	302	274	144	41	170	91	79	285
%V	29.8%	29.0%	31.0%	26.3%	26.8%	28.0%	25.6%	30.6%
%H		90.7%	47.7%	13.6%	56.3%	30.1%	26.2%	94.4%
C2	224	211	99	45	151	82	68	202
%V	22.1%	22.4%	21.3%	28.8%	23.8%	25.2%	22.0%	21.7%
%H		94.2%	44.2%	20.1%	67.4%	36.6%	30.4%	90.2%
D	120	111	55	13	79	38	41	102
%V	11.8%	11.8%	11.9%	8.3%	12.5%	11.7%	13.3%	11.0%
%H		92.5%	45.8%	10.8%	65.8%	31.7%	34.2%	85.0%
E	55	48	22	3	31	9	22	34
%V	5.4%	5.1%	4.7%	1.9%	4.9%	2.8%	7.1%	3.7%
%H		87.3%	40.0%	5.5%	56.4%	16.4%	40.0%	61.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1015	944	464	156	634	325	309	931
%H		93.0%	45.7%	15.4%	62.5%	32.0%	30.4%	91.7%
Working full time	583	551	282	100	355	195	160	566
%V	57.4%	58.4%	60.8%	64.1%	56.0%	60.0%	51.8%	60.8%
%H		94.5%	48.4%	17.2%	60.9%	33.4%	27.4%	97.1%
Working part time	62	56	31	8	38	21	16	60
%V	6.1%	5.9%	6.7%	5.1%	6.0%	6.5%	5.2%	6.4%
%H		90.3%	50.0%	12.9%	61.3%	33.9%	25.8%	96.8%
Not working	370	336	151	47	241	108	133	305
%V	36.5%	35.6%	32.5%	30.1%	38.0%	33.2%	43.0%	32.8%
%H		90.8%	40.8%	12.7%	65.1%	29.2%	35.9%	82.4%
Housewife/Houseperson	225	194	83	30	127	50	77	182
%V	22.2%	20.6%	17.9%	19.2%	20.0%	15.4%	24.9%	19.5%
%H		86.2%	36.9%	13.3%	56.4%	22.2%	34.2%	80.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1069	1012	475	143	689	305	384	939
%H		94.7%	44.4%	13.4%	64.5%	28.5%	35.9%	87.8%
16 - 19	61	56	21	12	34	14	20	59
%V	5.7%	5.5%	4.4%	8.4%	4.9%	4.6%	5.2%	6.3%
%H		91.8%	34.4%	19.7%	55.7%	23.0%	32.8%	96.7%
20 - 24	69	59	29	5	40	16	24	67
%V	6.5%	5.8%	6.1%	3.5%	5.8%	5.2%	6.3%	7.1%
%H		85.5%	42.0%	7.2%	58.0%	23.2%	34.8%	97.1%
25 - 34	147	135	71	19	82	42	40	144
%V	13.8%	13.3%	14.9%	13.3%	11.9%	13.8%	10.4%	15.3%
%H		91.8%	48.3%	12.9%	55.8%	28.6%	27.2%	98.0%
35 - 44	159	146	80	29	87	50	37	155
%V	14.9%	14.4%	16.8%	20.3%	12.6%	16.4%	9.6%	16.5%
%H		91.8%	50.3%	18.2%	54.7%	31.4%	23.3%	97.5%
45 - 54	186	180	90	27	124	61	62	178
%V	17.4%	17.8%	18.9%	18.9%	18.0%	20.0%	16.1%	19.0%
%H		96.8%	48.4%	14.5%	66.7%	32.8%	33.3%	95.7%
55 - 64	142	139	66	21	93	41	51	133
%V	13.3%	13.7%	13.9%	14.7%	13.5%	13.4%	13.3%	14.2%
%H		97.9%	46.5%	14.8%	65.5%	28.9%	35.9%	93.7%
65+	304	296	118	31	229	79	149	203
%V	28.4%	29.2%	24.8%	21.7%	33.2%	25.9%	38.8%	21.6%
%H		97.4%	38.8%	10.2%	75.3%	26.0%	49.0%	66.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1069	1012	475	143	689	305	384	939
%H		94.7%	44.4%	13.4%	64.5%	28.5%	35.9%	87.8%
AB	301	285	141	42	200	101	100	290
%V	28.2%	28.2%	29.7%	29.4%	29.0%	33.1%	26.0%	30.9%
%H		94.7%	46.8%	14.0%	66.4%	33.6%	33.2%	96.3%
C1	350	326	150	43	211	87	124	313
%V	32.7%	32.2%	31.6%	30.1%	30.6%	28.5%	32.3%	33.3%
%H		93.1%	42.9%	12.3%	60.3%	24.9%	35.4%	89.4%
C2	191	184	94	35	125	71	54	177
%V	17.9%	18.2%	19.8%	24.5%	18.1%	23.3%	14.1%	18.8%
%H		96.3%	49.2%	18.3%	65.4%	37.2%	28.3%	92.7%
D	132	127	57	12	90	34	57	106
%V	12.3%	12.5%	12.0%	8.4%	13.1%	11.1%	14.8%	11.3%
%H		96.2%	43.2%	9.1%	68.2%	25.8%	43.2%	80.3%
E	94	90	32	11	63	13	49	53
%V	8.8%	8.9%	6.7%	7.7%	9.1%	4.3%	12.8%	5.6%
%H		95.7%	34.0%	11.7%	67.0%	13.8%	52.1%	56.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1069	1012	475	143	689	305	384	939
%H		94.7%	44.4%	13.4%	64.5%	28.5%	35.9%	87.8%
Working full time	337	317	164	48	196	101	95	330
%V	31.5%	31.3%	34.5%	33.6%	28.4%	33.1%	24.7%	35.1%
%H		94.1%	48.7%	14.2%	58.2%	30.0%	28.2%	97.9%
Working part time	181	176	82	27	124	57	67	178
%V	16.9%	17.4%	17.3%	18.9%	18.0%	18.7%	17.4%	19.0%
%H		97.2%	45.3%	14.9%	68.5%	31.5%	37.0%	98.3%
Not working	550	519	229	68	369	147	222	431
%V	51.4%	51.3%	48.2%	47.6%	53.6%	48.2%	57.8%	45.9%
%H		94.4%	41.6%	12.4%	67.1%	26.7%	40.4%	78.4%
Housewife/Houseperson	882	840	390	116	575	248	327	760
%V	82.5%	83.0%	82.1%	81.1%	83.5%	81.3%	85.2%	80.9%
%H		95.2%	44.2%	13.2%	65.2%	28.1%	37.1%	86.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3624	3450	1355	664	2665	1234	1431	2904
%H (All HH)		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%
%H (TV HH)			39.3%	19.2%	77.2%	35.8%	41.5%	
AB	845	816	364	140	628	314	314	791
%V	23.3%	23.7%	26.9%	21.1%	23.6%	25.4%	21.9%	27.2%
%H (All HH)		96.6%	43.1%	16.6%	74.3%	37.2%	37.2%	93.6%
%H (TV HH)			44.6%	17.2%	77.0%	38.5%	38.5%	
C1	885	831	323	170	636	300	336	773
%V	24.4%	24.1%	23.8%	25.6%	23.9%	24.3%	23.5%	26.6%
%H (All HH)		93.9%	36.5%	19.2%	71.9%	33.9%	38.0%	87.3%
%H (TV HH)			38.9%	20.5%	76.5%	36.1%	40.4%	
C2	807	780	315	161	605	299	305	656
%V	22.3%	22.6%	23.2%	24.2%	22.7%	24.2%	21.3%	22.6%
%H (All HH)		96.7%	39.0%	20.0%	75.0%	37.1%	37.8%	81.3%
%H (TV HH)			40.4%	20.6%	77.6%	38.3%	39.1%	
D	668	634	243	136	480	225	255	485
%V	18.4%	18.4%	17.9%	20.5%	18.0%	18.2%	17.8%	16.7%
%H (All HH)		94.9%	36.4%	20.4%	71.9%	33.7%	38.2%	72.6%
%H (TV HH)			38.3%	21.5%	75.7%	35.5%	40.2%	
E	419	390	110	57	316	95	222	200
%V	11.6%	11.3%	8.1%	8.6%	11.9%	7.7%	15.5%	6.9%
%H (All HH)		93.1%	26.3%	13.6%	75.4%	22.7%	53.0%	47.7%
%H (TV HH)			28.2%	14.6%	81.0%	24.4%	56.9%	

Base: BBC 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

January - December 2015

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3624	3450	1355	664	2665	1234	1431	2904
%H (All HH)		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%
%H (TV HH)			39.3%	19.2%	77.2%	35.8%	41.5%	
Under 25	178	149	54	24	112	50	62	163
%V	4.9%	4.3%	4.0%	3.6%	4.2%	4.1%	4.3%	5.6%
%H (All HH)		83.7%	30.3%	13.5%	62.9%	28.1%	34.8%	91.6%
%H (TV HH)			36.2%	16.1%	75.2%	33.6%	41.6%	
25 - 34	557	508	221	109	346	176	170	519
%V	15.4%	14.7%	16.3%	16.4%	13.0%	14.3%	11.9%	17.9%
%H (All HH)		91.2%	39.7%	19.6%	62.1%	31.6%	30.5%	93.2%
%H (TV HH)			43.5%	21.5%	68.1%	34.6%	33.5%	
35 - 44	591	562	271	121	401	228	173	555
%V	16.3%	16.3%	20.0%	18.2%	15.0%	18.5%	12.1%	19.1%
%H (All HH)		95.1%	45.9%	20.5%	67.9%	38.6%	29.3%	93.9%
%H (TV HH)			48.2%	21.5%	71.4%	40.6%	30.8%	
45 - 54	691	675	284	174	501	281	219	643
%V	19.1%	19.6%	21.0%	26.2%	18.8%	22.8%	15.3%	22.1%
%H (All HH)		97.7%	41.1%	25.2%	72.5%	40.7%	31.7%	93.1%
%H (TV HH)			42.1%	25.8%	74.2%	41.6%	32.4%	
55 - 64	597	579	241	106	473	234	239	506
%V	16.5%	16.8%	17.8%	16.0%	17.7%	19.0%	16.7%	17.4%
%H (All HH)		97.0%	40.4%	17.8%	79.2%	39.2%	40.0%	84.8%
%H (TV HH)			41.6%	18.3%	81.7%	40.4%	41.3%	
65 +	1010	977	283	130	833	263	569	519
%V	27.9%	28.3%	20.9%	19.6%	31.3%	21.3%	39.8%	17.9%
%H (All HH)		96.7%	28.0%	12.9%	82.5%	26.0%	56.3%	51.4%
%H (TV HH)			29.0%	13.3%	85.3%	26.9%	58.2%	

Base: BBC 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

January - December 2015

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3624	3450	1355	664	2665	1234	1431	2904
%H (All HH)		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%
%H (TV HH)			39.3%	19.2%	77.2%	35.8%	41.5%	
1	1089	1004	271	122	833	227	605	608
%V	30.0%	29.1%	20.0%	18.4%	31.3%	18.4%	42.3%	20.9%
%H (All HH)		92.2%	24.9%	11.2%	76.5%	20.8%	55.6%	55.8%
%H (TV HH)			27.0%	12.2%	83.0%	22.6%	60.3%	
2	1228	1185	471	240	926	453	474	1046
%V	33.9%	34.3%	34.8%	36.1%	34.7%	36.7%	33.1%	36.0%
%H (All HH)		96.5%	38.4%	19.5%	75.4%	36.9%	38.6%	85.2%
%H (TV HH)			39.7%	20.3%	78.1%	38.2%	40.0%	
3	548	531	238	137	391	233	158	520
%V	15.1%	15.4%	17.6%	20.6%	14.7%	18.9%	11.0%	17.9%
%H (All HH)		96.9%	43.4%	25.0%	71.4%	42.5%	28.8%	94.9%
%H (TV HH)			44.8%	25.8%	73.6%	43.9%	29.8%	
4	498	483	245	104	348	212	136	484
%V	13.7%	14.0%	18.1%	15.7%	13.1%	17.2%	9.5%	16.7%
%H (All HH)		97.0%	49.2%	20.9%	69.9%	42.6%	27.3%	97.2%
%H (TV HH)			50.7%	21.5%	72.0%	43.9%	28.2%	
5+	260	246	131	62	167	109	58	247
%V	7.2%	7.1%	9.7%	9.3%	6.3%	8.8%	4.1%	8.5%
%H (All HH)		94.6%	50.4%	23.8%	64.2%	41.9%	22.3%	95.0%
%H (TV HH)			53.3%	25.2%	67.9%	44.3%	23.6%	
Average HH size	2.37	2.39	2.67	2.66	2.31	2.65	2.01	2.60

Base: BBC 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

January - December 2015

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3624	3450	1355	664	2665	1234	1431	2904
%V (All HH)		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%
%H (TV HH)			39.3%	19.2%	77.2%	35.8%	41.5%	
Without	2659	2514	916	448	2003	853	1150	1987
%V	73.4%	72.9%	67.6%	67.5%	75.2%	69.1%	80.4%	68.4%
%H (All HH)		94.5%	34.4%	16.8%	75.3%	32.1%	43.2%	74.7%
%H (TV HH)			36.4%	17.8%	79.7%	33.9%	45.7%	
With	964	936	439	216	662	381	281	917
%V	26.6%	27.1%	32.4%	32.5%	24.8%	30.9%	19.6%	31.6%
%H (All HH)		97.1%	45.5%	22.4%	68.7%	39.5%	29.1%	95.1%
%H (TV HH)			46.9%	23.1%	70.7%	40.7%	30.0%	
0 - 3	363	348	166	68	238	128	110	342
%V	10.0%	10.1%	12.3%	10.2%	8.9%	10.4%	7.7%	11.8%
%H (All HH)		95.9%	45.7%	18.7%	65.6%	35.3%	30.3%	94.2%
%H (TV HH)			47.7%	19.5%	68.4%	36.8%	31.6%	
4 - 9	494	478	239	104	337	199	138	468
%V	13.6%	13.9%	17.6%	15.7%	12.6%	16.1%	9.6%	16.1%
%H (All HH)		96.8%	48.4%	21.1%	68.2%	40.3%	27.9%	94.7%
%H (TV HH)			50.0%	21.8%	70.5%	41.6%	28.9%	
10 - 15	459	450	216	111	319	192	127	441
%V	12.7%	13.0%	15.9%	16.7%	12.0%	15.6%	8.9%	15.2%
%H (All HH)		98.0%	47.1%	24.2%	69.5%	41.8%	27.7%	96.1%
%H (TV HH)			48.0%	24.7%	70.9%	42.7%	28.2%	

Base: BBC 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

January - December 2015

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3624	3450	1355	664	2665	1234	1431	2904
%H (All HH)		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%
%H (TV HH)			39.3%	19.2%	77.2%	35.8%	41.5%	
1	1410	1410	454	221	991	280	710	992
%V	38.9%	40.9%	33.5%	33.3%	37.2%	22.7%	49.6%	34.2%
%H (All HH)		100.0%	32.2%	15.7%	70.3%	19.9%	50.4%	70.4%
%H (TV HH)			32.2%	15.7%	70.3%	19.9%	50.4%	
2	1173	1173	458	238	938	451	487	975
%V	32.4%	34.0%	33.8%	35.8%	35.2%	36.5%	34.0%	33.6%
%H (All HH)		100.0%	39.0%	20.3%	80.0%	38.4%	41.5%	83.1%
%H (TV HH)			39.0%	20.3%	80.0%	38.4%	41.5%	
3	524	524	259	117	440	286	154	487
%V	14.5%	15.2%	19.1%	17.6%	16.5%	23.2%	10.8%	16.8%
%H (All HH)		100.0%	49.4%	22.3%	84.0%	54.6%	29.4%	92.9%
%H (TV HH)			49.4%	22.3%	84.0%	54.6%	29.4%	
4	231	231	118	60	201	144	57	225
%V	6.4%	6.7%	8.7%	9.0%	7.5%	11.7%	4.0%	7.7%
%H (All HH)		100.0%	51.1%	26.0%	87.0%	62.3%	24.7%	97.4%
%H (TV HH)			51.1%	26.0%	87.0%	62.3%	24.7%	
5+	113	113	66	28	95	73	23	110
%V	3.1%	3.3%	4.9%	4.2%	3.6%	5.9%	1.6%	3.8%
%H (All HH)		100.0%	58.4%	24.8%	84.1%	64.6%	20.4%	97.3%
%H (TV HH)			58.4%	24.8%	84.1%	64.6%	20.4%	

Base: BBC 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

January - December 2015

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3624	3450	1355	664	2665	1234	1431	2904
%H (All HH)		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%
%H (TV HH)			39.3%	19.2%	77.2%	35.8%	41.5%	
Under 20"	641	641	244	123	551	277	275	530
%V	17.7%	18.6%	18.0%	18.5%	20.7%	22.4%	19.2%	18.3%
%H (All HH)		100.0%	38.1%	19.2%	86.0%	43.2%	42.9%	82.7%
%H (TV HH)			38.1%	19.2%	86.0%	43.2%	42.9%	
20" - 29"	1198	1198	456	208	1010	472	538	964
%V	33.1%	34.7%	33.7%	31.3%	37.9%	38.2%	37.6%	33.2%
%H (All HH)		100.0%	38.1%	17.4%	84.3%	39.4%	44.9%	80.5%
%H (TV HH)			38.1%	17.4%	84.3%	39.4%	44.9%	
30" - 39"	1819	1819	721	355	1446	694	752	1483
%V	50.2%	52.7%	53.2%	53.5%	54.3%	56.2%	52.6%	51.1%
%H (All HH)		100.0%	39.6%	19.5%	79.5%	38.2%	41.3%	81.5%
%H (TV HH)			39.6%	19.5%	79.5%	38.2%	41.3%	
40" and over	1763	1763	855	419	1298	796	502	1591
%V	48.6%	51.1%	63.1%	63.1%	48.7%	64.5%	35.1%	54.8%
%H (All HH)		100.0%	48.5%	23.8%	73.6%	45.2%	28.5%	90.2%
%H (TV HH)			48.5%	23.8%	73.6%	45.2%	28.5%	

Base: BBC 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

January - December 2015

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3624	3450	1355	664	2665	1234	1431	2904
%V (All HH)		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%
%H (TV HH)			39.3%	19.2%	77.2%	35.8%	41.5%	
Main living room	3411	3411	1348	657	2640	1229	1411	2756
%V	94.1%	98.9%	99.5%	98.9%	99.1%	99.6%	98.6%	94.9%
%H (All HH)		100.0%	39.5%	19.3%	77.4%	36.0%	41.4%	80.8%
%H (TV HH)			39.5%	19.3%	77.4%	36.0%	41.4%	
Kitchen	411	411	182	73	361	199	162	353
%V	11.3%	11.9%	13.4%	11.0%	13.5%	16.1%	11.3%	12.2%
%H (All HH)		100.0%	44.3%	17.8%	87.8%	48.4%	39.4%	85.9%
%H (TV HH)			44.3%	17.8%	87.8%	48.4%	39.4%	
Adult's bedroom	1506	1506	659	349	1250	737	512	1341
%V	41.6%	43.7%	48.6%	52.6%	46.9%	59.7%	35.8%	46.2%
%H (All HH)		100.0%	43.8%	23.2%	83.0%	48.9%	34.0%	89.0%
%H (TV HH)			43.8%	23.2%	83.0%	48.9%	34.0%	
Child's bedroom	344	344	180	83	269	184	85	336
%V	9.5%	10.0%	13.3%	12.5%	10.1%	14.9%	5.9%	11.6%
%H (All HH)		100.0%	52.3%	24.1%	78.2%	53.5%	24.7%	97.7%
%H (TV HH)			52.3%	24.1%	78.2%	53.5%	24.7%	
Other bedroom	206	206	99	48	175	113	62	195
%V	5.7%	6.0%	7.3%	7.2%	6.6%	9.2%	4.3%	6.7%
%H (All HH)		100.0%	48.1%	23.3%	85.0%	54.9%	30.1%	94.7%
%H (TV HH)			48.1%	23.3%	85.0%	54.9%	30.1%	
Second living/dining room	337	337	171	64	277	169	108	293
%V	9.3%	9.8%	12.6%	9.6%	10.4%	13.7%	7.5%	10.1%
%H (All HH)		100.0%	50.7%	19.0%	82.2%	50.1%	32.0%	86.9%
%H (TV HH)			50.7%	19.0%	82.2%	50.1%	32.0%	
Study/office	47	47	24	9	36	22	14	43
%V	1.3%	1.4%	1.8%	1.4%	1.4%	1.8%	1.0%	1.5%
%H (All HH)		100.0%	51.1%	19.1%	76.6%	46.8%	29.8%	91.5%
%H (TV HH)			51.1%	19.1%	76.6%	46.8%	29.8%	
TV room	26	26	16	4	19	12	7	25
%V	0.7%	0.8%	1.2%	0.6%	0.7%	1.0%	0.5%	0.9%
%H (All HH)		100.0%	61.5%	15.4%	73.1%	46.2%	26.9%	96.2%
%H (TV HH)			61.5%	15.4%	73.1%	46.2%	26.9%	
Conservatory	77	77	41	19	63	44	19	72
%V	2.1%	2.2%	3.0%	2.9%	2.4%	3.6%	1.3%	2.5%
%H (All HH)		100.0%	53.2%	24.7%	81.8%	57.1%	24.7%	93.5%
%H (TV HH)			53.2%	24.7%	81.8%	57.1%	24.7%	
Attic or loft room	9	9	5	2	8	6	2	9
%V	0.2%	0.3%	0.4%	0.3%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	55.6%	22.2%	88.9%	66.7%	22.2%	100.0%
%H (TV HH)			55.6%	22.2%	88.9%	66.7%	22.2%	
No specific location	6	6	3	2	5	3	2	6
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	33.3%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	33.3%	83.3%	50.0%	33.3%	
Other	23	23	10	5	19	12	7	22
%V	0.6%	0.7%	0.7%	0.8%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	43.5%	21.7%	82.6%	52.2%	30.4%	95.7%
%H (TV HH)			43.5%	21.7%	82.6%	52.2%	30.4%	

Base: BBC 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

January - December 2015

BBC Midlands

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3624	3450	1355	664	2665	1234	1431	2904
%V (All HH)		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%
%H (TV HH)			39.3%	19.2%	77.2%	35.8%	41.5%	
Any DSAT provider	1355	1355	1355	34	854	854	0	1216
%V	37.4%	39.3%	100.0%	5.1%	32.0%	69.2%	0.0%	41.9%
%H (All HH)			100.0%	2.5%	63.0%	63.0%	0.0%	89.7%
%H (TV HH)			100.0%	2.5%	63.0%	63.0%	0.0%	
Sky with subscription	1076	1076	1076	7	699	699	0	985
%V	29.7%	31.2%	79.4%	1.1%	26.2%	56.6%	0.0%	33.9%
%H (All HH)			100.0%	0.7%	65.0%	65.0%	0.0%	91.5%
%H (TV HH)			100.0%	0.7%	65.0%	65.0%	0.0%	
Sky without subscription	98	98	98	10	51	51	0	83
%V	2.7%	2.8%	7.2%	1.5%	1.9%	4.1%	0.0%	2.9%
%H (All HH)			100.0%	10.2%	52.0%	52.0%	0.0%	84.7%
%H (TV HH)			100.0%	10.2%	52.0%	52.0%	0.0%	
Freesat	134	134	134	12	82	82	0	115
%V	3.7%	3.9%	9.9%	1.8%	3.1%	6.6%	0.0%	4.0%
%H (All HH)			100.0%	9.0%	61.2%	61.2%	0.0%	85.8%
%H (TV HH)			100.0%	9.0%	61.2%	61.2%	0.0%	
Other satellite provider	57	57	57	6	31	31	0	50
%V	1.6%	1.7%	4.2%	0.9%	1.2%	2.5%	0.0%	1.7%
%H (All HH)			100.0%	10.5%	54.4%	54.4%	0.0%	87.7%
%H (TV HH)			100.0%	10.5%	54.4%	54.4%	0.0%	
DCAB	664	664	34	664	397	397	0	604
%V	18.3%	19.2%	2.5%	100.0%	14.9%	32.2%	0.0%	20.8%
%H (All HH)			5.1%	100.0%	59.8%	59.8%	0.0%	91.0%
%H (TV HH)			5.1%	100.0%	59.8%	59.8%	0.0%	
DTT	2665	2665	854	397	2665	1234	1431	2099
%V	73.5%	77.2%	63.0%	59.8%	100.0%	100.0%	100.0%	72.3%
%H (All HH)		100.0%	32.0%	14.9%	100.0%	46.3%	53.7%	78.8%
%H (TV HH)			32.0%	14.9%	100.0%	46.3%	53.7%	

Base: BBC 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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BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3624	3450	1355	664	2665	1234	1431	2904
%H (All HH)		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%
%H (TV HH)			39.3%	19.2%	77.2%	35.8%	41.5%	
PVR	2110	2110	1132	565	1517	1073	444	1922
%V	58.2%	61.2%	83.5%	85.1%	56.9%	87.0%	31.0%	66.2%
%H (All HH)		100.0%	53.6%	26.8%	71.9%	50.9%	21.0%	91.1%
%H (TV HH)			53.6%	26.8%	71.9%	50.9%	21.0%	
DVDR	100	100	37	19	87	41	46	88
%V	2.8%	2.9%	2.7%	2.9%	3.3%	3.3%	3.2%	3.0%
%H (All HH)		100.0%	37.0%	19.0%	87.0%	41.0%	46.0%	88.0%
%H (TV HH)			37.0%	19.0%	87.0%	41.0%	46.0%	
VCR	57	57	16	4	50	12	38	30
%V	1.6%	1.7%	1.2%	0.6%	1.9%	1.0%	2.7%	1.0%
%H (All HH)		100.0%	28.1%	7.0%	87.7%	21.1%	66.7%	52.6%
%H (TV HH)			28.1%	7.0%	87.7%	21.1%	66.7%	
Any recorder	2176	2176	1144	567	1578	1081	497	1961
%V	60.0%	63.1%	84.4%	85.4%	59.2%	87.6%	34.7%	67.5%
%H (All HH)		100.0%	52.6%	26.1%	72.5%	49.7%	22.8%	90.1%
%H (TV HH)			52.6%	26.1%	72.5%	49.7%	22.8%	
Receives HDTV (via STB or built-in reception)	2158	2158	994	525	1633	967	667	1950
%V	59.5%	62.6%	73.4%	79.1%	61.3%	78.4%	46.6%	67.1%
%H (All HH)		100.0%	46.1%	24.3%	75.7%	44.8%	30.9%	90.4%
%H (TV HH)			46.1%	24.3%	75.7%	44.8%	30.9%	
DVD/Blu-ray player or recorder	2476	2476	1024	505	1933	971	962	2117
%V	68.3%	71.8%	75.6%	76.1%	72.5%	78.7%	67.2%	72.9%
%H (All HH)		100.0%	41.4%	20.4%	78.1%	39.2%	38.9%	85.5%
%H (TV HH)			41.4%	20.4%	78.1%	39.2%	38.9%	

Base: BBC 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

January - December 2015

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3624	3450	1355	664	2665	1234	1431	2904
%V (All HH)		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%
%H (TV HH)			39.3%	19.2%	77.2%	35.8%	41.5%	
Has broadband internet	2904	2789	1216	604	2099	1131	968	2904
%V	80.1%	80.8%	89.7%	91.0%	78.8%	91.7%	67.6%	100.0%
%H (All HH)		96.0%	41.9%	20.8%	72.3%	38.9%	33.3%	100.0%
%H (TV HH)			43.6%	21.7%	75.3%	40.6%	34.7%	
Number of computers (PCs and laptops)								
0	787	728	167	74	614	128	486	121
%V	21.7%	21.1%	12.3%	11.1%	23.0%	10.4%	34.0%	4.2%
%H (All HH)		92.5%	21.2%	9.4%	78.0%	16.3%	61.8%	15.4%
%H (TV HH)			22.9%	10.2%	84.3%	17.6%	66.8%	
1	986	925	344	182	700	306	394	943
%V	27.2%	26.8%	25.4%	27.4%	26.3%	24.8%	27.5%	32.5%
%H (All HH)		93.8%	34.9%	18.5%	71.0%	31.0%	40.0%	95.6%
%H (TV HH)			37.2%	19.7%	75.7%	33.1%	42.6%	
2	791	765	344	156	581	316	264	782
%V	21.8%	22.2%	25.4%	23.5%	21.8%	25.6%	18.4%	26.9%
%H (All HH)		96.7%	43.5%	19.7%	73.5%	39.9%	33.4%	98.9%
%H (TV HH)			45.0%	20.4%	75.9%	41.3%	34.5%	
3	474	463	219	111	345	208	137	472
%V	13.1%	13.4%	16.2%	16.7%	12.9%	16.9%	9.6%	16.3%
%H (All HH)		97.7%	46.2%	23.4%	72.8%	43.9%	28.9%	99.6%
%H (TV HH)			47.3%	24.0%	74.5%	44.9%	29.6%	
4	290	280	136	67	212	134	78	290
%V	8.0%	8.1%	10.0%	10.1%	8.0%	10.9%	5.5%	10.0%
%H (All HH)		96.6%	46.9%	23.1%	73.1%	46.2%	26.9%	100.0%
%H (TV HH)			48.6%	23.9%	75.7%	47.9%	27.9%	
5+	296	288	145	73	213	141	72	296
%V	8.2%	8.3%	10.7%	11.0%	8.0%	11.4%	5.0%	10.2%
%H (All HH)		97.3%	49.0%	24.7%	72.0%	47.6%	24.3%	100.0%
%H (TV HH)			50.3%	25.3%	74.0%	49.0%	25.0%	

Base: BBC 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
January - December 2015

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6855	2976	1435	5499	3005	2494	5892
%H		43.4%	20.9%	80.2%	43.8%	36.4%	86.0%
Under 20"	790	310	154	685	357	328	667
%V	11.5%	10.4%	10.7%	12.5%	11.9%	13.2%	11.3%
%H		39.2%	19.5%	86.7%	45.2%	41.5%	84.4%
20" - 29"	1557	615	285	1324	657	667	1288
%V	22.7%	20.7%	19.9%	24.1%	21.9%	26.7%	21.9%
%H		39.5%	18.3%	85.0%	42.2%	42.8%	82.7%
30" - 39"	2203	919	449	1762	911	852	1848
%V	32.1%	30.9%	31.3%	32.0%	30.3%	34.2%	31.4%
%H		41.7%	20.4%	80.0%	41.4%	38.7%	83.9%
40" and over	2164	1073	532	1602	1020	582	1979
%V	31.6%	36.1%	37.1%	29.1%	33.9%	23.3%	33.6%
%H		49.6%	24.6%	74.0%	47.1%	26.9%	91.5%
Don't know	142	60	15	126	60	65	111
%V	2.1%	2.0%	1.0%	2.3%	2.0%	2.6%	1.9%
%H		42.3%	10.6%	88.7%	42.3%	45.8%	78.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6855	2976	1435	5499	3005	2494	5892
%H		43.4%	20.9%	80.2%	43.8%	36.4%	86.0%
Main living room	3432	1358	660	2658	1238	1420	2775
%V	50.1%	45.6%	46.0%	48.3%	41.2%	56.9%	47.1%
%H		39.6%	19.2%	77.4%	36.1%	41.4%	80.9%
Kitchen	412	182	73	362	200	162	354
%V	6.0%	6.1%	5.1%	6.6%	6.7%	6.5%	6.0%
%H		44.2%	17.7%	87.9%	48.5%	39.3%	85.9%
Adult's bedroom	1780	800	428	1481	908	573	1606
%V	26.0%	26.9%	29.8%	26.9%	30.2%	23.0%	27.3%
%H		44.9%	24.0%	83.2%	51.0%	32.2%	90.2%
Child's bedroom	451	238	110	354	245	108	442
%V	6.6%	8.0%	7.7%	6.4%	8.2%	4.3%	7.5%
%H		52.8%	24.4%	78.5%	54.3%	23.9%	98.0%
Other bedroom	250	124	58	212	142	70	238
%V	3.6%	4.2%	4.0%	3.9%	4.7%	2.8%	4.0%
%H		49.6%	23.2%	84.8%	56.8%	28.0%	95.2%
Second living/dining room	340	174	64	280	173	108	296
%V	5.0%	5.8%	4.5%	5.1%	5.8%	4.3%	5.0%
%H		51.2%	18.8%	82.4%	50.9%	31.8%	87.1%
Study/office	47	24	9	37	22	14	44
%V	0.7%	0.8%	0.6%	0.7%	0.7%	0.6%	0.7%
%H		51.1%	19.1%	78.7%	46.8%	29.8%	93.6%
TV room	26	16	4	19	12	7	25
%V	0.4%	0.5%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		61.5%	15.4%	73.1%	46.2%	26.9%	96.2%
Conservatory	78	42	19	64	44	19	73
%V	1.1%	1.4%	1.3%	1.2%	1.5%	0.8%	1.2%
%H		53.8%	24.4%	82.1%	56.4%	24.4%	93.6%
Attic or loft room	9	5	2	8	6	2	9
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%
%H		55.6%	22.2%	88.9%	66.7%	22.2%	100.0%
No specific location	6	3	2	5	3	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	33.3%	83.3%	50.0%	33.3%	100.0%
Other	24	11	6	20	13	7	23
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%
%H		45.8%	25.0%	83.3%	54.2%	29.2%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6855	2976	1435	5499	3005	2494	5892
%H		43.4%	20.9%	80.2%	43.8%	36.4%	86.0%
PVR	2727	1543	741	1910	1421	489	2518
%V	39.8%	51.8%	51.6%	34.7%	47.3%	19.6%	42.7%
%H		56.6%	27.2%	70.0%	52.1%	17.9%	92.3%
DVDR	105	38	20	92	43	49	92
%V	1.5%	1.3%	1.4%	1.7%	1.4%	2.0%	1.6%
%H		36.2%	19.0%	87.6%	41.0%	46.7%	87.6%
VCR	63	17	4	56	13	42	32
%V	0.9%	0.6%	0.3%	1.0%	0.4%	1.7%	0.5%
%H		27.0%	6.3%	88.9%	20.6%	66.7%	50.8%
Any recorder	2821	1566	747	1997	1442	555	2577
%V	41.2%	52.6%	52.1%	36.3%	48.0%	22.3%	43.7%
%H		55.5%	26.5%	70.8%	51.1%	19.7%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6855	2976	1435	5499	3005	2494	5892
%H		43.4%	20.9%	80.2%	43.8%	36.4%	86.0%
Receives HDTV (via STB or built-in reception)	3146	1483	782	2422	1497	925	2892
%V	45.9%	49.8%	54.5%	44.0%	49.8%	37.1%	49.1%
%H		47.1%	24.9%	77.0%	47.6%	29.4%	91.9%
DVD/Blu-ray player or recorder	3528	1546	750	2825	1561	1264	3104
%V	51.5%	51.9%	52.3%	51.4%	51.9%	50.7%	52.7%
%H		43.8%	21.3%	80.1%	44.2%	35.8%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3444	1354	663	2664	1233	1431	2783
%H		39.3%	19.3%	77.4%	35.8%	41.6%	80.8%
Under 20"	48	8	2	39	5	34	32
%V	1.4%	0.6%	0.3%	1.5%	0.4%	2.4%	1.1%
%H		16.7%	4.2%	81.3%	10.4%	70.8%	66.7%
20" - 29"	379	79	46	315	65	250	232
%V	11.0%	5.8%	6.9%	11.8%	5.3%	17.5%	8.3%
%H		20.8%	12.1%	83.1%	17.2%	66.0%	61.2%
30" - 39"	1245	417	201	1005	377	627	936
%V	36.1%	30.8%	30.3%	37.7%	30.6%	43.8%	33.6%
%H		33.5%	16.1%	80.7%	30.3%	50.4%	75.2%
40" and over	1708	829	408	1253	770	483	1539
%V	49.6%	61.2%	61.5%	47.0%	62.4%	33.8%	55.3%
%H		48.5%	23.9%	73.4%	45.1%	28.3%	90.1%
Don't know	63	20	5	53	16	36	44
%V	1.8%	1.5%	0.8%	2.0%	1.3%	2.5%	1.6%
%H		31.7%	7.9%	84.1%	25.4%	57.1%	69.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3444	1354	663	2664	1233	1431	2783
%H		39.3%	19.3%	77.4%	35.8%	41.6%	80.8%
PVR	2066	1117	555	1476	1053	423	1881
%V	60.0%	82.5%	83.7%	55.4%	85.4%	29.6%	67.6%
%H		54.1%	26.9%	71.4%	51.0%	20.5%	91.0%
DVDR	78	25	15	67	29	38	67
%V	2.3%	1.8%	2.3%	2.5%	2.4%	2.7%	2.4%
%H		32.1%	19.2%	85.9%	37.2%	48.7%	85.9%
VCR	46	12	3	40	8	32	22
%V	1.3%	0.9%	0.5%	1.5%	0.6%	2.2%	0.8%
%H		26.1%	6.5%	87.0%	17.4%	69.6%	47.8%
Any recorder	2128	1128	558	1534	1062	472	1917
%V	61.8%	83.3%	84.2%	57.6%	86.1%	33.0%	68.9%
%H		53.0%	26.2%	72.1%	49.9%	22.2%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3444	1354	663	2664	1233	1431	2783
%H		39.3%	19.3%	77.4%	35.8%	41.6%	80.8%
Receives HDTV (via STB or built-in reception)	2101	972	514	1582	939	643	1900
%V	61.0%	71.8%	77.5%	59.4%	76.2%	44.9%	68.3%
%H		46.3%	24.5%	75.3%	44.7%	30.6%	90.4%
DVD/Blu-ray player or recorder	2257	924	454	1746	854	892	1915
%V	65.5%	68.2%	68.5%	65.5%	69.3%	62.3%	68.8%
%H		40.9%	20.1%	77.4%	37.8%	39.5%	84.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3411	1622	772	2835	1771	1063	3109
%H		47.6%	22.6%	83.1%	51.9%	31.2%	91.1%
Under 20"	742	301	152	646	352	294	635
%V	21.8%	18.6%	19.7%	22.8%	19.9%	27.7%	20.4%
%H		40.6%	20.5%	87.1%	47.4%	39.6%	85.6%
20" - 29"	1177	535	239	1009	592	417	1056
%V	34.5%	33.0%	31.0%	35.6%	33.4%	39.2%	34.0%
%H		45.5%	20.3%	85.7%	50.3%	35.4%	89.7%
30" - 39"	957	501	249	758	533	224	911
%V	28.1%	30.9%	32.3%	26.7%	30.1%	21.1%	29.3%
%H		52.4%	26.0%	79.2%	55.7%	23.4%	95.2%
40" and over	456	244	124	349	250	99	440
%V	13.4%	15.0%	16.1%	12.3%	14.1%	9.3%	14.2%
%H		53.5%	27.2%	76.5%	54.8%	21.7%	96.5%
Don't know	78	40	9	73	44	29	67
%V	2.3%	2.5%	1.2%	2.6%	2.5%	2.7%	2.2%
%H		51.3%	11.5%	93.6%	56.4%	37.2%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3411	1622	772	2835	1771	1063	3109
%H		47.6%	22.6%	83.1%	51.9%	31.2%	91.1%
PVR	661	426	186	434	368	66	637
%V	19.4%	26.3%	24.1%	15.3%	20.8%	6.2%	20.5%
%H		64.4%	28.1%	65.7%	55.7%	10.0%	96.4%
DVDR	28	13	4	25	13	11	25
%V	0.8%	0.8%	0.5%	0.9%	0.7%	1.0%	0.8%
%H		46.4%	14.3%	89.3%	46.4%	39.3%	89.3%
VCR	17	6	1	16	6	10	10
%V	0.5%	0.4%	0.1%	0.6%	0.3%	0.9%	0.3%
%H		35.3%	5.9%	94.1%	35.3%	58.8%	58.8%
Any recorder	693	438	189	463	380	83	660
%V	20.3%	27.0%	24.5%	16.3%	21.5%	7.8%	21.2%
%H		63.2%	27.3%	66.8%	54.8%	12.0%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3411	1622	772	2835	1771	1063	3109
%H		47.6%	22.6%	83.1%	51.9%	31.2%	91.1%
Receives HDTV (via STB or built-in reception)	1044	511	268	840	558	282	992
%V	30.6%	31.5%	34.7%	29.6%	31.5%	26.5%	31.9%
%H		48.9%	25.7%	80.5%	53.4%	27.0%	95.0%
DVD/Blu-ray player or recorder	1271	622	295	1079	707	372	1190
%V	37.3%	38.3%	38.2%	38.1%	39.9%	35.0%	38.3%
%H		48.9%	23.2%	84.9%	55.6%	29.3%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8601	8242	3622	1768	6151	3275	2876	7542
%H		95.8%	42.1%	20.6%	71.5%	38.1%	33.4%	87.7%
Total Children	1692	1635	793	363	1143	661	482	1606
%V	19.7%	19.8%	21.9%	20.5%	18.6%	20.2%	16.8%	21.3%
%H		96.6%	46.9%	21.5%	67.6%	39.1%	28.5%	94.9%
0 - 3	422	403	191	79	272	144	128	397
%V	4.9%	4.9%	5.3%	4.5%	4.4%	4.4%	4.5%	5.3%
%H		95.5%	45.3%	18.7%	64.5%	34.1%	30.3%	94.1%
4 - 15	1270	1232	602	284	871	516	355	1209
%V	14.8%	14.9%	16.6%	16.1%	14.2%	15.8%	12.3%	16.0%
%H		97.0%	47.4%	22.4%	68.6%	40.6%	28.0%	95.2%
4 - 9	663	639	316	138	448	259	189	626
%V	7.7%	7.8%	8.7%	7.8%	7.3%	7.9%	6.6%	8.3%
%H		96.4%	47.7%	20.8%	67.6%	39.1%	28.5%	94.4%
10 - 15	607	592	286	145	423	257	166	583
%V	7.1%	7.2%	7.9%	8.2%	6.9%	7.8%	5.8%	7.7%
%H		97.5%	47.1%	23.9%	69.7%	42.3%	27.3%	96.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8601	8242	3622	1768	6151	3275	2876	7542
%H		95.8%	42.1%	20.6%	71.5%	38.1%	33.4%	87.7%
Total Adults (16+)	6908	6607	2828	1404	5008	2614	2394	5936
%V	80.3%	80.2%	78.1%	79.4%	81.4%	79.8%	83.2%	78.7%
%H		95.6%	40.9%	20.3%	72.5%	37.8%	34.7%	85.9%
16 - 19	422	395	187	106	293	186	107	407
%V	4.9%	4.8%	5.2%	6.0%	4.8%	5.7%	3.7%	5.4%
%H		93.6%	44.3%	25.1%	69.4%	44.1%	25.4%	96.4%
20 - 24	546	496	215	115	364	210	154	520
%V	6.3%	6.0%	5.9%	6.5%	5.9%	6.4%	5.4%	6.9%
%H		90.8%	39.4%	21.1%	66.7%	38.5%	28.2%	95.2%
25 - 34	1122	1039	492	231	711	404	307	1062
%V	13.0%	12.6%	13.6%	13.1%	11.6%	12.3%	10.7%	14.1%
%H		92.6%	43.9%	20.6%	63.4%	36.0%	27.4%	94.7%
35 - 44	1068	1019	505	225	728	431	296	1009
%V	12.4%	12.4%	13.9%	12.7%	11.8%	13.2%	10.3%	13.4%
%H		95.4%	47.3%	21.1%	68.2%	40.4%	27.7%	94.5%
45 - 54	1204	1181	517	317	867	514	353	1133
%V	14.0%	14.3%	14.3%	17.9%	14.1%	15.7%	12.3%	15.0%
%H		98.1%	42.9%	26.3%	72.0%	42.7%	29.3%	94.1%
55 - 64	991	966	421	190	774	407	367	881
%V	11.5%	11.7%	11.6%	10.7%	12.6%	12.4%	12.8%	11.7%
%H		97.5%	42.5%	19.2%	78.1%	41.1%	37.0%	88.9%
65+	1555	1512	493	221	1271	462	809	924
%V	18.1%	18.3%	13.6%	12.5%	20.7%	14.1%	28.1%	12.3%
%H		97.2%	31.7%	14.2%	81.7%	29.7%	52.0%	59.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6908	6607	2828	1404	5008	2614	2394	5936
%H		95.6%	40.9%	20.3%	72.5%	37.8%	34.7%	85.9%
AB	1704	1656	785	295	1260	676	584	1630
%V	24.7%	25.1%	27.8%	21.0%	25.2%	25.9%	24.4%	27.5%
%H		97.2%	46.1%	17.3%	73.9%	39.7%	34.3%	95.7%
C1	1686	1581	670	356	1190	630	560	1541
%V	24.4%	23.9%	23.7%	25.4%	23.8%	24.1%	23.4%	26.0%
%H		93.8%	39.7%	21.1%	70.6%	37.4%	33.2%	91.4%
C2	1637	1593	696	365	1211	671	539	1414
%V	23.7%	24.1%	24.6%	26.0%	24.2%	25.7%	22.5%	23.8%
%H		97.3%	42.5%	22.3%	74.0%	41.0%	32.9%	86.4%
D	1288	1219	504	297	904	484	420	1022
%V	18.6%	18.5%	17.8%	21.2%	18.1%	18.5%	17.5%	17.2%
%H		94.6%	39.1%	23.1%	70.2%	37.6%	32.6%	79.3%
E	594	558	174	91	443	152	291	328
%V	8.6%	8.4%	6.2%	6.5%	8.8%	5.8%	12.2%	5.5%
%H		93.9%	29.3%	15.3%	74.6%	25.6%	49.0%	55.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6908	6607	2828	1404	5008	2614	2394	5936
%H		95.6%	40.9%	20.3%	72.5%	37.8%	34.7%	85.9%
Working full time	3114	3011	1422	715	2199	1317	883	2986
%V	45.1%	45.6%	50.3%	50.9%	43.9%	50.4%	36.9%	50.3%
%H		96.7%	45.7%	23.0%	70.6%	42.3%	28.4%	95.9%
Working part time	712	691	305	155	525	289	235	667
%V	10.3%	10.5%	10.8%	11.0%	10.5%	11.1%	9.8%	11.2%
%H		97.1%	42.8%	21.8%	73.7%	40.6%	33.0%	93.7%
Not working	3082	2906	1101	534	2284	1008	1276	2282
%V	44.6%	44.0%	38.9%	38.0%	45.6%	38.6%	53.3%	38.4%
%H		94.3%	35.7%	17.3%	74.1%	32.7%	41.4%	74.0%
Housewife/Houseperson	3624	3450	1355	664	2665	1234	1431	2904
%V	52.5%	52.2%	47.9%	47.3%	53.2%	47.2%	59.8%	48.9%
%H		95.2%	37.4%	18.3%	73.5%	34.1%	39.5%	80.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3384	3221	1408	704	2420	1299	1121	2947
%H		95.2%	41.6%	20.8%	71.5%	38.4%	33.1%	87.1%
16 - 19	223	213	98	58	159	100	60	217
%V	6.6%	6.6%	7.0%	8.2%	6.6%	7.7%	5.4%	7.4%
%H		95.5%	43.9%	26.0%	71.3%	44.8%	26.9%	97.3%
20 - 24	266	239	104	62	172	103	69	256
%V	7.9%	7.4%	7.4%	8.8%	7.1%	7.9%	6.2%	8.7%
%H		89.8%	39.1%	23.3%	64.7%	38.7%	25.9%	96.2%
25 - 34	562	517	248	115	354	204	150	533
%V	16.6%	16.1%	17.6%	16.3%	14.6%	15.7%	13.4%	18.1%
%H		92.0%	44.1%	20.5%	63.0%	36.3%	26.7%	94.8%
35 - 44	526	494	244	106	357	210	148	491
%V	15.5%	15.3%	17.3%	15.1%	14.8%	16.2%	13.2%	16.7%
%H		93.9%	46.4%	20.2%	67.9%	39.9%	28.1%	93.3%
45 - 54	591	577	254	153	418	245	173	550
%V	17.5%	17.9%	18.0%	21.7%	17.3%	18.9%	15.4%	18.7%
%H		97.6%	43.0%	25.9%	70.7%	41.5%	29.3%	93.1%
55 - 64	494	479	199	98	381	194	187	433
%V	14.6%	14.9%	14.1%	13.9%	15.7%	14.9%	16.7%	14.7%
%H		97.0%	40.3%	19.8%	77.1%	39.3%	37.9%	87.7%
65+	722	701	260	112	579	244	335	467
%V	21.3%	21.8%	18.5%	15.9%	23.9%	18.8%	29.9%	15.8%
%H		97.1%	36.0%	15.5%	80.2%	33.8%	46.4%	64.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3384	3221	1408	704	2420	1299	1121	2947
%H		95.2%	41.6%	20.8%	71.5%	38.4%	33.1%	87.1%
AB	866	838	403	155	636	349	287	829
%V	25.6%	26.0%	28.6%	22.0%	26.3%	26.9%	25.6%	28.1%
%H		96.8%	46.5%	17.9%	73.4%	40.3%	33.1%	95.7%
C1	767	716	315	169	529	294	235	718
%V	22.7%	22.2%	22.4%	24.0%	21.9%	22.6%	21.0%	24.4%
%H		93.4%	41.1%	22.0%	69.0%	38.3%	30.6%	93.6%
C2	886	858	377	192	647	355	292	756
%V	26.2%	26.6%	26.8%	27.3%	26.7%	27.3%	26.0%	25.7%
%H		96.8%	42.6%	21.7%	73.0%	40.1%	33.0%	85.3%
D	628	590	247	152	436	243	193	509
%V	18.6%	18.3%	17.5%	21.6%	18.0%	18.7%	17.2%	17.3%
%H		93.9%	39.3%	24.2%	69.4%	38.7%	30.7%	81.1%
E	236	220	66	38	173	58	114	135
%V	7.0%	6.8%	4.7%	5.4%	7.1%	4.5%	10.2%	4.6%
%H		93.2%	28.0%	16.1%	73.3%	24.6%	48.3%	57.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3384	3221	1408	704	2420	1299	1121	2947
%H		95.2%	41.6%	20.8%	71.5%	38.4%	33.1%	87.1%
Working full time	1952	1881	898	442	1371	821	551	1864
%V	57.7%	58.4%	63.8%	62.8%	56.7%	63.2%	49.2%	63.3%
%H		96.4%	46.0%	22.6%	70.2%	42.1%	28.2%	95.5%
Working part time	151	139	56	31	97	44	54	130
%V	4.5%	4.3%	4.0%	4.4%	4.0%	3.4%	4.8%	4.4%
%H		92.1%	37.1%	20.5%	64.2%	29.1%	35.8%	86.1%
Not working	1281	1201	454	231	952	435	517	953
%V	37.9%	37.3%	32.2%	32.8%	39.3%	33.5%	46.1%	32.3%
%H		93.8%	35.4%	18.0%	74.3%	34.0%	40.4%	74.4%
Housewife/Houseperson	760	695	234	126	537	207	331	534
%V	22.5%	21.6%	16.6%	17.9%	22.2%	15.9%	29.5%	18.1%
%H		91.4%	30.8%	16.6%	70.7%	27.2%	43.6%	70.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3524	3386	1421	700	2588	1315	1273	2989
%H		96.1%	40.3%	19.9%	73.4%	37.3%	36.1%	84.8%
16 - 19	199	182	88	48	134	86	47	190
%V	5.6%	5.4%	6.2%	6.9%	5.2%	6.5%	3.7%	6.4%
%H		91.5%	44.2%	24.1%	67.3%	43.2%	23.6%	95.5%
20 - 24	280	256	111	53	192	107	85	264
%V	7.9%	7.6%	7.8%	7.6%	7.4%	8.1%	6.7%	8.8%
%H		91.4%	39.6%	18.9%	68.6%	38.2%	30.4%	94.3%
25 - 34	559	522	244	116	357	200	157	529
%V	15.9%	15.4%	17.2%	16.6%	13.8%	15.2%	12.3%	17.7%
%H		93.4%	43.6%	20.8%	63.9%	35.8%	28.1%	94.6%
35 - 44	542	525	261	119	370	222	149	517
%V	15.4%	15.5%	18.4%	17.0%	14.3%	16.9%	11.7%	17.3%
%H		96.9%	48.2%	22.0%	68.3%	41.0%	27.5%	95.4%
45 - 54	613	604	263	164	450	269	181	583
%V	17.4%	17.8%	18.5%	23.4%	17.4%	20.5%	14.2%	19.5%
%H		98.5%	42.9%	26.8%	73.4%	43.9%	29.5%	95.1%
55 - 64	497	487	222	92	393	213	180	449
%V	14.1%	14.4%	15.6%	13.1%	15.2%	16.2%	14.1%	15.0%
%H		98.0%	44.7%	18.5%	79.1%	42.9%	36.2%	90.3%
65+	834	810	233	109	693	218	475	457
%V	23.7%	23.9%	16.4%	15.6%	26.8%	16.6%	37.3%	15.3%
%H		97.1%	27.9%	13.1%	83.1%	26.1%	57.0%	54.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3524	3386	1421	700	2588	1315	1273	2989
%H		96.1%	40.3%	19.9%	73.4%	37.3%	36.1%	84.8%
AB	838	817	382	140	625	328	297	801
%V	23.8%	24.1%	26.9%	20.0%	24.1%	24.9%	23.3%	26.8%
%H		97.5%	45.6%	16.7%	74.6%	39.1%	35.4%	95.6%
C1	918	865	355	188	661	336	325	824
%V	26.0%	25.5%	25.0%	26.9%	25.5%	25.6%	25.5%	27.6%
%H		94.2%	38.7%	20.5%	72.0%	36.6%	35.4%	89.8%
C2	751	735	319	173	563	316	247	658
%V	21.3%	21.7%	22.4%	24.7%	21.8%	24.0%	19.4%	22.0%
%H		97.9%	42.5%	23.0%	75.0%	42.1%	32.9%	87.6%
D	660	630	257	146	468	241	227	513
%V	18.7%	18.6%	18.1%	20.9%	18.1%	18.3%	17.8%	17.2%
%H		95.5%	38.9%	22.1%	70.9%	36.5%	34.4%	77.7%
E	357	339	108	54	270	94	176	193
%V	10.1%	10.0%	7.6%	7.7%	10.4%	7.1%	13.8%	6.5%
%H		95.0%	30.3%	15.1%	75.6%	26.3%	49.3%	54.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3524	3386	1421	700	2588	1315	1273	2989
%H		96.1%	40.3%	19.9%	73.4%	37.3%	36.1%	84.8%
Working full time	1163	1130	524	273	828	496	332	1122
%V	33.0%	33.4%	36.9%	39.0%	32.0%	37.7%	26.1%	37.5%
%H		97.2%	45.1%	23.5%	71.2%	42.6%	28.5%	96.5%
Working part time	561	552	250	124	427	246	182	537
%V	15.9%	16.3%	17.6%	17.7%	16.5%	18.7%	14.3%	18.0%
%H		98.4%	44.6%	22.1%	76.1%	43.9%	32.4%	95.7%
Not working	1800	1704	647	303	1333	573	759	1330
%V	51.1%	50.3%	45.5%	43.3%	51.5%	43.6%	59.6%	44.5%
%H		94.7%	35.9%	16.8%	74.1%	31.8%	42.2%	73.9%
Housewife/Houseperson	2864	2755	1121	538	2128	1027	1100	2371
%V	81.3%	81.4%	78.9%	76.9%	82.2%	78.1%	86.4%	79.3%
%H		96.2%	39.1%	18.8%	74.3%	35.9%	38.4%	82.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1950	1859	882	241	1400	666	734	1677
%H (All HH)		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%
%H (TV HH)			47.4%	13.0%	75.3%	35.8%	39.5%	
AB	534	517	246	81	393	201	191	513
%V	27.4%	27.8%	27.9%	33.6%	28.1%	30.2%	26.0%	30.6%
%H (All HH)		96.8%	46.1%	15.2%	73.6%	37.6%	35.8%	96.1%
%H (TV HH)			47.6%	15.7%	76.0%	38.9%	36.9%	
C1	561	530	250	64	407	192	215	508
%V	28.8%	28.5%	28.3%	26.6%	29.1%	28.8%	29.3%	30.3%
%H (All HH)		94.5%	44.6%	11.4%	72.5%	34.2%	38.3%	90.6%
%H (TV HH)			47.2%	12.1%	76.8%	36.2%	40.6%	
C2	440	425	223	58	316	168	148	374
%V	22.6%	22.9%	25.3%	24.1%	22.6%	25.2%	20.2%	22.3%
%H (All HH)		96.6%	50.7%	13.2%	71.8%	38.2%	33.6%	85.0%
%H (TV HH)			52.5%	13.6%	74.4%	39.5%	34.8%	
D	259	240	112	28	171	74	97	196
%V	13.3%	12.9%	12.7%	11.6%	12.2%	11.1%	13.2%	11.7%
%H (All HH)		92.7%	43.2%	10.8%	66.0%	28.6%	37.5%	75.7%
%H (TV HH)			46.7%	11.7%	71.3%	30.8%	40.4%	
E	156	146	50	11	113	30	83	85
%V	8.0%	7.9%	5.7%	4.6%	8.1%	4.5%	11.3%	5.1%
%H (All HH)		93.6%	32.1%	7.1%	72.4%	19.2%	53.2%	54.5%
%H (TV HH)			34.2%	7.5%	77.4%	20.5%	56.8%	

Base: BBC 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
January - December 2015

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1950	1859	882	241	1400	666	734	1677
%H (All HH)		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%
%H (TV HH)			47.4%	13.0%	75.3%	35.8%	39.5%	
Under 25	68	54	28	8	34	16	18	64
%V	3.5%	2.9%	3.2%	3.3%	2.4%	2.4%	2.5%	3.8%
%H (All HH)		79.4%	41.2%	11.8%	50.0%	23.5%	26.5%	94.1%
%H (TV HH)			51.9%	14.8%	63.0%	29.6%	33.3%	
25 - 34	296	274	154	43	171	99	72	286
%V	15.2%	14.7%	17.5%	17.8%	12.2%	14.9%	9.8%	17.1%
%H (All HH)		92.6%	52.0%	14.5%	57.8%	33.4%	24.3%	96.6%
%H (TV HH)			56.2%	15.7%	62.4%	36.1%	26.3%	
35 - 44	321	306	174	47	208	121	87	314
%V	16.5%	16.5%	19.7%	19.5%	14.9%	18.2%	11.9%	18.7%
%H (All HH)		95.3%	54.2%	14.6%	64.8%	37.7%	27.1%	97.8%
%H (TV HH)			56.9%	15.4%	68.0%	39.5%	28.4%	
45 - 54	365	352	191	51	265	154	111	351
%V	18.7%	18.9%	21.7%	21.2%	18.9%	23.1%	15.1%	20.9%
%H (All HH)		96.4%	52.3%	14.0%	72.6%	42.2%	30.4%	96.2%
%H (TV HH)			54.3%	14.5%	75.3%	43.8%	31.5%	
55 - 64	333	324	148	38	263	124	139	303
%V	17.1%	17.4%	16.8%	15.8%	18.8%	18.6%	18.9%	18.1%
%H (All HH)		97.3%	44.4%	11.4%	79.0%	37.2%	41.7%	91.0%
%H (TV HH)			45.7%	11.7%	81.2%	38.3%	42.9%	
65 +	567	549	187	55	460	152	308	358
%V	29.1%	29.5%	21.2%	22.8%	32.9%	22.8%	42.0%	21.3%
%H (All HH)		96.8%	33.0%	9.7%	81.1%	26.8%	54.3%	63.1%
%H (TV HH)			34.1%	10.0%	83.8%	27.7%	56.1%	

Base: BBC 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
January - December 2015

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1950	1859	882	241	1400	666	734	1677
%H (All HH)		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%
%H (TV HH)			47.4%	13.0%	75.3%	35.8%	39.5%	
1	559	519	167	57	405	117	287	370
%V	28.7%	27.9%	18.9%	23.7%	28.9%	17.6%	39.1%	22.1%
%H (All HH)		92.8%	29.9%	10.2%	72.5%	20.9%	51.3%	66.2%
%H (TV HH)			32.2%	11.0%	78.0%	22.5%	55.3%	
2	716	689	330	78	540	258	282	644
%V	36.7%	37.1%	37.4%	32.4%	38.6%	38.7%	38.4%	38.4%
%H (All HH)		96.2%	46.1%	10.9%	75.4%	36.0%	39.4%	89.9%
%H (TV HH)			47.9%	11.3%	78.4%	37.4%	40.9%	
3	278	267	149	44	192	118	75	269
%V	14.3%	14.4%	16.9%	18.3%	13.7%	17.7%	10.2%	16.0%
%H (All HH)		96.0%	53.6%	15.8%	69.1%	42.4%	27.0%	96.8%
%H (TV HH)			55.8%	16.5%	71.9%	44.2%	28.1%	
4	276	267	161	41	188	121	67	273
%V	14.2%	14.4%	18.3%	17.0%	13.4%	18.2%	9.1%	16.3%
%H (All HH)		96.7%	58.3%	14.9%	68.1%	43.8%	24.3%	98.9%
%H (TV HH)			60.3%	15.4%	70.4%	45.3%	25.1%	
5+	121	117	75	22	76	52	23	121
%V	6.2%	6.3%	8.5%	9.1%	5.4%	7.8%	3.1%	7.2%
%H (All HH)		96.7%	62.0%	18.2%	62.8%	43.0%	19.0%	100.0%
%H (TV HH)			64.1%	18.8%	65.0%	44.4%	19.7%	
Average HH size	2.35	2.37	2.64	2.60	2.30	2.63	2.00	2.51

Base: BBC 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
January - December 2015

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1950	1859	882	241	1400	666	734	1677
%H (All HH)		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%
%H (TV HH)			47.4%	13.0%	75.3%	35.8%	39.5%	
Without	1435	1361	587	160	1061	452	609	1171
%V	73.6%	73.2%	66.6%	66.4%	75.8%	67.9%	83.0%	69.8%
%H (All HH)		94.8%	40.9%	11.1%	73.9%	31.5%	42.4%	81.6%
%H (TV HH)			43.1%	11.8%	78.0%	33.2%	44.7%	
With	515	498	295	81	339	214	125	505
%V	26.4%	26.8%	33.4%	33.6%	24.2%	32.1%	17.0%	30.1%
%H (All HH)		96.7%	57.3%	15.7%	65.8%	41.6%	24.3%	98.1%
%H (TV HH)			59.2%	16.3%	68.1%	43.0%	25.1%	
0 - 3	198	187	113	26	126	74	51	191
%V	10.2%	10.1%	12.8%	10.8%	9.0%	11.1%	6.9%	11.4%
%H (All HH)		94.4%	57.1%	13.1%	63.6%	37.4%	25.8%	96.5%
%H (TV HH)			60.4%	13.9%	67.4%	39.6%	27.3%	
4 - 9	258	253	154	37	169	105	64	255
%V	13.2%	13.6%	17.5%	15.4%	12.1%	15.8%	8.7%	15.2%
%H (All HH)		98.1%	59.7%	14.3%	65.5%	40.7%	24.8%	98.8%
%H (TV HH)			60.9%	14.6%	66.8%	41.5%	25.3%	
10 - 15	228	222	127	44	156	104	51	226
%V	11.7%	11.9%	14.4%	18.3%	11.1%	15.6%	6.9%	13.5%
%H (All HH)		97.4%	55.7%	19.3%	68.4%	45.6%	22.4%	99.1%
%H (TV HH)			57.2%	19.8%	70.3%	46.8%	23.0%	

Base: BBC 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

January - December 2015

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1950	1859	882	241	1400	666	734	1677
%H (All HH)		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%
%H (TV HH)			47.4%	13.0%	75.3%	35.8%	39.5%	
1	689	689	262	88	458	128	329	539
%V	35.3%	37.1%	29.7%	36.5%	32.7%	19.2%	44.8%	32.1%
%H (All HH)		100.0%	38.0%	12.8%	66.5%	18.6%	47.8%	78.2%
%H (TV HH)			38.0%	12.8%	66.5%	18.6%	47.8%	
2	649	649	312	78	506	246	260	561
%V	33.3%	34.9%	35.4%	32.4%	36.1%	36.9%	35.4%	33.5%
%H (All HH)		100.0%	48.1%	12.0%	78.0%	37.9%	40.1%	86.4%
%H (TV HH)			48.1%	12.0%	78.0%	37.9%	40.1%	
3	322	322	180	44	272	172	100	306
%V	16.5%	17.3%	20.4%	18.3%	19.4%	25.8%	13.6%	18.2%
%H (All HH)		100.0%	55.9%	13.7%	84.5%	53.4%	31.1%	95.0%
%H (TV HH)			55.9%	13.7%	84.5%	53.4%	31.1%	
4	124	124	77	19	100	71	29	122
%V	6.4%	6.7%	8.7%	7.9%	7.1%	10.7%	4.0%	7.3%
%H (All HH)		100.0%	62.1%	15.3%	80.6%	57.3%	23.4%	98.4%
%H (TV HH)			62.1%	15.3%	80.6%	57.3%	23.4%	
5+	75	75	51	12	65	49	16	74
%V	3.8%	4.0%	5.8%	5.0%	4.6%	7.4%	2.2%	4.4%
%H (All HH)		100.0%	68.0%	16.0%	86.7%	65.3%	21.3%	98.7%
%H (TV HH)			68.0%	16.0%	86.7%	65.3%	21.3%	

Base: BBC 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
January - December 2015

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1950	1859	882	241	1400	666	734	1677
%H (All HH)		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%
%H (TV HH)			47.4%	13.0%	75.3%	35.8%	39.5%	
Under 20"	460	460	214	51	395	197	198	400
%V	23.6%	24.7%	24.3%	21.2%	28.2%	29.6%	27.0%	23.9%
%H (All HH)		100.0%	46.5%	11.1%	85.9%	42.8%	43.0%	87.0%
%H (TV HH)			46.5%	11.1%	85.9%	42.8%	43.0%	
20" - 29"	668	668	299	87	547	265	283	557
%V	34.3%	35.9%	33.9%	36.1%	39.1%	39.8%	38.6%	33.2%
%H (All HH)		100.0%	44.8%	13.0%	81.9%	39.7%	42.4%	83.4%
%H (TV HH)			44.8%	13.0%	81.9%	39.7%	42.4%	
30" - 39"	940	940	453	129	736	376	360	821
%V	48.2%	50.6%	51.4%	53.5%	52.6%	56.5%	49.0%	49.0%
%H (All HH)		100.0%	48.2%	13.7%	78.3%	40.0%	38.3%	87.3%
%H (TV HH)			48.2%	13.7%	78.3%	40.0%	38.3%	
40" and over	970	970	569	132	698	421	277	917
%V	49.7%	52.2%	64.5%	54.8%	49.9%	63.2%	37.7%	54.7%
%H (All HH)		100.0%	58.7%	13.6%	72.0%	43.4%	28.6%	94.5%
%H (TV HH)			58.7%	13.6%	72.0%	43.4%	28.6%	

Base: BBC 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

January - December 2015

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1950	1859	882	241	1400	666	734	1677
%V (All HH)		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%
%H (TV HH)			47.4%	13.0%	75.3%	35.8%	39.5%	
Main living room	1827	1827	870	238	1379	660	720	1573
%V	93.7%	98.3%	98.6%	98.8%	98.5%	99.1%	98.1%	93.8%
%H (All HH)		100.0%	47.6%	13.0%	75.5%	36.1%	39.4%	86.1%
%H (TV HH)			47.6%	13.0%	75.5%	36.1%	39.4%	
Kitchen	278	278	151	25	246	143	103	250
%V	14.3%	15.0%	17.1%	10.4%	17.6%	21.5%	14.0%	14.9%
%H (All HH)		100.0%	54.3%	9.0%	88.5%	51.4%	37.1%	89.9%
%H (TV HH)			54.3%	9.0%	88.5%	51.4%	37.1%	
Adult's bedroom	849	849	469	109	691	413	279	776
%V	43.5%	45.7%	53.2%	45.2%	49.4%	62.0%	38.0%	46.3%
%H (All HH)		100.0%	55.2%	12.8%	81.4%	48.6%	32.9%	91.4%
%H (TV HH)			55.2%	12.8%	81.4%	48.6%	32.9%	
Child's bedroom	184	184	114	38	131	96	35	181
%V	9.4%	9.9%	12.9%	15.8%	9.4%	14.4%	4.8%	10.8%
%H (All HH)		100.0%	62.0%	20.7%	71.2%	52.2%	19.0%	98.4%
%H (TV HH)			62.0%	20.7%	71.2%	52.2%	19.0%	
Other bedroom	93	93	54	14	75	49	26	90
%V	4.8%	5.0%	6.1%	5.8%	5.4%	7.4%	3.5%	5.4%
%H (All HH)		100.0%	58.1%	15.1%	80.6%	52.7%	28.0%	96.8%
%H (TV HH)			58.1%	15.1%	80.6%	52.7%	28.0%	
Second living/dining room	191	191	105	24	158	91	67	181
%V	9.8%	10.3%	11.9%	10.0%	11.3%	13.7%	9.1%	10.8%
%H (All HH)		100.0%	55.0%	12.6%	82.7%	47.6%	35.1%	94.8%
%H (TV HH)			55.0%	12.6%	82.7%	47.6%	35.1%	
Study/office	43	43	26	6	38	26	12	43
%V	2.2%	2.3%	2.9%	2.5%	2.7%	3.9%	1.6%	2.6%
%H (All HH)		100.0%	60.5%	14.0%	88.4%	60.5%	27.9%	100.0%
%H (TV HH)			60.5%	14.0%	88.4%	60.5%	27.9%	
TV room	21	21	13	5	18	15	3	21
%V	1.1%	1.1%	1.5%	2.1%	1.3%	2.3%	0.4%	1.3%
%H (All HH)		100.0%	61.9%	23.8%	85.7%	71.4%	14.3%	100.0%
%H (TV HH)			61.9%	23.8%	85.7%	71.4%	14.3%	
Conservatory	47	47	21	8	41	21	21	42
%V	2.4%	2.5%	2.4%	3.3%	2.9%	3.2%	2.9%	2.5%
%H (All HH)		100.0%	44.7%	17.0%	87.2%	44.7%	44.7%	89.4%
%H (TV HH)			44.7%	17.0%	87.2%	44.7%	44.7%	
Attic or loft room	6	6	4	1	5	3	2	6
%V	0.3%	0.3%	0.5%	0.4%	0.4%	0.5%	0.3%	0.4%
%H (All HH)		100.0%	66.7%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			66.7%	16.7%	83.3%	50.0%	33.3%	
No specific location	4	4	2	0	4	2	2	4
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	29	29	20	5	22	18	4	29
%V	1.5%	1.6%	2.3%	2.1%	1.6%	2.7%	0.5%	1.7%
%H (All HH)		100.0%	69.0%	17.2%	75.9%	62.1%	13.8%	100.0%
%H (TV HH)			69.0%	17.2%	75.9%	62.1%	13.8%	

Base: BBC 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

January - December 2015

BBC East

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1950	1859	882	241	1400	666	734	1677
%H (All HH)		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%
%H (TV HH)			47.4%	13.0%	75.3%	35.8%	39.5%	
Any DSAT provider	882	882	882	21	565	565	0	818
%V	45.2%	47.4%	100.0%	8.7%	40.4%	84.8%	0.0%	48.8%
%H (All HH)			100.0%	2.4%	64.1%	64.1%	0.0%	92.7%
%H (TV HH)			100.0%	2.4%	64.1%	64.1%	0.0%	
Sky with subcription	676	676	676	5	440	440	0	632
%V	34.7%	36.4%	76.6%	2.1%	31.4%	66.1%	0.0%	37.7%
%H (All HH)			100.0%	0.7%	65.1%	65.1%	0.0%	93.5%
%H (TV HH)			100.0%	0.7%	65.1%	65.1%	0.0%	
Sky without subcription	47	47	47	4	25	25	0	39
%V	2.4%	2.5%	5.3%	1.7%	1.8%	3.8%	0.0%	2.3%
%H (All HH)			100.0%	8.5%	53.2%	53.2%	0.0%	83.0%
%H (TV HH)			100.0%	8.5%	53.2%	53.2%	0.0%	
Freesat	144	144	144	6	100	100	0	134
%V	7.4%	7.7%	16.3%	2.5%	7.1%	15.0%	0.0%	8.0%
%H (All HH)			100.0%	4.2%	69.4%	69.4%	0.0%	93.1%
%H (TV HH)			100.0%	4.2%	69.4%	69.4%	0.0%	
Other satellite provider	41	41	41	6	18	18	0	38
%V	2.1%	2.2%	4.6%	2.5%	1.3%	2.7%	0.0%	2.3%
%H (All HH)			100.0%	14.6%	43.9%	43.9%	0.0%	92.7%
%H (TV HH)			100.0%	14.6%	43.9%	43.9%	0.0%	
DCAB	241	241	21	241	114	114	0	225
%V	12.4%	13.0%	2.4%	100.0%	8.1%	17.1%	0.0%	13.4%
%H (All HH)			8.7%	100.0%	47.3%	47.3%	0.0%	93.4%
%H (TV HH)			8.7%	100.0%	47.3%	47.3%	0.0%	
DTT	1400	1400	565	114	1400	666	734	1180
%V	71.8%	75.3%	64.1%	47.3%	100.0%	100.0%	100.0%	70.4%
%H (All HH)		100.0%	40.4%	8.1%	100.0%	47.6%	52.4%	84.3%
%H (TV HH)			40.4%	8.1%	100.0%	47.6%	52.4%	

Base: BBC 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
January - December 2015

BBC East

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1950	1859	882	241	1400	666	734	1677
%H (All HH)		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%
%H (TV HH)			47.4%	13.0%	75.3%	35.8%	39.5%	
PVR	1161	1161	728	210	803	565	238	1089
%V	59.5%	62.5%	82.5%	87.1%	57.4%	84.8%	32.4%	64.9%
%H (All HH)		100.0%	62.7%	18.1%	69.2%	48.7%	20.5%	93.8%
%H (TV HH)			62.7%	18.1%	69.2%	48.7%	20.5%	
DVDR	71	71	31	8	61	28	33	62
%V	3.6%	3.8%	3.5%	3.3%	4.4%	4.2%	4.5%	3.7%
%H (All HH)		100.0%	43.7%	11.3%	85.9%	39.4%	46.5%	87.3%
%H (TV HH)			43.7%	11.3%	85.9%	39.4%	46.5%	
VCR	56	56	22	8	45	19	26	42
%V	2.9%	3.0%	2.5%	3.3%	3.2%	2.9%	3.5%	2.5%
%H (All HH)		100.0%	39.3%	14.3%	80.4%	33.9%	46.4%	75.0%
%H (TV HH)			39.3%	14.3%	80.4%	33.9%	46.4%	
Any recorder	1197	1197	737	213	836	573	262	1113
%V	61.4%	64.4%	83.6%	88.4%	59.7%	86.0%	35.7%	66.4%
%H (All HH)		100.0%	61.6%	17.8%	69.8%	47.9%	21.9%	93.0%
%H (TV HH)			61.6%	17.8%	69.8%	47.9%	21.9%	
Receives HDTV (via STB or built-in reception)	1255	1255	669	209	937	543	394	1150
%V	64.4%	67.5%	75.9%	86.7%	66.9%	81.5%	53.7%	68.6%
%H (All HH)		100.0%	53.3%	16.7%	74.7%	43.3%	31.4%	91.6%
%H (TV HH)			53.3%	16.7%	74.7%	43.3%	31.4%	
DVD/Blu-ray player or recorder	1251	1251	621	185	938	485	453	1123
%V	64.2%	67.3%	70.4%	76.8%	67.0%	72.8%	61.7%	67.0%
%H (All HH)		100.0%	49.6%	14.8%	75.0%	38.8%	36.2%	89.8%
%H (TV HH)			49.6%	14.8%	75.0%	38.8%	36.2%	

Base: BBC 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

January - December 2015

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1950	1859	882	241	1400	666	734	1677
%H (All HH)		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%
%H (TV HH)			47.4%	13.0%	75.3%	35.8%	39.5%	
Has broadband internet	1677	1602	818	225	1180	620	560	1677
%V	86.0%	86.2%	92.7%	93.4%	84.3%	93.1%	76.3%	100.0%
%H (All HH)		95.5%	48.8%	13.4%	70.4%	37.0%	33.4%	100.0%
%H (TV HH)			51.1%	14.0%	73.7%	38.7%	35.0%	
Number of computers (PCs and laptops)								
0	276	259	68	16	222	48	174	34
%V	14.2%	13.9%	7.7%	6.6%	15.9%	7.2%	23.7%	2.0%
%H (All HH)		93.8%	24.6%	5.8%	80.4%	17.4%	63.0%	12.3%
%H (TV HH)			26.3%	6.2%	85.7%	18.5%	67.2%	
1	484	454	196	51	335	132	203	459
%V	24.8%	24.4%	22.2%	21.2%	23.9%	19.8%	27.7%	27.4%
%H (All HH)		93.8%	40.5%	10.5%	69.2%	27.3%	41.9%	94.8%
%H (TV HH)			43.2%	11.2%	73.8%	29.1%	44.7%	
2	461	442	213	66	331	164	167	458
%V	23.6%	23.8%	24.1%	27.4%	23.6%	24.6%	22.8%	27.3%
%H (All HH)		95.9%	46.2%	14.3%	71.8%	35.6%	36.2%	99.3%
%H (TV HH)			48.2%	14.9%	74.9%	37.1%	37.8%	
3	304	291	172	36	215	134	81	303
%V	15.6%	15.7%	19.5%	14.9%	15.4%	20.1%	11.0%	18.1%
%H (All HH)		95.7%	56.6%	11.8%	70.7%	44.1%	26.6%	99.7%
%H (TV HH)			59.1%	12.4%	73.9%	46.0%	27.8%	
4	201	196	111	36	145	93	51	201
%V	10.3%	10.5%	12.6%	14.9%	10.4%	14.0%	6.9%	12.0%
%H (All HH)		97.5%	55.2%	17.9%	72.1%	46.3%	25.4%	100.0%
%H (TV HH)			56.6%	18.4%	74.0%	47.4%	26.0%	
5+	224	217	122	36	153	95	58	223
%V	11.5%	11.7%	13.8%	14.9%	10.9%	14.3%	7.9%	13.3%
%H (All HH)		96.9%	54.5%	16.1%	68.3%	42.4%	25.9%	99.6%
%H (TV HH)			56.2%	16.6%	70.5%	43.8%	26.7%	

Base: BBC 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

January - December 2015

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3854	2012	517	3035	1686	1348	3467
%H		52.2%	13.4%	78.7%	43.7%	35.0%	90.0%
Under 20"	606	284	69	520	265	256	537
%V	15.7%	14.1%	13.3%	17.1%	15.7%	19.0%	15.5%
%H		46.9%	11.4%	85.8%	43.7%	42.2%	88.6%
20" - 29"	860	403	117	701	359	342	733
%V	22.3%	20.0%	22.6%	23.1%	21.3%	25.4%	21.1%
%H		46.9%	13.6%	81.5%	41.7%	39.8%	85.2%
30" - 39"	1147	577	160	901	484	417	1021
%V	29.8%	28.7%	30.9%	29.7%	28.7%	30.9%	29.4%
%H		50.3%	13.9%	78.6%	42.2%	36.4%	89.0%
40" and over	1203	733	167	880	568	313	1145
%V	31.2%	36.4%	32.3%	29.0%	33.7%	23.2%	33.0%
%H		60.9%	13.9%	73.2%	47.2%	26.0%	95.2%
Don't know	39	15	3	32	11	21	32
%V	1.0%	0.7%	0.6%	1.1%	0.7%	1.6%	0.9%
%H		38.5%	7.7%	82.1%	28.2%	53.8%	82.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3854	2012	517	3035	1686	1348	3467
%H		52.2%	13.4%	78.7%	43.7%	35.0%	90.0%
Main living room	1845	875	240	1392	663	729	1587
%V	47.9%	43.5%	46.4%	45.9%	39.3%	54.1%	45.8%
%H		47.4%	13.0%	75.4%	35.9%	39.5%	86.0%
Kitchen	279	153	25	247	144	103	251
%V	7.2%	7.6%	4.8%	8.1%	8.5%	7.6%	7.2%
%H		54.8%	9.0%	88.5%	51.6%	36.9%	90.0%
Adult's bedroom	1013	567	137	832	513	319	935
%V	26.3%	28.2%	26.5%	27.4%	30.4%	23.7%	27.0%
%H		56.0%	13.5%	82.1%	50.6%	31.5%	92.3%
Child's bedroom	255	156	51	181	132	50	250
%V	6.6%	7.8%	9.9%	6.0%	7.8%	3.7%	7.2%
%H		61.2%	20.0%	71.0%	51.8%	19.6%	98.0%
Other bedroom	109	62	16	87	54	33	106
%V	2.8%	3.1%	3.1%	2.9%	3.2%	2.4%	3.1%
%H		56.9%	14.7%	79.8%	49.5%	30.3%	97.2%
Second living/dining room	193	108	24	160	93	67	184
%V	5.0%	5.4%	4.6%	5.3%	5.5%	5.0%	5.3%
%H		56.0%	12.4%	82.9%	48.2%	34.7%	95.3%
Study/office	44	26	6	39	26	13	44
%V	1.1%	1.3%	1.2%	1.3%	1.5%	1.0%	1.3%
%H		59.1%	13.6%	88.6%	59.1%	29.5%	100.0%
TV room	22	14	5	19	15	3	22
%V	0.6%	0.7%	1.0%	0.6%	0.9%	0.2%	0.6%
%H		63.6%	22.7%	86.4%	68.2%	13.6%	100.0%
Conservatory	47	21	8	41	21	21	42
%V	1.2%	1.0%	1.5%	1.4%	1.2%	1.6%	1.2%
%H		44.7%	17.0%	87.2%	44.7%	44.7%	89.4%
Attic or loft room	8	5	1	7	5	2	8
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
%H		62.5%	12.5%	87.5%	62.5%	25.0%	100.0%
No specific location	5	2	0	5	2	3	5
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.1%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
Other	34	23	5	23	18	5	33
%V	0.9%	1.1%	1.0%	0.8%	1.1%	0.4%	1.0%
%H		67.6%	14.7%	67.6%	52.9%	14.7%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3854	2012	517	3035	1686	1348	3467
%H		52.2%	13.4%	78.7%	43.7%	35.0%	90.0%
PVR	1560	1030	291	1056	793	263	1477
%V	40.5%	51.2%	56.3%	34.8%	47.0%	19.5%	42.6%
%H		66.0%	18.7%	67.7%	50.8%	16.9%	94.7%
DVDR	76	33	8	66	30	36	67
%V	2.0%	1.6%	1.5%	2.2%	1.8%	2.7%	1.9%
%H		43.4%	10.5%	86.8%	39.5%	47.4%	88.2%
VCR	60	25	8	47	20	27	46
%V	1.6%	1.2%	1.5%	1.5%	1.2%	2.0%	1.3%
%H		41.7%	13.3%	78.3%	33.3%	45.0%	76.7%
Any recorder	1614	1045	296	1105	808	297	1518
%V	41.9%	51.9%	57.3%	36.4%	47.9%	22.0%	43.8%
%H		64.7%	18.3%	68.5%	50.1%	18.4%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3854	2012	517	3035	1686	1348	3467
%H		52.2%	13.4%	78.7%	43.7%	35.0%	90.0%
Receives HDTV (via STB or built-in reception)	1871	1035	324	1434	890	544	1740
%V	48.5%	51.4%	62.7%	47.2%	52.8%	40.4%	50.2%
%H		55.3%	17.3%	76.6%	47.6%	29.1%	93.0%
DVD/Blu-ray player or recorder	1817	948	290	1395	796	599	1667
%V	47.1%	47.1%	56.1%	46.0%	47.2%	44.4%	48.1%
%H		52.2%	16.0%	76.8%	43.8%	33.0%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1856	882	241	1400	666	733	1599
%H		47.5%	13.0%	75.4%	35.9%	39.5%	86.2%
Under 20"	41	7	4	33	5	28	28
%V	2.2%	0.8%	1.7%	2.4%	0.8%	3.8%	1.8%
%H		17.1%	9.8%	80.5%	12.2%	68.3%	68.3%
20" - 29"	227	62	22	182	40	141	154
%V	12.2%	7.0%	9.1%	13.0%	6.0%	19.2%	9.6%
%H		27.3%	9.7%	80.2%	17.6%	62.1%	67.8%
30" - 39"	640	265	85	502	215	287	527
%V	34.5%	30.0%	35.3%	35.9%	32.3%	39.2%	33.0%
%H		41.4%	13.3%	78.4%	33.6%	44.8%	82.3%
40" and over	931	543	128	668	403	265	879
%V	50.2%	61.6%	53.1%	47.7%	60.5%	36.2%	55.0%
%H		58.3%	13.7%	71.8%	43.3%	28.5%	94.4%
Don't know	17	5	2	15	3	11	12
%V	0.9%	0.6%	0.8%	1.1%	0.5%	1.5%	0.8%
%H		29.4%	11.8%	88.2%	17.6%	64.7%	70.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1856	882	241	1400	666	733	1599
%H		47.5%	13.0%	75.4%	35.9%	39.5%	86.2%
PVR	1130	712	206	774	549	226	1060
%V	60.9%	80.7%	85.5%	55.3%	82.4%	30.8%	66.3%
%H		63.0%	18.2%	68.5%	48.6%	20.0%	93.8%
DVDR	56	23	5	48	21	28	47
%V	3.0%	2.6%	2.1%	3.4%	3.2%	3.8%	2.9%
%H		41.1%	8.9%	85.7%	37.5%	50.0%	83.9%
VCR	47	18	5	38	14	24	33
%V	2.5%	2.0%	2.1%	2.7%	2.1%	3.3%	2.1%
%H		38.3%	10.6%	80.9%	29.8%	51.1%	70.2%
Any recorder	1166	720	209	806	556	250	1084
%V	62.8%	81.6%	86.7%	57.6%	83.5%	34.1%	67.8%
%H		61.7%	17.9%	69.1%	47.7%	21.4%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1856	882	241	1400	666	733	1599
%H		47.5%	13.0%	75.4%	35.9%	39.5%	86.2%
Receives HDTV (via STB or built-in reception)	1213	641	205	903	522	381	1111
%V	65.4%	72.7%	85.1%	64.5%	78.4%	52.0%	69.5%
%H		52.8%	16.9%	74.4%	43.0%	31.4%	91.6%
DVD/Blu-ray player or recorder	1105	535	169	811	405	405	985
%V	59.5%	60.7%	70.1%	57.9%	60.8%	55.3%	61.6%
%H		48.4%	15.3%	73.4%	36.7%	36.7%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1998	1130	276	1635	1020	615	1868
%H		56.6%	13.8%	81.8%	51.1%	30.8%	93.5%
Under 20"	564	276	65	487	260	228	508
%V	28.2%	24.4%	23.6%	29.8%	25.5%	37.1%	27.2%
%H		48.9%	11.5%	86.3%	46.1%	40.4%	90.1%
20" - 29"	633	341	95	520	319	201	579
%V	31.7%	30.2%	34.4%	31.8%	31.3%	32.7%	31.0%
%H		53.9%	15.0%	82.1%	50.4%	31.8%	91.5%
30" - 39"	508	312	75	399	269	130	494
%V	25.4%	27.6%	27.2%	24.4%	26.4%	21.1%	26.4%
%H		61.4%	14.8%	78.5%	53.0%	25.6%	97.2%
40" and over	272	190	40	212	165	47	267
%V	13.6%	16.8%	14.5%	13.0%	16.2%	7.6%	14.3%
%H		69.9%	14.7%	77.9%	60.7%	17.3%	98.2%
Don't know	21	11	1	17	8	9	20
%V	1.1%	1.0%	0.4%	1.0%	0.8%	1.5%	1.1%
%H		52.4%	4.8%	81.0%	38.1%	42.9%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1998	1130	276	1635	1020	615	1868
%H		56.6%	13.8%	81.8%	51.1%	30.8%	93.5%
PVR	430	318	86	282	244	37	417
%V	21.5%	28.1%	31.2%	17.2%	23.9%	6.0%	22.3%
%H		74.0%	20.0%	65.6%	56.7%	8.6%	97.0%
DVDR	20	10	3	17	9	8	20
%V	1.0%	0.9%	1.1%	1.0%	0.9%	1.3%	1.1%
%H		50.0%	15.0%	85.0%	45.0%	40.0%	100.0%
VCR	13	7	3	9	5	3	12
%V	0.7%	0.6%	1.1%	0.6%	0.5%	0.5%	0.6%
%H		53.8%	23.1%	69.2%	38.5%	23.1%	92.3%
Any recorder	448	325	87	299	252	47	435
%V	22.4%	28.8%	31.5%	18.3%	24.7%	7.6%	23.3%
%H		72.5%	19.4%	66.7%	56.3%	10.5%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1998	1130	276	1635	1020	615	1868
%H		56.6%	13.8%	81.8%	51.1%	30.8%	93.5%
Receives HDTV (via STB or built-in reception)	658	394	118	531	368	164	629
%V	32.9%	34.9%	42.8%	32.5%	36.1%	26.7%	33.7%
%H		59.9%	17.9%	80.7%	55.9%	24.9%	95.6%
DVD/Blu-ray player or recorder	713	413	121	585	391	194	682
%V	35.7%	36.5%	43.8%	35.8%	38.3%	31.5%	36.5%
%H		57.9%	17.0%	82.0%	54.8%	27.2%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4587	4401	2326	626	3225	1753	1472	4213
%H		95.9%	50.7%	13.6%	70.3%	38.2%	32.1%	91.8%
Total Children	890	863	521	141	578	369	208	873
%V	19.4%	19.6%	22.4%	22.5%	17.9%	21.0%	14.1%	20.7%
%H		97.0%	58.5%	15.8%	64.9%	41.5%	23.4%	98.1%
0 - 3	245	231	142	35	155	95	60	237
%V	5.3%	5.2%	6.1%	5.6%	4.8%	5.4%	4.1%	5.6%
%H		94.3%	58.0%	14.3%	63.3%	38.8%	24.5%	96.7%
4 - 15	644	632	380	105	423	274	149	636
%V	14.0%	14.4%	16.3%	16.8%	13.1%	15.6%	10.1%	15.1%
%H		98.1%	59.0%	16.3%	65.7%	42.5%	23.1%	98.8%
4 - 9	350	345	213	49	223	140	83	344
%V	7.6%	7.8%	9.2%	7.8%	6.9%	8.0%	5.6%	8.2%
%H		98.6%	60.9%	14.0%	63.7%	40.0%	23.7%	98.3%
10 - 15	294	287	166	56	200	134	66	292
%V	6.4%	6.5%	7.1%	8.9%	6.2%	7.6%	4.5%	6.9%
%H		97.6%	56.5%	19.0%	68.0%	45.6%	22.4%	99.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4587	4401	2326	626	3225	1753	1472	4213
%H		95.9%	50.7%	13.6%	70.3%	38.2%	32.1%	91.8%
Total Adults (16+)	3697	3538	1804	485	2647	1384	1263	3339
%V	80.6%	80.4%	77.6%	77.5%	82.1%	79.0%	85.8%	79.3%
%H		95.7%	48.8%	13.1%	71.6%	37.4%	34.2%	90.3%
16 - 19	216	207	125	34	147	98	49	214
%V	4.7%	4.7%	5.4%	5.4%	4.6%	5.6%	3.3%	5.1%
%H		95.8%	57.9%	15.7%	68.1%	45.4%	22.7%	99.1%
20 - 24	216	191	110	25	133	77	56	210
%V	4.7%	4.3%	4.7%	4.0%	4.1%	4.4%	3.8%	5.0%
%H		88.4%	50.9%	11.6%	61.6%	35.6%	25.9%	97.2%
25 - 34	603	562	320	95	360	212	147	587
%V	13.1%	12.8%	13.8%	15.2%	11.2%	12.1%	10.0%	13.9%
%H		93.2%	53.1%	15.8%	59.7%	35.2%	24.4%	97.3%
35 - 44	577	547	311	89	380	227	153	567
%V	12.6%	12.4%	13.4%	14.2%	11.8%	12.9%	10.4%	13.5%
%H		94.8%	53.9%	15.4%	65.9%	39.3%	26.5%	98.3%
45 - 54	657	640	364	87	478	288	190	636
%V	14.3%	14.5%	15.6%	13.9%	14.8%	16.4%	12.9%	15.1%
%H		97.4%	55.4%	13.2%	72.8%	43.8%	28.9%	96.8%
55 - 64	558	543	261	65	441	220	221	519
%V	12.2%	12.3%	11.2%	10.4%	13.7%	12.5%	15.0%	12.3%
%H		97.3%	46.8%	11.6%	79.0%	39.4%	39.6%	93.0%
65+	870	847	314	90	708	262	446	607
%V	19.0%	19.2%	13.5%	14.4%	22.0%	14.9%	30.3%	14.4%
%H		97.4%	36.1%	10.3%	81.4%	30.1%	51.3%	69.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3697	3538	1804	485	2647	1384	1263	3339
%H		95.7%	48.8%	13.1%	71.6%	37.4%	34.2%	90.3%
AB	1071	1042	513	172	778	419	360	1043
%V	29.0%	29.5%	28.4%	35.5%	29.4%	30.3%	28.5%	31.2%
%H		97.3%	47.9%	16.1%	72.6%	39.1%	33.6%	97.4%
C1	1049	995	511	127	757	395	363	981
%V	28.4%	28.1%	28.3%	26.2%	28.6%	28.5%	28.7%	29.4%
%H		94.9%	48.7%	12.1%	72.2%	37.7%	34.6%	93.5%
C2	879	850	472	117	630	359	271	786
%V	23.8%	24.0%	26.2%	24.1%	23.8%	25.9%	21.5%	23.5%
%H		96.7%	53.7%	13.3%	71.7%	40.8%	30.8%	89.4%
D	482	445	229	52	326	163	163	401
%V	13.0%	12.6%	12.7%	10.7%	12.3%	11.8%	12.9%	12.0%
%H		92.3%	47.5%	10.8%	67.6%	33.8%	33.8%	83.2%
E	217	205	80	17	156	49	107	129
%V	5.9%	5.8%	4.4%	3.5%	5.9%	3.5%	8.5%	3.9%
%H		94.5%	36.9%	7.8%	71.9%	22.6%	49.3%	59.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015
BBC East
Individual level data
Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3697	3538	1804	485	2647	1384	1263	3339
%H		95.7%	48.8%	13.1%	71.6%	37.4%	34.2%	90.3%
Working full time	1738	1658	899	251	1181	670	511	1690
%V	47.0%	46.9%	49.8%	51.8%	44.6%	48.4%	40.5%	50.6%
%H		95.4%	51.7%	14.4%	68.0%	38.6%	29.4%	97.2%
Working part time	408	399	228	57	306	186	121	388
%V	11.0%	11.3%	12.6%	11.8%	11.6%	13.4%	9.6%	11.6%
%H		97.8%	55.9%	14.0%	75.0%	45.6%	29.7%	95.1%
Not working	1550	1481	678	176	1160	528	632	1262
%V	41.9%	41.9%	37.6%	36.3%	43.8%	38.2%	50.0%	37.8%
%H		95.5%	43.7%	11.4%	74.8%	34.1%	40.8%	81.4%
Housewife/Houseperson	1950	1859	882	241	1400	666	734	1677
%V	52.7%	52.5%	48.9%	49.7%	52.9%	48.1%	58.1%	50.2%
%H		95.3%	45.2%	12.4%	71.8%	34.2%	37.6%	86.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1816	1726	913	238	1275	692	583	1666
%H		95.0%	50.3%	13.1%	70.2%	38.1%	32.1%	91.7%
16 - 19	108	106	67	15	72	47	25	107
%V	5.9%	6.1%	7.3%	6.3%	5.6%	6.8%	4.3%	6.4%
%H		98.1%	62.0%	13.9%	66.7%	43.5%	23.1%	99.1%
20 - 24	111	93	56	14	62	41	20	109
%V	6.1%	5.4%	6.1%	5.9%	4.9%	5.9%	3.4%	6.5%
%H		83.8%	50.5%	12.6%	55.9%	36.9%	18.0%	98.2%
25 - 34	299	274	153	47	176	102	74	291
%V	16.5%	15.9%	16.8%	19.7%	13.8%	14.7%	12.7%	17.5%
%H		91.6%	51.2%	15.7%	58.9%	34.1%	24.7%	97.3%
35 - 44	282	264	149	46	182	108	74	274
%V	15.5%	15.3%	16.3%	19.3%	14.3%	15.6%	12.7%	16.4%
%H		93.6%	52.8%	16.3%	64.5%	38.3%	26.2%	97.2%
45 - 54	329	323	195	43	232	146	86	320
%V	18.1%	18.7%	21.4%	18.1%	18.2%	21.1%	14.8%	19.2%
%H		98.2%	59.3%	13.1%	70.5%	44.4%	26.1%	97.3%
55 - 64	274	262	134	27	213	109	104	256
%V	15.1%	15.2%	14.7%	11.3%	16.7%	15.8%	17.8%	15.4%
%H		95.6%	48.9%	9.9%	77.7%	39.8%	38.0%	93.4%
65+	413	404	160	46	338	139	199	309
%V	22.7%	23.4%	17.5%	19.3%	26.5%	20.1%	34.1%	18.5%
%H		97.8%	38.7%	11.1%	81.8%	33.7%	48.2%	74.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		1816	1726	913	238	1275	692	583	1666
	%H		95.0%	50.3%	13.1%	70.2%	38.1%	32.1%	91.7%
AB		539	525	260	88	389	211	178	525
	%V	29.7%	30.4%	28.5%	37.0%	30.5%	30.5%	30.5%	31.5%
	%H		97.4%	48.2%	16.3%	72.2%	39.1%	33.0%	97.4%
C1		508	477	257	57	359	193	165	483
	%V	28.0%	27.6%	28.1%	23.9%	28.2%	27.9%	28.3%	29.0%
	%H		93.9%	50.6%	11.2%	70.7%	38.0%	32.5%	95.1%
C2		464	448	256	62	329	193	137	412
	%V	25.6%	26.0%	28.0%	26.1%	25.8%	27.9%	23.5%	24.7%
	%H		96.6%	55.2%	13.4%	70.9%	41.6%	29.5%	88.8%
D		221	199	108	23	144	77	66	193
	%V	12.2%	11.5%	11.8%	9.7%	11.3%	11.1%	11.3%	11.6%
	%H		90.0%	48.9%	10.4%	65.2%	34.8%	29.9%	87.3%
E		84	77	32	8	54	18	36	53
	%V	4.6%	4.5%	3.5%	3.4%	4.2%	2.6%	6.2%	3.2%
	%H		91.7%	38.1%	9.5%	64.3%	21.4%	42.9%	63.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1816	1726	913	238	1275	692	583	1666
%H		95.0%	50.3%	13.1%	70.2%	38.1%	32.1%	91.7%
Working full time	1093	1042	585	156	738	430	309	1066
%V	60.2%	60.4%	64.1%	65.5%	57.9%	62.1%	53.0%	64.0%
%H		95.3%	53.5%	14.3%	67.5%	39.3%	28.3%	97.5%
Working part time	78	77	43	11	59	35	24	72
%V	4.3%	4.5%	4.7%	4.6%	4.6%	5.1%	4.1%	4.3%
%H		98.7%	55.1%	14.1%	75.6%	44.9%	30.8%	92.3%
Not working	645	608	285	72	478	228	249	529
%V	35.5%	35.2%	31.2%	30.3%	37.5%	32.9%	42.7%	31.8%
%H		94.3%	44.2%	11.2%	74.1%	35.3%	38.6%	82.0%
Housewife/Houseperson	387	348	154	46	248	108	140	311
%V	21.3%	20.2%	16.9%	19.3%	19.5%	15.6%	24.0%	18.7%
%H		89.9%	39.8%	11.9%	64.1%	27.9%	36.2%	80.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1882	1811	891	247	1372	691	681	1673
%H		96.2%	47.3%	13.1%	72.9%	36.7%	36.2%	88.9%
16 - 19	108	102	59	19	75	51	23	106
%V	5.7%	5.6%	6.6%	7.7%	5.5%	7.4%	3.4%	6.3%
%H		94.4%	54.6%	17.6%	69.4%	47.2%	21.3%	98.1%
20 - 24	105	98	54	10	71	35	36	100
%V	5.6%	5.4%	6.1%	4.0%	5.2%	5.1%	5.3%	6.0%
%H		93.3%	51.4%	9.5%	67.6%	33.3%	34.3%	95.2%
25 - 34	304	288	167	48	184	111	73	296
%V	16.2%	15.9%	18.7%	19.4%	13.4%	16.1%	10.7%	17.7%
%H		94.7%	54.9%	15.8%	60.5%	36.5%	24.0%	97.4%
35 - 44	296	283	162	43	198	119	80	293
%V	15.7%	15.6%	18.2%	17.4%	14.4%	17.2%	11.7%	17.5%
%H		95.6%	54.7%	14.5%	66.9%	40.2%	27.0%	99.0%
45 - 54	328	318	169	44	246	142	104	316
%V	17.4%	17.6%	19.0%	17.8%	17.9%	20.5%	15.3%	18.9%
%H		97.0%	51.5%	13.4%	75.0%	43.3%	31.7%	96.3%
55 - 64	284	281	127	38	228	111	117	263
%V	15.1%	15.5%	14.3%	15.4%	16.6%	16.1%	17.2%	15.7%
%H		98.9%	44.7%	13.4%	80.3%	39.1%	41.2%	92.6%
65+	457	442	154	43	371	123	247	298
%V	24.3%	24.4%	17.3%	17.4%	27.0%	17.8%	36.3%	17.8%
%H		96.7%	33.7%	9.4%	81.2%	26.9%	54.0%	65.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1882	1811	891	247	1372	691	681	1673
%H		96.2%	47.3%	13.1%	72.9%	36.7%	36.2%	88.9%
AB	532	518	253	84	389	208	181	518
%V	28.3%	28.6%	28.4%	34.0%	28.4%	30.1%	26.6%	31.0%
%H		97.4%	47.6%	15.8%	73.1%	39.1%	34.0%	97.4%
C1	541	518	254	70	399	201	198	497
%V	28.7%	28.6%	28.5%	28.3%	29.1%	29.1%	29.1%	29.7%
%H		95.7%	47.0%	12.9%	73.8%	37.2%	36.6%	91.9%
C2	415	401	216	55	300	166	134	373
%V	22.1%	22.1%	24.2%	22.3%	21.9%	24.0%	19.7%	22.3%
%H		96.6%	52.0%	13.3%	72.3%	40.0%	32.3%	89.9%
D	261	246	121	28	182	86	96	208
%V	13.9%	13.6%	13.6%	11.3%	13.3%	12.4%	14.1%	12.4%
%H		94.3%	46.4%	10.7%	69.7%	33.0%	36.8%	79.7%
E	132	128	48	9	102	30	71	76
%V	7.0%	7.1%	5.4%	3.6%	7.4%	4.3%	10.4%	4.5%
%H		97.0%	36.4%	6.8%	77.3%	22.7%	53.8%	57.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1882	1811	891	247	1372	691	681	1673
%H		96.2%	47.3%	13.1%	72.9%	36.7%	36.2%	88.9%
Working full time	646	616	314	95	442	240	202	624
%V	34.3%	34.0%	35.2%	38.5%	32.2%	34.7%	29.7%	37.3%
%H		95.4%	48.6%	14.7%	68.4%	37.2%	31.3%	96.6%
Working part time	330	322	185	47	247	151	96	316
%V	17.5%	17.8%	20.8%	19.0%	18.0%	21.9%	14.1%	18.9%
%H		97.6%	56.1%	14.2%	74.8%	45.8%	29.1%	95.8%
Not working	905	873	393	105	682	300	382	733
%V	48.1%	48.2%	44.1%	42.5%	49.7%	43.4%	56.1%	43.8%
%H		96.5%	43.4%	11.6%	75.4%	33.1%	42.2%	81.0%
Housewife/Houseperson	1563	1510	727	195	1153	559	594	1366
%V	83.0%	83.4%	81.6%	78.9%	84.0%	80.9%	87.2%	81.6%
%H		96.6%	46.5%	12.5%	73.8%	35.8%	38.0%	87.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1038	964	372	153	714	288	426	892
%H (All HH)		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%
%H (TV HH)			38.6%	15.9%	74.1%	29.9%	44.2%	
AB	307	292	101	49	216	80	136	295
%V	29.6%	30.3%	27.2%	32.0%	30.3%	27.8%	31.9%	33.1%
%H (All HH)		95.1%	32.9%	16.0%	70.4%	26.1%	44.3%	96.1%
%H (TV HH)			34.6%	16.8%	74.0%	27.4%	46.6%	
C1	295	264	98	44	199	86	114	266
%V	28.4%	27.4%	26.3%	28.8%	27.9%	29.9%	26.8%	29.8%
%H (All HH)		89.5%	33.2%	14.9%	67.5%	29.2%	38.6%	90.2%
%H (TV HH)			37.1%	16.7%	75.4%	32.6%	43.2%	
C2	203	191	89	34	131	64	67	180
%V	19.6%	19.8%	23.9%	22.2%	18.3%	22.2%	15.7%	20.2%
%H (All HH)		94.1%	43.8%	16.7%	64.5%	31.5%	33.0%	88.7%
%H (TV HH)			46.6%	17.8%	68.6%	33.5%	35.1%	
D	152	142	62	15	112	48	64	109
%V	14.6%	14.7%	16.7%	9.8%	15.7%	16.7%	15.0%	12.2%
%H (All HH)		93.4%	40.8%	9.9%	73.7%	31.6%	42.1%	71.7%
%H (TV HH)			43.7%	10.6%	78.9%	33.8%	45.1%	
E	81	77	21	10	55	11	45	43
%V	7.8%	8.0%	5.6%	6.5%	7.7%	3.8%	10.6%	4.8%
%H (All HH)		95.1%	25.9%	12.3%	67.9%	13.6%	55.6%	53.1%
%H (TV HH)			27.3%	13.0%	71.4%	14.3%	58.4%	

Base: BBC 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
January - December 2015

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1038	964	372	153	714	288	426	892
%V (All HH)		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%
%H (TV HH)			38.6%	15.9%	74.1%	29.9%	44.2%	
Under 25	54	42	12	5	27	11	17	52
%V	5.2%	4.4%	3.2%	3.3%	3.8%	3.8%	4.0%	5.8%
%H (All HH)		77.8%	22.2%	9.3%	50.0%	20.4%	31.5%	96.3%
%H (TV HH)			28.6%	11.9%	64.3%	26.2%	40.5%	
25 - 34	146	128	62	25	75	37	37	142
%V	14.1%	13.3%	16.7%	16.3%	10.5%	12.8%	8.7%	15.9%
%H (All HH)		87.7%	42.5%	17.1%	51.4%	25.3%	25.3%	97.3%
%H (TV HH)			48.4%	19.5%	58.6%	28.9%	28.9%	
35 - 44	163	152	71	28	103	53	50	157
%V	15.7%	15.8%	19.1%	18.3%	14.4%	18.4%	11.7%	17.6%
%H (All HH)		93.3%	43.6%	17.2%	63.2%	32.5%	30.7%	96.3%
%H (TV HH)			46.7%	18.4%	67.8%	34.9%	32.9%	
45 - 54	215	204	81	46	151	75	75	206
%V	20.7%	21.2%	21.8%	30.1%	21.1%	26.0%	17.6%	23.1%
%H (All HH)		94.9%	37.7%	21.4%	70.2%	34.9%	34.9%	95.8%
%H (TV HH)			39.7%	22.5%	74.0%	36.8%	36.8%	
55 - 64	181	168	73	23	130	57	73	159
%V	17.4%	17.4%	19.6%	15.0%	18.2%	19.8%	17.1%	17.8%
%H (All HH)		92.8%	40.3%	12.7%	71.8%	31.5%	40.3%	87.8%
%H (TV HH)			43.5%	13.7%	77.4%	33.9%	43.5%	
65 +	279	270	72	26	228	55	174	177
%V	26.9%	28.0%	19.4%	17.0%	31.9%	19.1%	40.8%	19.8%
%H (All HH)		96.8%	25.8%	9.3%	81.7%	19.7%	62.4%	63.4%
%H (TV HH)			26.7%	9.6%	84.4%	20.4%	64.4%	

Base: BBC 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
January - December 2015

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1038	964	372	153	714	288	426	892
%H (All HH)		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%
%H (TV HH)			38.6%	15.9%	74.1%	29.9%	44.2%	
1	318	283	72	34	220	48	172	216
%V	30.6%	29.4%	19.4%	22.2%	30.8%	16.7%	40.4%	24.2%
%H (All HH)		89.0%	22.6%	10.7%	69.2%	15.1%	54.1%	67.9%
%H (TV HH)			25.4%	12.0%	77.7%	17.0%	60.8%	
2	371	351	131	57	268	111	157	337
%V	35.7%	36.4%	35.2%	37.3%	37.5%	38.5%	36.9%	37.8%
%H (All HH)		94.6%	35.3%	15.4%	72.2%	29.9%	42.3%	90.8%
%H (TV HH)			37.3%	16.2%	76.4%	31.6%	44.7%	
3	149	140	71	28	96	57	39	146
%V	14.4%	14.5%	19.1%	18.3%	13.4%	19.8%	9.2%	16.4%
%H (All HH)		94.0%	47.7%	18.8%	64.4%	38.3%	26.2%	98.0%
%H (TV HH)			50.7%	20.0%	68.6%	40.7%	27.9%	
4	135	129	63	22	92	50	43	131
%V	13.0%	13.4%	16.9%	14.4%	12.9%	17.4%	10.1%	14.7%
%H (All HH)		95.6%	46.7%	16.3%	68.1%	37.0%	31.9%	97.0%
%H (TV HH)			48.8%	17.1%	71.3%	38.8%	33.3%	
5+	64	61	34	12	38	23	14	63
%V	6.2%	6.3%	9.1%	7.8%	5.3%	8.0%	3.3%	7.1%
%H (All HH)		95.3%	53.1%	18.8%	59.4%	35.9%	21.9%	98.4%
%H (TV HH)			55.7%	19.7%	62.3%	37.7%	23.0%	
Average HH size	2.31	2.33	2.64	2.52	2.26	2.65	2.00	2.46

Base: BBC 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
January - December 2015

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1038	964	372	153	714	288	426	892
%H (All HH)		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%
%H (TV HH)			38.6%	15.9%	74.1%	29.9%	44.2%	
Without	793	728	254	111	553	200	352	654
%V	76.4%	75.5%	68.3%	72.5%	77.5%	69.4%	82.6%	73.3%
%H (All HH)		91.8%	32.0%	14.0%	69.7%	25.2%	44.4%	82.5%
%H (TV HH)			34.9%	15.2%	76.0%	27.5%	48.4%	
With	245	236	118	42	161	87	74	239
%V	23.6%	24.5%	31.7%	27.5%	22.5%	30.2%	17.4%	26.8%
%H (All HH)		96.3%	48.2%	17.1%	65.7%	35.5%	30.2%	97.6%
%H (TV HH)			50.0%	17.8%	68.2%	36.9%	31.4%	
0 - 3	79	74	40	13	42	22	20	75
%V	7.6%	7.7%	10.8%	8.5%	5.9%	7.6%	4.7%	8.4%
%H (All HH)		93.7%	50.6%	16.5%	53.2%	27.8%	25.3%	94.9%
%H (TV HH)			54.1%	17.6%	56.8%	29.7%	27.0%	
4 - 9	124	121	62	19	83	46	37	122
%V	11.9%	12.6%	16.7%	12.4%	11.6%	16.0%	8.7%	13.7%
%H (All HH)		97.6%	50.0%	15.3%	66.9%	37.1%	29.8%	98.4%
%H (TV HH)			51.2%	15.7%	68.6%	38.0%	30.6%	
10 - 15	117	114	59	20	80	47	33	116
%V	11.3%	11.8%	15.9%	13.1%	11.2%	16.3%	7.7%	13.0%
%H (All HH)		97.4%	50.4%	17.1%	68.4%	40.2%	28.2%	99.1%
%H (TV HH)			51.8%	17.5%	70.2%	41.2%	28.9%	

Base: BBC 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

January - December 2015

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1038	964	372	153	714	288	426	892
%H (All HH)		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%
%H (TV HH)			38.6%	15.9%	74.1%	29.9%	44.2%	
1	410	410	118	66	267	54	213	322
%V	39.5%	42.5%	31.7%	43.1%	37.4%	18.8%	50.0%	36.1%
%H (All HH)		100.0%	28.8%	16.1%	65.1%	13.2%	52.0%	78.5%
%H (TV HH)			28.8%	16.1%	65.1%	13.2%	52.0%	
2	300	300	124	43	237	104	133	263
%V	28.9%	31.1%	33.3%	28.1%	33.2%	36.1%	31.2%	29.5%
%H (All HH)		100.0%	41.3%	14.3%	79.0%	34.7%	44.3%	87.7%
%H (TV HH)			41.3%	14.3%	79.0%	34.7%	44.3%	
3	151	151	75	23	122	68	54	145
%V	14.5%	15.7%	20.2%	15.0%	17.1%	23.6%	12.7%	16.3%
%H (All HH)		100.0%	49.7%	15.2%	80.8%	45.0%	35.8%	96.0%
%H (TV HH)			49.7%	15.2%	80.8%	45.0%	35.8%	
4	74	74	37	15	62	42	20	71
%V	7.1%	7.7%	9.9%	9.8%	8.7%	14.6%	4.7%	8.0%
%H (All HH)		100.0%	50.0%	20.3%	83.8%	56.8%	27.0%	95.9%
%H (TV HH)			50.0%	20.3%	83.8%	56.8%	27.0%	
5+	29	29	18	6	26	20	6	28
%V	2.8%	3.0%	4.8%	3.9%	3.6%	6.9%	1.4%	3.1%
%H (All HH)		100.0%	62.1%	20.7%	89.7%	69.0%	20.7%	96.6%
%H (TV HH)			62.1%	20.7%	89.7%	69.0%	20.7%	

Base: BBC 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
January - December 2015

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1038	964	372	153	714	288	426	892
%H (All HH)		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%
%H (TV HH)			38.6%	15.9%	74.1%	29.9%	44.2%	
Under 20"	173	173	73	20	148	72	77	154
%V	16.7%	17.9%	19.6%	13.1%	20.7%	25.0%	18.1%	17.3%
%H (All HH)		100.0%	42.2%	11.6%	85.5%	41.6%	44.5%	89.0%
%H (TV HH)			42.2%	11.6%	85.5%	41.6%	44.5%	
20" - 29"	398	398	142	58	330	134	196	341
%V	38.3%	41.3%	38.2%	37.9%	46.2%	46.5%	46.0%	38.2%
%H (All HH)		100.0%	35.7%	14.6%	82.9%	33.7%	49.2%	85.7%
%H (TV HH)			35.7%	14.6%	82.9%	33.7%	49.2%	
30" - 39"	514	514	207	77	396	173	223	447
%V	49.5%	53.3%	55.6%	50.3%	55.5%	60.1%	52.3%	50.1%
%H (All HH)		100.0%	40.3%	15.0%	77.0%	33.7%	43.4%	87.0%
%H (TV HH)			40.3%	15.0%	77.0%	33.7%	43.4%	
40" and over	445	445	221	88	306	170	136	414
%V	42.9%	46.2%	59.4%	57.5%	42.9%	59.0%	31.9%	46.4%
%H (All HH)		100.0%	49.7%	19.8%	68.8%	38.2%	30.6%	93.0%
%H (TV HH)			49.7%	19.8%	68.8%	38.2%	30.6%	

Base: BBC 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

January - December 2015

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1038	964	372	153	714	288	426	892
%V (All HH)		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%
%H (TV HH)			38.6%	15.9%	74.1%	29.9%	44.2%	
Main living room	948	948	369	152	708	287	421	815
%V	91.3%	98.3%	99.2%	99.3%	99.2%	99.7%	98.8%	91.4%
%H (All HH)		100.0%	38.9%	16.0%	74.7%	30.3%	44.4%	86.0%
%H (TV HH)			38.9%	16.0%	74.7%	30.3%	44.4%	
Kitchen	126	126	56	14	116	60	57	116
%V	12.1%	13.1%	15.1%	9.2%	16.2%	20.8%	13.4%	13.0%
%H (All HH)		100.0%	44.4%	11.1%	92.1%	47.6%	45.2%	92.1%
%H (TV HH)			44.4%	11.1%	92.1%	47.6%	45.2%	
Adult's bedroom	408	408	188	62	329	172	157	375
%V	39.3%	42.3%	50.5%	40.5%	46.1%	59.7%	36.9%	42.0%
%H (All HH)		100.0%	46.1%	15.2%	80.6%	42.2%	38.5%	91.9%
%H (TV HH)			46.1%	15.2%	80.6%	42.2%	38.5%	
Child's bedroom	99	99	61	18	77	59	18	97
%V	9.5%	10.3%	16.4%	11.8%	10.8%	20.5%	4.2%	10.9%
%H (All HH)		100.0%	61.6%	18.2%	77.8%	59.6%	18.2%	98.0%
%H (TV HH)			61.6%	18.2%	77.8%	59.6%	18.2%	
Other bedroom	44	44	22	11	38	27	11	42
%V	4.2%	4.6%	5.9%	7.2%	5.3%	9.4%	2.6%	4.7%
%H (All HH)		100.0%	50.0%	25.0%	86.4%	61.4%	25.0%	95.5%
%H (TV HH)			50.0%	25.0%	86.4%	61.4%	25.0%	
Second living/dining room	83	83	34	11	66	27	39	78
%V	8.0%	8.6%	9.1%	7.2%	9.2%	9.4%	9.2%	8.7%
%H (All HH)		100.0%	41.0%	13.3%	79.5%	32.5%	47.0%	94.0%
%H (TV HH)			41.0%	13.3%	79.5%	32.5%	47.0%	
Study/office	18	18	8	2	12	6	6	17
%V	1.7%	1.9%	2.2%	1.3%	1.7%	2.1%	1.4%	1.9%
%H (All HH)		100.0%	44.4%	11.1%	66.7%	33.3%	33.3%	94.4%
%H (TV HH)			44.4%	11.1%	66.7%	33.3%	33.3%	
TV room	8	8	5	1	7	6	2	8
%V	0.8%	0.8%	1.3%	0.7%	1.0%	2.1%	0.5%	0.9%
%H (All HH)		100.0%	62.5%	12.5%	87.5%	75.0%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	87.5%	75.0%	25.0%	
Conservatory	24	24	12	5	17	10	7	22
%V	2.3%	2.5%	3.2%	3.3%	2.4%	3.5%	1.6%	2.5%
%H (All HH)		100.0%	50.0%	20.8%	70.8%	41.7%	29.2%	91.7%
%H (TV HH)			50.0%	20.8%	70.8%	41.7%	29.2%	
Attic or loft room	5	5	1	1	3	1	2	5
%V	0.5%	0.5%	0.3%	0.7%	0.4%	0.3%	0.5%	0.6%
%H (All HH)		100.0%	20.0%	20.0%	60.0%	20.0%	40.0%	100.0%
%H (TV HH)			20.0%	20.0%	60.0%	20.0%	40.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	6	6	2	2	6	3	2	5
%V	0.6%	0.6%	0.5%	1.3%	0.8%	1.0%	0.5%	0.6%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	50.0%	33.3%	83.3%
%H (TV HH)			33.3%	33.3%	100.0%	50.0%	33.3%	

Base: BBC 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

January - December 2015

BBC West

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1038	964	372	153	714	288	426	892
%H (All HH)		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%
%H (TV HH)			38.6%	15.9%	74.1%	29.9%	44.2%	
Any DSAT provider	372	372	372	10	215	215	0	336
%V	35.8%	38.6%	100.0%	6.5%	30.1%	74.7%	0.0%	37.7%
%H (All HH)			100.0%	2.7%	57.8%	57.8%	0.0%	90.3%
%H (TV HH)			100.0%	2.7%	57.8%	57.8%	0.0%	
Sky with subscription	299	299	299	6	167	167	0	275
%V	28.8%	31.0%	80.4%	3.9%	23.4%	58.0%	0.0%	30.8%
%H (All HH)			100.0%	2.0%	55.9%	55.9%	0.0%	92.0%
%H (TV HH)			100.0%	2.0%	55.9%	55.9%	0.0%	
Sky without subscription	12	12	12	1	8	8	0	8
%V	1.2%	1.2%	3.2%	0.7%	1.1%	2.8%	0.0%	0.9%
%H (All HH)			100.0%	8.3%	66.7%	66.7%	0.0%	66.7%
%H (TV HH)			100.0%	8.3%	66.7%	66.7%	0.0%	
Freesat	51	51	51	2	33	33	0	46
%V	4.9%	5.3%	13.7%	1.3%	4.6%	11.5%	0.0%	5.2%
%H (All HH)			100.0%	3.9%	64.7%	64.7%	0.0%	90.2%
%H (TV HH)			100.0%	3.9%	64.7%	64.7%	0.0%	
Other satellite provider	15	15	15	2	10	10	0	12
%V	1.4%	1.6%	4.0%	1.3%	1.4%	3.5%	0.0%	1.3%
%H (All HH)			100.0%	13.3%	66.7%	66.7%	0.0%	80.0%
%H (TV HH)			100.0%	13.3%	66.7%	66.7%	0.0%	
DCAB	153	153	10	153	78	78	0	143
%V	14.7%	15.9%	2.7%	100.0%	10.9%	27.1%	0.0%	16.0%
%H (All HH)			6.5%	100.0%	51.0%	51.0%	0.0%	93.5%
%H (TV HH)			6.5%	100.0%	51.0%	51.0%	0.0%	
DTT	714	714	215	78	714	288	426	603
%V	68.8%	74.1%	57.8%	51.0%	100.0%	100.0%	100.0%	67.6%
%H (All HH)		100.0%	30.1%	10.9%	100.0%	40.3%	59.7%	84.5%
%H (TV HH)			30.1%	10.9%	100.0%	40.3%	59.7%	

Base: BBC 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

January - December 2015

BBC West

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1038	964	372	153	714	288	426	892
%H (All HH)		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%
%H (TV HH)			38.6%	15.9%	74.1%	29.9%	44.2%	
PVR	606	606	314	136	414	249	165	562
%V	58.4%	62.9%	84.4%	88.9%	58.0%	86.5%	38.7%	63.0%
%H (All HH)		100.0%	51.8%	22.4%	68.3%	41.1%	27.2%	92.7%
%H (TV HH)			51.8%	22.4%	68.3%	41.1%	27.2%	
DVDR	24	24	8	5	21	9	12	20
%V	2.3%	2.5%	2.2%	3.3%	2.9%	3.1%	2.8%	2.2%
%H (All HH)		100.0%	33.3%	20.8%	87.5%	37.5%	50.0%	83.3%
%H (TV HH)			33.3%	20.8%	87.5%	37.5%	50.0%	
VCR	6	6	1	0	5	0	5	3
%V	0.6%	0.6%	0.3%	0.0%	0.7%	0.0%	1.2%	0.3%
%H (All HH)		100.0%	16.7%	0.0%	83.3%	0.0%	83.3%	50.0%
%H (TV HH)			16.7%	0.0%	83.3%	0.0%	83.3%	
Any recorder	620	620	316	136	428	250	177	570
%V	59.7%	64.3%	84.9%	88.9%	59.9%	86.8%	41.5%	63.9%
%H (All HH)		100.0%	51.0%	21.9%	69.0%	40.3%	28.5%	91.9%
%H (TV HH)			51.0%	21.9%	69.0%	40.3%	28.5%	
Receives HDTV (via STB or built-in reception)	576	576	270	125	409	221	188	532
%V	55.5%	59.8%	72.6%	81.7%	57.3%	76.7%	44.1%	59.6%
%H (All HH)		100.0%	46.9%	21.7%	71.0%	38.4%	32.6%	92.4%
%H (TV HH)			46.9%	21.7%	71.0%	38.4%	32.6%	
DVD/Blu-ray player or recorder	758	758	309	123	574	250	324	677
%V	73.0%	78.6%	83.1%	80.4%	80.4%	86.8%	76.1%	75.9%
%H (All HH)		100.0%	40.8%	16.2%	75.7%	33.0%	42.7%	89.3%
%H (TV HH)			40.8%	16.2%	75.7%	33.0%	42.7%	

Base: BBC 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

January - December 2015

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1038	964	372	153	714	288	426	892
%H (All HH)		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%
%H (TV HH)			38.6%	15.9%	74.1%	29.9%	44.2%	
Has broadband internet	892	830	336	143	603	266	337	892
%V	85.9%	86.1%	90.3%	93.5%	84.5%	92.4%	79.1%	100.0%
%H (All HH)		93.0%	37.7%	16.0%	67.6%	29.8%	37.8%	100.0%
%H (TV HH)			40.5%	17.2%	72.7%	32.0%	40.6%	
Number of computers (PCs and laptops)								
0	154	140	40	11	117	26	92	22
%V	14.8%	14.5%	10.8%	7.2%	16.4%	9.0%	21.6%	2.5%
%H (All HH)		90.9%	26.0%	7.1%	76.0%	16.9%	59.7%	14.3%
%H (TV HH)			28.6%	7.9%	83.6%	18.6%	65.7%	
1	250	222	80	34	157	53	104	241
%V	24.1%	23.0%	21.5%	22.2%	22.0%	18.4%	24.4%	27.0%
%H (All HH)		88.8%	32.0%	13.6%	62.8%	21.2%	41.6%	96.4%
%H (TV HH)			36.0%	15.3%	70.7%	23.9%	46.8%	
2	256	242	94	36	175	70	105	254
%V	24.7%	25.1%	25.3%	23.5%	24.5%	24.3%	24.6%	28.5%
%H (All HH)		94.5%	36.7%	14.1%	68.4%	27.3%	41.0%	99.2%
%H (TV HH)			38.8%	14.9%	72.3%	28.9%	43.4%	
3	169	162	67	32	120	57	63	168
%V	16.3%	16.8%	18.0%	20.9%	16.8%	19.8%	14.8%	18.8%
%H (All HH)		95.9%	39.6%	18.9%	71.0%	33.7%	37.3%	99.4%
%H (TV HH)			41.4%	19.8%	74.1%	35.2%	38.9%	
4	88	84	35	19	58	30	28	88
%V	8.5%	8.7%	9.4%	12.4%	8.1%	10.4%	6.6%	9.9%
%H (All HH)		95.5%	39.8%	21.6%	65.9%	34.1%	31.8%	100.0%
%H (TV HH)			41.7%	22.6%	69.0%	35.7%	33.3%	
5+	120	114	57	21	87	53	34	118
%V	11.6%	11.8%	15.3%	13.7%	12.2%	18.4%	8.0%	13.2%
%H (All HH)		95.0%	47.5%	17.5%	72.5%	44.2%	28.3%	98.3%
%H (TV HH)			50.0%	18.4%	76.3%	46.5%	29.8%	

Base: BBC 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

January - December 2015

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1922	841	315	1499	746	753	1724
%H		43.8%	16.4%	78.0%	38.8%	39.2%	89.7%
Under 20"	233	104	26	203	104	99	212
%V	12.1%	12.4%	8.3%	13.5%	13.9%	13.1%	12.3%
%H		44.6%	11.2%	87.1%	44.6%	42.5%	91.0%
20" - 29"	522	190	84	439	193	246	450
%V	27.2%	22.6%	26.7%	29.3%	25.9%	32.7%	26.1%
%H		36.4%	16.1%	84.1%	37.0%	47.1%	86.2%
30" - 39"	629	270	99	487	234	253	556
%V	32.7%	32.1%	31.4%	32.5%	31.4%	33.6%	32.3%
%H		42.9%	15.7%	77.4%	37.2%	40.2%	88.4%
40" and over	531	273	105	367	213	154	499
%V	27.6%	32.5%	33.3%	24.5%	28.6%	20.5%	28.9%
%H		51.4%	19.8%	69.1%	40.1%	29.0%	94.0%
Don't know	7	3	1	4	3	1	7
%V	0.4%	0.4%	0.3%	0.3%	0.4%	0.1%	0.4%
%H		42.9%	14.3%	57.1%	42.9%	14.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1922	841	315	1499	746	753	1724
%H		43.8%	16.4%	78.0%	38.8%	39.2%	89.7%
Main living room	958	373	154	713	290	423	823
%V	49.8%	44.4%	48.9%	47.6%	38.9%	56.2%	47.7%
%H		38.9%	16.1%	74.4%	30.3%	44.2%	85.9%
Kitchen	127	57	14	117	61	57	116
%V	6.6%	6.8%	4.4%	7.8%	8.2%	7.6%	6.7%
%H		44.9%	11.0%	92.1%	48.0%	44.9%	91.3%
Adult's bedroom	497	233	86	400	221	179	461
%V	25.9%	27.7%	27.3%	26.7%	29.6%	23.8%	26.7%
%H		46.9%	17.3%	80.5%	44.5%	36.0%	92.8%
Child's bedroom	140	88	27	110	87	23	138
%V	7.3%	10.5%	8.6%	7.3%	11.7%	3.1%	8.0%
%H		62.9%	19.3%	78.6%	62.1%	16.4%	98.6%
Other bedroom	51	26	12	44	33	12	48
%V	2.7%	3.1%	3.8%	2.9%	4.4%	1.6%	2.8%
%H		51.0%	23.5%	86.3%	64.7%	23.5%	94.1%
Second living/dining room	84	34	11	67	27	40	79
%V	4.4%	4.0%	3.5%	4.5%	3.6%	5.3%	4.6%
%H		40.5%	13.1%	79.8%	32.1%	47.6%	94.0%
Study/office	18	8	2	12	6	6	17
%V	0.9%	1.0%	0.6%	0.8%	0.8%	0.8%	1.0%
%H		44.4%	11.1%	66.7%	33.3%	33.3%	94.4%
TV room	8	5	1	7	6	2	8
%V	0.4%	0.6%	0.3%	0.5%	0.8%	0.3%	0.5%
%H		62.5%	12.5%	87.5%	75.0%	25.0%	100.0%
Conservatory	24	12	5	17	10	7	22
%V	1.2%	1.4%	1.6%	1.1%	1.3%	0.9%	1.3%
%H		50.0%	20.8%	70.8%	41.7%	29.2%	91.7%
Attic or loft room	5	1	1	3	1	2	5
%V	0.3%	0.1%	0.3%	0.2%	0.1%	0.3%	0.3%
%H		20.0%	20.0%	60.0%	20.0%	40.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	8	4	2	7	5	2	6
%V	0.4%	0.5%	0.6%	0.5%	0.7%	0.3%	0.3%
%H		50.0%	25.0%	87.5%	62.5%	25.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1922	841	315	1499	746	753	1724
%H		43.8%	16.4%	78.0%	38.8%	39.2%	89.7%
PVR	759	410	175	501	315	187	706
%V	39.5%	48.8%	55.6%	33.4%	42.2%	24.8%	41.0%
%H		54.0%	23.1%	66.0%	41.5%	24.6%	93.0%
DVDR	25	8	5	22	9	13	21
%V	1.3%	1.0%	1.6%	1.5%	1.2%	1.7%	1.2%
%H		32.0%	20.0%	88.0%	36.0%	52.0%	84.0%
VCR	6	1	0	5	0	5	3
%V	0.3%	0.1%	0.0%	0.3%	0.0%	0.7%	0.2%
%H		16.7%	0.0%	83.3%	0.0%	83.3%	50.0%
Any recorder	779	415	176	519	319	200	719
%V	40.5%	49.3%	55.9%	34.6%	42.8%	26.6%	41.7%
%H		53.3%	22.6%	66.6%	40.9%	25.7%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1922	841	315	1499	746	753	1724
%H		43.8%	16.4%	78.0%	38.8%	39.2%	89.7%
Receives HDTV (via STB or built-in reception)	805	380	172	586	325	261	746
%V	41.9%	45.2%	54.6%	39.1%	43.6%	34.7%	43.3%
%H		47.2%	21.4%	72.8%	40.4%	32.4%	92.7%
DVD/Blu-ray player or recorder	1096	469	189	858	420	438	999
%V	57.0%	55.8%	60.0%	57.2%	56.3%	58.2%	57.9%
%H		42.8%	17.2%	78.3%	38.3%	40.0%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	961	372	153	714	288	426	827
%H		38.7%	15.9%	74.3%	30.0%	44.3%	86.1%
Under 20"	14	1	1	11	2	9	11
%V	1.5%	0.3%	0.7%	1.5%	0.7%	2.1%	1.3%
%H		7.1%	7.1%	78.6%	14.3%	64.3%	78.6%
20" - 29"	149	29	15	121	18	103	111
%V	15.5%	7.8%	9.8%	16.9%	6.3%	24.2%	13.4%
%H		19.5%	10.1%	81.2%	12.1%	69.1%	74.5%
30" - 39"	369	126	53	287	102	185	307
%V	38.4%	33.9%	34.6%	40.2%	35.4%	43.4%	37.1%
%H		34.1%	14.4%	77.8%	27.6%	50.1%	83.2%
40" and over	427	214	83	292	163	129	395
%V	44.4%	57.5%	54.2%	40.9%	56.6%	30.3%	47.8%
%H		50.1%	19.4%	68.4%	38.2%	30.2%	92.5%
Don't know	2	2	0	2	2	0	2
%V	0.2%	0.5%	0.0%	0.3%	0.7%	0.0%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	961	372	153	714	288	426	827
%H		38.7%	15.9%	74.3%	30.0%	44.3%	86.1%
PVR	593	308	135	401	243	158	548
%V	61.7%	82.8%	88.2%	56.2%	84.4%	37.1%	66.3%
%H		51.9%	22.8%	67.6%	41.0%	26.6%	92.4%
DVDR	19	5	4	17	7	10	15
%V	2.0%	1.3%	2.6%	2.4%	2.4%	2.3%	1.8%
%H		26.3%	21.1%	89.5%	36.8%	52.6%	78.9%
VCR	6	1	0	5	0	5	3
%V	0.6%	0.3%	0.0%	0.7%	0.0%	1.2%	0.4%
%H		16.7%	0.0%	83.3%	0.0%	83.3%	50.0%
Any recorder	607	311	136	414	245	169	556
%V	63.2%	83.6%	88.9%	58.0%	85.1%	39.7%	67.2%
%H		51.2%	22.4%	68.2%	40.4%	27.8%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	961	372	153	714	288	426	827
%H		38.7%	15.9%	74.3%	30.0%	44.3%	86.1%
Receives HDTV (via STB or built-in reception)	564	263	125	397	215	182	520
%V	58.7%	70.7%	81.7%	55.6%	74.7%	42.7%	62.9%
%H		46.6%	22.2%	70.4%	38.1%	32.3%	92.2%
DVD/Blu-ray player or recorder	712	284	115	540	228	312	635
%V	74.1%	76.3%	75.2%	75.6%	79.2%	73.2%	76.8%
%H		39.9%	16.2%	75.8%	32.0%	43.8%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	960	469	162	785	458	327	897
%H		48.9%	16.9%	81.8%	47.7%	34.1%	93.4%
Under 20"	219	103	25	192	102	90	201
%V	22.8%	22.0%	15.4%	24.5%	22.3%	27.5%	22.4%
%H		47.0%	11.4%	87.7%	46.6%	41.1%	91.8%
20" - 29"	372	161	69	317	174	143	338
%V	38.8%	34.3%	42.6%	40.4%	38.0%	43.7%	37.7%
%H		43.3%	18.5%	85.2%	46.8%	38.4%	90.9%
30" - 39"	260	144	46	199	131	68	249
%V	27.1%	30.7%	28.4%	25.4%	28.6%	20.8%	27.8%
%H		55.4%	17.7%	76.5%	50.4%	26.2%	95.8%
40" and over	104	59	21	75	49	25	104
%V	10.8%	12.6%	13.0%	9.6%	10.7%	7.6%	11.6%
%H		56.7%	20.2%	72.1%	47.1%	24.0%	100.0%
Don't know	5	2	1	2	2	1	5
%V	0.5%	0.4%	0.6%	0.3%	0.4%	0.3%	0.6%
%H		40.0%	20.0%	40.0%	40.0%	20.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	960	469	162	785	458	327	897
%H		48.9%	16.9%	81.8%	47.7%	34.1%	93.4%
PVR	166	101	40	100	71	29	158
%V	17.3%	21.5%	24.7%	12.7%	15.5%	8.9%	17.6%
%H		60.8%	24.1%	60.2%	42.8%	17.5%	95.2%
DVDR	6	4	0	5	3	2	6
%V	0.6%	0.9%	0.0%	0.6%	0.7%	0.6%	0.7%
%H		66.7%	0.0%	83.3%	50.0%	33.3%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	172	104	41	105	74	31	163
%V	17.9%	22.2%	25.3%	13.4%	16.2%	9.5%	18.2%
%H		60.5%	23.8%	61.0%	43.0%	18.0%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	960	469	162	785	458	327	897
%H		48.9%	16.9%	81.8%	47.7%	34.1%	93.4%
Receives HDTV (via STB or built-in reception)	242	117	48	189	110	79	227
%V	25.2%	24.9%	29.6%	24.1%	24.0%	24.2%	25.3%
%H		48.3%	19.8%	78.1%	45.5%	32.6%	93.8%
DVD/Blu-ray player or recorder	384	185	74	318	192	127	364
%V	40.0%	39.4%	45.7%	40.5%	41.9%	38.8%	40.6%
%H		48.2%	19.3%	82.8%	50.0%	33.1%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2392	2248	982	385	1616	763	853	2191
%H		94.0%	41.1%	16.1%	67.6%	31.9%	35.7%	91.6%
Total Children	418	403	208	69	267	148	119	408
%V	17.5%	17.9%	21.2%	17.9%	16.5%	19.4%	14.0%	18.6%
%H		96.4%	49.8%	16.5%	63.9%	35.4%	28.5%	97.6%
0 - 3	94	87	45	15	47	23	24	88
%V	3.9%	3.9%	4.6%	3.9%	2.9%	3.0%	2.8%	4.0%
%H		92.6%	47.9%	16.0%	50.0%	24.5%	25.5%	93.6%
4 - 15	325	316	163	54	220	125	95	320
%V	13.6%	14.1%	16.6%	14.0%	13.6%	16.4%	11.1%	14.6%
%H		97.2%	50.2%	16.6%	67.7%	38.5%	29.2%	98.5%
4 - 9	168	163	84	28	110	61	48	165
%V	7.0%	7.3%	8.6%	7.3%	6.8%	8.0%	5.6%	7.5%
%H		97.0%	50.0%	16.7%	65.5%	36.3%	28.6%	98.2%
10 - 15	157	153	79	25	111	64	47	155
%V	6.6%	6.8%	8.0%	6.5%	6.9%	8.4%	5.5%	7.1%
%H		97.5%	50.3%	15.9%	70.7%	40.8%	29.9%	98.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2392	2248	982	385	1616	763	853	2191
%H		94.0%	41.1%	16.1%	67.6%	31.9%	35.7%	91.6%
Total Adults (16+)	1974	1845	775	316	1349	614	734	1782
%V	82.5%	82.1%	78.9%	82.1%	83.5%	80.5%	86.0%	81.3%
%H		93.5%	39.3%	16.0%	68.3%	31.1%	37.2%	90.3%
16 - 19	114	109	52	22	74	41	33	112
%V	4.8%	4.8%	5.3%	5.7%	4.6%	5.4%	3.9%	5.1%
%H		95.6%	45.6%	19.3%	64.9%	36.0%	28.9%	98.2%
20 - 24	168	140	56	30	98	51	48	164
%V	7.0%	6.2%	5.7%	7.8%	6.1%	6.7%	5.6%	7.5%
%H		83.3%	33.3%	17.9%	58.3%	30.4%	28.6%	97.6%
25 - 34	297	261	122	58	160	88	72	289
%V	12.4%	11.6%	12.4%	15.1%	9.9%	11.5%	8.4%	13.2%
%H		87.9%	41.1%	19.5%	53.9%	29.6%	24.2%	97.3%
35 - 44	303	286	140	48	194	100	94	293
%V	12.7%	12.7%	14.3%	12.5%	12.0%	13.1%	11.0%	13.4%
%H		94.4%	46.2%	15.8%	64.0%	33.0%	31.0%	96.7%
45 - 54	373	358	155	77	261	136	125	361
%V	15.6%	15.9%	15.8%	20.0%	16.2%	17.8%	14.7%	16.5%
%H		96.0%	41.6%	20.6%	70.0%	36.5%	33.5%	96.8%
55 - 64	300	283	129	38	220	102	118	269
%V	12.5%	12.6%	13.1%	9.9%	13.6%	13.4%	13.8%	12.3%
%H		94.3%	43.0%	12.7%	73.3%	34.0%	39.3%	89.7%
65+	420	406	121	44	341	97	244	295
%V	17.6%	18.1%	12.3%	11.4%	21.1%	12.7%	28.6%	13.5%
%H		96.7%	28.8%	10.5%	81.2%	23.1%	58.1%	70.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1974	1845	775	316	1349	614	734	1782
	%H		93.5%	39.3%	16.0%	68.3%	31.1%	37.2%	90.3%
AB		609	581	219	102	420	169	251	591
	%V	30.9%	31.5%	28.3%	32.3%	31.1%	27.5%	34.2%	33.2%
	%H		95.4%	36.0%	16.7%	69.0%	27.8%	41.2%	97.0%
C1		548	496	197	88	379	178	201	514
	%V	27.8%	26.9%	25.4%	27.8%	28.1%	29.0%	27.4%	28.8%
	%H		90.5%	35.9%	16.1%	69.2%	32.5%	36.7%	93.8%
C2		426	405	197	79	280	149	131	393
	%V	21.6%	22.0%	25.4%	25.0%	20.8%	24.3%	17.8%	22.1%
	%H		95.1%	46.2%	18.5%	65.7%	35.0%	30.8%	92.3%
D		282	262	132	31	200	104	96	220
	%V	14.3%	14.2%	17.0%	9.8%	14.8%	16.9%	13.1%	12.3%
	%H		92.9%	46.8%	11.0%	70.9%	36.9%	34.0%	78.0%
E		109	102	29	18	70	16	55	64
	%V	5.5%	5.5%	3.7%	5.7%	5.2%	2.6%	7.5%	3.6%
	%H		93.6%	26.6%	16.5%	64.2%	14.7%	50.5%	58.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1974	1845	775	316	1349	614	734	1782
%H		93.5%	39.3%	16.0%	68.3%	31.1%	37.2%	90.3%
Working full time	977	913	415	190	636	337	298	945
%V	49.5%	49.5%	53.5%	60.1%	47.1%	54.9%	40.6%	53.0%
%H		93.4%	42.5%	19.4%	65.1%	34.5%	30.5%	96.7%
Working part time	215	206	82	39	156	72	84	204
%V	10.9%	11.2%	10.6%	12.3%	11.6%	11.7%	11.4%	11.4%
%H		95.8%	38.1%	18.1%	72.6%	33.5%	39.1%	94.9%
Not working	782	725	278	87	557	205	352	633
%V	39.6%	39.3%	35.9%	27.5%	41.3%	33.4%	48.0%	35.5%
%H		92.7%	35.5%	11.1%	71.2%	26.2%	45.0%	80.9%
Housewife/Houseperson	1038	964	372	153	714	288	426	892
%V	52.6%	52.2%	48.0%	48.4%	52.9%	46.9%	58.0%	50.1%
%H		92.9%	35.8%	14.7%	68.8%	27.7%	41.0%	85.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	979	904	397	156	643	305	338	890
%H		92.3%	40.6%	15.9%	65.7%	31.2%	34.5%	90.9%
16 - 19	56	54	27	10	35	20	15	55
%V	5.7%	6.0%	6.8%	6.4%	5.4%	6.6%	4.4%	6.2%
%H		96.4%	48.2%	17.9%	62.5%	35.7%	26.8%	98.2%
20 - 24	94	75	33	14	47	24	23	93
%V	9.6%	8.3%	8.3%	9.0%	7.3%	7.9%	6.8%	10.4%
%H		79.8%	35.1%	14.9%	50.0%	25.5%	24.5%	98.9%
25 - 34	146	127	58	32	77	46	31	142
%V	14.9%	14.0%	14.6%	20.5%	12.0%	15.1%	9.2%	16.0%
%H		87.0%	39.7%	21.9%	52.7%	31.5%	21.2%	97.3%
35 - 44	152	141	70	24	93	48	46	146
%V	15.5%	15.6%	17.6%	15.4%	14.5%	15.7%	13.6%	16.4%
%H		92.8%	46.1%	15.8%	61.2%	31.6%	30.3%	96.1%
45 - 54	187	177	82	34	124	65	59	178
%V	19.1%	19.6%	20.7%	21.8%	19.3%	21.3%	17.5%	20.0%
%H		94.7%	43.9%	18.2%	66.3%	34.8%	31.6%	95.2%
55 - 64	147	139	63	20	108	51	57	130
%V	15.0%	15.4%	15.9%	12.8%	16.8%	16.7%	16.9%	14.6%
%H		94.6%	42.9%	13.6%	73.5%	34.7%	38.8%	88.4%
65+	197	192	64	21	158	51	107	145
%V	20.1%	21.2%	16.1%	13.5%	24.6%	16.7%	31.7%	16.3%
%H		97.5%	32.5%	10.7%	80.2%	25.9%	54.3%	73.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	979	904	397	156	643	305	338	890
%H		92.3%	40.6%	15.9%	65.7%	31.2%	34.5%	90.9%
AB	301	285	114	46	203	83	120	292
%V	30.7%	31.5%	28.7%	29.5%	31.6%	27.2%	35.5%	32.8%
%H		94.7%	37.9%	15.3%	67.4%	27.6%	39.9%	97.0%
C1	270	240	98	44	176	86	90	257
%V	27.6%	26.5%	24.7%	28.2%	27.4%	28.2%	26.6%	28.9%
%H		88.9%	36.3%	16.3%	65.2%	31.9%	33.3%	95.2%
C2	228	214	105	42	145	76	69	208
%V	23.3%	23.7%	26.4%	26.9%	22.6%	24.9%	20.4%	23.4%
%H		93.9%	46.1%	18.4%	63.6%	33.3%	30.3%	91.2%
D	136	125	69	15	92	51	41	106
%V	13.9%	13.8%	17.4%	9.6%	14.3%	16.7%	12.1%	11.9%
%H		91.9%	50.7%	11.0%	67.6%	37.5%	30.1%	77.9%
E	42	39	11	9	27	9	18	27
%V	4.3%	4.3%	2.8%	5.8%	4.2%	3.0%	5.3%	3.0%
%H		92.9%	26.2%	21.4%	64.3%	21.4%	42.9%	64.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	979	904	397	156	643	305	338	890
%H		92.3%	40.6%	15.9%	65.7%	31.2%	34.5%	90.9%
Working full time	603	559	262	109	382	202	180	579
%V	61.6%	61.8%	66.0%	69.9%	59.4%	66.2%	53.3%	65.1%
%H		92.7%	43.4%	18.1%	63.3%	33.5%	29.9%	96.0%
Working part time	41	38	15	7	27	11	16	37
%V	4.2%	4.2%	3.8%	4.5%	4.2%	3.6%	4.7%	4.2%
%H		92.7%	36.6%	17.1%	65.9%	26.8%	39.0%	90.2%
Not working	334	307	120	39	234	92	142	274
%V	34.1%	34.0%	30.2%	25.0%	36.4%	30.2%	42.0%	30.8%
%H		91.9%	35.9%	11.7%	70.1%	27.5%	42.5%	82.0%
Housewife/Houseperson	218	191	65	30	135	48	87	170
%V	22.3%	21.1%	16.4%	19.2%	21.0%	15.7%	25.7%	19.1%
%H		87.6%	29.8%	13.8%	61.9%	22.0%	39.9%	78.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	995	940	378	161	706	309	396	893
%H		94.5%	38.0%	16.2%	71.0%	31.1%	39.8%	89.7%
16 - 19	58	56	25	12	39	21	18	57
%V	5.8%	6.0%	6.6%	7.5%	5.5%	6.8%	4.5%	6.4%
%H		96.6%	43.1%	20.7%	67.2%	36.2%	31.0%	98.3%
20 - 24	73	65	23	16	52	27	25	70
%V	7.3%	6.9%	6.1%	9.9%	7.4%	8.7%	6.3%	7.8%
%H		89.0%	31.5%	21.9%	71.2%	37.0%	34.2%	95.9%
25 - 34	151	135	64	26	83	42	41	147
%V	15.2%	14.4%	16.9%	16.1%	11.8%	13.6%	10.4%	16.5%
%H		89.4%	42.4%	17.2%	55.0%	27.8%	27.2%	97.4%
35 - 44	151	145	70	24	101	52	49	147
%V	15.2%	15.4%	18.5%	14.9%	14.3%	16.8%	12.4%	16.5%
%H		96.0%	46.4%	15.9%	66.9%	34.4%	32.5%	97.4%
45 - 54	186	181	72	43	137	71	66	183
%V	18.7%	19.3%	19.0%	26.7%	19.4%	23.0%	16.7%	20.5%
%H		97.3%	38.7%	23.1%	73.7%	38.2%	35.5%	98.4%
55 - 64	153	144	67	18	112	51	61	139
%V	15.4%	15.3%	17.7%	11.2%	15.9%	16.5%	15.4%	15.6%
%H		94.1%	43.8%	11.8%	73.2%	33.3%	39.9%	90.8%
65+	223	215	57	22	183	46	137	150
%V	22.4%	22.9%	15.1%	13.7%	25.9%	14.9%	34.6%	16.8%
%H		96.4%	25.6%	9.9%	82.1%	20.6%	61.4%	67.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	995	940	378	161	706	309	396	893
%H		94.5%	38.0%	16.2%	71.0%	31.1%	39.8%	89.7%
AB	308	295	105	55	216	85	131	299
%V	31.0%	31.4%	27.8%	34.2%	30.6%	27.5%	33.1%	33.5%
%H		95.8%	34.1%	17.9%	70.1%	27.6%	42.5%	97.1%
C1	278	255	99	43	203	92	112	257
%V	27.9%	27.1%	26.2%	26.7%	28.8%	29.8%	28.3%	28.8%
%H		91.7%	35.6%	15.5%	73.0%	33.1%	40.3%	92.4%
C2	198	190	92	37	136	73	62	185
%V	19.9%	20.2%	24.3%	23.0%	19.3%	23.6%	15.7%	20.7%
%H		96.0%	46.5%	18.7%	68.7%	36.9%	31.3%	93.4%
D	145	136	63	16	107	52	55	114
%V	14.6%	14.5%	16.7%	9.9%	15.2%	16.8%	13.9%	12.8%
%H		93.8%	43.4%	11.0%	73.8%	35.9%	37.9%	78.6%
E	66	63	18	9	43	7	36	37
%V	6.6%	6.7%	4.8%	5.6%	6.1%	2.3%	9.1%	4.1%
%H		95.5%	27.3%	13.6%	65.2%	10.6%	54.5%	56.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	995	940	378	161	706	309	396	893
%H		94.5%	38.0%	16.2%	71.0%	31.1%	39.8%	89.7%
Working full time	374	354	153	80	254	135	119	366
%V	37.6%	37.7%	40.5%	49.7%	36.0%	43.7%	30.1%	41.0%
%H		94.7%	40.9%	21.4%	67.9%	36.1%	31.8%	97.9%
Working part time	173	168	68	32	128	61	68	167
%V	17.4%	17.9%	18.0%	19.9%	18.1%	19.7%	17.2%	18.7%
%H		97.1%	39.3%	18.5%	74.0%	35.3%	39.3%	96.5%
Not working	448	418	157	48	324	114	210	359
%V	45.0%	44.5%	41.5%	29.8%	45.9%	36.9%	53.0%	40.2%
%H		93.3%	35.0%	10.7%	72.3%	25.4%	46.9%	80.1%
Housewife/Houseperson	820	773	307	123	579	240	339	723
%V	82.4%	82.2%	81.2%	76.4%	82.0%	77.7%	85.6%	81.0%
%H		94.3%	37.4%	15.0%	70.6%	29.3%	41.3%	88.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	827	338	70	649	243	406	703
%H (All HH)		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%
%H (TV HH)			40.9%	8.5%	78.5%	29.4%	49.1%	
AB	223	214	92	17	166	62	104	198
%V	25.6%	25.9%	27.2%	24.3%	25.6%	25.5%	25.6%	28.2%
%H (All HH)		96.0%	41.3%	7.6%	74.4%	27.8%	46.6%	88.8%
%H (TV HH)			43.0%	7.9%	77.6%	29.0%	48.6%	
C1	254	240	101	19	184	68	116	216
%V	29.2%	29.0%	29.9%	27.1%	28.4%	28.0%	28.6%	30.7%
%H (All HH)		94.5%	39.8%	7.5%	72.4%	26.8%	45.7%	85.0%
%H (TV HH)			42.1%	7.9%	76.7%	28.3%	48.3%	
C2	206	201	81	20	163	66	97	174
%V	23.7%	24.3%	24.0%	28.6%	25.1%	27.2%	23.9%	24.8%
%H (All HH)		97.6%	39.3%	9.7%	79.1%	32.0%	47.1%	84.5%
%H (TV HH)			40.3%	10.0%	81.1%	32.8%	48.3%	
D	115	109	44	8	85	32	53	82
%V	13.2%	13.2%	13.0%	11.4%	13.1%	13.2%	13.1%	11.7%
%H (All HH)		94.8%	38.3%	7.0%	73.9%	27.8%	46.1%	71.3%
%H (TV HH)			40.4%	7.3%	78.0%	29.4%	48.6%	
E	72	64	20	5	52	16	36	34
%V	8.3%	7.7%	5.9%	7.1%	8.0%	6.6%	8.9%	4.8%
%H (All HH)		88.9%	27.8%	6.9%	72.2%	22.2%	50.0%	47.2%
%H (TV HH)			31.3%	7.8%	81.3%	25.0%	56.3%	

Base: BBC 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

January - December 2015

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	827	338	70	649	243	406	703
%V (All HH)		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%
%H (TV HH)			40.9%	8.5%	78.5%	29.4%	49.1%	
Under 25	32	29	10	2	19	7	12	29
%V	3.7%	3.5%	3.0%	2.9%	2.9%	2.9%	3.0%	4.1%
%H (All HH)		90.6%	31.3%	6.3%	59.4%	21.9%	37.5%	90.6%
%H (TV HH)			34.5%	6.9%	65.5%	24.1%	41.4%	
25 - 34	108	100	43	10	66	25	42	102
%V	12.4%	12.1%	12.7%	14.3%	10.2%	10.3%	10.3%	14.5%
%H (All HH)		92.6%	39.8%	9.3%	61.1%	23.1%	38.9%	94.4%
%H (TV HH)			43.0%	10.0%	66.0%	25.0%	42.0%	
35 - 44	121	114	62	10	82	41	41	118
%V	13.9%	13.8%	18.3%	14.3%	12.6%	16.9%	10.1%	16.8%
%H (All HH)		94.2%	51.2%	8.3%	67.8%	33.9%	33.9%	97.5%
%H (TV HH)			54.4%	8.8%	71.9%	36.0%	36.0%	
45 - 54	152	143	68	20	103	48	54	138
%V	17.5%	17.3%	20.1%	28.6%	15.9%	19.8%	13.3%	19.6%
%H (All HH)		94.1%	44.7%	13.2%	67.8%	31.6%	35.5%	90.8%
%H (TV HH)			47.6%	14.0%	72.0%	33.6%	37.8%	
55 - 64	154	148	65	12	119	48	71	140
%V	17.7%	17.9%	19.2%	17.1%	18.3%	19.8%	17.5%	19.9%
%H (All HH)		96.1%	42.2%	7.8%	77.3%	31.2%	46.1%	90.9%
%H (TV HH)			43.9%	8.1%	80.4%	32.4%	48.0%	
65 +	303	292	91	16	261	75	186	175
%V	34.8%	35.3%	26.9%	22.9%	40.2%	30.9%	45.8%	24.9%
%H (All HH)		96.4%	30.0%	5.3%	86.1%	24.8%	61.4%	57.8%
%H (TV HH)			31.2%	5.5%	89.4%	25.7%	63.7%	

Base: BBC 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
January - December 2015

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	827	338	70	649	243	406	703
%H (All HH)		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%
%H (TV HH)			40.9%	8.5%	78.5%	29.4%	49.1%	
1	271	248	68	14	209	49	160	151
%V	31.1%	30.0%	20.1%	20.0%	32.2%	20.2%	39.4%	21.5%
%H (All HH)		91.5%	25.1%	5.2%	77.1%	18.1%	59.0%	55.7%
%H (TV HH)			27.4%	5.6%	84.3%	19.8%	64.5%	
2	331	318	127	24	251	89	162	290
%V	38.0%	38.5%	37.6%	34.3%	38.7%	36.6%	39.9%	41.3%
%H (All HH)		96.1%	38.4%	7.3%	75.8%	26.9%	48.9%	87.6%
%H (TV HH)			39.9%	7.5%	78.9%	28.0%	50.9%	
3	120	116	64	13	79	42	37	117
%V	13.8%	14.0%	18.9%	18.6%	12.2%	17.3%	9.1%	16.6%
%H (All HH)		96.7%	53.3%	10.8%	65.8%	35.0%	30.8%	97.5%
%H (TV HH)			55.2%	11.2%	68.1%	36.2%	31.9%	
4	107	106	58	11	84	46	38	106
%V	12.3%	12.8%	17.2%	15.7%	12.9%	18.9%	9.4%	15.1%
%H (All HH)		99.1%	54.2%	10.3%	78.5%	43.0%	35.5%	99.1%
%H (TV HH)			54.7%	10.4%	79.2%	43.4%	35.8%	
5+	40	39	21	8	27	17	10	39
%V	4.6%	4.7%	6.2%	11.4%	4.2%	7.0%	2.5%	5.5%
%H (All HH)		97.5%	52.5%	20.0%	67.5%	42.5%	25.0%	97.5%
%H (TV HH)			53.8%	20.5%	69.2%	43.6%	25.6%	
Average HH size	2.23	2.26	2.54	2.72	2.20	2.59	1.97	2.45

Base: BBC 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
January - December 2015

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	827	338	70	649	243	406	703
%H (All HH)		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%
%H (TV HH)			40.9%	8.5%	78.5%	29.4%	49.1%	
Without	666	629	233	49	508	171	337	505
%V	76.6%	76.1%	68.9%	70.0%	78.3%	70.4%	83.0%	71.8%
%H (All HH)		94.4%	35.0%	7.4%	76.3%	25.7%	50.6%	75.8%
%H (TV HH)			37.0%	7.8%	80.8%	27.2%	53.6%	
With	203	198	106	21	141	72	68	198
%V	23.3%	23.9%	31.4%	30.0%	21.7%	29.6%	16.7%	28.2%
%H (All HH)		97.5%	52.2%	10.3%	69.5%	35.5%	33.5%	97.5%
%H (TV HH)			53.5%	10.6%	71.2%	36.4%	34.3%	
0 - 3	77	75	36	8	54	25	29	73
%V	8.9%	9.1%	10.7%	11.4%	8.3%	10.3%	7.1%	10.4%
%H (All HH)		97.4%	46.8%	10.4%	70.1%	32.5%	37.7%	94.8%
%H (TV HH)			48.0%	10.7%	72.0%	33.3%	38.7%	
4 - 9	91	89	48	9	63	32	31	88
%V	10.5%	10.8%	14.2%	12.9%	9.7%	13.2%	7.6%	12.5%
%H (All HH)		97.8%	52.7%	9.9%	69.2%	35.2%	34.1%	96.7%
%H (TV HH)			53.9%	10.1%	70.8%	36.0%	34.8%	
10 - 15	95	93	52	11	64	35	30	94
%V	10.9%	11.2%	15.4%	15.7%	9.9%	14.4%	7.4%	13.4%
%H (All HH)		97.9%	54.7%	11.6%	67.4%	36.8%	31.6%	98.9%
%H (TV HH)			55.9%	11.8%	68.8%	37.6%	32.3%	

Base: BBC 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
January - December 2015

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	827	338	70	649	243	406	703
%H (All HH)		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%
%H (TV HH)			40.9%	8.5%	78.5%	29.4%	49.1%	
1	333	333	112	15	242	48	194	243
%V	38.3%	40.3%	33.1%	21.4%	37.3%	19.8%	47.8%	34.6%
%H (All HH)		100.0%	33.6%	4.5%	72.7%	14.4%	58.3%	73.0%
%H (TV HH)			33.6%	4.5%	72.7%	14.4%	58.3%	
2	298	298	120	31	245	100	145	249
%V	34.3%	36.0%	35.5%	44.3%	37.8%	41.2%	35.7%	35.4%
%H (All HH)		100.0%	40.3%	10.4%	82.2%	33.6%	48.7%	83.6%
%H (TV HH)			40.3%	10.4%	82.2%	33.6%	48.7%	
3	129	129	64	14	106	55	51	115
%V	14.8%	15.6%	18.9%	20.0%	16.3%	22.6%	12.6%	16.4%
%H (All HH)		100.0%	49.6%	10.9%	82.2%	42.6%	39.5%	89.1%
%H (TV HH)			49.6%	10.9%	82.2%	42.6%	39.5%	
4	50	50	31	7	40	28	12	49
%V	5.7%	6.0%	9.2%	10.0%	6.2%	11.5%	3.0%	7.0%
%H (All HH)		100.0%	62.0%	14.0%	80.0%	56.0%	24.0%	98.0%
%H (TV HH)			62.0%	14.0%	80.0%	56.0%	24.0%	
5+	18	18	12	3	16	12	4	18
%V	2.1%	2.2%	3.6%	4.3%	2.5%	4.9%	1.0%	2.6%
%H (All HH)		100.0%	66.7%	16.7%	88.9%	66.7%	22.2%	100.0%
%H (TV HH)			66.7%	16.7%	88.9%	66.7%	22.2%	

Base: BBC 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
January - December 2015

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	827	338	70	649	243	406	703
%H (All HH)		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%
%H (TV HH)			40.9%	8.5%	78.5%	29.4%	49.1%	
Under 20"	188	188	76	19	165	71	94	154
%V	21.6%	22.7%	22.5%	27.1%	25.4%	29.2%	23.2%	21.9%
%H (All HH)		100.0%	40.4%	10.1%	87.8%	37.8%	50.0%	81.9%
%H (TV HH)			40.4%	10.1%	87.8%	37.8%	50.0%	
20" - 29"	313	313	130	20	268	107	161	248
%V	36.0%	37.8%	38.5%	28.6%	41.3%	44.0%	39.7%	35.3%
%H (All HH)		100.0%	41.5%	6.4%	85.6%	34.2%	51.4%	79.2%
%H (TV HH)			41.5%	6.4%	85.6%	34.2%	51.4%	
30" - 39"	441	441	170	45	348	128	220	360
%V	50.7%	53.3%	50.3%	64.3%	53.6%	52.7%	54.2%	51.2%
%H (All HH)		100.0%	38.5%	10.2%	78.9%	29.0%	49.9%	81.6%
%H (TV HH)			38.5%	10.2%	78.9%	29.0%	49.9%	
40" and over	383	383	204	44	281	149	132	355
%V	44.0%	46.3%	60.4%	62.9%	43.3%	61.3%	32.5%	50.5%
%H (All HH)		100.0%	53.3%	11.5%	73.4%	38.9%	34.5%	92.7%
%H (TV HH)			53.3%	11.5%	73.4%	38.9%	34.5%	

Base: BBC 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

January - December 2015

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	827	338	70	649	243	406	703
%H (All HH)		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%
%H (TV HH)			40.9%	8.5%	78.5%	29.4%	49.1%	
Main living room	819	819	336	69	643	242	402	668
%V	94.1%	99.0%	99.4%	98.6%	99.1%	99.6%	99.0%	95.0%
%H (All HH)		100.0%	41.0%	8.4%	78.5%	29.5%	49.1%	81.6%
%H (TV HH)			41.0%	8.4%	78.5%	29.5%	49.1%	
Kitchen	113	113	49	7	98	41	57	90
%V	13.0%	13.7%	14.5%	10.0%	15.1%	16.9%	14.0%	12.8%
%H (All HH)		100.0%	43.4%	6.2%	86.7%	36.3%	50.4%	79.6%
%H (TV HH)			43.4%	6.2%	86.7%	36.3%	50.4%	
Adult's bedroom	357	357	170	45	292	151	141	317
%V	41.0%	43.2%	50.3%	64.3%	45.0%	62.1%	34.7%	45.1%
%H (All HH)		100.0%	47.6%	12.6%	81.8%	42.3%	39.5%	88.8%
%H (TV HH)			47.6%	12.6%	81.8%	42.3%	39.5%	
Child's bedroom	76	76	43	12	59	39	20	75
%V	8.7%	9.2%	12.7%	17.1%	9.1%	16.0%	4.9%	10.7%
%H (All HH)		100.0%	56.6%	15.8%	77.6%	51.3%	26.3%	98.7%
%H (TV HH)			56.6%	15.8%	77.6%	51.3%	26.3%	
Other bedroom	28	28	16	3	23	14	9	26
%V	3.2%	3.4%	4.7%	4.3%	3.5%	5.8%	2.2%	3.7%
%H (All HH)		100.0%	57.1%	10.7%	82.1%	50.0%	32.1%	92.9%
%H (TV HH)			57.1%	10.7%	82.1%	50.0%	32.1%	
Second living/dining room	68	68	27	5	59	23	36	58
%V	7.8%	8.2%	8.0%	7.1%	9.1%	9.5%	8.9%	8.3%
%H (All HH)		100.0%	39.7%	7.4%	86.8%	33.8%	52.9%	85.3%
%H (TV HH)			39.7%	7.4%	86.8%	33.8%	52.9%	
Study/office	15	15	9	2	11	8	4	15
%V	1.7%	1.8%	2.7%	2.9%	1.7%	3.3%	1.0%	2.1%
%H (All HH)		100.0%	60.0%	13.3%	73.3%	53.3%	26.7%	100.0%
%H (TV HH)			60.0%	13.3%	73.3%	53.3%	26.7%	
TV room	3	3	2	0	2	1	1	3
%V	0.3%	0.4%	0.6%	0.0%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
Conservatory	13	13	9	0	11	7	3	11
%V	1.5%	1.6%	2.7%	0.0%	1.7%	2.9%	0.7%	1.6%
%H (All HH)		100.0%	69.2%	0.0%	84.6%	53.8%	23.1%	84.6%
%H (TV HH)			69.2%	0.0%	84.6%	53.8%	23.1%	
Attic or loft room	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
No specific location	2	2	1	0	2	1	1	1
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	5	5	4	1	4	3	1	5
%V	0.6%	0.6%	1.2%	1.4%	0.6%	1.2%	0.2%	0.7%
%H (All HH)		100.0%	80.0%	20.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			80.0%	20.0%	80.0%	60.0%	20.0%	

Base: BBC 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

January - December 2015

BBC South West

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	827	338	70	649	243	406	703
%H (All HH)		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%
%H (TV HH)			40.9%	8.5%	78.5%	29.4%	49.1%	
Any DSAT provider	338	338	338	3	205	205	0	301
%V	38.9%	40.9%	100.0%	4.3%	31.6%	84.4%	0.0%	42.8%
%H (All HH)			100.0%	0.9%	60.7%	60.7%	0.0%	89.1%
%H (TV HH)			100.0%	0.9%	60.7%	60.7%	0.0%	
Sky with subscription	262	262	262	1	157	157	0	240
%V	30.1%	31.7%	77.5%	1.4%	24.2%	64.6%	0.0%	34.1%
%H (All HH)			100.0%	0.4%	59.9%	59.9%	0.0%	91.6%
%H (TV HH)			100.0%	0.4%	59.9%	59.9%	0.0%	
Sky without subscription	20	20	20	1	15	15	0	14
%V	2.3%	2.4%	5.9%	1.4%	2.3%	6.2%	0.0%	2.0%
%H (All HH)			100.0%	5.0%	75.0%	75.0%	0.0%	70.0%
%H (TV HH)			100.0%	5.0%	75.0%	75.0%	0.0%	
Freesat	54	54	54	1	32	32	0	46
%V	6.2%	6.5%	16.0%	1.4%	4.9%	13.2%	0.0%	6.5%
%H (All HH)			100.0%	1.9%	59.3%	59.3%	0.0%	85.2%
%H (TV HH)			100.0%	1.9%	59.3%	59.3%	0.0%	
Other satellite provider	10	10	10	0	7	7	0	9
%V	1.1%	1.2%	3.0%	0.0%	1.1%	2.9%	0.0%	1.3%
%H (All HH)			100.0%	0.0%	70.0%	70.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	70.0%	70.0%	0.0%	
DCAB	70	70	3	70	41	41	0	68
%V	8.0%	8.5%	0.9%	100.0%	6.3%	16.9%	0.0%	9.7%
%H (All HH)			4.3%	100.0%	58.6%	58.6%	0.0%	97.1%
%H (TV HH)			4.3%	100.0%	58.6%	58.6%	0.0%	
DTT	649	649	205	41	649	243	406	512
%V	74.6%	78.5%	60.7%	58.6%	100.0%	100.0%	100.0%	72.8%
%H (All HH)		100.0%	31.6%	6.3%	100.0%	37.4%	62.6%	78.9%
%H (TV HH)			31.6%	6.3%	100.0%	37.4%	62.6%	

Base: BBC 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

January - December 2015

BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	827	338	70	649	243	406	703
%H (All HH)		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%
%H (TV HH)			40.9%	8.5%	78.5%	29.4%	49.1%	
PVR	536	536	295	58	398	213	185	474
%V	61.6%	64.8%	87.3%	82.9%	61.3%	87.7%	45.6%	67.4%
%H (All HH)		100.0%	55.0%	10.8%	74.3%	39.7%	34.5%	88.4%
%H (TV HH)			55.0%	10.8%	74.3%	39.7%	34.5%	
DVDR	25	25	9	4	22	9	13	22
%V	2.9%	3.0%	2.7%	5.7%	3.4%	3.7%	3.2%	3.1%
%H (All HH)		100.0%	36.0%	16.0%	88.0%	36.0%	52.0%	88.0%
%H (TV HH)			36.0%	16.0%	88.0%	36.0%	52.0%	
VCR	8	8	3	1	8	3	5	5
%V	0.9%	1.0%	0.9%	1.4%	1.2%	1.2%	1.2%	0.7%
%H (All HH)		100.0%	37.5%	12.5%	100.0%	37.5%	62.5%	62.5%
%H (TV HH)			37.5%	12.5%	100.0%	37.5%	62.5%	
Any recorder	548	548	297	59	409	215	194	481
%V	63.0%	66.3%	87.9%	84.3%	63.0%	88.5%	47.8%	68.4%
%H (All HH)		100.0%	54.2%	10.8%	74.6%	39.2%	35.4%	87.8%
%H (TV HH)			54.2%	10.8%	74.6%	39.2%	35.4%	
Receives HDTV (via STB or built-in reception)	487	487	245	64	367	186	181	444
%V	56.0%	58.9%	72.5%	91.4%	56.5%	76.5%	44.6%	63.2%
%H (All HH)		100.0%	50.3%	13.1%	75.4%	38.2%	37.2%	91.2%
%H (TV HH)			50.3%	13.1%	75.4%	38.2%	37.2%	
DVD/Blu-ray player or recorder	682	682	293	61	543	217	326	577
%V	78.4%	82.5%	86.7%	87.1%	83.7%	89.3%	80.3%	82.1%
%H (All HH)		100.0%	43.0%	8.9%	79.6%	31.8%	47.8%	84.6%
%H (TV HH)			43.0%	8.9%	79.6%	31.8%	47.8%	

Base: BBC 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
January - December 2015

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	870	827	338	70	649	243	406	703
%V (All HH)		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%
%H (TV HH)			40.9%	8.5%	78.5%	29.4%	49.1%	
Has broadband internet	703	674	301	68	512	217	295	703
%V	80.8%	81.5%	89.1%	97.1%	78.9%	89.3%	72.7%	100.0%
%H (All HH)		95.9%	42.8%	9.7%	72.8%	30.9%	42.0%	100.0%
%H (TV HH)			44.7%	10.1%	76.0%	32.2%	43.8%	
Number of computers (PCs and laptops)								
0	171	156	39	4	140	29	111	20
%V	19.7%	18.9%	11.5%	5.7%	21.6%	11.9%	27.3%	2.8%
%H (All HH)		91.2%	22.8%	2.3%	81.9%	17.0%	64.9%	11.7%
%H (TV HH)			25.0%	2.6%	89.7%	18.6%	71.2%	
1	236	222	79	17	176	57	119	223
%V	27.1%	26.8%	23.4%	24.3%	27.1%	23.5%	29.3%	31.7%
%H (All HH)		94.1%	33.5%	7.2%	74.6%	24.2%	50.4%	94.5%
%H (TV HH)			35.6%	7.7%	79.3%	25.7%	53.6%	
2	212	204	98	23	150	69	81	210
%V	24.4%	24.7%	29.0%	32.9%	23.1%	28.4%	20.0%	29.9%
%H (All HH)		96.2%	46.2%	10.8%	70.8%	32.5%	38.2%	99.1%
%H (TV HH)			48.0%	11.3%	73.5%	33.8%	39.7%	
3	103	102	45	9	77	32	45	103
%V	11.8%	12.3%	13.3%	12.9%	11.9%	13.2%	11.1%	14.7%
%H (All HH)		99.0%	43.7%	8.7%	74.8%	31.1%	43.7%	100.0%
%H (TV HH)			44.1%	8.8%	75.5%	31.4%	44.1%	
4	70	68	35	9	50	26	24	70
%V	8.0%	8.2%	10.4%	12.9%	7.7%	10.7%	5.9%	10.0%
%H (All HH)		97.1%	50.0%	12.9%	71.4%	37.1%	34.3%	100.0%
%H (TV HH)			51.5%	13.2%	73.5%	38.2%	35.3%	
5+	77	76	42	8	57	31	26	77
%V	8.9%	9.2%	12.4%	11.4%	8.8%	12.8%	6.4%	11.0%
%H (All HH)		98.7%	54.5%	10.4%	74.0%	40.3%	33.8%	100.0%
%H (TV HH)			55.3%	10.5%	75.0%	40.8%	34.2%	

Base: BBC 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

January - December 2015

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1611	733	162	1295	590	704	1379
%H		45.5%	10.1%	80.4%	36.6%	43.7%	85.6%
Under 20"	238	96	26	211	93	118	197
%V	14.8%	13.1%	16.0%	16.3%	15.8%	16.8%	14.3%
%H		40.3%	10.9%	88.7%	39.1%	49.6%	82.8%
20" - 29"	393	170	26	336	141	195	318
%V	24.4%	23.2%	16.0%	25.9%	23.9%	27.7%	23.1%
%H		43.3%	6.6%	85.5%	35.9%	49.6%	80.9%
30" - 39"	517	207	54	404	157	247	430
%V	32.1%	28.2%	33.3%	31.2%	26.6%	35.1%	31.2%
%H		40.0%	10.4%	78.1%	30.4%	47.8%	83.2%
40" and over	457	255	56	337	193	143	428
%V	28.4%	34.8%	34.6%	26.0%	32.7%	20.3%	31.0%
%H		55.8%	12.3%	73.7%	42.2%	31.3%	93.7%
Don't know	6	5	0	6	5	1	5
%V	0.4%	0.7%	0.0%	0.5%	0.8%	0.1%	0.4%
%H		83.3%	0.0%	100.0%	83.3%	16.7%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1611	733	162	1295	590	704	1379
%H		45.5%	10.1%	80.4%	36.6%	43.7%	85.6%
Main living room	821	338	69	645	243	402	669
%V	51.0%	46.1%	42.6%	49.8%	41.2%	57.1%	48.5%
%H		41.2%	8.4%	78.6%	29.6%	49.0%	81.5%
Kitchen	113	49	7	99	41	57	91
%V	7.0%	6.7%	4.3%	7.6%	6.9%	8.1%	6.6%
%H		43.4%	6.2%	87.6%	36.3%	50.4%	80.5%
Adult's bedroom	433	214	58	354	192	163	390
%V	26.9%	29.2%	35.8%	27.3%	32.5%	23.2%	28.3%
%H		49.4%	13.4%	81.8%	44.3%	37.6%	90.1%
Child's bedroom	103	60	17	79	55	24	102
%V	6.4%	8.2%	10.5%	6.1%	9.3%	3.4%	7.4%
%H		58.3%	16.5%	76.7%	53.4%	23.3%	99.0%
Other bedroom	33	20	3	26	15	10	31
%V	2.0%	2.7%	1.9%	2.0%	2.5%	1.4%	2.2%
%H		60.6%	9.1%	78.8%	45.5%	30.3%	93.9%
Second living/dining room	68	27	5	59	23	36	58
%V	4.2%	3.7%	3.1%	4.6%	3.9%	5.1%	4.2%
%H		39.7%	7.4%	86.8%	33.8%	52.9%	85.3%
Study/office	16	9	2	12	8	5	16
%V	1.0%	1.2%	1.2%	0.9%	1.4%	0.7%	1.2%
%H		56.3%	12.5%	75.0%	50.0%	31.3%	100.0%
TV room	3	2	0	2	1	1	3
%V	0.2%	0.3%	0.0%	0.2%	0.2%	0.1%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
Conservatory	13	9	0	11	7	3	11
%V	0.8%	1.2%	0.0%	0.8%	1.2%	0.4%	0.8%
%H		69.2%	0.0%	84.6%	53.8%	23.1%	84.6%
Attic or loft room	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
No specific location	2	1	0	2	1	1	1
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Other	5	4	1	4	3	1	5
%V	0.3%	0.5%	0.6%	0.3%	0.5%	0.1%	0.4%
%H		80.0%	20.0%	80.0%	60.0%	20.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1611	733	162	1295	590	704	1379
%H		45.5%	10.1%	80.4%	36.6%	43.7%	85.6%
PVR	679	395	83	481	277	204	610
%V	42.1%	53.9%	51.2%	37.1%	46.9%	29.0%	44.2%
%H		58.2%	12.2%	70.8%	40.8%	30.0%	89.8%
DVDR	27	11	4	23	10	13	24
%V	1.7%	1.5%	2.5%	1.8%	1.7%	1.8%	1.7%
%H		40.7%	14.8%	85.2%	37.0%	48.1%	88.9%
VCR	9	3	2	9	4	5	6
%V	0.6%	0.4%	1.2%	0.7%	0.7%	0.7%	0.4%
%H		33.3%	22.2%	100.0%	44.4%	55.6%	66.7%
Any recorder	696	402	85	496	283	213	622
%V	43.2%	54.8%	52.5%	38.3%	48.0%	30.3%	45.1%
%H		57.8%	12.2%	71.3%	40.7%	30.6%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1611	733	162	1295	590	704	1379
%H		45.5%	10.1%	80.4%	36.6%	43.7%	85.6%
Receives HDTV (via STB or built-in reception)	642	328	97	480	258	222	594
%V	39.9%	44.7%	59.9%	37.1%	43.7%	31.5%	43.1%
%H		51.1%	15.1%	74.8%	40.2%	34.6%	92.5%
DVD/Blu-ray player or recorder	962	436	100	775	351	424	840
%V	59.7%	59.5%	61.7%	59.8%	59.5%	60.2%	60.9%
%H		45.3%	10.4%	80.6%	36.5%	44.1%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	827	338	70	649	243	406	674
%H		40.9%	8.5%	78.5%	29.4%	49.1%	81.5%
Under 20"	19	3	0	16	1	14	11
%V	2.3%	0.9%	0.0%	2.5%	0.4%	3.4%	1.6%
%H		15.8%	0.0%	84.2%	5.3%	73.7%	57.9%
20" - 29"	117	31	3	101	21	80	75
%V	14.1%	9.2%	4.3%	15.6%	8.6%	19.7%	11.1%
%H		26.5%	2.6%	86.3%	17.9%	68.4%	64.1%
30" - 39"	320	106	23	262	77	185	247
%V	38.7%	31.4%	32.9%	40.4%	31.7%	45.6%	36.6%
%H		33.1%	7.2%	81.9%	24.1%	57.8%	77.2%
40" and over	370	197	43	270	143	127	342
%V	44.7%	58.3%	61.4%	41.6%	58.8%	31.3%	50.7%
%H		53.2%	11.6%	73.0%	38.6%	34.3%	92.4%
Don't know	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	827	338	70	649	243	406	674
%H		40.9%	8.5%	78.5%	29.4%	49.1%	81.5%
PVR	523	289	57	386	208	178	463
%V	63.2%	85.5%	81.4%	59.5%	85.6%	43.8%	68.7%
%H		55.3%	10.9%	73.8%	39.8%	34.0%	88.5%
DVDR	23	7	4	19	7	12	19
%V	2.8%	2.1%	5.7%	2.9%	2.9%	3.0%	2.8%
%H		30.4%	17.4%	82.6%	30.4%	52.2%	82.6%
VCR	8	2	1	8	3	5	4
%V	1.0%	0.6%	1.4%	1.2%	1.2%	1.2%	0.6%
%H		25.0%	12.5%	100.0%	37.5%	62.5%	50.0%
Any recorder	535	292	58	397	210	186	470
%V	64.7%	86.4%	82.9%	61.2%	86.4%	45.8%	69.7%
%H		54.6%	10.8%	74.2%	39.3%	34.8%	87.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	827	338	70	649	243	406	674
%H		40.9%	8.5%	78.5%	29.4%	49.1%	81.5%
Receives HDTV (via STB or built-in reception)	474	240	63	356	183	173	433
%V	57.3%	71.0%	90.0%	54.9%	75.3%	42.6%	64.2%
%H		50.6%	13.3%	75.1%	38.6%	36.5%	91.4%
DVD/Blu-ray player or recorder	636	271	55	503	195	308	536
%V	76.9%	80.2%	78.6%	77.5%	80.2%	75.9%	79.5%
%H		42.6%	8.6%	79.1%	30.7%	48.4%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	785	395	92	646	347	298	705
%H		50.3%	11.7%	82.3%	44.2%	38.0%	89.8%
Under 20"	220	92	26	196	92	104	186
%V	28.0%	23.3%	28.3%	30.3%	26.5%	34.9%	26.4%
%H		41.8%	11.8%	89.1%	41.8%	47.3%	84.5%
20" - 29"	276	139	22	235	120	115	244
%V	35.2%	35.2%	23.9%	36.4%	34.6%	38.6%	34.6%
%H		50.4%	8.0%	85.1%	43.5%	41.7%	88.4%
30" - 39"	196	101	31	142	80	62	183
%V	25.0%	25.6%	33.7%	22.0%	23.1%	20.8%	26.0%
%H		51.5%	15.8%	72.4%	40.8%	31.6%	93.4%
40" and over	87	58	13	67	50	17	86
%V	11.1%	14.7%	14.1%	10.4%	14.4%	5.7%	12.2%
%H		66.7%	14.9%	77.0%	57.5%	19.5%	98.9%
Don't know	5	5	0	5	5	0	5
%V	0.6%	1.3%	0.0%	0.8%	1.4%	0.0%	0.7%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	785	395	92	646	347	298	705
%H		50.3%	11.7%	82.3%	44.2%	38.0%	89.8%
PVR	156	105	25	95	69	26	147
%V	19.9%	26.6%	27.2%	14.7%	19.9%	8.7%	20.9%
%H		67.3%	16.0%	60.9%	44.2%	16.7%	94.2%
DVDR	5	4	0	4	3	1	5
%V	0.6%	1.0%	0.0%	0.6%	0.9%	0.3%	0.7%
%H		80.0%	0.0%	80.0%	60.0%	20.0%	100.0%
VCR	1	1	1	1	1	0	1
%V	0.1%	0.3%	1.1%	0.2%	0.3%	0.0%	0.1%
%H		100.0%	100.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	161	110	26	99	72	27	152
%V	20.5%	27.8%	28.3%	15.3%	20.7%	9.1%	21.6%
%H		68.3%	16.1%	61.5%	44.7%	16.8%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	785	395	92	646	347	298	705
%H		50.3%	11.7%	82.3%	44.2%	38.0%	89.8%
Receives HDTV (via STB or built-in reception)	169	88	34	124	76	49	161
%V	21.5%	22.3%	37.0%	19.2%	21.9%	16.4%	22.8%
%H		52.1%	20.1%	73.4%	45.0%	29.0%	95.3%
DVD/Blu-ray player or recorder	325	165	45	272	157	115	304
%V	41.4%	41.8%	48.9%	42.1%	45.2%	38.6%	43.1%
%H		50.8%	13.8%	83.7%	48.3%	35.4%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1942	1870	858	190	1429	630	799	1718
%H		96.3%	44.2%	9.8%	73.6%	32.4%	41.1%	88.5%
Total Children	342	333	177	39	238	124	114	332
%V	17.6%	17.8%	20.6%	20.5%	16.7%	19.7%	14.3%	19.3%
%H		97.4%	51.8%	11.4%	69.6%	36.3%	33.3%	97.1%
0 - 3	89	87	42	10	64	29	34	85
%V	4.6%	4.7%	4.9%	5.3%	4.5%	4.6%	4.3%	4.9%
%H		97.8%	47.2%	11.2%	71.9%	32.6%	38.2%	95.5%
4 - 15	253	245	135	29	174	95	79	248
%V	13.0%	13.1%	15.7%	15.3%	12.2%	15.1%	9.9%	14.4%
%H		96.8%	53.4%	11.5%	68.8%	37.5%	31.2%	98.0%
4 - 9	126	122	67	13	88	48	40	121
%V	6.5%	6.5%	7.8%	6.8%	6.2%	7.6%	5.0%	7.0%
%H		96.8%	53.2%	10.3%	69.8%	38.1%	31.7%	96.0%
10 - 15	128	123	67	17	86	47	39	127
%V	6.6%	6.6%	7.8%	8.9%	6.0%	7.5%	4.9%	7.4%
%H		96.1%	52.3%	13.3%	67.2%	36.7%	30.5%	99.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1942	1870	858	190	1429	630	799	1718
%H		96.3%	44.2%	9.8%	73.6%	32.4%	41.1%	88.5%
Total Adults (16+)	1600	1537	681	150	1192	506	686	1385
%V	82.4%	82.2%	79.4%	78.9%	83.4%	80.3%	85.9%	80.6%
%H		96.1%	42.6%	9.4%	74.5%	31.6%	42.9%	86.6%
16 - 19	78	76	40	13	53	32	21	76
%V	4.0%	4.1%	4.7%	6.8%	3.7%	5.1%	2.6%	4.4%
%H		97.4%	51.3%	16.7%	67.9%	41.0%	26.9%	97.4%
20 - 24	109	104	48	15	73	41	32	106
%V	5.6%	5.6%	5.6%	7.9%	5.1%	6.5%	4.0%	6.2%
%H		95.4%	44.0%	13.8%	67.0%	37.6%	29.4%	97.2%
25 - 34	210	197	86	24	136	55	81	203
%V	10.8%	10.5%	10.0%	12.6%	9.5%	8.7%	10.1%	11.8%
%H		93.8%	41.0%	11.4%	64.8%	26.2%	38.6%	96.7%
35 - 44	217	205	107	21	152	76	76	212
%V	11.2%	11.0%	12.5%	11.1%	10.6%	12.1%	9.5%	12.3%
%H		94.5%	49.3%	9.7%	70.0%	35.0%	35.0%	97.7%
45 - 54	266	256	134	30	183	92	91	249
%V	13.7%	13.7%	15.6%	15.8%	12.8%	14.6%	11.4%	14.5%
%H		96.2%	50.4%	11.3%	68.8%	34.6%	34.2%	93.6%
55 - 64	251	244	112	21	192	82	111	233
%V	12.9%	13.0%	13.1%	11.1%	13.4%	13.0%	13.9%	13.6%
%H		97.2%	44.6%	8.4%	76.5%	32.7%	44.2%	92.8%
65+	468	455	155	26	402	127	274	307
%V	24.1%	24.3%	18.1%	13.7%	28.1%	20.2%	34.3%	17.9%
%H		97.2%	33.1%	5.6%	85.9%	27.1%	58.5%	65.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1600	1537	681	150	1192	506	686	1385
%H		96.1%	42.6%	9.4%	74.5%	31.6%	42.9%	86.6%
AB	432	419	192	36	321	132	189	396
%V	27.0%	27.3%	28.2%	24.0%	26.9%	26.1%	27.6%	28.6%
%H		97.0%	44.4%	8.3%	74.3%	30.6%	43.8%	91.7%
C1	461	440	201	37	334	139	196	415
%V	28.8%	28.6%	29.5%	24.7%	28.0%	27.5%	28.6%	30.0%
%H		95.4%	43.6%	8.0%	72.5%	30.2%	42.5%	90.0%
C2	402	393	168	51	313	143	170	357
%V	25.1%	25.6%	24.7%	34.0%	26.3%	28.3%	24.8%	25.8%
%H		97.8%	41.8%	12.7%	77.9%	35.6%	42.3%	88.8%
D	208	198	88	17	155	68	87	164
%V	13.0%	12.9%	12.9%	11.3%	13.0%	13.4%	12.7%	11.8%
%H		95.2%	42.3%	8.2%	74.5%	32.7%	41.8%	78.8%
E	97	88	33	9	68	24	45	54
%V	6.1%	5.7%	4.8%	6.0%	5.7%	4.7%	6.6%	3.9%
%H		90.7%	34.0%	9.3%	70.1%	24.7%	46.4%	55.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1600	1537	681	150	1192	506	686	1385
%H		96.1%	42.6%	9.4%	74.5%	31.6%	42.9%	86.6%
Working full time	680	653	324	73	472	227	245	652
%V	42.5%	42.5%	47.6%	48.7%	39.6%	44.9%	35.7%	47.1%
%H		96.0%	47.6%	10.7%	69.4%	33.4%	36.0%	95.9%
Working part time	207	200	93	21	152	68	83	196
%V	12.9%	13.0%	13.7%	14.0%	12.8%	13.4%	12.1%	14.2%
%H		96.6%	44.9%	10.1%	73.4%	32.9%	40.1%	94.7%
Not working	713	684	264	56	568	211	358	537
%V	44.6%	44.5%	38.8%	37.3%	47.7%	41.7%	52.2%	38.8%
%H		95.9%	37.0%	7.9%	79.7%	29.6%	50.2%	75.3%
Housewife/Houseperson	870	827	338	70	649	243	406	703
%V	54.4%	53.8%	49.6%	46.7%	54.4%	48.0%	59.2%	50.8%
%H		95.1%	38.9%	8.0%	74.6%	27.9%	46.7%	80.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	755	724	331	75	555	249	306	671
%H		95.9%	43.8%	9.9%	73.5%	33.0%	40.5%	88.9%
16 - 19	36	36	19	7	26	16	10	36
%V	4.8%	5.0%	5.7%	9.3%	4.7%	6.4%	3.3%	5.4%
%H		100.0%	52.8%	19.4%	72.2%	44.4%	27.8%	100.0%
20 - 24	49	47	24	7	32	19	13	48
%V	6.5%	6.5%	7.3%	9.3%	5.8%	7.6%	4.2%	7.2%
%H		95.9%	49.0%	14.3%	65.3%	38.8%	26.5%	98.0%
25 - 34	107	99	42	14	67	28	39	103
%V	14.2%	13.7%	12.7%	18.7%	12.1%	11.2%	12.7%	15.4%
%H		92.5%	39.3%	13.1%	62.6%	26.2%	36.4%	96.3%
35 - 44	104	97	47	11	71	33	37	101
%V	13.8%	13.4%	14.2%	14.7%	12.8%	13.3%	12.1%	15.1%
%H		93.3%	45.2%	10.6%	68.3%	31.7%	35.6%	97.1%
45 - 54	133	126	71	12	90	48	42	123
%V	17.6%	17.4%	21.5%	16.0%	16.2%	19.3%	13.7%	18.3%
%H		94.7%	53.4%	9.0%	67.7%	36.1%	31.6%	92.5%
55 - 64	120	117	53	12	94	41	53	109
%V	15.9%	16.2%	16.0%	16.0%	16.9%	16.5%	17.3%	16.2%
%H		97.5%	44.2%	10.0%	78.3%	34.2%	44.2%	90.8%
65+	205	200	76	12	176	64	112	151
%V	27.2%	27.6%	23.0%	16.0%	31.7%	25.7%	36.6%	22.5%
%H		97.6%	37.1%	5.9%	85.9%	31.2%	54.6%	73.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	755	724	331	75	555	249	306	671
%H		95.9%	43.8%	9.9%	73.5%	33.0%	40.5%	88.9%
AB	209	202	91	19	155	64	90	195
%V	27.7%	27.9%	27.5%	25.3%	27.9%	25.7%	29.4%	29.1%
%H		96.7%	43.5%	9.1%	74.2%	30.6%	43.1%	93.3%
C1	206	198	95	17	147	66	82	190
%V	27.3%	27.3%	28.7%	22.7%	26.5%	26.5%	26.8%	28.3%
%H		96.1%	46.1%	8.3%	71.4%	32.0%	39.8%	92.2%
C2	206	200	86	26	160	74	86	181
%V	27.3%	27.6%	26.0%	34.7%	28.8%	29.7%	28.1%	27.0%
%H		97.1%	41.7%	12.6%	77.7%	35.9%	41.7%	87.9%
D	99	93	46	9	72	35	37	83
%V	13.1%	12.8%	13.9%	12.0%	13.0%	14.1%	12.1%	12.4%
%H		93.9%	46.5%	9.1%	72.7%	35.4%	37.4%	83.8%
E	35	30	13	4	21	9	12	23
%V	4.6%	4.1%	3.9%	5.3%	3.8%	3.6%	3.9%	3.4%
%H		85.7%	37.1%	11.4%	60.0%	25.7%	34.3%	65.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	755	724	331	75	555	249	306	671
%H		95.9%	43.8%	9.9%	73.5%	33.0%	40.5%	88.9%
Working full time	417	402	203	47	289	144	145	399
%V	55.2%	55.5%	61.3%	62.7%	52.1%	57.8%	47.4%	59.5%
%H		96.4%	48.7%	11.3%	69.3%	34.5%	34.8%	95.7%
Working part time	45	42	16	5	32	12	20	40
%V	6.0%	5.8%	4.8%	6.7%	5.8%	4.8%	6.5%	6.0%
%H		93.3%	35.6%	11.1%	71.1%	26.7%	44.4%	88.9%
Not working	293	280	112	23	234	93	141	232
%V	38.8%	38.7%	33.8%	30.7%	42.2%	37.3%	46.1%	34.6%
%H		95.6%	38.2%	7.8%	79.9%	31.7%	48.1%	79.2%
Housewife/Houseperson	185	169	64	11	130	44	86	140
%V	24.5%	23.3%	19.3%	14.7%	23.4%	17.7%	28.1%	20.9%
%H		91.4%	34.6%	5.9%	70.3%	23.8%	46.5%	75.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	844	814	350	76	637	257	380	714
%H		96.4%	41.5%	9.0%	75.5%	30.5%	45.0%	84.6%
16 - 19	42	41	22	7	27	16	11	40
%V	5.0%	5.0%	6.3%	9.2%	4.2%	6.2%	2.9%	5.6%
%H		97.6%	52.4%	16.7%	64.3%	38.1%	26.2%	95.2%
20 - 24	59	56	24	8	41	22	19	57
%V	7.0%	6.9%	6.9%	10.5%	6.4%	8.6%	5.0%	8.0%
%H		94.9%	40.7%	13.6%	69.5%	37.3%	32.2%	96.6%
25 - 34	103	98	44	10	69	28	42	100
%V	12.2%	12.0%	12.6%	13.2%	10.8%	10.9%	11.1%	14.0%
%H		95.1%	42.7%	9.7%	67.0%	27.2%	40.8%	97.1%
35 - 44	113	108	60	10	81	43	39	111
%V	13.4%	13.3%	17.1%	13.2%	12.7%	16.7%	10.3%	15.5%
%H		95.6%	53.1%	8.8%	71.7%	38.1%	34.5%	98.2%
45 - 54	133	129	62	18	93	44	49	126
%V	15.8%	15.8%	17.7%	23.7%	14.6%	17.1%	12.9%	17.6%
%H		97.0%	46.6%	13.5%	69.9%	33.1%	36.8%	94.7%
55 - 64	131	127	59	10	99	41	57	124
%V	15.5%	15.6%	16.9%	13.2%	15.5%	16.0%	15.0%	17.4%
%H		96.9%	45.0%	7.6%	75.6%	31.3%	43.5%	94.7%
65+	262	254	79	14	226	63	162	156
%V	31.0%	31.2%	22.6%	18.4%	35.5%	24.5%	42.6%	21.8%
%H		96.9%	30.2%	5.3%	86.3%	24.0%	61.8%	59.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	844	814	350	76	637	257	380	714
%H		96.4%	41.5%	9.0%	75.5%	30.5%	45.0%	84.6%
AB	223	217	101	17	166	68	98	201
%V	26.4%	26.7%	28.9%	22.4%	26.1%	26.5%	25.8%	28.2%
%H		97.3%	45.3%	7.6%	74.4%	30.5%	43.9%	90.1%
C1	255	242	105	19	187	73	114	225
%V	30.2%	29.7%	30.0%	25.0%	29.4%	28.4%	30.0%	31.5%
%H		94.9%	41.2%	7.5%	73.3%	28.6%	44.7%	88.2%
C2	196	192	82	26	153	69	84	177
%V	23.2%	23.6%	23.4%	34.2%	24.0%	26.8%	22.1%	24.8%
%H		98.0%	41.8%	13.3%	78.1%	35.2%	42.9%	90.3%
D	109	104	42	8	83	33	50	81
%V	12.9%	12.8%	12.0%	10.5%	13.0%	12.8%	13.2%	11.3%
%H		95.4%	38.5%	7.3%	76.1%	30.3%	45.9%	74.3%
E	62	58	20	5	47	14	33	31
%V	7.3%	7.1%	5.7%	6.6%	7.4%	5.4%	8.7%	4.3%
%H		93.5%	32.3%	8.1%	75.8%	22.6%	53.2%	50.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	844	814	350	76	637	257	380	714
%H		96.4%	41.5%	9.0%	75.5%	30.5%	45.0%	84.6%
Working full time	263	252	121	26	183	83	100	253
%V	31.2%	31.0%	34.6%	34.2%	28.7%	32.3%	26.3%	35.4%
%H		95.8%	46.0%	9.9%	69.6%	31.6%	38.0%	96.2%
Working part time	162	158	77	16	120	57	63	156
%V	19.2%	19.4%	22.0%	21.1%	18.8%	22.2%	16.6%	21.8%
%H		97.5%	47.5%	9.9%	74.1%	35.2%	38.9%	96.3%
Not working	420	404	152	34	334	117	216	306
%V	49.8%	49.6%	43.4%	44.7%	52.4%	45.5%	56.8%	42.9%
%H		96.2%	36.2%	8.1%	79.5%	27.9%	51.4%	72.9%
Housewife/Houseperson	684	659	275	59	519	199	320	563
%V	81.0%	81.0%	78.6%	77.6%	81.5%	77.4%	84.2%	78.9%
%H		96.3%	40.2%	8.6%	75.9%	29.1%	46.8%	82.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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BBC South
Household level data
Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2104	1996	799	320	1446	578	868	1797
%H (All HH)		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%
%H (TV HH)			40.0%	16.0%	72.4%	29.0%	43.5%	
AB	692	659	273	109	484	207	278	651
%V	32.9%	33.0%	34.2%	34.1%	33.5%	35.8%	32.0%	36.2%
%H (All HH)		95.2%	39.5%	15.8%	69.9%	29.9%	40.2%	94.1%
%H (TV HH)			41.4%	16.5%	73.4%	31.4%	42.2%	
C1	601	562	237	77	391	153	239	532
%V	28.6%	28.2%	29.7%	24.1%	27.0%	26.5%	27.5%	29.6%
%H (All HH)		93.5%	39.4%	12.8%	65.1%	25.5%	39.8%	88.5%
%H (TV HH)			42.2%	13.7%	69.6%	27.2%	42.5%	
C2	406	394	170	69	287	132	154	344
%V	19.3%	19.7%	21.3%	21.6%	19.8%	22.8%	17.7%	19.1%
%H (All HH)		97.0%	41.9%	17.0%	70.7%	32.5%	37.9%	84.7%
%H (TV HH)			43.1%	17.5%	72.8%	33.5%	39.1%	
D	264	246	88	43	180	63	117	192
%V	12.5%	12.3%	11.0%	13.4%	12.4%	10.9%	13.5%	10.7%
%H (All HH)		93.2%	33.3%	16.3%	68.2%	23.9%	44.3%	72.7%
%H (TV HH)			35.8%	17.5%	73.2%	25.6%	47.6%	
E	141	135	32	21	104	24	80	77
%V	6.7%	6.8%	4.0%	6.6%	7.2%	4.2%	9.2%	4.3%
%H (All HH)		95.7%	22.7%	14.9%	73.8%	17.0%	56.7%	54.6%
%H (TV HH)			23.7%	15.6%	77.0%	17.8%	59.3%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2104	1996	799	320	1446	578	868	1797
%V (All HH)		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%
%H (TV HH)			40.0%	16.0%	72.4%	29.0%	43.5%	
Under 25	59	49	15	10	32	13	20	56
%V	2.8%	2.5%	1.9%	3.1%	2.2%	2.2%	2.3%	3.1%
%H (All HH)		83.1%	25.4%	16.9%	54.2%	22.0%	33.9%	94.9%
%H (TV HH)			30.6%	20.4%	65.3%	26.5%	40.8%	
25 - 34	306	279	141	43	161	72	89	295
%V	14.5%	14.0%	17.6%	13.4%	11.1%	12.5%	10.3%	16.4%
%H (All HH)		91.2%	46.1%	14.1%	52.6%	23.5%	29.1%	96.4%
%H (TV HH)			50.5%	15.4%	57.7%	25.8%	31.9%	
35 - 44	340	314	158	54	192	92	99	331
%V	16.2%	15.7%	19.8%	16.9%	13.3%	15.9%	11.4%	18.4%
%H (All HH)		92.4%	46.5%	15.9%	56.5%	27.1%	29.1%	97.4%
%H (TV HH)			50.3%	17.2%	61.1%	29.3%	31.5%	
45 - 54	412	397	178	84	288	151	137	398
%V	19.6%	19.9%	22.3%	26.3%	19.9%	26.1%	15.8%	22.1%
%H (All HH)		96.4%	43.2%	20.4%	69.9%	36.7%	33.3%	96.6%
%H (TV HH)			44.8%	21.2%	72.5%	38.0%	34.5%	
55 - 64	359	347	133	62	264	110	154	328
%V	17.1%	17.4%	16.6%	19.4%	18.3%	19.0%	17.7%	18.3%
%H (All HH)		96.7%	37.0%	17.3%	73.5%	30.6%	42.9%	91.4%
%H (TV HH)			38.3%	17.9%	76.1%	31.7%	44.4%	
65 +	628	608	174	67	509	140	369	389
%V	29.8%	30.5%	21.8%	20.9%	35.2%	24.2%	42.5%	21.6%
%H (All HH)		96.8%	27.7%	10.7%	81.1%	22.3%	58.8%	61.9%
%H (TV HH)			28.6%	11.0%	83.7%	23.0%	60.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2104	1996	799	320	1446	578	868	1797
%H (All HH)		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%
%H (TV HH)			40.0%	16.0%	72.4%	29.0%	43.5%	
1	622	569	134	71	457	95	362	397
%V	29.6%	28.5%	16.8%	22.2%	31.6%	16.4%	41.7%	22.1%
%H (All HH)		91.5%	21.5%	11.4%	73.5%	15.3%	58.2%	63.8%
%H (TV HH)			23.6%	12.5%	80.3%	16.7%	63.6%	
2	740	712	291	99	531	212	319	672
%V	35.2%	35.7%	36.4%	30.9%	36.7%	36.7%	36.8%	37.4%
%H (All HH)		96.2%	39.3%	13.4%	71.8%	28.6%	43.1%	90.8%
%H (TV HH)			40.9%	13.9%	74.6%	29.8%	44.8%	
3	330	314	155	64	204	110	95	319
%V	15.7%	15.7%	19.4%	20.0%	14.1%	19.0%	10.9%	17.8%
%H (All HH)		95.2%	47.0%	19.4%	61.8%	33.3%	28.8%	96.7%
%H (TV HH)			49.4%	20.4%	65.0%	35.0%	30.3%	
4	285	276	157	58	175	116	58	282
%V	13.5%	13.8%	19.6%	18.1%	12.1%	20.1%	6.7%	15.7%
%H (All HH)		96.8%	55.1%	20.4%	61.4%	40.7%	20.4%	98.9%
%H (TV HH)			56.9%	21.0%	63.4%	42.0%	21.0%	
5+	127	125	63	28	79	45	34	126
%V	6.0%	6.3%	7.9%	8.8%	5.5%	7.8%	3.9%	7.0%
%H (All HH)		98.4%	49.6%	22.0%	62.2%	35.4%	26.8%	99.2%
%H (TV HH)			50.4%	22.4%	63.2%	36.0%	27.2%	
Average HH size	2.34	2.36	2.70	2.63	2.25	2.70	1.96	2.51

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2104	1996	799	320	1446	578	868	1797
%H (All HH)		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%
%H (TV HH)			40.0%	16.0%	72.4%	29.0%	43.5%	
Without	1558	1468	511	213	1124	387	737	1263
%V	74.0%	73.5%	64.0%	66.6%	77.7%	67.0%	84.9%	70.3%
%H (All HH)		94.2%	32.8%	13.7%	72.1%	24.8%	47.3%	81.1%
%H (TV HH)			34.8%	14.5%	76.6%	26.4%	50.2%	
With	546	528	288	106	322	191	131	534
%V	26.0%	26.5%	36.0%	33.1%	22.3%	33.0%	15.1%	29.7%
%H (All HH)		96.7%	52.7%	19.4%	59.0%	35.0%	24.0%	97.8%
%H (TV HH)			54.5%	20.1%	61.0%	36.2%	24.8%	
0 - 3	209	198	110	37	118	68	50	203
%V	9.9%	9.9%	13.8%	11.6%	8.2%	11.8%	5.8%	11.3%
%H (All HH)		94.7%	52.6%	17.7%	56.5%	32.5%	23.9%	97.1%
%H (TV HH)			55.6%	18.7%	59.6%	34.3%	25.3%	
4 - 9	273	263	146	50	149	83	66	265
%V	13.0%	13.2%	18.3%	15.6%	10.3%	14.4%	7.6%	14.7%
%H (All HH)		96.3%	53.5%	18.3%	54.6%	30.4%	24.2%	97.1%
%H (TV HH)			55.5%	19.0%	56.7%	31.6%	25.1%	
10 - 15	239	234	122	54	152	95	57	235
%V	11.4%	11.7%	15.3%	16.9%	10.5%	16.4%	6.6%	13.1%
%H (All HH)		97.9%	51.0%	22.6%	63.6%	39.7%	23.8%	98.3%
%H (TV HH)			52.1%	23.1%	65.0%	40.6%	24.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2104	1996	799	320	1446	578	868	1797
%H (All HH)		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%
%H (TV HH)			40.0%	16.0%	72.4%	29.0%	43.5%	
1	767	767	236	105	511	97	414	604
%V	36.5%	38.4%	29.5%	32.8%	35.3%	16.8%	47.7%	33.6%
%H (All HH)		100.0%	30.8%	13.7%	66.6%	12.6%	54.0%	78.7%
%H (TV HH)			30.8%	13.7%	66.6%	12.6%	54.0%	
2	680	680	280	103	494	199	296	588
%V	32.3%	34.1%	35.0%	32.2%	34.2%	34.4%	34.1%	32.7%
%H (All HH)		100.0%	41.2%	15.1%	72.6%	29.3%	43.5%	86.5%
%H (TV HH)			41.2%	15.1%	72.6%	29.3%	43.5%	
3	337	337	166	62	268	158	111	311
%V	16.0%	16.9%	20.8%	19.4%	18.5%	27.3%	12.8%	17.3%
%H (All HH)		100.0%	49.3%	18.4%	79.5%	46.9%	32.9%	92.3%
%H (TV HH)			49.3%	18.4%	79.5%	46.9%	32.9%	
4	144	144	78	33	117	83	34	141
%V	6.8%	7.2%	9.8%	10.3%	8.1%	14.4%	3.9%	7.8%
%H (All HH)		100.0%	54.2%	22.9%	81.3%	57.6%	23.6%	97.9%
%H (TV HH)			54.2%	22.9%	81.3%	57.6%	23.6%	
5+	68	68	40	17	55	43	12	66
%V	3.2%	3.4%	5.0%	5.3%	3.8%	7.4%	1.4%	3.7%
%H (All HH)		100.0%	58.8%	25.0%	80.9%	63.2%	17.6%	97.1%
%H (TV HH)			58.8%	25.0%	80.9%	63.2%	17.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2104	1996	799	320	1446	578	868	1797
%H (All HH)		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%
%H (TV HH)			40.0%	16.0%	72.4%	29.0%	43.5%	
Under 20"	448	448	171	73	371	169	202	385
%V	21.3%	22.4%	21.4%	22.8%	25.7%	29.2%	23.3%	21.4%
%H (All HH)		100.0%	38.2%	16.3%	82.8%	37.7%	45.1%	85.9%
%H (TV HH)			38.2%	16.3%	82.8%	37.7%	45.1%	
20" - 29"	737	737	288	104	598	253	346	615
%V	35.0%	36.9%	36.0%	32.5%	41.4%	43.8%	39.9%	34.2%
%H (All HH)		100.0%	39.1%	14.1%	81.1%	34.3%	46.9%	83.4%
%H (TV HH)			39.1%	14.1%	81.1%	34.3%	46.9%	
30" - 39"	1050	1050	431	177	766	331	436	917
%V	49.9%	52.6%	53.9%	55.3%	53.0%	57.3%	50.2%	51.0%
%H (All HH)		100.0%	41.0%	16.9%	73.0%	31.5%	41.5%	87.3%
%H (TV HH)			41.0%	16.9%	73.0%	31.5%	41.5%	
40" and over	993	993	503	190	675	373	302	926
%V	47.2%	49.7%	63.0%	59.4%	46.7%	64.5%	34.8%	51.5%
%H (All HH)		100.0%	50.7%	19.1%	68.0%	37.6%	30.4%	93.3%
%H (TV HH)			50.7%	19.1%	68.0%	37.6%	30.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2104	1996	799	320	1446	578	868	1797
%V (All HH)		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%
%H (TV HH)			40.0%	16.0%	72.4%	29.0%	43.5%	
Main living room	1967	1967	795	317	1424	574	850	1686
%V	93.5%	98.5%	99.5%	99.1%	98.5%	99.3%	97.9%	93.8%
%H (All HH)		100.0%	40.4%	16.1%	72.4%	29.2%	43.2%	85.7%
%H (TV HH)			40.4%	16.1%	72.4%	29.2%	43.2%	
Kitchen	251	251	129	35	211	121	89	226
%V	11.9%	12.6%	16.1%	10.9%	14.6%	20.9%	10.3%	12.6%
%H (All HH)		100.0%	51.4%	13.9%	84.1%	48.2%	35.5%	90.0%
%H (TV HH)			51.4%	13.9%	84.1%	48.2%	35.5%	
Adult's bedroom	945	945	426	172	730	382	348	851
%V	44.9%	47.3%	53.3%	53.8%	50.5%	66.1%	40.1%	47.4%
%H (All HH)		100.0%	45.1%	18.2%	77.2%	40.4%	36.8%	90.1%
%H (TV HH)			45.1%	18.2%	77.2%	40.4%	36.8%	
Child's bedroom	169	169	96	44	113	83	29	164
%V	8.0%	8.5%	12.0%	13.8%	7.8%	14.4%	3.3%	9.1%
%H (All HH)		100.0%	56.8%	26.0%	66.9%	49.1%	17.2%	97.0%
%H (TV HH)			56.8%	26.0%	66.9%	49.1%	17.2%	
Other bedroom	122	122	62	24	102	65	37	117
%V	5.8%	6.1%	7.8%	7.5%	7.1%	11.2%	4.3%	6.5%
%H (All HH)		100.0%	50.8%	19.7%	83.6%	53.3%	30.3%	95.9%
%H (TV HH)			50.8%	19.7%	83.6%	53.3%	30.3%	
Second living/dining room	172	172	83	35	138	83	55	157
%V	8.2%	8.6%	10.4%	10.9%	9.5%	14.4%	6.3%	8.7%
%H (All HH)		100.0%	48.3%	20.3%	80.2%	48.3%	32.0%	91.3%
%H (TV HH)			48.3%	20.3%	80.2%	48.3%	32.0%	
Study/office	47	47	25	2	38	18	20	47
%V	2.2%	2.4%	3.1%	0.6%	2.6%	3.1%	2.3%	2.6%
%H (All HH)		100.0%	53.2%	4.3%	80.9%	38.3%	42.6%	100.0%
%H (TV HH)			53.2%	4.3%	80.9%	38.3%	42.6%	
TV room	25	25	13	3	17	8	9	23
%V	1.2%	1.3%	1.6%	0.9%	1.2%	1.4%	1.0%	1.3%
%H (All HH)		100.0%	52.0%	12.0%	68.0%	32.0%	36.0%	92.0%
%H (TV HH)			52.0%	12.0%	68.0%	32.0%	36.0%	
Conservatory	43	43	18	10	36	21	15	39
%V	2.0%	2.2%	2.3%	3.1%	2.5%	3.6%	1.7%	2.2%
%H (All HH)		100.0%	41.9%	23.3%	83.7%	48.8%	34.9%	90.7%
%H (TV HH)			41.9%	23.3%	83.7%	48.8%	34.9%	
Attic or loft room	5	5	2	1	3	1	2	4
%V	0.2%	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	20.0%	60.0%	20.0%	40.0%	80.0%
%H (TV HH)			40.0%	20.0%	60.0%	20.0%	40.0%	
No specific location	4	4	2	1	3	2	2	3
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	50.0%	75.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	50.0%	
Other	25	25	11	4	20	11	9	24
%V	1.2%	1.3%	1.4%	1.3%	1.4%	1.9%	1.0%	1.3%
%H (All HH)		100.0%	44.0%	16.0%	80.0%	44.0%	36.0%	96.0%
%H (TV HH)			44.0%	16.0%	80.0%	44.0%	36.0%	

Base: BBC South - Households (000s)

%V = percentage 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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BBC South

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2104	1996	799	320	1446	578	868	1797
%H (All HH)		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%
%H (TV HH)			40.0%	16.0%	72.4%	29.0%	43.5%	
Any DSAT provider	799	799	799	11	439	439	0	757
%V	38.0%	40.0%	100.0%	3.4%	30.4%	76.0%	0.0%	42.1%
%H (All HH)			100.0%	1.4%	54.9%	54.9%	0.0%	94.7%
%H (TV HH)			100.0%	1.4%	54.9%	54.9%	0.0%	
Sky with subscription	665	665	665	5	362	362	0	638
%V	31.6%	33.3%	83.2%	1.6%	25.0%	62.6%	0.0%	35.5%
%H (All HH)			100.0%	0.8%	54.4%	54.4%	0.0%	95.9%
%H (TV HH)			100.0%	0.8%	54.4%	54.4%	0.0%	
Sky without subscription	29	29	29	0	17	17	0	23
%V	1.4%	1.5%	3.6%	0.0%	1.2%	2.9%	0.0%	1.3%
%H (All HH)			100.0%	0.0%	58.6%	58.6%	0.0%	79.3%
%H (TV HH)			100.0%	0.0%	58.6%	58.6%	0.0%	
Freesat	105	105	105	4	55	55	0	99
%V	5.0%	5.3%	13.1%	1.3%	3.8%	9.5%	0.0%	5.5%
%H (All HH)			100.0%	3.8%	52.4%	52.4%	0.0%	94.3%
%H (TV HH)			100.0%	3.8%	52.4%	52.4%	0.0%	
Other satellite provider	22	22	22	2	12	12	0	21
%V	1.0%	1.1%	2.8%	0.6%	0.8%	2.1%	0.0%	1.2%
%H (All HH)			100.0%	9.1%	54.5%	54.5%	0.0%	95.5%
%H (TV HH)			100.0%	9.1%	54.5%	54.5%	0.0%	
DCAB	320	320	11	320	145	145	0	303
%V	15.2%	16.0%	1.4%	100.0%	10.0%	25.1%	0.0%	16.9%
%H (All HH)			3.4%	100.0%	45.3%	45.3%	0.0%	94.7%
%H (TV HH)			3.4%	100.0%	45.3%	45.3%	0.0%	
DTT	1446	1446	439	145	1446	578	868	1192
%V	68.7%	72.4%	54.9%	45.3%	100.0%	100.0%	100.0%	66.3%
%H (All HH)		100.0%	30.4%	10.0%	100.0%	40.0%	60.0%	82.4%
%H (TV HH)			30.4%	10.0%	100.0%	40.0%	60.0%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2104	1996	799	320	1446	578	868	1797
%H (All HH)		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%
%H (TV HH)			40.0%	16.0%	72.4%	29.0%	43.5%	
PVR	1298	1298	712	279	838	521	317	1216
%V	61.7%	65.0%	89.1%	87.2%	58.0%	90.1%	36.5%	67.7%
%H (All HH)		100.0%	54.9%	21.5%	64.6%	40.1%	24.4%	93.7%
%H (TV HH)			54.9%	21.5%	64.6%	40.1%	24.4%	
DVDR	75	75	22	10	65	21	44	64
%V	3.6%	3.8%	2.8%	3.1%	4.5%	3.6%	5.1%	3.6%
%H (All HH)		100.0%	29.3%	13.3%	86.7%	28.0%	58.7%	85.3%
%H (TV HH)			29.3%	13.3%	86.7%	28.0%	58.7%	
VCR	41	41	8	5	39	11	28	27
%V	1.9%	2.1%	1.0%	1.6%	2.7%	1.9%	3.2%	1.5%
%H (All HH)		100.0%	19.5%	12.2%	95.1%	26.8%	68.3%	65.9%
%H (TV HH)			19.5%	12.2%	95.1%	26.8%	68.3%	
Any recorder	1347	1347	715	281	886	525	361	1245
%V	64.0%	67.5%	89.5%	87.8%	61.3%	90.8%	41.6%	69.3%
%H (All HH)		100.0%	53.1%	20.9%	65.8%	39.0%	26.8%	92.4%
%H (TV HH)			53.1%	20.9%	65.8%	39.0%	26.8%	
Receives HDTV (via STB or built-in reception)	1321	1321	646	276	906	496	410	1235
%V	62.8%	66.2%	80.9%	86.3%	62.7%	85.8%	47.2%	68.7%
%H (All HH)		100.0%	48.9%	20.9%	68.6%	37.5%	31.0%	93.5%
%H (TV HH)			48.9%	20.9%	68.6%	37.5%	31.0%	
DVD/Blu-ray player or recorder	1494	1494	612	249	1109	472	638	1327
%V	71.0%	74.8%	76.6%	77.8%	76.7%	81.7%	73.5%	73.8%
%H (All HH)		100.0%	41.0%	16.7%	74.2%	31.6%	42.7%	88.8%
%H (TV HH)			41.0%	16.7%	74.2%	31.6%	42.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2104	1996	799	320	1446	578	868	1797
%V (All HH)		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%
%H (TV HH)			40.0%	16.0%	72.4%	29.0%	43.5%	
Has broadband internet	1797	1711	757	303	1192	550	642	1797
%V	85.4%	85.7%	94.7%	94.7%	82.4%	95.2%	74.0%	100.0%
%H (All HH)		95.2%	42.1%	16.9%	66.3%	30.6%	35.7%	100.0%
%H (TV HH)			44.2%	17.7%	69.7%	32.1%	37.5%	
Number of computers (PCs and laptops)								
0	317	298	48	24	263	37	225	34
%V	15.1%	14.9%	6.0%	7.5%	18.2%	6.4%	25.9%	1.9%
%H (All HH)		94.0%	15.1%	7.6%	83.0%	11.7%	71.0%	10.7%
%H (TV HH)			16.1%	8.1%	88.3%	12.4%	75.5%	
1	497	460	155	66	337	102	235	478
%V	23.6%	23.0%	19.4%	20.6%	23.3%	17.6%	27.1%	26.6%
%H (All HH)		92.6%	31.2%	13.3%	67.8%	20.5%	47.3%	96.2%
%H (TV HH)			33.7%	14.3%	73.3%	22.2%	51.1%	
2	527	499	224	87	339	153	186	526
%V	25.0%	25.0%	28.0%	27.2%	23.4%	26.5%	21.4%	29.3%
%H (All HH)		94.7%	42.5%	16.5%	64.3%	29.0%	35.3%	99.8%
%H (TV HH)			44.9%	17.4%	67.9%	30.7%	37.3%	
3	322	310	135	63	216	105	111	319
%V	15.3%	15.5%	16.9%	19.7%	14.9%	18.2%	12.8%	17.8%
%H (All HH)		96.3%	41.9%	19.6%	67.1%	32.6%	34.5%	99.1%
%H (TV HH)			43.5%	20.3%	69.7%	33.9%	35.8%	
4	194	188	102	31	123	71	53	194
%V	9.2%	9.4%	12.8%	9.7%	8.5%	12.3%	6.1%	10.8%
%H (All HH)		96.9%	52.6%	16.0%	63.4%	36.6%	27.3%	100.0%
%H (TV HH)			54.3%	16.5%	65.4%	37.8%	28.2%	
5+	247	241	134	49	168	110	58	246
%V	11.7%	12.1%	16.8%	15.3%	11.6%	19.0%	6.7%	13.7%
%H (All HH)		97.6%	54.3%	19.8%	68.0%	44.5%	23.5%	99.6%
%H (TV HH)			55.6%	20.3%	69.7%	45.6%	24.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4077	1820	718	3068	1528	1540	3635
%H		44.6%	17.6%	75.3%	37.5%	37.8%	89.2%
Under 20"	577	219	98	481	223	258	507
%V	14.2%	12.0%	13.6%	15.7%	14.6%	16.8%	13.9%
%H		38.0%	17.0%	83.4%	38.6%	44.7%	87.9%
20" - 29"	953	392	137	782	356	426	809
%V	23.4%	21.5%	19.1%	25.5%	23.3%	27.7%	22.3%
%H		41.1%	14.4%	82.1%	37.4%	44.7%	84.9%
30" - 39"	1295	558	238	953	459	495	1147
%V	31.8%	30.7%	33.1%	31.1%	30.0%	32.1%	31.6%
%H		43.1%	18.4%	73.6%	35.4%	38.2%	88.6%
40" and over	1226	642	240	835	484	352	1152
%V	30.1%	35.3%	33.4%	27.2%	31.7%	22.9%	31.7%
%H		52.4%	19.6%	68.1%	39.5%	28.7%	94.0%
Don't know	26	9	5	17	7	10	19
%V	0.6%	0.5%	0.7%	0.6%	0.5%	0.6%	0.5%
%H		34.6%	19.2%	65.4%	26.9%	38.5%	73.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4077	1820	718	3068	1528	1540	3635
%H		44.6%	17.6%	75.3%	37.5%	37.8%	89.2%
Main living room	1985	803	322	1437	581	856	1703
%V	48.7%	44.1%	44.8%	46.8%	38.0%	55.6%	46.9%
%H		40.5%	16.2%	72.4%	29.3%	43.1%	85.8%
Kitchen	251	129	35	211	121	89	226
%V	6.2%	7.1%	4.9%	6.9%	7.9%	5.8%	6.2%
%H		51.4%	13.9%	84.1%	48.2%	35.5%	90.0%
Adult's bedroom	1147	528	221	887	487	400	1047
%V	28.1%	29.0%	30.8%	28.9%	31.9%	26.0%	28.8%
%H		46.0%	19.3%	77.3%	42.5%	34.9%	91.3%
Child's bedroom	216	123	57	146	109	37	209
%V	5.3%	6.8%	7.9%	4.8%	7.1%	2.4%	5.7%
%H		56.9%	26.4%	67.6%	50.5%	17.1%	96.8%
Other bedroom	145	77	27	124	82	42	140
%V	3.6%	4.2%	3.8%	4.0%	5.4%	2.7%	3.9%
%H		53.1%	18.6%	85.5%	56.6%	29.0%	96.6%
Second living/dining room	179	86	37	144	87	57	164
%V	4.4%	4.7%	5.2%	4.7%	5.7%	3.7%	4.5%
%H		48.0%	20.7%	80.4%	48.6%	31.8%	91.6%
Study/office	48	26	2	38	18	20	48
%V	1.2%	1.4%	0.3%	1.2%	1.2%	1.3%	1.3%
%H		54.2%	4.2%	79.2%	37.5%	41.7%	100.0%
TV room	25	13	3	17	8	9	23
%V	0.6%	0.7%	0.4%	0.6%	0.5%	0.6%	0.6%
%H		52.0%	12.0%	68.0%	32.0%	36.0%	92.0%
Conservatory	43	19	10	36	21	15	40
%V	1.1%	1.0%	1.4%	1.2%	1.4%	1.0%	1.1%
%H		44.2%	23.3%	83.7%	48.8%	34.9%	93.0%
Attic or loft room	5	2	1	3	1	2	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	20.0%	60.0%	20.0%	40.0%	80.0%
No specific location	4	2	1	3	2	2	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	25.0%	75.0%	50.0%	50.0%	75.0%
Other	29	12	4	23	11	12	27
%V	0.7%	0.7%	0.6%	0.7%	0.7%	0.8%	0.7%
%H		41.4%	13.8%	79.3%	37.9%	41.4%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4077	1820	718	3068	1528	1540	3635
%H		44.6%	17.6%	75.3%	37.5%	37.8%	89.2%
PVR	1716	992	383	1085	726	359	1627
%V	42.1%	54.5%	53.3%	35.4%	47.5%	23.3%	44.8%
%H		57.8%	22.3%	63.2%	42.3%	20.9%	94.8%
DVDR	82	24	10	71	24	47	70
%V	2.0%	1.3%	1.4%	2.3%	1.6%	3.1%	1.9%
%H		29.3%	12.2%	86.6%	29.3%	57.3%	85.4%
VCR	45	9	5	43	12	31	30
%V	1.1%	0.5%	0.7%	1.4%	0.8%	2.0%	0.8%
%H		20.0%	11.1%	95.6%	26.7%	68.9%	66.7%
Any recorder	1779	999	387	1146	736	411	1668
%V	43.6%	54.9%	53.9%	37.4%	48.2%	26.7%	45.9%
%H		56.2%	21.8%	64.4%	41.4%	23.1%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4077	1820	718	3068	1528	1540	3635
%H		44.6%	17.6%	75.3%	37.5%	37.8%	89.2%
Receives HDTV (via STB or built-in reception)	1921	970	429	1344	800	543	1815
%V	47.1%	53.3%	59.7%	43.8%	52.4%	35.3%	49.9%
%H		50.5%	22.3%	70.0%	41.6%	28.3%	94.5%
DVD/Blu-ray player or recorder	2148	941	382	1618	782	836	1953
%V	52.7%	51.7%	53.2%	52.7%	51.2%	54.3%	53.7%
%H		43.8%	17.8%	75.3%	36.4%	38.9%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1991	799	320	1444	578	866	1707
%H		40.1%	16.1%	72.5%	29.0%	43.5%	85.7%
Under 20"	33	3	2	27	0	27	24
%V	1.7%	0.4%	0.6%	1.9%	0.0%	3.1%	1.4%
%H		9.1%	6.1%	81.8%	0.0%	81.8%	72.7%
20" - 29"	253	52	27	213	39	174	172
%V	12.7%	6.5%	8.4%	14.8%	6.7%	20.1%	10.1%
%H		20.6%	10.7%	84.2%	15.4%	68.8%	68.0%
30" - 39"	728	253	104	542	177	365	603
%V	36.6%	31.7%	32.5%	37.5%	30.6%	42.1%	35.3%
%H		34.8%	14.3%	74.5%	24.3%	50.1%	82.8%
40" and over	965	488	186	654	361	293	901
%V	48.5%	61.1%	58.1%	45.3%	62.5%	33.8%	52.8%
%H		50.6%	19.3%	67.8%	37.4%	30.4%	93.4%
Don't know	12	4	2	9	2	6	7
%V	0.6%	0.5%	0.6%	0.6%	0.3%	0.7%	0.4%
%H		33.3%	16.7%	75.0%	16.7%	50.0%	58.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1991	799	320	1444	578	866	1707
%H		40.1%	16.1%	72.5%	29.0%	43.5%	85.7%
PVR	1282	705	279	823	515	308	1203
%V	64.4%	88.2%	87.2%	57.0%	89.1%	35.6%	70.5%
%H		55.0%	21.8%	64.2%	40.2%	24.0%	93.8%
DVDR	65	18	8	56	17	39	55
%V	3.3%	2.3%	2.5%	3.9%	2.9%	4.5%	3.2%
%H		27.7%	12.3%	86.2%	26.2%	60.0%	84.6%
VCR	35	7	4	33	9	24	22
%V	1.8%	0.9%	1.3%	2.3%	1.6%	2.8%	1.3%
%H		20.0%	11.4%	94.3%	25.7%	68.6%	62.9%
Any recorder	1329	708	281	869	519	350	1232
%V	66.8%	88.6%	87.8%	60.2%	89.8%	40.4%	72.2%
%H		53.3%	21.1%	65.4%	39.1%	26.3%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1991	799	320	1444	578	866	1707
%H		40.1%	16.1%	72.5%	29.0%	43.5%	85.7%
Receives HDTV (via STB or built-in reception)	1292	636	273	880	485	394	1209
%V	64.9%	79.6%	85.3%	60.9%	83.9%	45.5%	70.8%
%H		49.2%	21.1%	68.1%	37.5%	30.5%	93.6%
DVD/Blu-ray player or recorder	1396	565	235	1032	432	600	1238
%V	70.1%	70.7%	73.4%	71.5%	74.7%	69.3%	72.5%
%H		40.5%	16.8%	73.9%	30.9%	43.0%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2086	1021	398	1624	950	674	1928
%H		48.9%	19.1%	77.9%	45.5%	32.3%	92.4%
Under 20"	543	216	96	455	223	231	483
%V	26.0%	21.2%	24.1%	28.0%	23.5%	34.3%	25.1%
%H		39.8%	17.7%	83.8%	41.1%	42.5%	89.0%
20" - 29"	700	340	111	569	318	251	637
%V	33.6%	33.3%	27.9%	35.0%	33.5%	37.2%	33.0%
%H		48.6%	15.9%	81.3%	45.4%	35.9%	91.0%
30" - 39"	567	306	134	412	282	129	544
%V	27.2%	30.0%	33.7%	25.4%	29.7%	19.1%	28.2%
%H		54.0%	23.6%	72.7%	49.7%	22.8%	95.9%
40" and over	262	153	54	181	123	58	251
%V	12.6%	15.0%	13.6%	11.1%	12.9%	8.6%	13.0%
%H		58.4%	20.6%	69.1%	46.9%	22.1%	95.8%
Don't know	14	5	4	8	4	4	12
%V	0.7%	0.5%	1.0%	0.5%	0.4%	0.6%	0.6%
%H		35.7%	28.6%	57.1%	28.6%	28.6%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2086	1021	398	1624	950	674	1928
%H		48.9%	19.1%	77.9%	45.5%	32.3%	92.4%
PVR	434	287	104	262	211	51	424
%V	20.8%	28.1%	26.1%	16.1%	22.2%	7.6%	22.0%
%H		66.1%	24.0%	60.4%	48.6%	11.8%	97.7%
DVDR	16	6	2	15	7	8	15
%V	0.8%	0.6%	0.5%	0.9%	0.7%	1.2%	0.8%
%H		37.5%	12.5%	93.8%	43.8%	50.0%	93.8%
VCR	10	3	1	10	3	7	8
%V	0.5%	0.3%	0.3%	0.6%	0.3%	1.0%	0.4%
%H		30.0%	10.0%	100.0%	30.0%	70.0%	80.0%
Any recorder	450	291	106	277	217	61	437
%V	21.6%	28.5%	26.6%	17.1%	22.8%	9.1%	22.7%
%H		64.7%	23.6%	61.6%	48.2%	13.6%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2086	1021	398	1624	950	674	1928
%H		48.9%	19.1%	77.9%	45.5%	32.3%	92.4%
Receives HDTV (via STB or built-in reception)	629	334	156	464	315	149	607
%V	30.2%	32.7%	39.2%	28.6%	33.2%	22.1%	31.5%
%H		53.1%	24.8%	73.8%	50.1%	23.7%	96.5%
DVD/Blu-ray player or recorder	752	376	147	586	351	235	715
%V	36.0%	36.8%	36.9%	36.1%	36.9%	34.9%	37.1%
%H		50.0%	19.5%	77.9%	46.7%	31.3%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4920	4716	2151	841	3259	1558	1701	4511
%H		95.9%	43.7%	17.1%	66.2%	31.7%	34.6%	91.7%
Total Children	938	909	501	174	548	320	228	918
%V	19.1%	19.3%	23.3%	20.7%	16.8%	20.5%	13.4%	20.4%
%H		96.9%	53.4%	18.6%	58.4%	34.1%	24.3%	97.9%
0 - 3	245	233	131	42	140	82	59	240
%V	5.0%	4.9%	6.1%	5.0%	4.3%	5.3%	3.5%	5.3%
%H		95.1%	53.5%	17.1%	57.1%	33.5%	24.1%	98.0%
4 - 15	692	676	370	132	408	238	170	678
%V	14.1%	14.3%	17.2%	15.7%	12.5%	15.3%	10.0%	15.0%
%H		97.7%	53.5%	19.1%	59.0%	34.4%	24.6%	98.0%
4 - 9	382	370	209	68	212	122	91	371
%V	7.8%	7.8%	9.7%	8.1%	6.5%	7.8%	5.3%	8.2%
%H		96.9%	54.7%	17.8%	55.5%	31.9%	23.8%	97.1%
10 - 15	311	306	161	64	195	116	79	307
%V	6.3%	6.5%	7.5%	7.6%	6.0%	7.4%	4.6%	6.8%
%H		98.4%	51.8%	20.6%	62.7%	37.3%	25.4%	98.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4920	4716	2151	841	3259	1558	1701	4511
%H		95.9%	43.7%	17.1%	66.2%	31.7%	34.6%	91.7%
Total Adults (16+)	3982	3807	1650	668	2711	1239	1472	3593
%V	80.9%	80.7%	76.7%	79.4%	83.2%	79.5%	86.5%	79.6%
%H		95.6%	41.4%	16.8%	68.1%	31.1%	37.0%	90.2%
16 - 19	210	207	92	49	152	89	64	208
%V	4.3%	4.4%	4.3%	5.8%	4.7%	5.7%	3.8%	4.6%
%H		98.6%	43.8%	23.3%	72.4%	42.4%	30.5%	99.0%
20 - 24	265	244	112	51	158	87	70	257
%V	5.4%	5.2%	5.2%	6.1%	4.8%	5.6%	4.1%	5.7%
%H		92.1%	42.3%	19.2%	59.6%	32.8%	26.4%	97.0%
25 - 34	615	568	286	102	342	169	172	596
%V	12.5%	12.0%	13.3%	12.1%	10.5%	10.8%	10.1%	13.2%
%H		92.4%	46.5%	16.6%	55.6%	27.5%	28.0%	96.9%
35 - 44	617	577	297	103	346	175	171	604
%V	12.5%	12.2%	13.8%	12.2%	10.6%	11.2%	10.1%	13.4%
%H		93.5%	48.1%	16.7%	56.1%	28.4%	27.7%	97.9%
45 - 54	729	708	333	147	508	278	229	710
%V	14.8%	15.0%	15.5%	17.5%	15.6%	17.8%	13.5%	15.7%
%H		97.1%	45.7%	20.2%	69.7%	38.1%	31.4%	97.4%
55 - 64	600	582	241	110	437	200	236	562
%V	12.2%	12.3%	11.2%	13.1%	13.4%	12.8%	13.9%	12.5%
%H		97.0%	40.2%	18.3%	72.8%	33.3%	39.3%	93.7%
65+	947	921	289	106	769	240	529	656
%V	19.2%	19.5%	13.4%	12.6%	23.6%	15.4%	31.1%	14.5%
%H		97.3%	30.5%	11.2%	81.2%	25.3%	55.9%	69.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3982	3807	1650	668	2711	1239	1472	3593
%H		95.6%	41.4%	16.8%	68.1%	31.1%	37.0%	90.2%
AB	1370	1316	582	233	950	446	504	1315
%V	34.4%	34.6%	35.3%	34.9%	35.0%	36.0%	34.2%	36.6%
%H		96.1%	42.5%	17.0%	69.3%	32.6%	36.8%	96.0%
C1	1144	1086	478	159	753	326	427	1059
%V	28.7%	28.5%	29.0%	23.8%	27.8%	26.3%	29.0%	29.5%
%H		94.9%	41.8%	13.9%	65.8%	28.5%	37.3%	92.6%
C2	795	776	355	153	564	295	269	711
%V	20.0%	20.4%	21.5%	22.9%	20.8%	23.8%	18.3%	19.8%
%H		97.6%	44.7%	19.2%	70.9%	37.1%	33.8%	89.4%
D	492	453	190	92	312	137	176	395
%V	12.4%	11.9%	11.5%	13.8%	11.5%	11.1%	12.0%	11.0%
%H		92.1%	38.6%	18.7%	63.4%	27.8%	35.8%	80.3%
E	182	175	46	31	132	35	97	114
%V	4.6%	4.6%	2.8%	4.6%	4.9%	2.8%	6.6%	3.2%
%H		96.2%	25.3%	17.0%	72.5%	19.2%	53.3%	62.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3982	3807	1650	668	2711	1239	1472	3593
%H		95.6%	41.4%	16.8%	68.1%	31.1%	37.0%	90.2%
Working full time	1961	1860	902	358	1246	653	593	1914
%V	49.2%	48.9%	54.7%	53.6%	46.0%	52.7%	40.3%	53.3%
%H		94.8%	46.0%	18.3%	63.5%	33.3%	30.2%	97.6%
Working part time	458	440	223	72	305	160	145	438
%V	11.5%	11.6%	13.5%	10.8%	11.3%	12.9%	9.9%	12.2%
%H		96.1%	48.7%	15.7%	66.6%	34.9%	31.7%	95.6%
Not working	1563	1507	525	238	1160	426	734	1240
%V	39.3%	39.6%	31.8%	35.6%	42.8%	34.4%	49.9%	34.5%
%H		96.4%	33.6%	15.2%	74.2%	27.3%	47.0%	79.3%
Housewife/Houseperson	2104	1996	799	320	1446	578	868	1797
%V	52.8%	52.4%	48.4%	47.9%	53.3%	46.7%	59.0%	50.0%
%H		94.9%	38.0%	15.2%	68.7%	27.5%	41.3%	85.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1939	1847	831	327	1298	621	677	1772
%H		95.3%	42.9%	16.9%	66.9%	32.0%	34.9%	91.4%
16 - 19	115	114	47	29	83	46	37	114
%V	5.9%	6.2%	5.7%	8.9%	6.4%	7.4%	5.5%	6.4%
%H		99.1%	40.9%	25.2%	72.2%	40.0%	32.2%	99.1%
20 - 24	130	122	60	23	72	43	29	126
%V	6.7%	6.6%	7.2%	7.0%	5.5%	6.9%	4.3%	7.1%
%H		93.8%	46.2%	17.7%	55.4%	33.1%	22.3%	96.9%
25 - 34	304	278	140	51	171	88	83	295
%V	15.7%	15.1%	16.8%	15.6%	13.2%	14.2%	12.3%	16.6%
%H		91.4%	46.1%	16.8%	56.3%	28.9%	27.3%	97.0%
35 - 44	302	277	141	49	162	79	83	295
%V	15.6%	15.0%	17.0%	15.0%	12.5%	12.7%	12.3%	16.6%
%H		91.7%	46.7%	16.2%	53.6%	26.2%	27.5%	97.7%
45 - 54	352	342	164	69	243	133	110	338
%V	18.2%	18.5%	19.7%	21.1%	18.7%	21.4%	16.2%	19.1%
%H		97.2%	46.6%	19.6%	69.0%	37.8%	31.3%	96.0%
55 - 64	289	281	124	53	209	102	107	271
%V	14.9%	15.2%	14.9%	16.2%	16.1%	16.4%	15.8%	15.3%
%H		97.2%	42.9%	18.3%	72.3%	35.3%	37.0%	93.8%
65+	448	433	156	52	357	130	227	333
%V	23.1%	23.4%	18.8%	15.9%	27.5%	20.9%	33.5%	18.8%
%H		96.7%	34.8%	11.6%	79.7%	29.0%	50.7%	74.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1939	1847	831	327	1298	621	677	1772
%H		95.3%	42.9%	16.9%	66.9%	32.0%	34.9%	91.4%
AB	684	657	300	115	471	228	243	658
%V	35.3%	35.6%	36.1%	35.2%	36.3%	36.7%	35.9%	37.1%
%H		96.1%	43.9%	16.8%	68.9%	33.3%	35.5%	96.2%
C1	535	510	232	80	343	161	182	510
%V	27.6%	27.6%	27.9%	24.5%	26.4%	25.9%	26.9%	28.8%
%H		95.3%	43.4%	15.0%	64.1%	30.1%	34.0%	95.3%
C2	412	401	182	79	292	151	142	366
%V	21.2%	21.7%	21.9%	24.2%	22.5%	24.3%	21.0%	20.7%
%H		97.3%	44.2%	19.2%	70.9%	36.7%	34.5%	88.8%
D	237	212	97	42	143	67	76	191
%V	12.2%	11.5%	11.7%	12.8%	11.0%	10.8%	11.2%	10.8%
%H		89.5%	40.9%	17.7%	60.3%	28.3%	32.1%	80.6%
E	70	67	20	11	48	15	34	47
%V	3.6%	3.6%	2.4%	3.4%	3.7%	2.4%	5.0%	2.7%
%H		95.7%	28.6%	15.7%	68.6%	21.4%	48.6%	67.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1939	1847	831	327	1298	621	677	1772
%H		95.3%	42.9%	16.9%	66.9%	32.0%	34.9%	91.4%
Working full time	1185	1128	557	215	761	406	355	1157
%V	61.1%	61.1%	67.0%	65.7%	58.6%	65.4%	52.4%	65.3%
%H		95.2%	47.0%	18.1%	64.2%	34.3%	30.0%	97.6%
Working part time	90	79	46	11	54	31	23	83
%V	4.6%	4.3%	5.5%	3.4%	4.2%	5.0%	3.4%	4.7%
%H		87.8%	51.1%	12.2%	60.0%	34.4%	25.6%	92.2%
Not working	663	640	228	101	482	184	299	532
%V	34.2%	34.7%	27.4%	30.9%	37.1%	29.6%	44.2%	30.0%
%H		96.5%	34.4%	15.2%	72.7%	27.8%	45.1%	80.2%
Housewife/Houseperson	411	372	134	51	279	96	183	314
%V	21.2%	20.1%	16.1%	15.6%	21.5%	15.5%	27.0%	17.7%
%H		90.5%	32.6%	12.4%	67.9%	23.4%	44.5%	76.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2044	1960	819	341	1413	618	795	1821
%H		95.9%	40.1%	16.7%	69.1%	30.2%	38.9%	89.1%
16 - 19	95	93	45	19	70	42	27	94
%V	4.6%	4.7%	5.5%	5.6%	5.0%	6.8%	3.4%	5.2%
%H		97.9%	47.4%	20.0%	73.7%	44.2%	28.4%	98.9%
20 - 24	135	122	52	28	86	45	41	130
%V	6.6%	6.2%	6.3%	8.2%	6.1%	7.3%	5.2%	7.1%
%H		90.4%	38.5%	20.7%	63.7%	33.3%	30.4%	96.3%
25 - 34	311	290	146	50	171	81	89	301
%V	15.2%	14.8%	17.8%	14.7%	12.1%	13.1%	11.2%	16.5%
%H		93.2%	46.9%	16.1%	55.0%	26.0%	28.6%	96.8%
35 - 44	316	300	155	54	184	96	88	310
%V	15.5%	15.3%	18.9%	15.8%	13.0%	15.5%	11.1%	17.0%
%H		94.9%	49.1%	17.1%	58.2%	30.4%	27.8%	98.1%
45 - 54	377	366	170	78	264	145	119	371
%V	18.4%	18.7%	20.8%	22.9%	18.7%	23.5%	15.0%	20.4%
%H		97.1%	45.1%	20.7%	70.0%	38.5%	31.6%	98.4%
55 - 64	312	301	117	57	228	99	129	291
%V	15.3%	15.4%	14.3%	16.7%	16.1%	16.0%	16.2%	16.0%
%H		96.5%	37.5%	18.3%	73.1%	31.7%	41.3%	93.3%
65+	499	487	133	54	412	110	302	324
%V	24.4%	24.8%	16.2%	15.8%	29.2%	17.8%	38.0%	17.8%
%H		97.6%	26.7%	10.8%	82.6%	22.0%	60.5%	64.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2044	1960	819	341	1413	618	795	1821
%H		95.9%	40.1%	16.7%	69.1%	30.2%	38.9%	89.1%
AB	687	659	282	118	479	218	260	657
%V	33.6%	33.6%	34.4%	34.6%	33.9%	35.3%	32.7%	36.1%
%H		95.9%	41.0%	17.2%	69.7%	31.7%	37.8%	95.6%
C1	609	576	246	79	409	165	244	549
%V	29.8%	29.4%	30.0%	23.2%	28.9%	26.7%	30.7%	30.1%
%H		94.6%	40.4%	13.0%	67.2%	27.1%	40.1%	90.1%
C2	382	375	173	74	272	144	127	345
%V	18.7%	19.1%	21.1%	21.7%	19.2%	23.3%	16.0%	18.9%
%H		98.2%	45.3%	19.4%	71.2%	37.7%	33.2%	90.3%
D	255	241	93	50	170	70	100	204
%V	12.5%	12.3%	11.4%	14.7%	12.0%	11.3%	12.6%	11.2%
%H		94.5%	36.5%	19.6%	66.7%	27.5%	39.2%	80.0%
E	111	109	25	20	84	20	63	67
%V	5.4%	5.6%	3.1%	5.9%	5.9%	3.2%	7.9%	3.7%
%H		98.2%	22.5%	18.0%	75.7%	18.0%	56.8%	60.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2044	1960	819	341	1413	618	795	1821
%H		95.9%	40.1%	16.7%	69.1%	30.2%	38.9%	89.1%
Working full time	776	732	345	143	485	247	238	757
%V	38.0%	37.3%	42.1%	41.9%	34.3%	40.0%	29.9%	41.6%
%H		94.3%	44.5%	18.4%	62.5%	31.8%	30.7%	97.6%
Working part time	368	361	177	61	251	129	122	355
%V	18.0%	18.4%	21.6%	17.9%	17.8%	20.9%	15.3%	19.5%
%H		98.1%	48.1%	16.6%	68.2%	35.1%	33.2%	96.5%
Not working	900	867	297	136	677	242	435	709
%V	44.0%	44.2%	36.3%	39.9%	47.9%	39.2%	54.7%	38.9%
%H		96.3%	33.0%	15.1%	75.2%	26.9%	48.3%	78.8%
Housewife/Houseperson	1693	1623	665	269	1167	482	685	1483
%V	82.8%	82.8%	81.2%	78.9%	82.6%	78.0%	86.2%	81.4%
%H		95.9%	39.3%	15.9%	68.9%	28.5%	40.5%	87.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2607	2475	1052	330	1976	890	1086	2106
%H (All HH)		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%
%H (TV HH)			42.5%	13.3%	79.8%	36.0%	43.9%	
AB	543	527	243	71	405	189	215	512
%V	20.8%	21.3%	23.1%	21.5%	20.5%	21.2%	19.8%	24.3%
%H (All HH)		97.1%	44.8%	13.1%	74.6%	34.8%	39.6%	94.3%
%H (TV HH)			46.1%	13.5%	76.9%	35.9%	40.8%	
C1	687	639	281	96	513	248	265	600
%V	26.4%	25.8%	26.7%	29.1%	26.0%	27.9%	24.4%	28.5%
%H (All HH)		93.0%	40.9%	14.0%	74.7%	36.1%	38.6%	87.3%
%H (TV HH)			44.0%	15.0%	80.3%	38.8%	41.5%	
C2	576	558	253	70	457	223	234	475
%V	22.1%	22.5%	24.0%	21.2%	23.1%	25.1%	21.5%	22.6%
%H (All HH)		96.9%	43.9%	12.2%	79.3%	38.7%	40.6%	82.5%
%H (TV HH)			45.3%	12.5%	81.9%	40.0%	41.9%	
D	463	431	163	62	336	140	196	335
%V	17.8%	17.4%	15.5%	18.8%	17.0%	15.7%	18.0%	15.9%
%H (All HH)		93.1%	35.2%	13.4%	72.6%	30.2%	42.3%	72.4%
%H (TV HH)			37.8%	14.4%	78.0%	32.5%	45.5%	
E	339	319	112	30	265	89	175	183
%V	13.0%	12.9%	10.6%	9.1%	13.4%	10.0%	16.1%	8.7%
%H (All HH)		94.1%	33.0%	8.8%	78.2%	26.3%	51.6%	54.0%
%H (TV HH)			35.1%	9.4%	83.1%	27.9%	54.9%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2607	2475	1052	330	1976	890	1086	2106
%H (All HH)		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%
%H (TV HH)			42.5%	13.3%	79.8%	36.0%	43.9%	
Under 25	127	107	40	15	74	28	45	110
%V	4.9%	4.3%	3.8%	4.5%	3.7%	3.1%	4.1%	5.2%
%H (All HH)		84.3%	31.5%	11.8%	58.3%	22.0%	35.4%	86.6%
%H (TV HH)			37.4%	14.0%	69.2%	26.2%	42.1%	
25 - 34	386	345	183	48	251	142	108	368
%V	14.8%	13.9%	17.4%	14.5%	12.7%	16.0%	9.9%	17.5%
%H (All HH)		89.4%	47.4%	12.4%	65.0%	36.8%	28.0%	95.3%
%H (TV HH)			53.0%	13.9%	72.8%	41.2%	31.3%	
35 - 44	423	402	213	65	285	164	122	406
%V	16.2%	16.2%	20.2%	19.7%	14.4%	18.4%	11.2%	19.3%
%H (All HH)		95.0%	50.4%	15.4%	67.4%	38.8%	28.8%	96.0%
%H (TV HH)			53.0%	16.2%	70.9%	40.8%	30.3%	
45 - 54	519	505	239	81	398	207	191	483
%V	19.9%	20.4%	22.7%	24.5%	20.1%	23.3%	17.6%	22.9%
%H (All HH)		97.3%	46.1%	15.6%	76.7%	39.9%	36.8%	93.1%
%H (TV HH)			47.3%	16.0%	78.8%	41.0%	37.8%	
55 - 64	419	406	168	55	329	149	181	353
%V	16.1%	16.4%	16.0%	16.7%	16.6%	16.7%	16.7%	16.8%
%H (All HH)		96.9%	40.1%	13.1%	78.5%	35.6%	43.2%	84.2%
%H (TV HH)			41.4%	13.5%	81.0%	36.7%	44.6%	
65 +	733	710	209	66	639	199	440	386
%V	28.1%	28.7%	19.9%	20.0%	32.3%	22.4%	40.5%	18.3%
%H (All HH)		96.9%	28.5%	9.0%	87.2%	27.1%	60.0%	52.7%
%H (TV HH)			29.4%	9.3%	90.0%	28.0%	62.0%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2607	2475	1052	330	1976	890	1086	2106
%H (All HH)		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%
%H (TV HH)			42.5%	13.3%	79.8%	36.0%	43.9%	
1	805	744	185	76	639	163	476	450
%V	30.9%	30.1%	17.6%	23.0%	32.3%	18.3%	43.8%	21.4%
%H (All HH)		92.4%	23.0%	9.4%	79.4%	20.2%	59.1%	55.9%
%H (TV HH)			24.9%	10.2%	85.9%	21.9%	64.0%	
2	922	886	387	119	712	333	379	801
%V	35.4%	35.8%	36.8%	36.1%	36.0%	37.4%	34.9%	38.0%
%H (All HH)		96.1%	42.0%	12.9%	77.2%	36.1%	41.1%	86.9%
%H (TV HH)			43.7%	13.4%	80.4%	37.6%	42.8%	
3	384	371	202	60	280	170	110	371
%V	14.7%	15.0%	19.2%	18.2%	14.2%	19.1%	10.1%	17.6%
%H (All HH)		96.6%	52.6%	15.6%	72.9%	44.3%	28.6%	96.6%
%H (TV HH)			54.4%	16.2%	75.5%	45.8%	29.6%	
4	333	323	198	43	243	160	83	329
%V	12.8%	13.1%	18.8%	13.0%	12.3%	18.0%	7.6%	15.6%
%H (All HH)		97.0%	59.5%	12.9%	73.0%	48.0%	24.9%	98.8%
%H (TV HH)			61.3%	13.3%	75.2%	49.5%	25.7%	
5+	162	150	80	32	103	64	39	156
%V	6.2%	6.1%	7.6%	9.7%	5.2%	7.2%	3.6%	7.4%
%H (All HH)		92.6%	49.4%	19.8%	63.6%	39.5%	24.1%	96.3%
%H (TV HH)			53.3%	21.3%	68.7%	42.7%	26.0%	
Average HH size	2.32	2.33	2.67	2.56	2.25	2.62	1.94	2.54

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2607	2475	1052	330	1976	890	1086	2106
%H (All HH)		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%
%H (TV HH)			42.5%	13.3%	79.8%	36.0%	43.9%	
Without	1969	1859	699	234	1531	615	916	1488
%V	75.5%	75.1%	66.4%	70.9%	77.5%	69.1%	84.3%	70.7%
%H (All HH)		94.4%	35.5%	11.9%	77.8%	31.2%	46.5%	75.6%
%H (TV HH)			37.6%	12.6%	82.4%	33.1%	49.3%	
With	638	616	353	95	445	275	170	617
%V	24.5%	24.9%	33.6%	28.8%	22.5%	30.9%	15.7%	29.3%
%H (All HH)		96.6%	55.3%	14.9%	69.7%	43.1%	26.6%	96.7%
%H (TV HH)			57.3%	15.4%	72.2%	44.6%	27.6%	
0 - 3	241	228	132	30	161	96	66	229
%V	9.2%	9.2%	12.5%	9.1%	8.1%	10.8%	6.1%	10.9%
%H (All HH)		94.6%	54.8%	12.4%	66.8%	39.8%	27.4%	95.0%
%H (TV HH)			57.9%	13.2%	70.6%	42.1%	28.9%	
4 - 9	336	323	186	51	227	137	90	325
%V	12.9%	13.1%	17.7%	15.5%	11.5%	15.4%	8.3%	15.4%
%H (All HH)		96.1%	55.4%	15.2%	67.6%	40.8%	26.8%	96.7%
%H (TV HH)			57.6%	15.8%	70.3%	42.4%	27.9%	
10 - 15	293	288	166	51	213	142	72	285
%V	11.2%	11.6%	15.8%	15.5%	10.8%	16.0%	6.6%	13.5%
%H (All HH)		98.3%	56.7%	17.4%	72.7%	48.5%	24.6%	97.3%
%H (TV HH)			57.6%	17.7%	74.0%	49.3%	25.0%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2607	2475	1052	330	1976	890	1086	2106
%H (All HH)		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%
%H (TV HH)			42.5%	13.3%	79.8%	36.0%	43.9%	
1	960	960	307	113	718	198	520	668
%V	36.8%	38.8%	29.2%	34.2%	36.3%	22.2%	47.9%	31.7%
%H (All HH)		100.0%	32.0%	11.8%	74.8%	20.6%	54.2%	69.6%
%H (TV HH)			32.0%	11.8%	74.8%	20.6%	54.2%	
2	903	903	409	128	734	360	374	753
%V	34.6%	36.5%	38.9%	38.8%	37.1%	40.4%	34.4%	35.8%
%H (All HH)		100.0%	45.3%	14.2%	81.3%	39.9%	41.4%	83.4%
%H (TV HH)			45.3%	14.2%	81.3%	39.9%	41.4%	
3	351	351	181	47	292	166	126	330
%V	13.5%	14.2%	17.2%	14.2%	14.8%	18.7%	11.6%	15.7%
%H (All HH)		100.0%	51.6%	13.4%	83.2%	47.3%	35.9%	94.0%
%H (TV HH)			51.6%	13.4%	83.2%	47.3%	35.9%	
4	174	174	103	29	151	107	43	169
%V	6.7%	7.0%	9.8%	8.8%	7.6%	12.0%	4.0%	8.0%
%H (All HH)		100.0%	59.2%	16.7%	86.8%	61.5%	24.7%	97.1%
%H (TV HH)			59.2%	16.7%	86.8%	61.5%	24.7%	
5+	87	87	52	14	81	58	23	87
%V	3.3%	3.5%	4.9%	4.2%	4.1%	6.5%	2.1%	4.1%
%H (All HH)		100.0%	59.8%	16.1%	93.1%	66.7%	26.4%	100.0%
%H (TV HH)			59.8%	16.1%	93.1%	66.7%	26.4%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2607	2475	1052	330	1976	890	1086	2106
%H (All HH)		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%
%H (TV HH)			42.5%	13.3%	79.8%	36.0%	43.9%	
Under 20"	493	493	208	74	426	214	212	428
%V	18.9%	19.9%	19.8%	22.4%	21.6%	24.0%	19.5%	20.3%
%H (All HH)		100.0%	42.2%	15.0%	86.4%	43.4%	43.0%	86.8%
%H (TV HH)			42.2%	15.0%	86.4%	43.4%	43.0%	
20" - 29"	819	819	354	90	712	335	376	669
%V	31.4%	33.1%	33.7%	27.3%	36.0%	37.6%	34.6%	31.8%
%H (All HH)		100.0%	43.2%	11.0%	86.9%	40.9%	45.9%	81.7%
%H (TV HH)			43.2%	11.0%	86.9%	40.9%	45.9%	
30" - 39"	1216	1216	536	156	984	462	521	992
%V	46.6%	49.1%	51.0%	47.3%	49.8%	51.9%	48.0%	47.1%
%H (All HH)		100.0%	44.1%	12.8%	80.9%	38.0%	42.8%	81.6%
%H (TV HH)			44.1%	12.8%	80.9%	38.0%	42.8%	
40" and over	1358	1358	679	212	1049	575	474	1217
%V	52.1%	54.9%	64.5%	64.2%	53.1%	64.6%	43.6%	57.8%
%H (All HH)		100.0%	50.0%	15.6%	77.2%	42.3%	34.9%	89.6%
%H (TV HH)			50.0%	15.6%	77.2%	42.3%	34.9%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2607	2475	1052	330	1976	890	1086	2106
%H (All HH)		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%
%H (TV HH)			42.5%	13.3%	79.8%	36.0%	43.9%	
Main living room	2446	2446	1043	326	1962	883	1079	1982
%V	93.8%	98.8%	99.1%	98.8%	99.3%	99.2%	99.4%	94.1%
%H (All HH)		100.0%	42.6%	13.3%	80.2%	36.1%	44.1%	81.0%
%H (TV HH)			42.6%	13.3%	80.2%	36.1%	44.1%	
Kitchen	304	304	155	40	272	159	113	269
%V	11.7%	12.3%	14.7%	12.1%	13.8%	17.9%	10.4%	12.8%
%H (All HH)		100.0%	51.0%	13.2%	89.5%	52.3%	37.2%	88.5%
%H (TV HH)			51.0%	13.2%	89.5%	52.3%	37.2%	
Adult's bedroom	1099	1099	550	156	914	517	397	979
%V	42.2%	44.4%	52.3%	47.3%	46.3%	58.1%	36.6%	46.5%
%H (All HH)		100.0%	50.0%	14.2%	83.2%	47.0%	36.1%	89.1%
%H (TV HH)			50.0%	14.2%	83.2%	47.0%	36.1%	
Child's bedroom	245	245	140	35	192	125	67	244
%V	9.4%	9.9%	13.3%	10.6%	9.7%	14.0%	6.2%	11.6%
%H (All HH)		100.0%	57.1%	14.3%	78.4%	51.0%	27.3%	99.6%
%H (TV HH)			57.1%	14.3%	78.4%	51.0%	27.3%	
Other bedroom	156	156	90	26	135	93	41	151
%V	6.0%	6.3%	8.6%	7.9%	6.8%	10.4%	3.8%	7.2%
%H (All HH)		100.0%	57.7%	16.7%	86.5%	59.6%	26.3%	96.8%
%H (TV HH)			57.7%	16.7%	86.5%	59.6%	26.3%	
Second living/dining room	245	245	114	36	216	119	97	214
%V	9.4%	9.9%	10.8%	10.9%	10.9%	13.4%	8.9%	10.2%
%H (All HH)		100.0%	46.5%	14.7%	88.2%	48.6%	39.6%	87.3%
%H (TV HH)			46.5%	14.7%	88.2%	48.6%	39.6%	
Study/office	28	28	15	5	24	17	8	28
%V	1.1%	1.1%	1.4%	1.5%	1.2%	1.9%	0.7%	1.3%
%H (All HH)		100.0%	53.6%	17.9%	85.7%	60.7%	28.6%	100.0%
%H (TV HH)			53.6%	17.9%	85.7%	60.7%	28.6%	
TV room	3	3	1	0	2	1	2	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	33.3%	66.7%	
Conservatory	82	82	47	8	65	37	28	72
%V	3.1%	3.3%	4.5%	2.4%	3.3%	4.2%	2.6%	3.4%
%H (All HH)		100.0%	57.3%	9.8%	79.3%	45.1%	34.1%	87.8%
%H (TV HH)			57.3%	9.8%	79.3%	45.1%	34.1%	
Attic or loft room	6	6	3	2	5	2	2	6
%V	0.2%	0.2%	0.3%	0.6%	0.3%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	33.3%	83.3%	33.3%	33.3%	100.0%
%H (TV HH)			50.0%	33.3%	83.3%	33.3%	33.3%	
No specific location	2	2	2	0	2	2	1	2
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	50.0%	
Other	19	19	10	2	16	9	7	18
%V	0.7%	0.8%	1.0%	0.6%	0.8%	1.0%	0.6%	0.9%
%H (All HH)		100.0%	52.6%	10.5%	84.2%	47.4%	36.8%	94.7%
%H (TV HH)			52.6%	10.5%	84.2%	47.4%	36.8%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2607	2475	1052	330	1976	890	1086	2106
%H (All HH)		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%
%H (TV HH)			42.5%	13.3%	79.8%	36.0%	43.9%	
Any DSAT provider	1052	1052	1052	26	709	709	0	948
%V	40.4%	42.5%	100.0%	7.9%	35.9%	79.7%	0.0%	45.0%
%H (All HH)			100.0%	2.5%	67.4%	67.4%	0.0%	90.1%
%H (TV HH)			100.0%	2.5%	67.4%	67.4%	0.0%	
Sky with subcription	858	858	858	17	584	584	0	786
%V	32.9%	34.7%	81.6%	5.2%	29.6%	65.6%	0.0%	37.3%
%H (All HH)			100.0%	2.0%	68.1%	68.1%	0.0%	91.6%
%H (TV HH)			100.0%	2.0%	68.1%	68.1%	0.0%	
Sky without subscription	85	85	85	4	49	49	0	76
%V	3.3%	3.4%	8.1%	1.2%	2.5%	5.5%	0.0%	3.6%
%H (All HH)			100.0%	4.7%	57.6%	57.6%	0.0%	89.4%
%H (TV HH)			100.0%	4.7%	57.6%	57.6%	0.0%	
Freesat	115	115	115	3	89	89	0	96
%V	4.4%	4.6%	10.9%	0.9%	4.5%	10.0%	0.0%	4.6%
%H (All HH)			100.0%	2.6%	77.4%	77.4%	0.0%	83.5%
%H (TV HH)			100.0%	2.6%	77.4%	77.4%	0.0%	
Other satellite provider	41	41	41	2	23	23	0	37
%V	1.6%	1.7%	3.9%	0.6%	1.2%	2.6%	0.0%	1.8%
%H (All HH)			100.0%	4.9%	56.1%	56.1%	0.0%	90.2%
%H (TV HH)			100.0%	4.9%	56.1%	56.1%	0.0%	
DCAB	330	330	26	330	195	195	0	307
%V	12.7%	13.3%	2.5%	100.0%	9.9%	21.9%	0.0%	14.6%
%H (All HH)			7.9%	100.0%	59.1%	59.1%	0.0%	93.0%
%H (TV HH)			7.9%	100.0%	59.1%	59.1%	0.0%	
DTT	1976	1976	709	195	1976	890	1086	1552
%V	75.8%	79.8%	67.4%	59.1%	100.0%	100.0%	100.0%	73.7%
%H (All HH)		100.0%	35.9%	9.9%	100.0%	45.0%	55.0%	78.5%
%H (TV HH)			35.9%	9.9%	100.0%	45.0%	55.0%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2607	2475	1052	330	1976	890	1086	2106
%H (All HH)		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%
%H (TV HH)			42.5%	13.3%	79.8%	36.0%	43.9%	
PVR	1465	1465	879	255	1093	741	352	1344
%V	56.2%	59.2%	83.6%	77.3%	55.3%	83.3%	32.4%	63.8%
%H (All HH)		100.0%	60.0%	17.4%	74.6%	50.6%	24.0%	91.7%
%H (TV HH)			60.0%	17.4%	74.6%	50.6%	24.0%	
DVDR	82	82	33	8	69	28	41	71
%V	3.1%	3.3%	3.1%	2.4%	3.5%	3.1%	3.8%	3.4%
%H (All HH)		100.0%	40.2%	9.8%	84.1%	34.1%	50.0%	86.6%
%H (TV HH)			40.2%	9.8%	84.1%	34.1%	50.0%	
VCR	117	117	36	11	97	27	69	80
%V	4.5%	4.7%	3.4%	3.3%	4.9%	3.0%	6.4%	3.8%
%H (All HH)		100.0%	30.8%	9.4%	82.9%	23.1%	59.0%	68.4%
%H (TV HH)			30.8%	9.4%	82.9%	23.1%	59.0%	
Any recorder	1544	1544	890	260	1165	749	416	1391
%V	59.2%	62.4%	84.6%	78.8%	59.0%	84.2%	38.3%	66.0%
%H (All HH)		100.0%	57.6%	16.8%	75.5%	48.5%	26.9%	90.1%
%H (TV HH)			57.6%	16.8%	75.5%	48.5%	26.9%	
Receives HDTV (via STB or built-in reception)	1421	1421	770	253	1077	656	421	1287
%V	54.5%	57.4%	73.2%	76.7%	54.5%	73.7%	38.8%	61.1%
%H (All HH)		100.0%	54.2%	17.8%	75.8%	46.2%	29.6%	90.6%
%H (TV HH)			54.2%	17.8%	75.8%	46.2%	29.6%	
DVD/Blu-ray player or recorder	1797	1797	798	243	1467	700	766	1527
%V	68.9%	72.6%	75.9%	73.6%	74.2%	78.7%	70.5%	72.5%
%H (All HH)		100.0%	44.4%	13.5%	81.6%	39.0%	42.6%	85.0%
%H (TV HH)			44.4%	13.5%	81.6%	39.0%	42.6%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2607	2475	1052	330	1976	890	1086	2106
%V (All HH)		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%
%H (TV HH)			42.5%	13.3%	79.8%	36.0%	43.9%	
Has broadband internet	2106	2007	948	307	1552	805	747	2106
%V	80.8%	81.1%	90.1%	93.0%	78.5%	90.4%	68.8%	100.0%
%H (All HH)		95.3%	45.0%	14.6%	73.7%	38.2%	35.5%	100.0%
%H (TV HH)			47.2%	15.3%	77.3%	40.1%	37.2%	
Number of computers (PCs and laptops)								
0	553	516	132	27	455	101	353	88
%V	21.2%	20.8%	12.5%	8.2%	23.0%	11.3%	32.5%	4.2%
%H (All HH)		93.3%	23.9%	4.9%	82.3%	18.3%	63.8%	15.9%
%H (TV HH)			25.6%	5.2%	88.2%	19.6%	68.4%	
1	682	638	253	95	501	214	287	652
%V	26.2%	25.8%	24.0%	28.8%	25.4%	24.0%	26.4%	31.0%
%H (All HH)		93.5%	37.1%	13.9%	73.5%	31.4%	42.1%	95.6%
%H (TV HH)			39.7%	14.9%	78.5%	33.5%	45.0%	
2	604	573	257	88	467	240	227	601
%V	23.2%	23.2%	24.4%	26.7%	23.6%	27.0%	20.9%	28.5%
%H (All HH)		94.9%	42.5%	14.6%	77.3%	39.7%	37.6%	99.5%
%H (TV HH)			44.9%	15.4%	81.5%	41.9%	39.6%	
3	354	341	192	54	255	155	100	354
%V	13.6%	13.8%	18.3%	16.4%	12.9%	17.4%	9.2%	16.8%
%H (All HH)		96.3%	54.2%	15.3%	72.0%	43.8%	28.2%	100.0%
%H (TV HH)			56.3%	15.8%	74.8%	45.5%	29.3%	
4	204	200	109	31	147	90	57	204
%V	7.8%	8.1%	10.4%	9.4%	7.4%	10.1%	5.2%	9.7%
%H (All HH)		98.0%	53.4%	15.2%	72.1%	44.1%	27.9%	100.0%
%H (TV HH)			54.5%	15.5%	73.5%	45.0%	28.5%	
5+	210	207	109	35	151	90	61	208
%V	8.1%	8.4%	10.4%	10.6%	7.6%	10.1%	5.6%	9.9%
%H (All HH)		98.6%	51.9%	16.7%	71.9%	42.9%	29.0%	99.0%
%H (TV HH)			52.7%	16.9%	72.9%	43.5%	29.5%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4989	2366	697	4107	2165	1942	4314
%H		47.4%	14.0%	82.3%	43.4%	38.9%	86.5%
Under 20"	621	273	100	538	286	252	549
%V	12.4%	11.5%	14.3%	13.1%	13.2%	13.0%	12.7%
%H		44.0%	16.1%	86.6%	46.1%	40.6%	88.4%
20" - 29"	1059	467	121	932	459	473	888
%V	21.2%	19.7%	17.4%	22.7%	21.2%	24.4%	20.6%
%H		44.1%	11.4%	88.0%	43.3%	44.7%	83.9%
30" - 39"	1488	681	197	1215	603	612	1240
%V	29.8%	28.8%	28.3%	29.6%	27.9%	31.5%	28.7%
%H		45.8%	13.2%	81.7%	40.5%	41.1%	83.3%
40" and over	1663	873	264	1277	740	536	1516
%V	33.3%	36.9%	37.9%	31.1%	34.2%	27.6%	35.1%
%H		52.5%	15.9%	76.8%	44.5%	32.2%	91.2%
Don't know	157	73	15	146	76	69	122
%V	3.1%	3.1%	2.2%	3.6%	3.5%	3.6%	2.8%
%H		46.5%	9.6%	93.0%	48.4%	43.9%	77.7%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4989	2366	697	4107	2165	1942	4314
%H		47.4%	14.0%	82.3%	43.4%	38.9%	86.5%
Main living room	2466	1053	330	1976	891	1086	2002
%V	49.4%	44.5%	47.3%	48.1%	41.2%	55.9%	46.4%
%H		42.7%	13.4%	80.1%	36.1%	44.0%	81.2%
Kitchen	306	157	40	274	160	113	271
%V	6.1%	6.6%	5.7%	6.7%	7.4%	5.8%	6.3%
%H		51.3%	13.1%	89.5%	52.3%	36.9%	88.6%
Adult's bedroom	1308	668	194	1088	635	453	1182
%V	26.2%	28.2%	27.8%	26.5%	29.3%	23.3%	27.4%
%H		51.1%	14.8%	83.2%	48.5%	34.6%	90.4%
Child's bedroom	315	180	46	253	166	87	312
%V	6.3%	7.6%	6.6%	6.2%	7.7%	4.5%	7.2%
%H		57.1%	14.6%	80.3%	52.7%	27.6%	99.0%
Other bedroom	202	111	34	178	120	57	196
%V	4.0%	4.7%	4.9%	4.3%	5.5%	2.9%	4.5%
%H		55.0%	16.8%	88.1%	59.4%	28.2%	97.0%
Second living/dining room	247	115	37	219	121	98	216
%V	5.0%	4.9%	5.3%	5.3%	5.6%	5.0%	5.0%
%H		46.6%	15.0%	88.7%	49.0%	39.7%	87.4%
Study/office	30	17	5	26	18	8	29
%V	0.6%	0.7%	0.7%	0.6%	0.8%	0.4%	0.7%
%H		56.7%	16.7%	86.7%	60.0%	26.7%	96.7%
TV room	3	1	0	2	1	2	3
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
%H		33.3%	0.0%	66.7%	33.3%	66.7%	100.0%
Conservatory	82	47	8	65	37	28	72
%V	1.6%	2.0%	1.1%	1.6%	1.7%	1.4%	1.7%
%H		57.3%	9.8%	79.3%	45.1%	34.1%	87.8%
Attic or loft room	6	3	2	5	2	2	6
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	33.3%	83.3%	33.3%	33.3%	100.0%
No specific location	3	3	0	3	3	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	33.3%	100.0%
Other	21	12	2	19	12	7	21
%V	0.4%	0.5%	0.3%	0.5%	0.6%	0.4%	0.5%
%H		57.1%	9.5%	90.5%	57.1%	33.3%	100.0%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4989	2366	697	4107	2165	1942	4314
%H		47.4%	14.0%	82.3%	43.4%	38.9%	86.5%
PVR	1899	1223	318	1382	995	387	1768
%V	38.1%	51.7%	45.6%	33.6%	46.0%	19.9%	41.0%
%H		64.4%	16.7%	72.8%	52.4%	20.4%	93.1%
DVDR	89	34	9	76	29	47	76
%V	1.8%	1.4%	1.3%	1.9%	1.3%	2.4%	1.8%
%H		38.2%	10.1%	85.4%	32.6%	52.8%	85.4%
VCR	121	37	12	101	29	72	83
%V	2.4%	1.6%	1.7%	2.5%	1.3%	3.7%	1.9%
%H		30.6%	9.9%	83.5%	24.0%	59.5%	68.6%
Any recorder	2002	1238	327	1477	1010	467	1834
%V	40.1%	52.3%	46.9%	36.0%	46.7%	24.0%	42.5%
%H		61.8%	16.3%	73.8%	50.4%	23.3%	91.6%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4989	2366	697	4107	2165	1942	4314
%H		47.4%	14.0%	82.3%	43.4%	38.9%	86.5%
Receives HDTV (via STB or built-in reception)	2043	1146	354	1564	990	574	1879
%V	41.0%	48.4%	50.8%	38.1%	45.7%	29.6%	43.6%
%H		56.1%	17.3%	76.6%	48.5%	28.1%	92.0%
DVD/Blu-ray player or recorder	2578	1180	371	2149	1106	1043	2261
%V	51.7%	49.9%	53.2%	52.3%	51.1%	53.7%	52.4%
%H		45.8%	14.4%	83.4%	42.9%	40.5%	87.7%

Base: BBC Yorkshire and Lincolnshire - 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 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2466	1052	329	1976	890	1086	2000
%H		42.7%	13.3%	80.1%	36.1%	44.0%	81.1%
Under 20"	27	3	4	22	5	17	17
%V	1.1%	0.3%	1.2%	1.1%	0.6%	1.6%	0.9%
%H		11.1%	14.8%	81.5%	18.5%	63.0%	63.0%
20" - 29"	224	51	19	198	45	153	141
%V	9.1%	4.8%	5.8%	10.0%	5.1%	14.1%	7.1%
%H		22.8%	8.5%	88.4%	20.1%	68.3%	62.9%
30" - 39"	810	302	93	659	248	411	608
%V	32.8%	28.7%	28.3%	33.4%	27.9%	37.8%	30.4%
%H		37.3%	11.5%	81.4%	30.6%	50.7%	75.1%
40" and over	1318	661	204	1016	556	460	1176
%V	53.4%	62.8%	62.0%	51.4%	62.5%	42.4%	58.8%
%H		50.2%	15.5%	77.1%	42.2%	34.9%	89.2%
Don't know	88	35	8	80	35	45	58
%V	3.6%	3.3%	2.4%	4.0%	3.9%	4.1%	2.9%
%H		39.8%	9.1%	90.9%	39.8%	51.1%	65.9%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2466	1052	329	1976	890	1086	2000
%H		42.7%	13.3%	80.1%	36.1%	44.0%	81.1%
PVR	1431	868	251	1063	729	334	1312
%V	58.0%	82.5%	76.3%	53.8%	81.9%	30.8%	65.6%
%H		60.7%	17.5%	74.3%	50.9%	23.3%	91.7%
DVDR	74	31	6	62	25	37	62
%V	3.0%	2.9%	1.8%	3.1%	2.8%	3.4%	3.1%
%H		41.9%	8.1%	83.8%	33.8%	50.0%	83.8%
VCR	100	29	9	83	22	61	66
%V	4.1%	2.8%	2.7%	4.2%	2.5%	5.6%	3.3%
%H		29.0%	9.0%	83.0%	22.0%	61.0%	66.0%
Any recorder	1508	878	254	1134	736	398	1357
%V	61.2%	83.5%	77.2%	57.4%	82.7%	36.6%	67.9%
%H		58.2%	16.8%	75.2%	48.8%	26.4%	90.0%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2466	1052	329	1976	890	1086	2000
%H		42.7%	13.3%	80.1%	36.1%	44.0%	81.1%
Receives HDTV (via STB or built-in reception)	1385	750	247	1047	639	409	1254
%V	56.2%	71.3%	75.1%	53.0%	71.8%	37.7%	62.7%
%H		54.2%	17.8%	75.6%	46.1%	29.5%	90.5%
DVD/Blu-ray player or recorder	1653	727	219	1345	629	716	1400
%V	67.0%	69.1%	66.6%	68.1%	70.7%	65.9%	70.0%
%H		44.0%	13.2%	81.4%	38.1%	43.3%	84.7%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2523	1314	369	2132	1276	856	2315
%H		52.1%	14.6%	84.5%	50.6%	33.9%	91.8%
Under 20"	595	270	95	516	281	235	532
%V	23.6%	20.5%	25.7%	24.2%	22.0%	27.5%	23.0%
%H		45.4%	16.0%	86.7%	47.2%	39.5%	89.4%
20" - 29"	835	416	101	735	414	320	747
%V	33.1%	31.7%	27.4%	34.5%	32.4%	37.4%	32.3%
%H		49.8%	12.1%	88.0%	49.6%	38.3%	89.5%
30" - 39"	678	378	104	555	355	200	631
%V	26.9%	28.8%	28.2%	26.0%	27.8%	23.4%	27.3%
%H		55.8%	15.3%	81.9%	52.4%	29.5%	93.1%
40" and over	346	212	60	260	184	76	339
%V	13.7%	16.1%	16.3%	12.2%	14.4%	8.9%	14.6%
%H		61.3%	17.3%	75.1%	53.2%	22.0%	98.0%
Don't know	69	38	7	65	41	24	65
%V	2.7%	2.9%	1.9%	3.0%	3.2%	2.8%	2.8%
%H		55.1%	10.1%	94.2%	59.4%	34.8%	94.2%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2523	1314	369	2132	1276	856	2315
%H		52.1%	14.6%	84.5%	50.6%	33.9%	91.8%
PVR	468	355	67	319	266	53	455
%V	18.5%	27.0%	18.2%	15.0%	20.8%	6.2%	19.7%
%H		75.9%	14.3%	68.2%	56.8%	11.3%	97.2%
DVDR	15	3	3	14	4	9	13
%V	0.6%	0.2%	0.8%	0.7%	0.3%	1.1%	0.6%
%H		20.0%	20.0%	93.3%	26.7%	60.0%	86.7%
VCR	21	7	3	18	7	11	16
%V	0.8%	0.5%	0.8%	0.8%	0.5%	1.3%	0.7%
%H		33.3%	14.3%	85.7%	33.3%	52.4%	76.2%
Any recorder	494	360	72	343	274	70	476
%V	19.6%	27.4%	19.5%	16.1%	21.5%	8.2%	20.6%
%H		72.9%	14.6%	69.4%	55.5%	14.2%	96.4%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2523	1314	369	2132	1276	856	2315
%H		52.1%	14.6%	84.5%	50.6%	33.9%	91.8%
Receives HDTV (via STB or built-in reception)	658	396	107	517	351	166	626
%V	26.1%	30.1%	29.0%	24.2%	27.5%	19.4%	27.0%
%H		60.2%	16.3%	78.6%	53.3%	25.2%	95.1%
DVD/Blu-ray player or recorder	925	453	152	805	478	327	861
%V	36.7%	34.5%	41.2%	37.8%	37.5%	38.2%	37.2%
%H		49.0%	16.4%	87.0%	51.7%	35.4%	93.1%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6044	5764	2812	844	4440	2329	2111	5347
%H		95.4%	46.5%	14.0%	73.5%	38.5%	34.9%	88.5%
Total Children	1133	1090	625	175	775	480	295	1095
%V	18.7%	18.9%	22.2%	20.7%	17.5%	20.6%	14.0%	20.5%
%H		96.2%	55.2%	15.4%	68.4%	42.4%	26.0%	96.6%
0 - 3	287	269	157	35	188	113	75	273
%V	4.7%	4.7%	5.6%	4.1%	4.2%	4.9%	3.6%	5.1%
%H		93.7%	54.7%	12.2%	65.5%	39.4%	26.1%	95.1%
4 - 15	846	821	468	140	587	367	220	822
%V	14.0%	14.2%	16.6%	16.6%	13.2%	15.8%	10.4%	15.4%
%H		97.0%	55.3%	16.5%	69.4%	43.4%	26.0%	97.2%
4 - 9	465	447	260	69	311	189	122	450
%V	7.7%	7.8%	9.2%	8.2%	7.0%	8.1%	5.8%	8.4%
%H		96.1%	55.9%	14.8%	66.9%	40.6%	26.2%	96.8%
10 - 15	381	374	208	70	276	179	97	372
%V	6.3%	6.5%	7.4%	8.3%	6.2%	7.7%	4.6%	7.0%
%H		98.2%	54.6%	18.4%	72.4%	47.0%	25.5%	97.6%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6044	5764	2812	844	4440	2329	2111	5347
%H		95.4%	46.5%	14.0%	73.5%	38.5%	34.9%	88.5%
Total Adults (16+)	4911	4674	2187	669	3664	1849	1816	4253
%V	81.3%	81.1%	77.8%	79.3%	82.5%	79.4%	86.0%	79.5%
%H		95.2%	44.5%	13.6%	74.6%	37.7%	37.0%	86.6%
16 - 19	300	287	158	46	214	129	85	288
%V	5.0%	5.0%	5.6%	5.5%	4.8%	5.5%	4.0%	5.4%
%H		95.7%	52.7%	15.3%	71.3%	43.0%	28.3%	96.0%
20 - 24	413	374	180	60	276	152	124	390
%V	6.8%	6.5%	6.4%	7.1%	6.2%	6.5%	5.9%	7.3%
%H		90.6%	43.6%	14.5%	66.8%	36.8%	30.0%	94.4%
25 - 34	775	697	377	109	502	296	206	740
%V	12.8%	12.1%	13.4%	12.9%	11.3%	12.7%	9.8%	13.8%
%H		89.9%	48.6%	14.1%	64.8%	38.2%	26.6%	95.5%
35 - 44	752	715	387	113	515	302	213	729
%V	12.4%	12.4%	13.8%	13.4%	11.6%	13.0%	10.1%	13.6%
%H		95.1%	51.5%	15.0%	68.5%	40.2%	28.3%	96.9%
45 - 54	869	849	432	133	662	371	290	821
%V	14.4%	14.7%	15.4%	15.8%	14.9%	15.9%	13.7%	15.4%
%H		97.7%	49.7%	15.3%	76.2%	42.7%	33.4%	94.5%
55 - 64	720	705	311	98	563	270	293	633
%V	11.9%	12.2%	11.1%	11.6%	12.7%	11.6%	13.9%	11.8%
%H		97.9%	43.2%	13.6%	78.2%	37.5%	40.7%	87.9%
65+	1082	1048	343	110	932	328	604	650
%V	17.9%	18.2%	12.2%	13.0%	21.0%	14.1%	28.6%	12.2%
%H		96.9%	31.7%	10.2%	86.1%	30.3%	55.8%	60.1%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		4911	4674	2187	669	3664	1849	1816	4253
	%H		95.2%	44.5%	13.6%	74.6%	37.7%	37.0%	86.6%
AB		1078	1049	518	145	803	414	389	1039
	%V	22.0%	22.4%	23.7%	21.7%	21.9%	22.4%	21.4%	24.4%
	%H		97.3%	48.1%	13.5%	74.5%	38.4%	36.1%	96.4%
C1		1340	1248	593	204	983	524	459	1227
	%V	27.3%	26.7%	27.1%	30.5%	26.8%	28.3%	25.3%	28.9%
	%H		93.1%	44.3%	15.2%	73.4%	39.1%	34.3%	91.6%
C2		1139	1109	544	146	900	479	421	995
	%V	23.2%	23.7%	24.9%	21.8%	24.6%	25.9%	23.2%	23.4%
	%H		97.4%	47.8%	12.8%	79.0%	42.1%	37.0%	87.4%
D		855	804	340	127	608	288	321	681
	%V	17.4%	17.2%	15.5%	19.0%	16.6%	15.6%	17.7%	16.0%
	%H		94.0%	39.8%	14.9%	71.1%	33.7%	37.5%	79.6%
E		499	464	192	47	370	145	225	311
	%V	10.2%	9.9%	8.8%	7.0%	10.1%	7.8%	12.4%	7.3%
	%H		93.0%	38.5%	9.4%	74.1%	29.1%	45.1%	62.3%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4911	4674	2187	669	3664	1849	1816	4253
%H		95.2%	44.5%	13.6%	74.6%	37.7%	37.0%	86.6%
Working full time	2213	2119	1105	326	1589	904	685	2124
%V	45.1%	45.3%	50.5%	48.7%	43.4%	48.9%	37.7%	49.9%
%H		95.8%	49.9%	14.7%	71.8%	40.8%	31.0%	96.0%
Working part time	472	458	218	73	353	187	167	440
%V	9.6%	9.8%	10.0%	10.9%	9.6%	10.1%	9.2%	10.3%
%H		97.0%	46.2%	15.5%	74.8%	39.6%	35.4%	93.2%
Not working	2227	2097	864	270	1722	758	964	1689
%V	45.3%	44.9%	39.5%	40.4%	47.0%	41.0%	53.1%	39.7%
%H		94.2%	38.8%	12.1%	77.3%	34.0%	43.3%	75.8%
Housewife/Houseperson	2607	2475	1052	330	1976	890	1086	2106
%V	53.1%	53.0%	48.1%	49.3%	53.9%	48.1%	59.8%	49.5%
%H		94.9%	40.4%	12.7%	75.8%	34.1%	41.7%	80.8%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2406	2271	1090	333	1754	917	837	2126
%H		94.4%	45.3%	13.8%	72.9%	38.1%	34.8%	88.4%
16 - 19	159	151	90	25	109	73	36	156
%V	6.6%	6.6%	8.3%	7.5%	6.2%	8.0%	4.3%	7.3%
%H		95.0%	56.6%	15.7%	68.6%	45.9%	22.6%	98.1%
20 - 24	211	190	96	26	137	79	57	197
%V	8.8%	8.4%	8.8%	7.8%	7.8%	8.6%	6.8%	9.3%
%H		90.0%	45.5%	12.3%	64.9%	37.4%	27.0%	93.4%
25 - 34	383	336	176	56	237	135	102	365
%V	15.9%	14.8%	16.1%	16.8%	13.5%	14.7%	12.2%	17.2%
%H		87.7%	46.0%	14.6%	61.9%	35.2%	26.6%	95.3%
35 - 44	380	357	183	53	259	145	114	364
%V	15.8%	15.7%	16.8%	15.9%	14.8%	15.8%	13.6%	17.1%
%H		93.9%	48.2%	13.9%	68.2%	38.2%	30.0%	95.8%
45 - 54	430	418	214	72	320	185	135	411
%V	17.9%	18.4%	19.6%	21.6%	18.2%	20.2%	16.1%	19.3%
%H		97.2%	49.8%	16.7%	74.4%	43.0%	31.4%	95.6%
55 - 64	351	344	155	42	274	127	148	304
%V	14.6%	15.1%	14.2%	12.6%	15.6%	13.8%	17.7%	14.3%
%H		98.0%	44.2%	12.0%	78.1%	36.2%	42.2%	86.6%
65+	492	475	175	60	418	173	245	328
%V	20.4%	20.9%	16.1%	18.0%	23.8%	18.9%	29.3%	15.4%
%H		96.5%	35.6%	12.2%	85.0%	35.2%	49.8%	66.7%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		2406	2271	1090	333	1754	917	837	2126
	%H		94.4%	45.3%	13.8%	72.9%	38.1%	34.8%	88.4%
AB		525	512	259	72	388	206	181	508
	%V	21.8%	22.5%	23.8%	21.6%	22.1%	22.5%	21.6%	23.9%
	%H		97.5%	49.3%	13.7%	73.9%	39.2%	34.5%	96.8%
C1		628	580	299	100	447	261	185	590
	%V	26.1%	25.5%	27.4%	30.0%	25.5%	28.5%	22.1%	27.8%
	%H		92.4%	47.6%	15.9%	71.2%	41.6%	29.5%	93.9%
C2		619	595	281	80	482	248	234	536
	%V	25.7%	26.2%	25.8%	24.0%	27.5%	27.0%	28.0%	25.2%
	%H		96.1%	45.4%	12.9%	77.9%	40.1%	37.8%	86.6%
D		428	400	174	65	296	146	150	352
	%V	17.8%	17.6%	16.0%	19.5%	16.9%	15.9%	17.9%	16.6%
	%H		93.5%	40.7%	15.2%	69.2%	34.1%	35.0%	82.2%
E		207	184	78	16	142	55	87	140
	%V	8.6%	8.1%	7.2%	4.8%	8.1%	6.0%	10.4%	6.6%
	%H		88.9%	37.7%	7.7%	68.6%	26.6%	42.0%	67.6%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2406	2271	1090	333	1754	917	837	2126
%H		94.4%	45.3%	13.8%	72.9%	38.1%	34.8%	88.4%
Working full time	1374	1310	685	200	975	553	422	1314
%V	57.1%	57.7%	62.8%	60.1%	55.6%	60.3%	50.4%	61.8%
%H		95.3%	49.9%	14.6%	71.0%	40.2%	30.7%	95.6%
Working part time	100	96	38	16	67	26	41	89
%V	4.2%	4.2%	3.5%	4.8%	3.8%	2.8%	4.9%	4.2%
%H		96.0%	38.0%	16.0%	67.0%	26.0%	41.0%	89.0%
Not working	932	866	367	117	712	338	374	723
%V	38.7%	38.1%	33.7%	35.1%	40.6%	36.9%	44.7%	34.0%
%H		92.9%	39.4%	12.6%	76.4%	36.3%	40.1%	77.6%
Housewife/Houseperson	572	517	175	70	423	163	260	419
%V	23.8%	22.8%	16.1%	21.0%	24.1%	17.8%	31.1%	19.7%
%H		90.4%	30.6%	12.2%	74.0%	28.5%	45.5%	73.3%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2505	2404	1096	336	1911	932	979	2127
%H		96.0%	43.8%	13.4%	76.3%	37.2%	39.1%	84.9%
16 - 19	141	136	68	21	105	56	49	133
%V	5.6%	5.7%	6.2%	6.3%	5.5%	6.0%	5.0%	6.3%
%H		96.5%	48.2%	14.9%	74.5%	39.7%	34.8%	94.3%
20 - 24	202	184	83	34	140	73	67	193
%V	8.1%	7.7%	7.6%	10.1%	7.3%	7.8%	6.8%	9.1%
%H		91.1%	41.1%	16.8%	69.3%	36.1%	33.2%	95.5%
25 - 34	391	361	200	54	265	161	104	374
%V	15.6%	15.0%	18.2%	16.1%	13.9%	17.3%	10.6%	17.6%
%H		92.3%	51.2%	13.8%	67.8%	41.2%	26.6%	95.7%
35 - 44	372	358	204	60	256	157	99	365
%V	14.9%	14.9%	18.6%	17.9%	13.4%	16.8%	10.1%	17.2%
%H		96.2%	54.8%	16.1%	68.8%	42.2%	26.6%	98.1%
45 - 54	439	431	218	62	342	187	156	410
%V	17.5%	17.9%	19.9%	18.5%	17.9%	20.1%	15.9%	19.3%
%H		98.2%	49.7%	14.1%	77.9%	42.6%	35.5%	93.4%
55 - 64	369	361	156	57	289	143	146	329
%V	14.7%	15.0%	14.2%	17.0%	15.1%	15.3%	14.9%	15.5%
%H		97.8%	42.3%	15.4%	78.3%	38.8%	39.6%	89.2%
65+	591	573	168	50	514	155	359	322
%V	23.6%	23.8%	15.3%	14.9%	26.9%	16.6%	36.7%	15.1%
%H		97.0%	28.4%	8.5%	87.0%	26.2%	60.7%	54.5%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		2505	2404	1096	336	1911	932	979	2127
	%H		96.0%	43.8%	13.4%	76.3%	37.2%	39.1%	84.9%
AB		553	537	259	74	416	208	208	531
	%V	22.1%	22.3%	23.6%	22.0%	21.8%	22.3%	21.2%	25.0%
	%H		97.1%	46.8%	13.4%	75.2%	37.6%	37.6%	96.0%
C1		712	668	294	104	536	262	274	637
	%V	28.4%	27.8%	26.8%	31.0%	28.0%	28.1%	28.0%	29.9%
	%H		93.8%	41.3%	14.6%	75.3%	36.8%	38.5%	89.5%
C2		521	514	263	66	418	230	188	459
	%V	20.8%	21.4%	24.0%	19.6%	21.9%	24.7%	19.2%	21.6%
	%H		98.7%	50.5%	12.7%	80.2%	44.1%	36.1%	88.1%
D		427	404	166	62	313	142	171	329
	%V	17.0%	16.8%	15.1%	18.5%	16.4%	15.2%	17.5%	15.5%
	%H		94.6%	38.9%	14.5%	73.3%	33.3%	40.0%	77.0%
E		293	280	115	31	228	90	138	171
	%V	11.7%	11.6%	10.5%	9.2%	11.9%	9.7%	14.1%	8.0%
	%H		95.6%	39.2%	10.6%	77.8%	30.7%	47.1%	58.4%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2505	2404	1096	336	1911	932	979	2127
%H		96.0%	43.8%	13.4%	76.3%	37.2%	39.1%	84.9%
Working full time	839	810	421	126	614	351	263	810
%V	33.5%	33.7%	38.4%	37.5%	32.1%	37.7%	26.9%	38.1%
%H		96.5%	50.2%	15.0%	73.2%	41.8%	31.3%	96.5%
Working part time	371	362	179	57	286	160	126	351
%V	14.8%	15.1%	16.3%	17.0%	15.0%	17.2%	12.9%	16.5%
%H		97.6%	48.2%	15.4%	77.1%	43.1%	34.0%	94.6%
Not working	1295	1232	497	153	1011	420	590	966
%V	51.7%	51.2%	45.3%	45.5%	52.9%	45.1%	60.3%	45.4%
%H		95.1%	38.4%	11.8%	78.1%	32.4%	45.6%	74.6%
Housewife/Houseperson	2035	1958	877	259	1553	727	826	1687
%V	81.2%	81.4%	80.0%	77.1%	81.3%	78.0%	84.4%	79.3%
%H		96.2%	43.1%	12.7%	76.3%	35.7%	40.6%	82.9%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1514	1454	593	204	1090	442	648	1183
%H (All HH)		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%
%H (TV HH)			40.8%	14.0%	75.0%	30.4%	44.6%	
AB	341	329	149	46	245	112	134	320
%V	22.5%	22.6%	25.1%	22.5%	22.5%	25.3%	20.7%	27.0%
%H (All HH)		96.5%	43.7%	13.5%	71.8%	32.8%	39.3%	93.8%
%H (TV HH)			45.3%	14.0%	74.5%	34.0%	40.7%	
C1	358	340	144	51	254	111	143	314
%V	23.6%	23.4%	24.3%	25.0%	23.3%	25.1%	22.1%	26.5%
%H (All HH)		95.0%	40.2%	14.2%	70.9%	31.0%	39.9%	87.7%
%H (TV HH)			42.4%	15.0%	74.7%	32.6%	42.1%	
C2	322	311	134	42	240	107	133	253
%V	21.3%	21.4%	22.6%	20.6%	22.0%	24.2%	20.5%	21.4%
%H (All HH)		96.6%	41.6%	13.0%	74.5%	33.2%	41.3%	78.6%
%H (TV HH)			43.1%	13.5%	77.2%	34.4%	42.8%	
D	264	260	100	36	183	64	120	180
%V	17.4%	17.9%	16.9%	17.6%	16.8%	14.5%	18.5%	15.2%
%H (All HH)		98.5%	37.9%	13.6%	69.3%	24.2%	45.5%	68.2%
%H (TV HH)			38.5%	13.8%	70.4%	24.6%	46.2%	
E	228	215	65	29	168	49	119	117
%V	15.1%	14.8%	11.0%	14.2%	15.4%	11.1%	18.4%	9.9%
%H (All HH)		94.3%	28.5%	12.7%	73.7%	21.5%	52.2%	51.3%
%H (TV HH)			30.2%	13.5%	78.1%	22.8%	55.3%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1514	1454	593	204	1090	442	648	1183
%V (All HH)		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%
%H (TV HH)			40.8%	14.0%	75.0%	30.4%	44.6%	
Under 25	65	57	29	6	36	17	20	55
%V	4.3%	3.9%	4.9%	2.9%	3.3%	3.8%	3.1%	4.6%
%H (All HH)		87.7%	44.6%	9.2%	55.4%	26.2%	30.8%	84.6%
%H (TV HH)			50.9%	10.5%	63.2%	29.8%	35.1%	
25 - 34	213	202	89	30	129	52	77	199
%V	14.1%	13.9%	15.0%	14.7%	11.8%	11.8%	11.9%	16.8%
%H (All HH)		94.8%	41.8%	14.1%	60.6%	24.4%	36.2%	93.4%
%H (TV HH)			44.1%	14.9%	63.9%	25.7%	38.1%	
35 - 44	219	207	108	32	142	76	66	201
%V	14.5%	14.2%	18.2%	15.7%	13.0%	17.2%	10.2%	17.0%
%H (All HH)		94.5%	49.3%	14.6%	64.8%	34.7%	30.1%	91.8%
%H (TV HH)			52.2%	15.5%	68.6%	36.7%	31.9%	
45 - 54	294	286	133	46	213	105	108	265
%V	19.4%	19.7%	22.4%	22.5%	19.5%	23.8%	16.7%	22.4%
%H (All HH)		97.3%	45.2%	15.6%	72.4%	35.7%	36.7%	90.1%
%H (TV HH)			46.5%	16.1%	74.5%	36.7%	37.8%	
55 - 64	273	267	112	36	207	88	119	227
%V	18.0%	18.4%	18.9%	17.6%	19.0%	19.9%	18.4%	19.2%
%H (All HH)		97.8%	41.0%	13.2%	75.8%	32.2%	43.6%	83.2%
%H (TV HH)			41.9%	13.5%	77.5%	33.0%	44.6%	
65 +	449	435	123	53	362	104	258	237
%V	29.7%	29.9%	20.7%	26.0%	33.2%	23.5%	39.8%	20.0%
%H (All HH)		96.9%	27.4%	11.8%	80.6%	23.2%	57.5%	52.8%
%H (TV HH)			28.3%	12.2%	83.2%	23.9%	59.3%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1514	1454	593	204	1090	442	648	1183
%H (All HH)		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%
%H (TV HH)			40.8%	14.0%	75.0%	30.4%	44.6%	
1	490	459	121	48	379	96	283	256
%V	32.4%	31.6%	20.4%	23.5%	34.8%	21.7%	43.7%	21.6%
%H (All HH)		93.7%	24.7%	9.8%	77.3%	19.6%	57.8%	52.2%
%H (TV HH)			26.4%	10.5%	82.6%	20.9%	61.7%	
2	548	530	227	68	394	163	232	468
%V	36.2%	36.5%	38.3%	33.3%	36.1%	36.9%	35.8%	39.6%
%H (All HH)		96.7%	41.4%	12.4%	71.9%	29.7%	42.3%	85.4%
%H (TV HH)			42.8%	12.8%	74.3%	30.8%	43.8%	
3	236	230	110	47	159	86	73	224
%V	15.6%	15.8%	18.5%	23.0%	14.6%	19.5%	11.3%	18.9%
%H (All HH)		97.5%	46.6%	19.9%	67.4%	36.4%	30.9%	94.9%
%H (TV HH)			47.8%	20.4%	69.1%	37.4%	31.7%	
4	167	165	91	34	111	71	40	165
%V	11.0%	11.3%	15.3%	16.7%	10.2%	16.1%	6.2%	13.9%
%H (All HH)		98.8%	54.5%	20.4%	66.5%	42.5%	24.0%	98.8%
%H (TV HH)			55.2%	20.6%	67.3%	43.0%	24.2%	
5+	73	70	43	7	46	26	20	70
%V	4.8%	4.8%	7.3%	3.4%	4.2%	5.9%	3.1%	5.9%
%H (All HH)		95.9%	58.9%	9.6%	63.0%	35.6%	27.4%	95.9%
%H (TV HH)			61.4%	10.0%	65.7%	37.1%	28.6%	
Average HH size	2.21	2.23	2.53	2.44	2.14	2.49	1.91	2.45

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1514	1454	593	204	1090	442	648	1183
%H (All HH)		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%
%H (TV HH)			40.8%	14.0%	75.0%	30.4%	44.6%	
Without	1159	1106	407	145	862	315	547	846
%V	76.6%	76.1%	68.6%	71.1%	79.1%	71.3%	84.4%	71.5%
%H (All HH)		95.4%	35.1%	12.5%	74.4%	27.2%	47.2%	73.0%
%H (TV HH)			36.8%	13.1%	77.9%	28.5%	49.5%	
With	355	348	185	59	228	127	100	337
%V	23.4%	23.9%	31.2%	28.9%	20.9%	28.7%	15.4%	28.5%
%H (All HH)		98.0%	52.1%	16.6%	64.2%	35.8%	28.2%	94.9%
%H (TV HH)			53.2%	17.0%	65.5%	36.5%	28.7%	
0 - 3	131	128	73	18	75	39	36	123
%V	8.7%	8.8%	12.3%	8.8%	6.9%	8.8%	5.6%	10.4%
%H (All HH)		97.7%	55.7%	13.7%	57.3%	29.8%	27.5%	93.9%
%H (TV HH)			57.0%	14.1%	58.6%	30.5%	28.1%	
4 - 9	180	174	95	29	114	64	50	168
%V	11.9%	12.0%	16.0%	14.2%	10.5%	14.5%	7.7%	14.2%
%H (All HH)		96.7%	52.8%	16.1%	63.3%	35.6%	27.8%	93.3%
%H (TV HH)			54.6%	16.7%	65.5%	36.8%	28.7%	
10 - 15	172	170	90	30	115	70	45	168
%V	11.4%	11.7%	15.2%	14.7%	10.6%	15.8%	6.9%	14.2%
%H (All HH)		98.8%	52.3%	17.4%	66.9%	40.7%	26.2%	97.7%
%H (TV HH)			52.9%	17.6%	67.6%	41.2%	26.5%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1514	1454	593	204	1090	442	648	1183
%H (All HH)		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%
%H (TV HH)			40.8%	14.0%	75.0%	30.4%	44.6%	
1	541	541	170	63	377	82	295	369
%V	35.7%	37.2%	28.7%	30.9%	34.6%	18.6%	45.5%	31.2%
%H (All HH)		100.0%	31.4%	11.6%	69.7%	15.2%	54.5%	68.2%
%H (TV HH)			31.4%	11.6%	69.7%	15.2%	54.5%	
2	518	518	215	77	397	171	226	411
%V	34.2%	35.6%	36.3%	37.7%	36.4%	38.7%	34.9%	34.7%
%H (All HH)		100.0%	41.5%	14.9%	76.6%	33.0%	43.6%	79.3%
%H (TV HH)			41.5%	14.9%	76.6%	33.0%	43.6%	
3	251	251	125	40	195	106	89	225
%V	16.6%	17.3%	21.1%	19.6%	17.9%	24.0%	13.7%	19.0%
%H (All HH)		100.0%	49.8%	15.9%	77.7%	42.2%	35.5%	89.6%
%H (TV HH)			49.8%	15.9%	77.7%	42.2%	35.5%	
4	93	93	48	19	76	50	26	89
%V	6.1%	6.4%	8.1%	9.3%	7.0%	11.3%	4.0%	7.5%
%H (All HH)		100.0%	51.6%	20.4%	81.7%	53.8%	28.0%	95.7%
%H (TV HH)			51.6%	20.4%	81.7%	53.8%	28.0%	
5+	51	51	35	6	45	33	12	51
%V	3.4%	3.5%	5.9%	2.9%	4.1%	7.5%	1.9%	4.3%
%H (All HH)		100.0%	68.6%	11.8%	88.2%	64.7%	23.5%	100.0%
%H (TV HH)			68.6%	11.8%	88.2%	64.7%	23.5%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1514	1454	593	204	1090	442	648	1183
%V (All HH)		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%
%H (TV HH)			40.8%	14.0%	75.0%	30.4%	44.6%	
Under 20"	267	267	109	36	225	104	121	214
%V	17.6%	18.4%	18.4%	17.6%	20.6%	23.5%	18.7%	18.1%
%H (All HH)		100.0%	40.8%	13.5%	84.3%	39.0%	45.3%	80.1%
%H (TV HH)			40.8%	13.5%	84.3%	39.0%	45.3%	
20" - 29"	450	450	186	64	361	160	201	351
%V	29.7%	30.9%	31.4%	31.4%	33.1%	36.2%	31.0%	29.7%
%H (All HH)		100.0%	41.3%	14.2%	80.2%	35.6%	44.7%	78.0%
%H (TV HH)			41.3%	14.2%	80.2%	35.6%	44.7%	
30" - 39"	774	774	314	102	607	252	355	609
%V	51.1%	53.2%	53.0%	50.0%	55.7%	57.0%	54.8%	51.5%
%H (All HH)		100.0%	40.6%	13.2%	78.4%	32.6%	45.9%	78.7%
%H (TV HH)			40.6%	13.2%	78.4%	32.6%	45.9%	
40" and over	856	856	415	145	609	314	295	742
%V	56.5%	58.9%	70.0%	71.1%	55.9%	71.0%	45.5%	62.7%
%H (All HH)		100.0%	48.5%	16.9%	71.1%	36.7%	34.5%	86.7%
%H (TV HH)			48.5%	16.9%	71.1%	36.7%	34.5%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1514	1454	593	204	1090	442	648	1183
%V (All HH)		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%
%H (TV HH)			40.8%	14.0%	75.0%	30.4%	44.6%	
Main living room	1432	1432	590	203	1077	441	636	1126
%V	94.6%	98.5%	99.5%	99.5%	98.8%	99.8%	98.1%	95.2%
%H (All HH)		100.0%	41.2%	14.2%	75.2%	30.8%	44.4%	78.6%
%H (TV HH)			41.2%	14.2%	75.2%	30.8%	44.4%	
Kitchen	167	167	82	21	147	82	65	139
%V	11.0%	11.5%	13.8%	10.3%	13.5%	18.6%	10.0%	11.7%
%H (All HH)		100.0%	49.1%	12.6%	88.0%	49.1%	38.9%	83.2%
%H (TV HH)			49.1%	12.6%	88.0%	49.1%	38.9%	
Adult's bedroom	681	681	312	106	551	285	265	579
%V	45.0%	46.8%	52.6%	52.0%	50.6%	64.5%	40.9%	48.9%
%H (All HH)		100.0%	45.8%	15.6%	80.9%	41.9%	38.9%	85.0%
%H (TV HH)			45.8%	15.6%	80.9%	41.9%	38.9%	
Child's bedroom	182	182	102	31	121	72	49	171
%V	12.0%	12.5%	17.2%	15.2%	11.1%	16.3%	7.6%	14.5%
%H (All HH)		100.0%	56.0%	17.0%	66.5%	39.6%	26.9%	94.0%
%H (TV HH)			56.0%	17.0%	66.5%	39.6%	26.9%	
Other bedroom	123	123	58	16	104	57	47	110
%V	8.1%	8.5%	9.8%	7.8%	9.5%	12.9%	7.3%	9.3%
%H (All HH)		100.0%	47.2%	13.0%	84.6%	46.3%	38.2%	89.4%
%H (TV HH)			47.2%	13.0%	84.6%	46.3%	38.2%	
Second living/dining room	127	127	55	21	97	46	52	114
%V	8.4%	8.7%	9.3%	10.3%	8.9%	10.4%	8.0%	9.6%
%H (All HH)		100.0%	43.3%	16.5%	76.4%	36.2%	40.9%	89.8%
%H (TV HH)			43.3%	16.5%	76.4%	36.2%	40.9%	
Study/office	19	19	11	1	17	10	6	19
%V	1.3%	1.3%	1.9%	0.5%	1.6%	2.3%	0.9%	1.6%
%H (All HH)		100.0%	57.9%	5.3%	89.5%	52.6%	31.6%	100.0%
%H (TV HH)			57.9%	5.3%	89.5%	52.6%	31.6%	
TV room	10	10	8	3	6	5	1	10
%V	0.7%	0.7%	1.3%	1.5%	0.6%	1.1%	0.2%	0.8%
%H (All HH)		100.0%	80.0%	30.0%	60.0%	50.0%	10.0%	100.0%
%H (TV HH)			80.0%	30.0%	60.0%	50.0%	10.0%	
Conservatory	37	37	22	5	28	19	10	33
%V	2.4%	2.5%	3.7%	2.5%	2.6%	4.3%	1.5%	2.8%
%H (All HH)		100.0%	59.5%	13.5%	75.7%	51.4%	27.0%	89.2%
%H (TV HH)			59.5%	13.5%	75.7%	51.4%	27.0%	
Attic or loft room	4	4	2	1	3	2	2	4
%V	0.3%	0.3%	0.3%	0.5%	0.3%	0.5%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	50.0%	
No specific location	2	2	1	0	2	1	2	2
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	100.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	100.0%	
Other	13	13	7	1	13	8	5	12
%V	0.9%	0.9%	1.2%	0.5%	1.2%	1.8%	0.8%	1.0%
%H (All HH)		100.0%	53.8%	7.7%	100.0%	61.5%	38.5%	92.3%
%H (TV HH)			53.8%	7.7%	100.0%	61.5%	38.5%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1514	1454	593	204	1090	442	648	1183
%H (All HH)		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%
%H (TV HH)			40.8%	14.0%	75.0%	30.4%	44.6%	
Any DSAT provider	593	593	593	8	346	346	0	525
%V	39.2%	40.8%	100.0%	3.9%	31.7%	78.3%	0.0%	44.4%
%H (All HH)			100.0%	1.3%	58.3%	58.3%	0.0%	88.5%
%H (TV HH)			100.0%	1.3%	58.3%	58.3%	0.0%	
Sky with subcription	502	502	502	4	292	292	0	455
%V	33.2%	34.5%	84.7%	2.0%	26.8%	66.1%	0.0%	38.5%
%H (All HH)			100.0%	0.8%	58.2%	58.2%	0.0%	90.6%
%H (TV HH)			100.0%	0.8%	58.2%	58.2%	0.0%	
Sky without subcription	47	47	47	1	28	28	0	33
%V	3.1%	3.2%	7.9%	0.5%	2.6%	6.3%	0.0%	2.8%
%H (All HH)			100.0%	2.1%	59.6%	59.6%	0.0%	70.2%
%H (TV HH)			100.0%	2.1%	59.6%	59.6%	0.0%	
Freesat	50	50	50	1	32	32	0	43
%V	3.3%	3.4%	8.4%	0.5%	2.9%	7.2%	0.0%	3.6%
%H (All HH)			100.0%	2.0%	64.0%	64.0%	0.0%	86.0%
%H (TV HH)			100.0%	2.0%	64.0%	64.0%	0.0%	
Other satellite provider	11	11	11	0	6	6	0	10
%V	0.7%	0.8%	1.9%	0.0%	0.6%	1.4%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	54.5%	54.5%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	54.5%	54.5%	0.0%	
DCAB	204	204	8	204	102	102	0	183
%V	13.5%	14.0%	1.3%	100.0%	9.4%	23.1%	0.0%	15.5%
%H (All HH)			3.9%	100.0%	50.0%	50.0%	0.0%	89.7%
%H (TV HH)			3.9%	100.0%	50.0%	50.0%	0.0%	
DTT	1090	1090	346	102	1090	442	648	824
%V	72.0%	75.0%	58.3%	50.0%	100.0%	100.0%	100.0%	69.7%
%H (All HH)		100.0%	31.7%	9.4%	100.0%	40.6%	59.4%	75.6%
%H (TV HH)			31.7%	9.4%	100.0%	40.6%	59.4%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1514	1454	593	204	1090	442	648	1183
%H (All HH)		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%
%H (TV HH)			40.8%	14.0%	75.0%	30.4%	44.6%	
PVR	903	903	529	167	597	383	214	794
%V	59.6%	62.1%	89.2%	81.9%	54.8%	86.7%	33.0%	67.1%
%H (All HH)		100.0%	58.6%	18.5%	66.1%	42.4%	23.7%	87.9%
%H (TV HH)			58.6%	18.5%	66.1%	42.4%	23.7%	
DVDR	53	53	23	8	43	22	21	45
%V	3.5%	3.6%	3.9%	3.9%	3.9%	5.0%	3.2%	3.8%
%H (All HH)		100.0%	43.4%	15.1%	81.1%	41.5%	39.6%	84.9%
%H (TV HH)			43.4%	15.1%	81.1%	41.5%	39.6%	
VCR	20	20	4	3	20	7	13	12
%V	1.3%	1.4%	0.7%	1.5%	1.8%	1.6%	2.0%	1.0%
%H (All HH)		100.0%	20.0%	15.0%	100.0%	35.0%	65.0%	60.0%
%H (TV HH)			20.0%	15.0%	100.0%	35.0%	65.0%	
Any recorder	931	931	531	169	624	386	238	811
%V	61.5%	64.0%	89.5%	82.8%	57.2%	87.3%	36.7%	68.6%
%H (All HH)		100.0%	57.0%	18.2%	67.0%	41.5%	25.6%	87.1%
%H (TV HH)			57.0%	18.2%	67.0%	41.5%	25.6%	
Receives HDTV (via STB or built-in reception)	836	836	446	163	575	340	235	739
%V	55.2%	57.5%	75.2%	79.9%	52.8%	76.9%	36.3%	62.5%
%H (All HH)		100.0%	53.3%	19.5%	68.8%	40.7%	28.1%	88.4%
%H (TV HH)			53.3%	19.5%	68.8%	40.7%	28.1%	
DVD/Blu-ray player or recorder	1041	1041	448	152	797	354	442	853
%V	68.8%	71.6%	75.5%	74.5%	73.1%	80.1%	68.2%	72.1%
%H (All HH)		100.0%	43.0%	14.6%	76.6%	34.0%	42.5%	81.9%
%H (TV HH)			43.0%	14.6%	76.6%	34.0%	42.5%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2015

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1514	1454	593	204	1090	442	648	1183
%V (All HH)		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%
%H (TV HH)			40.8%	14.0%	75.0%	30.4%	44.6%	
Has broadband internet	1183	1144	525	183	824	394	430	1183
%V	78.1%	78.7%	88.5%	89.7%	75.6%	89.1%	66.4%	100.0%
%H (All HH)		96.7%	44.4%	15.5%	69.7%	33.3%	36.3%	100.0%
%H (TV HH)			45.9%	16.0%	72.0%	34.4%	37.6%	
Number of computers (PCs and laptops)								
0	350	331	78	27	280	57	223	50
%V	23.1%	22.8%	13.2%	13.2%	25.7%	12.9%	34.4%	4.2%
%H (All HH)		94.6%	22.3%	7.7%	80.0%	16.3%	63.7%	14.3%
%H (TV HH)			23.6%	8.2%	84.6%	17.2%	67.4%	
1	414	394	150	51	294	104	190	386
%V	27.3%	27.1%	25.3%	25.0%	27.0%	23.5%	29.3%	32.6%
%H (All HH)		95.2%	36.2%	12.3%	71.0%	25.1%	45.9%	93.2%
%H (TV HH)			38.1%	12.9%	74.6%	26.4%	48.2%	
2	348	332	152	52	234	111	122	345
%V	23.0%	22.8%	25.6%	25.5%	21.5%	25.1%	18.8%	29.2%
%H (All HH)		95.4%	43.7%	14.9%	67.2%	31.9%	35.1%	99.1%
%H (TV HH)			45.8%	15.7%	70.5%	33.4%	36.7%	
3	178	176	90	31	122	71	52	177
%V	11.8%	12.1%	15.2%	15.2%	11.2%	16.1%	8.0%	15.0%
%H (All HH)		98.9%	50.6%	17.4%	68.5%	39.9%	29.2%	99.4%
%H (TV HH)			51.1%	17.6%	69.3%	40.3%	29.5%	
4	116	115	61	26	80	49	31	116
%V	7.7%	7.9%	10.3%	12.7%	7.3%	11.1%	4.8%	9.8%
%H (All HH)		99.1%	52.6%	22.4%	69.0%	42.2%	26.7%	100.0%
%H (TV HH)			53.0%	22.6%	69.6%	42.6%	27.0%	
5+	108	107	62	17	79	50	29	108
%V	7.1%	7.4%	10.5%	8.3%	7.2%	11.3%	4.5%	9.1%
%H (All HH)		99.1%	57.4%	15.7%	73.1%	46.3%	26.9%	100.0%
%H (TV HH)			57.9%	15.9%	73.8%	46.7%	27.1%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2979	1355	441	2303	1118	1185	2495
%H		45.5%	14.8%	77.3%	37.5%	39.8%	83.8%
Under 20"	333	140	45	280	130	150	273
%V	11.2%	10.3%	10.2%	12.2%	11.6%	12.7%	10.9%
%H		42.0%	13.5%	84.1%	39.0%	45.0%	82.0%
20" - 29"	592	258	82	480	225	255	477
%V	19.9%	19.0%	18.6%	20.8%	20.1%	21.5%	19.1%
%H		43.6%	13.9%	81.1%	38.0%	43.1%	80.6%
30" - 39"	945	403	119	751	332	419	764
%V	31.7%	29.7%	27.0%	32.6%	29.7%	35.4%	30.6%
%H		42.6%	12.6%	79.5%	35.1%	44.3%	80.8%
40" and over	1098	548	192	783	424	358	972
%V	36.9%	40.4%	43.5%	34.0%	37.9%	30.2%	39.0%
%H		49.9%	17.5%	71.3%	38.6%	32.6%	88.5%
Don't know	12	5	4	10	7	3	9
%V	0.4%	0.4%	0.9%	0.4%	0.6%	0.3%	0.4%
%H		41.7%	33.3%	83.3%	58.3%	25.0%	75.0%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2979	1355	441	2303	1118	1185	2495
%H		45.5%	14.8%	77.3%	37.5%	39.8%	83.8%
Main living room	1440	592	206	1082	443	639	1133
%V	48.3%	43.7%	46.7%	47.0%	39.6%	53.9%	45.4%
%H		41.1%	14.3%	75.1%	30.8%	44.4%	78.7%
Kitchen	167	82	21	147	82	65	139
%V	5.6%	6.1%	4.8%	6.4%	7.3%	5.5%	5.6%
%H		49.1%	12.6%	88.0%	49.1%	38.9%	83.2%
Adult's bedroom	768	358	124	621	331	290	662
%V	25.8%	26.4%	28.1%	27.0%	29.6%	24.5%	26.5%
%H		46.6%	16.1%	80.9%	43.1%	37.8%	86.2%
Child's bedroom	245	144	41	161	101	59	232
%V	8.2%	10.6%	9.3%	7.0%	9.0%	5.0%	9.3%
%H		58.8%	16.7%	65.7%	41.2%	24.1%	94.7%
Other bedroom	143	71	18	121	67	53	129
%V	4.8%	5.2%	4.1%	5.3%	6.0%	4.5%	5.2%
%H		49.7%	12.6%	84.6%	46.9%	37.1%	90.2%
Second living/dining room	129	56	21	99	47	52	116
%V	4.3%	4.1%	4.8%	4.3%	4.2%	4.4%	4.6%
%H		43.4%	16.3%	76.7%	36.4%	40.3%	89.9%
Study/office	19	11	1	17	10	6	19
%V	0.6%	0.8%	0.2%	0.7%	0.9%	0.5%	0.8%
%H		57.9%	5.3%	89.5%	52.6%	31.6%	100.0%
TV room	11	9	3	7	6	1	11
%V	0.4%	0.7%	0.7%	0.3%	0.5%	0.1%	0.4%
%H		81.8%	27.3%	63.6%	54.5%	9.1%	100.0%
Conservatory	37	22	5	28	19	10	33
%V	1.2%	1.6%	1.1%	1.2%	1.7%	0.8%	1.3%
%H		59.5%	13.5%	75.7%	51.4%	27.0%	89.2%
Attic or loft room	4	2	1	3	2	2	4
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%
%H		50.0%	25.0%	75.0%	50.0%	50.0%	100.0%
No specific location	3	1	0	3	1	2	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Other	14	8	1	14	8	6	13
%V	0.5%	0.6%	0.2%	0.6%	0.7%	0.5%	0.5%
%H		57.1%	7.1%	100.0%	57.1%	42.9%	92.9%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2979	1355	441	2303	1118	1185	2495
%H		45.5%	14.8%	77.3%	37.5%	39.8%	83.8%
PVR	1194	744	225	775	539	236	1070
%V	40.1%	54.9%	51.0%	33.7%	48.2%	19.9%	42.9%
%H		62.3%	18.8%	64.9%	45.1%	19.8%	89.6%
DVDR	60	26	9	49	24	25	52
%V	2.0%	1.9%	2.0%	2.1%	2.1%	2.1%	2.1%
%H		43.3%	15.0%	81.7%	40.0%	41.7%	86.7%
VCR	22	5	4	22	9	13	14
%V	0.7%	0.4%	0.9%	1.0%	0.8%	1.1%	0.6%
%H		22.7%	18.2%	100.0%	40.9%	59.1%	63.6%
Any recorder	1237	751	231	818	551	267	1101
%V	41.5%	55.4%	52.4%	35.5%	49.3%	22.5%	44.1%
%H		60.7%	18.7%	66.1%	44.5%	21.6%	89.0%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2979	1355	441	2303	1118	1185	2495
%H		45.5%	14.8%	77.3%	37.5%	39.8%	83.8%
Receives HDTV (via STB or built-in reception)	1215	649	241	862	521	341	1094
%V	40.8%	47.9%	54.6%	37.4%	46.6%	28.8%	43.8%
%H		53.4%	19.8%	70.9%	42.9%	28.1%	90.0%
DVD/Blu-ray player or recorder	1500	688	223	1180	586	594	1279
%V	50.4%	50.8%	50.6%	51.2%	52.4%	50.1%	51.3%
%H		45.9%	14.9%	78.7%	39.1%	39.6%	85.3%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1449	592	204	1089	442	647	1139
%H		40.9%	14.1%	75.2%	30.5%	44.7%	78.6%
Under 20"	18	4	1	15	3	12	11
%V	1.2%	0.7%	0.5%	1.4%	0.7%	1.9%	1.0%
%H		22.2%	5.6%	83.3%	16.7%	66.7%	61.1%
20" - 29"	115	28	10	95	20	75	64
%V	7.9%	4.7%	4.9%	8.7%	4.5%	11.6%	5.6%
%H		24.3%	8.7%	82.6%	17.4%	65.2%	55.7%
30" - 39"	483	155	49	388	114	274	343
%V	33.3%	26.2%	24.0%	35.6%	25.8%	42.3%	30.1%
%H		32.1%	10.1%	80.3%	23.6%	56.7%	71.0%
40" and over	829	404	141	588	304	284	717
%V	57.2%	68.2%	69.1%	54.0%	68.8%	43.9%	62.9%
%H		48.7%	17.0%	70.9%	36.7%	34.3%	86.5%
Don't know	4	1	2	3	3	1	3
%V	0.3%	0.2%	1.0%	0.3%	0.7%	0.2%	0.3%
%H		25.0%	50.0%	75.0%	75.0%	25.0%	75.0%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1449	592	204	1089	442	647	1139
%H		40.9%	14.1%	75.2%	30.5%	44.7%	78.6%
PVR	879	520	164	578	375	203	773
%V	60.7%	87.8%	80.4%	53.1%	84.8%	31.4%	67.9%
%H		59.2%	18.7%	65.8%	42.7%	23.1%	87.9%
DVDR	40	18	4	31	14	18	33
%V	2.8%	3.0%	2.0%	2.8%	3.2%	2.8%	2.9%
%H		45.0%	10.0%	77.5%	35.0%	45.0%	82.5%
VCR	17	4	2	17	5	12	10
%V	1.2%	0.7%	1.0%	1.6%	1.1%	1.9%	0.9%
%H		23.5%	11.8%	100.0%	29.4%	70.6%	58.8%
Any recorder	906	522	165	604	378	226	789
%V	62.5%	88.2%	80.9%	55.5%	85.5%	34.9%	69.3%
%H		57.6%	18.2%	66.7%	41.7%	24.9%	87.1%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1449	592	204	1089	442	647	1139
%H		40.9%	14.1%	75.2%	30.5%	44.7%	78.6%
Receives HDTV (via STB or built-in reception)	806	433	160	551	331	221	713
%V	55.6%	73.1%	78.4%	50.6%	74.9%	34.2%	62.6%
%H		53.7%	19.9%	68.4%	41.1%	27.4%	88.5%
DVD/Blu-ray player or recorder	942	401	133	716	309	407	766
%V	65.0%	67.7%	65.2%	65.7%	69.9%	62.9%	67.3%
%H		42.6%	14.1%	76.0%	32.8%	43.2%	81.3%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1530	763	237	1214	676	538	1356
%H		49.9%	15.5%	79.3%	44.2%	35.2%	88.6%
Under 20"	315	136	43	265	128	137	262
%V	20.6%	17.8%	18.1%	21.8%	18.9%	25.5%	19.3%
%H		43.2%	13.7%	84.1%	40.6%	43.5%	83.2%
20" - 29"	477	231	72	385	205	180	413
%V	31.2%	30.3%	30.4%	31.7%	30.3%	33.5%	30.5%
%H		48.4%	15.1%	80.7%	43.0%	37.7%	86.6%
30" - 39"	462	248	70	363	218	145	421
%V	30.2%	32.5%	29.5%	29.9%	32.2%	27.0%	31.0%
%H		53.7%	15.2%	78.6%	47.2%	31.4%	91.1%
40" and over	268	144	51	195	121	74	254
%V	17.5%	18.9%	21.5%	16.1%	17.9%	13.8%	18.7%
%H		53.7%	19.0%	72.8%	45.1%	27.6%	94.8%
Don't know	8	4	1	7	4	2	6
%V	0.5%	0.5%	0.4%	0.6%	0.6%	0.4%	0.4%
%H		50.0%	12.5%	87.5%	50.0%	25.0%	75.0%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1530	763	237	1214	676	538	1356
%H		49.9%	15.5%	79.3%	44.2%	35.2%	88.6%
PVR	314	225	61	197	164	33	297
%V	20.5%	29.5%	25.7%	16.2%	24.3%	6.1%	21.9%
%H		71.7%	19.4%	62.7%	52.2%	10.5%	94.6%
DVDR	20	7	5	17	10	7	19
%V	1.3%	0.9%	2.1%	1.4%	1.5%	1.3%	1.4%
%H		35.0%	25.0%	85.0%	50.0%	35.0%	95.0%
VCR	4	1	2	4	4	1	4
%V	0.3%	0.1%	0.8%	0.3%	0.6%	0.2%	0.3%
%H		25.0%	50.0%	100.0%	100.0%	25.0%	100.0%
Any recorder	331	229	66	214	173	41	312
%V	21.6%	30.0%	27.8%	17.6%	25.6%	7.6%	23.0%
%H		69.2%	19.9%	64.7%	52.3%	12.4%	94.3%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1530	763	237	1214	676	538	1356
%H		49.9%	15.5%	79.3%	44.2%	35.2%	88.6%
Receives HDTV (via STB or built-in reception)	409	215	81	311	191	120	381
%V	26.7%	28.2%	34.2%	25.6%	28.3%	22.3%	28.1%
%H		52.6%	19.8%	76.0%	46.7%	29.3%	93.2%
DVD/Blu-ray player or recorder	558	287	89	464	277	187	512
%V	36.5%	37.6%	37.6%	38.2%	41.0%	34.8%	37.8%
%H		51.4%	15.9%	83.2%	49.6%	33.5%	91.8%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3352	3241	1499	498	2334	1101	1234	2899
%H		96.7%	44.7%	14.9%	69.6%	32.8%	36.8%	86.5%
Total Children	602	587	321	94	379	213	167	573
%V	18.0%	18.1%	21.4%	18.9%	16.2%	19.3%	13.5%	19.8%
%H		97.5%	53.3%	15.6%	63.0%	35.4%	27.7%	95.2%
0 - 3	147	143	81	20	83	42	41	137
%V	4.4%	4.4%	5.4%	4.0%	3.6%	3.8%	3.3%	4.7%
%H		97.3%	55.1%	13.6%	56.5%	28.6%	27.9%	93.2%
4 - 15	455	444	239	74	296	170	126	435
%V	13.6%	13.7%	15.9%	14.9%	12.7%	15.4%	10.2%	15.0%
%H		97.6%	52.5%	16.3%	65.1%	37.4%	27.7%	95.6%
4 - 9	233	225	124	37	145	80	64	217
%V	7.0%	6.9%	8.3%	7.4%	6.2%	7.3%	5.2%	7.5%
%H		96.6%	53.2%	15.9%	62.2%	34.3%	27.5%	93.1%
10 - 15	223	219	116	37	152	90	61	218
%V	6.7%	6.8%	7.7%	7.4%	6.5%	8.2%	4.9%	7.5%
%H		98.2%	52.0%	16.6%	68.2%	40.4%	27.4%	97.8%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3352	3241	1499	498	2334	1101	1234	2899
%H		96.7%	44.7%	14.9%	69.6%	32.8%	36.8%	86.5%
Total Adults (16+)	2750	2654	1178	404	1955	888	1067	2326
%V	82.0%	81.9%	78.6%	81.1%	83.8%	80.7%	86.5%	80.2%
%H		96.5%	42.8%	14.7%	71.1%	32.3%	38.8%	84.6%
16 - 19	144	140	75	27	99	60	39	140
%V	4.3%	4.3%	5.0%	5.4%	4.2%	5.4%	3.2%	4.8%
%H		97.2%	52.1%	18.8%	68.8%	41.7%	27.1%	97.2%
20 - 24	209	189	88	27	139	66	73	192
%V	6.2%	5.8%	5.9%	5.4%	6.0%	6.0%	5.9%	6.6%
%H		90.4%	42.1%	12.9%	66.5%	31.6%	34.9%	91.9%
25 - 34	409	389	192	60	245	114	131	386
%V	12.2%	12.0%	12.8%	12.0%	10.5%	10.4%	10.6%	13.3%
%H		95.1%	46.9%	14.7%	59.9%	27.9%	32.0%	94.4%
35 - 44	379	364	190	63	247	136	111	354
%V	11.3%	11.2%	12.7%	12.7%	10.6%	12.4%	9.0%	12.2%
%H		96.0%	50.1%	16.6%	65.2%	35.9%	29.3%	93.4%
45 - 54	494	486	237	85	357	192	166	455
%V	14.7%	15.0%	15.8%	17.1%	15.3%	17.4%	13.5%	15.7%
%H		98.4%	48.0%	17.2%	72.3%	38.9%	33.6%	92.1%
55 - 64	446	438	192	64	331	149	182	388
%V	13.3%	13.5%	12.8%	12.9%	14.2%	13.5%	14.7%	13.4%
%H		98.2%	43.0%	14.3%	74.2%	33.4%	40.8%	87.0%
65+	669	649	203	79	536	170	366	410
%V	20.0%	20.0%	13.5%	15.9%	23.0%	15.4%	29.7%	14.1%
%H		97.0%	30.3%	11.8%	80.1%	25.4%	54.7%	61.3%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2750	2654	1178	404	1955	888	1067	2326
	%H		96.5%	42.8%	14.7%	71.1%	32.3%	38.8%	84.6%
AB		670	650	310	92	473	224	248	640
	%V	24.4%	24.5%	26.3%	22.8%	24.2%	25.2%	23.2%	27.5%
	%H		97.0%	46.3%	13.7%	70.6%	33.4%	37.0%	95.5%
C1		663	630	289	106	467	231	236	607
	%V	24.1%	23.7%	24.5%	26.2%	23.9%	26.0%	22.1%	26.1%
	%H		95.0%	43.6%	16.0%	70.4%	34.8%	35.6%	91.6%
C2		634	618	291	92	475	239	236	538
	%V	23.1%	23.3%	24.7%	22.8%	24.3%	26.9%	22.1%	23.1%
	%H		97.5%	45.9%	14.5%	74.9%	37.7%	37.2%	84.9%
D		462	452	192	68	307	119	188	354
	%V	16.8%	17.0%	16.3%	16.8%	15.7%	13.4%	17.6%	15.2%
	%H		97.8%	41.6%	14.7%	66.5%	25.8%	40.7%	76.6%
E		322	304	96	46	234	75	159	187
	%V	11.7%	11.5%	8.1%	11.4%	12.0%	8.4%	14.9%	8.0%
	%H		94.4%	29.8%	14.3%	72.7%	23.3%	49.4%	58.1%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2750	2654	1178	404	1955	888	1067	2326
%H		96.5%	42.8%	14.7%	71.1%	32.3%	38.8%	84.6%
Working full time	1128	1102	569	187	759	414	345	1075
%V	41.0%	41.5%	48.3%	46.3%	38.8%	46.6%	32.3%	46.2%
%H		97.7%	50.4%	16.6%	67.3%	36.7%	30.6%	95.3%
Working part time	304	295	140	36	223	105	119	280
%V	11.1%	11.1%	11.9%	8.9%	11.4%	11.8%	11.2%	12.0%
%H		97.0%	46.1%	11.8%	73.4%	34.5%	39.1%	92.1%
Not working	1318	1257	469	181	973	369	604	970
%V	47.9%	47.4%	39.8%	44.8%	49.8%	41.6%	56.6%	41.7%
%H		95.4%	35.6%	13.7%	73.8%	28.0%	45.8%	73.6%
Housewife/Houseperson	1514	1454	593	204	1090	442	648	1183
%V	55.1%	54.8%	50.3%	50.5%	55.8%	49.8%	60.7%	50.9%
%H		96.0%	39.2%	13.5%	72.0%	29.2%	42.8%	78.1%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1342	1291	600	197	939	448	491	1145
%H		96.2%	44.7%	14.7%	70.0%	33.4%	36.6%	85.3%
16 - 19	76	74	44	16	48	33	15	76
%V	5.7%	5.7%	7.3%	8.1%	5.1%	7.4%	3.1%	6.6%
%H		97.4%	57.9%	21.1%	63.2%	43.4%	19.7%	100.0%
20 - 24	99	91	37	14	70	32	38	92
%V	7.4%	7.0%	6.2%	7.1%	7.5%	7.1%	7.7%	8.0%
%H		91.9%	37.4%	14.1%	70.7%	32.3%	38.4%	92.9%
25 - 34	207	197	97	29	126	58	68	195
%V	15.4%	15.3%	16.2%	14.7%	13.4%	12.9%	13.8%	17.0%
%H		95.2%	46.9%	14.0%	60.9%	28.0%	32.9%	94.2%
35 - 44	183	174	90	29	119	65	54	167
%V	13.6%	13.5%	15.0%	14.7%	12.7%	14.5%	11.0%	14.6%
%H		95.1%	49.2%	15.8%	65.0%	35.5%	29.5%	91.3%
45 - 54	241	236	121	39	173	96	78	218
%V	18.0%	18.3%	20.2%	19.8%	18.4%	21.4%	15.9%	19.0%
%H		97.9%	50.2%	16.2%	71.8%	39.8%	32.4%	90.5%
55 - 64	222	217	102	30	157	74	83	190
%V	16.5%	16.8%	17.0%	15.2%	16.7%	16.5%	16.9%	16.6%
%H		97.7%	45.9%	13.5%	70.7%	33.3%	37.4%	85.6%
65+	313	303	109	41	245	91	154	208
%V	23.3%	23.5%	18.2%	20.8%	26.1%	20.3%	31.4%	18.2%
%H		96.8%	34.8%	13.1%	78.3%	29.1%	49.2%	66.5%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1342	1291	600	197	939	448	491	1145
%H		96.2%	44.7%	14.7%	70.0%	33.4%	36.6%	85.3%
AB	342	332	162	47	236	114	122	326
%V	25.5%	25.7%	27.0%	23.9%	25.1%	25.4%	24.8%	28.5%
%H		97.1%	47.4%	13.7%	69.0%	33.3%	35.7%	95.3%
C1	307	293	145	50	216	118	98	291
%V	22.9%	22.7%	24.2%	25.4%	23.0%	26.3%	20.0%	25.4%
%H		95.4%	47.2%	16.3%	70.4%	38.4%	31.9%	94.8%
C2	342	331	158	48	254	127	126	280
%V	25.5%	25.6%	26.3%	24.4%	27.1%	28.3%	25.7%	24.5%
%H		96.8%	46.2%	14.0%	74.3%	37.1%	36.8%	81.9%
D	209	204	92	30	134	55	79	166
%V	15.6%	15.8%	15.3%	15.2%	14.3%	12.3%	16.1%	14.5%
%H		97.6%	44.0%	14.4%	64.1%	26.3%	37.8%	79.4%
E	142	131	43	22	99	34	65	81
%V	10.6%	10.1%	7.2%	11.2%	10.5%	7.6%	13.2%	7.1%
%H		92.3%	30.3%	15.5%	69.7%	23.9%	45.8%	57.0%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1342	1291	600	197	939	448	491	1145
%H		96.2%	44.7%	14.7%	70.0%	33.4%	36.6%	85.3%
Working full time	697	679	353	106	471	253	218	663
%V	51.9%	52.6%	58.8%	53.8%	50.2%	56.5%	44.4%	57.9%
%H		97.4%	50.6%	15.2%	67.6%	36.3%	31.3%	95.1%
Working part time	65	61	29	4	48	18	30	53
%V	4.8%	4.7%	4.8%	2.0%	5.1%	4.0%	6.1%	4.6%
%H		93.8%	44.6%	6.2%	73.8%	27.7%	46.2%	81.5%
Not working	581	551	219	87	420	177	244	429
%V	43.3%	42.7%	36.5%	44.2%	44.7%	39.5%	49.7%	37.5%
%H		94.8%	37.7%	15.0%	72.3%	30.5%	42.0%	73.8%
Housewife/Houseperson	342	318	120	38	246	89	156	220
%V	25.5%	24.6%	20.0%	19.3%	26.2%	19.9%	31.8%	19.2%
%H		93.0%	35.1%	11.1%	71.9%	26.0%	45.6%	64.3%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1408	1363	578	207	1016	440	577	1181
%H		96.8%	41.1%	14.7%	72.2%	31.3%	41.0%	83.9%
16 - 19	67	67	32	12	51	27	24	65
%V	4.8%	4.9%	5.5%	5.8%	5.0%	6.1%	4.2%	5.5%
%H		100.0%	47.8%	17.9%	76.1%	40.3%	35.8%	97.0%
20 - 24	110	98	51	13	69	34	35	101
%V	7.8%	7.2%	8.8%	6.3%	6.8%	7.7%	6.1%	8.6%
%H		89.1%	46.4%	11.8%	62.7%	30.9%	31.8%	91.8%
25 - 34	202	192	94	31	119	57	63	191
%V	14.3%	14.1%	16.3%	15.0%	11.7%	13.0%	10.9%	16.2%
%H		95.0%	46.5%	15.3%	58.9%	28.2%	31.2%	94.6%
35 - 44	196	190	100	34	127	71	56	187
%V	13.9%	13.9%	17.3%	16.4%	12.5%	16.1%	9.7%	15.8%
%H		96.9%	51.0%	17.3%	64.8%	36.2%	28.6%	95.4%
45 - 54	253	250	116	46	184	96	88	238
%V	18.0%	18.3%	20.1%	22.2%	18.1%	21.8%	15.3%	20.2%
%H		98.8%	45.8%	18.2%	72.7%	37.9%	34.8%	94.1%
55 - 64	224	221	90	34	174	75	99	198
%V	15.9%	16.2%	15.6%	16.4%	17.1%	17.0%	17.2%	16.8%
%H		98.7%	40.2%	15.2%	77.7%	33.5%	44.2%	88.4%
65+	356	345	95	38	292	80	212	202
%V	25.3%	25.3%	16.4%	18.4%	28.7%	18.2%	36.7%	17.1%
%H		96.9%	26.7%	10.7%	82.0%	22.5%	59.6%	56.7%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1408	1363	578	207	1016	440	577	1181
%H		96.8%	41.1%	14.7%	72.2%	31.3%	41.0%	83.9%
AB	328	319	148	45	237	111	126	314
%V	23.3%	23.4%	25.6%	21.7%	23.3%	25.2%	21.8%	26.6%
%H		97.3%	45.1%	13.7%	72.3%	33.8%	38.4%	95.7%
C1	356	337	144	56	251	113	138	316
%V	25.3%	24.7%	24.9%	27.1%	24.7%	25.7%	23.9%	26.8%
%H		94.7%	40.4%	15.7%	70.5%	31.7%	38.8%	88.8%
C2	291	287	133	44	221	111	110	257
%V	20.7%	21.1%	23.0%	21.3%	21.8%	25.2%	19.1%	21.8%
%H		98.6%	45.7%	15.1%	75.9%	38.1%	37.8%	88.3%
D	253	248	100	38	173	64	109	188
%V	18.0%	18.2%	17.3%	18.4%	17.0%	14.5%	18.9%	15.9%
%H		98.0%	39.5%	15.0%	68.4%	25.3%	43.1%	74.3%
E	180	172	53	24	134	40	94	106
%V	12.8%	12.6%	9.2%	11.6%	13.2%	9.1%	16.3%	9.0%
%H		95.6%	29.4%	13.3%	74.4%	22.2%	52.2%	58.9%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1408	1363	578	207	1016	440	577	1181
%H		96.8%	41.1%	14.7%	72.2%	31.3%	41.0%	83.9%
Working full time	431	423	216	80	288	161	127	412
%V	30.6%	31.0%	37.4%	38.6%	28.3%	36.6%	22.0%	34.9%
%H		98.1%	50.1%	18.6%	66.8%	37.4%	29.5%	95.6%
Working part time	240	234	112	33	176	87	89	227
%V	17.0%	17.2%	19.4%	15.9%	17.3%	19.8%	15.4%	19.2%
%H		97.5%	46.7%	13.8%	73.3%	36.3%	37.1%	94.6%
Not working	737	706	250	94	552	192	360	541
%V	52.3%	51.8%	43.3%	45.4%	54.3%	43.6%	62.4%	45.8%
%H		95.8%	33.9%	12.8%	74.9%	26.1%	48.8%	73.4%
Housewife/Houseperson	1172	1136	473	166	844	353	491	963
%V	83.2%	83.3%	81.8%	80.2%	83.1%	80.2%	85.1%	81.5%
%H		96.9%	40.4%	14.2%	72.0%	30.1%	41.9%	82.2%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2857	1190	524	2165	1035	1130	2428
%H (All HH)		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%
%H (TV HH)			41.7%	18.3%	75.8%	36.2%	39.6%	
AB	647	625	290	114	476	253	222	603
%V	21.6%	21.9%	24.4%	21.8%	22.0%	24.4%	19.6%	24.8%
%H (All HH)		96.6%	44.8%	17.6%	73.6%	39.1%	34.3%	93.2%
%H (TV HH)			46.4%	18.2%	76.2%	40.5%	35.5%	
C1	830	794	339	149	593	295	299	726
%V	27.7%	27.8%	28.5%	28.4%	27.4%	28.5%	26.5%	29.9%
%H (All HH)		95.7%	40.8%	18.0%	71.4%	35.5%	36.0%	87.5%
%H (TV HH)			42.7%	18.8%	74.7%	37.2%	37.7%	
C2	638	613	275	119	462	245	217	532
%V	21.3%	21.5%	23.1%	22.7%	21.3%	23.7%	19.2%	21.9%
%H (All HH)		96.1%	43.1%	18.7%	72.4%	38.4%	34.0%	83.4%
%H (TV HH)			44.9%	19.4%	75.4%	40.0%	35.4%	
D	475	452	175	82	345	150	195	348
%V	15.9%	15.8%	14.7%	15.6%	15.9%	14.5%	17.3%	14.3%
%H (All HH)		95.2%	36.8%	17.3%	72.6%	31.6%	41.1%	73.3%
%H (TV HH)			38.7%	18.1%	76.3%	33.2%	43.1%	
E	407	374	112	61	289	92	197	218
%V	13.6%	13.1%	9.4%	11.6%	13.3%	8.9%	17.4%	9.0%
%H (All HH)		91.9%	27.5%	15.0%	71.0%	22.6%	48.4%	53.6%
%H (TV HH)			29.9%	16.3%	77.3%	24.6%	52.7%	

Base: BBC 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
January - December 2015

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2857	1190	524	2165	1035	1130	2428
%H (All HH)		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%
%H (TV HH)			41.7%	18.3%	75.8%	36.2%	39.6%	
Under 25	134	112	40	19	87	36	51	119
%V	4.5%	3.9%	3.4%	3.6%	4.0%	3.5%	4.5%	4.9%
%H (All HH)		83.6%	29.9%	14.2%	64.9%	26.9%	38.1%	88.8%
%H (TV HH)			35.7%	17.0%	77.7%	32.1%	45.5%	
25 - 34	461	429	218	70	269	141	128	445
%V	15.4%	15.0%	18.3%	13.4%	12.4%	13.6%	11.3%	18.3%
%H (All HH)		93.1%	47.3%	15.2%	58.4%	30.6%	27.8%	96.5%
%H (TV HH)			50.8%	16.3%	62.7%	32.9%	29.8%	
35 - 44	493	475	232	95	339	193	146	468
%V	16.5%	16.6%	19.5%	18.1%	15.7%	18.6%	12.9%	19.3%
%H (All HH)		96.3%	47.1%	19.3%	68.8%	39.1%	29.6%	94.9%
%H (TV HH)			48.8%	20.0%	71.4%	40.6%	30.7%	
45 - 54	585	564	266	123	437	260	177	516
%V	19.5%	19.7%	22.4%	23.5%	20.2%	25.1%	15.7%	21.3%
%H (All HH)		96.4%	45.5%	21.0%	74.7%	44.4%	30.3%	88.2%
%H (TV HH)			47.2%	21.8%	77.5%	46.1%	31.4%	
55 - 64	488	472	192	101	357	175	182	419
%V	16.3%	16.5%	16.1%	19.3%	16.5%	16.9%	16.1%	17.3%
%H (All HH)		96.7%	39.3%	20.7%	73.2%	35.9%	37.3%	85.9%
%H (TV HH)			40.7%	21.4%	75.6%	37.1%	38.6%	
65 +	835	805	243	116	676	230	447	460
%V	27.9%	28.2%	20.4%	22.1%	31.2%	22.2%	39.6%	18.9%
%H (All HH)		96.4%	29.1%	13.9%	81.0%	27.5%	53.5%	55.1%
%H (TV HH)			30.2%	14.4%	84.0%	28.6%	55.5%	

Base: BBC 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

January - December 2015

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2857	1190	524	2165	1035	1130	2428
%H (All HH)		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%
%H (TV HH)			41.7%	18.3%	75.8%	36.2%	39.6%	
1	968	902	268	119	713	210	503	559
%V	32.3%	31.6%	22.5%	22.7%	32.9%	20.3%	44.5%	23.0%
%H (All HH)		93.2%	27.7%	12.3%	73.7%	21.7%	52.0%	57.7%
%H (TV HH)			29.7%	13.2%	79.0%	23.3%	55.8%	
2	986	949	402	175	733	360	372	858
%V	32.9%	33.2%	33.8%	33.4%	33.9%	34.8%	32.9%	35.3%
%H (All HH)		96.2%	40.8%	17.7%	74.3%	36.5%	37.7%	87.0%
%H (TV HH)			42.4%	18.4%	77.2%	37.9%	39.2%	
3	486	469	226	110	344	214	130	467
%V	16.2%	16.4%	19.0%	21.0%	15.9%	20.7%	11.5%	19.2%
%H (All HH)		96.5%	46.5%	22.6%	70.8%	44.0%	26.7%	96.1%
%H (TV HH)			48.2%	23.5%	73.3%	45.6%	27.7%	
4	382	368	199	84	266	179	87	374
%V	12.8%	12.9%	16.7%	16.0%	12.3%	17.3%	7.7%	15.4%
%H (All HH)		96.3%	52.1%	22.0%	69.6%	46.9%	22.8%	97.9%
%H (TV HH)			54.1%	22.8%	72.3%	48.6%	23.6%	
5+	174	168	95	35	109	72	38	169
%V	5.8%	5.9%	8.0%	6.7%	5.0%	7.0%	3.4%	7.0%
%H (All HH)		96.6%	54.6%	20.1%	62.6%	41.4%	21.8%	97.1%
%H (TV HH)			56.5%	20.8%	64.9%	42.9%	22.6%	
Average HH size	2.29	2.31	2.57	2.54	2.25	2.58	1.94	2.51

Base: BBC 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

January - December 2015

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2857	1190	524	2165	1035	1130	2428
%H (All HH)		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%
%H (TV HH)			41.7%	18.3%	75.8%	36.2%	39.6%	
Without	2214	2099	801	366	1639	715	924	1673
%V	73.9%	73.5%	67.3%	69.8%	75.7%	69.1%	81.8%	68.9%
%H (All HH)		94.8%	36.2%	16.5%	74.0%	32.3%	41.7%	75.6%
%H (TV HH)			38.2%	17.4%	78.1%	34.1%	44.0%	
With	781	757	389	158	527	320	207	755
%V	26.1%	26.5%	32.7%	30.2%	24.3%	30.9%	18.3%	31.1%
%H (All HH)		96.9%	49.8%	20.2%	67.5%	41.0%	26.5%	96.7%
%H (TV HH)			51.4%	20.9%	69.6%	42.3%	27.3%	
0 - 3	289	275	148	48	183	103	80	278
%V	9.6%	9.6%	12.4%	9.2%	8.5%	10.0%	7.1%	11.4%
%H (All HH)		95.2%	51.2%	16.6%	63.3%	35.6%	27.7%	96.2%
%H (TV HH)			53.8%	17.5%	66.5%	37.5%	29.1%	
4 - 9	406	396	206	83	265	160	105	391
%V	13.6%	13.9%	17.3%	15.8%	12.2%	15.5%	9.3%	16.1%
%H (All HH)		97.5%	50.7%	20.4%	65.3%	39.4%	25.9%	96.3%
%H (TV HH)			52.0%	21.0%	66.9%	40.4%	26.5%	
10 - 15	362	356	178	80	258	162	96	353
%V	12.1%	12.5%	15.0%	15.3%	11.9%	15.7%	8.5%	14.5%
%H (All HH)		98.3%	49.2%	22.1%	71.3%	44.8%	26.5%	97.5%
%H (TV HH)			50.0%	22.5%	72.5%	45.5%	27.0%	

Base: BBC 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

January - December 2015

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2857	1190	524	2165	1035	1130	2428
%H (All HH)		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%
%H (TV HH)			41.7%	18.3%	75.8%	36.2%	39.6%	
1	1109	1109	379	160	754	203	551	784
%V	37.0%	38.8%	31.8%	30.5%	34.8%	19.6%	48.8%	32.3%
%H (All HH)		100.0%	34.2%	14.4%	68.0%	18.3%	49.7%	70.7%
%H (TV HH)			34.2%	14.4%	68.0%	18.3%	49.7%	
2	1020	1020	420	196	796	389	407	847
%V	34.0%	35.7%	35.3%	37.4%	36.8%	37.6%	36.0%	34.9%
%H (All HH)		100.0%	41.2%	19.2%	78.0%	38.1%	39.9%	83.0%
%H (TV HH)			41.2%	19.2%	78.0%	38.1%	39.9%	
3	450	450	232	102	379	262	117	425
%V	15.0%	15.8%	19.5%	19.5%	17.5%	25.3%	10.4%	17.5%
%H (All HH)		100.0%	51.6%	22.7%	84.2%	58.2%	26.0%	94.4%
%H (TV HH)			51.6%	22.7%	84.2%	58.2%	26.0%	
4	184	184	100	45	153	114	39	179
%V	6.1%	6.4%	8.4%	8.6%	7.1%	11.0%	3.5%	7.4%
%H (All HH)		100.0%	54.3%	24.5%	83.2%	62.0%	21.2%	97.3%
%H (TV HH)			54.3%	24.5%	83.2%	62.0%	21.2%	
5+	94	94	58	21	84	68	16	92
%V	3.1%	3.3%	4.9%	4.0%	3.9%	6.6%	1.4%	3.8%
%H (All HH)		100.0%	61.7%	22.3%	89.4%	72.3%	17.0%	97.9%
%H (TV HH)			61.7%	22.3%	89.4%	72.3%	17.0%	

Base: BBC 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

January - December 2015

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2857	1190	524	2165	1035	1130	2428
%V (All HH)		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%
%H (TV HH)			41.7%	18.3%	75.8%	36.2%	39.6%	
Under 20"	452	452	185	79	397	209	188	377
%V	15.1%	15.8%	15.5%	15.1%	18.3%	20.2%	16.6%	15.5%
%H (All HH)		100.0%	40.9%	17.5%	87.8%	46.2%	41.6%	83.4%
%H (TV HH)			40.9%	17.5%	87.8%	46.2%	41.6%	
20" - 29"	904	904	368	162	756	384	372	731
%V	30.2%	31.6%	30.9%	30.9%	34.9%	37.1%	32.9%	30.1%
%H (All HH)		100.0%	40.7%	17.9%	83.6%	42.5%	41.2%	80.9%
%H (TV HH)			40.7%	17.9%	83.6%	42.5%	41.2%	
30" - 39"	1542	1542	638	298	1207	606	602	1274
%V	51.5%	54.0%	53.6%	56.9%	55.8%	58.6%	53.3%	52.5%
%H (All HH)		100.0%	41.4%	19.3%	78.3%	39.3%	39.0%	82.6%
%H (TV HH)			41.4%	19.3%	78.3%	39.3%	39.0%	
40" and over	1568	1568	787	335	1152	698	453	1422
%V	52.3%	54.9%	66.1%	63.9%	53.2%	67.4%	40.1%	58.6%
%H (All HH)		100.0%	50.2%	21.4%	73.5%	44.5%	28.9%	90.7%
%H (TV HH)			50.2%	21.4%	73.5%	44.5%	28.9%	

Base: BBC 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

January - December 2015

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2857	1190	524	2165	1035	1130	2428
%V (All HH)		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%
%H (TV HH)			41.7%	18.3%	75.8%	36.2%	39.6%	
Main living room	2816	2816	1176	521	2141	1026	1115	2299
%V	94.0%	98.6%	98.8%	99.4%	98.9%	99.1%	98.7%	94.7%
%H (All HH)		100.0%	41.8%	18.5%	76.0%	36.4%	39.6%	81.6%
%H (TV HH)			41.8%	18.5%	76.0%	36.4%	39.6%	
Kitchen	240	240	119	39	211	129	82	215
%V	8.0%	8.4%	10.0%	7.4%	9.7%	12.5%	7.3%	8.9%
%H (All HH)		100.0%	49.6%	16.3%	87.9%	53.8%	34.2%	89.6%
%H (TV HH)			49.6%	16.3%	87.9%	53.8%	34.2%	
Adult's bedroom	1350	1350	632	291	1101	670	431	1203
%V	45.1%	47.3%	53.1%	55.5%	50.9%	64.7%	38.1%	49.5%
%H (All HH)		100.0%	46.8%	21.6%	81.6%	49.6%	31.9%	89.1%
%H (TV HH)			46.8%	21.6%	81.6%	49.6%	31.9%	
Child's bedroom	268	268	146	68	200	147	53	263
%V	8.9%	9.4%	12.3%	13.0%	9.2%	14.2%	4.7%	10.8%
%H (All HH)		100.0%	54.5%	25.4%	74.6%	54.9%	19.8%	98.1%
%H (TV HH)			54.5%	25.4%	74.6%	54.9%	19.8%	
Other bedroom	156	156	84	38	133	97	36	145
%V	5.2%	5.5%	7.1%	7.3%	6.1%	9.4%	3.2%	6.0%
%H (All HH)		100.0%	53.8%	24.4%	85.3%	62.2%	23.1%	92.9%
%H (TV HH)			53.8%	24.4%	85.3%	62.2%	23.1%	
Second living/dining room	350	350	166	74	295	182	113	310
%V	11.7%	12.3%	13.9%	14.1%	13.6%	17.6%	10.0%	12.8%
%H (All HH)		100.0%	47.4%	21.1%	84.3%	52.0%	32.3%	88.6%
%H (TV HH)			47.4%	21.1%	84.3%	52.0%	32.3%	
Study/office	34	34	18	7	31	22	9	32
%V	1.1%	1.2%	1.5%	1.3%	1.4%	2.1%	0.8%	1.3%
%H (All HH)		100.0%	52.9%	20.6%	91.2%	64.7%	26.5%	94.1%
%H (TV HH)			52.9%	20.6%	91.2%	64.7%	26.5%	
TV room	18	18	10	4	16	11	5	18
%V	0.6%	0.6%	0.8%	0.8%	0.7%	1.1%	0.4%	0.7%
%H (All HH)		100.0%	55.6%	22.2%	88.9%	61.1%	27.8%	100.0%
%H (TV HH)			55.6%	22.2%	88.9%	61.1%	27.8%	
Conservatory	77	77	43	18	66	49	18	69
%V	2.6%	2.7%	3.6%	3.4%	3.0%	4.7%	1.6%	2.8%
%H (All HH)		100.0%	55.8%	23.4%	85.7%	63.6%	23.4%	89.6%
%H (TV HH)			55.8%	23.4%	85.7%	63.6%	23.4%	
Attic or loft room	6	6	3	1	5	4	2	6
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	66.7%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	66.7%	33.3%	
No specific location	6	6	1	2	6	3	3	5
%V	0.2%	0.2%	0.1%	0.4%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	16.7%	33.3%	100.0%	50.0%	50.0%	83.3%
%H (TV HH)			16.7%	33.3%	100.0%	50.0%	50.0%	
Other	21	21	13	4	19	14	5	18
%V	0.7%	0.7%	1.1%	0.8%	0.9%	1.4%	0.4%	0.7%
%H (All HH)		100.0%	61.9%	19.0%	90.5%	66.7%	23.8%	85.7%
%H (TV HH)			61.9%	19.0%	90.5%	66.7%	23.8%	

Base: BBC 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
January - December 2015

BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2857	1190	524	2165	1035	1130	2428
%H (All HH)		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%
%H (TV HH)			41.7%	18.3%	75.8%	36.2%	39.6%	
Any DSAT provider	1190	1190	1190	25	738	738	0	1073
%V	39.7%	41.7%	100.0%	4.8%	34.1%	71.3%	0.0%	44.2%
%H (All HH)			100.0%	2.1%	62.0%	62.0%	0.0%	90.2%
%H (TV HH)			100.0%	2.1%	62.0%	62.0%	0.0%	
Sky with subcription	1008	1008	1008	12	625	625	0	924
%V	33.6%	35.3%	84.7%	2.3%	28.9%	60.4%	0.0%	38.1%
%H (All HH)			100.0%	1.2%	62.0%	62.0%	0.0%	91.7%
%H (TV HH)			100.0%	1.2%	62.0%	62.0%	0.0%	
Sky without subscription	68	68	68	3	35	35	0	50
%V	2.3%	2.4%	5.7%	0.6%	1.6%	3.4%	0.0%	2.1%
%H (All HH)			100.0%	4.4%	51.5%	51.5%	0.0%	73.5%
%H (TV HH)			100.0%	4.4%	51.5%	51.5%	0.0%	
Freesat	121	121	121	12	100	100	0	110
%V	4.0%	4.2%	10.2%	2.3%	4.6%	9.7%	0.0%	4.5%
%H (All HH)			100.0%	9.9%	82.6%	82.6%	0.0%	90.9%
%H (TV HH)			100.0%	9.9%	82.6%	82.6%	0.0%	
Other satellite provider	36	36	36	0	22	22	0	33
%V	1.2%	1.3%	3.0%	0.0%	1.0%	2.1%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	61.1%	61.1%	0.0%	91.7%
%H (TV HH)			100.0%	0.0%	61.1%	61.1%	0.0%	
DCAB	524	524	25	524	317	317	0	479
%V	17.5%	18.3%	2.1%	100.0%	14.6%	30.6%	0.0%	19.7%
%H (All HH)			4.8%	100.0%	60.5%	60.5%	0.0%	91.4%
%H (TV HH)			4.8%	100.0%	60.5%	60.5%	0.0%	
DTT	2165	2165	738	317	2165	1035	1130	1721
%V	72.3%	75.8%	62.0%	60.5%	100.0%	100.0%	100.0%	70.9%
%H (All HH)		100.0%	34.1%	14.6%	100.0%	47.8%	52.2%	79.5%
%H (TV HH)			34.1%	14.6%	100.0%	47.8%	52.2%	

Base: BBC 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
January - December 2015

BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2857	1190	524	2165	1035	1130	2428
%H (All HH)		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%
%H (TV HH)			41.7%	18.3%	75.8%	36.2%	39.6%	
PVR	1885	1885	1066	465	1321	946	375	1694
%V	62.9%	66.0%	89.6%	88.7%	61.0%	91.4%	33.2%	69.8%
%H (All HH)		100.0%	56.6%	24.7%	70.1%	50.2%	19.9%	89.9%
%H (TV HH)			56.6%	24.7%	70.1%	50.2%	19.9%	
DVDR	64	64	29	14	58	33	25	55
%V	2.1%	2.2%	2.4%	2.7%	2.7%	3.2%	2.2%	2.3%
%H (All HH)		100.0%	45.3%	21.9%	90.6%	51.6%	39.1%	85.9%
%H (TV HH)			45.3%	21.9%	90.6%	51.6%	39.1%	
VCR	28	28	9	2	26	10	17	18
%V	0.9%	1.0%	0.8%	0.4%	1.2%	1.0%	1.5%	0.7%
%H (All HH)		100.0%	32.1%	7.1%	92.9%	35.7%	60.7%	64.3%
%H (TV HH)			32.1%	7.1%	92.9%	35.7%	60.7%	
Any recorder	1923	1923	1072	467	1355	951	404	1718
%V	64.2%	67.3%	90.1%	89.1%	62.6%	91.9%	35.8%	70.8%
%H (All HH)		100.0%	55.7%	24.3%	70.5%	49.5%	21.0%	89.3%
%H (TV HH)			55.7%	24.3%	70.5%	49.5%	21.0%	
Receives HDTV (via STB or built-in reception)	1812	1812	909	443	1339	856	483	1633
%V	60.5%	63.4%	76.4%	84.5%	61.8%	82.7%	42.7%	67.3%
%H (All HH)		100.0%	50.2%	24.4%	73.9%	47.2%	26.7%	90.1%
%H (TV HH)			50.2%	24.4%	73.9%	47.2%	26.7%	
DVD/Blu-ray player or recorder	2098	2098	899	407	1652	850	801	1791
%V	70.0%	73.4%	75.5%	77.7%	76.3%	82.1%	70.9%	73.8%
%H (All HH)		100.0%	42.9%	19.4%	78.7%	40.5%	38.2%	85.4%
%H (TV HH)			42.9%	19.4%	78.7%	40.5%	38.2%	

Base: BBC 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

January - December 2015

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2996	2857	1190	524	2165	1035	1130	2428
%H (All HH)		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%
%H (TV HH)			41.7%	18.3%	75.8%	36.2%	39.6%	
Has broadband internet	2428	2327	1073	479	1721	954	767	2428
%V	81.0%	81.4%	90.2%	91.4%	79.5%	92.2%	67.9%	100.0%
%H (All HH)		95.8%	44.2%	19.7%	70.9%	39.3%	31.6%	100.0%
%H (TV HH)			46.1%	20.6%	74.0%	41.0%	33.0%	
Number of computers (PCs and laptops)								
0	631	588	147	54	484	103	381	108
%V	21.1%	20.6%	12.4%	10.3%	22.4%	10.0%	33.7%	4.4%
%H (All HH)		93.2%	23.3%	8.6%	76.7%	16.3%	60.4%	17.1%
%H (TV HH)			25.0%	9.2%	82.3%	17.5%	64.8%	
1	848	793	323	155	569	256	312	811
%V	28.3%	27.8%	27.1%	29.6%	26.3%	24.7%	27.6%	33.4%
%H (All HH)		93.5%	38.1%	18.3%	67.1%	30.2%	36.8%	95.6%
%H (TV HH)			40.7%	19.5%	71.8%	32.3%	39.3%	
2	668	646	296	126	476	255	222	663
%V	22.3%	22.6%	24.9%	24.0%	22.0%	24.6%	19.6%	27.3%
%H (All HH)		96.7%	44.3%	18.9%	71.3%	38.2%	33.2%	99.3%
%H (TV HH)			45.8%	19.5%	73.7%	39.5%	34.4%	
3	406	396	199	83	304	192	112	404
%V	13.6%	13.9%	16.7%	15.8%	14.0%	18.6%	9.9%	16.6%
%H (All HH)		97.5%	49.0%	20.4%	74.9%	47.3%	27.6%	99.5%
%H (TV HH)			50.3%	21.0%	76.8%	48.5%	28.3%	
4	220	216	114	47	166	111	56	219
%V	7.3%	7.6%	9.6%	9.0%	7.7%	10.7%	5.0%	9.0%
%H (All HH)		98.2%	51.8%	21.4%	75.5%	50.5%	25.5%	99.5%
%H (TV HH)			52.8%	21.8%	76.9%	51.4%	25.9%	
5+	223	218	111	60	165	118	48	223
%V	7.4%	7.6%	9.3%	11.5%	7.6%	11.4%	4.2%	9.2%
%H (All HH)		97.8%	49.8%	26.9%	74.0%	52.9%	21.5%	100.0%
%H (TV HH)			50.9%	27.5%	75.7%	54.1%	22.0%	

Base: BBC 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

January - December 2015

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5747	2639	1156	4552	2593	1959	4974
%H		45.9%	20.1%	79.2%	45.1%	34.1%	86.5%
Under 20"	567	243	97	498	272	226	485
%V	9.9%	9.2%	8.4%	10.9%	10.5%	11.5%	9.8%
%H		42.9%	17.1%	87.8%	48.0%	39.9%	85.5%
20" - 29"	1155	483	215	974	519	455	954
%V	20.1%	18.3%	18.6%	21.4%	20.0%	23.2%	19.2%
%H		41.8%	18.6%	84.3%	44.9%	39.4%	82.6%
30" - 39"	1919	824	393	1508	807	701	1617
%V	33.4%	31.2%	34.0%	33.1%	31.1%	35.8%	32.5%
%H		42.9%	20.5%	78.6%	42.1%	36.5%	84.3%
40" and over	2003	1046	434	1490	954	536	1836
%V	34.9%	39.6%	37.5%	32.7%	36.8%	27.4%	36.9%
%H		52.2%	21.7%	74.4%	47.6%	26.8%	91.7%
Don't know	104	44	18	83	42	41	83
%V	1.8%	1.7%	1.6%	1.8%	1.6%	2.1%	1.7%
%H		42.3%	17.3%	79.8%	40.4%	39.4%	79.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5747	2639	1156	4552	2593	1959	4974
%H		45.9%	20.1%	79.2%	45.1%	34.1%	86.5%
Main living room	2834	1185	526	2154	1035	1119	2314
%V	49.3%	44.9%	45.5%	47.3%	39.9%	57.1%	46.5%
%H		41.8%	18.6%	76.0%	36.5%	39.5%	81.7%
Kitchen	240	119	39	212	129	83	215
%V	4.2%	4.5%	3.4%	4.7%	5.0%	4.2%	4.3%
%H		49.6%	16.3%	88.3%	53.8%	34.6%	89.6%
Adult's bedroom	1619	782	350	1326	833	492	1463
%V	28.2%	29.6%	30.3%	29.1%	32.1%	25.1%	29.4%
%H		48.3%	21.6%	81.9%	51.5%	30.4%	90.4%
Child's bedroom	345	187	87	253	184	69	338
%V	6.0%	7.1%	7.5%	5.6%	7.1%	3.5%	6.8%
%H		54.2%	25.2%	73.3%	53.3%	20.0%	98.0%
Other bedroom	192	108	46	166	125	41	180
%V	3.3%	4.1%	4.0%	3.6%	4.8%	2.1%	3.6%
%H		56.3%	24.0%	86.5%	65.1%	21.4%	93.8%
Second living/dining room	354	170	74	298	186	113	314
%V	6.2%	6.4%	6.4%	6.5%	7.2%	5.8%	6.3%
%H		48.0%	20.9%	84.2%	52.5%	31.9%	88.7%
Study/office	35	19	7	31	22	9	33
%V	0.6%	0.7%	0.6%	0.7%	0.8%	0.5%	0.7%
%H		54.3%	20.0%	88.6%	62.9%	25.7%	94.3%
TV room	18	10	4	16	11	5	18
%V	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%
%H		55.6%	22.2%	88.9%	61.1%	27.8%	100.0%
Conservatory	77	43	18	66	49	18	69
%V	1.3%	1.6%	1.6%	1.4%	1.9%	0.9%	1.4%
%H		55.8%	23.4%	85.7%	63.6%	23.4%	89.6%
Attic or loft room	7	3	1	6	4	2	7
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		42.9%	14.3%	85.7%	57.1%	28.6%	100.0%
No specific location	6	1	2	6	3	3	5
%V	0.1%	0.0%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		16.7%	33.3%	100.0%	50.0%	50.0%	83.3%
Other	21	13	4	19	14	5	18
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		61.9%	19.0%	90.5%	66.7%	23.8%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5747	2639	1156	4552	2593	1959	4974
%H		45.9%	20.1%	79.2%	45.1%	34.1%	86.5%
PVR	2537	1491	654	1727	1302	425	2316
%V	44.1%	56.5%	56.6%	37.9%	50.2%	21.7%	46.6%
%H		58.8%	25.8%	68.1%	51.3%	16.8%	91.3%
DVDR	76	38	18	70	43	27	67
%V	1.3%	1.4%	1.6%	1.5%	1.7%	1.4%	1.3%
%H		50.0%	23.7%	92.1%	56.6%	35.5%	88.2%
VCR	31	11	2	29	12	17	19
%V	0.5%	0.4%	0.2%	0.6%	0.5%	0.9%	0.4%
%H		35.5%	6.5%	93.5%	38.7%	54.8%	61.3%
Any recorder	2586	1504	657	1772	1314	458	2349
%V	45.0%	57.0%	56.8%	38.9%	50.7%	23.4%	47.2%
%H		58.2%	25.4%	68.5%	50.8%	17.7%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5747	2639	1156	4552	2593	1959	4974
%H		45.9%	20.1%	79.2%	45.1%	34.1%	86.5%
Receives HDTV (via STB or built-in reception)	2672	1362	693	2002	1345	658	2451
%V	46.5%	51.6%	59.9%	44.0%	51.9%	33.6%	49.3%
%H		51.0%	25.9%	74.9%	50.3%	24.6%	91.7%
DVD/Blu-ray player or recorder	3048	1392	644	2452	1412	1040	2696
%V	53.0%	52.7%	55.7%	53.9%	54.5%	53.1%	54.2%
%H		45.7%	21.1%	80.4%	46.3%	34.1%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2846	1188	524	2164	1035	1130	2318
%H		41.7%	18.4%	76.0%	36.4%	39.7%	81.4%
Under 20"	36	7	6	28	6	22	16
%V	1.3%	0.6%	1.1%	1.3%	0.6%	1.9%	0.7%
%H		19.4%	16.7%	77.8%	16.7%	61.1%	44.4%
20" - 29"	245	52	21	209	40	170	139
%V	8.6%	4.4%	4.0%	9.7%	3.9%	15.0%	6.0%
%H		21.2%	8.6%	85.3%	16.3%	69.4%	56.7%
30" - 39"	993	347	165	775	300	475	748
%V	34.9%	29.2%	31.5%	35.8%	29.0%	42.0%	32.3%
%H		34.9%	16.6%	78.0%	30.2%	47.8%	75.3%
40" and over	1520	765	326	1112	676	436	1379
%V	53.4%	64.4%	62.2%	51.4%	65.3%	38.6%	59.5%
%H		50.3%	21.4%	73.2%	44.5%	28.7%	90.7%
Don't know	52	17	7	40	13	26	36
%V	1.8%	1.4%	1.3%	1.8%	1.3%	2.3%	1.6%
%H		32.7%	13.5%	76.9%	25.0%	50.0%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2846	1188	524	2164	1035	1130	2318
%H		41.7%	18.4%	76.0%	36.4%	39.7%	81.4%
PVR	1843	1051	457	1284	930	354	1658
%V	64.8%	88.5%	87.2%	59.3%	89.9%	31.3%	71.5%
%H		57.0%	24.8%	69.7%	50.5%	19.2%	90.0%
DVDR	56	26	10	50	26	23	47
%V	2.0%	2.2%	1.9%	2.3%	2.5%	2.0%	2.0%
%H		46.4%	17.9%	89.3%	46.4%	41.1%	83.9%
VCR	26	7	2	24	7	16	16
%V	0.9%	0.6%	0.4%	1.1%	0.7%	1.4%	0.7%
%H		26.9%	7.7%	92.3%	26.9%	61.5%	61.5%
Any recorder	1879	1057	459	1317	934	383	1682
%V	66.0%	89.0%	87.6%	60.9%	90.2%	33.9%	72.6%
%H		56.3%	24.4%	70.1%	49.7%	20.4%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2846	1188	524	2164	1035	1130	2318
%H		41.7%	18.4%	76.0%	36.4%	39.7%	81.4%
Receives HDTV (via STB or built-in reception)	1761	888	436	1294	834	460	1588
%V	61.9%	74.7%	83.2%	59.8%	80.6%	40.7%	68.5%
%H		50.4%	24.8%	73.5%	47.4%	26.1%	90.2%
DVD/Blu-ray player or recorder	1913	808	364	1501	751	750	1621
%V	67.2%	68.0%	69.5%	69.4%	72.6%	66.4%	69.9%
%H		42.2%	19.0%	78.5%	39.3%	39.2%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2901	1451	632	2387	1559	829	2656
%H		50.0%	21.8%	82.3%	53.7%	28.6%	91.6%
Under 20"	531	236	91	470	266	204	468
%V	18.3%	16.3%	14.4%	19.7%	17.1%	24.6%	17.6%
%H		44.4%	17.1%	88.5%	50.1%	38.4%	88.1%
20" - 29"	909	431	194	765	479	285	815
%V	31.3%	29.7%	30.7%	32.0%	30.7%	34.4%	30.7%
%H		47.4%	21.3%	84.2%	52.7%	31.4%	89.7%
30" - 39"	926	477	228	732	507	225	868
%V	31.9%	32.9%	36.1%	30.7%	32.5%	27.1%	32.7%
%H		51.5%	24.6%	79.0%	54.8%	24.3%	93.7%
40" and over	483	281	108	378	278	100	457
%V	16.6%	19.4%	17.1%	15.8%	17.8%	12.1%	17.2%
%H		58.2%	22.4%	78.3%	57.6%	20.7%	94.6%
Don't know	52	26	11	43	29	15	47
%V	1.8%	1.8%	1.7%	1.8%	1.9%	1.8%	1.8%
%H		50.0%	21.2%	82.7%	55.8%	28.8%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2901	1451	632	2387	1559	829	2656
%H		50.0%	21.8%	82.3%	53.7%	28.6%	91.6%
PVR	695	440	197	443	372	71	658
%V	24.0%	30.3%	31.2%	18.6%	23.9%	8.6%	24.8%
%H		63.3%	28.3%	63.7%	53.5%	10.2%	94.7%
DVDR	21	12	8	20	16	4	20
%V	0.7%	0.8%	1.3%	0.8%	1.0%	0.5%	0.8%
%H		57.1%	38.1%	95.2%	76.2%	19.0%	95.2%
VCR	5	4	0	5	4	1	3
%V	0.2%	0.3%	0.0%	0.2%	0.3%	0.1%	0.1%
%H		80.0%	0.0%	100.0%	80.0%	20.0%	60.0%
Any recorder	707	447	198	455	380	75	668
%V	24.4%	30.8%	31.3%	19.1%	24.4%	9.0%	25.2%
%H		63.2%	28.0%	64.4%	53.7%	10.6%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2901	1451	632	2387	1559	829	2656
%H		50.0%	21.8%	82.3%	53.7%	28.6%	91.6%
Receives HDTV (via STB or built-in reception)	911	474	256	709	511	198	863
%V	31.4%	32.7%	40.5%	29.7%	32.8%	23.9%	32.5%
%H		52.0%	28.1%	77.8%	56.1%	21.7%	94.7%
DVD/Blu-ray player or recorder	1134	584	280	951	661	290	1075
%V	39.1%	40.2%	44.3%	39.8%	42.4%	35.0%	40.5%
%H		51.5%	24.7%	83.9%	58.3%	25.6%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6861	6587	3052	1330	4863	2675	2189	6087
%H		96.0%	44.5%	19.4%	70.9%	39.0%	31.9%	88.7%
Total Children	1332	1295	663	269	881	528	353	1288
%V	19.4%	19.7%	21.7%	20.2%	18.1%	19.7%	16.1%	21.2%
%H		97.2%	49.8%	20.2%	66.1%	39.6%	26.5%	96.7%
0 - 3	329	314	167	53	207	114	93	315
%V	4.8%	4.8%	5.5%	4.0%	4.3%	4.3%	4.2%	5.2%
%H		95.4%	50.8%	16.1%	62.9%	34.7%	28.3%	95.7%
4 - 15	1002	981	497	216	674	414	260	973
%V	14.6%	14.9%	16.3%	16.2%	13.9%	15.5%	11.9%	16.0%
%H		97.9%	49.6%	21.6%	67.3%	41.3%	25.9%	97.1%
4 - 9	532	520	267	111	343	206	137	513
%V	7.8%	7.9%	8.7%	8.3%	7.1%	7.7%	6.3%	8.4%
%H		97.7%	50.2%	20.9%	64.5%	38.7%	25.8%	96.4%
10 - 15	470	461	230	105	331	208	123	460
%V	6.9%	7.0%	7.5%	7.9%	6.8%	7.8%	5.6%	7.6%
%H		98.1%	48.9%	22.3%	70.4%	44.3%	26.2%	97.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6861	6587	3052	1330	4863	2675	2189	6087
%H		96.0%	44.5%	19.4%	70.9%	39.0%	31.9%	88.7%
Total Adults (16+)	5530	5292	2389	1061	3982	2147	1836	4799
%V	80.6%	80.3%	78.3%	79.8%	81.9%	80.3%	83.9%	78.8%
%H		95.7%	43.2%	19.2%	72.0%	38.8%	33.2%	86.8%
16 - 19	315	301	162	68	229	152	76	307
%V	4.6%	4.6%	5.3%	5.1%	4.7%	5.7%	3.5%	5.0%
%H		95.6%	51.4%	21.6%	72.7%	48.3%	24.1%	97.5%
20 - 24	428	381	168	86	288	166	121	405
%V	6.2%	5.8%	5.5%	6.5%	5.9%	6.2%	5.5%	6.7%
%H		89.0%	39.3%	20.1%	67.3%	38.8%	28.3%	94.6%
25 - 34	921	866	461	155	559	325	234	891
%V	13.4%	13.1%	15.1%	11.7%	11.5%	12.1%	10.7%	14.6%
%H		94.0%	50.1%	16.8%	60.7%	35.3%	25.4%	96.7%
35 - 44	858	827	412	178	580	347	233	823
%V	12.5%	12.6%	13.5%	13.4%	11.9%	13.0%	10.6%	13.5%
%H		96.4%	48.0%	20.7%	67.6%	40.4%	27.2%	95.9%
45 - 54	988	958	462	214	739	453	286	901
%V	14.4%	14.5%	15.1%	16.1%	15.2%	16.9%	13.1%	14.8%
%H		97.0%	46.8%	21.7%	74.8%	45.9%	28.9%	91.2%
55 - 64	809	786	337	179	603	327	275	721
%V	11.8%	11.9%	11.0%	13.5%	12.4%	12.2%	12.6%	11.8%
%H		97.2%	41.7%	22.1%	74.5%	40.4%	34.0%	89.1%
65+	1212	1174	386	181	986	377	609	750
%V	17.7%	17.8%	12.6%	13.6%	20.3%	14.1%	27.8%	12.3%
%H		96.9%	31.8%	14.9%	81.4%	31.1%	50.2%	61.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		5530	5292	2389	1061	3982	2147	1836	4799
	%H		95.7%	43.2%	19.2%	72.0%	38.8%	33.2%	86.8%
AB		1295	1256	609	246	961	553	409	1237
	%V	23.4%	23.7%	25.5%	23.2%	24.1%	25.8%	22.3%	25.8%
	%H		97.0%	47.0%	19.0%	74.2%	42.7%	31.6%	95.5%
C1		1553	1488	688	296	1103	610	494	1421
	%V	28.1%	28.1%	28.8%	27.9%	27.7%	28.4%	26.9%	29.6%
	%H		95.8%	44.3%	19.1%	71.0%	39.3%	31.8%	91.5%
C2		1253	1205	557	250	911	513	397	1098
	%V	22.7%	22.8%	23.3%	23.6%	22.9%	23.9%	21.6%	22.9%
	%H		96.2%	44.5%	20.0%	72.7%	40.9%	31.7%	87.6%
D		878	835	368	173	622	327	296	714
	%V	15.9%	15.8%	15.4%	16.3%	15.6%	15.2%	16.1%	14.9%
	%H		95.1%	41.9%	19.7%	70.8%	37.2%	33.7%	81.3%
E		551	508	167	96	385	144	241	329
	%V	10.0%	9.6%	7.0%	9.0%	9.7%	6.7%	13.1%	6.9%
	%H		92.2%	30.3%	17.4%	69.9%	26.1%	43.7%	59.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5530	5292	2389	1061	3982	2147	1836	4799
%H		95.7%	43.2%	19.2%	72.0%	38.8%	33.2%	86.8%
Working full time	2556	2463	1239	549	1787	1116	672	2464
%V	46.2%	46.5%	51.9%	51.7%	44.9%	52.0%	36.6%	51.3%
%H		96.4%	48.5%	21.5%	69.9%	43.7%	26.3%	96.4%
Working part time	498	485	227	103	362	205	157	468
%V	9.0%	9.2%	9.5%	9.7%	9.1%	9.5%	8.6%	9.8%
%H		97.4%	45.6%	20.7%	72.7%	41.2%	31.5%	94.0%
Not working	2475	2343	923	409	1833	826	1007	1867
%V	44.8%	44.3%	38.6%	38.5%	46.0%	38.5%	54.8%	38.9%
%H		94.7%	37.3%	16.5%	74.1%	33.4%	40.7%	75.4%
Housewife/Houseperson	2996	2857	1190	524	2165	1035	1130	2428
%V	54.2%	54.0%	49.8%	49.4%	54.4%	48.2%	61.5%	50.6%
%H		95.4%	39.7%	17.5%	72.3%	34.5%	37.7%	81.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2695	2559	1193	535	1889	1062	827	2381
%H		95.0%	44.3%	19.9%	70.1%	39.4%	30.7%	88.3%
16 - 19	167	159	85	39	114	77	37	162
%V	6.2%	6.2%	7.1%	7.3%	6.0%	7.3%	4.5%	6.8%
%H		95.2%	50.9%	23.4%	68.3%	46.1%	22.2%	97.0%
20 - 24	208	182	80	45	133	79	55	199
%V	7.7%	7.1%	6.7%	8.4%	7.0%	7.4%	6.7%	8.4%
%H		87.5%	38.5%	21.6%	63.9%	38.0%	26.4%	95.7%
25 - 34	461	427	228	78	273	162	111	444
%V	17.1%	16.7%	19.1%	14.6%	14.5%	15.3%	13.4%	18.6%
%H		92.6%	49.5%	16.9%	59.2%	35.1%	24.1%	96.3%
35 - 44	420	402	203	89	277	168	109	404
%V	15.6%	15.7%	17.0%	16.6%	14.7%	15.8%	13.2%	17.0%
%H		95.7%	48.3%	21.2%	66.0%	40.0%	26.0%	96.2%
45 - 54	486	468	230	105	354	220	135	443
%V	18.0%	18.3%	19.3%	19.6%	18.7%	20.7%	16.3%	18.6%
%H		96.3%	47.3%	21.6%	72.8%	45.3%	27.8%	91.2%
55 - 64	398	386	167	88	300	167	133	356
%V	14.8%	15.1%	14.0%	16.4%	15.9%	15.7%	16.1%	15.0%
%H		97.0%	42.0%	22.1%	75.4%	42.0%	33.4%	89.4%
65+	555	535	200	91	438	191	246	374
%V	20.6%	20.9%	16.8%	17.0%	23.2%	18.0%	29.7%	15.7%
%H		96.4%	36.0%	16.4%	78.9%	34.4%	44.3%	67.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2695	2559	1193	535	1889	1062	827	2381
%H		95.0%	44.3%	19.9%	70.1%	39.4%	30.7%	88.3%
AB	648	627	302	129	476	276	200	623
%V	24.0%	24.5%	25.3%	24.1%	25.2%	26.0%	24.2%	26.2%
%H		96.8%	46.6%	19.9%	73.5%	42.6%	30.9%	96.1%
C1	715	677	324	142	493	289	204	672
%V	26.5%	26.5%	27.2%	26.5%	26.1%	27.2%	24.7%	28.2%
%H		94.7%	45.3%	19.9%	69.0%	40.4%	28.5%	94.0%
C2	676	648	307	131	479	271	208	583
%V	25.1%	25.3%	25.7%	24.5%	25.4%	25.5%	25.2%	24.5%
%H		95.9%	45.4%	19.4%	70.9%	40.1%	30.8%	86.2%
D	416	390	180	90	286	162	123	352
%V	15.4%	15.2%	15.1%	16.8%	15.1%	15.3%	14.9%	14.8%
%H		93.8%	43.3%	21.6%	68.8%	38.9%	29.6%	84.6%
E	241	217	80	43	156	65	91	150
%V	8.9%	8.5%	6.7%	8.0%	8.3%	6.1%	11.0%	6.3%
%H		90.0%	33.2%	17.8%	64.7%	27.0%	37.8%	62.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2695	2559	1193	535	1889	1062	827	2381
%H		95.0%	44.3%	19.9%	70.1%	39.4%	30.7%	88.3%
Working full time	1529	1465	744	327	1052	660	392	1472
%V	56.7%	57.2%	62.4%	61.1%	55.7%	62.1%	47.4%	61.8%
%H		95.8%	48.7%	21.4%	68.8%	43.2%	25.6%	96.3%
Working part time	111	106	50	19	76	39	37	97
%V	4.1%	4.1%	4.2%	3.6%	4.0%	3.7%	4.5%	4.1%
%H		95.5%	45.0%	17.1%	68.5%	35.1%	33.3%	87.4%
Not working	1055	988	399	189	762	364	398	811
%V	39.1%	38.6%	33.4%	35.3%	40.3%	34.3%	48.1%	34.1%
%H		93.6%	37.8%	17.9%	72.2%	34.5%	37.7%	76.9%
Housewife/Houseperson	647	586	234	96	425	177	249	473
%V	24.0%	22.9%	19.6%	17.9%	22.5%	16.7%	30.1%	19.9%
%H		90.6%	36.2%	14.8%	65.7%	27.4%	38.5%	73.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2834	2733	1196	526	2094	1084	1009	2418
%H		96.4%	42.2%	18.6%	73.9%	38.2%	35.6%	85.3%
16 - 19	148	143	76	29	114	75	39	146
%V	5.2%	5.2%	6.4%	5.5%	5.4%	6.9%	3.9%	6.0%
%H		96.6%	51.4%	19.6%	77.0%	50.7%	26.4%	98.6%
20 - 24	220	198	88	41	154	88	67	206
%V	7.8%	7.2%	7.4%	7.8%	7.4%	8.1%	6.6%	8.5%
%H		90.0%	40.0%	18.6%	70.0%	40.0%	30.5%	93.6%
25 - 34	460	439	233	77	286	163	123	447
%V	16.2%	16.1%	19.5%	14.6%	13.7%	15.0%	12.2%	18.5%
%H		95.4%	50.7%	16.7%	62.2%	35.4%	26.7%	97.2%
35 - 44	437	425	209	89	303	179	124	419
%V	15.4%	15.6%	17.5%	16.9%	14.5%	16.5%	12.3%	17.3%
%H		97.3%	47.8%	20.4%	69.3%	41.0%	28.4%	95.9%
45 - 54	502	490	232	109	385	234	151	458
%V	17.7%	17.9%	19.4%	20.7%	18.4%	21.6%	15.0%	18.9%
%H		97.6%	46.2%	21.7%	76.7%	46.6%	30.1%	91.2%
55 - 64	410	400	171	91	303	160	142	365
%V	14.5%	14.6%	14.3%	17.3%	14.5%	14.8%	14.1%	15.1%
%H		97.6%	41.7%	22.2%	73.9%	39.0%	34.6%	89.0%
65+	657	638	186	90	549	186	363	376
%V	23.2%	23.3%	15.6%	17.1%	26.2%	17.2%	36.0%	15.6%
%H		97.1%	28.3%	13.7%	83.6%	28.3%	55.3%	57.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2834	2733	1196	526	2094	1084	1009	2418
%H		96.4%	42.2%	18.6%	73.9%	38.2%	35.6%	85.3%
AB	648	628	307	117	485	276	209	613
%V	22.9%	23.0%	25.7%	22.2%	23.2%	25.5%	20.7%	25.4%
%H		96.9%	47.4%	18.1%	74.8%	42.6%	32.3%	94.6%
C1	838	811	364	154	610	321	289	749
%V	29.6%	29.7%	30.4%	29.3%	29.1%	29.6%	28.6%	31.0%
%H		96.8%	43.4%	18.4%	72.8%	38.3%	34.5%	89.4%
C2	577	557	250	119	432	243	189	514
%V	20.4%	20.4%	20.9%	22.6%	20.6%	22.4%	18.7%	21.3%
%H		96.5%	43.3%	20.6%	74.9%	42.1%	32.8%	89.1%
D	462	446	188	83	337	165	172	362
%V	16.3%	16.3%	15.7%	15.8%	16.1%	15.2%	17.0%	15.0%
%H		96.5%	40.7%	18.0%	72.9%	35.7%	37.2%	78.4%
E	311	291	87	53	229	80	149	179
%V	11.0%	10.6%	7.3%	10.1%	10.9%	7.4%	14.8%	7.4%
%H		93.6%	28.0%	17.0%	73.6%	25.7%	47.9%	57.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2834	2733	1196	526	2094	1084	1009	2418
%H		96.4%	42.2%	18.6%	73.9%	38.2%	35.6%	85.3%
Working full time	1027	999	495	223	736	456	280	991
%V	36.2%	36.6%	41.4%	42.4%	35.1%	42.1%	27.8%	41.0%
%H		97.3%	48.2%	21.7%	71.7%	44.4%	27.3%	96.5%
Working part time	388	379	176	84	286	166	120	371
%V	13.7%	13.9%	14.7%	16.0%	13.7%	15.3%	11.9%	15.3%
%H		97.7%	45.4%	21.6%	73.7%	42.8%	30.9%	95.6%
Not working	1420	1356	524	220	1071	462	609	1056
%V	50.1%	49.6%	43.8%	41.8%	51.1%	42.6%	60.4%	43.7%
%H		95.5%	36.9%	15.5%	75.4%	32.5%	42.9%	74.4%
Housewife/Houseperson	2349	2271	955	428	1740	858	882	1955
%V	82.9%	83.1%	79.8%	81.4%	83.1%	79.2%	87.4%	80.9%
%H		96.7%	40.7%	18.2%	74.1%	36.5%	37.5%	83.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2470	2328	1037	370	1692	813	879	2010
%H (All HH)		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%
%H (TV HH)			44.5%	15.9%	72.7%	34.9%	37.8%	
AB	590	555	262	96	388	197	191	551
%V	23.9%	23.8%	25.3%	25.9%	22.9%	24.2%	21.7%	27.4%
%H (All HH)		94.1%	44.4%	16.3%	65.8%	33.4%	32.4%	93.4%
%H (TV HH)			47.2%	17.3%	69.9%	35.5%	34.4%	
C1	688	638	294	107	462	239	223	615
%V	27.9%	27.4%	28.4%	28.9%	27.3%	29.4%	25.4%	30.6%
%H (All HH)		92.7%	42.7%	15.6%	67.2%	34.7%	32.4%	89.4%
%H (TV HH)			46.1%	16.8%	72.4%	37.5%	35.0%	
C2	460	448	223	65	330	178	153	388
%V	18.6%	19.2%	21.5%	17.6%	19.5%	21.9%	17.4%	19.3%
%H (All HH)		97.4%	48.5%	14.1%	71.7%	38.7%	33.3%	84.3%
%H (TV HH)			49.8%	14.5%	73.7%	39.7%	34.2%	
D	418	393	161	64	281	123	158	303
%V	16.9%	16.9%	15.5%	17.3%	16.6%	15.1%	18.0%	15.1%
%H (All HH)		94.0%	38.5%	15.3%	67.2%	29.4%	37.8%	72.5%
%H (TV HH)			41.0%	16.3%	71.5%	31.3%	40.2%	
E	315	294	95	38	230	76	154	153
%V	12.8%	12.6%	9.2%	10.3%	13.6%	9.3%	17.5%	7.6%
%H (All HH)		93.3%	30.2%	12.1%	73.0%	24.1%	48.9%	48.6%
%H (TV HH)			32.3%	12.9%	78.2%	25.9%	52.4%	

Base: BBC 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

January - December 2015

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2470	2328	1037	370	1692	813	879	2010
%V (All HH)		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%
%H (TV HH)			44.5%	15.9%	72.7%	34.9%	37.8%	
Under 25	132	103	38	9	65	21	44	121
%V	5.3%	4.4%	3.7%	2.4%	3.8%	2.6%	5.0%	6.0%
%H (All HH)		78.0%	28.8%	6.8%	49.2%	15.9%	33.3%	91.7%
%H (TV HH)			36.9%	8.7%	63.1%	20.4%	42.7%	
25 - 34	373	331	165	56	206	116	89	354
%V	15.1%	14.2%	15.9%	15.1%	12.2%	14.3%	10.1%	17.6%
%H (All HH)		88.7%	44.2%	15.0%	55.2%	31.1%	23.9%	94.9%
%H (TV HH)			49.8%	16.9%	62.2%	35.0%	26.9%	
35 - 44	394	373	201	59	250	144	107	372
%V	16.0%	16.0%	19.4%	15.9%	14.8%	17.7%	12.2%	18.5%
%H (All HH)		94.7%	51.0%	15.0%	63.5%	36.5%	27.2%	94.4%
%H (TV HH)			53.9%	15.8%	67.0%	38.6%	28.7%	
45 - 54	492	474	232	83	340	186	154	438
%V	19.9%	20.4%	22.4%	22.4%	20.1%	22.9%	17.5%	21.8%
%H (All HH)		96.3%	47.2%	16.9%	69.1%	37.8%	31.3%	89.0%
%H (TV HH)			48.9%	17.5%	71.7%	39.2%	32.5%	
55 - 64	424	410	184	68	313	155	158	359
%V	17.2%	17.6%	17.7%	18.4%	18.5%	19.1%	18.0%	17.9%
%H (All HH)		96.7%	43.4%	16.0%	73.8%	36.6%	37.3%	84.7%
%H (TV HH)			44.9%	16.6%	76.3%	37.8%	38.5%	
65 +	656	636	218	94	517	191	326	366
%V	26.6%	27.3%	21.0%	25.4%	30.6%	23.5%	37.1%	18.2%
%H (All HH)		97.0%	33.2%	14.3%	78.8%	29.1%	49.7%	55.8%
%H (TV HH)			34.3%	14.8%	81.3%	30.0%	51.3%	

Base: BBC 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
January - December 2015

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2470	2328	1037	370	1692	813	879	2010
%H (All HH)		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%
%H (TV HH)			44.5%	15.9%	72.7%	34.9%	37.8%	
1	887	810	241	117	634	195	439	537
%V	35.9%	34.8%	23.2%	31.6%	37.5%	24.0%	49.9%	26.7%
%H (All HH)		91.3%	27.2%	13.2%	71.5%	22.0%	49.5%	60.5%
%H (TV HH)			29.8%	14.4%	78.3%	24.1%	54.2%	
2	861	824	385	136	584	299	285	766
%V	34.9%	35.4%	37.1%	36.8%	34.5%	36.8%	32.4%	38.1%
%H (All HH)		95.7%	44.7%	15.8%	67.8%	34.7%	33.1%	89.0%
%H (TV HH)			46.7%	16.5%	70.9%	36.3%	34.6%	
3	363	346	196	61	236	155	81	355
%V	14.7%	14.9%	18.9%	16.5%	13.9%	19.1%	9.2%	17.7%
%H (All HH)		95.3%	54.0%	16.8%	65.0%	42.7%	22.3%	97.8%
%H (TV HH)			56.6%	17.6%	68.2%	44.8%	23.4%	
4	257	248	153	40	165	113	52	251
%V	10.4%	10.7%	14.8%	10.8%	9.8%	13.9%	5.9%	12.5%
%H (All HH)		96.5%	59.5%	15.6%	64.2%	44.0%	20.2%	97.7%
%H (TV HH)			61.7%	16.1%	66.5%	45.6%	21.0%	
5+	103	100	61	16	72	50	22	101
%V	4.2%	4.3%	5.9%	4.3%	4.3%	6.2%	2.5%	5.0%
%H (All HH)		97.1%	59.2%	15.5%	69.9%	48.5%	21.4%	98.1%
%H (TV HH)			61.0%	16.0%	72.0%	50.0%	22.0%	
Average HH size	2.13	2.16	2.45	2.20	2.10	2.43	1.79	2.33

Base: BBC 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
January - December 2015

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2470	2328	1037	370	1692	813	879	2010
%H (All HH)		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%
%H (TV HH)			44.5%	15.9%	72.7%	34.9%	37.8%	
Without	1909	1786	714	285	1335	578	756	1467
%V	77.3%	76.7%	68.9%	77.0%	78.9%	71.1%	86.0%	73.0%
%H (All HH)		93.6%	37.4%	14.9%	69.9%	30.3%	39.6%	76.8%
%H (TV HH)			40.0%	16.0%	74.7%	32.4%	42.3%	
With	562	542	322	85	357	234	122	543
%V	22.8%	23.3%	31.1%	23.0%	21.1%	28.8%	13.9%	27.0%
%H (All HH)		96.4%	57.3%	15.1%	63.5%	41.6%	21.7%	96.6%
%H (TV HH)			59.4%	15.7%	65.9%	43.2%	22.5%	
0 - 3	200	190	107	31	118	73	46	190
%V	8.1%	8.2%	10.3%	8.4%	7.0%	9.0%	5.2%	9.5%
%H (All HH)		95.0%	53.5%	15.5%	59.0%	36.5%	23.0%	95.0%
%H (TV HH)			56.3%	16.3%	62.1%	38.4%	24.2%	
4 - 9	281	271	166	39	172	113	59	273
%V	11.4%	11.6%	16.0%	10.5%	10.2%	13.9%	6.7%	13.6%
%H (All HH)		96.4%	59.1%	13.9%	61.2%	40.2%	21.0%	97.2%
%H (TV HH)			61.3%	14.4%	63.5%	41.7%	21.8%	
10 - 15	252	246	149	41	175	120	55	247
%V	10.2%	10.6%	14.4%	11.1%	10.3%	14.8%	6.3%	12.3%
%H (All HH)		97.6%	59.1%	16.3%	69.4%	47.6%	21.8%	98.0%
%H (TV HH)			60.6%	16.7%	71.1%	48.8%	22.4%	

Base: BBC 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

January - December 2015

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2470	2328	1037	370	1692	813	879	2010
%H (All HH)		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%
%H (TV HH)			44.5%	15.9%	72.7%	34.9%	37.8%	
1	891	891	296	130	584	158	426	635
%V	36.1%	38.3%	28.5%	35.1%	34.5%	19.4%	48.5%	31.6%
%H (All HH)		100.0%	33.2%	14.6%	65.5%	17.7%	47.8%	71.3%
%H (TV HH)			33.2%	14.6%	65.5%	17.7%	47.8%	
2	805	805	380	122	602	303	299	672
%V	32.6%	34.6%	36.6%	33.0%	35.6%	37.3%	34.0%	33.4%
%H (All HH)		100.0%	47.2%	15.2%	74.8%	37.6%	37.1%	83.5%
%H (TV HH)			47.2%	15.2%	74.8%	37.6%	37.1%	
3	399	399	216	74	317	208	109	364
%V	16.2%	17.1%	20.8%	20.0%	18.7%	25.6%	12.4%	18.1%
%H (All HH)		100.0%	54.1%	18.5%	79.4%	52.1%	27.3%	91.2%
%H (TV HH)			54.1%	18.5%	79.4%	52.1%	27.3%	
4	157	157	94	30	125	91	33	151
%V	6.4%	6.7%	9.1%	8.1%	7.4%	11.2%	3.8%	7.5%
%H (All HH)		100.0%	59.9%	19.1%	79.6%	58.0%	21.0%	96.2%
%H (TV HH)			59.9%	19.1%	79.6%	58.0%	21.0%	
5+	76	76	50	15	64	53	11	75
%V	3.1%	3.3%	4.8%	4.1%	3.8%	6.5%	1.3%	3.7%
%H (All HH)		100.0%	65.8%	19.7%	84.2%	69.7%	14.5%	98.7%
%H (TV HH)			65.8%	19.7%	84.2%	69.7%	14.5%	

Base: BBC 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
January - December 2015

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2470	2328	1037	370	1692	813	879	2010
%H (All HH)		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%
%H (TV HH)			44.5%	15.9%	72.7%	34.9%	37.8%	
Under 20"	427	427	199	60	348	186	163	357
%V	17.3%	18.3%	19.2%	16.2%	20.6%	22.9%	18.5%	17.8%
%H (All HH)		100.0%	46.6%	14.1%	81.5%	43.6%	38.2%	83.6%
%H (TV HH)			46.6%	14.1%	81.5%	43.6%	38.2%	
20" - 29"	756	756	332	118	598	295	302	608
%V	30.6%	32.5%	32.0%	31.9%	35.3%	36.3%	34.4%	30.2%
%H (All HH)		100.0%	43.9%	15.6%	79.1%	39.0%	39.9%	80.4%
%H (TV HH)			43.9%	15.6%	79.1%	39.0%	39.9%	
30" - 39"	1279	1279	572	210	950	474	476	1040
%V	51.8%	54.9%	55.2%	56.8%	56.1%	58.3%	54.2%	51.7%
%H (All HH)		100.0%	44.7%	16.4%	74.3%	37.1%	37.2%	81.3%
%H (TV HH)			44.7%	16.4%	74.3%	37.1%	37.2%	
40" and over	1282	1282	694	230	912	567	346	1158
%V	51.9%	55.1%	66.9%	62.2%	53.9%	69.7%	39.4%	57.6%
%H (All HH)		100.0%	54.1%	17.9%	71.1%	44.2%	27.0%	90.3%
%H (TV HH)			54.1%	17.9%	71.1%	44.2%	27.0%	

Base: BBC 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

January - December 2015

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2470	2328	1037	370	1692	813	879	2010
%V (All HH)		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%
%H (TV HH)			44.5%	15.9%	72.7%	34.9%	37.8%	
Main living room	2289	2289	1025	366	1665	806	859	1861
%V	92.7%	98.3%	98.8%	98.9%	98.4%	99.1%	97.7%	92.6%
%H (All HH)		100.0%	44.8%	16.0%	72.7%	35.2%	37.5%	81.3%
%H (TV HH)			44.8%	16.0%	72.7%	35.2%	37.5%	
Kitchen	271	271	144	44	221	137	84	239
%V	11.0%	11.6%	13.9%	11.9%	13.1%	16.9%	9.6%	11.9%
%H (All HH)		100.0%	53.1%	16.2%	81.5%	50.6%	31.0%	88.2%
%H (TV HH)			53.1%	16.2%	81.5%	50.6%	31.0%	
Adult's bedroom	1088	1088	558	193	848	512	337	945
%V	44.0%	46.7%	53.8%	52.2%	50.1%	63.0%	38.3%	47.0%
%H (All HH)		100.0%	51.3%	17.7%	77.9%	47.1%	31.0%	86.9%
%H (TV HH)			51.3%	17.7%	77.9%	47.1%	31.0%	
Child's bedroom	270	270	170	50	188	141	48	262
%V	10.9%	11.6%	16.4%	13.5%	11.1%	17.3%	5.5%	13.0%
%H (All HH)		100.0%	63.0%	18.5%	69.6%	52.2%	17.8%	97.0%
%H (TV HH)			63.0%	18.5%	69.6%	52.2%	17.8%	
Other bedroom	98	98	59	12	78	52	26	92
%V	4.0%	4.2%	5.7%	3.2%	4.6%	6.4%	3.0%	4.6%
%H (All HH)		100.0%	60.2%	12.2%	79.6%	53.1%	26.5%	93.9%
%H (TV HH)			60.2%	12.2%	79.6%	53.1%	26.5%	
Second living/dining room	175	175	91	29	138	81	57	164
%V	7.1%	7.5%	8.8%	7.8%	8.2%	10.0%	6.5%	8.2%
%H (All HH)		100.0%	52.0%	16.6%	78.9%	46.3%	32.6%	93.7%
%H (TV HH)			52.0%	16.6%	78.9%	46.3%	32.6%	
Study/office	30	30	12	9	23	14	9	27
%V	1.2%	1.3%	1.2%	2.4%	1.4%	1.7%	1.0%	1.3%
%H (All HH)		100.0%	40.0%	30.0%	76.7%	46.7%	30.0%	90.0%
%H (TV HH)			40.0%	30.0%	76.7%	46.7%	30.0%	
TV room	42	42	25	3	37	24	14	42
%V	1.7%	1.8%	2.4%	0.8%	2.2%	3.0%	1.6%	2.1%
%H (All HH)		100.0%	59.5%	7.1%	88.1%	57.1%	33.3%	100.0%
%H (TV HH)			59.5%	7.1%	88.1%	57.1%	33.3%	
Conservatory	46	46	25	6	41	26	15	41
%V	1.9%	2.0%	2.4%	1.6%	2.4%	3.2%	1.7%	2.0%
%H (All HH)		100.0%	54.3%	13.0%	89.1%	56.5%	32.6%	89.1%
%H (TV HH)			54.3%	13.0%	89.1%	56.5%	32.6%	
Attic or loft room	4	4	3	1	4	3	1	4
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	75.0%	25.0%	100.0%	75.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	100.0%	75.0%	25.0%	
No specific location	3	3	1	0	2	1	2	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	66.7%	33.3%	66.7%	
Other	18	18	11	3	12	8	4	16
%V	0.7%	0.8%	1.1%	0.8%	0.7%	1.0%	0.5%	0.8%
%H (All HH)		100.0%	61.1%	16.7%	66.7%	44.4%	22.2%	88.9%
%H (TV HH)			61.1%	16.7%	66.7%	44.4%	22.2%	

Base: BBC 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

January - December 2015

BBC Scotland

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2470	2328	1037	370	1692	813	879	2010
%H (All HH)		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%
%H (TV HH)			44.5%	15.9%	72.7%	34.9%	37.8%	
Any DSAT provider	1037	1037	1037	7	621	621	0	939
%V	42.0%	44.5%	100.0%	1.9%	36.7%	76.4%	0.0%	46.7%
%H (All HH)			100.0%	0.7%	59.9%	59.9%	0.0%	90.5%
%H (TV HH)			100.0%	0.7%	59.9%	59.9%	0.0%	
Sky with subscription	870	870	870	2	537	537	0	797
%V	35.2%	37.4%	83.9%	0.5%	31.7%	66.1%	0.0%	39.7%
%H (All HH)			100.0%	0.2%	61.7%	61.7%	0.0%	91.6%
%H (TV HH)			100.0%	0.2%	61.7%	61.7%	0.0%	
Sky without subscription	50	50	50	0	27	27	0	41
%V	2.0%	2.1%	4.8%	0.0%	1.6%	3.3%	0.0%	2.0%
%H (All HH)			100.0%	0.0%	54.0%	54.0%	0.0%	82.0%
%H (TV HH)			100.0%	0.0%	54.0%	54.0%	0.0%	
Freesat	113	113	113	4	55	55	0	100
%V	4.6%	4.9%	10.9%	1.1%	3.3%	6.8%	0.0%	5.0%
%H (All HH)			100.0%	3.5%	48.7%	48.7%	0.0%	88.5%
%H (TV HH)			100.0%	3.5%	48.7%	48.7%	0.0%	
Other satellite provider	33	33	33	1	17	17	0	31
%V	1.3%	1.4%	3.2%	0.3%	1.0%	2.1%	0.0%	1.5%
%H (All HH)			100.0%	3.0%	51.5%	51.5%	0.0%	93.9%
%H (TV HH)			100.0%	3.0%	51.5%	51.5%	0.0%	
DCAB	370	370	7	370	196	196	0	330
%V	15.0%	15.9%	0.7%	100.0%	11.6%	24.1%	0.0%	16.4%
%H (All HH)			1.9%	100.0%	53.0%	53.0%	0.0%	89.2%
%H (TV HH)			1.9%	100.0%	53.0%	53.0%	0.0%	
DTT	1692	1692	621	196	1692	813	879	1327
%V	68.5%	72.7%	59.9%	53.0%	100.0%	100.0%	100.0%	66.0%
%H (All HH)		100.0%	36.7%	11.6%	100.0%	48.0%	52.0%	78.4%
%H (TV HH)			36.7%	11.6%	100.0%	48.0%	52.0%	

Base: BBC 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

January - December 2015

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2470	2328	1037	370	1692	813	879	2010
%H (All HH)		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%
%H (TV HH)			44.5%	15.9%	72.7%	34.9%	37.8%	
PVR	1421	1421	894	302	938	705	232	1292
%V	57.5%	61.0%	86.2%	81.6%	55.4%	86.7%	26.4%	64.3%
%H (All HH)		100.0%	62.9%	21.3%	66.0%	49.6%	16.3%	90.9%
%H (TV HH)			62.9%	21.3%	66.0%	49.6%	16.3%	
DVDR	62	62	29	9	43	20	23	54
%V	2.5%	2.7%	2.8%	2.4%	2.5%	2.5%	2.6%	2.7%
%H (All HH)		100.0%	46.8%	14.5%	69.4%	32.3%	37.1%	87.1%
%H (TV HH)			46.8%	14.5%	69.4%	32.3%	37.1%	
VCR	38	38	19	5	26	12	14	28
%V	1.5%	1.6%	1.8%	1.4%	1.5%	1.5%	1.6%	1.4%
%H (All HH)		100.0%	50.0%	13.2%	68.4%	31.6%	36.8%	73.7%
%H (TV HH)			50.0%	13.2%	68.4%	31.6%	36.8%	
Any recorder	1452	1452	900	304	962	707	255	1311
%V	58.8%	62.4%	86.8%	82.2%	56.9%	87.0%	29.0%	65.2%
%H (All HH)		100.0%	62.0%	20.9%	66.3%	48.7%	17.6%	90.3%
%H (TV HH)			62.0%	20.9%	66.3%	48.7%	17.6%	
Receives HDTV (via STB or built-in reception)	1419	1419	781	293	994	643	351	1263
%V	57.4%	61.0%	75.3%	79.2%	58.7%	79.1%	39.9%	62.8%
%H (All HH)		100.0%	55.0%	20.6%	70.0%	45.3%	24.7%	89.0%
%H (TV HH)			55.0%	20.6%	70.0%	45.3%	24.7%	
DVD/Blu-ray player or recorder	1783	1783	839	303	1331	696	635	1512
%V	72.2%	76.6%	80.9%	81.9%	78.7%	85.6%	72.2%	75.2%
%H (All HH)		100.0%	47.1%	17.0%	74.6%	39.0%	35.6%	84.8%
%H (TV HH)			47.1%	17.0%	74.6%	39.0%	35.6%	

Base: BBC 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

January - December 2015

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2470	2328	1037	370	1692	813	879	2010
%H (All HH)		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%
%H (TV HH)			44.5%	15.9%	72.7%	34.9%	37.8%	
Has broadband internet	2010	1897	939	330	1327	739	588	2010
%V	81.4%	81.5%	90.5%	89.2%	78.4%	90.9%	66.9%	100.0%
%H (All HH)		94.4%	46.7%	16.4%	66.0%	36.8%	29.3%	100.0%
%H (TV HH)			49.5%	17.4%	70.0%	39.0%	31.0%	
Number of computers (PCs and laptops)								
0	513	485	122	50	395	89	306	81
%V	20.8%	20.8%	11.8%	13.5%	23.3%	10.9%	34.8%	4.0%
%H (All HH)		94.5%	23.8%	9.7%	77.0%	17.3%	59.6%	15.8%
%H (TV HH)			25.2%	10.3%	81.4%	18.4%	63.1%	
1	632	586	244	95	429	196	233	609
%V	25.6%	25.2%	23.5%	25.7%	25.4%	24.1%	26.5%	30.3%
%H (All HH)		92.7%	38.6%	15.0%	67.9%	31.0%	36.9%	96.4%
%H (TV HH)			41.6%	16.2%	73.2%	33.4%	39.8%	
2	581	547	271	92	384	210	174	578
%V	23.5%	23.5%	26.1%	24.9%	22.7%	25.8%	19.8%	28.8%
%H (All HH)		94.1%	46.6%	15.8%	66.1%	36.1%	29.9%	99.5%
%H (TV HH)			49.5%	16.8%	70.2%	38.4%	31.8%	
3	356	338	183	64	219	136	83	355
%V	14.4%	14.5%	17.6%	17.3%	12.9%	16.7%	9.4%	17.7%
%H (All HH)		94.9%	51.4%	18.0%	61.5%	38.2%	23.3%	99.7%
%H (TV HH)			54.1%	18.9%	64.8%	40.2%	24.6%	
4	195	184	103	35	134	91	44	195
%V	7.9%	7.9%	9.9%	9.5%	7.9%	11.2%	5.0%	9.7%
%H (All HH)		94.4%	52.8%	17.9%	68.7%	46.7%	22.6%	100.0%
%H (TV HH)			56.0%	19.0%	72.8%	49.5%	23.9%	
5+	193	189	114	33	130	91	39	192
%V	7.8%	8.1%	11.0%	8.9%	7.7%	11.2%	4.4%	9.6%
%H (All HH)		97.9%	59.1%	17.1%	67.4%	47.2%	20.2%	99.5%
%H (TV HH)			60.3%	17.5%	68.8%	48.1%	20.6%	

Base: BBC 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

January - December 2015

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4730	2352	794	3581	2036	1545	4074
%H		49.7%	16.8%	75.7%	43.0%	32.7%	86.1%
Under 20"	523	246	74	432	235	197	441
%V	11.1%	10.5%	9.3%	12.1%	11.5%	12.8%	10.8%
%H		47.0%	14.1%	82.6%	44.9%	37.7%	84.3%
20" - 29"	953	436	148	760	394	366	783
%V	20.1%	18.5%	18.6%	21.2%	19.4%	23.7%	19.2%
%H		45.8%	15.5%	79.7%	41.3%	38.4%	82.2%
30" - 39"	1572	727	268	1180	624	556	1317
%V	33.2%	30.9%	33.8%	33.0%	30.6%	36.0%	32.3%
%H		46.2%	17.0%	75.1%	39.7%	35.4%	83.8%
40" and over	1629	923	294	1171	769	402	1494
%V	34.4%	39.2%	37.0%	32.7%	37.8%	26.0%	36.7%
%H		56.7%	18.0%	71.9%	47.2%	24.7%	91.7%
Don't know	54	19	11	38	15	23	40
%V	1.1%	0.8%	1.4%	1.1%	0.7%	1.5%	1.0%
%H		35.2%	20.4%	70.4%	27.8%	42.6%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4730	2352	794	3581	2036	1545	4074
%H		49.7%	16.8%	75.7%	43.0%	32.7%	86.1%
Main living room	2302	1031	367	1675	812	863	1873
%V	48.7%	43.8%	46.2%	46.8%	39.9%	55.9%	46.0%
%H		44.8%	15.9%	72.8%	35.3%	37.5%	81.4%
Kitchen	272	145	44	222	138	84	240
%V	5.8%	6.2%	5.5%	6.2%	6.8%	5.4%	5.9%
%H		53.3%	16.2%	81.6%	50.7%	30.9%	88.2%
Adult's bedroom	1369	710	253	1086	679	407	1209
%V	28.9%	30.2%	31.9%	30.3%	33.3%	26.3%	29.7%
%H		51.9%	18.5%	79.3%	49.6%	29.7%	88.3%
Child's bedroom	349	225	66	245	187	58	341
%V	7.4%	9.6%	8.3%	6.8%	9.2%	3.8%	8.4%
%H		64.5%	18.9%	70.2%	53.6%	16.6%	97.7%
Other bedroom	113	70	12	89	61	29	107
%V	2.4%	3.0%	1.5%	2.5%	3.0%	1.9%	2.6%
%H		61.9%	10.6%	78.8%	54.0%	25.7%	94.7%
Second living/dining room	180	92	30	142	83	59	169
%V	3.8%	3.9%	3.8%	4.0%	4.1%	3.8%	4.1%
%H		51.1%	16.7%	78.9%	46.1%	32.8%	93.9%
Study/office	30	12	9	23	14	9	27
%V	0.6%	0.5%	1.1%	0.6%	0.7%	0.6%	0.7%
%H		40.0%	30.0%	76.7%	46.7%	30.0%	90.0%
TV room	43	26	3	38	24	14	43
%V	0.9%	1.1%	0.4%	1.1%	1.2%	0.9%	1.1%
%H		60.5%	7.0%	88.4%	55.8%	32.6%	100.0%
Conservatory	46	25	6	41	26	15	41
%V	1.0%	1.1%	0.8%	1.1%	1.3%	1.0%	1.0%
%H		54.3%	13.0%	89.1%	56.5%	32.6%	89.1%
Attic or loft room	4	3	1	4	3	1	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		75.0%	25.0%	100.0%	75.0%	25.0%	100.0%
No specific location	3	1	0	2	1	2	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		33.3%	0.0%	66.7%	33.3%	66.7%	66.7%
Other	19	12	3	13	8	5	17
%V	0.4%	0.5%	0.4%	0.4%	0.4%	0.3%	0.4%
%H		63.2%	15.8%	68.4%	42.1%	26.3%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4730	2352	794	3581	2036	1545	4074
%H		49.7%	16.8%	75.7%	43.0%	32.7%	86.1%
PVR	1927	1241	436	1220	961	259	1779
%V	40.7%	52.8%	54.9%	34.1%	47.2%	16.8%	43.7%
%H		64.4%	22.6%	63.3%	49.9%	13.4%	92.3%
DVDR	66	32	10	46	22	24	58
%V	1.4%	1.4%	1.3%	1.3%	1.1%	1.6%	1.4%
%H		48.5%	15.2%	69.7%	33.3%	36.4%	87.9%
VCR	39	20	5	27	13	14	29
%V	0.8%	0.9%	0.6%	0.8%	0.6%	0.9%	0.7%
%H		51.3%	12.8%	69.2%	33.3%	35.9%	74.4%
Any recorder	1970	1254	439	1255	969	286	1809
%V	41.6%	53.3%	55.3%	35.0%	47.6%	18.5%	44.4%
%H		63.7%	22.3%	63.7%	49.2%	14.5%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4730	2352	794	3581	2036	1545	4074
%H		49.7%	16.8%	75.7%	43.0%	32.7%	86.1%
Receives HDTV (via STB or built-in reception)	2119	1182	464	1504	1021	484	1921
%V	44.8%	50.3%	58.4%	42.0%	50.1%	31.3%	47.2%
%H		55.8%	21.9%	71.0%	48.2%	22.8%	90.7%
DVD/Blu-ray player or recorder	2691	1340	476	2080	1208	872	2369
%V	56.9%	57.0%	59.9%	58.1%	59.3%	56.4%	58.1%
%H		49.8%	17.7%	77.3%	44.9%	32.4%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2322	1035	370	1690	813	877	1891
%H		44.6%	15.9%	72.8%	35.0%	37.8%	81.4%
Under 20"	32	6	1	24	4	20	24
%V	1.4%	0.6%	0.3%	1.4%	0.5%	2.3%	1.3%
%H		18.8%	3.1%	75.0%	12.5%	62.5%	75.0%
20" - 29"	203	43	21	156	21	134	119
%V	8.7%	4.2%	5.7%	9.2%	2.6%	15.3%	6.3%
%H		21.2%	10.3%	76.8%	10.3%	66.0%	58.6%
30" - 39"	808	299	118	604	231	374	599
%V	34.8%	28.9%	31.9%	35.7%	28.4%	42.6%	31.7%
%H		37.0%	14.6%	74.8%	28.6%	46.3%	74.1%
40" and over	1249	677	225	887	553	334	1128
%V	53.8%	65.4%	60.8%	52.5%	68.0%	38.1%	59.7%
%H		54.2%	18.0%	71.0%	44.3%	26.7%	90.3%
Don't know	30	10	4	19	4	15	21
%V	1.3%	1.0%	1.1%	1.1%	0.5%	1.7%	1.1%
%H		33.3%	13.3%	63.3%	13.3%	50.0%	70.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2322	1035	370	1690	813	877	1891
%H		44.6%	15.9%	72.8%	35.0%	37.8%	81.4%
PVR	1382	877	296	907	692	215	1257
%V	59.5%	84.7%	80.0%	53.7%	85.1%	24.5%	66.5%
%H		63.5%	21.4%	65.6%	50.1%	15.6%	91.0%
DVDR	51	24	8	35	16	19	44
%V	2.2%	2.3%	2.2%	2.1%	2.0%	2.2%	2.3%
%H		47.1%	15.7%	68.6%	31.4%	37.3%	86.3%
VCR	29	15	3	18	8	11	20
%V	1.2%	1.4%	0.8%	1.1%	1.0%	1.3%	1.1%
%H		51.7%	10.3%	62.1%	27.6%	37.9%	69.0%
Any recorder	1413	884	299	931	695	236	1276
%V	60.9%	85.4%	80.8%	55.1%	85.5%	26.9%	67.5%
%H		62.6%	21.2%	65.9%	49.2%	16.7%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2322	1035	370	1690	813	877	1891
%H		44.6%	15.9%	72.8%	35.0%	37.8%	81.4%
Receives HDTV (via STB or built-in reception)	1378	764	288	961	629	331	1226
%V	59.3%	73.8%	77.8%	56.9%	77.4%	37.7%	64.8%
%H		55.4%	20.9%	69.7%	45.6%	24.0%	89.0%
DVD/Blu-ray player or recorder	1614	752	270	1201	615	586	1359
%V	69.5%	72.7%	73.0%	71.1%	75.6%	66.8%	71.9%
%H		46.6%	16.7%	74.4%	38.1%	36.3%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2408	1316	424	1890	1223	667	2183
%H		54.7%	17.6%	78.5%	50.8%	27.7%	90.7%
Under 20"	491	240	72	408	231	178	416
%V	20.4%	18.2%	17.0%	21.6%	18.9%	26.7%	19.1%
%H		48.9%	14.7%	83.1%	47.0%	36.3%	84.7%
20" - 29"	750	393	126	604	372	232	664
%V	31.1%	29.9%	29.7%	32.0%	30.4%	34.8%	30.4%
%H		52.4%	16.8%	80.5%	49.6%	30.9%	88.5%
30" - 39"	763	428	150	575	393	182	718
%V	31.7%	32.5%	35.4%	30.4%	32.1%	27.3%	32.9%
%H		56.1%	19.7%	75.4%	51.5%	23.9%	94.1%
40" and over	380	246	69	284	216	68	365
%V	15.8%	18.7%	16.3%	15.0%	17.7%	10.2%	16.7%
%H		64.7%	18.2%	74.7%	56.8%	17.9%	96.1%
Don't know	24	9	7	19	11	8	19
%V	1.0%	0.7%	1.7%	1.0%	0.9%	1.2%	0.9%
%H		37.5%	29.2%	79.2%	45.8%	33.3%	79.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2408	1316	424	1890	1223	667	2183
%H		54.7%	17.6%	78.5%	50.8%	27.7%	90.7%
PVR	544	364	139	313	269	45	522
%V	22.6%	27.7%	32.8%	16.6%	22.0%	6.7%	23.9%
%H		66.9%	25.6%	57.5%	49.4%	8.3%	96.0%
DVDR	15	8	2	11	6	5	14
%V	0.6%	0.6%	0.5%	0.6%	0.5%	0.7%	0.6%
%H		53.3%	13.3%	73.3%	40.0%	33.3%	93.3%
VCR	10	5	2	9	5	4	9
%V	0.4%	0.4%	0.5%	0.5%	0.4%	0.6%	0.4%
%H		50.0%	20.0%	90.0%	50.0%	40.0%	90.0%
Any recorder	557	370	140	324	274	51	533
%V	23.1%	28.1%	33.0%	17.1%	22.4%	7.6%	24.4%
%H		66.4%	25.1%	58.2%	49.2%	9.2%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2408	1316	424	1890	1223	667	2183
%H		54.7%	17.6%	78.5%	50.8%	27.7%	90.7%
Receives HDTV (via STB or built-in reception)	741	418	176	544	391	152	695
%V	30.8%	31.8%	41.5%	28.8%	32.0%	22.8%	31.8%
%H		56.4%	23.8%	73.4%	52.8%	20.5%	93.8%
DVD/Blu-ray player or recorder	1077	587	206	879	592	287	1010
%V	44.7%	44.6%	48.6%	46.5%	48.4%	43.0%	46.3%
%H		54.5%	19.1%	81.6%	55.0%	26.6%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5272	5018	2539	815	3553	1977	1576	4676
%H		95.2%	48.2%	15.5%	67.4%	37.5%	29.9%	88.7%
Total Children	907	878	530	137	578	382	196	877
%V	17.2%	17.5%	20.9%	16.8%	16.3%	19.3%	12.4%	18.8%
%H		96.8%	58.4%	15.1%	63.7%	42.1%	21.6%	96.7%
0 - 3	231	220	124	35	138	83	55	219
%V	4.4%	4.4%	4.9%	4.3%	3.9%	4.2%	3.5%	4.7%
%H		95.2%	53.7%	15.2%	59.7%	35.9%	23.8%	94.8%
4 - 15	676	658	406	102	440	300	141	658
%V	12.8%	13.1%	16.0%	12.5%	12.4%	15.2%	8.9%	14.1%
%H		97.3%	60.1%	15.1%	65.1%	44.4%	20.9%	97.3%
4 - 9	354	343	211	52	218	147	71	343
%V	6.7%	6.8%	8.3%	6.4%	6.1%	7.4%	4.5%	7.3%
%H		96.9%	59.6%	14.7%	61.6%	41.5%	20.1%	96.9%
10 - 15	322	315	195	51	222	152	70	316
%V	6.1%	6.3%	7.7%	6.3%	6.2%	7.7%	4.4%	6.8%
%H		97.8%	60.6%	15.8%	68.9%	47.2%	21.7%	98.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5272	5018	2539	815	3553	1977	1576	4676
%H		95.2%	48.2%	15.5%	67.4%	37.5%	29.9%	88.7%
Total Adults (16+)	4365	4141	2009	678	2975	1595	1380	3799
%V	82.8%	82.5%	79.1%	83.2%	83.7%	80.7%	87.6%	81.2%
%H		94.9%	46.0%	15.5%	68.2%	36.5%	31.6%	87.0%
16 - 19	229	215	116	33	154	96	59	224
%V	4.3%	4.3%	4.6%	4.0%	4.3%	4.9%	3.7%	4.8%
%H		93.9%	50.7%	14.4%	67.2%	41.9%	25.8%	97.8%
20 - 24	353	306	137	50	210	110	100	340
%V	6.7%	6.1%	5.4%	6.1%	5.9%	5.6%	6.3%	7.3%
%H		86.7%	38.8%	14.2%	59.5%	31.2%	28.3%	96.3%
25 - 34	704	639	333	109	391	232	159	673
%V	13.4%	12.7%	13.1%	13.4%	11.0%	11.7%	10.1%	14.4%
%H		90.8%	47.3%	15.5%	55.5%	33.0%	22.6%	95.6%
35 - 44	659	625	359	100	419	260	158	629
%V	12.5%	12.5%	14.1%	12.3%	11.8%	13.2%	10.0%	13.5%
%H		94.8%	54.5%	15.2%	63.6%	39.5%	24.0%	95.4%
45 - 54	794	770	405	135	548	324	224	731
%V	15.1%	15.3%	16.0%	16.6%	15.4%	16.4%	14.2%	15.6%
%H		97.0%	51.0%	17.0%	69.0%	40.8%	28.2%	92.1%
55 - 64	680	661	315	107	504	264	240	602
%V	12.9%	13.2%	12.4%	13.1%	14.2%	13.4%	15.2%	12.9%
%H		97.2%	46.3%	15.7%	74.1%	38.8%	35.3%	88.5%
65+	947	924	344	143	749	309	440	600
%V	18.0%	18.4%	13.5%	17.5%	21.1%	15.6%	27.9%	12.8%
%H		97.6%	36.3%	15.1%	79.1%	32.6%	46.5%	63.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		4365	4141	2009	678	2975	1595	1380	3799
	%H		94.9%	46.0%	15.5%	68.2%	36.5%	31.6%	87.0%
AB		1105	1051	519	187	733	401	332	1058
	%V	25.3%	25.4%	25.8%	27.6%	24.6%	25.1%	24.1%	27.8%
	%H		95.1%	47.0%	16.9%	66.3%	36.3%	30.0%	95.7%
C1		1248	1164	579	203	843	482	361	1158
	%V	28.6%	28.1%	28.8%	29.9%	28.3%	30.2%	26.2%	30.5%
	%H		93.3%	46.4%	16.3%	67.5%	38.6%	28.9%	92.8%
C2		889	869	464	125	641	370	270	784
	%V	20.4%	21.0%	23.1%	18.4%	21.5%	23.2%	19.6%	20.6%
	%H		97.8%	52.2%	14.1%	72.1%	41.6%	30.4%	88.2%
D		708	667	312	105	463	233	230	567
	%V	16.2%	16.1%	15.5%	15.5%	15.6%	14.6%	16.7%	14.9%
	%H		94.2%	44.1%	14.8%	65.4%	32.9%	32.5%	80.1%
E		416	389	136	58	295	109	186	232
	%V	9.5%	9.4%	6.8%	8.6%	9.9%	6.8%	13.5%	6.1%
	%H		93.5%	32.7%	13.9%	70.9%	26.2%	44.7%	55.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4365	4141	2009	678	2975	1595	1380	3799
%H		94.9%	46.0%	15.5%	68.2%	36.5%	31.6%	87.0%
Working full time	2016	1927	1036	327	1311	795	516	1937
%V	46.2%	46.5%	51.6%	48.2%	44.1%	49.8%	37.4%	51.0%
%H		95.6%	51.4%	16.2%	65.0%	39.4%	25.6%	96.1%
Working part time	423	410	223	69	289	173	116	400
%V	9.7%	9.9%	11.1%	10.2%	9.7%	10.8%	8.4%	10.5%
%H		96.9%	52.7%	16.3%	68.3%	40.9%	27.4%	94.6%
Not working	1925	1804	750	282	1374	627	747	1462
%V	44.1%	43.6%	37.3%	41.6%	46.2%	39.3%	54.1%	38.5%
%H		93.7%	39.0%	14.6%	71.4%	32.6%	38.8%	75.9%
Housewife/Houseperson	2470	2328	1037	370	1692	813	879	2010
%V	56.6%	56.2%	51.6%	54.6%	56.9%	51.0%	63.7%	52.9%
%H		94.3%	42.0%	15.0%	68.5%	32.9%	35.6%	81.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2096	1979	989	320	1416	788	627	1841
%H		94.4%	47.2%	15.3%	67.6%	37.6%	29.9%	87.8%
16 - 19	116	107	54	22	77	49	29	114
%V	5.5%	5.4%	5.5%	6.9%	5.4%	6.2%	4.6%	6.2%
%H		92.2%	46.6%	19.0%	66.4%	42.2%	25.0%	98.3%
20 - 24	173	156	71	29	109	60	48	167
%V	8.3%	7.9%	7.2%	9.1%	7.7%	7.6%	7.7%	9.1%
%H		90.2%	41.0%	16.8%	63.0%	34.7%	27.7%	96.5%
25 - 34	346	306	164	47	185	111	74	326
%V	16.5%	15.5%	16.6%	14.7%	13.1%	14.1%	11.8%	17.7%
%H		88.4%	47.4%	13.6%	53.5%	32.1%	21.4%	94.2%
35 - 44	322	300	177	41	201	127	74	303
%V	15.4%	15.2%	17.9%	12.8%	14.2%	16.1%	11.8%	16.5%
%H		93.2%	55.0%	12.7%	62.4%	39.4%	23.0%	94.1%
45 - 54	384	373	205	61	262	160	103	351
%V	18.3%	18.8%	20.7%	19.1%	18.5%	20.3%	16.4%	19.1%
%H		97.1%	53.4%	15.9%	68.2%	41.7%	26.8%	91.4%
55 - 64	330	320	152	50	246	128	118	287
%V	15.7%	16.2%	15.4%	15.6%	17.4%	16.2%	18.8%	15.6%
%H		97.0%	46.1%	15.2%	74.5%	38.8%	35.8%	87.0%
65+	425	417	165	72	336	155	181	294
%V	20.3%	21.1%	16.7%	22.5%	23.7%	19.7%	28.9%	16.0%
%H		98.1%	38.8%	16.9%	79.1%	36.5%	42.6%	69.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2096	1979	989	320	1416	788	627	1841
%H		94.4%	47.2%	15.3%	67.6%	37.6%	29.9%	87.8%
AB	538	511	259	93	359	206	153	518
%V	25.7%	25.8%	26.2%	29.1%	25.4%	26.1%	24.4%	28.1%
%H		95.0%	48.1%	17.3%	66.7%	38.3%	28.4%	96.3%
C1	575	534	276	94	381	229	152	540
%V	27.4%	27.0%	27.9%	29.4%	26.9%	29.1%	24.2%	29.3%
%H		92.9%	48.0%	16.3%	66.3%	39.8%	26.4%	93.9%
C2	476	464	247	65	341	196	144	417
%V	22.7%	23.4%	25.0%	20.3%	24.1%	24.9%	23.0%	22.7%
%H		97.5%	51.9%	13.7%	71.6%	41.2%	30.3%	87.6%
D	314	293	146	44	200	107	93	257
%V	15.0%	14.8%	14.8%	13.8%	14.1%	13.6%	14.8%	14.0%
%H		93.3%	46.5%	14.0%	63.7%	34.1%	29.6%	81.8%
E	193	177	62	25	135	50	85	109
%V	9.2%	8.9%	6.3%	7.8%	9.5%	6.3%	13.6%	5.9%
%H		91.7%	32.1%	13.0%	69.9%	25.9%	44.0%	56.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2096	1979	989	320	1416	788	627	1841
%H		94.4%	47.2%	15.3%	67.6%	37.6%	29.9%	87.8%
Working full time	1179	1128	622	177	772	473	298	1129
%V	56.3%	57.0%	62.9%	55.3%	54.5%	60.0%	47.5%	61.3%
%H		95.7%	52.8%	15.0%	65.5%	40.1%	25.3%	95.8%
Working part time	75	71	37	11	47	26	20	67
%V	3.6%	3.6%	3.7%	3.4%	3.3%	3.3%	3.2%	3.6%
%H		94.7%	49.3%	14.7%	62.7%	34.7%	26.7%	89.3%
Not working	841	781	330	132	597	289	309	645
%V	40.1%	39.5%	33.4%	41.3%	42.2%	36.7%	49.3%	35.0%
%H		92.9%	39.2%	15.7%	71.0%	34.4%	36.7%	76.7%
Housewife/Houseperson	602	545	217	75	398	164	234	435
%V	28.7%	27.5%	21.9%	23.4%	28.1%	20.8%	37.3%	23.6%
%H		90.5%	36.0%	12.5%	66.1%	27.2%	38.9%	72.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2269	2162	1020	358	1559	807	752	1958
%H		95.3%	45.0%	15.8%	68.7%	35.6%	33.1%	86.3%
16 - 19	113	108	62	11	77	47	30	110
%V	5.0%	5.0%	6.1%	3.1%	4.9%	5.8%	4.0%	5.6%
%H		95.6%	54.9%	9.7%	68.1%	41.6%	26.5%	97.3%
20 - 24	180	150	66	21	101	50	51	173
%V	7.9%	6.9%	6.5%	5.9%	6.5%	6.2%	6.8%	8.8%
%H		83.3%	36.7%	11.7%	56.1%	27.8%	28.3%	96.1%
25 - 34	358	332	169	62	206	121	85	347
%V	15.8%	15.4%	16.6%	17.3%	13.2%	15.0%	11.3%	17.7%
%H		92.7%	47.2%	17.3%	57.5%	33.8%	23.7%	96.9%
35 - 44	337	325	181	59	218	134	84	326
%V	14.9%	15.0%	17.7%	16.5%	14.0%	16.6%	11.2%	16.6%
%H		96.4%	53.7%	17.5%	64.7%	39.8%	24.9%	96.7%
45 - 54	410	397	200	74	285	164	121	380
%V	18.1%	18.4%	19.6%	20.7%	18.3%	20.3%	16.1%	19.4%
%H		96.8%	48.8%	18.0%	69.5%	40.0%	29.5%	92.7%
55 - 64	349	341	162	58	258	136	122	315
%V	15.4%	15.8%	15.9%	16.2%	16.5%	16.9%	16.2%	16.1%
%H		97.7%	46.4%	16.6%	73.9%	39.0%	35.0%	90.3%
65+	521	508	180	71	413	155	258	306
%V	23.0%	23.5%	17.6%	19.8%	26.5%	19.2%	34.3%	15.6%
%H		97.5%	34.5%	13.6%	79.3%	29.8%	49.5%	58.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2269	2162	1020	358	1559	807	752	1958
%H		95.3%	45.0%	15.8%	68.7%	35.6%	33.1%	86.3%
AB	566	540	260	95	375	195	180	540
%V	24.9%	25.0%	25.5%	26.5%	24.1%	24.2%	23.9%	27.6%
%H		95.4%	45.9%	16.8%	66.3%	34.5%	31.8%	95.4%
C1	672	630	303	108	462	253	208	618
%V	29.6%	29.1%	29.7%	30.2%	29.6%	31.4%	27.7%	31.6%
%H		93.8%	45.1%	16.1%	68.8%	37.6%	31.0%	92.0%
C2	413	405	217	60	300	174	126	367
%V	18.2%	18.7%	21.3%	16.8%	19.2%	21.6%	16.8%	18.7%
%H		98.1%	52.5%	14.5%	72.6%	42.1%	30.5%	88.9%
D	394	374	167	62	264	126	138	310
%V	17.4%	17.3%	16.4%	17.3%	16.9%	15.6%	18.4%	15.8%
%H		94.9%	42.4%	15.7%	67.0%	32.0%	35.0%	78.7%
E	223	212	73	33	160	58	101	122
%V	9.8%	9.8%	7.2%	9.2%	10.3%	7.2%	13.4%	6.2%
%H		95.1%	32.7%	14.8%	71.7%	26.0%	45.3%	54.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2269	2162	1020	358	1559	807	752	1958
%H		95.3%	45.0%	15.8%	68.7%	35.6%	33.1%	86.3%
Working full time	837	799	414	150	540	322	218	809
%V	36.9%	37.0%	40.6%	41.9%	34.6%	39.9%	29.0%	41.3%
%H		95.5%	49.5%	17.9%	64.5%	38.5%	26.0%	96.7%
Working part time	348	339	186	58	242	146	96	333
%V	15.3%	15.7%	18.2%	16.2%	15.5%	18.1%	12.8%	17.0%
%H		97.4%	53.4%	16.7%	69.5%	42.0%	27.6%	95.7%
Not working	1084	1023	420	150	777	339	438	816
%V	47.8%	47.3%	41.2%	41.9%	49.8%	42.0%	58.2%	41.7%
%H		94.4%	38.7%	13.8%	71.7%	31.3%	40.4%	75.3%
Housewife/Houseperson	1869	1782	820	295	1294	649	645	1576
%V	82.4%	82.4%	80.4%	82.4%	83.0%	80.4%	85.8%	80.5%
%H		95.3%	43.9%	15.8%	69.2%	34.7%	34.5%	84.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	693	343	57	502	212	291	564
%H (All HH)		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%
%H (TV HH)			49.5%	8.2%	72.4%	30.6%	42.0%	
AB	149	143	77	14	107	53	53	140
%V	20.5%	20.6%	22.4%	24.6%	21.3%	25.0%	18.2%	24.8%
%H (All HH)		96.0%	51.7%	9.4%	71.8%	35.6%	35.6%	94.0%
%H (TV HH)			53.8%	9.8%	74.8%	37.1%	37.1%	
C1	163	158	83	16	110	51	59	142
%V	22.4%	22.8%	24.2%	28.1%	21.9%	24.1%	20.3%	25.2%
%H (All HH)		96.9%	50.9%	9.8%	67.5%	31.3%	36.2%	87.1%
%H (TV HH)			52.5%	10.1%	69.6%	32.3%	37.3%	
C2	146	138	72	9	104	47	57	120
%V	20.1%	19.9%	21.0%	15.8%	20.7%	22.2%	19.6%	21.3%
%H (All HH)		94.5%	49.3%	6.2%	71.2%	32.2%	39.0%	82.2%
%H (TV HH)			52.2%	6.5%	75.4%	34.1%	41.3%	
D	134	128	68	9	86	36	50	103
%V	18.4%	18.5%	19.8%	15.8%	17.1%	17.0%	17.2%	18.3%
%H (All HH)		95.5%	50.7%	6.7%	64.2%	26.9%	37.3%	76.9%
%H (TV HH)			53.1%	7.0%	67.2%	28.1%	39.1%	
E	135	125	43	9	95	24	71	59
%V	18.6%	18.0%	12.5%	15.8%	18.9%	11.3%	24.4%	10.5%
%H (All HH)		92.6%	31.9%	6.7%	70.4%	17.8%	52.6%	43.7%
%H (TV HH)			34.4%	7.2%	76.0%	19.2%	56.8%	

Base: BBC 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
January - December 2015

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	693	343	57	502	212	291	564
%V (All HH)		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%
%H (TV HH)			49.5%	8.2%	72.4%	30.6%	42.0%	
Under 25	23	19	9	1	12	4	8	20
%V	3.2%	2.7%	2.6%	1.8%	2.4%	1.9%	2.7%	3.5%
%H (All HH)		82.6%	39.1%	4.3%	52.2%	17.4%	34.8%	87.0%
%H (TV HH)			47.4%	5.3%	63.2%	21.1%	42.1%	
25 - 34	114	108	60	11	71	33	38	104
%V	15.7%	15.6%	17.5%	19.3%	14.1%	15.6%	13.1%	18.4%
%H (All HH)		94.7%	52.6%	9.6%	62.3%	28.9%	33.3%	91.2%
%H (TV HH)			55.6%	10.2%	65.7%	30.6%	35.2%	
35 - 44	130	126	76	10	81	43	38	123
%V	17.9%	18.2%	22.2%	17.5%	16.1%	20.3%	13.1%	21.8%
%H (All HH)		96.9%	58.5%	7.7%	62.3%	33.1%	29.2%	94.6%
%H (TV HH)			60.3%	7.9%	64.3%	34.1%	30.2%	
45 - 54	154	148	84	12	105	53	52	135
%V	21.2%	21.4%	24.5%	21.1%	20.9%	25.0%	17.9%	23.9%
%H (All HH)		96.1%	54.5%	7.8%	68.2%	34.4%	33.8%	87.7%
%H (TV HH)			56.8%	8.1%	70.9%	35.8%	35.1%	
55 - 64	120	115	54	10	86	34	52	97
%V	16.5%	16.6%	15.7%	17.5%	17.1%	16.0%	17.9%	17.2%
%H (All HH)		95.8%	45.0%	8.3%	71.7%	28.3%	43.3%	80.8%
%H (TV HH)			47.0%	8.7%	74.8%	29.6%	45.2%	
65 +	186	177	61	12	148	44	104	86
%V	25.6%	25.5%	17.8%	21.1%	29.5%	20.8%	35.7%	15.2%
%H (All HH)		95.2%	32.8%	6.5%	79.6%	23.7%	55.9%	46.2%
%H (TV HH)			34.5%	6.8%	83.6%	24.9%	58.8%	

Base: BBC 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

January - December 2015

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	693	343	57	502	212	291	564
%H (All HH)		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%
%H (TV HH)			49.5%	8.2%	72.4%	30.6%	42.0%	
1	207	187	58	16	145	34	112	98
%V	28.5%	27.0%	16.9%	28.1%	28.9%	16.0%	38.5%	17.4%
%H (All HH)		90.3%	28.0%	7.7%	70.0%	16.4%	54.1%	47.3%
%H (TV HH)			31.0%	8.6%	77.5%	18.2%	59.9%	
2	223	216	109	17	157	67	90	179
%V	30.7%	31.2%	31.8%	29.8%	31.3%	31.6%	30.9%	31.7%
%H (All HH)		96.9%	48.9%	7.6%	70.4%	30.0%	40.4%	80.3%
%H (TV HH)			50.5%	7.9%	72.7%	31.0%	41.7%	
3	120	117	68	10	82	42	39	113
%V	16.5%	16.9%	19.8%	17.5%	16.3%	19.8%	13.4%	20.0%
%H (All HH)		97.5%	56.7%	8.3%	68.3%	35.0%	32.5%	94.2%
%H (TV HH)			58.1%	8.5%	70.1%	35.9%	33.3%	
4	105	102	62	9	72	43	29	103
%V	14.4%	14.7%	18.1%	15.8%	14.3%	20.3%	10.0%	18.3%
%H (All HH)		97.1%	59.0%	8.6%	68.6%	41.0%	27.6%	98.1%
%H (TV HH)			60.8%	8.8%	70.6%	42.2%	28.4%	
5+	72	71	46	5	46	26	21	70
%V	9.9%	10.2%	13.4%	8.8%	9.2%	12.3%	7.2%	12.4%
%H (All HH)		98.6%	63.9%	6.9%	63.9%	36.1%	29.2%	97.2%
%H (TV HH)			64.8%	7.0%	64.8%	36.6%	29.6%	
Average HH size	2.52	2.55	2.86	2.50	2.49	2.88	2.20	2.83

Base: BBC 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
January - December 2015

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	693	343	57	502	212	291	564
%H (All HH)		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%
%H (TV HH)			49.5%	8.2%	72.4%	30.6%	42.0%	
Without	516	487	216	39	370	139	231	361
%V	71.0%	70.3%	63.0%	68.4%	73.7%	65.6%	79.4%	64.0%
%H (All HH)		94.4%	41.9%	7.6%	71.7%	26.9%	44.8%	70.0%
%H (TV HH)			44.4%	8.0%	76.0%	28.5%	47.4%	
With	211	205	127	17	132	72	60	203
%V	29.0%	29.6%	37.0%	29.8%	26.3%	34.0%	20.6%	36.0%
%H (All HH)		97.2%	60.2%	8.1%	62.6%	34.1%	28.4%	96.2%
%H (TV HH)			62.0%	8.3%	64.4%	35.1%	29.3%	
0 - 3	83	81	48	8	51	26	25	80
%V	11.4%	11.7%	14.0%	14.0%	10.2%	12.3%	8.6%	14.2%
%H (All HH)		97.6%	57.8%	9.6%	61.4%	31.3%	30.1%	96.4%
%H (TV HH)			59.3%	9.9%	63.0%	32.1%	30.9%	
4 - 9	109	107	64	11	70	39	31	104
%V	15.0%	15.4%	18.7%	19.3%	13.9%	18.4%	10.7%	18.4%
%H (All HH)		98.2%	58.7%	10.1%	64.2%	35.8%	28.4%	95.4%
%H (TV HH)			59.8%	10.3%	65.4%	36.4%	29.0%	
10 - 15	103	101	66	7	64	37	27	101
%V	14.2%	14.6%	19.2%	12.3%	12.7%	17.5%	9.3%	17.9%
%H (All HH)		98.1%	64.1%	6.8%	62.1%	35.9%	26.2%	98.1%
%H (TV HH)			65.3%	6.9%	63.4%	36.6%	26.7%	

Base: BBC 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

January - December 2015

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	693	343	57	502	212	291	564
%H (All HH)		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%
%H (TV HH)			49.5%	8.2%	72.4%	30.6%	42.0%	
1	253	253	101	19	173	43	130	163
%V	34.8%	36.5%	29.4%	33.3%	34.5%	20.3%	44.7%	28.9%
%H (All HH)		100.0%	39.9%	7.5%	68.4%	17.0%	51.4%	64.4%
%H (TV HH)			39.9%	7.5%	68.4%	17.0%	51.4%	
2	281	281	138	22	204	83	121	232
%V	38.7%	40.5%	40.2%	38.6%	40.6%	39.2%	41.6%	41.1%
%H (All HH)		100.0%	49.1%	7.8%	72.6%	29.5%	43.1%	82.6%
%H (TV HH)			49.1%	7.8%	72.6%	29.5%	43.1%	
3	101	101	64	9	78	49	29	95
%V	13.9%	14.6%	18.7%	15.8%	15.5%	23.1%	10.0%	16.8%
%H (All HH)		100.0%	63.4%	8.9%	77.2%	48.5%	28.7%	94.1%
%H (TV HH)			63.4%	8.9%	77.2%	48.5%	28.7%	
4	36	36	26	4	29	21	8	36
%V	5.0%	5.2%	7.6%	7.0%	5.8%	9.9%	2.7%	6.4%
%H (All HH)		100.0%	72.2%	11.1%	80.6%	58.3%	22.2%	100.0%
%H (TV HH)			72.2%	11.1%	80.6%	58.3%	22.2%	
5+	20	20	15	3	18	15	3	20
%V	2.8%	2.9%	4.4%	5.3%	3.6%	7.1%	1.0%	3.5%
%H (All HH)		100.0%	75.0%	15.0%	90.0%	75.0%	15.0%	100.0%
%H (TV HH)			75.0%	15.0%	90.0%	75.0%	15.0%	

Base: BBC 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

January - December 2015

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	693	343	57	502	212	291	564
%H (All HH)		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%
%H (TV HH)			49.5%	8.2%	72.4%	30.6%	42.0%	
Under 20"	89	89	42	9	76	38	37	70
%V	12.2%	12.8%	12.2%	15.8%	15.1%	17.9%	12.7%	12.4%
%H (All HH)		100.0%	47.2%	10.1%	85.4%	42.7%	41.6%	78.7%
%H (TV HH)			47.2%	10.1%	85.4%	42.7%	41.6%	
20" - 29"	287	287	137	20	221	91	131	223
%V	39.5%	41.4%	39.9%	35.1%	44.0%	42.9%	45.0%	39.5%
%H (All HH)		100.0%	47.7%	7.0%	77.0%	31.7%	45.6%	77.7%
%H (TV HH)			47.7%	7.0%	77.0%	31.7%	45.6%	
30" - 39"	378	378	189	32	273	118	156	304
%V	52.0%	54.5%	55.1%	56.1%	54.4%	55.7%	53.6%	53.9%
%H (All HH)		100.0%	50.0%	8.5%	72.2%	31.2%	41.3%	80.4%
%H (TV HH)			50.0%	8.5%	72.2%	31.2%	41.3%	
40" and over	353	353	218	32	245	141	105	319
%V	48.6%	50.9%	63.6%	56.1%	48.8%	66.5%	36.1%	56.6%
%H (All HH)		100.0%	61.8%	9.1%	69.4%	39.9%	29.7%	90.4%
%H (TV HH)			61.8%	9.1%	69.4%	39.9%	29.7%	

Base: BBC 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

January - December 2015

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	693	343	57	502	212	291	564
%V (All HH)		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%
%H (TV HH)			49.5%	8.2%	72.4%	30.6%	42.0%	
Main living room	678	678	338	56	492	208	284	534
%V	93.3%	97.8%	98.5%	98.2%	98.0%	98.1%	97.6%	94.7%
%H (All HH)		100.0%	49.9%	8.3%	72.6%	30.7%	41.9%	78.8%
%H (TV HH)			49.9%	8.3%	72.6%	30.7%	41.9%	
Kitchen	158	158	81	8	137	68	70	133
%V	21.7%	22.8%	23.6%	14.0%	27.3%	32.1%	24.1%	23.6%
%H (All HH)		100.0%	51.3%	5.1%	86.7%	43.0%	44.3%	84.2%
%H (TV HH)			51.3%	5.1%	86.7%	43.0%	44.3%	
Adult's bedroom	234	234	138	27	171	102	70	207
%V	32.2%	33.8%	40.2%	47.4%	34.1%	48.1%	24.1%	36.7%
%H (All HH)		100.0%	59.0%	11.5%	73.1%	43.6%	29.9%	88.5%
%H (TV HH)			59.0%	11.5%	73.1%	43.6%	29.9%	
Child's bedroom	61	61	41	7	43	30	13	60
%V	8.4%	8.8%	12.0%	12.3%	8.6%	14.2%	4.5%	10.6%
%H (All HH)		100.0%	67.2%	11.5%	70.5%	49.2%	21.3%	98.4%
%H (TV HH)			67.2%	11.5%	70.5%	49.2%	21.3%	
Other bedroom	29	29	19	4	24	17	7	28
%V	4.0%	4.2%	5.5%	7.0%	4.8%	8.0%	2.4%	5.0%
%H (All HH)		100.0%	65.5%	13.8%	82.8%	58.6%	24.1%	96.6%
%H (TV HH)			65.5%	13.8%	82.8%	58.6%	24.1%	
Second living/dining room	115	115	69	8	79	41	38	107
%V	15.8%	16.6%	20.1%	14.0%	15.7%	19.3%	13.1%	19.0%
%H (All HH)		100.0%	60.0%	7.0%	68.7%	35.7%	33.0%	93.0%
%H (TV HH)			60.0%	7.0%	68.7%	35.7%	33.0%	
Study/office	8	8	5	1	6	4	2	8
%V	1.1%	1.2%	1.5%	1.8%	1.2%	1.9%	0.7%	1.4%
%H (All HH)		100.0%	62.5%	12.5%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	75.0%	50.0%	25.0%	
TV room	13	13	7	1	10	6	5	12
%V	1.8%	1.9%	2.0%	1.8%	2.0%	2.8%	1.7%	2.1%
%H (All HH)		100.0%	53.8%	7.7%	76.9%	46.2%	38.5%	92.3%
%H (TV HH)			53.8%	7.7%	76.9%	46.2%	38.5%	
Conservatory	11	11	7	1	10	7	3	11
%V	1.5%	1.6%	2.0%	1.8%	2.0%	3.3%	1.0%	2.0%
%H (All HH)		100.0%	63.6%	9.1%	90.9%	63.6%	27.3%	100.0%
%H (TV HH)			63.6%	9.1%	90.9%	63.6%	27.3%	
Attic or loft room	2	2	1	0	2	1	1	2
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.5%	0.3%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	8	8	5	1	6	4	2	7
%V	1.1%	1.2%	1.5%	1.8%	1.2%	1.9%	0.7%	1.2%
%H (All HH)		100.0%	62.5%	12.5%	75.0%	50.0%	25.0%	87.5%
%H (TV HH)			62.5%	12.5%	75.0%	50.0%	25.0%	

Base: BBC 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

January - December 2015

BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	693	343	57	502	212	291	564
%H (All HH)		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%
%H (TV HH)			49.5%	8.2%	72.4%	30.6%	42.0%	
Any DSAT provider	343	343	343	4	182	182	0	310
%V	47.2%	49.5%	100.0%	7.0%	36.3%	85.8%	0.0%	55.0%
%H (All HH)			100.0%	1.2%	53.1%	53.1%	0.0%	90.4%
%H (TV HH)			100.0%	1.2%	53.1%	53.1%	0.0%	
Sky with subcription	289	289	289	2	149	149	0	266
%V	39.8%	41.7%	84.3%	3.5%	29.7%	70.3%	0.0%	47.2%
%H (All HH)			100.0%	0.7%	51.6%	51.6%	0.0%	92.0%
%H (TV HH)			100.0%	0.7%	51.6%	51.6%	0.0%	
Sky without subcription	24	24	24	0	15	15	0	19
%V	3.3%	3.5%	7.0%	0.0%	3.0%	7.1%	0.0%	3.4%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	79.2%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
Freesat	33	33	33	1	26	26	0	30
%V	4.5%	4.8%	9.6%	1.8%	5.2%	12.3%	0.0%	5.3%
%H (All HH)			100.0%	3.0%	78.8%	78.8%	0.0%	90.9%
%H (TV HH)			100.0%	3.0%	78.8%	78.8%	0.0%	
Other satellite provider	20	20	20	1	11	11	0	17
%V	2.8%	2.9%	5.8%	1.8%	2.2%	5.2%	0.0%	3.0%
%H (All HH)			100.0%	5.0%	55.0%	55.0%	0.0%	85.0%
%H (TV HH)			100.0%	5.0%	55.0%	55.0%	0.0%	
DCAB	57	57	4	57	32	32	0	50
%V	7.8%	8.2%	1.2%	100.0%	6.4%	15.1%	0.0%	8.9%
%H (All HH)			7.0%	100.0%	56.1%	56.1%	0.0%	87.7%
%H (TV HH)			7.0%	100.0%	56.1%	56.1%	0.0%	
DTT	502	502	182	32	502	212	291	376
%V	69.1%	72.4%	53.1%	56.1%	100.0%	100.0%	100.0%	66.7%
%H (All HH)		100.0%	36.3%	6.4%	100.0%	42.2%	58.0%	74.9%
%H (TV HH)			36.3%	6.4%	100.0%	42.2%	58.0%	

Base: BBC 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

January - December 2015

BBC Ulster

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	693	343	57	502	212	291	564
%H (All HH)		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%
%H (TV HH)			49.5%	8.2%	72.4%	30.6%	42.0%	
PVR	366	366	282	43	216	171	45	337
%V	50.3%	52.8%	82.2%	75.4%	43.0%	80.7%	15.5%	59.8%
%H (All HH)		100.0%	77.0%	11.7%	59.0%	46.7%	12.3%	92.1%
%H (TV HH)			77.0%	11.7%	59.0%	46.7%	12.3%	
DVDR	18	18	10	2	13	8	6	16
%V	2.5%	2.6%	2.9%	3.5%	2.6%	3.8%	2.1%	2.8%
%H (All HH)		100.0%	55.6%	11.1%	72.2%	44.4%	33.3%	88.9%
%H (TV HH)			55.6%	11.1%	72.2%	44.4%	33.3%	
VCR	4	4	2	0	4	2	2	3
%V	0.6%	0.6%	0.6%	0.0%	0.8%	0.9%	0.7%	0.5%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	75.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Any recorder	375	375	284	44	223	173	51	343
%V	51.6%	54.1%	82.8%	77.2%	44.4%	81.6%	17.5%	60.8%
%H (All HH)		100.0%	75.7%	11.7%	59.5%	46.1%	13.6%	91.5%
%H (TV HH)			75.7%	11.7%	59.5%	46.1%	13.6%	
Receives HDTV (via STB or built-in reception)	382	382	238	42	260	154	107	341
%V	52.5%	55.1%	69.4%	73.7%	51.8%	72.6%	36.8%	60.5%
%H (All HH)		100.0%	62.3%	11.0%	68.1%	40.3%	28.0%	89.3%
%H (TV HH)			62.3%	11.0%	68.1%	40.3%	28.0%	
DVD/Blu-ray player or recorder	471	471	249	42	337	154	182	396
%V	64.8%	68.0%	72.6%	73.7%	67.1%	72.6%	62.5%	70.2%
%H (All HH)		100.0%	52.9%	8.9%	71.5%	32.7%	38.6%	84.1%
%H (TV HH)			52.9%	8.9%	71.5%	32.7%	38.6%	

Base: BBC 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

January - December 2015

BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	693	343	57	502	212	291	564
%V (All HH)		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%
%H (TV HH)			49.5%	8.2%	72.4%	30.6%	42.0%	
Has broadband internet	564	546	310	50	376	192	184	564
%V	77.6%	78.8%	90.4%	87.7%	74.9%	90.6%	63.2%	100.0%
%H (All HH)		96.8%	55.0%	8.9%	66.7%	34.0%	32.6%	100.0%
%H (TV HH)			56.8%	9.2%	68.9%	35.2%	33.7%	
Number of computers (PCs and laptops)								
0	177	161	39	8	136	25	112	24
%V	24.3%	23.2%	11.4%	14.0%	27.1%	11.8%	38.5%	4.3%
%H (All HH)		91.0%	22.0%	4.5%	76.8%	14.1%	63.3%	13.6%
%H (TV HH)			24.2%	5.0%	84.5%	15.5%	69.6%	
1	189	181	88	15	127	50	77	182
%V	26.0%	26.1%	25.7%	26.3%	25.3%	23.6%	26.5%	32.3%
%H (All HH)		95.8%	46.6%	7.9%	67.2%	26.5%	40.7%	96.3%
%H (TV HH)			48.6%	8.3%	70.2%	27.6%	42.5%	
2	183	177	104	14	121	62	59	181
%V	25.2%	25.5%	30.3%	24.6%	24.1%	29.2%	20.3%	32.1%
%H (All HH)		96.7%	56.8%	7.7%	66.1%	33.9%	32.2%	98.9%
%H (TV HH)			58.8%	7.9%	68.4%	35.0%	33.3%	
3	94	93	59	10	61	37	24	94
%V	12.9%	13.4%	17.2%	17.5%	12.2%	17.5%	8.2%	16.7%
%H (All HH)		98.9%	62.8%	10.6%	64.9%	39.4%	25.5%	100.0%
%H (TV HH)			63.4%	10.8%	65.6%	39.8%	25.8%	
4	40	38	25	6	27	19	7	39
%V	5.5%	5.5%	7.3%	10.5%	5.4%	9.0%	2.4%	6.9%
%H (All HH)		95.0%	62.5%	15.0%	67.5%	47.5%	17.5%	97.5%
%H (TV HH)			65.8%	15.8%	71.1%	50.0%	18.4%	
5+	44	43	28	4	30	20	11	44
%V	6.1%	6.2%	8.2%	7.0%	6.0%	9.4%	3.8%	7.8%
%H (All HH)		97.7%	63.6%	9.1%	68.2%	45.5%	25.0%	100.0%
%H (TV HH)			65.1%	9.3%	69.8%	46.5%	25.6%	

Base: BBC 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

January - December 2015

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1374	751	119	1028	521	507	1163
%H		54.7%	8.7%	74.8%	37.9%	36.9%	84.6%
Under 20"	102	50	10	87	45	42	83
%V	7.4%	6.7%	8.4%	8.5%	8.6%	8.3%	7.1%
%H		49.0%	9.8%	85.3%	44.1%	41.2%	81.4%
20" - 29"	360	179	27	284	128	156	288
%V	26.2%	23.8%	22.7%	27.6%	24.6%	30.8%	24.8%
%H		49.7%	7.5%	78.9%	35.6%	43.3%	80.0%
30" - 39"	454	236	41	333	156	178	376
%V	33.0%	31.4%	34.5%	32.4%	29.9%	35.1%	32.3%
%H		52.0%	9.0%	73.3%	34.4%	39.2%	82.8%
40" and over	436	278	40	305	184	121	401
%V	31.7%	37.0%	33.6%	29.7%	35.3%	23.9%	34.5%
%H		63.8%	9.2%	70.0%	42.2%	27.8%	92.0%
Don't know	21	9	2	19	9	10	17
%V	1.5%	1.2%	1.7%	1.8%	1.7%	2.0%	1.5%
%H		42.9%	9.5%	90.5%	42.9%	47.6%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1374	751	119	1028	521	507	1163
%H		54.7%	8.7%	74.8%	37.9%	36.9%	84.6%
Main living room	681	340	56	495	210	285	536
%V	49.6%	45.3%	47.1%	48.2%	40.3%	56.2%	46.1%
%H		49.9%	8.2%	72.7%	30.8%	41.9%	78.7%
Kitchen	159	81	8	138	68	70	135
%V	11.6%	10.8%	6.7%	13.4%	13.1%	13.8%	11.6%
%H		50.9%	5.0%	86.8%	42.8%	44.0%	84.9%
Adult's bedroom	267	160	31	198	121	77	238
%V	19.4%	21.3%	26.1%	19.3%	23.2%	15.2%	20.5%
%H		59.9%	11.6%	74.2%	45.3%	28.8%	89.1%
Child's bedroom	75	52	8	53	37	15	74
%V	5.5%	6.9%	6.7%	5.2%	7.1%	3.0%	6.4%
%H		69.3%	10.7%	70.7%	49.3%	20.0%	98.7%
Other bedroom	33	22	5	28	20	7	32
%V	2.4%	2.9%	4.2%	2.7%	3.8%	1.4%	2.8%
%H		66.7%	15.2%	84.8%	60.6%	21.2%	97.0%
Second living/dining room	116	70	8	80	42	38	108
%V	8.4%	9.3%	6.7%	7.8%	8.1%	7.5%	9.3%
%H		60.3%	6.9%	69.0%	36.2%	32.8%	93.1%
Study/office	8	5	1	6	4	2	8
%V	0.6%	0.7%	0.8%	0.6%	0.8%	0.4%	0.7%
%H		62.5%	12.5%	75.0%	50.0%	25.0%	100.0%
TV room	13	7	1	11	6	5	13
%V	0.9%	0.9%	0.8%	1.1%	1.2%	1.0%	1.1%
%H		53.8%	7.7%	84.6%	46.2%	38.5%	100.0%
Conservatory	11	7	1	10	7	3	11
%V	0.8%	0.9%	0.8%	1.0%	1.3%	0.6%	0.9%
%H		63.6%	9.1%	90.9%	63.6%	27.3%	100.0%
Attic or loft room	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	8	5	1	6	4	2	7
%V	0.6%	0.7%	0.8%	0.6%	0.8%	0.4%	0.6%
%H		62.5%	12.5%	75.0%	50.0%	25.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1374	751	119	1028	521	507	1163
%H		54.7%	8.7%	74.8%	37.9%	36.9%	84.6%
PVR	517	415	55	287	236	51	484
%V	37.6%	55.3%	46.2%	27.9%	45.3%	10.1%	41.6%
%H		80.3%	10.6%	55.5%	45.6%	9.9%	93.6%
DVDR	19	11	2	14	8	6	17
%V	1.4%	1.5%	1.7%	1.4%	1.5%	1.2%	1.5%
%H		57.9%	10.5%	73.7%	42.1%	31.6%	89.5%
VCR	4	2	0	4	2	2	3
%V	0.3%	0.3%	0.0%	0.4%	0.4%	0.4%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	75.0%
Any recorder	528	420	56	297	240	57	493
%V	38.4%	55.9%	47.1%	28.9%	46.1%	11.2%	42.4%
%H		79.5%	10.6%	56.3%	45.5%	10.8%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1374	751	119	1028	521	507	1163
%H		54.7%	8.7%	74.8%	37.9%	36.9%	84.6%
Receives HDTV (via STB or built-in reception)	577	364	66	390	238	152	527
%V	42.0%	48.5%	55.5%	37.9%	45.7%	30.0%	45.3%
%H		63.1%	11.4%	67.6%	41.2%	26.3%	91.3%
DVD/Blu-ray player or recorder	636	351	59	458	228	230	555
%V	46.3%	46.7%	49.6%	44.6%	43.8%	45.4%	47.7%
%H		55.2%	9.3%	72.0%	35.8%	36.2%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	689	343	57	502	211	290	543
%H		49.8%	8.3%	72.9%	30.6%	42.1%	78.8%
Under 20"	7	1	0	6	1	5	2
%V	1.0%	0.3%	0.0%	1.2%	0.5%	1.7%	0.4%
%H		14.3%	0.0%	85.7%	14.3%	71.4%	28.6%
20" - 29"	80	21	4	65	10	54	42
%V	11.6%	6.1%	7.0%	12.9%	4.7%	18.6%	7.7%
%H		26.3%	5.0%	81.3%	12.5%	67.5%	52.5%
30" - 39"	259	111	20	193	66	128	191
%V	37.6%	32.4%	35.1%	38.4%	31.3%	44.1%	35.2%
%H		42.9%	7.7%	74.5%	25.5%	49.4%	73.7%
40" and over	333	206	31	228	131	97	300
%V	48.3%	60.1%	54.4%	45.4%	62.1%	33.4%	55.2%
%H		61.9%	9.3%	68.5%	39.3%	29.1%	90.1%
Don't know	11	3	1	9	3	6	8
%V	1.6%	0.9%	1.8%	1.8%	1.4%	2.1%	1.5%
%H		27.3%	9.1%	81.8%	27.3%	54.5%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	689	343	57	502	211	290	543
%H		49.8%	8.3%	72.9%	30.6%	42.1%	78.8%
PVR	356	274	42	207	164	43	327
%V	51.7%	79.9%	73.7%	41.2%	77.7%	14.8%	60.2%
%H		77.0%	11.8%	58.1%	46.1%	12.1%	91.9%
DVDR	13	7	1	9	5	4	11
%V	1.9%	2.0%	1.8%	1.8%	2.4%	1.4%	2.0%
%H		53.8%	7.7%	69.2%	38.5%	30.8%	84.6%
VCR	3	2	0	3	1	2	2
%V	0.4%	0.6%	0.0%	0.6%	0.5%	0.7%	0.4%
%H		66.7%	0.0%	100.0%	33.3%	66.7%	66.7%
Any recorder	364	276	43	214	167	47	332
%V	52.8%	80.5%	75.4%	42.6%	79.1%	16.2%	61.1%
%H		75.8%	11.8%	58.8%	45.9%	12.9%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	689	343	57	502	211	290	543
%H		49.8%	8.3%	72.9%	30.6%	42.1%	78.8%
Receives HDTV (via STB or built-in reception)	370	230	41	249	147	102	330
%V	53.7%	67.1%	71.9%	49.6%	69.7%	35.2%	60.8%
%H		62.2%	11.1%	67.3%	39.7%	27.6%	89.2%
DVD/Blu-ray player or recorder	434	227	38	307	136	171	362
%V	63.0%	66.2%	66.7%	61.2%	64.5%	59.0%	66.7%
%H		52.3%	8.8%	70.7%	31.3%	39.4%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	685	408	63	526	310	216	620
%H		59.6%	9.2%	76.8%	45.3%	31.5%	90.5%
Under 20"	95	49	10	81	44	36	81
%V	13.9%	12.0%	15.9%	15.4%	14.2%	16.7%	13.1%
%H		51.6%	10.5%	85.3%	46.3%	37.9%	85.3%
20" - 29"	280	157	22	220	118	102	245
%V	40.9%	38.5%	34.9%	41.8%	38.1%	47.2%	39.5%
%H		56.1%	7.9%	78.6%	42.1%	36.4%	87.5%
30" - 39"	195	125	21	140	90	50	184
%V	28.5%	30.6%	33.3%	26.6%	29.0%	23.1%	29.7%
%H		64.1%	10.8%	71.8%	46.2%	25.6%	94.4%
40" and over	104	72	9	77	53	24	101
%V	15.2%	17.6%	14.3%	14.6%	17.1%	11.1%	16.3%
%H		69.2%	8.7%	74.0%	51.0%	23.1%	97.1%
Don't know	10	6	1	9	5	4	9
%V	1.5%	1.5%	1.6%	1.7%	1.6%	1.9%	1.5%
%H		60.0%	10.0%	90.0%	50.0%	40.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	685	408	63	526	310	216	620
%H		59.6%	9.2%	76.8%	45.3%	31.5%	90.5%
PVR	161	142	13	81	72	9	157
%V	23.5%	34.8%	20.6%	15.4%	23.2%	4.2%	25.3%
%H		88.2%	8.1%	50.3%	44.7%	5.6%	97.5%
DVDR	6	4	1	4	3	1	6
%V	0.9%	1.0%	1.6%	0.8%	1.0%	0.5%	1.0%
%H		66.7%	16.7%	66.7%	50.0%	16.7%	100.0%
VCR	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	164	144	13	84	74	10	160
%V	23.9%	35.3%	20.6%	16.0%	23.9%	4.6%	25.8%
%H		87.8%	7.9%	51.2%	45.1%	6.1%	97.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	685	408	63	526	310	216	620
%H		59.6%	9.2%	76.8%	45.3%	31.5%	90.5%
Receives HDTV (via STB or built-in reception)	207	134	25	141	91	50	197
%V	30.2%	32.8%	39.7%	26.8%	29.4%	23.1%	31.8%
%H		64.7%	12.1%	68.1%	44.0%	24.2%	95.2%
DVD/Blu-ray player or recorder	202	124	21	150	92	59	192
%V	29.5%	30.4%	33.3%	28.5%	29.7%	27.3%	31.0%
%H		61.4%	10.4%	74.3%	45.5%	29.2%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1830	1766	983	142	1248	609	639	1594
%H		96.5%	53.7%	7.8%	68.2%	33.3%	34.9%	87.1%
Total Children	389	380	236	31	248	135	112	374
%V	21.3%	21.5%	24.0%	21.8%	19.9%	22.2%	17.5%	23.5%
%H		97.7%	60.7%	8.0%	63.8%	34.7%	28.8%	96.1%
0 - 3	100	98	58	9	62	30	32	96
%V	5.5%	5.5%	5.9%	6.3%	5.0%	4.9%	5.0%	6.0%
%H		98.0%	58.0%	9.0%	62.0%	30.0%	32.0%	96.0%
4 - 15	289	282	178	22	186	105	81	278
%V	15.8%	16.0%	18.1%	15.5%	14.9%	17.2%	12.7%	17.4%
%H		97.6%	61.6%	7.6%	64.4%	36.3%	28.0%	96.2%
4 - 9	150	147	88	12	99	54	45	143
%V	8.2%	8.3%	9.0%	8.5%	7.9%	8.9%	7.0%	9.0%
%H		98.0%	58.7%	8.0%	66.0%	36.0%	30.0%	95.3%
10 - 15	139	136	90	10	87	51	36	135
%V	7.6%	7.7%	9.2%	7.0%	7.0%	8.4%	5.6%	8.5%
%H		97.8%	64.7%	7.2%	62.6%	36.7%	25.9%	97.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1830	1766	983	142	1248	609	639	1594
%H		96.5%	53.7%	7.8%	68.2%	33.3%	34.9%	87.1%
Total Adults (16+)	1440	1386	747	111	1000	473	527	1220
%V	78.7%	78.5%	76.0%	78.2%	80.1%	77.7%	82.5%	76.5%
%H		96.3%	51.9%	7.7%	69.4%	32.8%	36.6%	84.7%
16 - 19	95	93	64	4	64	38	26	93
%V	5.2%	5.3%	6.5%	2.8%	5.1%	6.2%	4.1%	5.8%
%H		97.9%	67.4%	4.2%	67.4%	40.0%	27.4%	97.9%
20 - 24	109	100	60	9	69	39	30	105
%V	6.0%	5.7%	6.1%	6.3%	5.5%	6.4%	4.7%	6.6%
%H		91.7%	55.0%	8.3%	63.3%	35.8%	27.5%	96.3%
25 - 34	247	238	132	25	157	76	81	229
%V	13.5%	13.5%	13.4%	17.6%	12.6%	12.5%	12.7%	14.4%
%H		96.4%	53.4%	10.1%	63.6%	30.8%	32.8%	92.7%
35 - 44	238	232	138	19	152	79	73	225
%V	13.0%	13.1%	14.0%	13.4%	12.2%	13.0%	11.4%	14.1%
%H		97.5%	58.0%	8.0%	63.9%	33.2%	30.7%	94.5%
45 - 54	260	251	149	20	181	99	82	237
%V	14.2%	14.2%	15.2%	14.1%	14.5%	16.3%	12.8%	14.9%
%H		96.5%	57.3%	7.7%	69.6%	38.1%	31.5%	91.2%
55 - 64	209	201	97	16	151	62	88	177
%V	11.4%	11.4%	9.9%	11.3%	12.1%	10.2%	13.8%	11.1%
%H		96.2%	46.4%	7.7%	72.2%	29.7%	42.1%	84.7%
65+	283	272	107	18	226	79	147	153
%V	15.5%	15.4%	10.9%	12.7%	18.1%	13.0%	23.0%	9.6%
%H		96.1%	37.8%	6.4%	79.9%	27.9%	51.9%	54.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1440	1386	747	111	1000	473	527	1220
	%H		96.3%	51.9%	7.7%	69.4%	32.8%	36.6%	84.7%
AB		325	314	176	30	231	122	109	311
	%V	22.6%	22.7%	23.6%	27.0%	23.1%	25.8%	20.7%	25.5%
	%H		96.6%	54.2%	9.2%	71.1%	37.5%	33.5%	95.7%
C1		344	335	191	32	232	117	114	315
	%V	23.9%	24.2%	25.6%	28.8%	23.2%	24.7%	21.6%	25.8%
	%H		97.4%	55.5%	9.3%	67.4%	34.0%	33.1%	91.6%
C2		322	308	173	19	234	118	116	281
	%V	22.4%	22.2%	23.2%	17.1%	23.4%	24.9%	22.0%	23.0%
	%H		95.7%	53.7%	5.9%	72.7%	36.6%	36.0%	87.3%
D		260	251	139	17	170	77	93	215
	%V	18.1%	18.1%	18.6%	15.3%	17.0%	16.3%	17.6%	17.6%
	%H		96.5%	53.5%	6.5%	65.4%	29.6%	35.8%	82.7%
E		190	177	69	13	133	38	95	99
	%V	13.2%	12.8%	9.2%	11.7%	13.3%	8.0%	18.0%	8.1%
	%H		93.2%	36.3%	6.8%	70.0%	20.0%	50.0%	52.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1440	1386	747	111	1000	473	527	1220
%H		96.3%	51.9%	7.7%	69.4%	32.8%	36.6%	84.7%
Working full time	635	614	358	53	428	223	204	597
%V	44.1%	44.3%	47.9%	47.7%	42.8%	47.1%	38.7%	48.9%
%H		96.7%	56.4%	8.3%	67.4%	35.1%	32.1%	94.0%
Working part time	158	154	91	16	103	56	47	148
%V	11.0%	11.1%	12.2%	14.4%	10.3%	11.8%	8.9%	12.1%
%H		97.5%	57.6%	10.1%	65.2%	35.4%	29.7%	93.7%
Not working	647	618	299	42	470	195	275	475
%V	44.9%	44.6%	40.0%	37.8%	47.0%	41.2%	52.2%	38.9%
%H		95.5%	46.2%	6.5%	72.6%	30.1%	42.5%	73.4%
Housewife/Houseperson	727	693	343	57	502	212	291	564
%V	50.5%	50.0%	45.9%	51.4%	50.2%	44.8%	55.2%	46.2%
%H		95.3%	47.2%	7.8%	69.1%	29.2%	40.0%	77.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	700	673	365	53	489	236	252	599
%H		96.1%	52.1%	7.6%	69.9%	33.7%	36.0%	85.6%
16 - 19	52	51	34	2	36	21	14	51
%V	7.4%	7.6%	9.3%	3.8%	7.4%	8.9%	5.6%	8.5%
%H		98.1%	65.4%	3.8%	69.2%	40.4%	26.9%	98.1%
20 - 24	53	49	28	4	35	19	16	51
%V	7.6%	7.3%	7.7%	7.5%	7.2%	8.1%	6.3%	8.5%
%H		92.5%	52.8%	7.5%	66.0%	35.8%	30.2%	96.2%
25 - 34	122	117	64	13	79	39	40	113
%V	17.4%	17.4%	17.5%	24.5%	16.2%	16.5%	15.9%	18.9%
%H		95.9%	52.5%	10.7%	64.8%	32.0%	32.8%	92.6%
35 - 44	116	113	64	9	75	37	38	108
%V	16.6%	16.8%	17.5%	17.0%	15.3%	15.7%	15.1%	18.0%
%H		97.4%	55.2%	7.8%	64.7%	31.9%	32.8%	93.1%
45 - 54	127	122	72	10	89	50	39	115
%V	18.1%	18.1%	19.7%	18.9%	18.2%	21.2%	15.5%	19.2%
%H		96.1%	56.7%	7.9%	70.1%	39.4%	30.7%	90.6%
55 - 64	103	98	48	7	74	31	43	88
%V	14.7%	14.6%	13.2%	13.2%	15.1%	13.1%	17.1%	14.7%
%H		95.1%	46.6%	6.8%	71.8%	30.1%	41.7%	85.4%
65+	128	123	54	8	101	39	62	74
%V	18.3%	18.3%	14.8%	15.1%	20.7%	16.5%	24.6%	12.4%
%H		96.1%	42.2%	6.3%	78.9%	30.5%	48.4%	57.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	700	673	365	53	489	236	252	599
%H		96.1%	52.1%	7.6%	69.9%	33.7%	36.0%	85.6%
AB	162	156	89	15	116	63	53	156
%V	23.1%	23.2%	24.4%	28.3%	23.7%	26.7%	21.0%	26.0%
%H		96.3%	54.9%	9.3%	71.6%	38.9%	32.7%	96.3%
C1	161	157	90	15	110	57	53	150
%V	23.0%	23.3%	24.7%	28.3%	22.5%	24.2%	21.0%	25.0%
%H		97.5%	55.9%	9.3%	68.3%	35.4%	32.9%	93.2%
C2	169	161	90	9	122	61	62	144
%V	24.1%	23.9%	24.7%	17.0%	24.9%	25.8%	24.6%	24.0%
%H		95.3%	53.3%	5.3%	72.2%	36.1%	36.7%	85.2%
D	125	121	67	9	83	38	45	106
%V	17.9%	18.0%	18.4%	17.0%	17.0%	16.1%	17.9%	17.7%
%H		96.8%	53.6%	7.2%	66.4%	30.4%	36.0%	84.8%
E	84	77	30	6	57	17	40	43
%V	12.0%	11.4%	8.2%	11.3%	11.7%	7.2%	15.9%	7.2%
%H		91.7%	35.7%	7.1%	67.9%	20.2%	47.6%	51.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	700	673	365	53	489	236	252	599
%H		96.1%	52.1%	7.6%	69.9%	33.7%	36.0%	85.6%
Working full time	398	385	223	32	272	143	129	373
%V	56.9%	57.2%	61.1%	60.4%	55.6%	60.6%	51.2%	62.3%
%H		96.7%	56.0%	8.0%	68.3%	35.9%	32.4%	93.7%
Working part time	33	32	17	4	22	11	10	29
%V	4.7%	4.8%	4.7%	7.5%	4.5%	4.7%	4.0%	4.8%
%H		97.0%	51.5%	12.1%	66.7%	33.3%	30.3%	87.9%
Not working	270	256	125	17	195	82	113	197
%V	38.6%	38.0%	34.2%	32.1%	39.9%	34.7%	44.8%	32.9%
%H		94.8%	46.3%	6.3%	72.2%	30.4%	41.9%	73.0%
Housewife/Houseperson	137	124	50	13	90	31	59	85
%V	19.6%	18.4%	13.7%	24.5%	18.4%	13.1%	23.4%	14.2%
%H		90.5%	36.5%	9.5%	65.7%	22.6%	43.1%	62.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	740	713	382	57	512	237	275	622
%H		96.4%	51.6%	7.7%	69.2%	32.0%	37.2%	84.1%
16 - 19	44	42	29	2	29	17	12	43
%V	5.9%	5.9%	7.6%	3.5%	5.7%	7.2%	4.4%	6.9%
%H		95.5%	65.9%	4.5%	65.9%	38.6%	27.3%	97.7%
20 - 24	56	51	32	5	34	20	14	54
%V	7.6%	7.2%	8.4%	8.8%	6.6%	8.4%	5.1%	8.7%
%H		91.1%	57.1%	8.9%	60.7%	35.7%	25.0%	96.4%
25 - 34	125	120	68	12	78	37	41	117
%V	16.9%	16.8%	17.8%	21.1%	15.2%	15.6%	14.9%	18.8%
%H		96.0%	54.4%	9.6%	62.4%	29.6%	32.8%	93.6%
35 - 44	123	119	74	9	78	42	36	117
%V	16.6%	16.7%	19.4%	15.8%	15.2%	17.7%	13.1%	18.8%
%H		96.7%	60.2%	7.3%	63.4%	34.1%	29.3%	95.1%
45 - 54	133	130	77	10	92	49	43	123
%V	18.0%	18.2%	20.2%	17.5%	18.0%	20.7%	15.6%	19.8%
%H		97.7%	57.9%	7.5%	69.2%	36.8%	32.3%	92.5%
55 - 64	105	102	49	9	77	32	45	89
%V	14.2%	14.3%	12.8%	15.8%	15.0%	13.5%	16.4%	14.3%
%H		97.1%	46.7%	8.6%	73.3%	30.5%	42.9%	84.8%
65+	155	148	53	11	125	40	85	79
%V	20.9%	20.8%	13.9%	19.3%	24.4%	16.9%	30.9%	12.7%
%H		95.5%	34.2%	7.1%	80.6%	25.8%	54.8%	51.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	740	713	382	57	512	237	275	622
%H		96.4%	51.6%	7.7%	69.2%	32.0%	37.2%	84.1%
AB	163	158	87	15	115	59	56	155
%V	22.0%	22.2%	22.8%	26.3%	22.5%	24.9%	20.4%	24.9%
%H		96.9%	53.4%	9.2%	70.6%	36.2%	34.4%	95.1%
C1	183	178	101	17	121	60	61	165
%V	24.7%	25.0%	26.4%	29.8%	23.6%	25.3%	22.2%	26.5%
%H		97.3%	55.2%	9.3%	66.1%	32.8%	33.3%	90.2%
C2	153	147	83	10	111	58	54	137
%V	20.7%	20.6%	21.7%	17.5%	21.7%	24.5%	19.6%	22.0%
%H		96.1%	54.2%	6.5%	72.5%	37.9%	35.3%	89.5%
D	135	130	72	9	87	39	48	109
%V	18.2%	18.2%	18.8%	15.8%	17.0%	16.5%	17.5%	17.5%
%H		96.3%	53.3%	6.7%	64.4%	28.9%	35.6%	80.7%
E	106	100	38	7	76	22	55	56
%V	14.3%	14.0%	9.9%	12.3%	14.8%	9.3%	20.0%	9.0%
%H		94.3%	35.8%	6.6%	71.7%	20.8%	51.9%	52.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	740	713	382	57	512	237	275	622
%H		96.4%	51.6%	7.7%	69.2%	32.0%	37.2%	84.1%
Working full time	237	229	134	20	156	80	76	224
%V	32.0%	32.1%	35.1%	35.1%	30.5%	33.8%	27.6%	36.0%
%H		96.6%	56.5%	8.4%	65.8%	33.8%	32.1%	94.5%
Working part time	126	123	73	12	81	44	37	119
%V	17.0%	17.3%	19.1%	21.1%	15.8%	18.6%	13.5%	19.1%
%H		97.6%	57.9%	9.5%	64.3%	34.9%	29.4%	94.4%
Not working	377	361	174	25	275	112	162	278
%V	50.9%	50.6%	45.5%	43.9%	53.7%	47.3%	58.9%	44.7%
%H		95.8%	46.2%	6.6%	72.9%	29.7%	43.0%	73.7%
Housewife/Houseperson	590	568	294	44	412	180	231	480
%V	79.7%	79.7%	77.0%	77.2%	80.5%	75.9%	84.0%	77.2%
%H		96.3%	49.8%	7.5%	69.8%	30.5%	39.2%	81.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2015

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1336	1276	708	114	847	408	439	1061
%H (All HH)		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%
%H (TV HH)			55.5%	8.9%	66.4%	32.0%	34.4%	
AB	273	262	147	22	178	88	91	251
%V	20.4%	20.5%	20.8%	19.3%	21.0%	21.6%	20.7%	23.7%
%H (All HH)		96.0%	53.8%	8.1%	65.2%	32.2%	33.3%	91.9%
%H (TV HH)			56.1%	8.4%	67.9%	33.6%	34.7%	
C1	331	315	176	32	204	102	102	290
%V	24.8%	24.7%	24.9%	28.1%	24.1%	25.0%	23.2%	27.3%
%H (All HH)		95.2%	53.2%	9.7%	61.6%	30.8%	30.8%	87.6%
%H (TV HH)			55.9%	10.2%	64.8%	32.4%	32.4%	
C2	307	299	174	24	208	110	98	259
%V	23.0%	23.4%	24.6%	21.1%	24.6%	27.0%	22.3%	24.4%
%H (All HH)		97.4%	56.7%	7.8%	67.8%	35.8%	31.9%	84.4%
%H (TV HH)			58.2%	8.0%	69.6%	36.8%	32.8%	
D	244	234	126	23	147	64	83	168
%V	18.3%	18.3%	17.8%	20.2%	17.4%	15.7%	18.9%	15.8%
%H (All HH)		95.9%	51.6%	9.4%	60.2%	26.2%	34.0%	68.9%
%H (TV HH)			53.8%	9.8%	62.8%	27.4%	35.5%	
E	180	166	86	13	108	44	65	93
%V	13.5%	13.0%	12.1%	11.4%	12.8%	10.8%	14.8%	8.8%
%H (All HH)		92.2%	47.8%	7.2%	60.0%	24.4%	36.1%	51.7%
%H (TV HH)			51.8%	7.8%	65.1%	26.5%	39.2%	

Base: BBC 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

January - December 2015

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1336	1276	708	114	847	408	439	1061
%H (All HH)		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%
%H (TV HH)			55.5%	8.9%	66.4%	32.0%	34.4%	
Under 25	65	57	25	4	36	12	24	59
%V	4.9%	4.5%	3.5%	3.5%	4.3%	2.9%	5.5%	5.6%
%H (All HH)		87.7%	38.5%	6.2%	55.4%	18.5%	36.9%	90.8%
%H (TV HH)			43.9%	7.0%	63.2%	21.1%	42.1%	
25 - 34	190	176	111	15	94	52	42	174
%V	14.2%	13.8%	15.7%	13.2%	11.1%	12.7%	9.6%	16.4%
%H (All HH)		92.6%	58.4%	7.9%	49.5%	27.4%	22.1%	91.6%
%H (TV HH)			63.1%	8.5%	53.4%	29.5%	23.9%	
35 - 44	203	197	125	20	117	68	49	192
%V	15.2%	15.4%	17.7%	17.5%	13.8%	16.7%	11.2%	18.1%
%H (All HH)		97.0%	61.6%	9.9%	57.6%	33.5%	24.1%	94.6%
%H (TV HH)			63.5%	10.2%	59.4%	34.5%	24.9%	
45 - 54	252	243	145	26	159	87	72	229
%V	18.9%	19.0%	20.5%	22.8%	18.8%	21.3%	16.4%	21.6%
%H (All HH)		96.4%	57.5%	10.3%	63.1%	34.5%	28.6%	90.9%
%H (TV HH)			59.7%	10.7%	65.4%	35.8%	29.6%	
55 - 64	230	221	128	22	150	79	71	195
%V	17.2%	17.3%	18.1%	19.3%	17.7%	19.4%	16.2%	18.4%
%H (All HH)		96.1%	55.7%	9.6%	65.2%	34.3%	30.9%	84.8%
%H (TV HH)			57.9%	10.0%	67.9%	35.7%	32.1%	
65 +	396	383	174	28	291	110	181	213
%V	29.6%	30.0%	24.6%	24.6%	34.4%	27.0%	41.2%	20.1%
%H (All HH)		96.7%	43.9%	7.1%	73.5%	27.8%	45.7%	53.8%
%H (TV HH)			45.4%	7.3%	76.0%	28.7%	47.3%	

Base: BBC 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
January - December 2015

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1336	1276	708	114	847	408	439	1061
%H (All HH)		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%
%H (TV HH)			55.5%	8.9%	66.4%	32.0%	34.4%	
1	422	385	165	30	271	86	185	235
%V	31.6%	30.2%	23.3%	26.3%	32.0%	21.1%	42.1%	22.1%
%H (All HH)		91.2%	39.1%	7.1%	64.2%	20.4%	43.8%	55.7%
%H (TV HH)			42.9%	7.8%	70.4%	22.3%	48.1%	
2	476	463	264	40	311	156	155	407
%V	35.6%	36.3%	37.3%	35.1%	36.7%	38.2%	35.3%	38.4%
%H (All HH)		97.3%	55.5%	8.4%	65.3%	32.8%	32.6%	85.5%
%H (TV HH)			57.0%	8.6%	67.2%	33.7%	33.5%	
3	192	188	119	20	117	69	48	181
%V	14.4%	14.7%	16.8%	17.5%	13.8%	16.9%	10.9%	17.1%
%H (All HH)		97.9%	62.0%	10.4%	60.9%	35.9%	25.0%	94.3%
%H (TV HH)			63.3%	10.6%	62.2%	36.7%	25.5%	
4	166	162	110	18	101	66	35	160
%V	12.4%	12.7%	15.5%	15.8%	11.9%	16.2%	8.0%	15.1%
%H (All HH)		97.6%	66.3%	10.8%	60.8%	39.8%	21.1%	96.4%
%H (TV HH)			67.9%	11.1%	62.3%	40.7%	21.6%	
5+	80	78	50	7	47	31	16	78
%V	6.0%	6.1%	7.1%	6.1%	5.5%	7.6%	3.6%	7.4%
%H (All HH)		97.5%	62.5%	8.8%	58.8%	38.8%	20.0%	97.5%
%H (TV HH)			64.1%	9.0%	60.3%	39.7%	20.5%	
Average HH size	2.28	2.31	2.48	2.46	2.25	2.54	1.97	2.50

Base: BBC 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

January - December 2015

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1336	1276	708	114	847	408	439	1061
%H (All HH)		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%
%H (TV HH)			55.5%	8.9%	66.4%	32.0%	34.4%	
Without	1009	956	495	83	657	290	368	750
%V	75.5%	74.9%	69.9%	72.8%	77.6%	71.1%	83.8%	70.7%
%H (All HH)		94.7%	49.1%	8.2%	65.1%	28.7%	36.5%	74.3%
%H (TV HH)			51.8%	8.7%	68.7%	30.3%	38.5%	
With	327	320	214	32	190	118	72	311
%V	24.5%	25.1%	30.2%	28.1%	22.4%	28.9%	16.4%	29.3%
%H (All HH)		97.9%	65.4%	9.8%	58.1%	36.1%	22.0%	95.1%
%H (TV HH)			66.9%	10.0%	59.4%	36.9%	22.5%	
0 - 3	118	114	76	11	66	41	25	110
%V	8.8%	8.9%	10.7%	9.6%	7.8%	10.0%	5.7%	10.4%
%H (All HH)		96.6%	64.4%	9.3%	55.9%	34.7%	21.2%	93.2%
%H (TV HH)			66.7%	9.6%	57.9%	36.0%	21.9%	
4 - 9	167	163	110	16	92	59	34	157
%V	12.5%	12.8%	15.5%	14.0%	10.9%	14.5%	7.7%	14.8%
%H (All HH)		97.6%	65.9%	9.6%	55.1%	35.3%	20.4%	94.0%
%H (TV HH)			67.5%	9.8%	56.4%	36.2%	20.9%	
10 - 15	154	151	102	15	93	59	34	148
%V	11.5%	11.8%	14.4%	13.2%	11.0%	14.5%	7.7%	13.9%
%H (All HH)		98.1%	66.2%	9.7%	60.4%	38.3%	22.1%	96.1%
%H (TV HH)			67.5%	9.9%	61.6%	39.1%	22.5%	

Base: BBC 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

January - December 2015

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1336	1276	708	114	847	408	439	1061
%H (All HH)		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%
%H (TV HH)			55.5%	8.9%	66.4%	32.0%	34.4%	
1	488	488	212	48	275	61	214	337
%V	36.5%	38.2%	29.9%	42.1%	32.5%	15.0%	48.7%	31.8%
%H (All HH)		100.0%	43.4%	9.8%	56.4%	12.5%	43.9%	69.1%
%H (TV HH)			43.4%	9.8%	56.4%	12.5%	43.9%	
2	458	458	270	36	315	165	150	375
%V	34.3%	35.9%	38.1%	31.6%	37.2%	40.4%	34.2%	35.3%
%H (All HH)		100.0%	59.0%	7.9%	68.8%	36.0%	32.8%	81.9%
%H (TV HH)			59.0%	7.9%	68.8%	36.0%	32.8%	
3	204	204	133	19	156	105	51	191
%V	15.3%	16.0%	18.8%	16.7%	18.4%	25.7%	11.6%	18.0%
%H (All HH)		100.0%	65.2%	9.3%	76.5%	51.5%	25.0%	93.6%
%H (TV HH)			65.2%	9.3%	76.5%	51.5%	25.0%	
4	86	86	62	8	65	49	17	81
%V	6.4%	6.7%	8.8%	7.0%	7.7%	12.0%	3.9%	7.6%
%H (All HH)		100.0%	72.1%	9.3%	75.6%	57.0%	19.8%	94.2%
%H (TV HH)			72.1%	9.3%	75.6%	57.0%	19.8%	
5+	41	41	32	3	34	28	7	39
%V	3.1%	3.2%	4.5%	2.6%	4.0%	6.9%	1.6%	3.7%
%H (All HH)		100.0%	78.0%	7.3%	82.9%	68.3%	17.1%	95.1%
%H (TV HH)			78.0%	7.3%	82.9%	68.3%	17.1%	

Base: BBC 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

January - December 2015

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1336	1276	708	114	847	408	439	1061
%V (All HH)		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%
%H (TV HH)			55.5%	8.9%	66.4%	32.0%	34.4%	
Under 20"	227	227	132	13	181	101	80	187
%V	17.0%	17.8%	18.6%	11.4%	21.4%	24.8%	18.2%	17.6%
%H (All HH)		100.0%	58.1%	5.7%	79.7%	44.5%	35.2%	82.4%
%H (TV HH)			58.1%	5.7%	79.7%	44.5%	35.2%	
20" - 29"	452	452	249	41	336	176	160	359
%V	33.8%	35.4%	35.2%	36.0%	39.7%	43.1%	36.4%	33.8%
%H (All HH)		100.0%	55.1%	9.1%	74.3%	38.9%	35.4%	79.4%
%H (TV HH)			55.1%	9.1%	74.3%	38.9%	35.4%	
30" - 39"	713	713	402	68	487	247	240	574
%V	53.4%	55.9%	56.8%	59.6%	57.5%	60.5%	54.7%	54.1%
%H (All HH)		100.0%	56.4%	9.5%	68.3%	34.6%	33.7%	80.5%
%H (TV HH)			56.4%	9.5%	68.3%	34.6%	33.7%	
40" and over	648	648	428	55	409	249	159	587
%V	48.5%	50.8%	60.5%	48.2%	48.3%	61.0%	36.2%	55.3%
%H (All HH)		100.0%	66.0%	8.5%	63.1%	38.4%	24.5%	90.6%
%H (TV HH)			66.0%	8.5%	63.1%	38.4%	24.5%	

Base: BBC 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

January - December 2015

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1336	1276	708	114	847	408	439	1061
%H (All HH)		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%
%H (TV HH)			55.5%	8.9%	66.4%	32.0%	34.4%	
Main living room	1260	1260	703	114	837	405	432	1011
%V	94.3%	98.7%	99.3%	100.0%	98.8%	99.3%	98.4%	95.3%
%H (All HH)		100.0%	55.8%	9.0%	66.4%	32.1%	34.3%	80.2%
%H (TV HH)			55.8%	9.0%	66.4%	32.1%	34.3%	
Kitchen	159	159	99	10	131	79	52	135
%V	11.9%	12.5%	14.0%	8.8%	15.5%	19.4%	11.8%	12.7%
%H (All HH)		100.0%	62.3%	6.3%	82.4%	49.7%	32.7%	84.9%
%H (TV HH)			62.3%	6.3%	82.4%	49.7%	32.7%	
Adult's bedroom	538	538	341	47	394	247	147	477
%V	40.3%	42.2%	48.2%	41.2%	46.5%	60.5%	33.5%	45.0%
%H (All HH)		100.0%	63.4%	8.7%	73.2%	45.9%	27.3%	88.7%
%H (TV HH)			63.4%	8.7%	73.2%	45.9%	27.3%	
Child's bedroom	135	135	98	12	88	62	25	129
%V	10.1%	10.6%	13.8%	10.5%	10.4%	15.2%	5.7%	12.2%
%H (All HH)		100.0%	72.6%	8.9%	65.2%	45.9%	18.5%	95.6%
%H (TV HH)			72.6%	8.9%	65.2%	45.9%	18.5%	
Other bedroom	67	67	48	4	49	35	15	59
%V	5.0%	5.3%	6.8%	3.5%	5.8%	8.6%	3.4%	5.6%
%H (All HH)		100.0%	71.6%	6.0%	73.1%	52.2%	22.4%	88.1%
%H (TV HH)			71.6%	6.0%	73.1%	52.2%	22.4%	
Second living/dining room	167	167	104	16	128	81	48	145
%V	12.5%	13.1%	14.7%	14.0%	15.1%	19.9%	10.9%	13.7%
%H (All HH)		100.0%	62.3%	9.6%	76.6%	48.5%	28.7%	86.8%
%H (TV HH)			62.3%	9.6%	76.6%	48.5%	28.7%	
Study/office	18	18	12	1	13	9	4	16
%V	1.3%	1.4%	1.7%	0.9%	1.5%	2.2%	0.9%	1.5%
%H (All HH)		100.0%	66.7%	5.6%	72.2%	50.0%	22.2%	88.9%
%H (TV HH)			66.7%	5.6%	72.2%	50.0%	22.2%	
TV room	10	10	5	1	8	4	4	9
%V	0.7%	0.8%	0.7%	0.9%	0.9%	1.0%	0.9%	0.8%
%H (All HH)		100.0%	50.0%	10.0%	80.0%	40.0%	40.0%	90.0%
%H (TV HH)			50.0%	10.0%	80.0%	40.0%	40.0%	
Conservatory	29	29	20	1	23	15	7	27
%V	2.2%	2.3%	2.8%	0.9%	2.7%	3.7%	1.6%	2.5%
%H (All HH)		100.0%	69.0%	3.4%	79.3%	51.7%	24.1%	93.1%
%H (TV HH)			69.0%	3.4%	79.3%	51.7%	24.1%	
Attic or loft room	6	6	4	0	5	3	2	6
%V	0.4%	0.5%	0.6%	0.0%	0.6%	0.7%	0.5%	0.6%
%H (All HH)		100.0%	66.7%	0.0%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	83.3%	50.0%	33.3%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	10	10	6	1	9	6	3	10
%V	0.7%	0.8%	0.8%	0.9%	1.1%	1.5%	0.7%	0.9%
%H (All HH)		100.0%	60.0%	10.0%	90.0%	60.0%	30.0%	100.0%
%H (TV HH)			60.0%	10.0%	90.0%	60.0%	30.0%	

Base: BBC 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

January - December 2015

BBC Wales

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1336	1276	708	114	847	408	439	1061
%H (All HH)		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%
%H (TV HH)			55.5%	8.9%	66.4%	32.0%	34.4%	
Any DSAT provider	708	708	708	6	363	363	0	611
%V	53.0%	55.5%	100.0%	5.3%	42.9%	89.0%	0.0%	57.6%
%H (All HH)			100.0%	0.8%	51.3%	51.3%	0.0%	86.3%
%H (TV HH)			100.0%	0.8%	51.3%	51.3%	0.0%	
Sky with subcription	574	574	574	3	290	290	0	510
%V	43.0%	45.0%	81.1%	2.6%	34.2%	71.1%	0.0%	48.1%
%H (All HH)			100.0%	0.5%	50.5%	50.5%	0.0%	88.9%
%H (TV HH)			100.0%	0.5%	50.5%	50.5%	0.0%	
Sky without subscription	69	69	69	1	37	37	0	50
%V	5.2%	5.4%	9.7%	0.9%	4.4%	9.1%	0.0%	4.7%
%H (All HH)			100.0%	1.4%	53.6%	53.6%	0.0%	72.5%
%H (TV HH)			100.0%	1.4%	53.6%	53.6%	0.0%	
Freesat	63	63	63	1	36	36	0	50
%V	4.7%	4.9%	8.9%	0.9%	4.3%	8.8%	0.0%	4.7%
%H (All HH)			100.0%	1.6%	57.1%	57.1%	0.0%	79.4%
%H (TV HH)			100.0%	1.6%	57.1%	57.1%	0.0%	
Other satellite provider	19	19	19	1	11	11	0	17
%V	1.4%	1.5%	2.7%	0.9%	1.3%	2.7%	0.0%	1.6%
%H (All HH)			100.0%	5.3%	57.9%	57.9%	0.0%	89.5%
%H (TV HH)			100.0%	5.3%	57.9%	57.9%	0.0%	
DCAB	114	114	6	114	47	47	0	100
%V	8.5%	8.9%	0.8%	100.0%	5.5%	11.5%	0.0%	9.4%
%H (All HH)			5.3%	100.0%	41.2%	41.2%	0.0%	87.7%
%H (TV HH)			5.3%	100.0%	41.2%	41.2%	0.0%	
DTT	847	847	363	47	847	408	439	663
%V	63.4%	66.4%	51.3%	41.2%	100.0%	100.0%	100.0%	62.5%
%H (All HH)		100.0%	42.9%	5.5%	100.0%	48.2%	51.8%	78.3%
%H (TV HH)			42.9%	5.5%	100.0%	48.2%	51.8%	

Base: BBC 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

January - December 2015

BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1336	1276	708	114	847	408	439	1061
%H (All HH)		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%
%H (TV HH)			55.5%	8.9%	66.4%	32.0%	34.4%	
PVR	798	798	586	96	464	343	120	711
%V	59.7%	62.5%	82.8%	84.2%	54.8%	84.1%	27.3%	67.0%
%H (All HH)		100.0%	73.4%	12.0%	58.1%	43.0%	15.0%	89.1%
%H (TV HH)			73.4%	12.0%	58.1%	43.0%	15.0%	
DVDR	40	40	21	4	30	15	15	34
%V	3.0%	3.1%	3.0%	3.5%	3.5%	3.7%	3.4%	3.2%
%H (All HH)		100.0%	52.5%	10.0%	75.0%	37.5%	37.5%	85.0%
%H (TV HH)			52.5%	10.0%	75.0%	37.5%	37.5%	
VCR	12	12	6	1	8	3	5	7
%V	0.9%	0.9%	0.8%	0.9%	0.9%	0.7%	1.1%	0.7%
%H (All HH)		100.0%	50.0%	8.3%	66.7%	25.0%	41.7%	58.3%
%H (TV HH)			50.0%	8.3%	66.7%	25.0%	41.7%	
Any recorder	816	816	591	96	479	345	133	723
%V	61.1%	63.9%	83.5%	84.2%	56.6%	84.6%	30.3%	68.1%
%H (All HH)		100.0%	72.4%	11.8%	58.7%	42.3%	16.3%	88.6%
%H (TV HH)			72.4%	11.8%	58.7%	42.3%	16.3%	
Receives HDTV (via STB or built-in reception)	689	689	462	77	434	280	154	617
%V	51.6%	54.0%	65.3%	67.5%	51.2%	68.6%	35.1%	58.2%
%H (All HH)		100.0%	67.1%	11.2%	63.0%	40.6%	22.4%	89.6%
%H (TV HH)			67.1%	11.2%	63.0%	40.6%	22.4%	
DVD/Blu-ray player or recorder	974	974	565	91	662	348	315	820
%V	72.9%	76.3%	79.8%	79.8%	78.2%	85.3%	71.8%	77.3%
%H (All HH)		100.0%	58.0%	9.3%	68.0%	35.7%	32.3%	84.2%
%H (TV HH)			58.0%	9.3%	68.0%	35.7%	32.3%	

Base: BBC 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

January - December 2015

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1336	1276	708	114	847	408	439	1061
%V (All HH)		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%
%H (TV HH)			55.5%	8.9%	66.4%	32.0%	34.4%	
Has broadband internet	1061	1023	611	100	663	363	301	1061
%V	79.4%	80.2%	86.3%	87.7%	78.3%	89.0%	68.6%	100.0%
%H (All HH)		96.4%	57.6%	9.4%	62.5%	34.2%	28.4%	100.0%
%H (TV HH)			59.7%	9.8%	64.8%	35.5%	29.4%	
Number of computers (PCs and laptops)								
0	293	271	106	15	197	50	146	44
%V	21.9%	21.2%	15.0%	13.2%	23.3%	12.3%	33.3%	4.1%
%H (All HH)		92.5%	36.2%	5.1%	67.2%	17.1%	49.8%	15.0%
%H (TV HH)			39.1%	5.5%	72.7%	18.5%	53.9%	
1	378	359	194	35	233	107	126	357
%V	28.3%	28.1%	27.4%	30.7%	27.5%	26.2%	28.7%	33.6%
%H (All HH)		95.0%	51.3%	9.3%	61.6%	28.3%	33.3%	94.4%
%H (TV HH)			54.0%	9.7%	64.9%	29.8%	35.1%	
2	304	290	176	29	186	101	85	300
%V	22.8%	22.7%	24.9%	25.4%	22.0%	24.8%	19.4%	28.3%
%H (All HH)		95.4%	57.9%	9.5%	61.2%	33.2%	28.0%	98.7%
%H (TV HH)			60.7%	10.0%	64.1%	34.8%	29.3%	
3	171	168	110	13	108	67	41	169
%V	12.8%	13.2%	15.5%	11.4%	12.8%	16.4%	9.3%	15.9%
%H (All HH)		98.2%	64.3%	7.6%	63.2%	39.2%	24.0%	98.8%
%H (TV HH)			65.5%	7.7%	64.3%	39.9%	24.4%	
4	95	94	64	11	59	41	18	95
%V	7.1%	7.4%	9.0%	9.6%	7.0%	10.0%	4.1%	9.0%
%H (All HH)		98.9%	67.4%	11.6%	62.1%	43.2%	18.9%	100.0%
%H (TV HH)			68.1%	11.7%	62.8%	43.6%	19.1%	
5+	96	94	59	11	64	42	22	96
%V	7.2%	7.4%	8.3%	9.6%	7.6%	10.3%	5.0%	9.0%
%H (All HH)		97.9%	61.5%	11.5%	66.7%	43.8%	22.9%	100.0%
%H (TV HH)			62.8%	11.7%	68.1%	44.7%	23.4%	

Base: BBC 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

January - December 2015

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2574	1564	225	1816	1046	770	2188
%H		60.8%	8.7%	70.6%	40.6%	29.9%	85.0%
Under 20"	276	166	15	220	126	94	230
%V	10.7%	10.6%	6.7%	12.1%	12.0%	12.2%	10.5%
%H		60.1%	5.4%	79.7%	45.7%	34.1%	83.3%
20" - 29"	576	324	55	438	242	196	470
%V	22.4%	20.7%	24.4%	24.1%	23.1%	25.5%	21.5%
%H		56.3%	9.5%	76.0%	42.0%	34.0%	81.6%
30" - 39"	892	521	86	622	341	281	734
%V	34.7%	33.3%	38.2%	34.3%	32.6%	36.5%	33.5%
%H		58.4%	9.6%	69.7%	38.2%	31.5%	82.3%
40" and over	794	539	65	509	326	183	728
%V	30.8%	34.5%	28.9%	28.0%	31.2%	23.8%	33.3%
%H		67.9%	8.2%	64.1%	41.1%	23.0%	91.7%
Don't know	36	15	4	28	11	17	27
%V	1.4%	1.0%	1.8%	1.5%	1.1%	2.2%	1.2%
%H		41.7%	11.1%	77.8%	30.6%	47.2%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2574	1564	225	1816	1046	770	2188
%H		60.8%	8.7%	70.6%	40.6%	29.9%	85.0%
Main living room	1267	707	114	842	408	434	1015
%V	49.2%	45.2%	50.7%	46.4%	39.0%	56.4%	46.4%
%H		55.8%	9.0%	66.5%	32.2%	34.3%	80.1%
Kitchen	159	99	10	132	80	52	136
%V	6.2%	6.3%	4.4%	7.3%	7.6%	6.8%	6.2%
%H		62.3%	6.3%	83.0%	50.3%	32.7%	85.5%
Adult's bedroom	641	411	61	477	312	165	576
%V	24.9%	26.3%	27.1%	26.3%	29.8%	21.4%	26.3%
%H		64.1%	9.5%	74.4%	48.7%	25.7%	89.9%
Child's bedroom	179	132	14	116	83	32	170
%V	7.0%	8.4%	6.2%	6.4%	7.9%	4.2%	7.8%
%H		73.7%	7.8%	64.8%	46.4%	17.9%	95.0%
Other bedroom	82	60	4	61	44	17	73
%V	3.2%	3.8%	1.8%	3.4%	4.2%	2.2%	3.3%
%H		73.2%	4.9%	74.4%	53.7%	20.7%	89.0%
Second living/dining room	169	106	16	129	81	48	147
%V	6.6%	6.8%	7.1%	7.1%	7.7%	6.2%	6.7%
%H		62.7%	9.5%	76.3%	47.9%	28.4%	87.0%
Study/office	18	13	1	13	9	4	17
%V	0.7%	0.8%	0.4%	0.7%	0.9%	0.5%	0.8%
%H		72.2%	5.6%	72.2%	50.0%	22.2%	94.4%
TV room	11	5	1	9	4	5	9
%V	0.4%	0.3%	0.4%	0.5%	0.4%	0.6%	0.4%
%H		45.5%	9.1%	81.8%	36.4%	45.5%	81.8%
Conservatory	29	21	1	23	16	7	27
%V	1.1%	1.3%	0.4%	1.3%	1.5%	0.9%	1.2%
%H		72.4%	3.4%	79.3%	55.2%	24.1%	93.1%
Attic or loft room	7	4	0	5	3	2	6
%V	0.3%	0.3%	0.0%	0.3%	0.3%	0.3%	0.3%
%H		57.1%	0.0%	71.4%	42.9%	28.6%	85.7%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	10	7	1	9	6	3	10
%V	0.4%	0.4%	0.4%	0.5%	0.6%	0.4%	0.5%
%H		70.0%	10.0%	90.0%	60.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2574	1564	225	1816	1046	770	2188
%H		60.8%	8.7%	70.6%	40.6%	29.9%	85.0%
PVR	1039	788	124	576	442	134	939
%V	40.4%	50.4%	55.1%	31.7%	42.3%	17.4%	42.9%
%H		75.8%	11.9%	55.4%	42.5%	12.9%	90.4%
DVDR	45	24	4	33	17	16	39
%V	1.7%	1.5%	1.8%	1.8%	1.6%	2.1%	1.8%
%H		53.3%	8.9%	73.3%	37.8%	35.6%	86.7%
VCR	12	6	1	8	3	5	8
%V	0.5%	0.4%	0.4%	0.4%	0.3%	0.6%	0.4%
%H		50.0%	8.3%	66.7%	25.0%	41.7%	66.7%
Any recorder	1064	798	125	596	448	149	958
%V	41.3%	51.0%	55.6%	32.8%	42.8%	19.4%	43.8%
%H		75.0%	11.7%	56.0%	42.1%	14.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2574	1564	225	1816	1046	770	2188
%H		60.8%	8.7%	70.6%	40.6%	29.9%	85.0%
Receives HDTV (via STB or built-in reception)	954	654	107	607	407	200	869
%V	37.1%	41.8%	47.6%	33.4%	38.9%	26.0%	39.7%
%H		68.6%	11.2%	63.6%	42.7%	21.0%	91.1%
DVD/Blu-ray player or recorder	1423	863	130	1015	587	428	1241
%V	55.3%	55.2%	57.8%	55.9%	56.1%	55.6%	56.7%
%H		60.6%	9.1%	71.3%	41.3%	30.1%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1273	708	114	846	408	438	1021
%H		55.6%	9.0%	66.5%	32.1%	34.4%	80.2%
Under 20"	19	5	2	15	3	12	11
%V	1.5%	0.7%	1.8%	1.8%	0.7%	2.7%	1.1%
%H		26.3%	10.5%	78.9%	15.8%	63.2%	57.9%
20" - 29"	134	46	13	98	26	73	82
%V	10.5%	6.5%	11.4%	11.6%	6.4%	16.7%	8.0%
%H		34.3%	9.7%	73.1%	19.4%	54.5%	61.2%
30" - 39"	481	239	45	329	135	194	352
%V	37.8%	33.8%	39.5%	38.9%	33.1%	44.3%	34.5%
%H		49.7%	9.4%	68.4%	28.1%	40.3%	73.2%
40" and over	626	415	53	394	241	152	567
%V	49.2%	58.6%	46.5%	46.6%	59.1%	34.7%	55.5%
%H		66.3%	8.5%	62.9%	38.5%	24.3%	90.6%
Don't know	13	4	2	10	3	8	9
%V	1.0%	0.6%	1.8%	1.2%	0.7%	1.8%	0.9%
%H		30.8%	15.4%	76.9%	23.1%	61.5%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1273	708	114	846	408	438	1021
%H		55.6%	9.0%	66.5%	32.1%	34.4%	80.2%
PVR	783	578	96	450	336	115	697
%V	61.5%	81.6%	84.2%	53.2%	82.4%	26.3%	68.3%
%H		73.8%	12.3%	57.5%	42.9%	14.7%	89.0%
DVDR	33	16	3	24	11	13	28
%V	2.6%	2.3%	2.6%	2.8%	2.7%	3.0%	2.7%
%H		48.5%	9.1%	72.7%	33.3%	39.4%	84.8%
VCR	9	4	1	7	2	5	5
%V	0.7%	0.6%	0.9%	0.8%	0.5%	1.1%	0.5%
%H		44.4%	11.1%	77.8%	22.2%	55.6%	55.6%
Any recorder	800	582	96	464	338	126	708
%V	62.8%	82.2%	84.2%	54.8%	82.8%	28.8%	69.3%
%H		72.8%	12.0%	58.0%	42.3%	15.8%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1273	708	114	846	408	438	1021
%H		55.6%	9.0%	66.5%	32.1%	34.4%	80.2%
Receives HDTV (via STB or built-in reception)	667	449	76	415	268	147	599
%V	52.4%	63.4%	66.7%	49.1%	65.7%	33.6%	58.7%
%H		67.3%	11.4%	62.2%	40.2%	22.0%	89.8%
DVD/Blu-ray player or recorder	899	519	83	607	311	296	750
%V	70.6%	73.3%	72.8%	71.7%	76.2%	67.6%	73.5%
%H		57.7%	9.2%	67.5%	34.6%	32.9%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1301	856	110	970	639	332	1167
%H		65.8%	8.5%	74.6%	49.1%	25.5%	89.7%
Under 20"	257	161	13	205	123	82	218
%V	19.8%	18.8%	11.8%	21.1%	19.2%	24.7%	18.7%
%H		62.6%	5.1%	79.8%	47.9%	31.9%	84.8%
20" - 29"	442	278	41	340	216	124	388
%V	34.0%	32.5%	37.3%	35.1%	33.8%	37.3%	33.2%
%H		62.9%	9.3%	76.9%	48.9%	28.1%	87.8%
30" - 39"	411	282	42	293	207	87	382
%V	31.6%	32.9%	38.2%	30.2%	32.4%	26.2%	32.7%
%H		68.6%	10.2%	71.3%	50.4%	21.2%	92.9%
40" and over	168	124	12	116	85	31	161
%V	12.9%	14.5%	10.9%	12.0%	13.3%	9.3%	13.8%
%H		73.8%	7.1%	69.0%	50.6%	18.5%	95.8%
Don't know	23	11	2	17	8	9	18
%V	1.8%	1.3%	1.8%	1.8%	1.3%	2.7%	1.5%
%H		47.8%	8.7%	73.9%	34.8%	39.1%	78.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1301	856	110	970	639	332	1167
%H		65.8%	8.5%	74.6%	49.1%	25.5%	89.7%
PVR	255	211	28	125	106	20	242
%V	19.6%	24.6%	25.5%	12.9%	16.6%	6.0%	20.7%
%H		82.7%	11.0%	49.0%	41.6%	7.8%	94.9%
DVDR	13	7	2	9	6	3	11
%V	1.0%	0.8%	1.8%	0.9%	0.9%	0.9%	0.9%
%H		53.8%	15.4%	69.2%	46.2%	23.1%	84.6%
VCR	3	2	1	2	1	1	2
%V	0.2%	0.2%	0.9%	0.2%	0.2%	0.3%	0.2%
%H		66.7%	33.3%	66.7%	33.3%	33.3%	66.7%
Any recorder	265	216	29	133	110	23	250
%V	20.4%	25.2%	26.4%	13.7%	17.2%	6.9%	21.4%
%H		81.5%	10.9%	50.2%	41.5%	8.7%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1301	856	110	970	639	332	1167
%H		65.8%	8.5%	74.6%	49.1%	25.5%	89.7%
Receives HDTV (via STB or built-in reception)	287	205	31	191	139	52	269
%V	22.1%	23.9%	28.2%	19.7%	21.8%	15.7%	23.1%
%H		71.4%	10.8%	66.6%	48.4%	18.1%	93.7%
DVD/Blu-ray player or recorder	523	344	47	408	276	132	490
%V	40.2%	40.2%	42.7%	42.1%	43.2%	39.8%	42.0%
%H		65.8%	9.0%	78.0%	52.8%	25.2%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3050	2949	1758	282	1902	1035	867	2656
%H		96.7%	57.6%	9.2%	62.4%	33.9%	28.4%	87.1%
Total Children	556	543	365	51	320	201	118	525
%V	18.2%	18.4%	20.8%	18.1%	16.8%	19.4%	13.6%	19.8%
%H		97.7%	65.6%	9.2%	57.6%	36.2%	21.2%	94.4%
0 - 3	137	133	90	12	77	48	28	127
%V	4.5%	4.5%	5.1%	4.3%	4.0%	4.6%	3.2%	4.8%
%H		97.1%	65.7%	8.8%	56.2%	35.0%	20.4%	92.7%
4 - 15	419	410	275	39	243	153	90	398
%V	13.7%	13.9%	15.6%	13.8%	12.8%	14.8%	10.4%	15.0%
%H		97.9%	65.6%	9.3%	58.0%	36.5%	21.5%	95.0%
4 - 9	221	215	146	21	122	79	43	207
%V	7.2%	7.3%	8.3%	7.4%	6.4%	7.6%	5.0%	7.8%
%H		97.3%	66.1%	9.5%	55.2%	35.7%	19.5%	93.7%
10 - 15	198	195	129	18	121	74	47	191
%V	6.5%	6.6%	7.3%	6.4%	6.4%	7.1%	5.4%	7.2%
%H		98.5%	65.2%	9.1%	61.1%	37.4%	23.7%	96.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3050	2949	1758	282	1902	1035	867	2656
%H		96.7%	57.6%	9.2%	62.4%	33.9%	28.4%	87.1%
Total Adults (16+)	2495	2405	1393	230	1582	833	749	2132
%V	81.8%	81.6%	79.2%	81.6%	83.2%	80.5%	86.4%	80.3%
%H		96.4%	55.8%	9.2%	63.4%	33.4%	30.0%	85.5%
16 - 19	134	129	80	16	85	54	32	129
%V	4.4%	4.4%	4.6%	5.7%	4.5%	5.2%	3.7%	4.9%
%H		96.3%	59.7%	11.9%	63.4%	40.3%	23.9%	96.3%
20 - 24	212	196	96	21	122	60	62	202
%V	7.0%	6.6%	5.5%	7.4%	6.4%	5.8%	7.2%	7.6%
%H		92.5%	45.3%	9.9%	57.5%	28.3%	29.2%	95.3%
25 - 34	379	358	226	32	200	113	87	355
%V	12.4%	12.1%	12.9%	11.3%	10.5%	10.9%	10.0%	13.4%
%H		94.5%	59.6%	8.4%	52.8%	29.8%	23.0%	93.7%
35 - 44	355	346	224	36	205	124	81	337
%V	11.6%	11.7%	12.7%	12.8%	10.8%	12.0%	9.3%	12.7%
%H		97.5%	63.1%	10.1%	57.7%	34.9%	22.8%	94.9%
45 - 54	430	418	261	41	269	154	116	399
%V	14.1%	14.2%	14.8%	14.5%	14.1%	14.9%	13.4%	15.0%
%H		97.2%	60.7%	9.5%	62.6%	35.8%	27.0%	92.8%
55 - 64	380	368	222	36	249	139	110	335
%V	12.5%	12.5%	12.6%	12.8%	13.1%	13.4%	12.7%	12.6%
%H		96.8%	58.4%	9.5%	65.5%	36.6%	28.9%	88.2%
65+	606	590	284	46	451	190	261	374
%V	19.9%	20.0%	16.2%	16.3%	23.7%	18.4%	30.1%	14.1%
%H		97.4%	46.9%	7.6%	74.4%	31.4%	43.1%	61.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2495	2405	1393	230	1582	833	749	2132
	%H		96.4%	55.8%	9.2%	63.4%	33.4%	30.0%	85.5%
AB		532	516	301	43	353	185	168	502
	%V	21.3%	21.5%	21.6%	18.7%	22.3%	22.2%	22.4%	23.5%
	%H		97.0%	56.6%	8.1%	66.4%	34.8%	31.6%	94.4%
C1		636	608	345	62	393	208	185	584
	%V	25.5%	25.3%	24.8%	27.0%	24.8%	25.0%	24.7%	27.4%
	%H		95.6%	54.2%	9.7%	61.8%	32.7%	29.1%	91.8%
C2		621	609	366	56	416	235	181	550
	%V	24.9%	25.3%	26.3%	24.3%	26.3%	28.2%	24.2%	25.8%
	%H		98.1%	58.9%	9.0%	67.0%	37.8%	29.1%	88.6%
D		448	432	246	50	264	132	132	345
	%V	18.0%	18.0%	17.7%	21.7%	16.7%	15.8%	17.6%	16.2%
	%H		96.4%	54.9%	11.2%	58.9%	29.5%	29.5%	77.0%
E		258	240	134	19	156	72	84	150
	%V	10.3%	10.0%	9.6%	8.3%	9.9%	8.6%	11.2%	7.0%
	%H		93.0%	51.9%	7.4%	60.5%	27.9%	32.6%	58.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2495	2405	1393	230	1582	833	749	2132
%H		96.4%	55.8%	9.2%	63.4%	33.4%	30.0%	85.5%
Working full time	1115	1082	680	107	674	392	282	1065
%V	44.7%	45.0%	48.8%	46.5%	42.6%	47.1%	37.7%	50.0%
%H		97.0%	61.0%	9.6%	60.4%	35.2%	25.3%	95.5%
Working part time	210	203	124	23	129	73	56	198
%V	8.4%	8.4%	8.9%	10.0%	8.2%	8.8%	7.5%	9.3%
%H		96.7%	59.0%	11.0%	61.4%	34.8%	26.7%	94.3%
Not working	1170	1120	590	100	779	367	411	869
%V	46.9%	46.6%	42.4%	43.5%	49.2%	44.1%	54.9%	40.8%
%H		95.7%	50.4%	8.5%	66.6%	31.4%	35.1%	74.3%
Housewife/Houseperson	1336	1276	708	114	847	408	439	1061
%V	53.5%	53.1%	50.8%	49.6%	53.5%	49.0%	58.6%	49.8%
%H		95.5%	53.0%	8.5%	63.4%	30.5%	32.9%	79.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1172	688	104	763	408	355	1057
%H		96.1%	56.4%	8.5%	62.6%	33.5%	29.1%	86.7%
16 - 19	71	69	41	9	46	28	18	69
%V	5.8%	5.9%	6.0%	8.7%	6.0%	6.9%	5.1%	6.5%
%H		97.2%	57.7%	12.7%	64.8%	39.4%	25.4%	97.2%
20 - 24	106	97	46	8	57	26	30	101
%V	8.7%	8.3%	6.7%	7.7%	7.5%	6.4%	8.5%	9.6%
%H		91.5%	43.4%	7.5%	53.8%	24.5%	28.3%	95.3%
25 - 34	193	181	111	14	101	54	46	181
%V	15.8%	15.4%	16.1%	13.5%	13.2%	13.2%	13.0%	17.1%
%H		93.8%	57.5%	7.3%	52.3%	28.0%	23.8%	93.8%
35 - 44	175	170	109	18	100	60	41	165
%V	14.4%	14.5%	15.8%	17.3%	13.1%	14.7%	11.5%	15.6%
%H		97.1%	62.3%	10.3%	57.1%	34.3%	23.4%	94.3%
45 - 54	210	205	130	16	132	75	57	192
%V	17.2%	17.5%	18.9%	15.4%	17.3%	18.4%	16.1%	18.2%
%H		97.6%	61.9%	7.6%	62.9%	35.7%	27.1%	91.4%
55 - 64	185	178	108	18	119	67	52	162
%V	15.2%	15.2%	15.7%	17.3%	15.6%	16.4%	14.6%	15.3%
%H		96.2%	58.4%	9.7%	64.3%	36.2%	28.1%	87.6%
65+	280	272	142	21	208	97	111	187
%V	23.0%	23.2%	20.6%	20.2%	27.3%	23.8%	31.3%	17.7%
%H		97.1%	50.7%	7.5%	74.3%	34.6%	39.6%	66.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1172	688	104	763	408	355	1057
%H		96.1%	56.4%	8.5%	62.6%	33.5%	29.1%	86.7%
AB	270	261	152	20	178	92	86	254
%V	22.1%	22.3%	22.1%	19.2%	23.3%	22.5%	24.2%	24.0%
%H		96.7%	56.3%	7.4%	65.9%	34.1%	31.9%	94.1%
C1	298	284	164	27	180	99	81	281
%V	24.4%	24.2%	23.8%	26.0%	23.6%	24.3%	22.8%	26.6%
%H		95.3%	55.0%	9.1%	60.4%	33.2%	27.2%	94.3%
C2	333	326	195	30	221	124	97	293
%V	27.3%	27.8%	28.3%	28.8%	29.0%	30.4%	27.3%	27.7%
%H		97.9%	58.6%	9.0%	66.4%	37.2%	29.1%	88.0%
D	212	204	122	21	120	63	57	166
%V	17.4%	17.4%	17.7%	20.2%	15.7%	15.4%	16.1%	15.7%
%H		96.2%	57.5%	9.9%	56.6%	29.7%	26.9%	78.3%
E	106	97	55	6	64	31	33	64
%V	8.7%	8.3%	8.0%	5.8%	8.4%	7.6%	9.3%	6.1%
%H		91.5%	51.9%	5.7%	60.4%	29.2%	31.1%	60.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1219	1172	688	104	763	408	355	1057
%H		96.1%	56.4%	8.5%	62.6%	33.5%	29.1%	86.7%
Working full time	671	650	410	58	405	232	173	639
%V	55.0%	55.5%	59.6%	55.8%	53.1%	56.9%	48.7%	60.5%
%H		96.9%	61.1%	8.6%	60.4%	34.6%	25.8%	95.2%
Working part time	47	45	25	6	26	13	13	41
%V	3.9%	3.8%	3.6%	5.8%	3.4%	3.2%	3.7%	3.9%
%H		95.7%	53.2%	12.8%	55.3%	27.7%	27.7%	87.2%
Not working	501	476	253	40	332	163	170	376
%V	41.1%	40.6%	36.8%	38.5%	43.5%	40.0%	47.9%	35.6%
%H		95.0%	50.5%	8.0%	66.3%	32.5%	33.9%	75.0%
Housewife/Houseperson	269	244	124	16	159	63	96	180
%V	22.1%	20.8%	18.0%	15.4%	20.8%	15.4%	27.0%	17.0%
%H		90.7%	46.1%	5.9%	59.1%	23.4%	35.7%	66.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1276	1234	705	126	819	426	394	1075
%H		96.7%	55.3%	9.9%	64.2%	33.4%	30.9%	84.2%
16 - 19	63	60	38	7	39	25	14	61
%V	4.9%	4.9%	5.4%	5.6%	4.8%	5.9%	3.6%	5.7%
%H		95.2%	60.3%	11.1%	61.9%	39.7%	22.2%	96.8%
20 - 24	106	99	50	13	66	34	32	101
%V	8.3%	8.0%	7.1%	10.3%	8.1%	8.0%	8.1%	9.4%
%H		93.4%	47.2%	12.3%	62.3%	32.1%	30.2%	95.3%
25 - 34	186	177	115	18	99	58	41	174
%V	14.6%	14.3%	16.3%	14.3%	12.1%	13.6%	10.4%	16.2%
%H		95.2%	61.8%	9.7%	53.2%	31.2%	22.0%	93.5%
35 - 44	180	176	115	18	105	64	41	172
%V	14.1%	14.3%	16.3%	14.3%	12.8%	15.0%	10.4%	16.0%
%H		97.8%	63.9%	10.0%	58.3%	35.6%	22.8%	95.6%
45 - 54	220	214	131	25	137	79	58	207
%V	17.2%	17.3%	18.6%	19.8%	16.7%	18.5%	14.7%	19.3%
%H		97.3%	59.5%	11.4%	62.3%	35.9%	26.4%	94.1%
55 - 64	195	190	114	18	130	72	58	173
%V	15.3%	15.4%	16.2%	14.3%	15.9%	16.9%	14.7%	16.1%
%H		97.4%	58.5%	9.2%	66.7%	36.9%	29.7%	88.7%
65+	326	318	142	25	244	93	150	188
%V	25.5%	25.8%	20.1%	19.8%	29.8%	21.8%	38.1%	17.5%
%H		97.5%	43.6%	7.7%	74.8%	28.5%	46.0%	57.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1276	1234	705	126	819	426	394	1075
%H		96.7%	55.3%	9.9%	64.2%	33.4%	30.9%	84.2%
AB	263	255	149	23	175	93	82	248
%V	20.6%	20.7%	21.1%	18.3%	21.4%	21.8%	20.8%	23.1%
%H		97.0%	56.7%	8.7%	66.5%	35.4%	31.2%	94.3%
C1	339	324	181	35	213	109	104	304
%V	26.6%	26.3%	25.7%	27.8%	26.0%	25.6%	26.4%	28.3%
%H		95.6%	53.4%	10.3%	62.8%	32.2%	30.7%	89.7%
C2	288	283	171	26	195	112	84	258
%V	22.6%	22.9%	24.3%	20.6%	23.8%	26.3%	21.3%	24.0%
%H		98.3%	59.4%	9.0%	67.7%	38.9%	29.2%	89.6%
D	236	228	124	29	144	70	74	179
%V	18.5%	18.5%	17.6%	23.0%	17.6%	16.4%	18.8%	16.7%
%H		96.6%	52.5%	12.3%	61.0%	29.7%	31.4%	75.8%
E	152	143	80	13	92	42	50	87
%V	11.9%	11.6%	11.3%	10.3%	11.2%	9.9%	12.7%	8.1%
%H		94.1%	52.6%	8.6%	60.5%	27.6%	32.9%	57.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1276	1234	705	126	819	426	394	1075
%H		96.7%	55.3%	9.9%	64.2%	33.4%	30.9%	84.2%
Working full time	444	432	271	49	270	160	109	426
%V	34.8%	35.0%	38.4%	38.9%	33.0%	37.6%	27.7%	39.6%
%H		97.3%	61.0%	11.0%	60.8%	36.0%	24.5%	95.9%
Working part time	163	158	98	16	103	60	43	157
%V	12.8%	12.8%	13.9%	12.7%	12.6%	14.1%	10.9%	14.6%
%H		96.9%	60.1%	9.8%	63.2%	36.8%	26.4%	96.3%
Not working	669	644	336	60	447	205	242	493
%V	52.4%	52.2%	47.7%	47.6%	54.6%	48.1%	61.4%	45.9%
%H		96.3%	50.2%	9.0%	66.8%	30.6%	36.2%	73.7%
Housewife/Houseperson	1067	1032	584	99	688	345	343	881
%V	83.6%	83.6%	82.8%	78.6%	84.0%	81.0%	87.1%	82.0%
%H		96.7%	54.7%	9.3%	64.5%	32.3%	32.1%	82.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2661	2544	1018	460	1986	918	1069	2144
%H (All HH)		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%
%H (TV HH)			40.0%	18.1%	78.1%	36.1%	42.0%	
AB	622	602	272	96	464	230	234	581
%V	23.4%	23.7%	26.7%	20.9%	23.4%	25.1%	21.9%	27.1%
%H (All HH)		96.8%	43.7%	15.4%	74.6%	37.0%	37.6%	93.4%
%H (TV HH)			45.2%	15.9%	77.1%	38.2%	38.9%	
C1	646	614	246	115	472	220	252	567
%V	24.3%	24.1%	24.2%	25.0%	23.8%	24.0%	23.6%	26.4%
%H (All HH)		95.0%	38.1%	17.8%	73.1%	34.1%	39.0%	87.8%
%H (TV HH)			40.1%	18.7%	76.9%	35.8%	41.0%	
C2	605	586	237	120	456	224	232	499
%V	22.7%	23.0%	23.3%	26.1%	23.0%	24.4%	21.7%	23.3%
%H (All HH)		96.9%	39.2%	19.8%	75.4%	37.0%	38.3%	82.5%
%H (TV HH)			40.4%	20.5%	77.8%	38.2%	39.6%	
D	484	462	182	91	360	170	189	348
%V	18.2%	18.2%	17.9%	19.8%	18.1%	18.5%	17.7%	16.2%
%H (All HH)		95.5%	37.6%	18.8%	74.4%	35.1%	39.0%	71.9%
%H (TV HH)			39.4%	19.7%	77.9%	36.8%	40.9%	
E	303	280	81	38	235	74	161	149
%V	11.4%	11.0%	8.0%	8.3%	11.8%	8.1%	15.1%	6.9%
%H (All HH)		92.4%	26.7%	12.5%	77.6%	24.4%	53.1%	49.2%
%H (TV HH)			28.9%	13.6%	83.9%	26.4%	57.5%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2661	2544	1018	460	1986	918	1069	2144
%H (All HH)		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%
%H (TV HH)			40.0%	18.1%	78.1%	36.1%	42.0%	
Under 25	122	107	42	15	83	39	43	113
%V	4.6%	4.2%	4.1%	3.3%	4.2%	4.2%	4.0%	5.3%
%H (All HH)		87.7%	34.4%	12.3%	68.0%	32.0%	35.2%	92.6%
%H (TV HH)			39.3%	14.0%	77.6%	36.4%	40.2%	
25 - 34	401	368	167	70	259	130	129	372
%V	15.1%	14.5%	16.4%	15.2%	13.0%	14.2%	12.1%	17.4%
%H (All HH)		91.8%	41.6%	17.5%	64.6%	32.4%	32.2%	92.8%
%H (TV HH)			45.4%	19.0%	70.4%	35.3%	35.1%	
35 - 44	445	426	209	82	308	170	138	419
%V	16.7%	16.7%	20.5%	17.8%	15.5%	18.5%	12.9%	19.5%
%H (All HH)		95.7%	47.0%	18.4%	69.2%	38.2%	31.0%	94.2%
%H (TV HH)			49.1%	19.2%	72.3%	39.9%	32.4%	
45 - 54	499	489	209	122	368	207	162	468
%V	18.8%	19.2%	20.5%	26.5%	18.5%	22.5%	15.2%	21.8%
%H (All HH)		98.0%	41.9%	24.4%	73.7%	41.5%	32.5%	93.8%
%H (TV HH)			42.7%	24.9%	75.3%	42.3%	33.1%	
55 - 64	442	429	176	81	350	176	175	376
%V	16.6%	16.9%	17.3%	17.6%	17.6%	19.2%	16.4%	17.5%
%H (All HH)		97.1%	39.8%	18.3%	79.2%	39.8%	39.6%	85.1%
%H (TV HH)			41.0%	18.9%	81.6%	41.0%	40.8%	
65 +	751	724	215	91	619	196	422	394
%V	28.2%	28.5%	21.1%	19.8%	31.2%	21.4%	39.5%	18.4%
%H (All HH)		96.4%	28.6%	12.1%	82.4%	26.1%	56.2%	52.5%
%H (TV HH)			29.7%	12.6%	85.5%	27.1%	58.3%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2661	2544	1018	460	1986	918	1069	2144
%H (All HH)		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%
%H (TV HH)			40.0%	18.1%	78.1%	36.1%	42.0%	
1	798	741	199	88	624	173	451	450
%V	30.0%	29.1%	19.5%	19.1%	31.4%	18.8%	42.2%	21.0%
%H (All HH)		92.9%	24.9%	11.0%	78.2%	21.7%	56.5%	56.4%
%H (TV HH)			26.9%	11.9%	84.2%	23.3%	60.9%	
2	888	859	348	165	673	326	348	759
%V	33.4%	33.8%	34.2%	35.9%	33.9%	35.5%	32.6%	35.4%
%H (All HH)		96.7%	39.2%	18.6%	75.8%	36.7%	39.2%	85.5%
%H (TV HH)			40.5%	19.2%	78.3%	38.0%	40.5%	
3	410	399	185	92	302	180	122	390
%V	15.4%	15.7%	18.2%	20.0%	15.2%	19.6%	11.4%	18.2%
%H (All HH)		97.3%	45.1%	22.4%	73.7%	43.9%	29.8%	95.1%
%H (TV HH)			46.4%	23.1%	75.7%	45.1%	30.6%	
4	372	362	187	73	262	158	104	361
%V	14.0%	14.2%	18.4%	15.9%	13.2%	17.2%	9.7%	16.8%
%H (All HH)		97.3%	50.3%	19.6%	70.4%	42.5%	28.0%	97.0%
%H (TV HH)			51.7%	20.2%	72.4%	43.6%	28.7%	
5+	192	183	98	42	124	80	44	184
%V	7.2%	7.2%	9.6%	9.1%	6.2%	8.7%	4.1%	8.6%
%H (All HH)		95.3%	51.0%	21.9%	64.6%	41.7%	22.9%	95.8%
%H (TV HH)			53.6%	23.0%	67.8%	43.7%	24.0%	
Average HH size	2.38	2.40	2.69	2.64	2.31	2.65	2.02	2.60

Base: BBC Midlands 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
January - December 2015

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2661	2544	1018	460	1986	918	1069	2144
%H (All HH)		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%
%H (TV HH)			40.0%	18.1%	78.1%	36.1%	42.0%	
Without	1939	1841	683	316	1477	633	844	1457
%V	72.9%	72.4%	67.1%	68.7%	74.4%	69.0%	79.0%	68.0%
%H (All HH)		94.9%	35.2%	16.3%	76.2%	32.6%	43.5%	75.1%
%H (TV HH)			37.1%	17.2%	80.2%	34.4%	45.8%	
With	721	703	335	144	509	285	225	687
%V	27.1%	27.6%	32.9%	31.3%	25.6%	31.0%	21.0%	32.0%
%H (All HH)		97.5%	46.5%	20.0%	70.6%	39.5%	31.2%	95.3%
%H (TV HH)			47.7%	20.5%	72.4%	40.5%	32.0%	
0 - 3	278	269	132	44	187	98	89	263
%V	10.4%	10.6%	13.0%	9.6%	9.4%	10.7%	8.3%	12.3%
%H (All HH)		96.8%	47.5%	15.8%	67.3%	35.3%	32.0%	94.6%
%H (TV HH)			49.1%	16.4%	69.5%	36.4%	33.1%	
4 - 9	372	361	184	65	260	147	113	353
%V	14.0%	14.2%	18.1%	14.1%	13.1%	16.0%	10.6%	16.5%
%H (All HH)		97.0%	49.5%	17.5%	69.9%	39.5%	30.4%	94.9%
%H (TV HH)			51.0%	18.0%	72.0%	40.7%	31.3%	
10 - 15	336	330	162	73	240	140	100	322
%V	12.6%	13.0%	15.9%	15.9%	12.1%	15.3%	9.4%	15.0%
%H (All HH)		98.2%	48.2%	21.7%	71.4%	41.7%	29.8%	95.8%
%H (TV HH)			49.1%	22.1%	72.7%	42.4%	30.3%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2661	2544	1018	460	1986	918	1069	2144
%H (All HH)		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%
%H (TV HH)			40.0%	18.1%	78.1%	36.1%	42.0%	
1	1010	1010	334	144	718	202	517	712
%V	38.0%	39.7%	32.8%	31.3%	36.2%	22.0%	48.4%	33.2%
%H (All HH)		100.0%	33.1%	14.3%	71.1%	20.0%	51.2%	70.5%
%H (TV HH)			33.1%	14.3%	71.1%	20.0%	51.2%	
2	872	872	341	167	705	333	372	726
%V	32.8%	34.3%	33.5%	36.3%	35.5%	36.3%	34.8%	33.9%
%H (All HH)		100.0%	39.1%	19.2%	80.8%	38.2%	42.7%	83.3%
%H (TV HH)			39.1%	19.2%	80.8%	38.2%	42.7%	
3	396	396	198	82	335	215	120	370
%V	14.9%	15.6%	19.4%	17.8%	16.9%	23.4%	11.2%	17.3%
%H (All HH)		100.0%	50.0%	20.7%	84.6%	54.3%	30.3%	93.4%
%H (TV HH)			50.0%	20.7%	84.6%	54.3%	30.3%	
4	179	179	94	45	156	113	43	174
%V	6.7%	7.0%	9.2%	9.8%	7.9%	12.3%	4.0%	8.1%
%H (All HH)		100.0%	52.5%	25.1%	87.2%	63.1%	24.0%	97.2%
%H (TV HH)			52.5%	25.1%	87.2%	63.1%	24.0%	
5+	87	87	51	23	73	56	17	85
%V	3.3%	3.4%	5.0%	5.0%	3.7%	6.1%	1.6%	4.0%
%H (All HH)		100.0%	58.6%	26.4%	83.9%	64.4%	19.5%	97.7%
%H (TV HH)			58.6%	26.4%	83.9%	64.4%	19.5%	

Base: BBC Midlands 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
January - December 2015

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2661	2544	1018	460	1986	918	1069	2144
%V (All HH)		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%
%H (TV HH)			40.0%	18.1%	78.1%	36.1%	42.0%	
Under 20"	497	497	194	92	431	218	212	417
%V	18.7%	19.5%	19.1%	20.0%	21.7%	23.7%	19.8%	19.4%
%H (All HH)		100.0%	39.0%	18.5%	86.7%	43.9%	42.7%	83.9%
%H (TV HH)			39.0%	18.5%	86.7%	43.9%	42.7%	
20" - 29"	899	899	346	146	766	354	413	728
%V	33.8%	35.3%	34.0%	31.7%	38.6%	38.6%	38.6%	34.0%
%H (All HH)		100.0%	38.5%	16.2%	85.2%	39.4%	45.9%	81.0%
%H (TV HH)			38.5%	16.2%	85.2%	39.4%	45.9%	
30" - 39"	1339	1339	539	243	1075	514	561	1096
%V	50.3%	52.6%	52.9%	52.8%	54.1%	56.0%	52.5%	51.1%
%H (All HH)		100.0%	40.3%	18.1%	80.3%	38.4%	41.9%	81.9%
%H (TV HH)			40.3%	18.1%	80.3%	38.4%	41.9%	
40" and over	1309	1309	650	296	970	598	372	1186
%V	49.2%	51.5%	63.9%	64.3%	48.8%	65.1%	34.8%	55.3%
%H (All HH)		100.0%	49.7%	22.6%	74.1%	45.7%	28.4%	90.6%
%H (TV HH)			49.7%	22.6%	74.1%	45.7%	28.4%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2661	2544	1018	460	1986	918	1069	2144
%H (All HH)		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%
%H (TV HH)			40.0%	18.1%	78.1%	36.1%	42.0%	
Main living room	2519	2519	1013	457	1971	914	1057	2047
%V	94.7%	99.0%	99.5%	99.3%	99.2%	99.6%	98.9%	95.5%
%H (All HH)		100.0%	40.2%	18.1%	78.2%	36.3%	42.0%	81.3%
%H (TV HH)			40.2%	18.1%	78.2%	36.3%	42.0%	
Kitchen	307	307	136	52	268	145	123	261
%V	11.5%	12.1%	13.4%	11.3%	13.5%	15.8%	11.5%	12.2%
%H (All HH)		100.0%	44.3%	16.9%	87.3%	47.2%	40.1%	85.0%
%H (TV HH)			44.3%	16.9%	87.3%	47.2%	40.1%	
Adult's bedroom	1147	1147	506	254	961	564	397	1026
%V	43.1%	45.1%	49.7%	55.2%	48.4%	61.4%	37.1%	47.9%
%H (All HH)		100.0%	44.1%	22.1%	83.8%	49.2%	34.6%	89.5%
%H (TV HH)			44.1%	22.1%	83.8%	49.2%	34.6%	
Child's bedroom	266	266	144	58	211	144	66	259
%V	10.0%	10.5%	14.1%	12.6%	10.6%	15.7%	6.2%	12.1%
%H (All HH)		100.0%	54.1%	21.8%	79.3%	54.1%	24.8%	97.4%
%H (TV HH)			54.1%	21.8%	79.3%	54.1%	24.8%	
Other bedroom	145	145	68	32	124	78	46	137
%V	5.4%	5.7%	6.7%	7.0%	6.2%	8.5%	4.3%	6.4%
%H (All HH)		100.0%	46.9%	22.1%	85.5%	53.8%	31.7%	94.5%
%H (TV HH)			46.9%	22.1%	85.5%	53.8%	31.7%	
Second living/dining room	244	244	125	44	203	123	79	214
%V	9.2%	9.6%	12.3%	9.6%	10.2%	13.4%	7.4%	10.0%
%H (All HH)		100.0%	51.2%	18.0%	83.2%	50.4%	32.4%	87.7%
%H (TV HH)			51.2%	18.0%	83.2%	50.4%	32.4%	
Study/office	35	35	20	5	27	18	10	33
%V	1.3%	1.4%	2.0%	1.1%	1.4%	2.0%	0.9%	1.5%
%H (All HH)		100.0%	57.1%	14.3%	77.1%	51.4%	28.6%	94.3%
%H (TV HH)			57.1%	14.3%	77.1%	51.4%	28.6%	
TV room	14	14	10	2	10	7	3	13
%V	0.5%	0.6%	1.0%	0.4%	0.5%	0.8%	0.3%	0.6%
%H (All HH)		100.0%	71.4%	14.3%	71.4%	50.0%	21.4%	92.9%
%H (TV HH)			71.4%	14.3%	71.4%	50.0%	21.4%	
Conservatory	64	64	34	15	52	36	16	61
%V	2.4%	2.5%	3.3%	3.3%	2.6%	3.9%	1.5%	2.8%
%H (All HH)		100.0%	53.1%	23.4%	81.3%	56.3%	25.0%	95.3%
%H (TV HH)			53.1%	23.4%	81.3%	56.3%	25.0%	
Attic or loft room	6	6	3	1	5	3	2	6
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	33.3%	
No specific location	3	3	1	1	3	1	2	3
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	33.3%	66.7%	
Other	13	13	5	4	11	7	4	13
%V	0.5%	0.5%	0.5%	0.9%	0.6%	0.8%	0.4%	0.6%
%H (All HH)		100.0%	38.5%	30.8%	84.6%	53.8%	30.8%	100.0%
%H (TV HH)			38.5%	30.8%	84.6%	53.8%	30.8%	

Base: BBC Midlands 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 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2661	2544	1018	460	1986	918	1069	2144
%H (All HH)		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%
%H (TV HH)			40.0%	18.1%	78.1%	36.1%	42.0%	
Any DSAT provider	1018	1018	1018	24	649	649	0	915
%V	38.3%	40.0%	100.0%	5.2%	32.7%	70.7%	0.0%	42.7%
%H (All HH)			100.0%	2.4%	63.8%	63.8%	0.0%	89.9%
%H (TV HH)			100.0%	2.4%	63.8%	63.8%	0.0%	
Sky with subscription	807	807	807	5	535	535	0	742
%V	30.3%	31.7%	79.3%	1.1%	26.9%	58.3%	0.0%	34.6%
%H (All HH)			100.0%	0.6%	66.3%	66.3%	0.0%	91.9%
%H (TV HH)			100.0%	0.6%	66.3%	66.3%	0.0%	
Sky without subscription	76	76	76	7	37	37	0	64
%V	2.9%	3.0%	7.5%	1.5%	1.9%	4.0%	0.0%	3.0%
%H (All HH)			100.0%	9.2%	48.7%	48.7%	0.0%	84.2%
%H (TV HH)			100.0%	9.2%	48.7%	48.7%	0.0%	
Freesat	100	100	100	9	61	61	0	84
%V	3.8%	3.9%	9.8%	2.0%	3.1%	6.6%	0.0%	3.9%
%H (All HH)			100.0%	9.0%	61.0%	61.0%	0.0%	84.0%
%H (TV HH)			100.0%	9.0%	61.0%	61.0%	0.0%	
Other satellite provider	42	42	42	3	20	20	0	37
%V	1.6%	1.7%	4.1%	0.7%	1.0%	2.2%	0.0%	1.7%
%H (All HH)			100.0%	7.1%	47.6%	47.6%	0.0%	88.1%
%H (TV HH)			100.0%	7.1%	47.6%	47.6%	0.0%	
DCAB	460	460	24	460	280	280	0	418
%V	17.3%	18.1%	2.4%	100.0%	14.1%	30.5%	0.0%	19.5%
%H (All HH)			5.2%	100.0%	60.9%	60.9%	0.0%	90.9%
%H (TV HH)			5.2%	100.0%	60.9%	60.9%	0.0%	
DTT	1986	1986	649	280	1986	918	1069	1578
%V	74.6%	78.1%	63.8%	60.9%	100.0%	100.0%	100.0%	73.6%
%H (All HH)		100.0%	32.7%	14.1%	100.0%	46.2%	53.8%	79.5%
%H (TV HH)			32.7%	14.1%	100.0%	46.2%	53.8%	

Base: BBC Midlands 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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BBC Midlands West

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Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2661	2544	1018	460	1986	918	1069	2144
%H (All HH)		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%
%H (TV HH)			40.0%	18.1%	78.1%	36.1%	42.0%	
PVR	1534	1534	852	389	1111	795	316	1405
%V	57.6%	60.3%	83.7%	84.6%	55.9%	86.6%	29.6%	65.5%
%H (All HH)		100.0%	55.5%	25.4%	72.4%	51.8%	20.6%	91.6%
%H (TV HH)			55.5%	25.4%	72.4%	51.8%	20.6%	
DVDR	82	82	31	16	71	34	37	73
%V	3.1%	3.2%	3.0%	3.5%	3.6%	3.7%	3.5%	3.4%
%H (All HH)		100.0%	37.8%	19.5%	86.6%	41.5%	45.1%	89.0%
%H (TV HH)			37.8%	19.5%	86.6%	41.5%	45.1%	
VCR	46	46	13	3	40	10	31	26
%V	1.7%	1.8%	1.3%	0.7%	2.0%	1.1%	2.9%	1.2%
%H (All HH)		100.0%	28.3%	6.5%	87.0%	21.7%	67.4%	56.5%
%H (TV HH)			28.3%	6.5%	87.0%	21.7%	67.4%	
Any recorder	1588	1588	862	390	1160	802	358	1437
%V	59.7%	62.4%	84.7%	84.8%	58.4%	87.4%	33.5%	67.0%
%H (All HH)		100.0%	54.3%	24.6%	73.0%	50.5%	22.5%	90.5%
%H (TV HH)			54.3%	24.6%	73.0%	50.5%	22.5%	
Receives HDTV (via STB or built-in reception)	1585	1585	744	362	1216	718	498	1437
%V	59.6%	62.3%	73.1%	78.7%	61.2%	78.2%	46.6%	67.0%
%H (All HH)		100.0%	46.9%	22.8%	76.7%	45.3%	31.4%	90.7%
%H (TV HH)			46.9%	22.8%	76.7%	45.3%	31.4%	
DVD/Blu-ray player or recorder	1820	1820	762	348	1434	715	719	1565
%V	68.4%	71.5%	74.9%	75.7%	72.2%	77.9%	67.3%	73.0%
%H (All HH)		100.0%	41.9%	19.1%	78.8%	39.3%	39.5%	86.0%
%H (TV HH)			41.9%	19.1%	78.8%	39.3%	39.5%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2661	2544	1018	460	1986	918	1069	2144
%V (All HH)		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%
%H (TV HH)			40.0%	18.1%	78.1%	36.1%	42.0%	
Has broadband internet	2144	2066	915	418	1578	842	735	2144
%V	80.6%	81.2%	89.9%	90.9%	79.5%	91.7%	68.8%	100.0%
%H (All HH)		96.4%	42.7%	19.5%	73.6%	39.3%	34.3%	100.0%
%H (TV HH)			44.3%	20.2%	76.4%	40.8%	35.6%	
Number of computers (PCs and laptops)								
0	571	528	122	52	447	95	352	92
%V	21.5%	20.8%	12.0%	11.3%	22.5%	10.3%	32.9%	4.3%
%H (All HH)		92.5%	21.4%	9.1%	78.3%	16.6%	61.6%	16.1%
%H (TV HH)			23.1%	9.8%	84.7%	18.0%	66.7%	
1	740	700	268	132	545	243	301	707
%V	27.8%	27.5%	26.3%	28.7%	27.4%	26.5%	28.2%	33.0%
%H (All HH)		94.6%	36.2%	17.8%	73.6%	32.8%	40.7%	95.5%
%H (TV HH)			38.3%	18.9%	77.9%	34.7%	43.0%	
2	578	563	259	99	431	227	204	572
%V	21.7%	22.1%	25.4%	21.5%	21.7%	24.7%	19.1%	26.7%
%H (All HH)		97.4%	44.8%	17.1%	74.6%	39.3%	35.3%	99.0%
%H (TV HH)			46.0%	17.6%	76.6%	40.3%	36.2%	
3	341	334	159	76	250	150	100	339
%V	12.8%	13.1%	15.6%	16.5%	12.6%	16.3%	9.4%	15.8%
%H (All HH)		97.9%	46.6%	22.3%	73.3%	44.0%	29.3%	99.4%
%H (TV HH)			47.6%	22.8%	74.9%	44.9%	29.9%	
4	214	208	102	49	158	100	59	214
%V	8.0%	8.2%	10.0%	10.7%	8.0%	10.9%	5.5%	10.0%
%H (All HH)		97.2%	47.7%	22.9%	73.8%	46.7%	27.6%	100.0%
%H (TV HH)			49.0%	23.6%	76.0%	48.1%	28.4%	
5+	218	212	107	52	156	103	53	218
%V	8.2%	8.3%	10.5%	11.3%	7.9%	11.2%	5.0%	10.2%
%H (All HH)		97.2%	49.1%	23.9%	71.6%	47.2%	24.3%	100.0%
%H (TV HH)			50.5%	24.5%	73.6%	48.6%	25.0%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5121	2261	1019	4141	2260	1881	4419
%H		44.2%	19.9%	80.9%	44.1%	36.7%	86.3%
Under 20"	614	246	117	535	282	254	526
%V	12.0%	10.9%	11.5%	12.9%	12.5%	13.5%	11.9%
%H		40.1%	19.1%	87.1%	45.9%	41.4%	85.7%
20" - 29"	1174	469	204	1007	494	513	975
%V	22.9%	20.7%	20.0%	24.3%	21.9%	27.3%	22.1%
%H		39.9%	17.4%	85.8%	42.1%	43.7%	83.0%
30" - 39"	1615	687	310	1304	675	629	1360
%V	31.5%	30.4%	30.4%	31.5%	29.9%	33.4%	30.8%
%H		42.5%	19.2%	80.7%	41.8%	38.9%	84.2%
40" and over	1606	813	381	1195	765	429	1473
%V	31.4%	36.0%	37.4%	28.9%	33.8%	22.8%	33.3%
%H		50.6%	23.7%	74.4%	47.6%	26.7%	91.7%
Don't know	112	46	7	100	44	56	86
%V	2.2%	2.0%	0.7%	2.4%	1.9%	3.0%	1.9%
%H		41.1%	6.3%	89.3%	39.3%	50.0%	76.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5121	2261	1019	4141	2260	1881	4419
%H		44.2%	19.9%	80.9%	44.1%	36.7%	86.3%
Main living room	2536	1021	458	1985	922	1063	2061
%V	49.5%	45.2%	44.9%	47.9%	40.8%	56.5%	46.6%
%H		40.3%	18.1%	78.3%	36.4%	41.9%	81.3%
Kitchen	307	137	52	268	145	123	261
%V	6.0%	6.1%	5.1%	6.5%	6.4%	6.5%	5.9%
%H		44.6%	16.9%	87.3%	47.2%	40.1%	85.0%
Adult's bedroom	1366	624	316	1146	705	441	1239
%V	26.7%	27.6%	31.0%	27.7%	31.2%	23.4%	28.0%
%H		45.7%	23.1%	83.9%	51.6%	32.3%	90.7%
Child's bedroom	354	192	80	279	193	86	345
%V	6.9%	8.5%	7.9%	6.7%	8.5%	4.6%	7.8%
%H		54.2%	22.6%	78.8%	54.5%	24.3%	97.5%
Other bedroom	177	86	40	150	98	52	168
%V	3.5%	3.8%	3.9%	3.6%	4.3%	2.8%	3.8%
%H		48.6%	22.6%	84.7%	55.4%	29.4%	94.9%
Second living/dining room	246	127	44	204	125	79	215
%V	4.8%	5.6%	4.3%	4.9%	5.5%	4.2%	4.9%
%H		51.6%	17.9%	82.9%	50.8%	32.1%	87.4%
Study/office	35	20	5	28	18	10	33
%V	0.7%	0.9%	0.5%	0.7%	0.8%	0.5%	0.7%
%H		57.1%	14.3%	80.0%	51.4%	28.6%	94.3%
TV room	14	10	2	10	7	3	13
%V	0.3%	0.4%	0.2%	0.2%	0.3%	0.2%	0.3%
%H		71.4%	14.3%	71.4%	50.0%	21.4%	92.9%
Conservatory	65	35	15	53	36	16	61
%V	1.3%	1.5%	1.5%	1.3%	1.6%	0.9%	1.4%
%H		53.8%	23.1%	81.5%	55.4%	24.6%	93.8%
Attic or loft room	6	3	1	5	3	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
No specific location	3	1	1	3	1	2	3
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
%H		33.3%	33.3%	100.0%	33.3%	66.7%	100.0%
Other	13	5	4	11	7	4	13
%V	0.3%	0.2%	0.4%	0.3%	0.3%	0.2%	0.3%
%H		38.5%	30.8%	84.6%	53.8%	30.8%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5121	2261	1019	4141	2260	1881	4419
%H		44.2%	19.9%	80.9%	44.1%	36.7%	86.3%
PVR	1976	1150	508	1395	1044	351	1830
%V	38.6%	50.9%	49.9%	33.7%	46.2%	18.7%	41.4%
%H		58.2%	25.7%	70.6%	52.8%	17.8%	92.6%
DVDR	87	32	17	75	36	40	78
%V	1.7%	1.4%	1.7%	1.8%	1.6%	2.1%	1.8%
%H		36.8%	19.5%	86.2%	41.4%	46.0%	89.7%
VCR	51	13	3	45	10	35	27
%V	1.0%	0.6%	0.3%	1.1%	0.4%	1.9%	0.6%
%H		25.5%	5.9%	88.2%	19.6%	68.6%	52.9%
Any recorder	2052	1169	512	1464	1061	403	1878
%V	40.1%	51.7%	50.2%	35.4%	46.9%	21.4%	42.5%
%H		57.0%	25.0%	71.3%	51.7%	19.6%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5121	2261	1019	4141	2260	1881	4419
%H		44.2%	19.9%	80.9%	44.1%	36.7%	86.3%
Receives HDTV (via STB or built-in reception)	2309	1102	541	1801	1106	696	2130
%V	45.1%	48.7%	53.1%	43.5%	48.9%	37.0%	48.2%
%H		47.7%	23.4%	78.0%	47.9%	30.1%	92.2%
DVD/Blu-ray player or recorder	2610	1163	524	2109	1165	944	2306
%V	51.0%	51.4%	51.4%	50.9%	51.5%	50.2%	52.2%
%H		44.6%	20.1%	80.8%	44.6%	36.2%	88.4%

Base: BBC Midlands 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 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2538	1017	459	1986	917	1069	2061
%H		40.1%	18.1%	78.3%	36.1%	42.1%	81.2%
Under 20"	33	5	2	29	3	26	22
%V	1.3%	0.5%	0.4%	1.5%	0.3%	2.4%	1.1%
%H		15.2%	6.1%	87.9%	9.1%	78.8%	66.7%
20" - 29"	279	57	34	232	46	187	172
%V	11.0%	5.6%	7.4%	11.7%	5.0%	17.5%	8.3%
%H		20.4%	12.2%	83.2%	16.5%	67.0%	61.6%
30" - 39"	905	308	132	741	277	464	683
%V	35.7%	30.3%	28.8%	37.3%	30.2%	43.4%	33.1%
%H		34.0%	14.6%	81.9%	30.6%	51.3%	75.5%
40" and over	1269	630	290	939	580	359	1148
%V	50.0%	61.9%	63.2%	47.3%	63.2%	33.6%	55.7%
%H		49.6%	22.9%	74.0%	45.7%	28.3%	90.5%
Don't know	53	17	2	44	12	32	36
%V	2.1%	1.7%	0.4%	2.2%	1.3%	3.0%	1.7%
%H		32.1%	3.8%	83.0%	22.6%	60.4%	67.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2538	1017	459	1986	917	1069	2061
%H		40.1%	18.1%	78.3%	36.1%	42.1%	81.2%
PVR	1505	840	382	1084	781	303	1377
%V	59.3%	82.6%	83.2%	54.6%	85.2%	28.3%	66.8%
%H		55.8%	25.4%	72.0%	51.9%	20.1%	91.5%
DVDR	64	22	13	55	25	30	56
%V	2.5%	2.2%	2.8%	2.8%	2.7%	2.8%	2.7%
%H		34.4%	20.3%	85.9%	39.1%	46.9%	87.5%
VCR	40	10	3	34	7	27	20
%V	1.6%	1.0%	0.7%	1.7%	0.8%	2.5%	1.0%
%H		25.0%	7.5%	85.0%	17.5%	67.5%	50.0%
Any recorder	1556	850	384	1131	788	343	1405
%V	61.3%	83.6%	83.7%	56.9%	85.9%	32.1%	68.2%
%H		54.6%	24.7%	72.7%	50.6%	22.0%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2538	1017	459	1986	917	1069	2061
%H		40.1%	18.1%	78.3%	36.1%	42.1%	81.2%
Receives HDTV (via STB or built-in reception)	1543	728	354	1178	697	481	1400
%V	60.8%	71.6%	77.1%	59.3%	76.0%	45.0%	67.9%
%H		47.2%	22.9%	76.3%	45.2%	31.2%	90.7%
DVD/Blu-ray player or recorder	1670	697	316	1305	638	667	1426
%V	65.8%	68.5%	68.8%	65.7%	69.6%	62.4%	69.2%
%H		41.7%	18.9%	78.1%	38.2%	39.9%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2582	1244	560	2155	1343	812	2358
%H		48.2%	21.7%	83.5%	52.0%	31.4%	91.3%
Under 20"	581	241	115	506	279	227	504
%V	22.5%	19.4%	20.5%	23.5%	20.8%	28.0%	21.4%
%H		41.5%	19.8%	87.1%	48.0%	39.1%	86.7%
20" - 29"	896	412	170	775	449	326	803
%V	34.7%	33.1%	30.4%	36.0%	33.4%	40.1%	34.1%
%H		46.0%	19.0%	86.5%	50.1%	36.4%	89.6%
30" - 39"	710	379	179	562	398	164	677
%V	27.5%	30.5%	32.0%	26.1%	29.6%	20.2%	28.7%
%H		53.4%	25.2%	79.2%	56.1%	23.1%	95.4%
40" and over	337	182	91	256	186	70	324
%V	13.1%	14.6%	16.3%	11.9%	13.8%	8.6%	13.7%
%H		54.0%	27.0%	76.0%	55.2%	20.8%	96.1%
Don't know	59	29	5	56	32	24	50
%V	2.3%	2.3%	0.9%	2.6%	2.4%	3.0%	2.1%
%H		49.2%	8.5%	94.9%	54.2%	40.7%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands West

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2582	1244	560	2155	1343	812	2358
%H		48.2%	21.7%	83.5%	52.0%	31.4%	91.3%
PVR	471	310	125	310	263	47	453
%V	18.2%	24.9%	22.3%	14.4%	19.6%	5.8%	19.2%
%H		65.8%	26.5%	65.8%	55.8%	10.0%	96.2%
DVDR	23	10	3	21	11	10	22
%V	0.9%	0.8%	0.5%	1.0%	0.8%	1.2%	0.9%
%H		43.5%	13.0%	91.3%	47.8%	43.5%	95.7%
VCR	12	3	1	10	3	8	7
%V	0.5%	0.2%	0.2%	0.5%	0.2%	1.0%	0.3%
%H		25.0%	8.3%	83.3%	25.0%	66.7%	58.3%
Any recorder	496	320	128	333	273	61	473
%V	19.2%	25.7%	22.9%	15.5%	20.3%	7.5%	20.1%
%H		64.5%	25.8%	67.1%	55.0%	12.3%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2582	1244	560	2155	1343	812	2358
%H		48.2%	21.7%	83.5%	52.0%	31.4%	91.3%
Receives HDTV (via STB or built-in reception)	766	374	187	623	408	215	730
%V	29.7%	30.1%	33.4%	28.9%	30.4%	26.5%	31.0%
%H		48.8%	24.4%	81.3%	53.3%	28.1%	95.3%
DVD/Blu-ray player or recorder	940	466	209	804	527	277	880
%V	36.4%	37.5%	37.3%	37.3%	39.2%	34.1%	37.3%
%H		49.6%	22.2%	85.5%	56.1%	29.5%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6335	6095	2736	1217	4591	2429	2162	5579
%H		96.2%	43.2%	19.2%	72.5%	38.3%	34.1%	88.1%
Total Children	1269	1231	609	239	878	492	386	1207
%V	20.0%	20.2%	22.3%	19.6%	19.1%	20.3%	17.9%	21.6%
%H		97.0%	48.0%	18.8%	69.2%	38.8%	30.4%	95.1%
0 - 3	322	311	152	52	212	111	102	305
%V	5.1%	5.1%	5.6%	4.3%	4.6%	4.6%	4.7%	5.5%
%H		96.6%	47.2%	16.1%	65.8%	34.5%	31.7%	94.7%
4 - 15	946	920	457	187	666	381	284	902
%V	14.9%	15.1%	16.7%	15.4%	14.5%	15.7%	13.1%	16.2%
%H		97.3%	48.3%	19.8%	70.4%	40.3%	30.0%	95.3%
4 - 9	503	487	244	91	349	194	155	475
%V	7.9%	8.0%	8.9%	7.5%	7.6%	8.0%	7.2%	8.5%
%H		96.8%	48.5%	18.1%	69.4%	38.6%	30.8%	94.4%
10 - 15	444	433	213	96	317	187	130	426
%V	7.0%	7.1%	7.8%	7.9%	6.9%	7.7%	6.0%	7.6%
%H		97.5%	48.0%	21.6%	71.4%	42.1%	29.3%	95.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6335	6095	2736	1217	4591	2429	2162	5579
%H		96.2%	43.2%	19.2%	72.5%	38.3%	34.1%	88.1%
Total Adults (16+)	5066	4864	2127	978	3713	1938	1775	4372
%V	80.0%	79.8%	77.7%	80.4%	80.9%	79.8%	82.1%	78.4%
%H		96.0%	42.0%	19.3%	73.3%	38.3%	35.0%	86.3%
16 - 19	309	293	141	78	219	141	79	302
%V	4.9%	4.8%	5.2%	6.4%	4.8%	5.8%	3.7%	5.4%
%H		94.8%	45.6%	25.2%	70.9%	45.6%	25.6%	97.7%
20 - 24	383	354	166	77	256	156	101	366
%V	6.0%	5.8%	6.1%	6.3%	5.6%	6.4%	4.7%	6.6%
%H		92.4%	43.3%	20.1%	66.8%	40.7%	26.4%	95.6%
25 - 34	820	766	373	155	534	302	231	774
%V	12.9%	12.6%	13.6%	12.7%	11.6%	12.4%	10.7%	13.9%
%H		93.4%	45.5%	18.9%	65.1%	36.8%	28.2%	94.4%
35 - 44	800	766	392	147	554	320	233	757
%V	12.6%	12.6%	14.3%	12.1%	12.1%	13.2%	10.8%	13.6%
%H		95.8%	49.0%	18.4%	69.3%	40.0%	29.1%	94.6%
45 - 54	875	861	382	227	639	380	259	829
%V	13.8%	14.1%	14.0%	18.7%	13.9%	15.6%	12.0%	14.9%
%H		98.4%	43.7%	25.9%	73.0%	43.4%	29.6%	94.7%
55 - 64	724	705	303	143	565	298	267	646
%V	11.4%	11.6%	11.1%	11.8%	12.3%	12.3%	12.3%	11.6%
%H		97.4%	41.9%	19.8%	78.0%	41.2%	36.9%	89.2%
65+	1156	1119	370	151	945	341	604	697
%V	18.2%	18.4%	13.5%	12.4%	20.6%	14.0%	27.9%	12.5%
%H		96.8%	32.0%	13.1%	81.7%	29.5%	52.2%	60.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5066	4864	2127	978	3713	1938	1775	4372
%H		96.0%	42.0%	19.3%	73.3%	38.3%	35.0%	86.3%
AB	1259	1224	591	203	927	492	435	1204
%V	24.9%	25.2%	27.8%	20.8%	25.0%	25.4%	24.5%	27.5%
%H		97.2%	46.9%	16.1%	73.6%	39.1%	34.6%	95.6%
C1	1217	1151	506	237	863	453	410	1114
%V	24.0%	23.7%	23.8%	24.2%	23.2%	23.4%	23.1%	25.5%
%H		94.6%	41.6%	19.5%	70.9%	37.2%	33.7%	91.5%
C2	1234	1203	529	273	915	506	409	1076
%V	24.4%	24.7%	24.9%	27.9%	24.6%	26.1%	23.0%	24.6%
%H		97.5%	42.9%	22.1%	74.1%	41.0%	33.1%	87.2%
D	930	887	377	201	679	367	312	738
%V	18.4%	18.2%	17.7%	20.6%	18.3%	18.9%	17.6%	16.9%
%H		95.4%	40.5%	21.6%	73.0%	39.5%	33.5%	79.4%
E	426	399	126	63	328	119	209	241
%V	8.4%	8.2%	5.9%	6.4%	8.8%	6.1%	11.8%	5.5%
%H		93.7%	29.6%	14.8%	77.0%	27.9%	49.1%	56.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5066	4864	2127	978	3713	1938	1775	4372
%H		96.0%	42.0%	19.3%	73.3%	38.3%	35.0%	86.3%
Working full time	2303	2238	1079	515	1641	988	652	2214
%V	45.5%	46.0%	50.7%	52.7%	44.2%	51.0%	36.7%	50.6%
%H		97.2%	46.9%	22.4%	71.3%	42.9%	28.3%	96.1%
Working part time	508	492	220	100	382	207	175	473
%V	10.0%	10.1%	10.3%	10.2%	10.3%	10.7%	9.9%	10.8%
%H		96.9%	43.3%	19.7%	75.2%	40.7%	34.4%	93.1%
Not working	2256	2134	828	363	1690	742	948	1685
%V	44.5%	43.9%	38.9%	37.1%	45.5%	38.3%	53.4%	38.5%
%H		94.6%	36.7%	16.1%	74.9%	32.9%	42.0%	74.7%
Housewife/Houseperson	2661	2544	1018	460	1986	918	1069	2144
%V	52.5%	52.3%	47.9%	47.0%	53.5%	47.4%	60.2%	49.0%
%H		95.6%	38.3%	17.3%	74.6%	34.5%	40.2%	80.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2478	2371	1052	499	1791	961	830	2170
%H		95.7%	42.5%	20.1%	72.3%	38.8%	33.5%	87.6%
16 - 19	167	162	76	44	122	77	45	165
%V	6.7%	6.8%	7.2%	8.8%	6.8%	8.0%	5.4%	7.6%
%H		97.0%	45.5%	26.3%	73.1%	46.1%	26.9%	98.8%
20 - 24	180	166	76	44	118	76	41	174
%V	7.3%	7.0%	7.2%	8.8%	6.6%	7.9%	4.9%	8.0%
%H		92.2%	42.2%	24.4%	65.6%	42.2%	22.8%	96.7%
25 - 34	412	381	187	81	263	152	111	389
%V	16.6%	16.1%	17.8%	16.2%	14.7%	15.8%	13.4%	17.9%
%H		92.5%	45.4%	19.7%	63.8%	36.9%	26.9%	94.4%
35 - 44	396	374	191	68	274	156	118	368
%V	16.0%	15.8%	18.2%	13.6%	15.3%	16.2%	14.2%	17.0%
%H		94.4%	48.2%	17.2%	69.2%	39.4%	29.8%	92.9%
45 - 54	430	422	187	111	308	181	127	404
%V	17.4%	17.8%	17.8%	22.2%	17.2%	18.8%	15.3%	18.6%
%H		98.1%	43.5%	25.8%	71.6%	42.1%	29.5%	94.0%
55 - 64	358	346	141	72	275	139	136	317
%V	14.4%	14.6%	13.4%	14.4%	15.4%	14.5%	16.4%	14.6%
%H		96.6%	39.4%	20.1%	76.8%	38.8%	38.0%	88.5%
65+	536	520	194	77	430	179	251	352
%V	21.6%	21.9%	18.4%	15.4%	24.0%	18.6%	30.2%	16.2%
%H		97.0%	36.2%	14.4%	80.2%	33.4%	46.8%	65.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2478	2371	1052	499	1791	961	830	2170
%H		95.7%	42.5%	20.1%	72.3%	38.8%	33.5%	87.6%
AB	641	619	301	107	467	251	215	612
%V	25.9%	26.1%	28.6%	21.4%	26.1%	26.1%	25.9%	28.2%
%H		96.6%	47.0%	16.7%	72.9%	39.2%	33.5%	95.5%
C1	552	522	236	117	382	212	170	516
%V	22.3%	22.0%	22.4%	23.4%	21.3%	22.1%	20.5%	23.8%
%H		94.6%	42.8%	21.2%	69.2%	38.4%	30.8%	93.5%
C2	664	644	285	143	487	266	220	571
%V	26.8%	27.2%	27.1%	28.7%	27.2%	27.7%	26.5%	26.3%
%H		97.0%	42.9%	21.5%	73.3%	40.1%	33.1%	86.0%
D	455	433	186	106	331	188	143	372
%V	18.4%	18.3%	17.7%	21.2%	18.5%	19.6%	17.2%	17.1%
%H		95.2%	40.9%	23.3%	72.7%	41.3%	31.4%	81.8%
E	167	153	45	26	125	43	82	98
%V	6.7%	6.5%	4.3%	5.2%	7.0%	4.5%	9.9%	4.5%
%H		91.6%	26.9%	15.6%	74.9%	25.7%	49.1%	58.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2478	2371	1052	499	1791	961	830	2170
%H		95.7%	42.5%	20.1%	72.3%	38.8%	33.5%	87.6%
Working full time	1434	1389	678	315	1016	613	403	1373
%V	57.9%	58.6%	64.4%	63.1%	56.7%	63.8%	48.6%	63.3%
%H		96.9%	47.3%	22.0%	70.9%	42.7%	28.1%	95.7%
Working part time	106	98	39	20	71	31	39	91
%V	4.3%	4.1%	3.7%	4.0%	4.0%	3.2%	4.7%	4.2%
%H		92.5%	36.8%	18.9%	67.0%	29.2%	36.8%	85.8%
Not working	938	884	334	164	705	317	388	706
%V	37.9%	37.3%	31.7%	32.9%	39.4%	33.0%	46.7%	32.5%
%H		94.2%	35.6%	17.5%	75.2%	33.8%	41.4%	75.3%
Housewife/Houseperson	545	503	170	89	395	152	243	385
%V	22.0%	21.2%	16.2%	17.8%	22.1%	15.8%	29.3%	17.7%
%H		92.3%	31.2%	16.3%	72.5%	27.9%	44.6%	70.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2588	2493	1075	479	1922	977	945	2202
%H		96.3%	41.5%	18.5%	74.3%	37.8%	36.5%	85.1%
16 - 19	142	131	65	33	97	63	34	137
%V	5.5%	5.3%	6.0%	6.9%	5.0%	6.4%	3.6%	6.2%
%H		92.3%	45.8%	23.2%	68.3%	44.4%	23.9%	96.5%
20 - 24	203	188	91	33	139	79	60	192
%V	7.8%	7.5%	8.5%	6.9%	7.2%	8.1%	6.3%	8.7%
%H		92.6%	44.8%	16.3%	68.5%	38.9%	29.6%	94.6%
25 - 34	408	384	186	74	271	151	120	385
%V	15.8%	15.4%	17.3%	15.4%	14.1%	15.5%	12.7%	17.5%
%H		94.1%	45.6%	18.1%	66.4%	37.0%	29.4%	94.4%
35 - 44	404	392	201	79	279	164	115	389
%V	15.6%	15.7%	18.7%	16.5%	14.5%	16.8%	12.2%	17.7%
%H		97.0%	49.8%	19.6%	69.1%	40.6%	28.5%	96.3%
45 - 54	445	439	194	116	331	199	132	425
%V	17.2%	17.6%	18.0%	24.2%	17.2%	20.4%	14.0%	19.3%
%H		98.7%	43.6%	26.1%	74.4%	44.7%	29.7%	95.5%
55 - 64	366	359	162	71	290	159	131	329
%V	14.1%	14.4%	15.1%	14.8%	15.1%	16.3%	13.9%	14.9%
%H		98.1%	44.3%	19.4%	79.2%	43.4%	35.8%	89.9%
65+	620	600	176	74	515	162	353	345
%V	24.0%	24.1%	16.4%	15.4%	26.8%	16.6%	37.4%	15.7%
%H		96.8%	28.4%	11.9%	83.1%	26.1%	56.9%	55.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2588	2493	1075	479	1922	977	945	2202
%H		96.3%	41.5%	18.5%	74.3%	37.8%	36.5%	85.1%
AB	619	605	290	96	461	241	220	591
%V	23.9%	24.3%	27.0%	20.0%	24.0%	24.7%	23.3%	26.8%
%H		97.7%	46.8%	15.5%	74.5%	38.9%	35.5%	95.5%
C1	665	630	270	120	481	241	240	597
%V	25.7%	25.3%	25.1%	25.1%	25.0%	24.7%	25.4%	27.1%
%H		94.7%	40.6%	18.0%	72.3%	36.2%	36.1%	89.8%
C2	570	559	244	130	428	240	188	505
%V	22.0%	22.4%	22.7%	27.1%	22.3%	24.6%	19.9%	22.9%
%H		98.1%	42.8%	22.8%	75.1%	42.1%	33.0%	88.6%
D	474	454	191	95	348	179	169	366
%V	18.3%	18.2%	17.8%	19.8%	18.1%	18.3%	17.9%	16.6%
%H		95.8%	40.3%	20.0%	73.4%	37.8%	35.7%	77.2%
E	260	245	81	37	204	76	128	143
%V	10.0%	9.8%	7.5%	7.7%	10.6%	7.8%	13.5%	6.5%
%H		94.2%	31.2%	14.2%	78.5%	29.2%	49.2%	55.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2588	2493	1075	479	1922	977	945	2202
%H		96.3%	41.5%	18.5%	74.3%	37.8%	36.5%	85.1%
Working full time	869	849	401	200	625	376	249	841
%V	33.6%	34.1%	37.3%	41.8%	32.5%	38.5%	26.3%	38.2%
%H		97.7%	46.1%	23.0%	71.9%	43.3%	28.7%	96.8%
Working part time	401	394	181	80	312	176	136	383
%V	15.5%	15.8%	16.8%	16.7%	16.2%	18.0%	14.4%	17.4%
%H		98.3%	45.1%	20.0%	77.8%	43.9%	33.9%	95.5%
Not working	1318	1250	493	199	986	425	560	979
%V	50.9%	50.1%	45.9%	41.5%	51.3%	43.5%	59.3%	44.5%
%H		94.8%	37.4%	15.1%	74.8%	32.2%	42.5%	74.3%
Housewife/Houseperson	2115	2041	849	371	1592	766	826	1759
%V	81.7%	81.9%	79.0%	77.5%	82.8%	78.4%	87.4%	79.9%
%H		96.5%	40.1%	17.5%	75.3%	36.2%	39.1%	83.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	963	907	337	204	679	316	362	760
%H (All HH)		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%
%H (TV HH)			37.2%	22.5%	74.9%	34.8%	39.9%	
AB	223	214	92	44	164	85	79	210
%V	23.2%	23.6%	27.3%	21.6%	24.2%	26.9%	21.8%	27.6%
%H (All HH)		96.0%	41.3%	19.7%	73.5%	38.1%	35.4%	94.2%
%H (TV HH)			43.0%	20.6%	76.6%	39.7%	36.9%	
C1	239	217	77	55	164	81	83	206
%V	24.8%	23.9%	22.8%	27.0%	24.2%	25.6%	22.9%	27.1%
%H (All HH)		90.8%	32.2%	23.0%	68.6%	33.9%	34.7%	86.2%
%H (TV HH)			35.5%	25.3%	75.6%	37.3%	38.2%	
C2	202	194	78	41	149	75	74	157
%V	21.0%	21.4%	23.1%	20.1%	21.9%	23.7%	20.4%	20.7%
%H (All HH)		96.0%	38.6%	20.3%	73.8%	37.1%	36.6%	77.7%
%H (TV HH)			40.2%	21.1%	76.8%	38.7%	38.1%	
D	184	172	61	44	120	55	65	137
%V	19.1%	19.0%	18.1%	21.6%	17.7%	17.4%	18.0%	18.0%
%H (All HH)		93.5%	33.2%	23.9%	65.2%	29.9%	35.3%	74.5%
%H (TV HH)			35.5%	25.6%	69.8%	32.0%	37.8%	
E	116	110	29	19	81	20	61	51
%V	12.0%	12.1%	8.6%	9.3%	11.9%	6.3%	16.9%	6.7%
%H (All HH)		94.8%	25.0%	16.4%	69.8%	17.2%	52.6%	44.0%
%H (TV HH)			26.4%	17.3%	73.6%	18.2%	55.5%	

Base: BBC Midlands 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
January - December 2015

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	963	907	337	204	679	316	362	760
%H (All HH)		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%
%H (TV HH)			37.2%	22.5%	74.9%	34.8%	39.9%	
Under 25	56	42	12	9	29	11	18	50
%V	5.8%	4.6%	3.6%	4.4%	4.3%	3.5%	5.0%	6.6%
%H (All HH)		75.0%	21.4%	16.1%	51.8%	19.6%	32.1%	89.3%
%H (TV HH)			28.6%	21.4%	69.0%	26.2%	42.9%	
25 - 34	156	139	55	39	87	46	41	146
%V	16.2%	15.3%	16.3%	19.1%	12.8%	14.6%	11.3%	19.2%
%H (All HH)		89.1%	35.3%	25.0%	55.8%	29.5%	26.3%	93.6%
%H (TV HH)			39.6%	28.1%	62.6%	33.1%	29.5%	
35 - 44	147	136	62	39	93	59	34	135
%V	15.3%	15.0%	18.4%	19.1%	13.7%	18.7%	9.4%	17.8%
%H (All HH)		92.5%	42.2%	26.5%	63.3%	40.1%	23.1%	91.8%
%H (TV HH)			45.6%	28.7%	68.4%	43.4%	25.0%	
45 - 54	192	186	75	53	132	74	58	174
%V	19.9%	20.5%	22.3%	26.0%	19.4%	23.4%	16.0%	22.9%
%H (All HH)		96.9%	39.1%	27.6%	68.8%	38.5%	30.2%	90.6%
%H (TV HH)			40.3%	28.5%	71.0%	39.8%	31.2%	
55 - 64	154	150	65	25	123	59	64	130
%V	16.0%	16.5%	19.3%	12.3%	18.1%	18.7%	17.7%	17.1%
%H (All HH)		97.4%	42.2%	16.2%	79.9%	38.3%	41.6%	84.4%
%H (TV HH)			43.3%	16.7%	82.0%	39.3%	42.7%	
65 +	259	253	68	39	214	67	147	125
%V	26.9%	27.9%	20.2%	19.1%	31.5%	21.2%	40.6%	16.4%
%H (All HH)		97.7%	26.3%	15.1%	82.6%	25.9%	56.8%	48.3%
%H (TV HH)			26.9%	15.4%	84.6%	26.5%	58.1%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	963	907	337	204	679	316	362	760
%H (All HH)		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%
%H (TV HH)			37.2%	22.5%	74.9%	34.8%	39.9%	
1	291	263	72	34	208	54	154	158
%V	30.2%	29.0%	21.4%	16.7%	30.6%	17.1%	42.5%	20.8%
%H (All HH)		90.4%	24.7%	11.7%	71.5%	18.6%	52.9%	54.3%
%H (TV HH)			27.4%	12.9%	79.1%	20.5%	58.6%	
2	340	327	123	75	253	127	126	287
%V	35.3%	36.1%	36.5%	36.8%	37.3%	40.2%	34.8%	37.8%
%H (All HH)		96.2%	36.2%	22.1%	74.4%	37.4%	37.1%	84.4%
%H (TV HH)			37.6%	22.9%	77.4%	38.8%	38.5%	
3	138	132	52	45	89	52	37	129
%V	14.3%	14.6%	15.4%	22.1%	13.1%	16.5%	10.2%	17.0%
%H (All HH)		95.7%	37.7%	32.6%	64.5%	37.7%	26.8%	93.5%
%H (TV HH)			39.4%	34.1%	67.4%	39.4%	28.0%	
4	126	122	58	30	86	54	32	122
%V	13.1%	13.5%	17.2%	14.7%	12.7%	17.1%	8.8%	16.1%
%H (All HH)		96.8%	46.0%	23.8%	68.3%	42.9%	25.4%	96.8%
%H (TV HH)			47.5%	24.6%	70.5%	44.3%	26.2%	
5+	68	63	32	20	43	29	13	64
%V	7.1%	6.9%	9.5%	9.8%	6.3%	9.2%	3.6%	8.4%
%H (All HH)		92.6%	47.1%	29.4%	63.2%	42.6%	19.1%	94.1%
%H (TV HH)			50.8%	31.7%	68.3%	46.0%	20.6%	
Average HH size	2.35	2.37	2.63	2.70	2.30	2.68	1.97	2.58

Base: BBC Midlands 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

January - December 2015

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	963	907	337	204	679	316	362	760
%H (All HH)		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%
%H (TV HH)			37.2%	22.5%	74.9%	34.8%	39.9%	
Without	720	674	234	132	526	220	306	530
%V	74.8%	74.3%	69.4%	64.7%	77.5%	69.6%	84.5%	69.7%
%H (All HH)		93.6%	32.5%	18.3%	73.1%	30.6%	42.5%	73.6%
%H (TV HH)			34.7%	19.6%	78.0%	32.6%	45.4%	
With	243	233	103	72	153	96	57	230
%V	25.2%	25.7%	30.6%	35.3%	22.5%	30.4%	15.7%	30.3%
%H (All HH)		95.9%	42.4%	29.6%	63.0%	39.5%	23.5%	94.7%
%H (TV HH)			44.2%	30.9%	65.7%	41.2%	24.5%	
0 - 3	85	79	34	24	51	30	21	79
%V	8.8%	8.7%	10.1%	11.8%	7.5%	9.5%	5.8%	10.4%
%H (All HH)		92.9%	40.0%	28.2%	60.0%	35.3%	24.7%	92.9%
%H (TV HH)			43.0%	30.4%	64.6%	38.0%	26.6%	
4 - 9	122	117	55	39	77	51	25	116
%V	12.7%	12.9%	16.3%	19.1%	11.3%	16.1%	6.9%	15.3%
%H (All HH)		95.9%	45.1%	32.0%	63.1%	41.8%	20.5%	95.1%
%H (TV HH)			47.0%	33.3%	65.8%	43.6%	21.4%	
10 - 15	123	120	54	38	79	52	27	118
%V	12.8%	13.2%	16.0%	18.6%	11.6%	16.5%	7.5%	15.5%
%H (All HH)		97.6%	43.9%	30.9%	64.2%	42.3%	22.0%	95.9%
%H (TV HH)			45.0%	31.7%	65.8%	43.3%	22.5%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	963	907	337	204	679	316	362	760
%H (All HH)		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%
%H (TV HH)			37.2%	22.5%	74.9%	34.8%	39.9%	
1	400	400	120	76	272	79	193	280
%V	41.5%	44.1%	35.6%	37.3%	40.1%	25.0%	53.3%	36.8%
%H (All HH)		100.0%	30.0%	19.0%	68.0%	19.8%	48.3%	70.0%
%H (TV HH)			30.0%	19.0%	68.0%	19.8%	48.3%	
2	301	301	117	71	234	118	115	249
%V	31.3%	33.2%	34.7%	34.8%	34.5%	37.3%	31.8%	32.8%
%H (All HH)		100.0%	38.9%	23.6%	77.7%	39.2%	38.2%	82.7%
%H (TV HH)			38.9%	23.6%	77.7%	39.2%	38.2%	
3	127	127	61	35	105	71	34	117
%V	13.2%	14.0%	18.1%	17.2%	15.5%	22.5%	9.4%	15.4%
%H (All HH)		100.0%	48.0%	27.6%	82.7%	55.9%	26.8%	92.1%
%H (TV HH)			48.0%	27.6%	82.7%	55.9%	26.8%	
4	53	53	24	15	45	31	14	52
%V	5.5%	5.8%	7.1%	7.4%	6.6%	9.8%	3.9%	6.8%
%H (All HH)		100.0%	45.3%	28.3%	84.9%	58.5%	26.4%	98.1%
%H (TV HH)			45.3%	28.3%	84.9%	58.5%	26.4%	
5+	26	26	15	5	23	17	6	25
%V	2.7%	2.9%	4.5%	2.5%	3.4%	5.4%	1.7%	3.3%
%H (All HH)		100.0%	57.7%	19.2%	88.5%	65.4%	23.1%	96.2%
%H (TV HH)			57.7%	19.2%	88.5%	65.4%	23.1%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	963	907	337	204	679	316	362	760
%H (All HH)		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%
%H (TV HH)			37.2%	22.5%	74.9%	34.8%	39.9%	
Under 20"	145	145	50	30	121	58	63	113
%V	15.1%	16.0%	14.8%	14.7%	17.8%	18.4%	17.4%	14.9%
%H (All HH)		100.0%	34.5%	20.7%	83.4%	40.0%	43.4%	77.9%
%H (TV HH)			34.5%	20.7%	83.4%	40.0%	43.4%	
20" - 29"	300	300	110	62	243	118	125	236
%V	31.2%	33.1%	32.6%	30.4%	35.8%	37.3%	34.5%	31.1%
%H (All HH)		100.0%	36.7%	20.7%	81.0%	39.3%	41.7%	78.7%
%H (TV HH)			36.7%	20.7%	81.0%	39.3%	41.7%	
30" - 39"	480	480	182	112	371	180	190	387
%V	49.8%	52.9%	54.0%	54.9%	54.6%	57.0%	52.5%	50.9%
%H (All HH)		100.0%	37.9%	23.3%	77.3%	37.5%	39.6%	80.6%
%H (TV HH)			37.9%	23.3%	77.3%	37.5%	39.6%	
40" and over	454	454	205	122	327	198	129	405
%V	47.1%	50.1%	60.8%	59.8%	48.2%	62.7%	35.6%	53.3%
%H (All HH)		100.0%	45.2%	26.9%	72.0%	43.6%	28.4%	89.2%
%H (TV HH)			45.2%	26.9%	72.0%	43.6%	28.4%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	963	907	337	204	679	316	362	760
%H (All HH)		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%
%H (TV HH)			37.2%	22.5%	74.9%	34.8%	39.9%	
Main living room	892	892	335	200	669	314	354	709
%V	92.6%	98.3%	99.4%	98.0%	98.5%	99.4%	97.8%	93.3%
%H (All HH)		100.0%	37.6%	22.4%	75.0%	35.2%	39.7%	79.5%
%H (TV HH)			37.6%	22.4%	75.0%	35.2%	39.7%	
Kitchen	105	105	46	21	94	55	39	92
%V	10.9%	11.6%	13.6%	10.3%	13.8%	17.4%	10.8%	12.1%
%H (All HH)		100.0%	43.8%	20.0%	89.5%	52.4%	37.1%	87.6%
%H (TV HH)			43.8%	20.0%	89.5%	52.4%	37.1%	
Adult's bedroom	359	359	153	95	289	173	116	315
%V	37.3%	39.6%	45.4%	46.6%	42.6%	54.7%	32.0%	41.4%
%H (All HH)		100.0%	42.6%	26.5%	80.5%	48.2%	32.3%	87.7%
%H (TV HH)			42.6%	26.5%	80.5%	48.2%	32.3%	
Child's bedroom	78	78	35	24	58	39	19	78
%V	8.1%	8.6%	10.4%	11.8%	8.5%	12.3%	5.2%	10.3%
%H (All HH)		100.0%	44.9%	30.8%	74.4%	50.0%	24.4%	100.0%
%H (TV HH)			44.9%	30.8%	74.4%	50.0%	24.4%	
Other bedroom	61	61	31	16	51	35	16	58
%V	6.3%	6.7%	9.2%	7.8%	7.5%	11.1%	4.4%	7.6%
%H (All HH)		100.0%	50.8%	26.2%	83.6%	57.4%	26.2%	95.1%
%H (TV HH)			50.8%	26.2%	83.6%	57.4%	26.2%	
Second living/dining room	92	92	45	20	74	46	28	79
%V	9.6%	10.1%	13.4%	9.8%	10.9%	14.6%	7.7%	10.4%
%H (All HH)		100.0%	48.9%	21.7%	80.4%	50.0%	30.4%	85.9%
%H (TV HH)			48.9%	21.7%	80.4%	50.0%	30.4%	
Study/office	12	12	4	4	9	5	4	11
%V	1.2%	1.3%	1.2%	2.0%	1.3%	1.6%	1.1%	1.4%
%H (All HH)		100.0%	33.3%	33.3%	75.0%	41.7%	33.3%	91.7%
%H (TV HH)			33.3%	33.3%	75.0%	41.7%	33.3%	
TV room	12	12	6	2	9	5	4	12
%V	1.2%	1.3%	1.8%	1.0%	1.3%	1.6%	1.1%	1.6%
%H (All HH)		100.0%	50.0%	16.7%	75.0%	41.7%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	75.0%	41.7%	33.3%	
Conservatory	13	13	7	4	11	8	3	11
%V	1.3%	1.4%	2.1%	2.0%	1.6%	2.5%	0.8%	1.4%
%H (All HH)		100.0%	53.8%	30.8%	84.6%	61.5%	23.1%	84.6%
%H (TV HH)			53.8%	30.8%	84.6%	61.5%	23.1%	
Attic or loft room	3	3	2	1	3	2	1	3
%V	0.3%	0.3%	0.6%	0.5%	0.4%	0.6%	0.3%	0.4%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
No specific location	2	2	1	1	2	1	0	2
%V	0.2%	0.2%	0.3%	0.5%	0.3%	0.3%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	50.0%	0.0%	
Other	10	10	5	1	8	5	3	10
%V	1.0%	1.1%	1.5%	0.5%	1.2%	1.6%	0.8%	1.3%
%H (All HH)		100.0%	50.0%	10.0%	80.0%	50.0%	30.0%	100.0%
%H (TV HH)			50.0%	10.0%	80.0%	50.0%	30.0%	

Base: BBC Midlands 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
January - December 2015

BBC Midlands East

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	963	907	337	204	679	316	362	760
%H (All HH)		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%
%H (TV HH)			37.2%	22.5%	74.9%	34.8%	39.9%	
Any DSAT provider	337	337	337	9	205	205	0	301
%V	35.0%	37.2%	100.0%	4.4%	30.2%	64.9%	0.0%	39.6%
%H (All HH)			100.0%	2.7%	60.8%	60.8%	0.0%	89.3%
%H (TV HH)			100.0%	2.7%	60.8%	60.8%	0.0%	
Sky with subcription	269	269	269	2	163	163	0	242
%V	27.9%	29.7%	79.8%	1.0%	24.0%	51.6%	0.0%	31.8%
%H (All HH)			100.0%	0.7%	60.6%	60.6%	0.0%	90.0%
%H (TV HH)			100.0%	0.7%	60.6%	60.6%	0.0%	
Sky without subscription	22	22	22	3	13	13	0	19
%V	2.3%	2.4%	6.5%	1.5%	1.9%	4.1%	0.0%	2.5%
%H (All HH)			100.0%	13.6%	59.1%	59.1%	0.0%	86.4%
%H (TV HH)			100.0%	13.6%	59.1%	59.1%	0.0%	
Freesat	34	34	34	2	21	21	0	30
%V	3.5%	3.7%	10.1%	1.0%	3.1%	6.6%	0.0%	3.9%
%H (All HH)			100.0%	5.9%	61.8%	61.8%	0.0%	88.2%
%H (TV HH)			100.0%	5.9%	61.8%	61.8%	0.0%	
Other satellite provider	16	16	16	2	10	10	0	13
%V	1.7%	1.8%	4.7%	1.0%	1.5%	3.2%	0.0%	1.7%
%H (All HH)			100.0%	12.5%	62.5%	62.5%	0.0%	81.3%
%H (TV HH)			100.0%	12.5%	62.5%	62.5%	0.0%	
DCAB	204	204	9	204	117	117	0	186
%V	21.2%	22.5%	2.7%	100.0%	17.2%	37.0%	0.0%	24.5%
%H (All HH)			4.4%	100.0%	57.4%	57.4%	0.0%	91.2%
%H (TV HH)			4.4%	100.0%	57.4%	57.4%	0.0%	
DTT	679	679	205	117	679	316	362	521
%V	70.5%	74.9%	60.8%	57.4%	100.0%	100.0%	100.0%	68.6%
%H (All HH)		100.0%	30.2%	17.2%	100.0%	46.5%	53.3%	76.7%
%H (TV HH)			30.2%	17.2%	100.0%	46.5%	53.3%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	963	907	337	204	679	316	362	760
%H (All HH)		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%
%H (TV HH)			37.2%	22.5%	74.9%	34.8%	39.9%	
PVR	576	576	281	176	406	278	128	517
%V	59.8%	63.5%	83.4%	86.3%	59.8%	88.0%	35.4%	68.0%
%H (All HH)		100.0%	48.8%	30.6%	70.5%	48.3%	22.2%	89.8%
%H (TV HH)			48.8%	30.6%	70.5%	48.3%	22.2%	
DVDR	18	18	6	3	16	7	10	14
%V	1.9%	2.0%	1.8%	1.5%	2.4%	2.2%	2.8%	1.8%
%H (All HH)		100.0%	33.3%	16.7%	88.9%	38.9%	55.6%	77.8%
%H (TV HH)			33.3%	16.7%	88.9%	38.9%	55.6%	
VCR	11	11	3	1	10	2	7	5
%V	1.1%	1.2%	0.9%	0.5%	1.5%	0.6%	1.9%	0.7%
%H (All HH)		100.0%	27.3%	9.1%	90.9%	18.2%	63.6%	45.5%
%H (TV HH)			27.3%	9.1%	90.9%	18.2%	63.6%	
Any recorder	588	588	282	177	418	279	139	524
%V	61.1%	64.8%	83.7%	86.8%	61.6%	88.3%	38.4%	68.9%
%H (All HH)		100.0%	48.0%	30.1%	71.1%	47.4%	23.6%	89.1%
%H (TV HH)			48.0%	30.1%	71.1%	47.4%	23.6%	
Receives HDTV (via STB or built-in reception)	573	573	249	163	417	249	168	513
%V	59.5%	63.2%	73.9%	79.9%	61.4%	78.8%	46.4%	67.5%
%H (All HH)		100.0%	43.5%	28.4%	72.8%	43.5%	29.3%	89.5%
%H (TV HH)			43.5%	28.4%	72.8%	43.5%	29.3%	
DVD/Blu-ray player or recorder	656	656	261	157	499	256	243	552
%V	68.1%	72.3%	77.4%	77.0%	73.5%	81.0%	67.1%	72.6%
%H (All HH)		100.0%	39.8%	23.9%	76.1%	39.0%	37.0%	84.1%
%H (TV HH)			39.8%	23.9%	76.1%	39.0%	37.0%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	963	907	337	204	679	316	362	760
%V (All HH)		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%
%H (TV HH)			37.2%	22.5%	74.9%	34.8%	39.9%	
Has broadband internet	760	723	301	186	521	289	232	760
%V	78.9%	79.7%	89.3%	91.2%	76.7%	91.5%	64.1%	100.0%
%H (All HH)		95.1%	39.6%	24.5%	68.6%	38.0%	30.5%	100.0%
%H (TV HH)			41.6%	25.7%	72.1%	40.0%	32.1%	
Number of computers (PCs and laptops)								
0	217	201	45	22	168	33	133	29
%V	22.5%	22.2%	13.4%	10.8%	24.7%	10.4%	36.7%	3.8%
%H (All HH)		92.6%	20.7%	10.1%	77.4%	15.2%	61.3%	13.4%
%H (TV HH)			22.4%	10.9%	83.6%	16.4%	66.2%	
1	246	225	76	50	155	63	93	236
%V	25.5%	24.8%	22.6%	24.5%	22.8%	19.9%	25.7%	31.1%
%H (All HH)		91.5%	30.9%	20.3%	63.0%	25.6%	37.8%	95.9%
%H (TV HH)			33.8%	22.2%	68.9%	28.0%	41.3%	
2	213	202	85	58	150	90	60	209
%V	22.1%	22.3%	25.2%	28.4%	22.1%	28.5%	16.6%	27.5%
%H (All HH)		94.8%	39.9%	27.2%	70.4%	42.3%	28.2%	98.1%
%H (TV HH)			42.1%	28.7%	74.3%	44.6%	29.7%	
3	133	130	60	35	95	58	37	132
%V	13.8%	14.3%	17.8%	17.2%	14.0%	18.4%	10.2%	17.4%
%H (All HH)		97.7%	45.1%	26.3%	71.4%	43.6%	27.8%	99.2%
%H (TV HH)			46.2%	26.9%	73.1%	44.6%	28.5%	
4	76	72	34	18	54	34	20	75
%V	7.9%	7.9%	10.1%	8.8%	8.0%	10.8%	5.5%	9.9%
%H (All HH)		94.7%	44.7%	23.7%	71.1%	44.7%	26.3%	98.7%
%H (TV HH)			47.2%	25.0%	75.0%	47.2%	27.8%	
5+	78	76	37	22	57	38	19	78
%V	8.1%	8.4%	11.0%	10.8%	8.4%	12.0%	5.2%	10.3%
%H (All HH)		97.4%	47.4%	28.2%	73.1%	48.7%	24.4%	100.0%
%H (TV HH)			48.7%	28.9%	75.0%	50.0%	25.0%	

Base: BBC Midlands 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

January - December 2015

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1734	715	416	1358	745	613	1473
%H		41.2%	24.0%	78.3%	43.0%	35.4%	84.9%
Under 20"	176	64	37	150	75	74	141
%V	10.1%	9.0%	8.9%	11.0%	10.1%	12.1%	9.6%
%H		36.4%	21.0%	85.2%	42.6%	42.0%	80.1%
20" - 29"	382	145	82	316	162	154	313
%V	22.0%	20.3%	19.7%	23.3%	21.7%	25.1%	21.2%
%H		38.0%	21.5%	82.7%	42.4%	40.3%	81.9%
30" - 39"	588	232	139	459	236	223	488
%V	33.9%	32.4%	33.4%	33.8%	31.7%	36.4%	33.1%
%H		39.5%	23.6%	78.1%	40.1%	37.9%	83.0%
40" and over	558	261	151	407	255	153	506
%V	32.2%	36.5%	36.3%	30.0%	34.2%	25.0%	34.4%
%H		46.8%	27.1%	72.9%	45.7%	27.4%	90.7%
Don't know	30	13	7	26	17	9	25
%V	1.7%	1.8%	1.7%	1.9%	2.3%	1.5%	1.7%
%H		43.3%	23.3%	86.7%	56.7%	30.0%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1734	715	416	1358	745	613	1473
%H		41.2%	24.0%	78.3%	43.0%	35.4%	84.9%
Main living room	897	336	201	673	317	357	714
%V	51.7%	47.0%	48.3%	49.6%	42.6%	58.2%	48.5%
%H		37.5%	22.4%	75.0%	35.3%	39.8%	79.6%
Kitchen	105	46	21	94	55	39	93
%V	6.1%	6.4%	5.0%	6.9%	7.4%	6.4%	6.3%
%H		43.8%	20.0%	89.5%	52.4%	37.1%	88.6%
Adult's bedroom	414	176	113	335	203	132	368
%V	23.9%	24.6%	27.2%	24.7%	27.2%	21.5%	25.0%
%H		42.5%	27.3%	80.9%	49.0%	31.9%	88.9%
Child's bedroom	98	45	30	75	52	23	97
%V	5.7%	6.3%	7.2%	5.5%	7.0%	3.8%	6.6%
%H		45.9%	30.6%	76.5%	53.1%	23.5%	99.0%
Other bedroom	73	38	18	62	44	18	70
%V	4.2%	5.3%	4.3%	4.6%	5.9%	2.9%	4.8%
%H		52.1%	24.7%	84.9%	60.3%	24.7%	95.9%
Second living/dining room	95	47	20	76	48	29	81
%V	5.5%	6.6%	4.8%	5.6%	6.4%	4.7%	5.5%
%H		49.5%	21.1%	80.0%	50.5%	30.5%	85.3%
Study/office	12	4	4	9	5	4	11
%V	0.7%	0.6%	1.0%	0.7%	0.7%	0.7%	0.7%
%H		33.3%	33.3%	75.0%	41.7%	33.3%	91.7%
TV room	12	6	2	9	5	4	12
%V	0.7%	0.8%	0.5%	0.7%	0.7%	0.7%	0.8%
%H		50.0%	16.7%	75.0%	41.7%	33.3%	100.0%
Conservatory	13	7	4	11	8	3	11
%V	0.7%	1.0%	1.0%	0.8%	1.1%	0.5%	0.7%
%H		53.8%	30.8%	84.6%	61.5%	23.1%	84.6%
Attic or loft room	3	2	1	3	2	1	3
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
No specific location	2	1	1	2	1	0	2
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		50.0%	50.0%	100.0%	50.0%	0.0%	100.0%
Other	11	6	2	9	6	3	11
%V	0.6%	0.8%	0.5%	0.7%	0.8%	0.5%	0.7%
%H		54.5%	18.2%	81.8%	54.5%	27.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1734	715	416	1358	745	613	1473
%H		41.2%	24.0%	78.3%	43.0%	35.4%	84.9%
PVR	751	392	233	516	377	139	688
%V	43.3%	54.8%	56.0%	38.0%	50.6%	22.7%	46.7%
%H		52.2%	31.0%	68.7%	50.2%	18.5%	91.6%
DVDR	18	6	3	16	7	10	14
%V	1.0%	0.8%	0.7%	1.2%	0.9%	1.6%	1.0%
%H		33.3%	16.7%	88.9%	38.9%	55.6%	77.8%
VCR	12	4	1	11	3	8	5
%V	0.7%	0.6%	0.2%	0.8%	0.4%	1.3%	0.3%
%H		33.3%	8.3%	91.7%	25.0%	66.7%	41.7%
Any recorder	769	396	235	533	382	151	699
%V	44.3%	55.4%	56.5%	39.2%	51.3%	24.6%	47.5%
%H		51.5%	30.6%	69.3%	49.7%	19.6%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1734	715	416	1358	745	613	1473
%H		41.2%	24.0%	78.3%	43.0%	35.4%	84.9%
Receives HDTV (via STB or built-in reception)	837	381	241	621	391	229	763
%V	48.3%	53.3%	57.9%	45.7%	52.5%	37.4%	51.8%
%H		45.5%	28.8%	74.2%	46.7%	27.4%	91.2%
DVD/Blu-ray player or recorder	918	383	225	716	396	320	798
%V	52.9%	53.6%	54.1%	52.7%	53.2%	52.2%	54.2%
%H		41.7%	24.5%	78.0%	43.1%	34.9%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	905	337	204	679	316	362	722
%H		37.2%	22.5%	75.0%	34.9%	40.0%	79.8%
Under 20"	14	4	0	9	2	8	10
%V	1.5%	1.2%	0.0%	1.3%	0.6%	2.2%	1.4%
%H		28.6%	0.0%	64.3%	14.3%	57.1%	71.4%
20" - 29"	101	22	13	83	20	63	60
%V	11.2%	6.5%	6.4%	12.2%	6.3%	17.4%	8.3%
%H		21.8%	12.9%	82.2%	19.8%	62.4%	59.4%
30" - 39"	341	110	69	264	100	163	254
%V	37.7%	32.6%	33.8%	38.9%	31.6%	45.0%	35.2%
%H		32.3%	20.2%	77.4%	29.3%	47.8%	74.5%
40" and over	440	199	119	314	190	124	390
%V	48.6%	59.1%	58.3%	46.2%	60.1%	34.3%	54.0%
%H		45.2%	27.0%	71.4%	43.2%	28.2%	88.6%
Don't know	10	3	3	9	4	4	8
%V	1.1%	0.9%	1.5%	1.3%	1.3%	1.1%	1.1%
%H		30.0%	30.0%	90.0%	40.0%	40.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	905	337	204	679	316	362	722
%H		37.2%	22.5%	75.0%	34.9%	40.0%	79.8%
PVR	560	277	173	392	272	119	505
%V	61.9%	82.2%	84.8%	57.7%	86.1%	32.9%	69.9%
%H		49.5%	30.9%	70.0%	48.6%	21.3%	90.2%
DVDR	13	3	2	13	4	8	11
%V	1.4%	0.9%	1.0%	1.9%	1.3%	2.2%	1.5%
%H		23.1%	15.4%	100.0%	30.8%	61.5%	84.6%
VCR	7	2	0	5	0	5	2
%V	0.8%	0.6%	0.0%	0.7%	0.0%	1.4%	0.3%
%H		28.6%	0.0%	71.4%	0.0%	71.4%	28.6%
Any recorder	572	278	174	403	274	129	511
%V	63.2%	82.5%	85.3%	59.4%	86.7%	35.6%	70.8%
%H		48.6%	30.4%	70.5%	47.9%	22.6%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	905	337	204	679	316	362	722
%H		37.2%	22.5%	75.0%	34.9%	40.0%	79.8%
Receives HDTV (via STB or built-in reception)	558	243	161	404	242	162	501
%V	61.7%	72.1%	78.9%	59.5%	76.6%	44.8%	69.4%
%H		43.5%	28.9%	72.4%	43.4%	29.0%	89.8%
DVD/Blu-ray player or recorder	587	227	139	441	216	225	488
%V	64.9%	67.4%	68.1%	64.9%	68.4%	62.2%	67.6%
%H		38.7%	23.7%	75.1%	36.8%	38.3%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	829	378	212	679	429	251	751
%H		45.6%	25.6%	81.9%	51.7%	30.3%	90.6%
Under 20"	162	60	37	140	74	66	131
%V	19.5%	15.9%	17.5%	20.6%	17.2%	26.3%	17.4%
%H		37.0%	22.8%	86.4%	45.7%	40.7%	80.9%
20" - 29"	282	123	69	234	143	91	253
%V	34.0%	32.5%	32.5%	34.5%	33.3%	36.3%	33.7%
%H		43.6%	24.5%	83.0%	50.7%	32.3%	89.7%
30" - 39"	247	122	70	195	135	60	234
%V	29.8%	32.3%	33.0%	28.7%	31.5%	23.9%	31.2%
%H		49.4%	28.3%	78.9%	54.7%	24.3%	94.7%
40" and over	119	62	32	93	65	29	116
%V	14.4%	16.4%	15.1%	13.7%	15.2%	11.6%	15.4%
%H		52.1%	26.9%	78.2%	54.6%	24.4%	97.5%
Don't know	19	11	4	17	12	5	17
%V	2.3%	2.9%	1.9%	2.5%	2.8%	2.0%	2.3%
%H		57.9%	21.1%	89.5%	63.2%	26.3%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	829	378	212	679	429	251	751
%H		45.6%	25.6%	81.9%	51.7%	30.3%	90.6%
PVR	190	116	61	124	105	19	184
%V	22.9%	30.7%	28.8%	18.3%	24.5%	7.6%	24.5%
%H		61.1%	32.1%	65.3%	55.3%	10.0%	96.8%
DVDR	5	3	1	4	2	1	3
%V	0.6%	0.8%	0.5%	0.6%	0.5%	0.4%	0.4%
%H		60.0%	20.0%	80.0%	40.0%	20.0%	60.0%
VCR	6	2	1	5	3	3	3
%V	0.7%	0.5%	0.5%	0.7%	0.7%	1.2%	0.4%
%H		33.3%	16.7%	83.3%	50.0%	50.0%	50.0%
Any recorder	197	118	61	130	108	22	187
%V	23.8%	31.2%	28.8%	19.1%	25.2%	8.8%	24.9%
%H		59.9%	31.0%	66.0%	54.8%	11.2%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	829	378	212	679	429	251	751
%H		45.6%	25.6%	81.9%	51.7%	30.3%	90.6%
Receives HDTV (via STB or built-in reception)	278	138	80	217	149	67	262
%V	33.5%	36.5%	37.7%	32.0%	34.7%	26.7%	34.9%
%H		49.6%	28.8%	78.1%	53.6%	24.1%	94.2%
DVD/Blu-ray player or recorder	331	155	86	275	180	95	310
%V	39.9%	41.0%	40.6%	40.5%	42.0%	37.8%	41.3%
%H		46.8%	26.0%	83.1%	54.4%	28.7%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2266	2147	885	551	1560	845	715	1963
%H		94.7%	39.1%	24.3%	68.8%	37.3%	31.6%	86.6%
Total Children	424	404	184	124	265	169	96	399
%V	18.7%	18.8%	20.8%	22.5%	17.0%	20.0%	13.4%	20.3%
%H		95.3%	43.4%	29.2%	62.5%	39.9%	22.6%	94.1%
0 - 3	100	92	39	27	59	34	26	92
%V	4.4%	4.3%	4.4%	4.9%	3.8%	4.0%	3.6%	4.7%
%H		92.0%	39.0%	27.0%	59.0%	34.0%	26.0%	92.0%
4 - 15	324	312	145	97	205	135	70	307
%V	14.3%	14.5%	16.4%	17.6%	13.1%	16.0%	9.8%	15.6%
%H		96.3%	44.8%	29.9%	63.3%	41.7%	21.6%	94.8%
4 - 9	160	152	72	48	100	65	34	151
%V	7.1%	7.1%	8.1%	8.7%	6.4%	7.7%	4.8%	7.7%
%H		95.0%	45.0%	30.0%	62.5%	40.6%	21.3%	94.4%
10 - 15	164	159	73	49	106	70	36	156
%V	7.2%	7.4%	8.2%	8.9%	6.8%	8.3%	5.0%	7.9%
%H		97.0%	44.5%	29.9%	64.6%	42.7%	22.0%	95.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2266	2147	885	551	1560	845	715	1963
%H		94.7%	39.1%	24.3%	68.8%	37.3%	31.6%	86.6%
Total Adults (16+)	1842	1743	701	427	1295	676	619	1564
%V	81.3%	81.2%	79.2%	77.5%	83.0%	80.0%	86.6%	79.7%
%H		94.6%	38.1%	23.2%	70.3%	36.7%	33.6%	84.9%
16 - 19	113	102	45	28	73	45	28	105
%V	5.0%	4.8%	5.1%	5.1%	4.7%	5.3%	3.9%	5.3%
%H		90.3%	39.8%	24.8%	64.6%	39.8%	24.8%	92.9%
20 - 24	163	141	48	38	107	54	53	154
%V	7.2%	6.6%	5.4%	6.9%	6.9%	6.4%	7.4%	7.8%
%H		86.5%	29.4%	23.3%	65.6%	33.1%	32.5%	94.5%
25 - 34	302	273	119	76	177	101	76	288
%V	13.3%	12.7%	13.4%	13.8%	11.3%	12.0%	10.6%	14.7%
%H		90.4%	39.4%	25.2%	58.6%	33.4%	25.2%	95.4%
35 - 44	269	253	113	78	174	111	63	251
%V	11.9%	11.8%	12.8%	14.2%	11.2%	13.1%	8.8%	12.8%
%H		94.1%	42.0%	29.0%	64.7%	41.3%	23.4%	93.3%
45 - 54	329	320	135	90	228	134	94	304
%V	14.5%	14.9%	15.3%	16.3%	14.6%	15.9%	13.1%	15.5%
%H		97.3%	41.0%	27.4%	69.3%	40.7%	28.6%	92.4%
55 - 64	267	261	118	47	209	109	100	235
%V	11.8%	12.2%	13.3%	8.5%	13.4%	12.9%	14.0%	12.0%
%H		97.8%	44.2%	17.6%	78.3%	40.8%	37.5%	88.0%
65+	400	393	123	69	326	121	205	227
%V	17.7%	18.3%	13.9%	12.5%	20.9%	14.3%	28.7%	11.6%
%H		98.3%	30.8%	17.3%	81.5%	30.3%	51.3%	56.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1842	1743	701	427	1295	676	619	1564
	%H		94.6%	38.1%	23.2%	70.3%	36.7%	33.6%	84.9%
AB		445	431	194	92	333	184	149	427
	%V	24.2%	24.7%	27.7%	21.5%	25.7%	27.2%	24.1%	27.3%
	%H		96.9%	43.6%	20.7%	74.8%	41.3%	33.5%	96.0%
C1		469	429	164	119	326	177	150	428
	%V	25.5%	24.6%	23.4%	27.9%	25.2%	26.2%	24.2%	27.4%
	%H		91.5%	35.0%	25.4%	69.5%	37.7%	32.0%	91.3%
C2		402	390	167	92	296	165	131	338
	%V	21.8%	22.4%	23.8%	21.5%	22.9%	24.4%	21.2%	21.6%
	%H		97.0%	41.5%	22.9%	73.6%	41.0%	32.6%	84.1%
D		358	333	127	96	225	117	108	284
	%V	19.4%	19.1%	18.1%	22.5%	17.4%	17.3%	17.4%	18.2%
	%H		93.0%	35.5%	26.8%	62.8%	32.7%	30.2%	79.3%
E		167	160	48	28	115	33	81	87
	%V	9.1%	9.2%	6.8%	6.6%	8.9%	4.9%	13.1%	5.6%
	%H		95.8%	28.7%	16.8%	68.9%	19.8%	48.5%	52.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1842	1743	701	427	1295	676	619	1564
%H		94.6%	38.1%	23.2%	70.3%	36.7%	33.6%	84.9%
Working full time	812	772	342	200	559	328	231	772
%V	44.1%	44.3%	48.8%	46.8%	43.2%	48.5%	37.3%	49.4%
%H		95.1%	42.1%	24.6%	68.8%	40.4%	28.4%	95.1%
Working part time	205	199	85	55	142	82	60	194
%V	11.1%	11.4%	12.1%	12.9%	11.0%	12.1%	9.7%	12.4%
%H		97.1%	41.5%	26.8%	69.3%	40.0%	29.3%	94.6%
Not working	825	772	274	171	594	266	328	598
%V	44.8%	44.3%	39.1%	40.0%	45.9%	39.3%	53.0%	38.2%
%H		93.6%	33.2%	20.7%	72.0%	32.2%	39.8%	72.5%
Housewife/Houseperson	963	907	337	204	679	316	362	760
%V	52.3%	52.0%	48.1%	47.8%	52.4%	46.7%	58.5%	48.6%
%H		94.2%	35.0%	21.2%	70.5%	32.8%	37.6%	78.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	906	850	356	206	630	339	291	777
%H		93.8%	39.3%	22.7%	69.5%	37.4%	32.1%	85.8%
16 - 19	56	51	22	14	37	23	14	52
%V	6.2%	6.0%	6.2%	6.8%	5.9%	6.8%	4.8%	6.7%
%H		91.1%	39.3%	25.0%	66.1%	41.1%	25.0%	92.9%
20 - 24	86	73	28	18	54	27	28	81
%V	9.5%	8.6%	7.9%	8.7%	8.6%	8.0%	9.6%	10.4%
%H		84.9%	32.6%	20.9%	62.8%	31.4%	32.6%	94.2%
25 - 34	151	136	61	34	91	52	39	144
%V	16.7%	16.0%	17.1%	16.5%	14.4%	15.3%	13.4%	18.5%
%H		90.1%	40.4%	22.5%	60.3%	34.4%	25.8%	95.4%
35 - 44	130	120	53	38	83	53	30	123
%V	14.3%	14.1%	14.9%	18.4%	13.2%	15.6%	10.3%	15.8%
%H		92.3%	40.8%	29.2%	63.8%	40.8%	23.1%	94.6%
45 - 54	160	155	67	42	110	64	46	146
%V	17.7%	18.2%	18.8%	20.4%	17.5%	18.9%	15.8%	18.8%
%H		96.9%	41.9%	26.3%	68.8%	40.0%	28.8%	91.3%
55 - 64	136	133	58	26	106	55	51	116
%V	15.0%	15.6%	16.3%	12.6%	16.8%	16.2%	17.5%	14.9%
%H		97.8%	42.6%	19.1%	77.9%	40.4%	37.5%	85.3%
65+	186	182	66	34	148	65	83	114
%V	20.5%	21.4%	18.5%	16.5%	23.5%	19.2%	28.5%	14.7%
%H		97.8%	35.5%	18.3%	79.6%	34.9%	44.6%	61.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2015

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	906	850	356	206	630	339	291	777
%H		93.8%	39.3%	22.7%	69.5%	37.4%	32.1%	85.8%
AB	226	219	102	48	169	97	72	216
%V	24.9%	25.8%	28.7%	23.3%	26.8%	28.6%	24.7%	27.8%
%H		96.9%	45.1%	21.2%	74.8%	42.9%	31.9%	95.6%
C1	215	194	79	52	147	82	65	201
%V	23.7%	22.8%	22.2%	25.2%	23.3%	24.2%	22.3%	25.9%
%H		90.2%	36.7%	24.2%	68.4%	38.1%	30.2%	93.5%
C2	222	214	92	49	160	89	72	185
%V	24.5%	25.2%	25.8%	23.8%	25.4%	26.3%	24.7%	23.8%
%H		96.4%	41.4%	22.1%	72.1%	40.1%	32.4%	83.3%
D	173	157	62	46	105	56	50	138
%V	19.1%	18.5%	17.4%	22.3%	16.7%	16.5%	17.2%	17.8%
%H		90.8%	35.8%	26.6%	60.7%	32.4%	28.9%	79.8%
E	70	66	21	12	48	15	33	36
%V	7.7%	7.8%	5.9%	5.8%	7.6%	4.4%	11.3%	4.6%
%H		94.3%	30.0%	17.1%	68.6%	21.4%	47.1%	51.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	906	850	356	206	630	339	291	777
%H		93.8%	39.3%	22.7%	69.5%	37.4%	32.1%	85.8%
Working full time	518	492	219	128	356	208	147	491
%V	57.2%	57.9%	61.5%	62.1%	56.5%	61.4%	50.5%	63.2%
%H		95.0%	42.3%	24.7%	68.7%	40.2%	28.4%	94.8%
Working part time	45	41	17	11	27	13	14	39
%V	5.0%	4.8%	4.8%	5.3%	4.3%	3.8%	4.8%	5.0%
%H		91.1%	37.8%	24.4%	60.0%	28.9%	31.1%	86.7%
Not working	343	317	120	67	247	118	129	247
%V	37.9%	37.3%	33.7%	32.5%	39.2%	34.8%	44.3%	31.8%
%H		92.4%	35.0%	19.5%	72.0%	34.4%	37.6%	72.0%
Housewife/Houseperson	215	193	65	37	142	54	88	149
%V	23.7%	22.7%	18.3%	18.0%	22.5%	15.9%	30.2%	19.2%
%H		89.8%	30.2%	17.2%	66.0%	25.1%	40.9%	69.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	936	893	345	221	665	337	328	787
%H		95.4%	36.9%	23.6%	71.0%	36.0%	35.0%	84.1%
16 - 19	57	51	23	15	36	23	14	53
%V	6.1%	5.7%	6.7%	6.8%	5.4%	6.8%	4.3%	6.7%
%H		89.5%	40.4%	26.3%	63.2%	40.4%	24.6%	93.0%
20 - 24	77	68	20	21	53	28	25	72
%V	8.2%	7.6%	5.8%	9.5%	8.0%	8.3%	7.6%	9.1%
%H		88.3%	26.0%	27.3%	68.8%	36.4%	32.5%	93.5%
25 - 34	151	138	58	42	86	49	37	143
%V	16.1%	15.5%	16.8%	19.0%	12.9%	14.5%	11.3%	18.2%
%H		91.4%	38.4%	27.8%	57.0%	32.5%	24.5%	94.7%
35 - 44	138	132	60	40	91	58	33	128
%V	14.7%	14.8%	17.4%	18.1%	13.7%	17.2%	10.1%	16.3%
%H		95.7%	43.5%	29.0%	65.9%	42.0%	23.9%	92.8%
45 - 54	168	165	68	48	119	70	49	158
%V	17.9%	18.5%	19.7%	21.7%	17.9%	20.8%	14.9%	20.1%
%H		98.2%	40.5%	28.6%	70.8%	41.7%	29.2%	94.0%
55 - 64	131	128	60	21	103	55	49	119
%V	14.0%	14.3%	17.4%	9.5%	15.5%	16.3%	14.9%	15.1%
%H		97.7%	45.8%	16.0%	78.6%	42.0%	37.4%	90.8%
65+	213	211	56	35	178	56	122	112
%V	22.8%	23.6%	16.2%	15.8%	26.8%	16.6%	37.2%	14.2%
%H		99.1%	26.3%	16.4%	83.6%	26.3%	57.3%	52.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	936	893	345	221	665	337	328	787
%H		95.4%	36.9%	23.6%	71.0%	36.0%	35.0%	84.1%
AB	219	212	92	44	164	87	77	210
%V	23.4%	23.7%	26.7%	19.9%	24.7%	25.8%	23.5%	26.7%
%H		96.8%	42.0%	20.1%	74.9%	39.7%	35.2%	95.9%
C1	254	235	85	67	180	95	85	226
%V	27.1%	26.3%	24.6%	30.3%	27.1%	28.2%	25.9%	28.7%
%H		92.5%	33.5%	26.4%	70.9%	37.4%	33.5%	89.0%
C2	180	176	76	43	135	76	59	153
%V	19.2%	19.7%	22.0%	19.5%	20.3%	22.6%	18.0%	19.4%
%H		97.8%	42.2%	23.9%	75.0%	42.2%	32.8%	85.0%
D	186	176	66	50	120	62	58	147
%V	19.9%	19.7%	19.1%	22.6%	18.0%	18.4%	17.7%	18.7%
%H		94.6%	35.5%	26.9%	64.5%	33.3%	31.2%	79.0%
E	97	93	27	17	67	18	49	50
%V	10.4%	10.4%	7.8%	7.7%	10.1%	5.3%	14.9%	6.4%
%H		95.9%	27.8%	17.5%	69.1%	18.6%	50.5%	51.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2015

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	936	893	345	221	665	337	328	787
%H		95.4%	36.9%	23.6%	71.0%	36.0%	35.0%	84.1%
Working full time	293	281	123	73	203	120	83	282
%V	31.3%	31.5%	35.7%	33.0%	30.5%	35.6%	25.3%	35.8%
%H		95.9%	42.0%	24.9%	69.3%	41.0%	28.3%	96.2%
Working part time	160	157	69	45	115	70	46	154
%V	17.1%	17.6%	20.0%	20.4%	17.3%	20.8%	14.0%	19.6%
%H		98.1%	43.1%	28.1%	71.9%	43.8%	28.8%	96.3%
Not working	483	455	154	104	347	148	199	351
%V	51.6%	51.0%	44.6%	47.1%	52.2%	43.9%	60.7%	44.6%
%H		94.2%	31.9%	21.5%	71.8%	30.6%	41.2%	72.7%
Housewife/Houseperson	748	714	272	167	536	262	274	612
%V	79.9%	80.0%	78.8%	75.6%	80.6%	77.7%	83.5%	77.8%
%H		95.5%	36.4%	22.3%	71.7%	35.0%	36.6%	81.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total