

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

April 2015 to March 2016



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2015 - March 2016

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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 April 2015 - March 2016

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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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	5245	4786	1952	915	3307	1417	1890	4518
%H (All HH)		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%
%H (TV HH)			40.8%	19.1%	69.1%	29.6%	39.5%	
AB	1377	1276	539	287	859	410	450	1323
%V	26.3%	26.7%	27.6%	31.4%	26.0%	28.9%	23.8%	29.3%
%H (All HH)		92.7%	39.1%	20.8%	62.4%	29.8%	32.7%	96.1%
%H (TV HH)			42.2%	22.5%	67.3%	32.1%	35.3%	
C1	1571	1413	575	283	979	433	546	1413
%V	30.0%	29.5%	29.5%	30.9%	29.6%	30.6%	28.9%	31.3%
%H (All HH)		89.9%	36.6%	18.0%	62.3%	27.6%	34.8%	89.9%
%H (TV HH)			40.7%	20.0%	69.3%	30.6%	38.6%	
C2	933	867	383	180	605	306	300	829
%V	17.8%	18.1%	19.6%	19.7%	18.3%	21.6%	15.9%	18.3%
%H (All HH)		92.9%	41.1%	19.3%	64.8%	32.8%	32.2%	88.9%
%H (TV HH)			44.2%	20.8%	69.8%	35.3%	34.6%	
D	852	768	320	110	515	187	328	688
%V	16.2%	16.0%	16.4%	12.0%	15.6%	13.2%	17.4%	15.2%
%H (All HH)		90.1%	37.6%	12.9%	60.4%	21.9%	38.5%	80.8%
%H (TV HH)			41.7%	14.3%	67.1%	24.3%	42.7%	
E	512	462	136	54	348	82	267	265
%V	9.8%	9.7%	7.0%	5.9%	10.5%	5.8%	14.1%	5.9%
%H (All HH)		90.2%	26.6%	10.5%	68.0%	16.0%	52.1%	51.8%
%H (TV HH)			29.4%	11.7%	75.3%	17.7%	57.8%	

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

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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	5245	4786	1952	915	3307	1417	1890	4518
%H (All HH)		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%
%H (TV HH)			40.8%	19.1%	69.1%	29.6%	39.5%	
Under 25	199	148	46	27	101	32	69	188
%V	3.8%	3.1%	2.4%	3.0%	3.1%	2.3%	3.7%	4.2%
%H (All HH)		74.4%	23.1%	13.6%	50.8%	16.1%	34.7%	94.5%
%H (TV HH)			31.1%	18.2%	68.2%	21.6%	46.6%	
25 - 34	1022	854	387	169	537	261	277	1002
%V	19.5%	17.8%	19.8%	18.5%	16.2%	18.4%	14.7%	22.2%
%H (All HH)		83.6%	37.9%	16.5%	52.5%	25.5%	27.1%	98.0%
%H (TV HH)			45.3%	19.8%	62.9%	30.6%	32.4%	
35 - 44	1077	973	475	203	613	328	285	1040
%V	20.5%	20.3%	24.3%	22.2%	18.5%	23.1%	15.1%	23.0%
%H (All HH)		90.3%	44.1%	18.8%	56.9%	30.5%	26.5%	96.6%
%H (TV HH)			48.8%	20.9%	63.0%	33.7%	29.3%	
45 - 54	1016	959	429	223	634	324	309	957
%V	19.4%	20.0%	22.0%	24.4%	19.2%	22.9%	16.3%	21.2%
%H (All HH)		94.4%	42.2%	21.9%	62.4%	31.9%	30.4%	94.2%
%H (TV HH)			44.7%	23.3%	66.1%	33.8%	32.2%	
55 - 64	754	717	296	148	497	220	277	664
%V	14.4%	15.0%	15.2%	16.2%	15.0%	15.5%	14.7%	14.7%
%H (All HH)		95.1%	39.3%	19.6%	65.9%	29.2%	36.7%	88.1%
%H (TV HH)			41.3%	20.6%	69.3%	30.7%	38.6%	
65 +	1176	1134	319	145	924	252	672	666
%V	22.4%	23.7%	16.3%	15.8%	27.9%	17.8%	35.6%	14.7%
%H (All HH)		96.4%	27.1%	12.3%	78.6%	21.4%	57.1%	56.6%
%H (TV HH)			28.1%	12.8%	81.5%	22.2%	59.3%	

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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April 2015 - March 2016

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	5245	4786	1952	915	3307	1417	1890	4518
%H (All HH)		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%
%H (TV HH)			40.8%	19.1%	69.1%	29.6%	39.5%	
1	1600	1405	362	200	1089	255	834	1044
%V	30.5%	29.4%	18.5%	21.9%	32.9%	18.0%	44.1%	23.1%
%H (All HH)		87.8%	22.6%	12.5%	68.1%	15.9%	52.1%	65.3%
%H (TV HH)			25.8%	14.2%	77.5%	18.1%	59.4%	
2	1547	1425	596	282	1020	477	543	1416
%V	29.5%	29.8%	30.5%	30.8%	30.8%	33.7%	28.7%	31.3%
%H (All HH)		92.1%	38.5%	18.2%	65.9%	30.8%	35.1%	91.5%
%H (TV HH)			41.8%	19.8%	71.6%	33.5%	38.1%	
3	858	796	379	165	513	267	247	836
%V	16.4%	16.6%	19.4%	18.0%	15.5%	18.8%	13.1%	18.5%
%H (All HH)		92.8%	44.2%	19.2%	59.8%	31.1%	28.8%	97.4%
%H (TV HH)			47.6%	20.7%	64.4%	33.5%	31.0%	
4	824	774	399	186	474	288	186	813
%V	15.7%	16.2%	20.4%	20.3%	14.3%	20.3%	9.8%	18.0%
%H (All HH)		93.9%	48.4%	22.6%	57.5%	35.0%	22.6%	98.7%
%H (TV HH)			51.6%	24.0%	61.2%	37.2%	24.0%	
5+	416	386	216	83	211	129	81	409
%V	7.9%	8.1%	11.1%	9.1%	6.4%	9.1%	4.3%	9.1%
%H (All HH)		92.8%	51.9%	20.0%	50.7%	31.0%	19.5%	98.3%
%H (TV HH)			56.0%	21.5%	54.7%	33.4%	21.0%	
Average HH size	2.45	2.47	2.80	2.67	2.33	2.73	2.03	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

DATA PERIOD: ANNUAL

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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	5245	4786	1952	915	3307	1417	1890	4518
%H (All HH)		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%
%H (TV HH)			40.8%	19.1%	69.1%	29.6%	39.5%	
Without	3756	3388	1232	628	2465	952	1513	3062
%V	71.6%	70.8%	63.1%	68.6%	74.5%	67.2%	80.1%	67.8%
%H (All HH)		90.2%	32.8%	16.7%	65.6%	25.3%	40.3%	81.5%
%H (TV HH)			36.4%	18.5%	72.8%	28.1%	44.7%	
With	1488	1398	720	287	842	465	377	1457
%V	28.4%	29.2%	36.9%	31.4%	25.5%	32.8%	19.9%	32.2%
%H (All HH)		94.0%	48.4%	19.3%	56.6%	31.3%	25.3%	97.9%
%H (TV HH)			51.5%	20.5%	60.2%	33.3%	27.0%	
0 - 3	598	552	276	106	327	168	159	581
%V	11.4%	11.5%	14.1%	11.6%	9.9%	11.9%	8.4%	12.9%
%H (All HH)		92.3%	46.2%	17.7%	54.7%	28.1%	26.6%	97.2%
%H (TV HH)			50.0%	19.2%	59.2%	30.4%	28.8%	
4 - 9	753	704	376	143	410	235	175	737
%V	14.4%	14.7%	19.3%	15.6%	12.4%	16.6%	9.3%	16.3%
%H (All HH)		93.5%	49.9%	19.0%	54.4%	31.2%	23.2%	97.9%
%H (TV HH)			53.4%	20.3%	58.2%	33.4%	24.9%	
10 - 15	647	622	328	132	378	221	157	637
%V	12.3%	13.0%	16.8%	14.4%	11.4%	15.6%	8.3%	14.1%
%H (All HH)		96.1%	50.7%	20.4%	58.4%	34.2%	24.3%	98.5%
%H (TV HH)			52.7%	21.2%	60.8%	35.5%	25.2%	

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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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	5245	4786	1952	915	3307	1417	1890	4518
%H (All HH)		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%
%H (TV HH)			40.8%	19.1%	69.1%	29.6%	39.5%	
1	2471	2471	852	394	1623	443	1180	2010
%V	47.1%	51.6%	43.6%	43.1%	49.1%	31.3%	62.4%	44.5%
%H (All HH)		100.0%	34.5%	15.9%	65.7%	17.9%	47.8%	81.3%
%H (TV HH)			34.5%	15.9%	65.7%	17.9%	47.8%	
2	1448	1448	647	316	1004	514	490	1286
%V	27.6%	30.3%	33.1%	34.5%	30.4%	36.3%	25.9%	28.5%
%H (All HH)		100.0%	44.7%	21.8%	69.3%	35.5%	33.8%	88.8%
%H (TV HH)			44.7%	21.8%	69.3%	35.5%	33.8%	
3	556	556	279	126	426	269	157	523
%V	10.6%	11.6%	14.3%	13.8%	12.9%	19.0%	8.3%	11.6%
%H (All HH)		100.0%	50.2%	22.7%	76.6%	48.4%	28.2%	94.1%
%H (TV HH)			50.2%	22.7%	76.6%	48.4%	28.2%	
4	210	210	109	55	166	118	48	204
%V	4.0%	4.4%	5.6%	6.0%	5.0%	8.3%	2.5%	4.5%
%H (All HH)		100.0%	51.9%	26.2%	79.0%	56.2%	22.9%	97.1%
%H (TV HH)			51.9%	26.2%	79.0%	56.2%	22.9%	
5+	101	101	65	24	87	72	15	100
%V	1.9%	2.1%	3.3%	2.6%	2.6%	5.1%	0.8%	2.2%
%H (All HH)		100.0%	64.4%	23.8%	86.1%	71.3%	14.9%	99.0%
%H (TV HH)			64.4%	23.8%	86.1%	71.3%	14.9%	

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 1.6: 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	5245	4786	1952	915	3307	1417	1890	4518
%V (All HH)		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%
%H (TV HH)			40.8%	19.1%	69.1%	29.6%	39.5%	
Under 20"	612	612	244	118	503	252	250	519
%V	11.7%	12.8%	12.5%	12.9%	15.2%	17.8%	13.2%	11.5%
%H (All HH)		100.0%	39.9%	19.3%	82.2%	41.2%	40.8%	84.8%
%H (TV HH)			39.9%	19.3%	82.2%	41.2%	40.8%	
20" - 29"	1378	1378	506	261	1090	483	607	1144
%V	26.3%	28.8%	25.9%	28.5%	33.0%	34.1%	32.1%	25.3%
%H (All HH)		100.0%	36.7%	18.9%	79.1%	35.1%	44.0%	83.0%
%H (TV HH)			36.7%	18.9%	79.1%	35.1%	44.0%	
30" - 39"	2304	2304	927	465	1626	719	907	2003
%V	43.9%	48.1%	47.5%	50.8%	49.2%	50.7%	48.0%	44.3%
%H (All HH)		100.0%	40.2%	20.2%	70.6%	31.2%	39.4%	86.9%
%H (TV HH)			40.2%	20.2%	70.6%	31.2%	39.4%	
40" and over	2492	2492	1282	537	1612	945	667	2339
%V	47.5%	52.1%	65.7%	58.7%	48.7%	66.7%	35.3%	51.8%
%H (All HH)		100.0%	51.4%	21.5%	64.7%	37.9%	26.8%	93.9%
%H (TV HH)			51.4%	21.5%	64.7%	37.9%	26.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	5245	4786	1952	915	3307	1417	1890	4518
%H (All HH)		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%
%H (TV HH)			40.8%	19.1%	69.1%	29.6%	39.5%	
Main living room	4718	4718	1934	903	3260	1399	1861	4070
%V	90.0%	98.6%	99.1%	98.7%	98.6%	98.7%	98.5%	90.1%
%H (All HH)		100.0%	41.0%	19.1%	69.1%	29.7%	39.4%	86.3%
%H (TV HH)			41.0%	19.1%	69.1%	29.7%	39.4%	
Kitchen	410	410	190	79	345	202	143	372
%V	7.8%	8.6%	9.7%	8.6%	10.4%	14.3%	7.6%	8.2%
%H (All HH)		100.0%	46.3%	19.3%	84.1%	49.3%	34.9%	90.7%
%H (TV HH)			46.3%	19.3%	84.1%	49.3%	34.9%	
Adult's bedroom	1823	1823	874	414	1320	777	543	1669
%V	34.8%	38.1%	44.8%	45.2%	39.9%	54.8%	28.7%	36.9%
%H (All HH)		100.0%	47.9%	22.7%	72.4%	42.6%	29.8%	91.6%
%H (TV HH)			47.9%	22.7%	72.4%	42.6%	29.8%	
Child's bedroom	253	253	150	56	178	130	48	245
%V	4.8%	5.3%	7.7%	6.1%	5.4%	9.2%	2.5%	5.4%
%H (All HH)		100.0%	59.3%	22.1%	70.4%	51.4%	19.0%	96.8%
%H (TV HH)			59.3%	22.1%	70.4%	51.4%	19.0%	
Other bedroom	158	158	78	38	122	77	45	147
%V	3.0%	3.3%	4.0%	4.2%	3.7%	5.4%	2.4%	3.3%
%H (All HH)		100.0%	49.4%	24.1%	77.2%	48.7%	28.5%	93.0%
%H (TV HH)			49.4%	24.1%	77.2%	48.7%	28.5%	
Second living/dining room	287	287	136	64	223	133	90	266
%V	5.5%	6.0%	7.0%	7.0%	6.7%	9.4%	4.8%	5.9%
%H (All HH)		100.0%	47.4%	22.3%	77.7%	46.3%	31.4%	92.7%
%H (TV HH)			47.4%	22.3%	77.7%	46.3%	31.4%	
Study/office	53	53	29	12	41	28	13	53
%V	1.0%	1.1%	1.5%	1.3%	1.2%	2.0%	0.7%	1.2%
%H (All HH)		100.0%	54.7%	22.6%	77.4%	52.8%	24.5%	100.0%
%H (TV HH)			54.7%	22.6%	77.4%	52.8%	24.5%	
TV room	49	49	25	11	40	27	13	45
%V	0.9%	1.0%	1.3%	1.2%	1.2%	1.9%	0.7%	1.0%
%H (All HH)		100.0%	51.0%	22.4%	81.6%	55.1%	26.5%	91.8%
%H (TV HH)			51.0%	22.4%	81.6%	55.1%	26.5%	
Conservatory	38	38	20	7	33	21	11	36
%V	0.7%	0.8%	1.0%	0.8%	1.0%	1.5%	0.6%	0.8%
%H (All HH)		100.0%	52.6%	18.4%	86.8%	55.3%	28.9%	94.7%
%H (TV HH)			52.6%	18.4%	86.8%	55.3%	28.9%	
Attic or loft room	9	9	5	2	5	3	2	8
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	55.6%	22.2%	55.6%	33.3%	22.2%	88.9%
%H (TV HH)			55.6%	22.2%	55.6%	33.3%	22.2%	
No specific location	5	5	3	0	4	2	2	5
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	40.0%	40.0%	
Other	49	49	26	11	35	25	10	45
%V	0.9%	1.0%	1.3%	1.2%	1.1%	1.8%	0.5%	1.0%
%H (All HH)		100.0%	53.1%	22.4%	71.4%	51.0%	20.4%	91.8%
%H (TV HH)			53.1%	22.4%	71.4%	51.0%	20.4%	

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

April 2015 - March 2016

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	5245	4786	1952	915	3307	1417	1890	4518
%V (All HH)		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%
%H (TV HH)			40.8%	19.1%	69.1%	29.6%	39.5%	
Any DSAT provider	1952	1952	1952	45	984	984	0	1835
%V	37.2%	40.8%	100.0%	4.9%	29.8%	69.4%	0.0%	40.6%
%H (All HH)			100.0%	2.3%	50.4%	50.4%	0.0%	94.0%
%H (TV HH)			100.0%	2.3%	50.4%	50.4%	0.0%	
Sky with subscription	1622	1622	1622	27	834	834	0	1542
%V	30.9%	33.9%	83.1%	3.0%	25.2%	58.9%	0.0%	34.1%
%H (All HH)			100.0%	1.7%	51.4%	51.4%	0.0%	95.1%
%H (TV HH)			100.0%	1.7%	51.4%	51.4%	0.0%	
Sky without subscription	104	104	104	3	33	33	0	94
%V	2.0%	2.2%	5.3%	0.3%	1.0%	2.3%	0.0%	2.1%
%H (All HH)			100.0%	2.9%	31.7%	31.7%	0.0%	90.4%
%H (TV HH)			100.0%	2.9%	31.7%	31.7%	0.0%	
Freesat	147	147	147	5	81	81	0	134
%V	2.8%	3.1%	7.5%	0.5%	2.4%	5.7%	0.0%	3.0%
%H (All HH)			100.0%	3.4%	55.1%	55.1%	0.0%	91.2%
%H (TV HH)			100.0%	3.4%	55.1%	55.1%	0.0%	
Other satellite provider	127	127	127	13	65	65	0	116
%V	2.4%	2.7%	6.5%	1.4%	2.0%	4.6%	0.0%	2.6%
%H (All HH)			100.0%	10.2%	51.2%	51.2%	0.0%	91.3%
%H (TV HH)			100.0%	10.2%	51.2%	51.2%	0.0%	
DCAB	915	915	45	915	456	456	0	867
%V	17.4%	19.1%	2.3%	100.0%	13.8%	32.2%	0.0%	19.2%
%H (All HH)			4.9%	100.0%	49.8%	49.8%	0.0%	94.8%
%H (TV HH)			4.9%	100.0%	49.8%	49.8%	0.0%	
DTT	3307	3307	984	456	3307	1417	1890	2742
%V	63.1%	69.1%	50.4%	49.8%	100.0%	100.0%	100.0%	60.7%
%H (All HH)		100.0%	29.8%	13.8%	100.0%	42.8%	57.2%	82.9%
%H (TV HH)			29.8%	13.8%	100.0%	42.8%	57.2%	

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

April 2015 - March 2016

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	5245	4786	1952	915	3307	1417	1890	4518
%H (All HH)		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%
%H (TV HH)			40.8%	19.1%	69.1%	29.6%	39.5%	
PVR	2848	2848	1622	791	1657	1191	466	2665
%V	54.3%	59.5%	83.1%	86.4%	50.1%	84.1%	24.7%	59.0%
%H (All HH)		100.0%	57.0%	27.8%	58.2%	41.8%	16.4%	93.6%
%H (TV HH)			57.0%	27.8%	58.2%	41.8%	16.4%	
DVDR	141	141	47	30	112	47	65	121
%V	2.7%	2.9%	2.4%	3.3%	3.4%	3.3%	3.4%	2.7%
%H (All HH)		100.0%	33.3%	21.3%	79.4%	33.3%	46.1%	85.8%
%H (TV HH)			33.3%	21.3%	79.4%	33.3%	46.1%	
VCR	82	82	23	12	68	22	45	62
%V	1.6%	1.7%	1.2%	1.3%	2.1%	1.6%	2.4%	1.4%
%H (All HH)		100.0%	28.0%	14.6%	82.9%	26.8%	54.9%	75.6%
%H (TV HH)			28.0%	14.6%	82.9%	26.8%	54.9%	
Any recorder	2927	2927	1631	798	1727	1199	528	2719
%V	55.8%	61.2%	83.6%	87.2%	52.2%	84.6%	27.9%	60.2%
%H (All HH)		100.0%	55.7%	27.3%	59.0%	41.0%	18.0%	92.9%
%H (TV HH)			55.7%	27.3%	59.0%	41.0%	18.0%	
Receives HDTV (via STB or built-in reception)	3286	3286	1555	776	2193	1201	991	3038
%V	62.7%	68.7%	79.7%	84.8%	66.3%	84.8%	52.4%	67.2%
%H (All HH)		100.0%	47.3%	23.6%	66.7%	36.5%	30.2%	92.5%
%H (TV HH)			47.3%	23.6%	66.7%	36.5%	30.2%	
DVD/Blu-ray player or recorder	3240	3240	1373	674	2309	1119	1191	2897
%V	61.8%	67.7%	70.3%	73.7%	69.8%	79.0%	63.0%	64.1%
%H (All HH)		100.0%	42.4%	20.8%	71.3%	34.5%	36.8%	89.4%
%H (TV HH)			42.4%	20.8%	71.3%	34.5%	36.8%	

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

April 2015 - March 2016

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	5245	4786	1952	915	3307	1417	1890	4518
%H (All HH)		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%
%H (TV HH)			40.8%	19.1%	69.1%	29.6%	39.5%	
Has broadband internet	4518	4124	1835	867	2742	1343	1399	4518
%V	86.1%	86.2%	94.0%	94.8%	82.9%	94.8%	74.0%	100.0%
%H (All HH)		91.3%	40.6%	19.2%	60.7%	29.7%	31.0%	100.0%
%H (TV HH)			44.5%	21.0%	66.5%	32.6%	33.9%	
Number of computers (PCs and laptops)								
0	833	753	159	64	624	100	524	170
%V	15.9%	15.7%	8.1%	7.0%	18.9%	7.1%	27.7%	3.8%
%H (All HH)		90.4%	19.1%	7.7%	74.9%	12.0%	62.9%	20.4%
%H (TV HH)			21.1%	8.5%	82.9%	13.3%	69.6%	
1	1436	1270	494	226	868	330	537	1384
%V	27.4%	26.5%	25.3%	24.7%	26.2%	23.3%	28.4%	30.6%
%H (All HH)		88.4%	34.4%	15.7%	60.4%	23.0%	37.4%	96.4%
%H (TV HH)			38.9%	17.8%	68.3%	26.0%	42.3%	
2	1373	1252	595	237	839	428	411	1365
%V	26.2%	26.2%	30.5%	25.9%	25.4%	30.2%	21.7%	30.2%
%H (All HH)		91.2%	43.3%	17.3%	61.1%	31.2%	29.9%	99.4%
%H (TV HH)			47.5%	18.9%	67.0%	34.2%	32.8%	
3	768	718	330	177	458	247	211	767
%V	14.6%	15.0%	16.9%	19.3%	13.8%	17.4%	11.2%	17.0%
%H (All HH)		93.5%	43.0%	23.0%	59.6%	32.2%	27.5%	99.9%
%H (TV HH)			46.0%	24.7%	63.8%	34.4%	29.4%	
4	386	362	166	95	238	137	101	385
%V	7.4%	7.6%	8.5%	10.4%	7.2%	9.7%	5.3%	8.5%
%H (All HH)		93.8%	43.0%	24.6%	61.7%	35.5%	26.2%	99.7%
%H (TV HH)			45.9%	26.2%	65.7%	37.8%	27.9%	
5+	448	431	207	116	281	174	106	447
%V	8.5%	9.0%	10.6%	12.7%	8.5%	12.3%	5.6%	9.9%
%H (All HH)		96.2%	46.2%	25.9%	62.7%	38.8%	23.7%	99.8%
%H (TV HH)			48.0%	26.9%	65.2%	40.4%	24.6%	

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

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	8415	3765	1749	6038	3134	2904	7505
%H		44.7%	20.8%	71.8%	37.2%	34.5%	89.2%
Under 20"	741	299	143	616	317	299	635
%V	8.8%	7.9%	8.2%	10.2%	10.1%	10.3%	8.5%
%H		40.4%	19.3%	83.1%	42.8%	40.4%	85.7%
20" - 29"	1707	655	324	1366	641	725	1440
%V	20.3%	17.4%	18.5%	22.6%	20.5%	25.0%	19.2%
%H		38.4%	19.0%	80.0%	37.6%	42.5%	84.4%
30" - 39"	2737	1142	586	1940	931	1010	2406
%V	32.5%	30.3%	33.5%	32.1%	29.7%	34.8%	32.1%
%H		41.7%	21.4%	70.9%	34.0%	36.9%	87.9%
40" and over	2965	1574	654	1939	1199	739	2804
%V	35.2%	41.8%	37.4%	32.1%	38.3%	25.4%	37.4%
%H		53.1%	22.1%	65.4%	40.4%	24.9%	94.6%
Don't know	266	96	43	177	46	131	220
%V	3.2%	2.5%	2.5%	2.9%	1.5%	4.5%	2.9%
%H		36.1%	16.2%	66.5%	17.3%	49.2%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	8415	3765	1749	6038	3134	2904	7505
%H		44.7%	20.8%	71.8%	37.2%	34.5%	89.2%
Main living room	4743	1947	908	3279	1410	1869	4090
%V	56.4%	51.7%	51.9%	54.3%	45.0%	64.4%	54.5%
%H		41.0%	19.1%	69.1%	29.7%	39.4%	86.2%
Kitchen	411	191	79	345	202	144	373
%V	4.9%	5.1%	4.5%	5.7%	6.4%	5.0%	5.0%
%H		46.5%	19.2%	83.9%	49.1%	35.0%	90.8%
Adult's bedroom	2274	1100	544	1666	1025	642	2108
%V	27.0%	29.2%	31.1%	27.6%	32.7%	22.1%	28.1%
%H		48.4%	23.9%	73.3%	45.1%	28.2%	92.7%
Child's bedroom	309	185	69	219	162	57	300
%V	3.7%	4.9%	3.9%	3.6%	5.2%	2.0%	4.0%
%H		59.9%	22.3%	70.9%	52.4%	18.4%	97.1%
Other bedroom	179	92	41	140	90	50	168
%V	2.1%	2.4%	2.3%	2.3%	2.9%	1.7%	2.2%
%H		51.4%	22.9%	78.2%	50.3%	27.9%	93.9%
Second living/dining room	291	139	65	226	136	90	270
%V	3.5%	3.7%	3.7%	3.7%	4.3%	3.1%	3.6%
%H		47.8%	22.3%	77.7%	46.7%	30.9%	92.8%
Study/office	54	30	12	42	29	13	54
%V	0.6%	0.8%	0.7%	0.7%	0.9%	0.4%	0.7%
%H		55.6%	22.2%	77.8%	53.7%	24.1%	100.0%
TV room	50	25	11	41	28	13	46
%V	0.6%	0.7%	0.6%	0.7%	0.9%	0.4%	0.6%
%H		50.0%	22.0%	82.0%	56.0%	26.0%	92.0%
Conservatory	38	20	7	33	21	11	36
%V	0.5%	0.5%	0.4%	0.5%	0.7%	0.4%	0.5%
%H		52.6%	18.4%	86.8%	55.3%	28.9%	94.7%
Attic or loft room	9	5	2	5	3	2	8
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		55.6%	22.2%	55.6%	33.3%	22.2%	88.9%
No specific location	5	3	0	4	2	2	5
%H	0.1%	60.0%	0.0%	80.0%	40.0%	40.0%	100.0%
Other	51	28	11	37	26	11	48
%V	0.6%	0.7%	0.6%	0.6%	0.8%	0.4%	0.6%
%H		54.9%	21.6%	72.5%	51.0%	21.6%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	8415	3765	1749	6038	3134	2904	7505
%H		44.7%	20.8%	71.8%	37.2%	34.5%	89.2%
PVR	3775	2234	1076	2122	1606	516	3568
%V	44.9%	59.3%	61.5%	35.1%	51.2%	17.8%	47.5%
%H		59.2%	28.5%	56.2%	42.5%	13.7%	94.5%
DVDR	154	52	32	124	53	71	134
%V	1.8%	1.4%	1.8%	2.1%	1.7%	2.4%	1.8%
%H		33.8%	20.8%	80.5%	34.4%	46.1%	87.0%
VCR	89	25	14	75	26	48	67
%V	1.1%	0.7%	0.8%	1.2%	0.8%	1.7%	0.9%
%H		28.1%	15.7%	84.3%	29.2%	53.9%	75.3%
Any recorder	3880	2252	1089	2215	1625	590	3644
%V	46.1%	59.8%	62.3%	36.7%	51.9%	20.3%	48.6%
%H		58.0%	28.1%	57.1%	41.9%	15.2%	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	8415	3765	1749	6038	3134	2904	7505
%H		44.7%	20.8%	71.8%	37.2%	34.5%	89.2%
Receives HDTV (via STB or built-in reception)	4664	2288	1147	3175	1888	1287	4366
%V	55.4%	60.8%	65.6%	52.6%	60.2%	44.3%	58.2%
%H		49.1%	24.6%	68.1%	40.5%	27.6%	93.6%
DVD/Blu-ray player or recorder	4430	1969	975	3233	1738	1495	4033
%V	52.6%	52.3%	55.7%	53.5%	55.5%	51.5%	53.7%
%H		44.4%	22.0%	73.0%	39.2%	33.7%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	4782	1952	915	3306	1417	1889	4121
%H		40.8%	19.1%	69.1%	29.6%	39.5%	86.2%
Under 20"	79	12	9	61	7	54	49
%V	1.7%	0.6%	1.0%	1.8%	0.5%	2.9%	1.2%
%H		15.2%	11.4%	77.2%	8.9%	68.4%	62.0%
20" - 29"	529	105	62	425	73	352	354
%V	11.1%	5.4%	6.8%	12.9%	5.2%	18.6%	8.6%
%H		19.8%	11.7%	80.3%	13.8%	66.5%	66.9%
30" - 39"	1610	538	304	1165	403	762	1336
%V	33.7%	27.6%	33.2%	35.2%	28.4%	40.3%	32.4%
%H		33.4%	18.9%	72.4%	25.0%	47.3%	83.0%
40" and over	2431	1254	522	1569	919	649	2281
%V	50.8%	64.2%	57.0%	47.5%	64.9%	34.4%	55.4%
%H		51.6%	21.5%	64.5%	37.8%	26.7%	93.8%
Don't know	133	43	19	87	14	73	101
%V	2.8%	2.2%	2.1%	2.6%	1.0%	3.9%	2.5%
%H		32.3%	14.3%	65.4%	10.5%	54.9%	75.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	4782	1952	915	3306	1417	1889	4121
%H		40.8%	19.1%	69.1%	29.6%	39.5%	86.2%
PVR	2797	1605	784	1612	1173	440	2618
%V	58.5%	82.2%	85.7%	48.8%	82.8%	23.3%	63.5%
%H		57.4%	28.0%	57.6%	41.9%	15.7%	93.6%
DVDR	124	39	24	99	38	61	104
%V	2.6%	2.0%	2.6%	3.0%	2.7%	3.2%	2.5%
%H		31.5%	19.4%	79.8%	30.6%	49.2%	83.9%
VCR	66	17	10	53	15	38	49
%V	1.4%	0.9%	1.1%	1.6%	1.1%	2.0%	1.2%
%H		25.8%	15.2%	80.3%	22.7%	57.6%	74.2%
Any recorder	2874	1614	791	1679	1181	498	2669
%V	60.1%	82.7%	86.4%	50.8%	83.3%	26.4%	64.8%
%H		56.2%	27.5%	58.4%	41.1%	17.3%	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	4782	1952	915	3306	1417	1889	4121
%H		40.8%	19.1%	69.1%	29.6%	39.5%	86.2%
Receives HDTV (via STB or built-in reception)	3207	1527	760	2127	1172	955	2964
%V	67.1%	78.2%	83.1%	64.3%	82.7%	50.6%	71.9%
%H		47.6%	23.7%	66.3%	36.5%	29.8%	92.4%
DVD/Blu-ray player or recorder	3036	1278	628	2162	1033	1128	2708
%V	63.5%	65.5%	68.6%	65.4%	72.9%	59.7%	65.7%
%H		42.1%	20.7%	71.2%	34.0%	37.2%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3633	1813	834	2732	1717	1015	3384
%H		49.9%	23.0%	75.2%	47.3%	27.9%	93.1%
Under 20"	662	287	134	555	309	246	586
%V	18.2%	15.8%	16.1%	20.3%	18.0%	24.2%	17.3%
%H		43.4%	20.2%	83.8%	46.7%	37.2%	88.5%
20" - 29"	1178	549	262	942	568	374	1086
%V	32.4%	30.3%	31.4%	34.5%	33.1%	36.8%	32.1%
%H		46.6%	22.2%	80.0%	48.2%	31.7%	92.2%
30" - 39"	1127	603	283	775	528	248	1070
%V	31.0%	33.3%	33.9%	28.4%	30.8%	24.4%	31.6%
%H		53.5%	25.1%	68.8%	46.9%	22.0%	94.9%
40" and over	533	320	132	370	280	90	523
%V	14.7%	17.7%	15.8%	13.5%	16.3%	8.9%	15.5%
%H		60.0%	24.8%	69.4%	52.5%	16.9%	98.1%
Don't know	132	52	24	90	32	58	119
%V	3.6%	2.9%	2.9%	3.3%	1.9%	5.7%	3.5%
%H		39.4%	18.2%	68.2%	24.2%	43.9%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3633	1813	834	2732	1717	1015	3384
%H		49.9%	23.0%	75.2%	47.3%	27.9%	93.1%
PVR	977	629	293	509	433	76	950
%V	26.9%	34.7%	35.1%	18.6%	25.2%	7.5%	28.1%
%H		64.4%	30.0%	52.1%	44.3%	7.8%	97.2%
DVDR	30	13	8	24	15	9	30
%V	0.8%	0.7%	1.0%	0.9%	0.9%	0.9%	0.9%
%H		43.3%	26.7%	80.0%	50.0%	30.0%	100.0%
VCR	23	8	4	21	11	10	18
%V	0.6%	0.4%	0.5%	0.8%	0.6%	1.0%	0.5%
%H		34.8%	17.4%	91.3%	47.8%	43.5%	78.3%
Any recorder	1007	638	298	536	444	91	975
%V	27.7%	35.2%	35.7%	19.6%	25.9%	9.0%	28.8%
%H		63.4%	29.6%	53.2%	44.1%	9.0%	96.8%

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	3633	1813	834	2732	1717	1015	3384
%H		49.9%	23.0%	75.2%	47.3%	27.9%	93.1%
Receives HDTV (via STB or built-in reception)	1457	761	387	1048	716	332	1402
%V	40.1%	42.0%	46.4%	38.4%	41.7%	32.7%	41.4%
%H		52.2%	26.6%	71.9%	49.1%	22.8%	96.2%
DVD/Blu-ray player or recorder	1394	692	347	1071	704	366	1325
%V	38.4%	38.2%	41.6%	39.2%	41.0%	36.1%	39.2%
%H		49.6%	24.9%	76.8%	50.5%	26.3%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2015 - March 2016
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	12828	11834	5467	2447	7705	3860	3844	11860
%H		92.3%	42.6%	19.1%	60.1%	30.1%	30.0%	92.5%
Total Children	2589	2420	1267	497	1444	820	624	2531
%V	20.2%	20.4%	23.2%	20.3%	18.7%	21.2%	16.2%	21.3%
%H		93.5%	48.9%	19.2%	55.8%	31.7%	24.1%	97.8%
0 - 3	731	667	336	130	394	207	187	707
%V	5.7%	5.6%	6.1%	5.3%	5.1%	5.4%	4.9%	6.0%
%H		91.2%	46.0%	17.8%	53.9%	28.3%	25.6%	96.7%
4 - 15	1858	1754	931	367	1050	613	437	1824
%V	14.5%	14.8%	17.0%	15.0%	13.6%	15.9%	11.4%	15.4%
%H		94.4%	50.1%	19.8%	56.5%	33.0%	23.5%	98.2%
4 - 9	1009	937	505	197	546	320	226	989
%V	7.9%	7.9%	9.2%	8.1%	7.1%	8.3%	5.9%	8.3%
%H		92.9%	50.0%	19.5%	54.1%	31.7%	22.4%	98.0%
10 - 15	849	817	426	170	504	293	211	834
%V	6.6%	6.9%	7.8%	6.9%	6.5%	7.6%	5.5%	7.0%
%H		96.2%	50.2%	20.0%	59.4%	34.5%	24.9%	98.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	12828	11834	5467	2447	7705	3860	3844	11860
%H		92.3%	42.6%	19.1%	60.1%	30.1%	30.0%	92.5%
Total Adults (16+)	10239	9414	4200	1950	6260	3040	3220	9329
%V	79.8%	79.6%	76.8%	79.7%	81.2%	78.8%	83.8%	78.7%
%H		91.9%	41.0%	19.0%	61.1%	29.7%	31.4%	91.1%
16 - 19	520	490	241	121	318	187	130	508
%V	4.1%	4.1%	4.4%	4.9%	4.1%	4.8%	3.4%	4.3%
%H		94.2%	46.3%	23.3%	61.2%	36.0%	25.0%	97.7%
20 - 24	827	702	315	153	441	220	221	806
%V	6.4%	5.9%	5.8%	6.3%	5.7%	5.7%	5.7%	6.8%
%H		84.9%	38.1%	18.5%	53.3%	26.6%	26.7%	97.5%
25 - 34	2214	1904	925	393	1152	597	555	2178
%V	17.3%	16.1%	16.9%	16.1%	15.0%	15.5%	14.4%	18.4%
%H		86.0%	41.8%	17.8%	52.0%	27.0%	25.1%	98.4%
35 - 44	1957	1787	886	388	1113	616	498	1909
%V	15.3%	15.1%	16.2%	15.9%	14.4%	16.0%	13.0%	16.1%
%H		91.3%	45.3%	19.8%	56.9%	31.5%	25.4%	97.5%
45 - 54	1754	1669	763	400	1099	589	510	1680
%V	13.7%	14.1%	14.0%	16.3%	14.3%	15.3%	13.3%	14.2%
%H		95.2%	43.5%	22.8%	62.7%	33.6%	29.1%	95.8%
55 - 64	1249	1197	530	260	809	395	414	1137
%V	9.7%	10.1%	9.7%	10.6%	10.5%	10.2%	10.8%	9.6%
%H		95.8%	42.4%	20.8%	64.8%	31.6%	33.1%	91.0%
65+	1718	1665	541	237	1328	435	893	1111
%V	13.4%	14.1%	9.9%	9.7%	17.2%	11.3%	23.2%	9.4%
%H		96.9%	31.5%	13.8%	77.3%	25.3%	52.0%	64.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	10239	9414	4200	1950	6260	3040	3220	9329
%H		91.9%	41.0%	19.0%	61.1%	29.7%	31.4%	91.1%
AB	2852	2667	1208	614	1762	916	845	2785
%V	27.9%	28.3%	28.8%	31.5%	28.1%	30.1%	26.2%	29.9%
%H		93.5%	42.4%	21.5%	61.8%	32.1%	29.6%	97.7%
C1	3080	2792	1228	610	1870	931	939	2883
%V	30.1%	29.7%	29.2%	31.3%	29.9%	30.6%	29.2%	30.9%
%H		90.6%	39.9%	19.8%	60.7%	30.2%	30.5%	93.6%
C2	1931	1802	834	402	1224	667	557	1788
%V	18.9%	19.1%	19.9%	20.6%	19.6%	21.9%	17.3%	19.2%
%H		93.3%	43.2%	20.8%	63.4%	34.5%	28.8%	92.6%
D	1695	1531	724	242	956	405	551	1478
%V	16.6%	16.3%	17.2%	12.4%	15.3%	13.3%	17.1%	15.8%
%H		90.3%	42.7%	14.3%	56.4%	23.9%	32.5%	87.2%
E	681	622	206	81	448	121	328	395
%V	6.7%	6.6%	4.9%	4.2%	7.2%	4.0%	10.2%	4.2%
%H		91.3%	30.2%	11.9%	65.8%	17.8%	48.2%	58.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	10239	9414	4200	1950	6260	3040	3220	9329
%H		91.9%	41.0%	19.0%	61.1%	29.7%	31.4%	91.1%
Working full time	5338	4873	2304	1145	3105	1707	1398	5242
%V	52.1%	51.8%	54.9%	58.7%	49.6%	56.2%	43.4%	56.2%
%H		91.3%	43.2%	21.4%	58.2%	32.0%	26.2%	98.2%
Working part time	1018	937	426	195	639	325	314	973
%V	9.9%	10.0%	10.1%	10.0%	10.2%	10.7%	9.8%	10.4%
%H		92.0%	41.8%	19.2%	62.8%	31.9%	30.8%	95.6%
Not working	3883	3603	1471	609	2517	1008	1509	3115
%V	37.9%	38.3%	35.0%	31.2%	40.2%	33.2%	46.9%	33.4%
%H		92.8%	37.9%	15.7%	64.8%	26.0%	38.9%	80.2%
Housewife/Houseperson	5245	4786	1952	915	3307	1417	1890	4518
%V	51.2%	50.8%	46.5%	46.9%	52.8%	46.6%	58.7%	48.4%
%H		91.2%	37.2%	17.4%	63.1%	27.0%	36.0%	86.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	5022	4586	2063	977	3018	1501	1517	4634
%H		91.3%	41.1%	19.5%	60.1%	29.9%	30.2%	92.3%
16 - 19	261	246	119	63	165	98	66	256
%V	5.2%	5.4%	5.8%	6.4%	5.5%	6.5%	4.4%	5.5%
%H		94.3%	45.6%	24.1%	63.2%	37.5%	25.3%	98.1%
20 - 24	408	347	159	77	212	109	103	399
%V	8.1%	7.6%	7.7%	7.9%	7.0%	7.3%	6.8%	8.6%
%H		85.0%	39.0%	18.9%	52.0%	26.7%	25.2%	97.8%
25 - 34	1110	947	456	200	570	298	272	1092
%V	22.1%	20.6%	22.1%	20.5%	18.9%	19.9%	17.9%	23.6%
%H		85.3%	41.1%	18.0%	51.4%	26.8%	24.5%	98.4%
35 - 44	988	895	441	197	548	302	247	965
%V	19.7%	19.5%	21.4%	20.2%	18.2%	20.1%	16.3%	20.8%
%H		90.6%	44.6%	19.9%	55.5%	30.6%	25.0%	97.7%
45 - 54	867	815	371	192	540	288	251	824
%V	17.3%	17.8%	18.0%	19.7%	17.9%	19.2%	16.5%	17.8%
%H		94.0%	42.8%	22.1%	62.3%	33.2%	29.0%	95.0%
55 - 64	617	587	255	134	398	197	201	563
%V	12.3%	12.8%	12.4%	13.7%	13.2%	13.1%	13.2%	12.1%
%H		95.1%	41.3%	21.7%	64.5%	31.9%	32.6%	91.2%
65+	772	748	262	113	584	209	375	535
%V	15.4%	16.3%	12.7%	11.6%	19.4%	13.9%	24.7%	11.5%
%H		96.9%	33.9%	14.6%	75.6%	27.1%	48.6%	69.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	5022	4586	2063	977	3018	1501	1517	4634
%H		91.3%	41.1%	19.5%	60.1%	29.9%	30.2%	92.3%
AB	1437	1346	612	313	888	465	423	1406
%V	28.6%	29.4%	29.7%	32.0%	29.4%	31.0%	27.9%	30.3%
%H		93.7%	42.6%	21.8%	61.8%	32.4%	29.4%	97.8%
C1	1465	1317	597	299	868	455	413	1403
%V	29.2%	28.7%	28.9%	30.6%	28.8%	30.3%	27.2%	30.3%
%H		89.9%	40.8%	20.4%	59.2%	31.1%	28.2%	95.8%
C2	1028	952	429	212	651	347	304	946
%V	20.5%	20.8%	20.8%	21.7%	21.6%	23.1%	20.0%	20.4%
%H		92.6%	41.7%	20.6%	63.3%	33.8%	29.6%	92.0%
D	812	715	344	115	431	185	247	723
%V	16.2%	15.6%	16.7%	11.8%	14.3%	12.3%	16.3%	15.6%
%H		88.1%	42.4%	14.2%	53.1%	22.8%	30.4%	89.0%
E	280	256	81	38	179	49	130	156
%V	5.6%	5.6%	3.9%	3.9%	5.9%	3.3%	8.6%	3.4%
%H		91.4%	28.9%	13.6%	63.9%	17.5%	46.4%	55.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	5022	4586	2063	977	3018	1501	1517	4634
%H		91.3%	41.1%	19.5%	60.1%	29.9%	30.2%	92.3%
Working full time	3241	2956	1406	686	1863	1021	843	3173
%V	64.5%	64.5%	68.2%	70.2%	61.7%	68.0%	55.6%	68.5%
%H		91.2%	43.4%	21.2%	57.5%	31.5%	26.0%	97.9%
Working part time	264	231	104	37	163	74	90	247
%V	5.3%	5.0%	5.0%	3.8%	5.4%	4.9%	5.9%	5.3%
%H		87.5%	39.4%	14.0%	61.7%	28.0%	34.1%	93.6%
Not working	1517	1399	553	254	991	406	584	1213
%V	30.2%	30.5%	26.8%	26.0%	32.8%	27.0%	38.5%	26.2%
%H		92.2%	36.5%	16.7%	65.3%	26.8%	38.5%	80.0%
Housewife/Houseperson	1208	1043	341	190	755	257	498	960
%V	24.1%	22.7%	16.5%	19.4%	25.0%	17.1%	32.8%	20.7%
%H		86.3%	28.2%	15.7%	62.5%	21.3%	41.2%	79.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	5217	4828	2138	973	3243	1539	1703	4695
%H		92.5%	41.0%	18.7%	62.2%	29.5%	32.6%	90.0%
16 - 19	259	243	122	58	153	89	64	252
%V	5.0%	5.0%	5.7%	6.0%	4.7%	5.8%	3.8%	5.4%
%H		93.8%	47.1%	22.4%	59.1%	34.4%	24.7%	97.3%
20 - 24	419	355	156	75	229	112	117	406
%V	8.0%	7.4%	7.3%	7.7%	7.1%	7.3%	6.9%	8.6%
%H		84.7%	37.2%	17.9%	54.7%	26.7%	27.9%	96.9%
25 - 34	1104	956	469	192	582	299	282	1086
%V	21.2%	19.8%	21.9%	19.7%	17.9%	19.4%	16.6%	23.1%
%H		86.6%	42.5%	17.4%	52.7%	27.1%	25.5%	98.4%
35 - 44	969	892	445	190	565	314	251	945
%V	18.6%	18.5%	20.8%	19.5%	17.4%	20.4%	14.7%	20.1%
%H		92.1%	45.9%	19.6%	58.3%	32.4%	25.9%	97.5%
45 - 54	888	854	392	208	559	301	258	857
%V	17.0%	17.7%	18.3%	21.4%	17.2%	19.6%	15.1%	18.3%
%H		96.2%	44.1%	23.4%	63.0%	33.9%	29.1%	96.5%
55 - 64	632	609	275	126	412	199	213	574
%V	12.1%	12.6%	12.9%	12.9%	12.7%	12.9%	12.5%	12.2%
%H		96.4%	43.5%	19.9%	65.2%	31.5%	33.7%	90.8%
65+	946	917	278	124	744	226	518	576
%V	18.1%	19.0%	13.0%	12.7%	22.9%	14.7%	30.4%	12.3%
%H		96.9%	29.4%	13.1%	78.6%	23.9%	54.8%	60.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	5217	4828	2138	973	3243	1539	1703	4695
%H		92.5%	41.0%	18.7%	62.2%	29.5%	32.6%	90.0%
AB	1415	1321	597	301	874	451	423	1378
%V	27.1%	27.4%	27.9%	30.9%	27.0%	29.3%	24.8%	29.4%
%H		93.4%	42.2%	21.3%	61.8%	31.9%	29.9%	97.4%
C1	1615	1475	631	311	1002	476	526	1480
%V	31.0%	30.6%	29.5%	32.0%	30.9%	30.9%	30.9%	31.5%
%H		91.3%	39.1%	19.3%	62.0%	29.5%	32.6%	91.6%
C2	903	850	405	191	573	320	253	843
%V	17.3%	17.6%	18.9%	19.6%	17.7%	20.8%	14.9%	18.0%
%H		94.1%	44.9%	21.2%	63.5%	35.4%	28.0%	93.4%
D	884	816	380	128	525	221	304	755
%V	16.9%	16.9%	17.8%	13.2%	16.2%	14.4%	17.9%	16.1%
%H		92.3%	43.0%	14.5%	59.4%	25.0%	34.4%	85.4%
E	400	366	125	43	269	72	197	239
%V	7.7%	7.6%	5.8%	4.4%	8.3%	4.7%	11.6%	5.1%
%H		91.5%	31.3%	10.8%	67.3%	18.0%	49.3%	59.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	5217	4828	2138	973	3243	1539	1703	4695
%H		92.5%	41.0%	18.7%	62.2%	29.5%	32.6%	90.0%
Working full time	2098	1917	898	459	1241	686	555	2068
%V	40.2%	39.7%	42.0%	47.2%	38.3%	44.6%	32.6%	44.0%
%H		91.4%	42.8%	21.9%	59.2%	32.7%	26.5%	98.6%
Working part time	753	706	322	158	476	252	224	725
%V	14.4%	14.6%	15.1%	16.2%	14.7%	16.4%	13.2%	15.4%
%H		93.8%	42.8%	21.0%	63.2%	33.5%	29.7%	96.3%
Not working	2366	2204	918	356	1526	601	924	1901
%V	45.4%	45.7%	42.9%	36.6%	47.1%	39.1%	54.3%	40.5%
%H		93.2%	38.8%	15.0%	64.5%	25.4%	39.1%	80.3%
Housewife/Houseperson	4037	3743	1611	725	2552	1160	1392	3558
%V	77.4%	77.5%	75.4%	74.5%	78.7%	75.4%	81.7%	75.8%
%H		92.7%	39.9%	18.0%	63.2%	28.7%	34.5%	88.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1110	1038	474	146	707	302	405	944
%H (All HH)		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%
%H (TV HH)			45.7%	14.1%	68.1%	29.1%	39.0%	
AB	319	298	140	48	204	97	108	306
%V	28.7%	28.7%	29.5%	32.9%	28.9%	32.1%	26.7%	32.4%
%H (All HH)		93.4%	43.9%	15.0%	63.9%	30.4%	33.9%	95.9%
%H (TV HH)			47.0%	16.1%	68.5%	32.6%	36.2%	
C1	345	318	146	37	212	86	126	298
%V	31.1%	30.6%	30.8%	25.3%	30.0%	28.5%	31.1%	31.6%
%H (All HH)		92.2%	42.3%	10.7%	61.4%	24.9%	36.5%	86.4%
%H (TV HH)			45.9%	11.6%	66.7%	27.0%	39.6%	
C2	196	185	90	36	128	68	60	170
%V	17.7%	17.8%	19.0%	24.7%	18.1%	22.5%	14.8%	18.0%
%H (All HH)		94.4%	45.9%	18.4%	65.3%	34.7%	30.6%	86.7%
%H (TV HH)			48.6%	19.5%	69.2%	36.8%	32.4%	
D	143	136	59	15	98	37	62	110
%V	12.9%	13.1%	12.4%	10.3%	13.9%	12.3%	15.3%	11.7%
%H (All HH)		95.1%	41.3%	10.5%	68.5%	25.9%	43.4%	76.9%
%H (TV HH)			43.4%	11.0%	72.1%	27.2%	45.6%	
E	106	100	40	10	64	15	49	61
%V	9.5%	9.6%	8.4%	6.8%	9.1%	5.0%	12.1%	6.5%
%H (All HH)		94.3%	37.7%	9.4%	60.4%	14.2%	46.2%	57.5%
%H (TV HH)			40.0%	10.0%	64.0%	15.0%	49.0%	

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

April 2015 - March 2016

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	1110	1038	474	146	707	302	405	944
%V (All HH)		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%
%H (TV HH)			45.7%	14.1%	68.1%	29.1%	39.0%	
Under 25	56	42	15	2	25	6	19	52
%V	5.0%	4.0%	3.2%	1.4%	3.5%	2.0%	4.7%	5.5%
%H (All HH)		75.0%	26.8%	3.6%	44.6%	10.7%	33.9%	92.9%
%H (TV HH)			35.7%	4.8%	59.5%	14.3%	45.2%	
25 - 34	146	131	61	19	74	31	43	140
%V	13.2%	12.6%	12.9%	13.0%	10.5%	10.3%	10.6%	14.8%
%H (All HH)		89.7%	41.8%	13.0%	50.7%	21.2%	29.5%	95.9%
%H (TV HH)			46.6%	14.5%	56.5%	23.7%	32.8%	
35 - 44	168	154	78	31	98	54	44	165
%V	15.1%	14.8%	16.5%	21.2%	13.9%	17.9%	10.9%	17.5%
%H (All HH)		91.7%	46.4%	18.5%	58.3%	32.1%	26.2%	98.2%
%H (TV HH)			50.6%	20.1%	63.6%	35.1%	28.6%	
45 - 54	207	196	94	33	135	66	68	193
%V	18.6%	18.9%	19.8%	22.6%	19.1%	21.9%	16.8%	20.4%
%H (All HH)		94.7%	45.4%	15.9%	65.2%	31.9%	32.9%	93.2%
%H (TV HH)			48.0%	16.8%	68.9%	33.7%	34.7%	
55 - 64	168	162	84	23	100	45	55	155
%V	15.1%	15.6%	17.7%	15.8%	14.1%	14.9%	13.6%	16.4%
%H (All HH)		96.4%	50.0%	13.7%	59.5%	26.8%	32.7%	92.3%
%H (TV HH)			51.9%	14.2%	61.7%	27.8%	34.0%	
65 +	364	353	142	38	275	100	175	239
%V	32.8%	34.0%	30.0%	26.0%	38.9%	33.1%	43.2%	25.3%
%H (All HH)		97.0%	39.0%	10.4%	75.5%	27.5%	48.1%	65.7%
%H (TV HH)			40.2%	10.8%	77.9%	28.3%	49.6%	

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

April 2015 - March 2016

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	1110	1038	474	146	707	302	405	944
%H (All HH)		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%
%H (TV HH)			45.7%	14.1%	68.1%	29.1%	39.0%	
1	346	312	108	33	219	54	166	229
%V	31.2%	30.1%	22.8%	22.6%	31.0%	17.9%	41.0%	24.3%
%H (All HH)		90.2%	31.2%	9.5%	63.3%	15.6%	48.0%	66.2%
%H (TV HH)			34.6%	10.6%	70.2%	17.3%	53.2%	
2	369	353	164	48	249	111	138	329
%V	33.2%	34.0%	34.6%	32.9%	35.2%	36.8%	34.1%	34.9%
%H (All HH)		95.7%	44.4%	13.0%	67.5%	30.1%	37.4%	89.2%
%H (TV HH)			46.5%	13.6%	70.5%	31.4%	39.1%	
3	172	163	84	29	105	56	49	166
%V	15.5%	15.7%	17.7%	19.9%	14.9%	18.5%	12.1%	17.6%
%H (All HH)		94.8%	48.8%	16.9%	61.0%	32.6%	28.5%	96.5%
%H (TV HH)			51.5%	17.8%	64.4%	34.4%	30.1%	
4	147	143	78	28	93	56	37	146
%V	13.2%	13.8%	16.5%	19.2%	13.2%	18.5%	9.1%	15.5%
%H (All HH)		97.3%	53.1%	19.0%	63.3%	38.1%	25.2%	99.3%
%H (TV HH)			54.5%	19.6%	65.0%	39.2%	25.9%	
5+	76	67	41	9	41	27	14	75
%V	6.8%	6.5%	8.6%	6.2%	5.8%	8.9%	3.5%	7.9%
%H (All HH)		88.2%	53.9%	11.8%	53.9%	35.5%	18.4%	98.7%
%H (TV HH)			61.2%	13.4%	61.2%	40.3%	20.9%	
Average HH size	2.34	2.35	2.57	2.56	2.30	2.67	2.02	2.51

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

April 2015 - March 2016

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	1110	1038	474	146	707	302	405	944
%H (All HH)		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%
%H (TV HH)			45.7%	14.1%	68.1%	29.1%	39.0%	
Without	825	765	325	105	534	210	325	668
%V	74.3%	73.7%	68.6%	71.9%	75.5%	69.5%	80.2%	70.8%
%H (All HH)		92.7%	39.4%	12.7%	64.7%	25.5%	39.4%	81.0%
%H (TV HH)			42.5%	13.7%	69.8%	27.5%	42.5%	
With	285	272	149	41	172	92	80	277
%V	25.7%	26.2%	31.4%	28.1%	24.3%	30.5%	19.8%	29.3%
%H (All HH)		95.4%	52.3%	14.4%	60.4%	32.3%	28.1%	97.2%
%H (TV HH)			54.8%	15.1%	63.2%	33.8%	29.4%	
0 - 3	105	99	52	12	58	27	31	101
%V	9.5%	9.5%	11.0%	8.2%	8.2%	8.9%	7.7%	10.7%
%H (All HH)		94.3%	49.5%	11.4%	55.2%	25.7%	29.5%	96.2%
%H (TV HH)			52.5%	12.1%	58.6%	27.3%	31.3%	
4 - 9	145	138	80	19	84	46	37	141
%V	13.1%	13.3%	16.9%	13.0%	11.9%	15.2%	9.1%	14.9%
%H (All HH)		95.2%	55.2%	13.1%	57.9%	31.7%	25.5%	97.2%
%H (TV HH)			58.0%	13.8%	60.9%	33.3%	26.8%	
10 - 15	124	119	69	22	79	49	30	122
%V	11.2%	11.5%	14.6%	15.1%	11.2%	16.2%	7.4%	12.9%
%H (All HH)		96.0%	55.6%	17.7%	63.7%	39.5%	24.2%	98.4%
%H (TV HH)			58.0%	18.5%	66.4%	41.2%	25.2%	

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

April 2015 - March 2016

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	1110	1038	474	146	707	302	405	944
%H (All HH)		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%
%H (TV HH)			45.7%	14.1%	68.1%	29.1%	39.0%	
1	448	448	167	54	271	59	212	351
%V	40.4%	43.2%	35.2%	37.0%	38.3%	19.5%	52.3%	37.2%
%H (All HH)		100.0%	37.3%	12.1%	60.5%	13.2%	47.3%	78.3%
%H (TV HH)			37.3%	12.1%	60.5%	13.2%	47.3%	
2	331	331	155	46	239	109	131	285
%V	29.8%	31.9%	32.7%	31.5%	33.8%	36.1%	32.3%	30.2%
%H (All HH)		100.0%	46.8%	13.9%	72.2%	32.9%	39.6%	86.1%
%H (TV HH)			46.8%	13.9%	72.2%	32.9%	39.6%	
3	160	160	83	32	120	74	46	152
%V	14.4%	15.4%	17.5%	21.9%	17.0%	24.5%	11.4%	16.1%
%H (All HH)		100.0%	51.9%	20.0%	75.0%	46.3%	28.8%	95.0%
%H (TV HH)			51.9%	20.0%	75.0%	46.3%	28.8%	
4	70	70	49	10	55	44	11	67
%V	6.3%	6.7%	10.3%	6.8%	7.8%	14.6%	2.7%	7.1%
%H (All HH)		100.0%	70.0%	14.3%	78.6%	62.9%	15.7%	95.7%
%H (TV HH)			70.0%	14.3%	78.6%	62.9%	15.7%	
5+	29	29	20	3	22	16	5	29
%V	2.6%	2.8%	4.2%	2.1%	3.1%	5.3%	1.2%	3.1%
%H (All HH)		100.0%	69.0%	10.3%	75.9%	55.2%	17.2%	100.0%
%H (TV HH)			69.0%	10.3%	75.9%	55.2%	17.2%	

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

April 2015 - March 2016

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	1110	1038	474	146	707	302	405	944
%H (All HH)		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%
%H (TV HH)			45.7%	14.1%	68.1%	29.1%	39.0%	
Under 20"	220	220	102	26	179	89	91	193
%V	19.8%	21.2%	21.5%	17.8%	25.3%	29.5%	22.5%	20.4%
%H (All HH)		100.0%	46.4%	11.8%	81.4%	40.5%	41.4%	87.7%
%H (TV HH)			46.4%	11.8%	81.4%	40.5%	41.4%	
20" - 29"	387	387	166	57	284	123	162	318
%V	34.9%	37.3%	35.0%	39.0%	40.2%	40.7%	40.0%	33.7%
%H (All HH)		100.0%	42.9%	14.7%	73.4%	31.8%	41.9%	82.2%
%H (TV HH)			42.9%	14.7%	73.4%	31.8%	41.9%	
30" - 39"	535	535	256	77	373	174	199	463
%V	48.2%	51.5%	54.0%	52.7%	52.8%	57.6%	49.1%	49.0%
%H (All HH)		100.0%	47.9%	14.4%	69.7%	32.5%	37.2%	86.5%
%H (TV HH)			47.9%	14.4%	69.7%	32.5%	37.2%	
40" and over	472	472	271	72	309	182	128	443
%V	42.5%	45.5%	57.2%	49.3%	43.7%	60.3%	31.6%	46.9%
%H (All HH)		100.0%	57.4%	15.3%	65.5%	38.6%	27.1%	93.9%
%H (TV HH)			57.4%	15.3%	65.5%	38.6%	27.1%	

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

April 2015 - March 2016

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	1110	1038	474	146	707	302	405	944
%H (All HH)		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%
%H (TV HH)			45.7%	14.1%	68.1%	29.1%	39.0%	
Main living room	1025	1025	472	145	702	302	399	873
%V	92.3%	98.7%	99.6%	99.3%	99.3%	100.0%	98.5%	92.5%
%H (All HH)		100.0%	46.0%	14.1%	68.5%	29.5%	38.9%	85.2%
%H (TV HH)			46.0%	14.1%	68.5%	29.5%	38.9%	
Kitchen	125	125	75	13	99	61	37	114
%V	11.3%	12.0%	15.8%	8.9%	14.0%	20.2%	9.1%	12.1%
%H (All HH)		100.0%	60.0%	10.4%	79.2%	48.8%	29.6%	91.2%
%H (TV HH)			60.0%	10.4%	79.2%	48.8%	29.6%	
Adult's bedroom	437	437	230	74	329	195	135	397
%V	39.4%	42.1%	48.5%	50.7%	46.5%	64.6%	33.3%	42.1%
%H (All HH)		100.0%	52.6%	16.9%	75.3%	44.6%	30.9%	90.8%
%H (TV HH)			52.6%	16.9%	75.3%	44.6%	30.9%	
Child's bedroom	89	89	49	20	65	45	20	87
%V	8.0%	8.6%	10.3%	13.7%	9.2%	14.9%	4.9%	9.2%
%H (All HH)		100.0%	55.1%	22.5%	73.0%	50.6%	22.5%	97.8%
%H (TV HH)			55.1%	22.5%	73.0%	50.6%	22.5%	
Other bedroom	100	100	63	15	70	48	22	98
%V	9.0%	9.6%	13.3%	10.3%	9.9%	15.9%	5.4%	10.4%
%H (All HH)		100.0%	63.0%	15.0%	70.0%	48.0%	22.0%	98.0%
%H (TV HH)			63.0%	15.0%	70.0%	48.0%	22.0%	
Second living/dining room	86	86	50	7	62	34	29	79
%V	7.7%	8.3%	10.5%	4.8%	8.8%	11.3%	7.2%	8.4%
%H (All HH)		100.0%	58.1%	8.1%	72.1%	39.5%	33.7%	91.9%
%H (TV HH)			58.1%	8.1%	72.1%	39.5%	33.7%	
Study/office	22	22	13	3	16	10	6	20
%V	2.0%	2.1%	2.7%	2.1%	2.3%	3.3%	1.5%	2.1%
%H (All HH)		100.0%	59.1%	13.6%	72.7%	45.5%	27.3%	90.9%
%H (TV HH)			59.1%	13.6%	72.7%	45.5%	27.3%	
TV room	7	7	6	0	5	3	1	7
%V	0.6%	0.7%	1.3%	0.0%	0.7%	1.0%	0.2%	0.7%
%H (All HH)		100.0%	85.7%	0.0%	71.4%	42.9%	14.3%	100.0%
%H (TV HH)			85.7%	0.0%	71.4%	42.9%	14.3%	
Conservatory	17	17	8	2	15	9	6	15
%V	1.5%	1.6%	1.7%	1.4%	2.1%	3.0%	1.5%	1.6%
%H (All HH)		100.0%	47.1%	11.8%	88.2%	52.9%	35.3%	88.2%
%H (TV HH)			47.1%	11.8%	88.2%	52.9%	35.3%	
Attic or loft room	3	3	2	1	1	1	1	3
%V	0.3%	0.3%	0.4%	0.7%	0.1%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	66.7%	33.3%	33.3%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	33.3%	33.3%	33.3%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	12	12	9	1	9	6	2	11
%V	1.1%	1.2%	1.9%	0.7%	1.3%	2.0%	0.5%	1.2%
%H (All HH)		100.0%	75.0%	8.3%	75.0%	50.0%	16.7%	91.7%
%H (TV HH)			75.0%	8.3%	75.0%	50.0%	16.7%	

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

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Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1110	1038	474	146	707	302	405	944
%V (All HH)		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%
%H (TV HH)			45.7%	14.1%	68.1%	29.1%	39.0%	
Any DSAT provider	474	474	474	10	247	247	0	436
%V	42.7%	45.7%	100.0%	6.8%	34.9%	81.8%	0.0%	46.2%
%H (All HH)			100.0%	2.1%	52.1%	52.1%	0.0%	92.0%
%H (TV HH)			100.0%	2.1%	52.1%	52.1%	0.0%	
Sky with subscription	365	365	365	7	194	194	0	341
%V	32.9%	35.2%	77.0%	4.8%	27.4%	64.2%	0.0%	36.1%
%H (All HH)			100.0%	1.9%	53.2%	53.2%	0.0%	93.4%
%H (TV HH)			100.0%	1.9%	53.2%	53.2%	0.0%	
Sky without subscription	23	23	23	1	11	11	0	19
%V	2.1%	2.2%	4.9%	0.7%	1.6%	3.6%	0.0%	2.0%
%H (All HH)			100.0%	4.3%	47.8%	47.8%	0.0%	82.6%
%H (TV HH)			100.0%	4.3%	47.8%	47.8%	0.0%	
Freesat	92	92	92	3	44	44	0	83
%V	8.3%	8.9%	19.4%	2.1%	6.2%	14.6%	0.0%	8.8%
%H (All HH)			100.0%	3.3%	47.8%	47.8%	0.0%	90.2%
%H (TV HH)			100.0%	3.3%	47.8%	47.8%	0.0%	
Other satellite provider	18	18	18	1	11	11	0	17
%V	1.6%	1.7%	3.8%	0.7%	1.6%	3.6%	0.0%	1.8%
%H (All HH)			100.0%	5.6%	61.1%	61.1%	0.0%	94.4%
%H (TV HH)			100.0%	5.6%	61.1%	61.1%	0.0%	
DCAB	146	146	10	146	62	62	0	137
%V	13.2%	14.1%	2.1%	100.0%	8.8%	20.5%	0.0%	14.5%
%H (All HH)			6.8%	100.0%	42.5%	42.5%	0.0%	93.8%
%H (TV HH)			6.8%	100.0%	42.5%	42.5%	0.0%	
DTT	707	707	247	62	707	302	405	578
%V	63.7%	68.1%	52.1%	42.5%	100.0%	100.0%	100.0%	61.2%
%H (All HH)		100.0%	34.9%	8.8%	100.0%	42.7%	57.3%	81.8%
%H (TV HH)			34.9%	8.8%	100.0%	42.7%	57.3%	

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

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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	1110	1038	474	146	707	302	405	944
%H (All HH)		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%
%H (TV HH)			45.7%	14.1%	68.1%	29.1%	39.0%	
PVR	678	678	401	123	429	265	164	620
%V	61.1%	65.3%	84.6%	84.2%	60.7%	87.7%	40.5%	65.7%
%H (All HH)		100.0%	59.1%	18.1%	63.3%	39.1%	24.2%	91.4%
%H (TV HH)			59.1%	18.1%	63.3%	39.1%	24.2%	
DVDR	43	43	16	7	32	12	20	37
%V	3.9%	4.1%	3.4%	4.8%	4.5%	4.0%	4.9%	3.9%
%H (All HH)		100.0%	37.2%	16.3%	74.4%	27.9%	46.5%	86.0%
%H (TV HH)			37.2%	16.3%	74.4%	27.9%	46.5%	
VCR	19	19	6	4	14	5	9	15
%V	1.7%	1.8%	1.3%	2.7%	2.0%	1.7%	2.2%	1.6%
%H (All HH)		100.0%	31.6%	21.1%	73.7%	26.3%	47.4%	78.9%
%H (TV HH)			31.6%	21.1%	73.7%	26.3%	47.4%	
Any recorder	695	695	404	125	443	268	175	633
%V	62.6%	67.0%	85.2%	85.6%	62.7%	88.7%	43.2%	67.1%
%H (All HH)		100.0%	58.1%	18.0%	63.7%	38.6%	25.2%	91.1%
%H (TV HH)			58.1%	18.0%	63.7%	38.6%	25.2%	
Receives HDTV (via STB or built-in reception)	653	653	354	123	428	244	184	602
%V	58.8%	62.9%	74.7%	84.2%	60.5%	80.8%	45.4%	63.8%
%H (All HH)		100.0%	54.2%	18.8%	65.5%	37.4%	28.2%	92.2%
%H (TV HH)			54.2%	18.8%	65.5%	37.4%	28.2%	
DVD/Blu-ray player or recorder	811	811	390	123	552	254	298	714
%V	73.1%	78.1%	82.3%	84.2%	78.1%	84.1%	73.6%	75.6%
%H (All HH)		100.0%	48.1%	15.2%	68.1%	31.3%	36.7%	88.0%
%H (TV HH)			48.1%	15.2%	68.1%	31.3%	36.7%	

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

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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	1110	1038	474	146	707	302	405	944
%H (All HH)		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%
%H (TV HH)			45.7%	14.1%	68.1%	29.1%	39.0%	
Has broadband internet	944	884	436	137	578	280	298	944
%V	85.0%	85.2%	92.0%	93.8%	81.8%	92.7%	73.6%	100.0%
%H (All HH)		93.6%	46.2%	14.5%	61.2%	29.7%	31.6%	100.0%
%H (TV HH)			49.3%	15.5%	65.4%	31.7%	33.7%	
Number of computers (PCs and laptops)								
0	190	173	52	14	134	26	108	37
%V	17.1%	16.7%	11.0%	9.6%	19.0%	8.6%	26.7%	3.9%
%H (All HH)		91.1%	27.4%	7.4%	70.5%	13.7%	56.8%	19.5%
%H (TV HH)			30.1%	8.1%	77.5%	15.0%	62.4%	
1	251	230	98	29	149	52	97	242
%V	22.6%	22.2%	20.7%	19.9%	21.1%	17.2%	24.0%	25.6%
%H (All HH)		91.6%	39.0%	11.6%	59.4%	20.7%	38.6%	96.4%
%H (TV HH)			42.6%	12.6%	64.8%	22.6%	42.2%	
2	262	247	115	40	167	77	90	260
%V	23.6%	23.8%	24.3%	27.4%	23.6%	25.5%	22.2%	27.5%
%H (All HH)		94.3%	43.9%	15.3%	63.7%	29.4%	34.4%	99.2%
%H (TV HH)			46.6%	16.2%	67.6%	31.2%	36.4%	
3	160	155	80	23	108	57	51	159
%V	14.4%	14.9%	16.9%	15.8%	15.3%	18.9%	12.6%	16.8%
%H (All HH)		96.9%	50.0%	14.4%	67.5%	35.6%	31.9%	99.4%
%H (TV HH)			51.6%	14.8%	69.7%	36.8%	32.9%	
4	116	109	56	20	67	36	31	116
%V	10.5%	10.5%	11.8%	13.7%	9.5%	11.9%	7.7%	12.3%
%H (All HH)		94.0%	48.3%	17.2%	57.8%	31.0%	26.7%	100.0%
%H (TV HH)			51.4%	18.3%	61.5%	33.0%	28.4%	
5+	131	123	73	20	82	53	29	131
%V	11.8%	11.8%	15.4%	13.7%	11.6%	17.5%	7.2%	13.9%
%H (All HH)		93.9%	55.7%	15.3%	62.6%	40.5%	22.1%	100.0%
%H (TV HH)			59.3%	16.3%	66.7%	43.1%	23.6%	

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

April 2015 - March 2016

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	2028	1035	301	1450	765	685	1804
%H		51.0%	14.8%	71.5%	37.7%	33.8%	89.0%
Under 20"	279	131	32	233	118	115	247
%V	13.8%	12.7%	10.6%	16.1%	15.4%	16.8%	13.7%
%H		47.0%	11.5%	83.5%	42.3%	41.2%	88.5%
20" - 29"	487	219	72	365	171	194	409
%V	24.0%	21.2%	23.9%	25.2%	22.4%	28.3%	22.7%
%H		45.0%	14.8%	74.9%	35.1%	39.8%	84.0%
30" - 39"	649	323	99	454	230	224	570
%V	32.0%	31.2%	32.9%	31.3%	30.1%	32.7%	31.6%
%H		49.8%	15.3%	70.0%	35.4%	34.5%	87.8%
40" and over	590	350	97	384	240	144	558
%V	29.1%	33.8%	32.2%	26.5%	31.4%	21.0%	30.9%
%H		59.3%	16.4%	65.1%	40.7%	24.4%	94.6%
Don't know	23	12	2	13	5	8	20
%V	1.1%	1.2%	0.7%	0.9%	0.7%	1.2%	1.1%
%H		52.2%	8.7%	56.5%	21.7%	34.8%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2028	1035	301	1450	765	685	1804
%H		51.0%	14.8%	71.5%	37.7%	33.8%	89.0%
Main living room	1030	475	147	703	304	399	878
%V	50.8%	45.9%	48.8%	48.5%	39.7%	58.2%	48.7%
%H		46.1%	14.3%	68.3%	29.5%	38.7%	85.2%
Kitchen	126	76	13	99	61	38	116
%V	6.2%	7.3%	4.3%	6.8%	8.0%	5.5%	6.4%
%H		60.3%	10.3%	78.6%	48.4%	30.2%	92.1%
Adult's bedroom	480	251	85	361	216	145	436
%V	23.7%	24.3%	28.2%	24.9%	28.2%	21.2%	24.2%
%H		52.3%	17.7%	75.2%	45.0%	30.2%	90.8%
Child's bedroom	116	67	24	86	60	26	114
%V	5.7%	6.5%	8.0%	5.9%	7.8%	3.8%	6.3%
%H		57.8%	20.7%	74.1%	51.7%	22.4%	98.3%
Other bedroom	123	76	19	88	61	27	120
%V	6.1%	7.3%	6.3%	6.1%	8.0%	3.9%	6.7%
%H		61.8%	15.4%	71.5%	49.6%	22.0%	97.6%
Second living/dining room	89	52	7	64	34	29	81
%V	4.4%	5.0%	2.3%	4.4%	4.4%	4.2%	4.5%
%H		58.4%	7.9%	71.9%	38.2%	32.6%	91.0%
Study/office	23	13	3	17	10	7	20
%V	1.1%	1.3%	1.0%	1.2%	1.3%	1.0%	1.1%
%H		56.5%	13.0%	73.9%	43.5%	30.4%	87.0%
TV room	7	6	0	5	3	1	7
%V	0.3%	0.6%	0.0%	0.3%	0.4%	0.1%	0.4%
%H		85.7%	0.0%	71.4%	42.9%	14.3%	100.0%
Conservatory	18	9	2	16	10	6	16
%V	0.9%	0.9%	0.7%	1.1%	1.3%	0.9%	0.9%
%H		50.0%	11.1%	88.9%	55.6%	33.3%	88.9%
Attic or loft room	3	2	1	1	1	1	3
%V	0.1%	0.2%	0.3%	0.1%	0.1%	0.1%	0.2%
%H		66.7%	33.3%	33.3%	33.3%	33.3%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	12	9	1	9	6	3	12
%V	0.6%	0.9%	0.3%	0.6%	0.8%	0.4%	0.7%
%H		75.0%	8.3%	75.0%	50.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2028	1035	301	1450	765	685	1804
%H		51.0%	14.8%	71.5%	37.7%	33.8%	89.0%
PVR	893	542	177	547	362	186	824
%V	44.0%	52.4%	58.8%	37.7%	47.3%	27.2%	45.7%
%H		60.7%	19.8%	61.3%	40.5%	20.8%	92.3%
DVDR	45	16	7	35	13	22	40
%V	2.2%	1.5%	2.3%	2.4%	1.7%	3.2%	2.2%
%H		35.6%	15.6%	77.8%	28.9%	48.9%	88.9%
VCR	19	6	4	14	5	9	15
%V	0.9%	0.6%	1.3%	1.0%	0.7%	1.3%	0.8%
%H		31.6%	21.1%	73.7%	26.3%	47.4%	78.9%
Any recorder	919	551	179	569	369	200	846
%V	45.3%	53.2%	59.5%	39.2%	48.2%	29.2%	46.9%
%H		60.0%	19.5%	61.9%	40.2%	21.8%	92.1%

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	2028	1035	301	1450	765	685	1804
%H		51.0%	14.8%	71.5%	37.7%	33.8%	89.0%
Receives HDTV (via STB or built-in reception)	915	495	191	605	364	241	857
%V	45.1%	47.8%	63.5%	41.7%	47.6%	35.2%	47.5%
%H		54.1%	20.9%	66.1%	39.8%	26.3%	93.7%
DVD/Blu-ray player or recorder	1169	594	178	820	422	398	1050
%V	57.6%	57.4%	59.1%	56.6%	55.2%	58.1%	58.2%
%H		50.8%	15.2%	70.1%	36.1%	34.0%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1034	474	146	706	302	403	880
%H		45.8%	14.1%	68.3%	29.2%	39.0%	85.1%
Under 20"	17	2	0	13	0	13	12
%V	1.6%	0.4%	0.0%	1.8%	0.0%	3.2%	1.4%
%H		11.8%	0.0%	76.5%	0.0%	76.5%	70.6%
20" - 29"	157	41	23	113	23	90	107
%V	15.2%	8.6%	15.8%	16.0%	7.6%	22.3%	12.2%
%H		26.1%	14.6%	72.0%	14.6%	57.3%	68.2%
30" - 39"	394	165	54	274	103	172	326
%V	38.1%	34.8%	37.0%	38.8%	34.1%	42.7%	37.0%
%H		41.9%	13.7%	69.5%	26.1%	43.7%	82.7%
40" and over	456	262	68	301	176	124	427
%V	44.1%	55.3%	46.6%	42.6%	58.3%	30.8%	48.5%
%H		57.5%	14.9%	66.0%	38.6%	27.2%	93.6%
Don't know	10	4	1	5	1	4	9
%V	1.0%	0.8%	0.7%	0.7%	0.3%	1.0%	1.0%
%H		40.0%	10.0%	50.0%	10.0%	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

April 2015 - March 2016

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	1034	474	146	706	302	403	880
%H		45.8%	14.1%	68.3%	29.2%	39.0%	85.1%
PVR	668	395	122	419	259	160	611
%V	64.6%	83.3%	83.6%	59.3%	85.8%	39.7%	69.4%
%H		59.1%	18.3%	62.7%	38.8%	24.0%	91.5%
DVDR	33	10	7	23	7	16	28
%V	3.2%	2.1%	4.8%	3.3%	2.3%	4.0%	3.2%
%H		30.3%	21.2%	69.7%	21.2%	48.5%	84.8%
VCR	15	5	4	11	4	7	12
%V	1.5%	1.1%	2.7%	1.6%	1.3%	1.7%	1.4%
%H		33.3%	26.7%	73.3%	26.7%	46.7%	80.0%
Any recorder	682	398	124	431	262	168	622
%V	66.0%	84.0%	84.9%	61.0%	86.8%	41.7%	70.7%
%H		58.4%	18.2%	63.2%	38.4%	24.6%	91.2%

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	1034	474	146	706	302	403	880
%H		45.8%	14.1%	68.3%	29.2%	39.0%	85.1%
Receives HDTV (via STB or built-in reception)	645	350	121	423	240	182	596
%V	62.4%	73.8%	82.9%	59.9%	79.5%	45.2%	67.7%
%H		54.3%	18.8%	65.6%	37.2%	28.2%	92.4%
DVD/Blu-ray player or recorder	763	363	112	519	231	287	669
%V	73.8%	76.6%	76.7%	73.5%	76.5%	71.2%	76.0%
%H		47.6%	14.7%	68.0%	30.3%	37.6%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	994	560	155	744	463	281	924
%H		56.3%	15.6%	74.8%	46.6%	28.3%	93.0%
Under 20"	262	129	32	220	118	102	235
%V	26.4%	23.0%	20.6%	29.6%	25.5%	36.3%	25.4%
%H		49.2%	12.2%	84.0%	45.0%	38.9%	89.7%
20" - 29"	331	178	49	253	149	104	302
%V	33.3%	31.8%	31.6%	34.0%	32.2%	37.0%	32.7%
%H		53.8%	14.8%	76.4%	45.0%	31.4%	91.2%
30" - 39"	255	158	45	180	128	52	245
%V	25.7%	28.2%	29.0%	24.2%	27.6%	18.5%	26.5%
%H		62.0%	17.6%	70.6%	50.2%	20.4%	96.1%
40" and over	134	87	28	83	64	19	131
%V	13.5%	15.5%	18.1%	11.2%	13.8%	6.8%	14.2%
%H		64.9%	20.9%	61.9%	47.8%	14.2%	97.8%
Don't know	13	8	1	8	4	4	11
%V	1.3%	1.4%	0.6%	1.1%	0.9%	1.4%	1.2%
%H		61.5%	7.7%	61.5%	30.8%	30.8%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	994	560	155	744	463	281	924
%H		56.3%	15.6%	74.8%	46.6%	28.3%	93.0%
PVR	225	147	55	128	102	26	213
%V	22.6%	26.3%	35.5%	17.2%	22.0%	9.3%	23.1%
%H		65.3%	24.4%	56.9%	45.3%	11.6%	94.7%
DVDR	12	6	1	11	5	6	12
%V	1.2%	1.1%	0.6%	1.5%	1.1%	2.1%	1.3%
%H		50.0%	8.3%	91.7%	41.7%	50.0%	100.0%
VCR	3	1	0	3	1	2	3
%V	0.3%	0.2%	0.0%	0.4%	0.2%	0.7%	0.3%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Any recorder	237	153	55	138	107	32	224
%V	23.8%	27.3%	35.5%	18.5%	23.1%	11.4%	24.2%
%H		64.6%	23.2%	58.2%	45.1%	13.5%	94.5%

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	994	560	155	744	463	281	924
%H		56.3%	15.6%	74.8%	46.6%	28.3%	93.0%
Receives HDTV (via STB or built-in reception)	270	145	70	182	124	59	262
%V	27.2%	25.9%	45.2%	24.5%	26.8%	21.0%	28.4%
%H		53.7%	25.9%	67.4%	45.9%	21.9%	97.0%
DVD/Blu-ray player or recorder	406	231	65	301	191	110	381
%V	40.8%	41.3%	41.9%	40.5%	41.3%	39.1%	41.2%
%H		56.9%	16.0%	74.1%	47.0%	27.1%	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	2594	2437	1220	374	1622	806	816	2370
%H		93.9%	47.0%	14.4%	62.5%	31.1%	31.5%	91.4%
Total Children	484	463	260	70	287	159	128	471
%V	18.7%	19.0%	21.3%	18.7%	17.7%	19.7%	15.7%	19.9%
%H		95.7%	53.7%	14.5%	59.3%	32.9%	26.4%	97.3%
0 - 3	121	115	61	16	66	32	34	117
%V	4.7%	4.7%	5.0%	4.3%	4.1%	4.0%	4.2%	4.9%
%H		95.0%	50.4%	13.2%	54.5%	26.4%	28.1%	96.7%
4 - 15	363	348	199	54	221	127	94	355
%V	14.0%	14.3%	16.3%	14.4%	13.6%	15.8%	11.5%	15.0%
%H		95.9%	54.8%	14.9%	60.9%	35.0%	25.9%	97.8%
4 - 9	199	189	107	24	117	61	56	192
%V	7.7%	7.8%	8.8%	6.4%	7.2%	7.6%	6.9%	8.1%
%H		95.0%	53.8%	12.1%	58.8%	30.7%	28.1%	96.5%
10 - 15	165	159	92	31	104	66	38	162
%V	6.4%	6.5%	7.5%	8.3%	6.4%	8.2%	4.7%	6.8%
%H		96.4%	55.8%	18.8%	63.0%	40.0%	23.0%	98.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2594	2437	1220	374	1622	806	816	2370
%H		93.9%	47.0%	14.4%	62.5%	31.1%	31.5%	91.4%
Total Adults (16+)	2110	1975	960	304	1335	647	688	1899
%V	81.3%	81.0%	78.7%	81.3%	82.3%	80.3%	84.3%	80.1%
%H		93.6%	45.5%	14.4%	63.3%	30.7%	32.6%	90.0%
16 - 19	129	114	58	25	66	37	29	124
%V	5.0%	4.7%	4.8%	6.7%	4.1%	4.6%	3.6%	5.2%
%H		88.4%	45.0%	19.4%	51.2%	28.7%	22.5%	96.1%
20 - 24	161	134	55	21	86	39	47	158
%V	6.2%	5.5%	4.5%	5.6%	5.3%	4.8%	5.8%	6.7%
%H		83.2%	34.2%	13.0%	53.4%	24.2%	29.2%	98.1%
25 - 34	311	283	137	38	173	78	95	302
%V	12.0%	11.6%	11.2%	10.2%	10.7%	9.7%	11.6%	12.7%
%H		91.0%	44.1%	12.2%	55.6%	25.1%	30.5%	97.1%
35 - 44	312	288	156	57	179	105	74	303
%V	12.0%	11.8%	12.8%	15.2%	11.0%	13.0%	9.1%	12.8%
%H		92.3%	50.0%	18.3%	57.4%	33.7%	23.7%	97.1%
45 - 54	359	341	168	63	235	125	109	342
%V	13.8%	14.0%	13.8%	16.8%	14.5%	15.5%	13.4%	14.4%
%H		95.0%	46.8%	17.5%	65.5%	34.8%	30.4%	95.3%
55 - 64	291	283	152	37	186	92	94	274
%V	11.2%	11.6%	12.5%	9.9%	11.5%	11.4%	11.5%	11.6%
%H		97.3%	52.2%	12.7%	63.9%	31.6%	32.3%	94.2%
65+	547	533	233	63	409	169	240	395
%V	21.1%	21.9%	19.1%	16.8%	25.2%	21.0%	29.4%	16.7%
%H		97.4%	42.6%	11.5%	74.8%	30.9%	43.9%	72.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2110	1975	960	304	1335	647	688	1899
%H		93.6%	45.5%	14.4%	63.3%	30.7%	32.6%	90.0%
AB	638	598	295	93	411	206	205	620
%V	30.2%	30.3%	30.7%	30.6%	30.8%	31.8%	29.8%	32.6%
%H		93.7%	46.2%	14.6%	64.4%	32.3%	32.1%	97.2%
C1	661	602	291	83	388	179	209	605
%V	31.3%	30.5%	30.3%	27.3%	29.1%	27.7%	30.4%	31.9%
%H		91.1%	44.0%	12.6%	58.7%	27.1%	31.6%	91.5%
C2	408	390	199	86	271	166	106	371
%V	19.3%	19.7%	20.7%	28.3%	20.3%	25.7%	15.4%	19.5%
%H		95.6%	48.8%	21.1%	66.4%	40.7%	26.0%	90.9%
D	263	253	123	27	182	78	105	219
%V	12.5%	12.8%	12.8%	8.9%	13.6%	12.1%	15.3%	11.5%
%H		96.2%	46.8%	10.3%	69.2%	29.7%	39.9%	83.3%
E	140	132	53	14	83	19	64	83
%V	6.6%	6.7%	5.5%	4.6%	6.2%	2.9%	9.3%	4.4%
%H		94.3%	37.9%	10.0%	59.3%	13.6%	45.7%	59.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2110	1975	960	304	1335	647	688	1899
%H		93.6%	45.5%	14.4%	63.3%	30.7%	32.6%	90.0%
Working full time	928	874	453	151	561	305	256	907
%V	44.0%	44.3%	47.2%	49.7%	42.0%	47.1%	37.2%	47.8%
%H		94.2%	48.8%	16.3%	60.5%	32.9%	27.6%	97.7%
Working part time	252	239	116	36	168	83	84	240
%V	11.9%	12.1%	12.1%	11.8%	12.6%	12.8%	12.2%	12.6%
%H		94.8%	46.0%	14.3%	66.7%	32.9%	33.3%	95.2%
Not working	930	862	391	117	607	259	348	751
%V	44.1%	43.6%	40.7%	38.5%	45.5%	40.0%	50.6%	39.5%
%H		92.7%	42.0%	12.6%	65.3%	27.8%	37.4%	80.8%
Housewife/Houseperson	1110	1038	474	146	707	302	405	944
%V	52.6%	52.6%	49.4%	48.0%	53.0%	46.7%	58.9%	49.7%
%H		93.5%	42.7%	13.2%	63.7%	27.2%	36.5%	85.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1023	946	468	157	634	329	305	936
%H		92.5%	45.7%	15.3%	62.0%	32.2%	29.8%	91.5%
16 - 19	67	56	31	15	31	21	10	63
%V	6.5%	5.9%	6.6%	9.6%	4.9%	6.4%	3.3%	6.7%
%H		83.6%	46.3%	22.4%	46.3%	31.3%	14.9%	94.0%
20 - 24	84	68	24	15	42	20	22	83
%V	8.2%	7.2%	5.1%	9.6%	6.6%	6.1%	7.2%	8.9%
%H		81.0%	28.6%	17.9%	50.0%	23.8%	26.2%	98.8%
25 - 34	153	137	60	21	84	37	47	150
%V	15.0%	14.5%	12.8%	13.4%	13.2%	11.2%	15.4%	16.0%
%H		89.5%	39.2%	13.7%	54.9%	24.2%	30.7%	98.0%
35 - 44	153	142	79	27	86	50	35	147
%V	15.0%	15.0%	16.9%	17.2%	13.6%	15.2%	11.5%	15.7%
%H		92.8%	51.6%	17.6%	56.2%	32.7%	22.9%	96.1%
45 - 54	179	168	85	34	116	66	50	171
%V	17.5%	17.8%	18.2%	21.7%	18.3%	20.1%	16.4%	18.3%
%H		93.9%	47.5%	19.0%	64.8%	36.9%	27.9%	95.5%
55 - 64	143	138	78	16	96	50	46	134
%V	14.0%	14.6%	16.7%	10.2%	15.1%	15.2%	15.1%	14.3%
%H		96.5%	54.5%	11.2%	67.1%	35.0%	32.2%	93.7%
65+	244	235	112	30	178	84	94	189
%V	23.9%	24.8%	23.9%	19.1%	28.1%	25.5%	30.8%	20.2%
%H		96.3%	45.9%	12.3%	73.0%	34.4%	38.5%	77.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1023	946	468	157	634	329	305	936
%H		92.5%	45.7%	15.3%	62.0%	32.2%	29.8%	91.5%
AB	325	303	150	50	206	105	101	319
%V	31.8%	32.0%	32.1%	31.8%	32.5%	31.9%	33.1%	34.1%
%H		93.2%	46.2%	15.4%	63.4%	32.3%	31.1%	98.2%
C1	307	274	140	40	171	89	82	288
%V	30.0%	29.0%	29.9%	25.5%	27.0%	27.1%	26.9%	30.8%
%H		89.3%	45.6%	13.0%	55.7%	29.0%	26.7%	93.8%
C2	213	202	95	48	145	85	59	191
%V	20.8%	21.4%	20.3%	30.6%	22.9%	25.8%	19.3%	20.4%
%H		94.8%	44.6%	22.5%	68.1%	39.9%	27.7%	89.7%
D	123	117	61	14	83	41	41	105
%V	12.0%	12.4%	13.0%	8.9%	13.1%	12.5%	13.4%	11.2%
%H		95.1%	49.6%	11.4%	67.5%	33.3%	33.3%	85.4%
E	54	50	22	4	29	8	21	33
%V	5.3%	5.3%	4.7%	2.5%	4.6%	2.4%	6.9%	3.5%
%H		92.6%	40.7%	7.4%	53.7%	14.8%	38.9%	61.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1023	946	468	157	634	329	305	936
%H		92.5%	45.7%	15.3%	62.0%	32.2%	29.8%	91.5%
Working full time	592	557	287	102	362	202	161	579
%V	57.9%	58.9%	61.3%	65.0%	57.1%	61.4%	52.8%	61.9%
%H		94.1%	48.5%	17.2%	61.1%	34.1%	27.2%	97.8%
Working part time	59	52	27	8	35	20	15	53
%V	5.8%	5.5%	5.8%	5.1%	5.5%	6.1%	4.9%	5.7%
%H		88.1%	45.8%	13.6%	59.3%	33.9%	25.4%	89.8%
Not working	372	337	155	46	236	107	129	304
%V	36.4%	35.6%	33.1%	29.3%	37.2%	32.5%	42.3%	32.5%
%H		90.6%	41.7%	12.4%	63.4%	28.8%	34.7%	81.7%
Housewife/Houseperson	216	185	81	24	124	49	75	168
%V	21.1%	19.6%	17.3%	15.3%	19.6%	14.9%	24.6%	17.9%
%H		85.6%	37.5%	11.1%	57.4%	22.7%	34.7%	77.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1087	1029	491	147	702	318	383	962
%H		94.7%	45.2%	13.5%	64.6%	29.3%	35.2%	88.5%
16 - 19	62	58	27	11	35	17	19	61
%V	5.7%	5.6%	5.5%	7.5%	5.0%	5.3%	5.0%	6.3%
%H		93.5%	43.5%	17.7%	56.5%	27.4%	30.6%	98.4%
20 - 24	77	65	31	7	44	19	25	75
%V	7.1%	6.3%	6.3%	4.8%	6.3%	6.0%	6.5%	7.8%
%H		84.4%	40.3%	9.1%	57.1%	24.7%	32.5%	97.4%
25 - 34	158	146	77	17	89	41	48	152
%V	14.5%	14.2%	15.7%	11.6%	12.7%	12.9%	12.5%	15.8%
%H		92.4%	48.7%	10.8%	56.3%	25.9%	30.4%	96.2%
35 - 44	159	146	77	30	94	55	39	156
%V	14.6%	14.2%	15.7%	20.4%	13.4%	17.3%	10.2%	16.2%
%H		91.8%	48.4%	18.9%	59.1%	34.6%	24.5%	98.1%
45 - 54	179	173	83	29	118	59	59	170
%V	16.5%	16.8%	16.9%	19.7%	16.8%	18.6%	15.4%	17.7%
%H		96.6%	46.4%	16.2%	65.9%	33.0%	33.0%	95.0%
55 - 64	148	144	75	21	90	42	48	140
%V	13.6%	14.0%	15.3%	14.3%	12.8%	13.2%	12.5%	14.6%
%H		97.3%	50.7%	14.2%	60.8%	28.4%	32.4%	94.6%
65+	303	297	121	33	231	85	146	206
%V	27.9%	28.9%	24.6%	22.4%	32.9%	26.7%	38.1%	21.4%
%H		98.0%	39.9%	10.9%	76.2%	28.1%	48.2%	68.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1087	1029	491	147	702	318	383	962
%H		94.7%	45.2%	13.5%	64.6%	29.3%	35.2%	88.5%
AB	312	295	145	43	205	101	105	302
%V	28.7%	28.7%	29.5%	29.3%	29.2%	31.8%	27.4%	31.4%
%H		94.6%	46.5%	13.8%	65.7%	32.4%	33.7%	96.8%
C1	354	328	151	43	216	90	127	317
%V	32.6%	31.9%	30.8%	29.3%	30.8%	28.3%	33.2%	33.0%
%H		92.7%	42.7%	12.1%	61.0%	25.4%	35.9%	89.5%
C2	195	188	103	38	127	80	47	180
%V	17.9%	18.3%	21.0%	25.9%	18.1%	25.2%	12.3%	18.7%
%H		96.4%	52.8%	19.5%	65.1%	41.0%	24.1%	92.3%
D	140	137	62	12	100	36	63	114
%V	12.9%	13.3%	12.6%	8.2%	14.2%	11.3%	16.4%	11.9%
%H		97.9%	44.3%	8.6%	71.4%	25.7%	45.0%	81.4%
E	86	82	30	10	54	11	42	50
%V	7.9%	8.0%	6.1%	6.8%	7.7%	3.5%	11.0%	5.2%
%H		95.3%	34.9%	11.6%	62.8%	12.8%	48.8%	58.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1087	1029	491	147	702	318	383	962
%H		94.7%	45.2%	13.5%	64.6%	29.3%	35.2%	88.5%
Working full time	336	317	166	49	198	103	95	328
%V	30.9%	30.8%	33.8%	33.3%	28.2%	32.4%	24.8%	34.1%
%H		94.3%	49.4%	14.6%	58.9%	30.7%	28.3%	97.6%
Working part time	193	187	89	27	132	63	69	187
%V	17.8%	18.2%	18.1%	18.4%	18.8%	19.8%	18.0%	19.4%
%H		96.9%	46.1%	14.0%	68.4%	32.6%	35.8%	96.9%
Not working	557	525	236	70	371	152	219	447
%V	51.2%	51.0%	48.1%	47.6%	52.8%	47.8%	57.2%	46.5%
%H		94.3%	42.4%	12.6%	66.6%	27.3%	39.3%	80.3%
Housewife/Houseperson	894	853	393	122	583	253	330	777
%V	82.2%	82.9%	80.0%	83.0%	83.0%	79.6%	86.2%	80.8%
%H		95.4%	44.0%	13.6%	65.2%	28.3%	36.9%	86.9%

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	3631	3473	1337	687	2698	1250	1448	2941
%H (All HH)		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%
%H (TV HH)			38.5%	19.8%	77.7%	36.0%	41.7%	
AB	865	836	372	144	646	326	320	816
%V	23.8%	24.1%	27.8%	21.0%	23.9%	26.1%	22.1%	27.7%
%H (All HH)		96.6%	43.0%	16.6%	74.7%	37.7%	37.0%	94.3%
%H (TV HH)			44.5%	17.2%	77.3%	39.0%	38.3%	
C1	914	868	337	185	671	322	349	797
%V	25.2%	25.0%	25.2%	26.9%	24.9%	25.8%	24.1%	27.1%
%H (All HH)		95.0%	36.9%	20.2%	73.4%	35.2%	38.2%	87.2%
%H (TV HH)			38.8%	21.3%	77.3%	37.1%	40.2%	
C2	767	743	277	172	579	286	294	629
%V	21.1%	21.4%	20.7%	25.0%	21.5%	22.9%	20.3%	21.4%
%H (All HH)		96.9%	36.1%	22.4%	75.5%	37.3%	38.3%	82.0%
%H (TV HH)			37.3%	23.1%	77.9%	38.5%	39.6%	
D	686	653	252	134	492	228	264	504
%V	18.9%	18.8%	18.8%	19.5%	18.2%	18.2%	18.2%	17.1%
%H (All HH)		95.2%	36.7%	19.5%	71.7%	33.2%	38.5%	73.5%
%H (TV HH)			38.6%	20.5%	75.3%	34.9%	40.4%	
E	399	373	99	52	309	89	220	195
%V	11.0%	10.7%	7.4%	7.6%	11.5%	7.1%	15.2%	6.6%
%H (All HH)		93.5%	24.8%	13.0%	77.4%	22.3%	55.1%	48.9%
%H (TV HH)			26.5%	13.9%	82.8%	23.9%	59.0%	

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

April 2015 - March 2016

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	3631	3473	1337	687	2698	1250	1448	2941
%H (All HH)		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%
%H (TV HH)			38.5%	19.8%	77.7%	36.0%	41.7%	
Under 25	179	154	53	25	117	49	68	168
%V	4.9%	4.4%	4.0%	3.6%	4.3%	3.9%	4.7%	5.7%
%H (All HH)		86.0%	29.6%	14.0%	65.4%	27.4%	38.0%	93.9%
%H (TV HH)			34.4%	16.2%	76.0%	31.8%	44.2%	
25 - 34	560	512	231	105	352	182	170	524
%V	15.4%	14.7%	17.3%	15.3%	13.0%	14.6%	11.7%	17.8%
%H (All HH)		91.4%	41.3%	18.8%	62.9%	32.5%	30.4%	93.6%
%H (TV HH)			45.1%	20.5%	68.8%	35.5%	33.2%	
35 - 44	595	567	266	125	404	233	171	558
%V	16.4%	16.3%	19.9%	18.2%	15.0%	18.6%	11.8%	19.0%
%H (All HH)		95.3%	44.7%	21.0%	67.9%	39.2%	28.7%	93.8%
%H (TV HH)			46.9%	22.0%	71.3%	41.1%	30.2%	
45 - 54	688	673	272	173	516	283	233	641
%V	18.9%	19.4%	20.3%	25.2%	19.1%	22.6%	16.1%	21.8%
%H (All HH)		97.8%	39.5%	25.1%	75.0%	41.1%	33.9%	93.2%
%H (TV HH)			40.4%	25.7%	76.7%	42.1%	34.6%	
55 - 64	595	578	237	116	461	232	228	506
%V	16.4%	16.6%	17.7%	16.9%	17.1%	18.6%	15.7%	17.2%
%H (All HH)		97.1%	39.8%	19.5%	77.5%	39.0%	38.3%	85.0%
%H (TV HH)			41.0%	20.1%	79.8%	40.1%	39.4%	
65 +	1014	988	277	143	848	271	577	544
%V	27.9%	28.4%	20.7%	20.8%	31.4%	21.7%	39.8%	18.5%
%H (All HH)		97.4%	27.3%	14.1%	83.6%	26.7%	56.9%	53.6%
%H (TV HH)			28.0%	14.5%	85.8%	27.4%	58.4%	

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

April 2015 - March 2016

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	3631	3473	1337	687	2698	1250	1448	2941
%H (All HH)		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%
%H (TV HH)			38.5%	19.8%	77.7%	36.0%	41.7%	
1	1092	1017	272	124	849	232	616	616
%V	30.1%	29.3%	20.3%	18.0%	31.5%	18.6%	42.5%	20.9%
%H (All HH)		93.1%	24.9%	11.4%	77.7%	21.2%	56.4%	56.4%
%H (TV HH)			26.7%	12.2%	83.5%	22.8%	60.6%	
2	1239	1201	465	253	938	455	483	1074
%V	34.1%	34.6%	34.8%	36.8%	34.8%	36.4%	33.4%	36.5%
%H (All HH)		96.9%	37.5%	20.4%	75.7%	36.7%	39.0%	86.7%
%H (TV HH)			38.7%	21.1%	78.1%	37.9%	40.2%	
3	547	529	240	137	391	237	154	522
%V	15.1%	15.2%	18.0%	19.9%	14.5%	19.0%	10.6%	17.7%
%H (All HH)		96.7%	43.9%	25.0%	71.5%	43.3%	28.2%	95.4%
%H (TV HH)			45.4%	25.9%	73.9%	44.8%	29.1%	
4	484	469	227	108	342	208	134	470
%V	13.3%	13.5%	17.0%	15.7%	12.7%	16.6%	9.3%	16.0%
%H (All HH)		96.9%	46.9%	22.3%	70.7%	43.0%	27.7%	97.1%
%H (TV HH)			48.4%	23.0%	72.9%	44.3%	28.6%	
5+	268	258	133	66	178	117	61	259
%V	7.4%	7.4%	9.9%	9.6%	6.6%	9.4%	4.2%	8.8%
%H (All HH)		96.3%	49.6%	24.6%	66.4%	43.7%	22.8%	96.6%
%H (TV HH)			51.6%	25.6%	69.0%	45.3%	23.6%	
Average HH size	2.37	2.38	2.66	2.67	2.31	2.66	2.01	2.59

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

April 2015 - March 2016

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	3631	3473	1337	687	2698	1250	1448	2941
%H (All HH)		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%
%H (TV HH)			38.5%	19.8%	77.7%	36.0%	41.7%	
Without	2672	2542	905	466	2035	863	1172	2022
%V	73.6%	73.2%	67.7%	67.8%	75.4%	69.0%	80.9%	68.8%
%H (All HH)		95.1%	33.9%	17.4%	76.2%	32.3%	43.9%	75.7%
%H (TV HH)			35.6%	18.3%	80.1%	33.9%	46.1%	
With	959	931	432	221	662	387	275	919
%V	26.4%	26.8%	32.3%	32.2%	24.5%	31.0%	19.0%	31.2%
%H (All HH)		97.1%	45.0%	23.0%	69.0%	40.4%	28.7%	95.8%
%H (TV HH)			46.4%	23.7%	71.1%	41.6%	29.5%	
0 - 3	366	348	165	77	237	135	102	348
%V	10.1%	10.0%	12.3%	11.2%	8.8%	10.8%	7.0%	11.8%
%H (All HH)		95.1%	45.1%	21.0%	64.8%	36.9%	27.9%	95.1%
%H (TV HH)			47.4%	22.1%	68.1%	38.8%	29.3%	
4 - 9	498	483	239	107	346	208	138	476
%V	13.7%	13.9%	17.9%	15.6%	12.8%	16.6%	9.5%	16.2%
%H (All HH)		97.0%	48.0%	21.5%	69.5%	41.8%	27.7%	95.6%
%H (TV HH)			49.5%	22.2%	71.6%	43.1%	28.6%	
10 - 15	453	444	206	114	319	192	127	438
%V	12.5%	12.8%	15.4%	16.6%	11.8%	15.4%	8.8%	14.9%
%H (All HH)		98.0%	45.5%	25.2%	70.4%	42.4%	28.0%	96.7%
%H (TV HH)			46.4%	25.7%	71.8%	43.2%	28.6%	

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

April 2015 - March 2016

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	3631	3473	1337	687	2698	1250	1448	2941
%H (All HH)		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%
%H (TV HH)			38.5%	19.8%	77.7%	36.0%	41.7%	
1	1414	1414	444	227	1006	292	714	1006
%V	38.9%	40.7%	33.2%	33.0%	37.3%	23.4%	49.3%	34.2%
%H (All HH)		100.0%	31.4%	16.1%	71.1%	20.7%	50.5%	71.1%
%H (TV HH)			31.4%	16.1%	71.1%	20.7%	50.5%	
2	1179	1179	462	241	938	451	488	992
%V	32.5%	33.9%	34.6%	35.1%	34.8%	36.1%	33.7%	33.7%
%H (All HH)		100.0%	39.2%	20.4%	79.6%	38.3%	41.4%	84.1%
%H (TV HH)			39.2%	20.4%	79.6%	38.3%	41.4%	
3	523	523	248	121	442	280	162	485
%V	14.4%	15.1%	18.5%	17.6%	16.4%	22.4%	11.2%	16.5%
%H (All HH)		100.0%	47.4%	23.1%	84.5%	53.5%	31.0%	92.7%
%H (TV HH)			47.4%	23.1%	84.5%	53.5%	31.0%	
4	234	234	117	64	204	147	57	227
%V	6.4%	6.7%	8.8%	9.3%	7.6%	11.8%	3.9%	7.7%
%H (All HH)		100.0%	50.0%	27.4%	87.2%	62.8%	24.4%	97.0%
%H (TV HH)			50.0%	27.4%	87.2%	62.8%	24.4%	
5+	123	123	66	35	107	80	27	120
%V	3.4%	3.5%	4.9%	5.1%	4.0%	6.4%	1.9%	4.1%
%H (All HH)		100.0%	53.7%	28.5%	87.0%	65.0%	22.0%	97.6%
%H (TV HH)			53.7%	28.5%	87.0%	65.0%	22.0%	

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

April 2015 - March 2016

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	3631	3473	1337	687	2698	1250	1448	2941
%H (All HH)		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%
%H (TV HH)			38.5%	19.8%	77.7%	36.0%	41.7%	
Under 20"	621	621	229	131	541	274	267	521
%V	17.1%	17.9%	17.1%	19.1%	20.1%	21.9%	18.4%	17.7%
%H (All HH)		100.0%	36.9%	21.1%	87.1%	44.1%	43.0%	83.9%
%H (TV HH)			36.9%	21.1%	87.1%	44.1%	43.0%	
20" - 29"	1179	1179	432	221	999	465	534	952
%V	32.5%	33.9%	32.3%	32.2%	37.0%	37.2%	36.9%	32.4%
%H (All HH)		100.0%	36.6%	18.7%	84.7%	39.4%	45.3%	80.7%
%H (TV HH)			36.6%	18.7%	84.7%	39.4%	45.3%	
30" - 39"	1825	1825	706	366	1455	697	758	1503
%V	50.3%	52.5%	52.8%	53.3%	53.9%	55.8%	52.3%	51.1%
%H (All HH)		100.0%	38.7%	20.1%	79.7%	38.2%	41.5%	82.4%
%H (TV HH)			38.7%	20.1%	79.7%	38.2%	41.5%	
40" and over	1822	1822	867	429	1351	816	535	1652
%V	50.2%	52.5%	64.8%	62.4%	50.1%	65.3%	36.9%	56.2%
%H (All HH)		100.0%	47.6%	23.5%	74.1%	44.8%	29.4%	90.7%
%H (TV HH)			47.6%	23.5%	74.1%	44.8%	29.4%	

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

April 2015 - March 2016

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	3631	3473	1337	687	2698	1250	1448	2941
%V (All HH)		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%
%H (TV HH)			38.5%	19.8%	77.7%	36.0%	41.7%	
Main living room	3434	3434	1329	680	2673	1244	1428	2800
%V	94.6%	98.9%	99.4%	99.0%	99.1%	99.5%	98.6%	95.2%
%H (All HH)		100.0%	38.7%	19.8%	77.8%	36.2%	41.6%	81.5%
%H (TV HH)			38.7%	19.8%	77.8%	36.2%	41.6%	
Kitchen	421	421	183	77	372	204	168	368
%V	11.6%	12.1%	13.7%	11.2%	13.8%	16.3%	11.6%	12.5%
%H (All HH)		100.0%	43.5%	18.3%	88.4%	48.5%	39.9%	87.4%
%H (TV HH)			43.5%	18.3%	88.4%	48.5%	39.9%	
Adult's bedroom	1533	1533	662	356	1278	747	531	1367
%V	42.2%	44.1%	49.5%	51.8%	47.4%	59.8%	36.7%	46.5%
%H (All HH)		100.0%	43.2%	23.2%	83.4%	48.7%	34.6%	89.2%
%H (TV HH)			43.2%	23.2%	83.4%	48.7%	34.6%	
Child's bedroom	343	343	172	90	270	184	86	337
%V	9.4%	9.9%	12.9%	13.1%	10.0%	14.7%	5.9%	11.5%
%H (All HH)		100.0%	50.1%	26.2%	78.7%	53.6%	25.1%	98.3%
%H (TV HH)			50.1%	26.2%	78.7%	53.6%	25.1%	
Other bedroom	198	198	94	49	170	111	60	188
%V	5.5%	5.7%	7.0%	7.1%	6.3%	8.9%	4.1%	6.4%
%H (All HH)		100.0%	47.5%	24.7%	85.9%	56.1%	30.3%	94.9%
%H (TV HH)			47.5%	24.7%	85.9%	56.1%	30.3%	
Second living/dining room	344	344	159	78	286	171	115	296
%V	9.5%	9.9%	11.9%	11.4%	10.6%	13.7%	7.9%	10.1%
%H (All HH)		100.0%	46.2%	22.7%	83.1%	49.7%	33.4%	86.0%
%H (TV HH)			46.2%	22.7%	83.1%	49.7%	33.4%	
Study/office	51	51	26	10	42	26	16	48
%V	1.4%	1.5%	1.9%	1.5%	1.6%	2.1%	1.1%	1.6%
%H (All HH)		100.0%	51.0%	19.6%	82.4%	51.0%	31.4%	94.1%
%H (TV HH)			51.0%	19.6%	82.4%	51.0%	31.4%	
TV room	25	25	15	5	17	11	6	24
%V	0.7%	0.7%	1.1%	0.7%	0.6%	0.9%	0.4%	0.8%
%H (All HH)		100.0%	60.0%	20.0%	68.0%	44.0%	24.0%	96.0%
%H (TV HH)			60.0%	20.0%	68.0%	44.0%	24.0%	
Conservatory	82	82	41	22	66	45	21	78
%V	2.3%	2.4%	3.1%	3.2%	2.4%	3.6%	1.5%	2.7%
%H (All HH)		100.0%	50.0%	26.8%	80.5%	54.9%	25.6%	95.1%
%H (TV HH)			50.0%	26.8%	80.5%	54.9%	25.6%	
Attic or loft room	9	9	4	3	7	5	2	9
%V	0.2%	0.3%	0.3%	0.4%	0.3%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	44.4%	33.3%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			44.4%	33.3%	77.8%	55.6%	22.2%	
No specific location	5	5	2	2	4	3	1	5
%V	0.1%	0.1%	0.1%	0.3%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	40.0%	40.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			40.0%	40.0%	80.0%	60.0%	20.0%	
Other	26	26	11	6	22	13	9	26
%V	0.7%	0.7%	0.8%	0.9%	0.8%	1.0%	0.6%	0.9%
%H (All HH)		100.0%	42.3%	23.1%	84.6%	50.0%	34.6%	100.0%
%H (TV HH)			42.3%	23.1%	84.6%	50.0%	34.6%	

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 3.8: 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	3631	3473	1337	687	2698	1250	1448	2941
%V (All HH)		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%
%H (TV HH)			38.5%	19.8%	77.7%	36.0%	41.7%	
Any DSAT provider	1337	1337	1337	38	850	850	0	1219
%V	36.8%	38.5%	100.0%	5.5%	31.5%	68.0%	0.0%	41.4%
%H (All HH)			100.0%	2.8%	63.6%	63.6%	0.0%	91.2%
%H (TV HH)			100.0%	2.8%	63.6%	63.6%	0.0%	
Sky with subscription	1060	1060	1060	13	688	688	0	985
%V	29.2%	30.5%	79.3%	1.9%	25.5%	55.0%	0.0%	33.5%
%H (All HH)			100.0%	1.2%	64.9%	64.9%	0.0%	92.9%
%H (TV HH)			100.0%	1.2%	64.9%	64.9%	0.0%	
Sky without subscription	89	89	89	8	48	48	0	77
%V	2.5%	2.6%	6.7%	1.2%	1.8%	3.8%	0.0%	2.6%
%H (All HH)			100.0%	9.0%	53.9%	53.9%	0.0%	86.5%
%H (TV HH)			100.0%	9.0%	53.9%	53.9%	0.0%	
Freesat	140	140	140	14	92	92	0	123
%V	3.9%	4.0%	10.5%	2.0%	3.4%	7.4%	0.0%	4.2%
%H (All HH)			100.0%	10.0%	65.7%	65.7%	0.0%	87.9%
%H (TV HH)			100.0%	10.0%	65.7%	65.7%	0.0%	
Other satellite provider	63	63	63	5	35	35	0	55
%V	1.7%	1.8%	4.7%	0.7%	1.3%	2.8%	0.0%	1.9%
%H (All HH)			100.0%	7.9%	55.6%	55.6%	0.0%	87.3%
%H (TV HH)			100.0%	7.9%	55.6%	55.6%	0.0%	
DCAB	687	687	38	687	422	422	0	627
%V	18.9%	19.8%	2.8%	100.0%	15.6%	33.8%	0.0%	21.3%
%H (All HH)			5.5%	100.0%	61.4%	61.4%	0.0%	91.3%
%H (TV HH)			5.5%	100.0%	61.4%	61.4%	0.0%	
DTT	2698	2698	850	422	2698	1250	1448	2136
%V	74.3%	77.7%	63.6%	61.4%	100.0%	100.0%	100.0%	72.6%
%H (All HH)		100.0%	31.5%	15.6%	100.0%	46.3%	53.7%	79.2%
%H (TV HH)			31.5%	15.6%	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	3631	3473	1337	687	2698	1250	1448	2941
%H (All HH)		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%
%H (TV HH)			38.5%	19.8%	77.7%	36.0%	41.7%	
PVR	2106	2106	1121	589	1525	1092	433	1934
%V	58.0%	60.6%	83.8%	85.7%	56.5%	87.4%	29.9%	65.8%
%H (All HH)		100.0%	53.2%	28.0%	72.4%	51.9%	20.6%	91.8%
%H (TV HH)			53.2%	28.0%	72.4%	51.9%	20.6%	
DVDR	99	99	33	20	85	37	48	86
%V	2.7%	2.9%	2.5%	2.9%	3.2%	3.0%	3.3%	2.9%
%H (All HH)		100.0%	33.3%	20.2%	85.9%	37.4%	48.5%	86.9%
%H (TV HH)			33.3%	20.2%	85.9%	37.4%	48.5%	
VCR	62	62	15	6	56	15	41	37
%V	1.7%	1.8%	1.1%	0.9%	2.1%	1.2%	2.8%	1.3%
%H (All HH)		100.0%	24.2%	9.7%	90.3%	24.2%	66.1%	59.7%
%H (TV HH)			24.2%	9.7%	90.3%	24.2%	66.1%	
Any recorder	2172	2172	1130	591	1586	1098	488	1971
%V	59.8%	62.5%	84.5%	86.0%	58.8%	87.8%	33.7%	67.0%
%H (All HH)		100.0%	52.0%	27.2%	73.0%	50.6%	22.5%	90.7%
%H (TV HH)			52.0%	27.2%	73.0%	50.6%	22.5%	
Receives HDTV (via STB or built-in reception)	2192	2192	988	543	1686	993	693	1988
%V	60.4%	63.1%	73.9%	79.0%	62.5%	79.4%	47.9%	67.6%
%H (All HH)		100.0%	45.1%	24.8%	76.9%	45.3%	31.6%	90.7%
%H (TV HH)			45.1%	24.8%	76.9%	45.3%	31.6%	
DVD/Blu-ray player or recorder	2485	2485	1001	514	1948	965	983	2132
%V	68.4%	71.6%	74.9%	74.8%	72.2%	77.2%	67.9%	72.5%
%H (All HH)		100.0%	40.3%	20.7%	78.4%	38.8%	39.6%	85.8%
%H (TV HH)			40.3%	20.7%	78.4%	38.8%	39.6%	

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 3.10: 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	3631	3473	1337	687	2698	1250	1448	2941
%H (All HH)		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%
%H (TV HH)			38.5%	19.8%	77.7%	36.0%	41.7%	
Has broadband internet	2941	2830	1219	627	2136	1153	983	2941
%V	81.0%	81.5%	91.2%	91.3%	79.2%	92.2%	67.9%	100.0%
%H (All HH)		96.2%	41.4%	21.3%	72.6%	39.2%	33.4%	100.0%
%H (TV HH)			43.1%	22.2%	75.5%	40.7%	34.7%	
Number of computers (PCs and laptops)								
0	772	724	150	80	624	132	492	138
%V	21.3%	20.8%	11.2%	11.6%	23.1%	10.6%	34.0%	4.7%
%H (All HH)		93.8%	19.4%	10.4%	80.8%	17.1%	63.7%	17.9%
%H (TV HH)			20.7%	11.0%	86.2%	18.2%	68.0%	
1	1001	945	350	184	715	311	404	957
%V	27.6%	27.2%	26.2%	26.8%	26.5%	24.9%	27.9%	32.5%
%H (All HH)		94.4%	35.0%	18.4%	71.4%	31.1%	40.4%	95.6%
%H (TV HH)			37.0%	19.5%	75.7%	32.9%	42.8%	
2	787	765	343	158	581	320	262	777
%V	21.7%	22.0%	25.7%	23.0%	21.5%	25.6%	18.1%	26.4%
%H (All HH)		97.2%	43.6%	20.1%	73.8%	40.7%	33.3%	98.7%
%H (TV HH)			44.8%	20.7%	75.9%	41.8%	34.2%	
3	463	449	213	110	334	203	131	462
%V	12.8%	12.9%	15.9%	16.0%	12.4%	16.2%	9.0%	15.7%
%H (All HH)		97.0%	46.0%	23.8%	72.1%	43.8%	28.3%	99.8%
%H (TV HH)			47.4%	24.5%	74.4%	45.2%	29.2%	
4	299	290	137	76	217	137	80	299
%V	8.2%	8.4%	10.2%	11.1%	8.0%	11.0%	5.5%	10.2%
%H (All HH)		97.0%	45.8%	25.4%	72.6%	45.8%	26.8%	100.0%
%H (TV HH)			47.2%	26.2%	74.8%	47.2%	27.6%	
5+	308	300	143	78	227	148	79	308
%V	8.5%	8.6%	10.7%	11.4%	8.4%	11.8%	5.5%	10.5%
%H (All HH)		97.4%	46.4%	25.3%	73.7%	48.1%	25.6%	100.0%
%H (TV HH)			47.7%	26.0%	75.7%	49.3%	26.3%	

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

April 2015 - March 2016

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	6939	2939	1509	5607	3058	2549	6001
%H		42.4%	21.7%	80.8%	44.1%	36.7%	86.5%
Under 20"	767	291	164	672	352	320	656
%V	11.1%	9.9%	10.9%	12.0%	11.5%	12.6%	10.9%
%H		37.9%	21.4%	87.6%	45.9%	41.7%	85.5%
20" - 29"	1537	580	308	1314	649	665	1278
%V	22.2%	19.7%	20.4%	23.4%	21.2%	26.1%	21.3%
%H		37.7%	20.0%	85.5%	42.2%	43.3%	83.1%
30" - 39"	2229	912	463	1800	932	868	1886
%V	32.1%	31.0%	30.7%	32.1%	30.5%	34.1%	31.4%
%H		40.9%	20.8%	80.8%	41.8%	38.9%	84.6%
40" and over	2229	1083	546	1667	1046	621	2048
%V	32.1%	36.8%	36.2%	29.7%	34.2%	24.4%	34.1%
%H		48.6%	24.5%	74.8%	46.9%	27.9%	91.9%
Don't know	177	73	28	154	79	75	134
%V	2.6%	2.5%	1.9%	2.7%	2.6%	2.9%	2.2%
%H		41.2%	15.8%	87.0%	44.6%	42.4%	75.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	6939	2939	1509	5607	3058	2549	6001
%H		42.4%	21.7%	80.8%	44.1%	36.7%	86.5%
Main living room	3452	1338	683	2689	1254	1435	2817
%V	49.7%	45.5%	45.3%	48.0%	41.0%	56.3%	46.9%
%H		38.8%	19.8%	77.9%	36.3%	41.6%	81.6%
Kitchen	422	183	77	373	205	168	369
%V	6.1%	6.2%	5.1%	6.7%	6.7%	6.6%	6.1%
%H		43.4%	18.2%	88.4%	48.6%	39.8%	87.4%
Adult's bedroom	1819	803	444	1526	929	596	1643
%V	26.2%	27.3%	29.4%	27.2%	30.4%	23.4%	27.4%
%H		44.1%	24.4%	83.9%	51.1%	32.8%	90.3%
Child's bedroom	458	236	119	362	251	111	451
%V	6.6%	8.0%	7.9%	6.5%	8.2%	4.4%	7.5%
%H		51.5%	26.0%	79.0%	54.8%	24.2%	98.5%
Other bedroom	240	118	59	207	139	68	229
%V	3.5%	4.0%	3.9%	3.7%	4.5%	2.7%	3.8%
%H		49.2%	24.6%	86.3%	57.9%	28.3%	95.4%
Second living/dining room	348	162	79	290	174	116	300
%V	5.0%	5.5%	5.2%	5.2%	5.7%	4.6%	5.0%
%H		46.6%	22.7%	83.3%	50.0%	33.3%	86.2%
Study/office	52	26	10	44	27	16	50
%V	0.7%	0.9%	0.7%	0.8%	0.9%	0.6%	0.8%
%H		50.0%	19.2%	84.6%	51.9%	30.8%	96.2%
TV room	25	15	5	17	11	6	24
%V	0.4%	0.5%	0.3%	0.3%	0.4%	0.2%	0.4%
%H		60.0%	20.0%	68.0%	44.0%	24.0%	96.0%
Conservatory	83	41	22	67	46	21	78
%V	1.2%	1.4%	1.5%	1.2%	1.5%	0.8%	1.3%
%H		49.4%	26.5%	80.7%	55.4%	25.3%	94.0%
Attic or loft room	9	4	3	7	5	2	9
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		44.4%	33.3%	77.8%	55.6%	22.2%	100.0%
No specific location	5	2	2	4	3	1	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		40.0%	40.0%	80.0%	60.0%	20.0%	100.0%
Other	27	12	7	22	14	9	27
%V	0.4%	0.4%	0.5%	0.4%	0.5%	0.4%	0.4%
%H		44.4%	25.9%	81.5%	51.9%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	6939	2939	1509	5607	3058	2549	6001
%H		42.4%	21.7%	80.8%	44.1%	36.7%	86.5%
PVR	2715	1521	769	1914	1434	479	2522
%V	39.1%	51.8%	51.0%	34.1%	46.9%	18.8%	42.0%
%H		56.0%	28.3%	70.5%	52.8%	17.6%	92.9%
DVDR	105	36	21	91	40	51	92
%V	1.5%	1.2%	1.4%	1.6%	1.3%	2.0%	1.5%
%H		34.3%	20.0%	86.7%	38.1%	48.6%	87.6%
VCR	69	17	6	62	17	46	39
%V	1.0%	0.6%	0.4%	1.1%	0.6%	1.8%	0.6%
%H		24.6%	8.7%	89.9%	24.6%	66.7%	56.5%
Any recorder	2808	1541	776	1999	1454	545	2579
%V	40.5%	52.4%	51.4%	35.7%	47.5%	21.4%	43.0%
%H		54.9%	27.6%	71.2%	51.8%	19.4%	91.8%

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	6939	2939	1509	5607	3058	2549	6001
%H		42.4%	21.7%	80.8%	44.1%	36.7%	86.5%
Receives HDTV (via STB or built-in reception)	3227	1474	831	2535	1561	974	2983
%V	46.5%	50.2%	55.1%	45.2%	51.0%	38.2%	49.7%
%H		45.7%	25.8%	78.6%	48.4%	30.2%	92.4%
DVD/Blu-ray player or recorder	3604	1542	779	2885	1570	1315	3183
%V	51.9%	52.5%	51.6%	51.5%	51.3%	51.6%	53.0%
%H		42.8%	21.6%	80.0%	43.6%	36.5%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3468	1336	686	2697	1249	1448	2826
%H		38.5%	19.8%	77.8%	36.0%	41.8%	81.5%
Under 20"	33	5	2	29	4	25	22
%V	1.0%	0.4%	0.3%	1.1%	0.3%	1.7%	0.8%
%H		15.2%	6.1%	87.9%	12.1%	75.8%	66.7%
20" - 29"	364	69	48	309	66	243	217
%V	10.5%	5.2%	7.0%	11.5%	5.3%	16.8%	7.7%
%H		19.0%	13.2%	84.9%	18.1%	66.8%	59.6%
30" - 39"	1223	394	204	986	365	621	932
%V	35.3%	29.5%	29.7%	36.6%	29.2%	42.9%	33.0%
%H		32.2%	16.7%	80.6%	29.8%	50.8%	76.2%
40" and over	1771	844	420	1312	794	518	1604
%V	51.1%	63.2%	61.2%	48.6%	63.6%	35.8%	56.8%
%H		47.7%	23.7%	74.1%	44.8%	29.2%	90.6%
Don't know	78	24	11	62	21	41	52
%V	2.2%	1.8%	1.6%	2.3%	1.7%	2.8%	1.8%
%H		30.8%	14.1%	79.5%	26.9%	52.6%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3468	1336	686	2697	1249	1448	2826
%H		38.5%	19.8%	77.8%	36.0%	41.8%	81.5%
PVR	2061	1104	579	1483	1071	412	1891
%V	59.4%	82.6%	84.4%	55.0%	85.7%	28.5%	66.9%
%H		53.6%	28.1%	72.0%	52.0%	20.0%	91.8%
DVDR	80	24	17	70	30	40	69
%V	2.3%	1.8%	2.5%	2.6%	2.4%	2.8%	2.4%
%H		30.0%	21.3%	87.5%	37.5%	50.0%	86.3%
VCR	51	12	4	45	10	35	28
%V	1.5%	0.9%	0.6%	1.7%	0.8%	2.4%	1.0%
%H		23.5%	7.8%	88.2%	19.6%	68.6%	54.9%
Any recorder	2121	1112	581	1539	1077	461	1924
%V	61.2%	83.2%	84.7%	57.1%	86.2%	31.8%	68.1%
%H		52.4%	27.4%	72.6%	50.8%	21.7%	90.7%

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	3468	1336	686	2697	1249	1448	2826
%H		38.5%	19.8%	77.8%	36.0%	41.8%	81.5%
Receives HDTV (via STB or built-in reception)	2128	961	533	1629	963	666	1934
%V	61.4%	71.9%	77.7%	60.4%	77.1%	46.0%	68.4%
%H		45.2%	25.0%	76.6%	45.3%	31.3%	90.9%
DVD/Blu-ray player or recorder	2260	906	457	1759	853	907	1925
%V	65.2%	67.8%	66.6%	65.2%	68.3%	62.6%	68.1%
%H		40.1%	20.2%	77.8%	37.7%	40.1%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3471	1603	823	2910	1808	1101	3176
%H		46.2%	23.7%	83.8%	52.1%	31.7%	91.5%
Under 20"	734	286	162	643	348	295	634
%V	21.1%	17.8%	19.7%	22.1%	19.2%	26.8%	20.0%
%H		39.0%	22.1%	87.6%	47.4%	40.2%	86.4%
20" - 29"	1173	510	260	1005	583	422	1061
%V	33.8%	31.8%	31.6%	34.5%	32.2%	38.3%	33.4%
%H		43.5%	22.2%	85.7%	49.7%	36.0%	90.5%
30" - 39"	1006	518	260	814	567	247	954
%V	29.0%	32.3%	31.6%	28.0%	31.4%	22.4%	30.0%
%H		51.5%	25.8%	80.9%	56.4%	24.6%	94.8%
40" and over	458	239	126	356	252	104	444
%V	13.2%	14.9%	15.3%	12.2%	13.9%	9.4%	14.0%
%H		52.2%	27.5%	77.7%	55.0%	22.7%	96.9%
Don't know	100	49	17	92	58	34	83
%V	2.9%	3.1%	2.1%	3.2%	3.2%	3.1%	2.6%
%H		49.0%	17.0%	92.0%	58.0%	34.0%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3471	1603	823	2910	1808	1101	3176
%H		46.2%	23.7%	83.8%	52.1%	31.7%	91.5%
PVR	654	417	190	431	364	67	631
%V	18.8%	26.0%	23.1%	14.8%	20.1%	6.1%	19.9%
%H		63.8%	29.1%	65.9%	55.7%	10.2%	96.5%
DVDR	26	11	4	20	10	11	23
%V	0.7%	0.7%	0.5%	0.7%	0.6%	1.0%	0.7%
%H		42.3%	15.4%	76.9%	38.5%	42.3%	88.5%
VCR	17	5	2	17	7	10	11
%V	0.5%	0.3%	0.2%	0.6%	0.4%	0.9%	0.3%
%H		29.4%	11.8%	100.0%	41.2%	58.8%	64.7%
Any recorder	686	429	195	460	376	84	655
%V	19.8%	26.8%	23.7%	15.8%	20.8%	7.6%	20.6%
%H		62.5%	28.4%	67.1%	54.8%	12.2%	95.5%

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	3471	1603	823	2910	1808	1101	3176
%H		46.2%	23.7%	83.8%	52.1%	31.7%	91.5%
Receives HDTV (via STB or built-in reception)	1099	513	299	906	598	308	1048
%V	31.7%	32.0%	36.3%	31.1%	33.1%	28.0%	33.0%
%H		46.7%	27.2%	82.4%	54.4%	28.0%	95.4%
DVD/Blu-ray player or recorder	1344	635	321	1126	718	408	1258
%V	38.7%	39.6%	39.0%	38.7%	39.7%	37.1%	39.6%
%H		47.2%	23.9%	83.8%	53.4%	30.4%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	8608	8280	3554	1833	6229	3326	2903	7620
%H		96.2%	41.3%	21.3%	72.4%	38.6%	33.7%	88.5%
Total Children	1702	1646	782	384	1160	683	477	1630
%V	19.8%	19.9%	22.0%	20.9%	18.6%	20.5%	16.4%	21.4%
%H		96.7%	45.9%	22.6%	68.2%	40.1%	28.0%	95.8%
0 - 3	433	411	192	92	277	156	120	410
%V	5.0%	5.0%	5.4%	5.0%	4.4%	4.7%	4.1%	5.4%
%H		94.9%	44.3%	21.2%	64.0%	36.0%	27.7%	94.7%
4 - 15	1269	1235	590	292	883	527	357	1220
%V	14.7%	14.9%	16.6%	15.9%	14.2%	15.8%	12.3%	16.0%
%H		97.3%	46.5%	23.0%	69.6%	41.5%	28.1%	96.1%
4 - 9	671	650	317	143	462	273	189	640
%V	7.8%	7.9%	8.9%	7.8%	7.4%	8.2%	6.5%	8.4%
%H		96.9%	47.2%	21.3%	68.9%	40.7%	28.2%	95.4%
10 - 15	599	585	273	149	422	254	168	580
%V	7.0%	7.1%	7.7%	8.1%	6.8%	7.6%	5.8%	7.6%
%H		97.7%	45.6%	24.9%	70.5%	42.4%	28.0%	96.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	8608	8280	3554	1833	6229	3326	2903	7620
%H		96.2%	41.3%	21.3%	72.4%	38.6%	33.7%	88.5%
Total Adults (16+)	6906	6634	2772	1449	5069	2643	2426	5989
%V	80.2%	80.1%	78.0%	79.1%	81.4%	79.5%	83.6%	78.6%
%H		96.1%	40.1%	21.0%	73.4%	38.3%	35.1%	86.7%
16 - 19	410	397	177	114	304	194	110	398
%V	4.8%	4.8%	5.0%	6.2%	4.9%	5.8%	3.8%	5.2%
%H		96.8%	43.2%	27.8%	74.1%	47.3%	26.8%	97.1%
20 - 24	564	506	214	112	375	211	164	546
%V	6.6%	6.1%	6.0%	6.1%	6.0%	6.3%	5.6%	7.2%
%H		89.7%	37.9%	19.9%	66.5%	37.4%	29.1%	96.8%
25 - 34	1121	1042	496	226	716	402	314	1065
%V	13.0%	12.6%	14.0%	12.3%	11.5%	12.1%	10.8%	14.0%
%H		93.0%	44.2%	20.2%	63.9%	35.9%	28.0%	95.0%
35 - 44	1067	1024	501	227	735	442	293	1008
%V	12.4%	12.4%	14.1%	12.4%	11.8%	13.3%	10.1%	13.2%
%H		96.0%	47.0%	21.3%	68.9%	41.4%	27.5%	94.5%
45 - 54	1200	1179	500	316	891	520	371	1131
%V	13.9%	14.2%	14.1%	17.2%	14.3%	15.6%	12.8%	14.8%
%H		98.3%	41.7%	26.3%	74.3%	43.3%	30.9%	94.3%
55 - 64	992	969	409	207	763	401	362	886
%V	11.5%	11.7%	11.5%	11.3%	12.2%	12.1%	12.5%	11.6%
%H		97.7%	41.2%	20.9%	76.9%	40.4%	36.5%	89.3%
65+	1552	1519	475	246	1284	473	812	956
%V	18.0%	18.3%	13.4%	13.4%	20.6%	14.2%	28.0%	12.5%
%H		97.9%	30.6%	15.9%	82.7%	30.5%	52.3%	61.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	6906	6634	2772	1449	5069	2643	2426	5989
%H		96.1%	40.1%	21.0%	73.4%	38.3%	35.1%	86.7%
AB	1738	1686	785	305	1298	697	601	1670
%V	25.2%	25.4%	28.3%	21.0%	25.6%	26.4%	24.8%	27.9%
%H		97.0%	45.2%	17.5%	74.7%	40.1%	34.6%	96.1%
C1	1748	1657	707	380	1264	682	582	1600
%V	25.3%	25.0%	25.5%	26.2%	24.9%	25.8%	24.0%	26.7%
%H		94.8%	40.4%	21.7%	72.3%	39.0%	33.3%	91.5%
C2	1544	1506	599	391	1154	636	519	1346
%V	22.4%	22.7%	21.6%	27.0%	22.8%	24.1%	21.4%	22.5%
%H		97.5%	38.8%	25.3%	74.7%	41.2%	33.6%	87.2%
D	1312	1251	520	288	922	482	440	1053
%V	19.0%	18.9%	18.8%	19.9%	18.2%	18.2%	18.1%	17.6%
%H		95.4%	39.6%	22.0%	70.3%	36.7%	33.5%	80.3%
E	564	533	160	85	431	146	285	320
%V	8.2%	8.0%	5.8%	5.9%	8.5%	5.5%	11.7%	5.3%
%H		94.5%	28.4%	15.1%	76.4%	25.9%	50.5%	56.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	6906	6634	2772	1449	5069	2643	2426	5989
%H		96.1%	40.1%	21.0%	73.4%	38.3%	35.1%	86.7%
Working full time	3148	3058	1418	727	2252	1334	918	3024
%V	45.6%	46.1%	51.2%	50.2%	44.4%	50.5%	37.8%	50.5%
%H		97.1%	45.0%	23.1%	71.5%	42.4%	29.2%	96.1%
Working part time	708	685	289	159	511	269	242	668
%V	10.3%	10.3%	10.4%	11.0%	10.1%	10.2%	10.0%	11.2%
%H		96.8%	40.8%	22.5%	72.2%	38.0%	34.2%	94.4%
Not working	3049	2892	1065	564	2306	1040	1266	2297
%V	44.2%	43.6%	38.4%	38.9%	45.5%	39.3%	52.2%	38.4%
%H		94.9%	34.9%	18.5%	75.6%	34.1%	41.5%	75.3%
Housewife/Houseperson	3631	3473	1337	687	2698	1250	1448	2941
%V	52.6%	52.4%	48.2%	47.4%	53.2%	47.3%	59.7%	49.1%
%H		95.6%	36.8%	18.9%	74.3%	34.4%	39.9%	81.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	3387	3232	1367	737	2450	1313	1137	2972
%H		95.4%	40.4%	21.8%	72.3%	38.8%	33.6%	87.7%
16 - 19	224	218	92	67	168	107	61	219
%V	6.6%	6.7%	6.7%	9.1%	6.9%	8.1%	5.4%	7.4%
%H		97.3%	41.1%	29.9%	75.0%	47.8%	27.2%	97.8%
20 - 24	278	246	103	63	176	104	72	271
%V	8.2%	7.6%	7.5%	8.5%	7.2%	7.9%	6.3%	9.1%
%H		88.5%	37.1%	22.7%	63.3%	37.4%	25.9%	97.5%
25 - 34	558	512	243	115	354	201	153	530
%V	16.5%	15.8%	17.8%	15.6%	14.4%	15.3%	13.5%	17.8%
%H		91.8%	43.5%	20.6%	63.4%	36.0%	27.4%	95.0%
35 - 44	528	501	247	107	362	216	147	491
%V	15.6%	15.5%	18.1%	14.5%	14.8%	16.5%	12.9%	16.5%
%H		94.9%	46.8%	20.3%	68.6%	40.9%	27.8%	93.0%
45 - 54	591	578	249	154	430	250	180	549
%V	17.4%	17.9%	18.2%	20.9%	17.6%	19.0%	15.8%	18.5%
%H		97.8%	42.1%	26.1%	72.8%	42.3%	30.5%	92.9%
55 - 64	495	478	188	105	379	189	190	435
%V	14.6%	14.8%	13.8%	14.2%	15.5%	14.4%	16.7%	14.6%
%H		96.6%	38.0%	21.2%	76.6%	38.2%	38.4%	87.9%
65+	714	700	246	127	581	246	335	477
%V	21.1%	21.7%	18.0%	17.2%	23.7%	18.7%	29.5%	16.0%
%H		98.0%	34.5%	17.8%	81.4%	34.5%	46.9%	66.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)		3387	3232	1367	737	2450	1313	1137	2972
	%H		95.4%	40.4%	21.8%	72.3%	38.8%	33.6%	87.7%
AB		886	854	399	158	655	355	300	854
	%V	26.2%	26.4%	29.2%	21.4%	26.7%	27.0%	26.4%	28.7%
	%H		96.4%	45.0%	17.8%	73.9%	40.1%	33.9%	96.4%
C1		791	743	333	183	555	320	235	741
	%V	23.4%	23.0%	24.4%	24.8%	22.7%	24.4%	20.7%	24.9%
	%H		93.9%	42.1%	23.1%	70.2%	40.5%	29.7%	93.7%
C2		831	807	323	211	616	341	276	715
	%V	24.5%	25.0%	23.6%	28.6%	25.1%	26.0%	24.3%	24.1%
	%H		97.1%	38.9%	25.4%	74.1%	41.0%	33.2%	86.0%
D		650	612	254	149	450	244	207	532
	%V	19.2%	18.9%	18.6%	20.2%	18.4%	18.6%	18.2%	17.9%
	%H		94.2%	39.1%	22.9%	69.2%	37.5%	31.8%	81.8%
E		230	215	58	35	173	53	120	130
	%V	6.8%	6.7%	4.2%	4.7%	7.1%	4.0%	10.6%	4.4%
	%H		93.5%	25.2%	15.2%	75.2%	23.0%	52.2%	56.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	3387	3232	1367	737	2450	1313	1137	2972
%H		95.4%	40.4%	21.8%	72.3%	38.8%	33.6%	87.7%
Working full time	1958	1894	884	450	1391	826	565	1877
%V	57.8%	58.6%	64.7%	61.1%	56.8%	62.9%	49.7%	63.2%
%H		96.7%	45.1%	23.0%	71.0%	42.2%	28.9%	95.9%
Working part time	156	141	56	33	98	43	54	138
%V	4.6%	4.4%	4.1%	4.5%	4.0%	3.3%	4.7%	4.6%
%H		90.4%	35.9%	21.2%	62.8%	27.6%	34.6%	88.5%
Not working	1274	1197	428	253	960	443	517	956
%V	37.6%	37.0%	31.3%	34.3%	39.2%	33.7%	45.5%	32.2%
%H		94.0%	33.6%	19.9%	75.4%	34.8%	40.6%	75.0%
Housewife/Houseperson	775	710	233	136	552	213	338	543
%V	22.9%	22.0%	17.0%	18.5%	22.5%	16.2%	29.7%	18.3%
%H		91.6%	30.1%	17.5%	71.2%	27.5%	43.6%	70.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	3519	3403	1405	712	2619	1330	1289	3018
%H		96.7%	39.9%	20.2%	74.4%	37.8%	36.6%	85.8%
16 - 19	186	180	84	47	136	87	50	179
%V	5.3%	5.3%	6.0%	6.6%	5.2%	6.5%	3.9%	5.9%
%H		96.8%	45.2%	25.3%	73.1%	46.8%	26.9%	96.2%
20 - 24	286	260	111	49	199	107	91	275
%V	8.1%	7.6%	7.9%	6.9%	7.6%	8.0%	7.1%	9.1%
%H		90.9%	38.8%	17.1%	69.6%	37.4%	31.8%	96.2%
25 - 34	564	530	253	112	363	201	162	535
%V	16.0%	15.6%	18.0%	15.7%	13.9%	15.1%	12.6%	17.7%
%H		94.0%	44.9%	19.9%	64.4%	35.6%	28.7%	94.9%
35 - 44	539	523	254	120	372	226	146	516
%V	15.3%	15.4%	18.1%	16.9%	14.2%	17.0%	11.3%	17.1%
%H		97.0%	47.1%	22.3%	69.0%	41.9%	27.1%	95.7%
45 - 54	609	601	252	162	461	270	192	582
%V	17.3%	17.7%	17.9%	22.8%	17.6%	20.3%	14.9%	19.3%
%H		98.7%	41.4%	26.6%	75.7%	44.3%	31.5%	95.6%
55 - 64	498	490	221	103	384	213	172	451
%V	14.2%	14.4%	15.7%	14.5%	14.7%	16.0%	13.3%	14.9%
%H		98.4%	44.4%	20.7%	77.1%	42.8%	34.5%	90.6%
65+	837	819	230	119	703	226	476	480
%V	23.8%	24.1%	16.4%	16.7%	26.8%	17.0%	36.9%	15.9%
%H		97.8%	27.5%	14.2%	84.0%	27.0%	56.9%	57.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	3519	3403	1405	712	2619	1330	1289	3018
%H		96.7%	39.9%	20.2%	74.4%	37.8%	36.6%	85.8%
AB	851	832	386	147	643	342	301	817
%V	24.2%	24.4%	27.5%	20.6%	24.6%	25.7%	23.4%	27.1%
%H		97.8%	45.4%	17.3%	75.6%	40.2%	35.4%	96.0%
C1	957	914	374	197	709	362	347	859
%V	27.2%	26.9%	26.6%	27.7%	27.1%	27.2%	26.9%	28.5%
%H		95.5%	39.1%	20.6%	74.1%	37.8%	36.3%	89.8%
C2	713	699	277	180	538	295	243	631
%V	20.3%	20.5%	19.7%	25.3%	20.5%	22.2%	18.9%	20.9%
%H		98.0%	38.8%	25.2%	75.5%	41.4%	34.1%	88.5%
D	663	639	266	139	471	238	233	521
%V	18.8%	18.8%	18.9%	19.5%	18.0%	17.9%	18.1%	17.3%
%H		96.4%	40.1%	21.0%	71.0%	35.9%	35.1%	78.6%
E	335	318	102	50	258	93	165	190
%V	9.5%	9.3%	7.3%	7.0%	9.9%	7.0%	12.8%	6.3%
%H		94.9%	30.4%	14.9%	77.0%	27.8%	49.3%	56.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	3519	3403	1405	712	2619	1330	1289	3018
%H		96.7%	39.9%	20.2%	74.4%	37.8%	36.6%	85.8%
Working full time	1191	1164	535	276	860	508	353	1147
%V	33.8%	34.2%	38.1%	38.8%	32.8%	38.2%	27.4%	38.0%
%H		97.7%	44.9%	23.2%	72.2%	42.7%	29.6%	96.3%
Working part time	553	544	233	125	413	225	187	529
%V	15.7%	16.0%	16.6%	17.6%	15.8%	16.9%	14.5%	17.5%
%H		98.4%	42.1%	22.6%	74.7%	40.7%	33.8%	95.7%
Not working	1775	1694	637	311	1346	597	749	1341
%V	50.4%	49.8%	45.3%	43.7%	51.4%	44.9%	58.1%	44.4%
%H		95.4%	35.9%	17.5%	75.8%	33.6%	42.2%	75.5%
Housewife/Houseperson	2856	2763	1104	551	2146	1037	1109	2398
%V	81.2%	81.2%	78.6%	77.4%	81.9%	78.0%	86.0%	79.5%
%H		96.7%	38.7%	19.3%	75.1%	36.3%	38.8%	84.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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April 2015 - March 2016

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	1955	1877	894	238	1386	652	734	1682
%H (All HH)		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%
%H (TV HH)			47.6%	12.7%	73.8%	34.7%	39.1%	
AB	550	534	266	73	395	201	194	531
%V	28.1%	28.4%	29.8%	30.7%	28.5%	30.8%	26.4%	31.6%
%H (All HH)		97.1%	48.4%	13.3%	71.8%	36.5%	35.3%	96.5%
%H (TV HH)			49.8%	13.7%	74.0%	37.6%	36.3%	
C1	547	524	237	65	399	182	218	491
%V	28.0%	27.9%	26.5%	27.3%	28.8%	27.9%	29.7%	29.2%
%H (All HH)		95.8%	43.3%	11.9%	72.9%	33.3%	39.9%	89.8%
%H (TV HH)			45.2%	12.4%	76.1%	34.7%	41.6%	
C2	438	427	224	56	310	160	150	372
%V	22.4%	22.7%	25.1%	23.5%	22.4%	24.5%	20.4%	22.1%
%H (All HH)		97.5%	51.1%	12.8%	70.8%	36.5%	34.2%	84.9%
%H (TV HH)			52.5%	13.1%	72.6%	37.5%	35.1%	
D	262	240	114	31	164	76	89	206
%V	13.4%	12.8%	12.8%	13.0%	11.8%	11.7%	12.1%	12.2%
%H (All HH)		91.6%	43.5%	11.8%	62.6%	29.0%	34.0%	78.6%
%H (TV HH)			47.5%	12.9%	68.3%	31.7%	37.1%	
E	159	152	53	13	118	34	84	82
%V	8.1%	8.1%	5.9%	5.5%	8.5%	5.2%	11.4%	4.9%
%H (All HH)		95.6%	33.3%	8.2%	74.2%	21.4%	52.8%	51.6%
%H (TV HH)			34.9%	8.6%	77.6%	22.4%	55.3%	

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

April 2015 - March 2016

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	1955	1877	894	238	1386	652	734	1682
%V (All HH)		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%
%H (TV HH)			47.6%	12.7%	73.8%	34.7%	39.1%	
Under 25	66	56	29	5	32	14	18	62
%V	3.4%	3.0%	3.2%	2.1%	2.3%	2.1%	2.5%	3.7%
%H (All HH)		84.8%	43.9%	7.6%	48.5%	21.2%	27.3%	93.9%
%H (TV HH)			51.8%	8.9%	57.1%	25.0%	32.1%	
25 - 34	289	267	151	40	164	93	70	276
%V	14.8%	14.2%	16.9%	16.8%	11.8%	14.3%	9.5%	16.4%
%H (All HH)		92.4%	52.2%	13.8%	56.7%	32.2%	24.2%	95.5%
%H (TV HH)			56.6%	15.0%	61.4%	34.8%	26.2%	
35 - 44	339	324	177	50	220	121	98	330
%V	17.3%	17.3%	19.8%	21.0%	15.9%	18.6%	13.4%	19.6%
%H (All HH)		95.6%	52.2%	14.7%	64.9%	35.7%	28.9%	97.3%
%H (TV HH)			54.6%	15.4%	67.9%	37.3%	30.2%	
45 - 54	361	349	186	48	257	143	114	344
%V	18.5%	18.6%	20.8%	20.2%	18.5%	21.9%	15.5%	20.5%
%H (All HH)		96.7%	51.5%	13.3%	71.2%	39.6%	31.6%	95.3%
%H (TV HH)			53.3%	13.8%	73.6%	41.0%	32.7%	
55 - 64	333	325	157	42	255	128	127	307
%V	17.0%	17.3%	17.6%	17.6%	18.4%	19.6%	17.3%	18.3%
%H (All HH)		97.6%	47.1%	12.6%	76.6%	38.4%	38.1%	92.2%
%H (TV HH)			48.3%	12.9%	78.5%	39.4%	39.1%	
65 +	566	554	195	53	458	151	306	363
%V	29.0%	29.5%	21.8%	22.3%	33.0%	23.2%	41.7%	21.6%
%H (All HH)		97.9%	34.5%	9.4%	80.9%	26.7%	54.1%	64.1%
%H (TV HH)			35.2%	9.6%	82.7%	27.3%	55.2%	

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

April 2015 - March 2016

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	1955	1877	894	238	1386	652	734	1682
%H (All HH)		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%
%H (TV HH)			47.6%	12.7%	73.8%	34.7%	39.1%	
1	560	529	164	58	400	102	299	370
%V	28.6%	28.2%	18.3%	24.4%	28.9%	15.6%	40.7%	22.0%
%H (All HH)		94.5%	29.3%	10.4%	71.4%	18.2%	53.4%	66.1%
%H (TV HH)			31.0%	11.0%	75.6%	19.3%	56.5%	
2	692	672	327	72	521	255	266	626
%V	35.4%	35.8%	36.6%	30.3%	37.6%	39.1%	36.2%	37.2%
%H (All HH)		97.1%	47.3%	10.4%	75.3%	36.8%	38.4%	90.5%
%H (TV HH)			48.7%	10.7%	77.5%	37.9%	39.6%	
3	283	271	160	42	193	122	71	272
%V	14.5%	14.4%	17.9%	17.6%	13.9%	18.7%	9.7%	16.2%
%H (All HH)		95.8%	56.5%	14.8%	68.2%	43.1%	25.1%	96.1%
%H (TV HH)			59.0%	15.5%	71.2%	45.0%	26.2%	
4	297	286	166	43	197	122	75	292
%V	15.2%	15.2%	18.6%	18.1%	14.2%	18.7%	10.2%	17.4%
%H (All HH)		96.3%	55.9%	14.5%	66.3%	41.1%	25.3%	98.3%
%H (TV HH)			58.0%	15.0%	68.9%	42.7%	26.2%	
5+	124	119	77	24	75	51	24	122
%V	6.3%	6.3%	8.6%	10.1%	5.4%	7.8%	3.3%	7.3%
%H (All HH)		96.0%	62.1%	19.4%	60.5%	41.1%	19.4%	98.4%
%H (TV HH)			64.7%	20.2%	63.0%	42.9%	20.2%	
Average HH size	2.38	2.39	2.67	2.65	2.32	2.68	2.00	2.54

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

April 2015 - March 2016

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	1955	1877	894	238	1386	652	734	1682
%H (All HH)		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%
%H (TV HH)			47.6%	12.7%	73.8%	34.7%	39.1%	
Without	1425	1365	593	153	1047	439	608	1166
%V	72.9%	72.7%	66.3%	64.3%	75.5%	67.3%	82.8%	69.3%
%H (All HH)		95.8%	41.6%	10.7%	73.5%	30.8%	42.7%	81.8%
%H (TV HH)			43.4%	11.2%	76.7%	32.2%	44.5%	
With	530	511	301	85	340	213	126	516
%V	27.1%	27.2%	33.7%	35.7%	24.5%	32.7%	17.2%	30.7%
%H (All HH)		96.4%	56.8%	16.0%	64.2%	40.2%	23.8%	97.4%
%H (TV HH)			58.9%	16.6%	66.5%	41.7%	24.7%	
0 - 3	209	199	120	27	131	79	52	200
%V	10.7%	10.6%	13.4%	11.3%	9.5%	12.1%	7.1%	11.9%
%H (All HH)		95.2%	57.4%	12.9%	62.7%	37.8%	24.9%	95.7%
%H (TV HH)			60.3%	13.6%	65.8%	39.7%	26.1%	
4 - 9	274	267	158	41	174	105	69	269
%V	14.0%	14.2%	17.7%	17.2%	12.6%	16.1%	9.4%	16.0%
%H (All HH)		97.4%	57.7%	15.0%	63.5%	38.3%	25.2%	98.2%
%H (TV HH)			59.2%	15.4%	65.2%	39.3%	25.8%	
10 - 15	230	224	127	47	153	103	50	226
%V	11.8%	11.9%	14.2%	19.7%	11.0%	15.8%	6.8%	13.4%
%H (All HH)		97.4%	55.2%	20.4%	66.5%	44.8%	21.7%	98.3%
%H (TV HH)			56.7%	21.0%	68.3%	46.0%	22.3%	

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

April 2015 - March 2016

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	1955	1877	894	238	1386	652	734	1682
%H (All HH)		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%
%H (TV HH)			47.6%	12.7%	73.8%	34.7%	39.1%	
1	688	688	265	85	439	119	321	534
%V	35.2%	36.7%	29.6%	35.7%	31.7%	18.3%	43.7%	31.7%
%H (All HH)		100.0%	38.5%	12.4%	63.8%	17.3%	46.7%	77.6%
%H (TV HH)			38.5%	12.4%	63.8%	17.3%	46.7%	
2	654	654	316	75	504	244	260	566
%V	33.5%	34.8%	35.3%	31.5%	36.4%	37.4%	35.4%	33.7%
%H (All HH)		100.0%	48.3%	11.5%	77.1%	37.3%	39.8%	86.5%
%H (TV HH)			48.3%	11.5%	77.1%	37.3%	39.8%	
3	326	326	180	45	270	167	103	314
%V	16.7%	17.4%	20.1%	18.9%	19.5%	25.6%	14.0%	18.7%
%H (All HH)		100.0%	55.2%	13.8%	82.8%	51.2%	31.6%	96.3%
%H (TV HH)			55.2%	13.8%	82.8%	51.2%	31.6%	
4	129	129	82	19	105	74	31	127
%V	6.6%	6.9%	9.2%	8.0%	7.6%	11.3%	4.2%	7.6%
%H (All HH)		100.0%	63.6%	14.7%	81.4%	57.4%	24.0%	98.4%
%H (TV HH)			63.6%	14.7%	81.4%	57.4%	24.0%	
5+	80	80	51	14	68	49	19	79
%V	4.1%	4.3%	5.7%	5.9%	4.9%	7.5%	2.6%	4.7%
%H (All HH)		100.0%	63.8%	17.5%	85.0%	61.3%	23.8%	98.8%
%H (TV HH)			63.8%	17.5%	85.0%	61.3%	23.8%	

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

April 2015 - March 2016

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	1955	1877	894	238	1386	652	734	1682
%H (All HH)		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%
%H (TV HH)			47.6%	12.7%	73.8%	34.7%	39.1%	
Under 20"	451	451	202	46	388	182	206	388
%V	23.1%	24.0%	22.6%	19.3%	28.0%	27.9%	28.1%	23.1%
%H (All HH)		100.0%	44.8%	10.2%	86.0%	40.4%	45.7%	86.0%
%H (TV HH)			44.8%	10.2%	86.0%	40.4%	45.7%	
20" - 29"	674	674	315	85	545	273	273	568
%V	34.5%	35.9%	35.2%	35.7%	39.3%	41.9%	37.2%	33.8%
%H (All HH)		100.0%	46.7%	12.6%	80.9%	40.5%	40.5%	84.3%
%H (TV HH)			46.7%	12.6%	80.9%	40.5%	40.5%	
30" - 39"	957	957	469	132	724	368	356	850
%V	49.0%	51.0%	52.5%	55.5%	52.2%	56.4%	48.5%	50.5%
%H (All HH)		100.0%	49.0%	13.8%	75.7%	38.5%	37.2%	88.8%
%H (TV HH)			49.0%	13.8%	75.7%	38.5%	37.2%	
40" and over	1008	1008	577	135	721	422	299	948
%V	51.6%	53.7%	64.5%	56.7%	52.0%	64.7%	40.7%	56.4%
%H (All HH)		100.0%	57.2%	13.4%	71.5%	41.9%	29.7%	94.0%
%H (TV HH)			57.2%	13.4%	71.5%	41.9%	29.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1955	1877	894	238	1386	652	734	1682
%H (All HH)		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%
%H (TV HH)			47.6%	12.7%	73.8%	34.7%	39.1%	
Main living room	1849	1849	883	235	1368	646	722	1597
%V	94.6%	98.5%	98.8%	98.7%	98.7%	99.1%	98.4%	94.9%
%H (All HH)		100.0%	47.8%	12.7%	74.0%	34.9%	39.0%	86.4%
%H (TV HH)			47.8%	12.7%	74.0%	34.9%	39.0%	
Kitchen	275	275	147	25	241	135	106	252
%V	14.1%	14.7%	16.4%	10.5%	17.4%	20.7%	14.4%	15.0%
%H (All HH)		100.0%	53.5%	9.1%	87.6%	49.1%	38.5%	91.6%
%H (TV HH)			53.5%	9.1%	87.6%	49.1%	38.5%	
Adult's bedroom	874	874	484	111	704	417	287	804
%V	44.7%	46.6%	54.1%	46.6%	50.8%	64.0%	39.1%	47.8%
%H (All HH)		100.0%	55.4%	12.7%	80.5%	47.7%	32.8%	92.0%
%H (TV HH)			55.4%	12.7%	80.5%	47.7%	32.8%	
Child's bedroom	179	179	104	41	127	90	38	173
%V	9.2%	9.5%	11.6%	17.2%	9.2%	13.8%	5.2%	10.3%
%H (All HH)		100.0%	58.1%	22.9%	70.9%	50.3%	21.2%	96.6%
%H (TV HH)			58.1%	22.9%	70.9%	50.3%	21.2%	
Other bedroom	103	103	56	20	83	52	31	100
%V	5.3%	5.5%	6.3%	8.4%	6.0%	8.0%	4.2%	5.9%
%H (All HH)		100.0%	54.4%	19.4%	80.6%	50.5%	30.1%	97.1%
%H (TV HH)			54.4%	19.4%	80.6%	50.5%	30.1%	
Second living/dining room	190	190	105	23	155	89	65	180
%V	9.7%	10.1%	11.7%	9.7%	11.2%	13.7%	8.9%	10.7%
%H (All HH)		100.0%	55.3%	12.1%	81.6%	46.8%	34.2%	94.7%
%H (TV HH)			55.3%	12.1%	81.6%	46.8%	34.2%	
Study/office	42	42	26	4	37	25	12	41
%V	2.1%	2.2%	2.9%	1.7%	2.7%	3.8%	1.6%	2.4%
%H (All HH)		100.0%	61.9%	9.5%	88.1%	59.5%	28.6%	97.6%
%H (TV HH)			61.9%	9.5%	88.1%	59.5%	28.6%	
TV room	21	21	14	4	17	13	4	21
%V	1.1%	1.1%	1.6%	1.7%	1.2%	2.0%	0.5%	1.2%
%H (All HH)		100.0%	66.7%	19.0%	81.0%	61.9%	19.0%	100.0%
%H (TV HH)			66.7%	19.0%	81.0%	61.9%	19.0%	
Conservatory	50	50	25	7	45	26	19	46
%V	2.6%	2.7%	2.8%	2.9%	3.2%	4.0%	2.6%	2.7%
%H (All HH)		100.0%	50.0%	14.0%	90.0%	52.0%	38.0%	92.0%
%H (TV HH)			50.0%	14.0%	90.0%	52.0%	38.0%	
Attic or loft room	7	7	4	1	5	2	2	7
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%
%H (All HH)		100.0%	57.1%	14.3%	71.4%	28.6%	28.6%	100.0%
%H (TV HH)			57.1%	14.3%	71.4%	28.6%	28.6%	
No specific location	4	4	3	0	4	3	1	4
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	75.0%	0.0%	100.0%	75.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	100.0%	75.0%	25.0%	
Other	34	34	22	5	28	22	6	33
%V	1.7%	1.8%	2.5%	2.1%	2.0%	3.4%	0.8%	2.0%
%H (All HH)		100.0%	64.7%	14.7%	82.4%	64.7%	17.6%	97.1%
%H (TV HH)			64.7%	14.7%	82.4%	64.7%	17.6%	

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

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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	1955	1877	894	238	1386	652	734	1682
%H (All HH)		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%
%H (TV HH)			47.6%	12.7%	73.8%	34.7%	39.1%	
Any DSAT provider	894	894	894	18	553	553	0	827
%V	45.7%	47.6%	100.0%	7.6%	39.9%	84.8%	0.0%	49.2%
%H (All HH)			100.0%	2.0%	61.9%	61.9%	0.0%	92.5%
%H (TV HH)			100.0%	2.0%	61.9%	61.9%	0.0%	
Sky with subscription	691	691	691	6	436	436	0	644
%V	35.3%	36.8%	77.3%	2.5%	31.5%	66.9%	0.0%	38.3%
%H (All HH)			100.0%	0.9%	63.1%	63.1%	0.0%	93.2%
%H (TV HH)			100.0%	0.9%	63.1%	63.1%	0.0%	
Sky without subscription	54	54	54	5	26	26	0	44
%V	2.8%	2.9%	6.0%	2.1%	1.9%	4.0%	0.0%	2.6%
%H (All HH)			100.0%	9.3%	48.1%	48.1%	0.0%	81.5%
%H (TV HH)			100.0%	9.3%	48.1%	48.1%	0.0%	
Freesat	138	138	138	3	93	93	0	127
%V	7.1%	7.4%	15.4%	1.3%	6.7%	14.3%	0.0%	7.6%
%H (All HH)			100.0%	2.2%	67.4%	67.4%	0.0%	92.0%
%H (TV HH)			100.0%	2.2%	67.4%	67.4%	0.0%	
Other satellite provider	44	44	44	5	19	19	0	41
%V	2.3%	2.3%	4.9%	2.1%	1.4%	2.9%	0.0%	2.4%
%H (All HH)			100.0%	11.4%	43.2%	43.2%	0.0%	93.2%
%H (TV HH)			100.0%	11.4%	43.2%	43.2%	0.0%	
DCAB	238	238	18	238	110	110	0	222
%V	12.2%	12.7%	2.0%	100.0%	7.9%	16.9%	0.0%	13.2%
%H (All HH)			7.6%	100.0%	46.2%	46.2%	0.0%	93.3%
%H (TV HH)			7.6%	100.0%	46.2%	46.2%	0.0%	
DTT	1386	1386	553	110	1386	652	734	1175
%V	70.9%	73.8%	61.9%	46.2%	100.0%	100.0%	100.0%	69.9%
%H (All HH)		100.0%	39.9%	7.9%	100.0%	47.0%	53.0%	84.8%
%H (TV HH)			39.9%	7.9%	100.0%	47.0%	53.0%	

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

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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	1955	1877	894	238	1386	652	734	1682
%H (All HH)		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%
%H (TV HH)			47.6%	12.7%	73.8%	34.7%	39.1%	
PVR	1196	1196	757	206	814	566	247	1118
%V	61.2%	63.7%	84.7%	86.6%	58.7%	86.8%	33.7%	66.5%
%H (All HH)		100.0%	63.3%	17.2%	68.1%	47.3%	20.7%	93.5%
%H (TV HH)			63.3%	17.2%	68.1%	47.3%	20.7%	
DVDR	71	71	31	7	59	25	33	63
%V	3.6%	3.8%	3.5%	2.9%	4.3%	3.8%	4.5%	3.7%
%H (All HH)		100.0%	43.7%	9.9%	83.1%	35.2%	46.5%	88.7%
%H (TV HH)			43.7%	9.9%	83.1%	35.2%	46.5%	
VCR	53	53	22	8	39	16	23	37
%V	2.7%	2.8%	2.5%	3.4%	2.8%	2.5%	3.1%	2.2%
%H (All HH)		100.0%	41.5%	15.1%	73.6%	30.2%	43.4%	69.8%
%H (TV HH)			41.5%	15.1%	73.6%	30.2%	43.4%	
Any recorder	1231	1231	766	209	843	572	271	1142
%V	63.0%	65.6%	85.7%	87.8%	60.8%	87.7%	36.9%	67.9%
%H (All HH)		100.0%	62.2%	17.0%	68.5%	46.5%	22.0%	92.8%
%H (TV HH)			62.2%	17.0%	68.5%	46.5%	22.0%	
Receives HDTV (via STB or built-in reception)	1285	1285	690	208	951	548	403	1182
%V	65.7%	68.5%	77.2%	87.4%	68.6%	84.0%	54.9%	70.3%
%H (All HH)		100.0%	53.7%	16.2%	74.0%	42.6%	31.4%	92.0%
%H (TV HH)			53.7%	16.2%	74.0%	42.6%	31.4%	
DVD/Blu-ray player or recorder	1312	1312	655	188	964	498	466	1169
%V	67.1%	69.9%	73.3%	79.0%	69.6%	76.4%	63.5%	69.5%
%H (All HH)		100.0%	49.9%	14.3%	73.5%	38.0%	35.5%	89.1%
%H (TV HH)			49.9%	14.3%	73.5%	38.0%	35.5%	

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

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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	1955	1877	894	238	1386	652	734	1682
%H (All HH)		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%
%H (TV HH)			47.6%	12.7%	73.8%	34.7%	39.1%	
Has broadband internet	1682	1620	827	222	1175	611	564	1682
%V	86.0%	86.3%	92.5%	93.3%	84.8%	93.7%	76.8%	100.0%
%H (All HH)		96.3%	49.2%	13.2%	69.9%	36.3%	33.5%	100.0%
%H (TV HH)			51.0%	13.7%	72.5%	37.7%	34.8%	
Number of computers (PCs and laptops)								
0	282	266	69	17	219	40	178	39
%V	14.4%	14.2%	7.7%	7.1%	15.8%	6.1%	24.3%	2.3%
%H (All HH)		94.3%	24.5%	6.0%	77.7%	14.2%	63.1%	13.8%
%H (TV HH)			25.9%	6.4%	82.3%	15.0%	66.9%	
1	455	436	193	46	315	123	192	431
%V	23.3%	23.2%	21.6%	19.3%	22.7%	18.9%	26.2%	25.6%
%H (All HH)		95.8%	42.4%	10.1%	69.2%	27.0%	42.2%	94.7%
%H (TV HH)			44.3%	10.6%	72.2%	28.2%	44.0%	
2	452	432	207	64	318	159	160	448
%V	23.1%	23.0%	23.2%	26.9%	22.9%	24.4%	21.8%	26.6%
%H (All HH)		95.6%	45.8%	14.2%	70.4%	35.2%	35.4%	99.1%
%H (TV HH)			47.9%	14.8%	73.6%	36.8%	37.0%	
3	315	303	178	36	225	140	85	315
%V	16.1%	16.1%	19.9%	15.1%	16.2%	21.5%	11.6%	18.7%
%H (All HH)		96.2%	56.5%	11.4%	71.4%	44.4%	27.0%	100.0%
%H (TV HH)			58.7%	11.9%	74.3%	46.2%	28.1%	
4	200	196	110	37	141	90	51	200
%V	10.2%	10.4%	12.3%	15.5%	10.2%	13.8%	6.9%	11.9%
%H (All HH)		98.0%	55.0%	18.5%	70.5%	45.0%	25.5%	100.0%
%H (TV HH)			56.1%	18.9%	71.9%	45.9%	26.0%	
5+	251	245	135	38	168	100	68	249
%V	12.8%	13.1%	15.1%	16.0%	12.1%	15.3%	9.3%	14.8%
%H (All HH)		97.6%	53.8%	15.1%	66.9%	39.8%	27.1%	99.2%
%H (TV HH)			55.1%	15.5%	68.6%	40.8%	27.8%	

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

April 2015 - March 2016

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	3918	2042	520	3042	1666	1376	3539
%H		52.1%	13.3%	77.6%	42.5%	35.1%	90.3%
Under 20"	583	259	58	501	232	269	513
%V	14.9%	12.7%	11.2%	16.5%	13.9%	19.5%	14.5%
%H		44.4%	9.9%	85.9%	39.8%	46.1%	88.0%
20" - 29"	879	432	117	713	381	332	757
%V	22.4%	21.2%	22.5%	23.4%	22.9%	24.1%	21.4%
%H		49.1%	13.3%	81.1%	43.3%	37.8%	86.1%
30" - 39"	1161	584	165	890	471	420	1047
%V	29.6%	28.6%	31.7%	29.3%	28.3%	30.5%	29.6%
%H		50.3%	14.2%	76.7%	40.6%	36.2%	90.2%
40" and over	1260	753	177	911	575	336	1195
%V	32.2%	36.9%	34.0%	29.9%	34.5%	24.4%	33.8%
%H		59.8%	14.0%	72.3%	45.6%	26.7%	94.8%
Don't know	35	14	2	26	8	19	27
%V	0.9%	0.7%	0.4%	0.9%	0.5%	1.4%	0.8%
%H		40.0%	5.7%	74.3%	22.9%	54.3%	77.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3918	2042	520	3042	1666	1376	3539
%H		52.1%	13.3%	77.6%	42.5%	35.1%	90.3%
Main living room	1867	887	237	1380	649	732	1610
%V	47.7%	43.4%	45.6%	45.4%	39.0%	53.2%	45.5%
%H		47.5%	12.7%	73.9%	34.8%	39.2%	86.2%
Kitchen	276	149	25	243	137	106	253
%V	7.0%	7.3%	4.8%	8.0%	8.2%	7.7%	7.1%
%H		54.0%	9.1%	88.0%	49.6%	38.4%	91.7%
Adult's bedroom	1057	598	139	854	521	333	982
%V	27.0%	29.3%	26.7%	28.1%	31.3%	24.2%	27.7%
%H		56.6%	13.2%	80.8%	49.3%	31.5%	92.9%
Child's bedroom	242	140	52	173	119	54	235
%V	6.2%	6.9%	10.0%	5.7%	7.1%	3.9%	6.6%
%H		57.9%	21.5%	71.5%	49.2%	22.3%	97.1%
Other bedroom	120	63	23	95	57	38	117
%V	3.1%	3.1%	4.4%	3.1%	3.4%	2.8%	3.3%
%H		52.5%	19.2%	79.2%	47.5%	31.7%	97.5%
Second living/dining room	192	107	23	156	91	65	182
%V	4.9%	5.2%	4.4%	5.1%	5.5%	4.7%	5.1%
%H		55.7%	12.0%	81.3%	47.4%	33.9%	94.8%
Study/office	43	26	4	37	25	13	42
%V	1.1%	1.3%	0.8%	1.2%	1.5%	0.9%	1.2%
%H		60.5%	9.3%	86.0%	58.1%	30.2%	97.7%
TV room	22	15	4	18	14	4	22
%V	0.6%	0.7%	0.8%	0.6%	0.8%	0.3%	0.6%
%H		68.2%	18.2%	81.8%	63.6%	18.2%	100.0%
Conservatory	50	25	7	45	26	19	46
%V	1.3%	1.2%	1.3%	1.5%	1.6%	1.4%	1.3%
%H		50.0%	14.0%	90.0%	52.0%	38.0%	92.0%
Attic or loft room	9	5	1	6	4	2	9
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.3%
%H		55.6%	11.1%	66.7%	44.4%	22.2%	100.0%
No specific location	5	3	0	5	3	2	5
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
Other	36	23	5	29	22	7	35
%V	0.9%	1.1%	1.0%	1.0%	1.3%	0.5%	1.0%
%H		63.9%	13.9%	80.6%	61.1%	19.4%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3918	2042	520	3042	1666	1376	3539
%H		52.1%	13.3%	77.6%	42.5%	35.1%	90.3%
PVR	1622	1079	293	1078	806	272	1529
%V	41.4%	52.8%	56.3%	35.4%	48.4%	19.8%	43.2%
%H		66.5%	18.1%	66.5%	49.7%	16.8%	94.3%
DVDR	77	34	8	64	26	37	70
%V	2.0%	1.7%	1.5%	2.1%	1.6%	2.7%	2.0%
%H		44.2%	10.4%	83.1%	33.8%	48.1%	90.9%
VCR	57	26	8	41	18	24	42
%V	1.5%	1.3%	1.5%	1.3%	1.1%	1.7%	1.2%
%H		45.6%	14.0%	71.9%	31.6%	42.1%	73.7%
Any recorder	1678	1095	297	1125	818	307	1573
%V	42.8%	53.6%	57.1%	37.0%	49.1%	22.3%	44.4%
%H		65.3%	17.7%	67.0%	48.7%	18.3%	93.7%

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	3918	2042	520	3042	1666	1376	3539
%H		52.1%	13.3%	77.6%	42.5%	35.1%	90.3%
Receives HDTV (via STB or built-in reception)	1962	1078	330	1494	912	582	1833
%V	50.1%	52.8%	63.5%	49.1%	54.7%	42.3%	51.8%
%H		54.9%	16.8%	76.1%	46.5%	29.7%	93.4%
DVD/Blu-ray player or recorder	1925	991	299	1449	809	640	1756
%V	49.1%	48.5%	57.5%	47.6%	48.6%	46.5%	49.6%
%H		51.5%	15.5%	75.3%	42.0%	33.2%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1876	894	238	1385	652	733	1619
%H		47.7%	12.7%	73.8%	34.8%	39.1%	86.3%
Under 20"	36	5	3	30	3	27	22
%V	1.9%	0.6%	1.3%	2.2%	0.5%	3.7%	1.4%
%H		13.9%	8.3%	83.3%	8.3%	75.0%	61.1%
20" - 29"	215	60	18	166	32	134	137
%V	11.5%	6.7%	7.6%	12.0%	4.9%	18.3%	8.5%
%H		27.9%	8.4%	77.2%	14.9%	62.3%	63.7%
30" - 39"	636	271	84	485	210	275	535
%V	33.9%	30.3%	35.3%	35.0%	32.2%	37.5%	33.0%
%H		42.6%	13.2%	76.3%	33.0%	43.2%	84.1%
40" and over	973	554	131	694	404	290	915
%V	51.9%	62.0%	55.0%	50.1%	62.0%	39.6%	56.5%
%H		56.9%	13.5%	71.3%	41.5%	29.8%	94.0%
Don't know	15	5	2	10	2	8	10
%V	0.8%	0.6%	0.8%	0.7%	0.3%	1.1%	0.6%
%H		33.3%	13.3%	66.7%	13.3%	53.3%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1876	894	238	1385	652	733	1619
%H		47.7%	12.7%	73.8%	34.8%	39.1%	86.3%
PVR	1162	739	202	782	548	234	1086
%V	61.9%	82.7%	84.9%	56.5%	84.0%	31.9%	67.1%
%H		63.6%	17.4%	67.3%	47.2%	20.1%	93.5%
DVDR	57	25	5	45	18	27	50
%V	3.0%	2.8%	2.1%	3.2%	2.8%	3.7%	3.1%
%H		43.9%	8.8%	78.9%	31.6%	47.4%	87.7%
VCR	42	17	5	32	12	20	28
%V	2.2%	1.9%	2.1%	2.3%	1.8%	2.7%	1.7%
%H		40.5%	11.9%	76.2%	28.6%	47.6%	66.7%
Any recorder	1197	748	204	811	554	257	1110
%V	63.8%	83.7%	85.7%	58.6%	85.0%	35.1%	68.6%
%H		62.5%	17.0%	67.8%	46.3%	21.5%	92.7%

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	1876	894	238	1385	652	733	1619
%H		47.7%	12.7%	73.8%	34.8%	39.1%	86.3%
Receives HDTV (via STB or built-in reception)	1244	663	205	916	526	389	1144
%V	66.3%	74.2%	86.1%	66.1%	80.7%	53.1%	70.7%
%H		53.3%	16.5%	73.6%	42.3%	31.3%	92.0%
DVD/Blu-ray player or recorder	1169	570	167	844	420	423	1031
%V	62.3%	63.8%	70.2%	60.9%	64.4%	57.7%	63.7%
%H		48.8%	14.3%	72.2%	35.9%	36.2%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2043	1148	281	1656	1014	642	1921
%H		56.2%	13.8%	81.1%	49.6%	31.4%	94.0%
Under 20"	546	254	55	471	228	242	491
%V	26.7%	22.1%	19.6%	28.4%	22.5%	37.7%	25.6%
%H		46.5%	10.1%	86.3%	41.8%	44.3%	89.9%
20" - 29"	665	372	99	547	349	198	620
%V	32.6%	32.4%	35.2%	33.0%	34.4%	30.8%	32.3%
%H		55.9%	14.9%	82.3%	52.5%	29.8%	93.2%
30" - 39"	524	313	81	405	260	145	513
%V	25.6%	27.3%	28.8%	24.5%	25.6%	22.6%	26.7%
%H		59.7%	15.5%	77.3%	49.6%	27.7%	97.9%
40" and over	287	199	46	217	171	46	280
%V	14.0%	17.3%	16.4%	13.1%	16.9%	7.2%	14.6%
%H		69.3%	16.0%	75.6%	59.6%	16.0%	97.6%
Don't know	21	10	0	17	6	11	17
%V	1.0%	0.9%	0.0%	1.0%	0.6%	1.7%	0.9%
%H		47.6%	0.0%	81.0%	28.6%	52.4%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2043	1148	281	1656	1014	642	1921
%H		56.2%	13.8%	81.1%	49.6%	31.4%	94.0%
PVR	460	340	91	295	258	38	443
%V	22.5%	29.6%	32.4%	17.8%	25.4%	5.9%	23.1%
%H		73.9%	19.8%	64.1%	56.1%	8.3%	96.3%
DVDR	21	9	2	18	8	10	20
%V	1.0%	0.8%	0.7%	1.1%	0.8%	1.6%	1.0%
%H		42.9%	9.5%	85.7%	38.1%	47.6%	95.2%
VCR	15	8	4	9	6	4	14
%V	0.7%	0.7%	1.4%	0.5%	0.6%	0.6%	0.7%
%H		53.3%	26.7%	60.0%	40.0%	26.7%	93.3%
Any recorder	481	347	93	313	264	50	463
%V	23.5%	30.2%	33.1%	18.9%	26.0%	7.8%	24.1%
%H		72.1%	19.3%	65.1%	54.9%	10.4%	96.3%

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	2043	1148	281	1656	1014	642	1921
%H		56.2%	13.8%	81.1%	49.6%	31.4%	94.0%
Receives HDTV (via STB or built-in reception)	718	415	125	579	386	193	689
%V	35.1%	36.1%	44.5%	35.0%	38.1%	30.1%	35.9%
%H		57.8%	17.4%	80.6%	53.8%	26.9%	96.0%
DVD/Blu-ray player or recorder	756	421	132	606	389	217	725
%V	37.0%	36.7%	47.0%	36.6%	38.4%	33.8%	37.7%
%H		55.7%	17.5%	80.2%	51.5%	28.7%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	4653	4479	2385	630	3217	1745	1472	4268
%H		96.3%	51.3%	13.5%	69.1%	37.5%	31.6%	91.7%
Total Children	930	899	537	149	585	367	218	904
%V	20.0%	20.1%	22.5%	23.7%	18.2%	21.0%	14.8%	21.2%
%H		96.7%	57.7%	16.0%	62.9%	39.5%	23.4%	97.2%
0 - 3	255	241	151	34	155	97	58	244
%V	5.5%	5.4%	6.3%	5.4%	4.8%	5.6%	3.9%	5.7%
%H		94.5%	59.2%	13.3%	60.8%	38.0%	22.7%	95.7%
4 - 15	675	659	386	114	429	270	159	660
%V	14.5%	14.7%	16.2%	18.1%	13.3%	15.5%	10.8%	15.5%
%H		97.6%	57.2%	16.9%	63.6%	40.0%	23.6%	97.8%
4 - 9	368	360	217	52	229	137	93	358
%V	7.9%	8.0%	9.1%	8.3%	7.1%	7.9%	6.3%	8.4%
%H		97.8%	59.0%	14.1%	62.2%	37.2%	25.3%	97.3%
10 - 15	307	299	169	62	200	133	67	302
%V	6.6%	6.7%	7.1%	9.8%	6.2%	7.6%	4.6%	7.1%
%H		97.4%	55.0%	20.2%	65.1%	43.3%	21.8%	98.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	4653	4479	2385	630	3217	1745	1472	4268
%H		96.3%	51.3%	13.5%	69.1%	37.5%	31.6%	91.7%
Total Adults (16+)	3723	3580	1848	481	2632	1378	1254	3364
%V	80.0%	79.9%	77.5%	76.3%	81.8%	79.0%	85.2%	78.8%
%H		96.2%	49.6%	12.9%	70.7%	37.0%	33.7%	90.4%
16 - 19	197	191	118	28	133	88	45	194
%V	4.2%	4.3%	4.9%	4.4%	4.1%	5.0%	3.1%	4.5%
%H		97.0%	59.9%	14.2%	67.5%	44.7%	22.8%	98.5%
20 - 24	228	207	119	27	136	79	57	222
%V	4.9%	4.6%	5.0%	4.3%	4.2%	4.5%	3.9%	5.2%
%H		90.8%	52.2%	11.8%	59.6%	34.6%	25.0%	97.4%
25 - 34	615	571	325	94	368	217	151	594
%V	13.2%	12.7%	13.6%	14.9%	11.4%	12.4%	10.3%	13.9%
%H		92.8%	52.8%	15.3%	59.8%	35.3%	24.6%	96.6%
35 - 44	599	570	316	90	387	220	166	584
%V	12.9%	12.7%	13.2%	14.3%	12.0%	12.6%	11.3%	13.7%
%H		95.2%	52.8%	15.0%	64.6%	36.7%	27.7%	97.5%
45 - 54	654	638	366	83	467	280	188	631
%V	14.1%	14.2%	15.3%	13.2%	14.5%	16.0%	12.8%	14.8%
%H		97.6%	56.0%	12.7%	71.4%	42.8%	28.7%	96.5%
55 - 64	559	548	271	75	432	226	206	524
%V	12.0%	12.2%	11.4%	11.9%	13.4%	13.0%	14.0%	12.3%
%H		98.0%	48.5%	13.4%	77.3%	40.4%	36.9%	93.7%
65+	871	857	331	85	710	268	441	616
%V	18.7%	19.1%	13.9%	13.5%	22.1%	15.4%	30.0%	14.4%
%H		98.4%	38.0%	9.8%	81.5%	30.8%	50.6%	70.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	3723	3580	1848	481	2632	1378	1254	3364
%H		96.2%	49.6%	12.9%	70.7%	37.0%	33.7%	90.4%
AB	1089	1060	550	154	778	420	357	1065
%V	29.3%	29.6%	29.8%	32.0%	29.6%	30.5%	28.5%	31.7%
%H		97.3%	50.5%	14.1%	71.4%	38.6%	32.8%	97.8%
C1	1025	983	493	132	740	379	360	954
%V	27.5%	27.5%	26.7%	27.4%	28.1%	27.5%	28.7%	28.4%
%H		95.9%	48.1%	12.9%	72.2%	37.0%	35.1%	93.1%
C2	889	868	478	120	632	350	281	800
%V	23.9%	24.2%	25.9%	24.9%	24.0%	25.4%	22.4%	23.8%
%H		97.6%	53.8%	13.5%	71.1%	39.4%	31.6%	90.0%
D	498	455	241	57	320	171	149	420
%V	13.4%	12.7%	13.0%	11.9%	12.2%	12.4%	11.9%	12.5%
%H		91.4%	48.4%	11.4%	64.3%	34.3%	29.9%	84.3%
E	221	214	86	17	163	56	107	125
%V	5.9%	6.0%	4.7%	3.5%	6.2%	4.1%	8.5%	3.7%
%H		96.8%	38.9%	7.7%	73.8%	25.3%	48.4%	56.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	3723	3580	1848	481	2632	1378	1254	3364
%H		96.2%	49.6%	12.9%	70.7%	37.0%	33.7%	90.4%
Working full time	1790	1707	942	248	1204	688	516	1736
%V	48.1%	47.7%	51.0%	51.6%	45.7%	49.9%	41.1%	51.6%
%H		95.4%	52.6%	13.9%	67.3%	38.4%	28.8%	97.0%
Working part time	419	411	236	61	300	179	121	399
%V	11.3%	11.5%	12.8%	12.7%	11.4%	13.0%	9.6%	11.9%
%H		98.1%	56.3%	14.6%	71.6%	42.7%	28.9%	95.2%
Not working	1514	1462	670	172	1128	512	617	1229
%V	40.7%	40.8%	36.3%	35.8%	42.9%	37.2%	49.2%	36.5%
%H		96.6%	44.3%	11.4%	74.5%	33.8%	40.8%	81.2%
Housewife/Houseperson	1955	1877	894	238	1386	652	734	1682
%V	52.5%	52.4%	48.4%	49.5%	52.7%	47.3%	58.5%	50.0%
%H		96.0%	45.7%	12.2%	70.9%	33.4%	37.5%	86.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1831	1752	932	238	1269	684	585	1680
%H		95.7%	50.9%	13.0%	69.3%	37.4%	31.9%	91.8%
16 - 19	96	94	59	14	63	40	23	95
%V	5.2%	5.4%	6.3%	5.9%	5.0%	5.8%	3.9%	5.7%
%H		97.9%	61.5%	14.6%	65.6%	41.7%	24.0%	99.0%
20 - 24	117	101	63	14	66	44	22	117
%V	6.4%	5.8%	6.8%	5.9%	5.2%	6.4%	3.8%	7.0%
%H		86.3%	53.8%	12.0%	56.4%	37.6%	18.8%	100.0%
25 - 34	307	283	159	49	180	107	74	296
%V	16.8%	16.2%	17.1%	20.6%	14.2%	15.6%	12.6%	17.6%
%H		92.2%	51.8%	16.0%	58.6%	34.9%	24.1%	96.4%
35 - 44	295	277	149	46	184	101	83	284
%V	16.1%	15.8%	16.0%	19.3%	14.5%	14.8%	14.2%	16.9%
%H		93.9%	50.5%	15.6%	62.4%	34.2%	28.1%	96.3%
45 - 54	328	322	195	39	233	145	88	316
%V	17.9%	18.4%	20.9%	16.4%	18.4%	21.2%	15.0%	18.8%
%H		98.2%	59.5%	11.9%	71.0%	44.2%	26.8%	96.3%
55 - 64	267	257	132	29	204	105	99	247
%V	14.6%	14.7%	14.2%	12.2%	16.1%	15.4%	16.9%	14.7%
%H		96.3%	49.4%	10.9%	76.4%	39.3%	37.1%	92.5%
65+	421	418	175	47	338	143	195	325
%V	23.0%	23.9%	18.8%	19.7%	26.6%	20.9%	33.3%	19.3%
%H		99.3%	41.6%	11.2%	80.3%	34.0%	46.3%	77.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)		1831	1752	932	238	1269	684	585	1680
	%H		95.7%	50.9%	13.0%	69.3%	37.4%	31.9%	91.8%
AB		546	533	276	81	388	211	177	537
	%V	29.8%	30.4%	29.6%	34.0%	30.6%	30.8%	30.3%	32.0%
	%H		97.6%	50.5%	14.8%	71.1%	38.6%	32.4%	98.4%
C1		488	465	248	60	346	187	159	465
	%V	26.7%	26.5%	26.6%	25.2%	27.3%	27.3%	27.2%	27.7%
	%H		95.3%	50.8%	12.3%	70.9%	38.3%	32.6%	95.3%
C2		470	459	255	64	328	181	147	419
	%V	25.7%	26.2%	27.4%	26.9%	25.8%	26.5%	25.1%	24.9%
	%H		97.7%	54.3%	13.6%	69.8%	38.5%	31.3%	89.1%
D		237	211	115	27	145	82	63	206
	%V	12.9%	12.0%	12.3%	11.3%	11.4%	12.0%	10.8%	12.3%
	%H		89.0%	48.5%	11.4%	61.2%	34.6%	26.6%	86.9%
E		89	85	38	6	62	22	39	52
	%V	4.9%	4.9%	4.1%	2.5%	4.9%	3.2%	6.7%	3.1%
	%H		95.5%	42.7%	6.7%	69.7%	24.7%	43.8%	58.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1831	1752	932	238	1269	684	585	1680
%H		95.7%	50.9%	13.0%	69.3%	37.4%	31.9%	91.8%
Working full time	1127	1073	608	154	750	435	315	1096
%V	61.6%	61.2%	65.2%	64.7%	59.1%	63.6%	53.8%	65.2%
%H		95.2%	53.9%	13.7%	66.5%	38.6%	28.0%	97.2%
Working part time	79	78	42	12	58	33	26	73
%V	4.3%	4.5%	4.5%	5.0%	4.6%	4.8%	4.4%	4.3%
%H		98.7%	53.2%	15.2%	73.4%	41.8%	32.9%	92.4%
Not working	625	601	282	73	460	216	244	511
%V	34.1%	34.3%	30.3%	30.7%	36.2%	31.6%	41.7%	30.4%
%H		96.2%	45.1%	11.7%	73.6%	34.6%	39.0%	81.8%
Housewife/Houseperson	388	360	148	46	251	95	156	311
%V	21.2%	20.5%	15.9%	19.3%	19.8%	13.9%	26.7%	18.5%
%H		92.8%	38.1%	11.9%	64.7%	24.5%	40.2%	80.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	1891	1828	916	243	1363	694	669	1684
%H		96.7%	48.4%	12.9%	72.1%	36.7%	35.4%	89.1%
16 - 19	101	97	59	14	70	48	22	100
%V	5.3%	5.3%	6.4%	5.8%	5.1%	6.9%	3.3%	5.9%
%H		96.0%	58.4%	13.9%	69.3%	47.5%	21.8%	99.0%
20 - 24	111	105	57	13	71	36	35	105
%V	5.9%	5.7%	6.2%	5.3%	5.2%	5.2%	5.2%	6.2%
%H		94.6%	51.4%	11.7%	64.0%	32.4%	31.5%	94.6%
25 - 34	308	287	166	45	187	110	77	297
%V	16.3%	15.7%	18.1%	18.5%	13.7%	15.9%	11.5%	17.6%
%H		93.2%	53.9%	14.6%	60.7%	35.7%	25.0%	96.4%
35 - 44	304	293	167	43	202	119	83	300
%V	16.1%	16.0%	18.2%	17.7%	14.8%	17.1%	12.4%	17.8%
%H		96.4%	54.9%	14.1%	66.4%	39.1%	27.3%	98.7%
45 - 54	325	316	171	44	234	135	99	315
%V	17.2%	17.3%	18.7%	18.1%	17.2%	19.5%	14.8%	18.7%
%H		97.2%	52.6%	13.5%	72.0%	41.5%	30.5%	96.9%
55 - 64	293	290	139	45	227	121	106	277
%V	15.5%	15.9%	15.2%	18.5%	16.7%	17.4%	15.8%	16.4%
%H		99.0%	47.4%	15.4%	77.5%	41.3%	36.2%	94.5%
65+	450	439	157	38	371	125	246	291
%V	23.8%	24.0%	17.1%	15.6%	27.2%	18.0%	36.8%	17.3%
%H		97.6%	34.9%	8.4%	82.4%	27.8%	54.7%	64.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1891	1828	916	243	1363	694	669	1684
%H		96.7%	48.4%	12.9%	72.1%	36.7%	35.4%	89.1%
AB	543	527	274	73	390	210	180	528
%V	28.7%	28.8%	29.9%	30.0%	28.6%	30.3%	26.9%	31.4%
%H		97.1%	50.5%	13.4%	71.8%	38.7%	33.1%	97.2%
C1	537	518	245	72	393	192	201	489
%V	28.4%	28.3%	26.7%	29.6%	28.8%	27.7%	30.0%	29.0%
%H		96.5%	45.6%	13.4%	73.2%	35.8%	37.4%	91.1%
C2	419	409	223	56	303	169	134	381
%V	22.2%	22.4%	24.3%	23.0%	22.2%	24.4%	20.0%	22.6%
%H		97.6%	53.2%	13.4%	72.3%	40.3%	32.0%	90.9%
D	261	245	125	30	175	89	86	214
%V	13.8%	13.4%	13.6%	12.3%	12.8%	12.8%	12.9%	12.7%
%H		93.9%	47.9%	11.5%	67.0%	34.1%	33.0%	82.0%
E	132	129	49	12	102	34	68	73
%V	7.0%	7.1%	5.3%	4.9%	7.5%	4.9%	10.2%	4.3%
%H		97.7%	37.1%	9.1%	77.3%	25.8%	51.5%	55.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2015 - March 2016
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+)	1891	1828	916	243	1363	694	669	1684
%H		96.7%	48.4%	12.9%	72.1%	36.7%	35.4%	89.1%
Working full time	662	633	334	95	454	253	201	640
%V	35.0%	34.6%	36.5%	39.1%	33.3%	36.5%	30.0%	38.0%
%H		95.6%	50.5%	14.4%	68.6%	38.2%	30.4%	96.7%
Working part time	340	333	193	49	242	146	96	326
%V	18.0%	18.2%	21.1%	20.2%	17.8%	21.0%	14.3%	19.4%
%H		97.9%	56.8%	14.4%	71.2%	42.9%	28.2%	95.9%
Not working	889	861	389	99	668	296	373	718
%V	47.0%	47.1%	42.5%	40.7%	49.0%	42.7%	55.8%	42.6%
%H		96.9%	43.8%	11.1%	75.1%	33.3%	42.0%	80.8%
Housewife/Houseperson	1567	1517	746	192	1135	557	578	1371
%V	82.9%	83.0%	81.4%	79.0%	83.3%	80.3%	86.4%	81.4%
%H		96.8%	47.6%	12.3%	72.4%	35.5%	36.9%	87.5%

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	1041	977	371	155	740	304	437	896
%H (All HH)		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%
%H (TV HH)			38.0%	15.9%	75.7%	31.1%	44.7%	
AB	292	279	94	52	207	79	128	280
%V	28.0%	28.6%	25.3%	33.5%	28.0%	26.0%	29.3%	31.3%
%H (All HH)		95.5%	32.2%	17.8%	70.9%	27.1%	43.8%	95.9%
%H (TV HH)			33.7%	18.6%	74.2%	28.3%	45.9%	
C1	302	276	99	46	213	91	122	275
%V	29.0%	28.2%	26.7%	29.7%	28.8%	29.9%	27.9%	30.7%
%H (All HH)		91.4%	32.8%	15.2%	70.5%	30.1%	40.4%	91.1%
%H (TV HH)			35.9%	16.7%	77.2%	33.0%	44.2%	
C2	206	196	90	32	146	71	75	179
%V	19.8%	20.1%	24.3%	20.6%	19.7%	23.4%	17.2%	20.0%
%H (All HH)		95.1%	43.7%	15.5%	70.9%	34.5%	36.4%	86.9%
%H (TV HH)			45.9%	16.3%	74.5%	36.2%	38.3%	
D	154	144	63	16	111	47	63	112
%V	14.8%	14.7%	17.0%	10.3%	15.0%	15.5%	14.4%	12.5%
%H (All HH)		93.5%	40.9%	10.4%	72.1%	30.5%	40.9%	72.7%
%H (TV HH)			43.8%	11.1%	77.1%	32.6%	43.8%	
E	86	82	24	8	63	15	48	50
%V	8.3%	8.4%	6.5%	5.2%	8.5%	4.9%	11.0%	5.6%
%H (All HH)		95.3%	27.9%	9.3%	73.3%	17.4%	55.8%	58.1%
%H (TV HH)			29.3%	9.8%	76.8%	18.3%	58.5%	

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

April 2015 - March 2016

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	1041	977	371	155	740	304	437	896
%H (All HH)		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%
%H (TV HH)			38.0%	15.9%	75.7%	31.1%	44.7%	
Under 25	53	40	11	5	25	8	17	50
%V	5.1%	4.1%	3.0%	3.2%	3.4%	2.6%	3.9%	5.6%
%H (All HH)		75.5%	20.8%	9.4%	47.2%	15.1%	32.1%	94.3%
%H (TV HH)			27.5%	12.5%	62.5%	20.0%	42.5%	
25 - 34	141	128	65	23	76	41	36	137
%V	13.5%	13.1%	17.5%	14.8%	10.3%	13.5%	8.2%	15.3%
%H (All HH)		90.8%	46.1%	16.3%	53.9%	29.1%	25.5%	97.2%
%H (TV HH)			50.8%	18.0%	59.4%	32.0%	28.1%	
35 - 44	166	156	72	31	106	55	50	160
%V	15.9%	16.0%	19.4%	20.0%	14.3%	18.1%	11.4%	17.9%
%H (All HH)		94.0%	43.4%	18.7%	63.9%	33.1%	30.1%	96.4%
%H (TV HH)			46.2%	19.9%	67.9%	35.3%	32.1%	
45 - 54	213	204	72	43	162	74	88	205
%V	20.5%	20.9%	19.4%	27.7%	21.9%	24.3%	20.1%	22.9%
%H (All HH)		95.8%	33.8%	20.2%	76.1%	34.7%	41.3%	96.2%
%H (TV HH)			35.3%	21.1%	79.4%	36.3%	43.1%	
55 - 64	175	165	69	25	131	60	71	155
%V	16.8%	16.9%	18.6%	16.1%	17.7%	19.7%	16.2%	17.3%
%H (All HH)		94.3%	39.4%	14.3%	74.9%	34.3%	40.6%	88.6%
%H (TV HH)			41.8%	15.2%	79.4%	36.4%	43.0%	
65 +	292	284	82	29	241	67	174	189
%V	28.0%	29.1%	22.1%	18.7%	32.6%	22.0%	39.8%	21.1%
%H (All HH)		97.3%	28.1%	9.9%	82.5%	22.9%	59.6%	64.7%
%H (TV HH)			28.9%	10.2%	84.9%	23.6%	61.3%	

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

April 2015 - March 2016

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	1041	977	371	155	740	304	437	896
%H (All HH)		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%
%H (TV HH)			38.0%	15.9%	75.7%	31.1%	44.7%	
1	319	287	76	34	232	57	175	218
%V	30.6%	29.4%	20.5%	21.9%	31.4%	18.8%	40.0%	24.3%
%H (All HH)		90.0%	23.8%	10.7%	72.7%	17.9%	54.9%	68.3%
%H (TV HH)			26.5%	11.8%	80.8%	19.9%	61.0%	
2	381	364	133	64	278	117	162	347
%V	36.6%	37.3%	35.8%	41.3%	37.6%	38.5%	37.1%	38.7%
%H (All HH)		95.5%	34.9%	16.8%	73.0%	30.7%	42.5%	91.1%
%H (TV HH)			36.5%	17.6%	76.4%	32.1%	44.5%	
3	147	139	70	25	101	58	43	144
%V	14.1%	14.2%	18.9%	16.1%	13.6%	19.1%	9.8%	16.1%
%H (All HH)		94.6%	47.6%	17.0%	68.7%	39.5%	29.3%	98.0%
%H (TV HH)			50.4%	18.0%	72.7%	41.7%	30.9%	
4	134	130	60	22	93	49	45	130
%V	12.9%	13.3%	16.2%	14.2%	12.6%	16.1%	10.3%	14.5%
%H (All HH)		97.0%	44.8%	16.4%	69.4%	36.6%	33.6%	97.0%
%H (TV HH)			46.2%	16.9%	71.5%	37.7%	34.6%	
5+	59	57	33	11	36	23	13	58
%V	5.7%	5.8%	8.9%	7.1%	4.9%	7.6%	3.0%	6.5%
%H (All HH)		96.6%	55.9%	18.6%	61.0%	39.0%	22.0%	98.3%
%H (TV HH)			57.9%	19.3%	63.2%	40.4%	22.8%	
Average HH size	2.28	2.30	2.60	2.45	2.24	2.58	2.00	2.42

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

April 2015 - March 2016

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	1041	977	371	155	740	304	437	896
%H (All HH)		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%
%H (TV HH)			38.0%	15.9%	75.7%	31.1%	44.7%	
Without	797	741	252	115	578	215	363	660
%V	76.6%	75.8%	67.9%	74.2%	78.1%	70.7%	83.1%	73.7%
%H (All HH)		93.0%	31.6%	14.4%	72.5%	27.0%	45.5%	82.8%
%H (TV HH)			34.0%	15.5%	78.0%	29.0%	49.0%	
With	244	236	119	40	162	89	73	237
%V	23.4%	24.2%	32.1%	25.8%	21.9%	29.3%	16.7%	26.5%
%H (All HH)		96.7%	48.8%	16.4%	66.4%	36.5%	29.9%	97.1%
%H (TV HH)			50.4%	16.9%	68.6%	37.7%	30.9%	
0 - 3	81	77	42	13	45	25	20	77
%V	7.8%	7.9%	11.3%	8.4%	6.1%	8.2%	4.6%	8.6%
%H (All HH)		95.1%	51.9%	16.0%	55.6%	30.9%	24.7%	95.1%
%H (TV HH)			54.5%	16.9%	58.4%	32.5%	26.0%	
4 - 9	121	117	64	18	77	44	33	118
%V	11.6%	12.0%	17.3%	11.6%	10.4%	14.5%	7.6%	13.2%
%H (All HH)		96.7%	52.9%	14.9%	63.6%	36.4%	27.3%	97.5%
%H (TV HH)			54.7%	15.4%	65.8%	37.6%	28.2%	
10 - 15	113	111	56	18	81	46	35	112
%V	10.9%	11.4%	15.1%	11.6%	10.9%	15.1%	8.0%	12.5%
%H (All HH)		98.2%	49.6%	15.9%	71.7%	40.7%	31.0%	99.1%
%H (TV HH)			50.5%	16.2%	73.0%	41.4%	31.5%	

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

April 2015 - March 2016

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	1041	977	371	155	740	304	437	896
%H (All HH)		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%
%H (TV HH)			38.0%	15.9%	75.7%	31.1%	44.7%	
1	411	411	115	65	276	60	216	330
%V	39.5%	42.1%	31.0%	41.9%	37.3%	19.7%	49.4%	36.8%
%H (All HH)		100.0%	28.0%	15.8%	67.2%	14.6%	52.6%	80.3%
%H (TV HH)			28.0%	15.8%	67.2%	14.6%	52.6%	
2	313	313	125	48	249	109	140	275
%V	30.1%	32.0%	33.7%	31.0%	33.6%	35.9%	32.0%	30.7%
%H (All HH)		100.0%	39.9%	15.3%	79.6%	34.8%	44.7%	87.9%
%H (TV HH)			39.9%	15.3%	79.6%	34.8%	44.7%	
3	153	153	75	23	128	70	58	143
%V	14.7%	15.7%	20.2%	14.8%	17.3%	23.0%	13.3%	16.0%
%H (All HH)		100.0%	49.0%	15.0%	83.7%	45.8%	37.9%	93.5%
%H (TV HH)			49.0%	15.0%	83.7%	45.8%	37.9%	
4	72	72	41	15	62	47	15	70
%V	6.9%	7.4%	11.1%	9.7%	8.4%	15.5%	3.4%	7.8%
%H (All HH)		100.0%	56.9%	20.8%	86.1%	65.3%	20.8%	97.2%
%H (TV HH)			56.9%	20.8%	86.1%	65.3%	20.8%	
5+	27	27	16	4	25	17	8	27
%V	2.6%	2.8%	4.3%	2.6%	3.4%	5.6%	1.8%	3.0%
%H (All HH)		100.0%	59.3%	14.8%	92.6%	63.0%	29.6%	100.0%
%H (TV HH)			59.3%	14.8%	92.6%	63.0%	29.6%	

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

April 2015 - March 2016

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	1041	977	371	155	740	304	437	896
%H (All HH)		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%
%H (TV HH)			38.0%	15.9%	75.7%	31.1%	44.7%	
Under 20"	165	165	70	21	144	72	72	146
%V	15.9%	16.9%	18.9%	13.5%	19.5%	23.7%	16.5%	16.3%
%H (All HH)		100.0%	42.4%	12.7%	87.3%	43.6%	43.6%	88.5%
%H (TV HH)			42.4%	12.7%	87.3%	43.6%	43.6%	
20" - 29"	394	394	146	54	331	139	193	335
%V	37.8%	40.3%	39.4%	34.8%	44.7%	45.7%	44.2%	37.4%
%H (All HH)		100.0%	37.1%	13.7%	84.0%	35.3%	49.0%	85.0%
%H (TV HH)			37.1%	13.7%	84.0%	35.3%	49.0%	
30" - 39"	529	529	208	80	416	184	232	462
%V	50.8%	54.1%	56.1%	51.6%	56.2%	60.5%	53.1%	51.6%
%H (All HH)		100.0%	39.3%	15.1%	78.6%	34.8%	43.9%	87.3%
%H (TV HH)			39.3%	15.1%	78.6%	34.8%	43.9%	
40" and over	458	458	221	90	329	181	148	427
%V	44.0%	46.9%	59.6%	58.1%	44.5%	59.5%	33.9%	47.7%
%H (All HH)		100.0%	48.3%	19.7%	71.8%	39.5%	32.3%	93.2%
%H (TV HH)			48.3%	19.7%	71.8%	39.5%	32.3%	

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

April 2015 - March 2016

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	1041	977	371	155	740	304	437	896
%H (All HH)		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%
%H (TV HH)			38.0%	15.9%	75.7%	31.1%	44.7%	
Main living room	962	962	367	155	736	303	433	830
%V	92.4%	98.5%	98.9%	100.0%	99.5%	99.7%	99.1%	92.6%
%H (All HH)		100.0%	38.1%	16.1%	76.5%	31.5%	45.0%	86.3%
%H (TV HH)			38.1%	16.1%	76.5%	31.5%	45.0%	
Kitchen	118	118	49	13	111	54	57	105
%V	11.3%	12.1%	13.2%	8.4%	15.0%	17.8%	13.0%	11.7%
%H (All HH)		100.0%	41.5%	11.0%	94.1%	45.8%	48.3%	89.0%
%H (TV HH)			41.5%	11.0%	94.1%	45.8%	48.3%	
Adult's bedroom	415	415	191	66	337	180	157	383
%V	39.9%	42.5%	51.5%	42.6%	45.5%	59.2%	35.9%	42.7%
%H (All HH)		100.0%	46.0%	15.9%	81.2%	43.4%	37.8%	92.3%
%H (TV HH)			46.0%	15.9%	81.2%	43.4%	37.8%	
Child's bedroom	94	94	58	15	77	58	19	92
%V	9.0%	9.6%	15.6%	9.7%	10.4%	19.1%	4.3%	10.3%
%H (All HH)		100.0%	61.7%	16.0%	81.9%	61.7%	20.2%	97.9%
%H (TV HH)			61.7%	16.0%	81.9%	61.7%	20.2%	
Other bedroom	50	50	24	11	42	28	14	45
%V	4.8%	5.1%	6.5%	7.1%	5.7%	9.2%	3.2%	5.0%
%H (All HH)		100.0%	48.0%	22.0%	84.0%	56.0%	28.0%	90.0%
%H (TV HH)			48.0%	22.0%	84.0%	56.0%	28.0%	
Second living/dining room	95	95	41	13	78	37	40	87
%V	9.1%	9.7%	11.1%	8.4%	10.5%	12.2%	9.2%	9.7%
%H (All HH)		100.0%	43.2%	13.7%	82.1%	38.9%	42.1%	91.6%
%H (TV HH)			43.2%	13.7%	82.1%	38.9%	42.1%	
Study/office	18	18	8	3	12	7	6	17
%V	1.7%	1.8%	2.2%	1.9%	1.6%	2.3%	1.4%	1.9%
%H (All HH)		100.0%	44.4%	16.7%	66.7%	38.9%	33.3%	94.4%
%H (TV HH)			44.4%	16.7%	66.7%	38.9%	33.3%	
TV room	7	7	4	1	6	4	2	7
%V	0.7%	0.7%	1.1%	0.6%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	57.1%	28.6%	100.0%
%H (TV HH)			57.1%	14.3%	85.7%	57.1%	28.6%	
Conservatory	27	27	14	5	21	12	8	24
%V	2.6%	2.8%	3.8%	3.2%	2.8%	3.9%	1.8%	2.7%
%H (All HH)		100.0%	51.9%	18.5%	77.8%	44.4%	29.6%	88.9%
%H (TV HH)			51.9%	18.5%	77.8%	44.4%	29.6%	
Attic or loft room	4	4	1	0	3	1	2	4
%V	0.4%	0.4%	0.3%	0.0%	0.4%	0.3%	0.5%	0.4%
%H (All HH)		100.0%	25.0%	0.0%	75.0%	25.0%	50.0%	100.0%
%H (TV HH)			25.0%	0.0%	75.0%	25.0%	50.0%	
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	5	5	1	1	4	2	2	5
%V	0.5%	0.5%	0.3%	0.6%	0.5%	0.7%	0.5%	0.6%
%H (All HH)		100.0%	20.0%	20.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			20.0%	20.0%	80.0%	40.0%	40.0%	

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

April 2015 - March 2016

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	1041	977	371	155	740	304	437	896
%H (All HH)		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%
%H (TV HH)			38.0%	15.9%	75.7%	31.1%	44.7%	
Any DSAT provider	371	371	371	11	227	227	0	337
%V	35.6%	38.0%	100.0%	7.1%	30.7%	74.7%	0.0%	37.6%
%H (All HH)			100.0%	3.0%	61.2%	61.2%	0.0%	90.8%
%H (TV HH)			100.0%	3.0%	61.2%	61.2%	0.0%	
Sky with subscription	299	299	299	7	180	180	0	274
%V	28.7%	30.6%	80.6%	4.5%	24.3%	59.2%	0.0%	30.6%
%H (All HH)			100.0%	2.3%	60.2%	60.2%	0.0%	91.6%
%H (TV HH)			100.0%	2.3%	60.2%	60.2%	0.0%	
Sky without subscription	18	18	18	1	13	13	0	14
%V	1.7%	1.8%	4.9%	0.6%	1.8%	4.3%	0.0%	1.6%
%H (All HH)			100.0%	5.6%	72.2%	72.2%	0.0%	77.8%
%H (TV HH)			100.0%	5.6%	72.2%	72.2%	0.0%	
Freesat	47	47	47	2	29	29	0	44
%V	4.5%	4.8%	12.7%	1.3%	3.9%	9.5%	0.0%	4.9%
%H (All HH)			100.0%	4.3%	61.7%	61.7%	0.0%	93.6%
%H (TV HH)			100.0%	4.3%	61.7%	61.7%	0.0%	
Other satellite provider	16	16	16	3	10	10	0	14
%V	1.5%	1.6%	4.3%	1.9%	1.4%	3.3%	0.0%	1.6%
%H (All HH)			100.0%	18.8%	62.5%	62.5%	0.0%	87.5%
%H (TV HH)			100.0%	18.8%	62.5%	62.5%	0.0%	
DCAB	155	155	11	155	83	83	0	146
%V	14.9%	15.9%	3.0%	100.0%	11.2%	27.3%	0.0%	16.3%
%H (All HH)			7.1%	100.0%	53.5%	53.5%	0.0%	94.2%
%H (TV HH)			7.1%	100.0%	53.5%	53.5%	0.0%	
DTT	740	740	227	83	740	304	437	628
%V	71.1%	75.7%	61.2%	53.5%	100.0%	100.0%	100.0%	70.1%
%H (All HH)		100.0%	30.7%	11.2%	100.0%	41.1%	59.1%	84.9%
%H (TV HH)			30.7%	11.2%	100.0%	41.1%	59.1%	

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

April 2015 - March 2016

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	1041	977	371	155	740	304	437	896
%H (All HH)		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%
%H (TV HH)			38.0%	15.9%	75.7%	31.1%	44.7%	
PVR	594	594	318	137	414	265	149	555
%V	57.1%	60.8%	85.7%	88.4%	55.9%	87.2%	34.1%	61.9%
%H (All HH)		100.0%	53.5%	23.1%	69.7%	44.6%	25.1%	93.4%
%H (TV HH)			53.5%	23.1%	69.7%	44.6%	25.1%	
DVDR	28	28	9	4	25	9	16	25
%V	2.7%	2.9%	2.4%	2.6%	3.4%	3.0%	3.7%	2.8%
%H (All HH)		100.0%	32.1%	14.3%	89.3%	32.1%	57.1%	89.3%
%H (TV HH)			32.1%	14.3%	89.3%	32.1%	57.1%	
VCR	6	6	1	0	6	1	5	2
%V	0.6%	0.6%	0.3%	0.0%	0.8%	0.3%	1.1%	0.2%
%H (All HH)		100.0%	16.7%	0.0%	100.0%	16.7%	83.3%	33.3%
%H (TV HH)			16.7%	0.0%	100.0%	16.7%	83.3%	
Any recorder	608	608	320	137	427	267	161	563
%V	58.4%	62.2%	86.3%	88.4%	57.7%	87.8%	36.8%	62.8%
%H (All HH)		100.0%	52.6%	22.5%	70.2%	43.9%	26.5%	92.6%
%H (TV HH)			52.6%	22.5%	70.2%	43.9%	26.5%	
Receives HDTV (via STB or built-in reception)	602	602	273	127	440	230	210	554
%V	57.8%	61.6%	73.6%	81.9%	59.5%	75.7%	48.1%	61.8%
%H (All HH)		100.0%	45.3%	21.1%	73.1%	38.2%	34.9%	92.0%
%H (TV HH)			45.3%	21.1%	73.1%	38.2%	34.9%	
DVD/Blu-ray player or recorder	767	767	306	120	594	257	337	689
%V	73.7%	78.5%	82.5%	77.4%	80.3%	84.5%	77.1%	76.9%
%H (All HH)		100.0%	39.9%	15.6%	77.4%	33.5%	43.9%	89.8%
%H (TV HH)			39.9%	15.6%	77.4%	33.5%	43.9%	

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

April 2015 - March 2016

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	1041	977	371	155	740	304	437	896
%V (All HH)		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%
%H (TV HH)			38.0%	15.9%	75.7%	31.1%	44.7%	
Has broadband internet	896	844	337	146	628	281	348	896
%V	86.1%	86.4%	90.8%	94.2%	84.9%	92.4%	79.6%	100.0%
%H (All HH)		94.2%	37.6%	16.3%	70.1%	31.4%	38.8%	100.0%
%H (TV HH)			39.9%	17.3%	74.4%	33.3%	41.2%	
Number of computers (PCs and laptops)								
0	155	142	40	12	120	29	92	23
%V	14.9%	14.5%	10.8%	7.7%	16.2%	9.5%	21.1%	2.6%
%H (All HH)		91.6%	25.8%	7.7%	77.4%	18.7%	59.4%	14.8%
%H (TV HH)			28.2%	8.5%	84.5%	20.4%	64.8%	
1	247	225	79	32	170	58	112	238
%V	23.7%	23.0%	21.3%	20.6%	23.0%	19.1%	25.6%	26.6%
%H (All HH)		91.1%	32.0%	13.0%	68.8%	23.5%	45.3%	96.4%
%H (TV HH)			35.1%	14.2%	75.6%	25.8%	49.8%	
2	280	268	101	41	196	77	119	277
%V	26.9%	27.4%	27.2%	26.5%	26.5%	25.3%	27.2%	30.9%
%H (All HH)		95.7%	36.1%	14.6%	70.0%	27.5%	42.5%	98.9%
%H (TV HH)			37.7%	15.3%	73.1%	28.7%	44.4%	
3	158	151	66	30	114	59	54	157
%V	15.2%	15.5%	17.8%	19.4%	15.4%	19.4%	12.4%	17.5%
%H (All HH)		95.6%	41.8%	19.0%	72.2%	37.3%	34.2%	99.4%
%H (TV HH)			43.7%	19.9%	75.5%	39.1%	35.8%	
4	87	83	32	20	57	27	30	87
%V	8.4%	8.5%	8.6%	12.9%	7.7%	8.9%	6.9%	9.7%
%H (All HH)		95.4%	36.8%	23.0%	65.5%	31.0%	34.5%	100.0%
%H (TV HH)			38.6%	24.1%	68.7%	32.5%	36.1%	
5+	114	109	53	21	84	53	31	113
%V	11.0%	11.2%	14.3%	13.5%	11.4%	17.4%	7.1%	12.6%
%H (All HH)		95.6%	46.5%	18.4%	73.7%	46.5%	27.2%	99.1%
%H (TV HH)			48.6%	19.3%	77.1%	48.6%	28.4%	

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

April 2015 - March 2016

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	1932	835	313	1541	769	772	1733
%H		43.2%	16.2%	79.8%	39.8%	40.0%	89.7%
Under 20"	212	93	27	187	98	89	190
%V	11.0%	11.1%	8.6%	12.1%	12.7%	11.5%	11.0%
%H		43.9%	12.7%	88.2%	46.2%	42.0%	89.6%
20" - 29"	510	191	73	436	193	243	440
%V	26.4%	22.9%	23.3%	28.3%	25.1%	31.5%	25.4%
%H		37.5%	14.3%	85.5%	37.8%	47.6%	86.3%
30" - 39"	646	267	102	509	241	268	571
%V	33.4%	32.0%	32.6%	33.0%	31.3%	34.7%	32.9%
%H		41.3%	15.8%	78.8%	37.3%	41.5%	88.4%
40" and over	556	280	110	402	233	169	523
%V	28.8%	33.5%	35.1%	26.1%	30.3%	21.9%	30.2%
%H		50.4%	19.8%	72.3%	41.9%	30.4%	94.1%
Don't know	9	3	2	6	4	2	9
%V	0.5%	0.4%	0.6%	0.4%	0.5%	0.3%	0.5%
%H		33.3%	22.2%	66.7%	44.4%	22.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2015 - March 2016
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	1932	835	313	1541	769	772	1733
%H		43.2%	16.2%	79.8%	39.8%	40.0%	89.7%
Main living room	969	371	157	740	305	435	837
%V	50.2%	44.4%	50.2%	48.0%	39.7%	56.3%	48.3%
%H		38.3%	16.2%	76.4%	31.5%	44.9%	86.4%
Kitchen	118	49	13	111	54	57	105
%V	6.1%	5.9%	4.2%	7.2%	7.0%	7.4%	6.1%
%H		41.5%	11.0%	94.1%	45.8%	48.3%	89.0%
Adult's bedroom	506	238	87	412	232	180	471
%V	26.2%	28.5%	27.8%	26.7%	30.2%	23.3%	27.2%
%H		47.0%	17.2%	81.4%	45.8%	35.6%	93.1%
Child's bedroom	128	81	20	108	83	24	126
%V	6.6%	9.7%	6.4%	7.0%	10.8%	3.1%	7.3%
%H		63.3%	15.6%	84.4%	64.8%	18.8%	98.4%
Other bedroom	54	25	12	46	31	15	49
%V	2.8%	3.0%	3.8%	3.0%	4.0%	1.9%	2.8%
%H		46.3%	22.2%	85.2%	57.4%	27.8%	90.7%
Second living/dining room	95	41	13	78	37	40	87
%V	4.9%	4.9%	4.2%	5.1%	4.8%	5.2%	5.0%
%H		43.2%	13.7%	82.1%	38.9%	42.1%	91.6%
Study/office	18	8	3	12	7	6	17
%V	0.9%	1.0%	1.0%	0.8%	0.9%	0.8%	1.0%
%H		44.4%	16.7%	66.7%	38.9%	33.3%	94.4%
TV room	7	4	1	6	4	2	7
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		57.1%	14.3%	85.7%	57.1%	28.6%	100.0%
Conservatory	28	14	5	21	12	8	25
%V	1.4%	1.7%	1.6%	1.4%	1.6%	1.0%	1.4%
%H		50.0%	17.9%	75.0%	42.9%	28.6%	89.3%
Attic or loft room	4	1	0	3	1	2	4
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.2%
%H		25.0%	0.0%	75.0%	25.0%	50.0%	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	5	2	1	5	2	2	5
%V	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		40.0%	20.0%	100.0%	40.0%	40.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1932	835	313	1541	769	772	1733
%H		43.2%	16.2%	79.8%	39.8%	40.0%	89.7%
PVR	755	421	181	508	342	166	706
%V	39.1%	50.4%	57.8%	33.0%	44.5%	21.5%	40.7%
%H		55.8%	24.0%	67.3%	45.3%	22.0%	93.5%
DVDR	30	10	4	26	9	17	26
%V	1.6%	1.2%	1.3%	1.7%	1.2%	2.2%	1.5%
%H		33.3%	13.3%	86.7%	30.0%	56.7%	86.7%
VCR	6	1	0	6	1	5	2
%V	0.3%	0.1%	0.0%	0.4%	0.1%	0.6%	0.1%
%H		16.7%	0.0%	100.0%	16.7%	83.3%	33.3%
Any recorder	775	428	182	526	348	179	720
%V	40.1%	51.3%	58.1%	34.1%	45.3%	23.2%	41.5%
%H		55.2%	23.5%	67.9%	44.9%	23.1%	92.9%

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	1932	835	313	1541	769	772	1733
%H		43.2%	16.2%	79.8%	39.8%	40.0%	89.7%
Receives HDTV (via STB or built-in reception)	866	394	182	650	348	301	799
%V	44.8%	47.2%	58.1%	42.2%	45.3%	39.0%	46.1%
%H		45.5%	21.0%	75.1%	40.2%	34.8%	92.3%
DVD/Blu-ray player or recorder	1129	481	189	896	440	456	1035
%V	58.4%	57.6%	60.4%	58.1%	57.2%	59.1%	59.7%
%H		42.6%	16.7%	79.4%	39.0%	40.4%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	974	371	155	740	304	437	842
%H		38.1%	15.9%	76.0%	31.2%	44.9%	86.4%
Under 20"	11	2	1	9	2	7	9
%V	1.1%	0.5%	0.6%	1.2%	0.7%	1.6%	1.1%
%H		18.2%	9.1%	81.8%	18.2%	63.6%	81.8%
20" - 29"	146	27	17	118	19	100	109
%V	15.0%	7.3%	11.0%	15.9%	6.3%	22.9%	12.9%
%H		18.5%	11.6%	80.8%	13.0%	68.5%	74.7%
30" - 39"	375	127	51	296	107	190	312
%V	38.5%	34.2%	32.9%	40.0%	35.2%	43.5%	37.1%
%H		33.9%	13.6%	78.9%	28.5%	50.7%	83.2%
40" and over	439	213	86	314	174	140	409
%V	45.1%	57.4%	55.5%	42.4%	57.2%	32.0%	48.6%
%H		48.5%	19.6%	71.5%	39.6%	31.9%	93.2%
Don't know	3	2	0	2	2	1	3
%V	0.3%	0.5%	0.0%	0.3%	0.7%	0.2%	0.4%
%H		66.7%	0.0%	66.7%	66.7%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	974	371	155	740	304	437	842
%H		38.1%	15.9%	76.0%	31.2%	44.9%	86.4%
PVR	584	313	136	404	259	144	544
%V	60.0%	84.4%	87.7%	54.6%	85.2%	33.0%	64.6%
%H		53.6%	23.3%	69.2%	44.3%	24.7%	93.2%
DVDR	22	5	3	20	6	15	19
%V	2.3%	1.3%	1.9%	2.7%	2.0%	3.4%	2.3%
%H		22.7%	13.6%	90.9%	27.3%	68.2%	86.4%
VCR	5	0	0	5	0	5	2
%V	0.5%	0.0%	0.0%	0.7%	0.0%	1.1%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	40.0%
Any recorder	597	315	136	416	260	155	552
%V	61.3%	84.9%	87.7%	56.2%	85.5%	35.5%	65.6%
%H		52.8%	22.8%	69.7%	43.6%	26.0%	92.5%

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	974	371	155	740	304	437	842
%H		38.1%	15.9%	76.0%	31.2%	44.9%	86.4%
Receives HDTV (via STB or built-in reception)	590	265	127	429	222	207	543
%V	60.6%	71.4%	81.9%	58.0%	73.0%	47.4%	64.5%
%H		44.9%	21.5%	72.7%	37.6%	35.1%	92.0%
DVD/Blu-ray player or recorder	718	280	112	556	234	322	644
%V	73.7%	75.5%	72.3%	75.1%	77.0%	73.7%	76.5%
%H		39.0%	15.6%	77.4%	32.6%	44.8%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	957	464	158	801	466	335	891
%H		48.5%	16.5%	83.7%	48.7%	35.0%	93.1%
Under 20"	200	91	26	178	96	82	181
%V	20.9%	19.6%	16.5%	22.2%	20.6%	24.5%	20.3%
%H		45.5%	13.0%	89.0%	48.0%	41.0%	90.5%
20" - 29"	364	164	57	318	174	144	331
%V	38.0%	35.3%	36.1%	39.7%	37.3%	43.0%	37.1%
%H		45.1%	15.7%	87.4%	47.8%	39.6%	90.9%
30" - 39"	271	140	51	213	134	79	258
%V	28.3%	30.2%	32.3%	26.6%	28.8%	23.6%	29.0%
%H		51.7%	18.8%	78.6%	49.4%	29.2%	95.2%
40" and over	117	67	24	88	59	29	115
%V	12.2%	14.4%	15.2%	11.0%	12.7%	8.7%	12.9%
%H		57.3%	20.5%	75.2%	50.4%	24.8%	98.3%
Don't know	6	2	2	4	2	1	6
%V	0.6%	0.4%	1.3%	0.5%	0.4%	0.3%	0.7%
%H		33.3%	33.3%	66.7%	33.3%	16.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	957	464	158	801	466	335	891
%H		48.5%	16.5%	83.7%	48.7%	35.0%	93.1%
PVR	171	108	45	104	83	21	162
%V	17.9%	23.3%	28.5%	13.0%	17.8%	6.3%	18.2%
%H		63.2%	26.3%	60.8%	48.5%	12.3%	94.7%
DVDR	7	5	0	6	3	2	7
%V	0.7%	1.1%	0.0%	0.7%	0.6%	0.6%	0.8%
%H		71.4%	0.0%	85.7%	42.9%	28.6%	100.0%
VCR	1	1	0	1	1	0	0
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	0.0%
Any recorder	179	113	46	111	87	23	169
%V	18.7%	24.4%	29.1%	13.9%	18.7%	6.9%	19.0%
%H		63.1%	25.7%	62.0%	48.6%	12.8%	94.4%

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	957	464	158	801	466	335	891
%H		48.5%	16.5%	83.7%	48.7%	35.0%	93.1%
Receives HDTV (via STB or built-in reception)	275	129	55	221	126	94	256
%V	28.7%	27.8%	34.8%	27.6%	27.0%	28.1%	28.7%
%H		46.9%	20.0%	80.4%	45.8%	34.2%	93.1%
DVD/Blu-ray player or recorder	411	201	77	340	206	134	392
%V	42.9%	43.3%	48.7%	42.4%	44.2%	40.0%	44.0%
%H		48.9%	18.7%	82.7%	50.1%	32.6%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2370	2249	963	380	1655	783	872	2167
%H		94.9%	40.6%	16.0%	69.8%	33.0%	36.8%	91.4%
Total Children	406	394	203	66	261	144	116	394
%V	17.1%	17.5%	21.1%	17.4%	15.8%	18.4%	13.3%	18.2%
%H		97.0%	50.0%	16.3%	64.3%	35.5%	28.6%	97.0%
0 - 3	96	91	46	16	52	26	26	89
%V	4.1%	4.0%	4.8%	4.2%	3.1%	3.3%	3.0%	4.1%
%H		94.8%	47.9%	16.7%	54.2%	27.1%	27.1%	92.7%
4 - 15	310	303	157	50	209	118	91	305
%V	13.1%	13.5%	16.3%	13.2%	12.6%	15.1%	10.4%	14.1%
%H		97.7%	50.6%	16.1%	67.4%	38.1%	29.4%	98.4%
4 - 9	163	158	84	26	102	58	45	160
%V	6.9%	7.0%	8.7%	6.8%	6.2%	7.4%	5.2%	7.4%
%H		96.9%	51.5%	16.0%	62.6%	35.6%	27.6%	98.2%
10 - 15	147	145	73	24	106	60	46	145
%V	6.2%	6.4%	7.6%	6.3%	6.4%	7.7%	5.3%	6.7%
%H		98.6%	49.7%	16.3%	72.1%	40.8%	31.3%	98.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2370	2249	963	380	1655	783	872	2167
%H		94.9%	40.6%	16.0%	69.8%	33.0%	36.8%	91.4%
Total Adults (16+)	1964	1855	761	314	1394	639	755	1773
%V	82.9%	82.5%	79.0%	82.6%	84.2%	81.6%	86.6%	81.8%
%H		94.5%	38.7%	16.0%	71.0%	32.5%	38.4%	90.3%
16 - 19	120	116	52	22	86	46	40	119
%V	5.1%	5.2%	5.4%	5.8%	5.2%	5.9%	4.6%	5.5%
%H		96.7%	43.3%	18.3%	71.7%	38.3%	33.3%	99.2%
20 - 24	157	128	45	27	92	45	48	151
%V	6.6%	5.7%	4.7%	7.1%	5.6%	5.7%	5.5%	7.0%
%H		81.5%	28.7%	17.2%	58.6%	28.7%	30.6%	96.2%
25 - 34	288	262	130	53	162	94	68	279
%V	12.2%	11.6%	13.5%	13.9%	9.8%	12.0%	7.8%	12.9%
%H		91.0%	45.1%	18.4%	56.3%	32.6%	23.6%	96.9%
35 - 44	294	278	134	51	189	100	89	284
%V	12.4%	12.4%	13.9%	13.4%	11.4%	12.8%	10.2%	13.1%
%H		94.6%	45.6%	17.3%	64.3%	34.0%	30.3%	96.6%
45 - 54	370	359	139	69	282	133	149	357
%V	15.6%	16.0%	14.4%	18.2%	17.0%	17.0%	17.1%	16.5%
%H		97.0%	37.6%	18.6%	76.2%	35.9%	40.3%	96.5%
55 - 64	292	279	124	45	217	105	112	265
%V	12.3%	12.4%	12.9%	11.8%	13.1%	13.4%	12.8%	12.2%
%H		95.5%	42.5%	15.4%	74.3%	36.0%	38.4%	90.8%
65+	443	434	138	48	365	115	250	318
%V	18.7%	19.3%	14.3%	12.6%	22.1%	14.7%	28.7%	14.7%
%H		98.0%	31.2%	10.8%	82.4%	26.0%	56.4%	71.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1964	1855	761	314	1394	639	755	1773
%H		94.5%	38.7%	16.0%	71.0%	32.5%	38.4%	90.3%
AB	581	557	196	105	410	165	245	563
%V	29.6%	30.0%	25.8%	33.4%	29.4%	25.8%	32.5%	31.8%
%H		95.9%	33.7%	18.1%	70.6%	28.4%	42.2%	96.9%
C1	563	514	196	90	402	187	215	530
%V	28.7%	27.7%	25.8%	28.7%	28.8%	29.3%	28.5%	29.9%
%H		91.3%	34.8%	16.0%	71.4%	33.2%	38.2%	94.1%
C2	422	409	202	73	303	165	138	384
%V	21.5%	22.0%	26.5%	23.2%	21.7%	25.8%	18.3%	21.7%
%H		96.9%	47.9%	17.3%	71.8%	39.1%	32.7%	91.0%
D	283	265	131	34	197	99	98	222
%V	14.4%	14.3%	17.2%	10.8%	14.1%	15.5%	13.0%	12.5%
%H		93.6%	46.3%	12.0%	69.6%	35.0%	34.6%	78.4%
E	115	109	36	12	82	23	59	75
%V	5.9%	5.9%	4.7%	3.8%	5.9%	3.6%	7.8%	4.2%
%H		94.8%	31.3%	10.4%	71.3%	20.0%	51.3%	65.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1964	1855	761	314	1394	639	755	1773
%H		94.5%	38.7%	16.0%	71.0%	32.5%	38.4%	90.3%
Working full time	949	896	385	184	646	334	312	917
%V	48.3%	48.3%	50.6%	58.6%	46.3%	52.3%	41.3%	51.7%
%H		94.4%	40.6%	19.4%	68.1%	35.2%	32.9%	96.6%
Working part time	215	207	88	37	160	77	83	205
%V	10.9%	11.2%	11.6%	11.8%	11.5%	12.1%	11.0%	11.6%
%H		96.3%	40.9%	17.2%	74.4%	35.8%	38.6%	95.3%
Not working	800	752	288	93	589	228	360	651
%V	40.7%	40.5%	37.8%	29.6%	42.3%	35.7%	47.7%	36.7%
%H		94.0%	36.0%	11.6%	73.6%	28.5%	45.0%	81.4%
Housewife/Houseperson	1041	977	371	155	740	304	437	896
%V	53.0%	52.7%	48.8%	49.4%	53.1%	47.6%	57.9%	50.5%
%H		93.9%	35.6%	14.9%	71.1%	29.2%	42.0%	86.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	963	902	393	150	665	323	342	881
%H		93.7%	40.8%	15.6%	69.1%	33.5%	35.5%	91.5%
16 - 19	62	60	31	9	43	25	18	61
%V	6.4%	6.7%	7.9%	6.0%	6.5%	7.7%	5.3%	6.9%
%H		96.8%	50.0%	14.5%	69.4%	40.3%	29.0%	98.4%
20 - 24	89	69	25	12	48	23	25	88
%V	9.2%	7.6%	6.4%	8.0%	7.2%	7.1%	7.3%	10.0%
%H		77.5%	28.1%	13.5%	53.9%	25.8%	28.1%	98.9%
25 - 34	142	128	63	31	77	49	28	138
%V	14.7%	14.2%	16.0%	20.7%	11.6%	15.2%	8.2%	15.7%
%H		90.1%	44.4%	21.8%	54.2%	34.5%	19.7%	97.2%
35 - 44	144	134	66	23	89	47	43	136
%V	15.0%	14.9%	16.8%	15.3%	13.4%	14.6%	12.6%	15.4%
%H		93.1%	45.8%	16.0%	61.8%	32.6%	29.9%	94.4%
45 - 54	183	176	73	28	137	64	72	173
%V	19.0%	19.5%	18.6%	18.7%	20.6%	19.8%	21.1%	19.6%
%H		96.2%	39.9%	15.3%	74.9%	35.0%	39.3%	94.5%
55 - 64	140	134	62	24	103	54	50	127
%V	14.5%	14.9%	15.8%	16.0%	15.5%	16.7%	14.6%	14.4%
%H		95.7%	44.3%	17.1%	73.6%	38.6%	35.7%	90.7%
65+	203	201	72	22	167	60	107	158
%V	21.1%	22.3%	18.3%	14.7%	25.1%	18.6%	31.3%	17.9%
%H		99.0%	35.5%	10.8%	82.3%	29.6%	52.7%	77.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	963	902	393	150	665	323	342	881
%H		93.7%	40.8%	15.6%	69.1%	33.5%	35.5%	91.5%
AB	283	271	101	49	200	85	115	276
%V	29.4%	30.0%	25.7%	32.7%	30.1%	26.3%	33.6%	31.3%
%H		95.8%	35.7%	17.3%	70.7%	30.0%	40.6%	97.5%
C1	272	244	99	42	183	91	92	260
%V	28.2%	27.1%	25.2%	28.0%	27.5%	28.2%	26.9%	29.5%
%H		89.7%	36.4%	15.4%	67.3%	33.5%	33.8%	95.6%
C2	227	219	109	38	160	86	75	205
%V	23.6%	24.3%	27.7%	25.3%	24.1%	26.6%	21.9%	23.3%
%H		96.5%	48.0%	16.7%	70.5%	37.9%	33.0%	90.3%
D	138	127	70	15	90	50	41	109
%V	14.3%	14.1%	17.8%	10.0%	13.5%	15.5%	12.0%	12.4%
%H		92.0%	50.7%	10.9%	65.2%	36.2%	29.7%	79.0%
E	44	41	14	6	31	12	19	32
%V	4.6%	4.5%	3.6%	4.0%	4.7%	3.7%	5.6%	3.6%
%H		93.2%	31.8%	13.6%	70.5%	27.3%	43.2%	72.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	963	902	393	150	665	323	342	881
%H		93.7%	40.8%	15.6%	69.1%	33.5%	35.5%	91.5%
Working full time	582	545	245	104	388	202	186	557
%V	60.4%	60.4%	62.3%	69.3%	58.3%	62.5%	54.4%	63.2%
%H		93.6%	42.1%	17.9%	66.7%	34.7%	32.0%	95.7%
Working part time	41	38	17	6	31	15	16	37
%V	4.3%	4.2%	4.3%	4.0%	4.7%	4.6%	4.7%	4.2%
%H		92.7%	41.5%	14.6%	75.6%	36.6%	39.0%	90.2%
Not working	341	319	132	40	245	106	139	287
%V	35.4%	35.4%	33.6%	26.7%	36.8%	32.8%	40.6%	32.6%
%H		93.5%	38.7%	11.7%	71.8%	31.1%	40.8%	84.2%
Housewife/Houseperson	210	186	63	30	139	54	86	169
%V	21.8%	20.6%	16.0%	20.0%	20.9%	16.7%	25.1%	19.2%
%H		88.6%	30.0%	14.3%	66.2%	25.7%	41.0%	80.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1001	953	368	165	729	316	413	892
%H		95.2%	36.8%	16.5%	72.8%	31.6%	41.3%	89.1%
16 - 19	59	57	20	13	43	21	22	58
%V	5.9%	6.0%	5.4%	7.9%	5.9%	6.6%	5.3%	6.5%
%H		96.6%	33.9%	22.0%	72.9%	35.6%	37.3%	98.3%
20 - 24	68	59	19	15	44	21	23	63
%V	6.8%	6.2%	5.2%	9.1%	6.0%	6.6%	5.6%	7.1%
%H		86.8%	27.9%	22.1%	64.7%	30.9%	33.8%	92.6%
25 - 34	145	134	67	22	85	45	40	141
%V	14.5%	14.1%	18.2%	13.3%	11.7%	14.2%	9.7%	15.8%
%H		92.4%	46.2%	15.2%	58.6%	31.0%	27.6%	97.2%
35 - 44	150	144	68	28	100	54	46	147
%V	15.0%	15.1%	18.5%	17.0%	13.7%	17.1%	11.1%	16.5%
%H		96.0%	45.3%	18.7%	66.7%	36.0%	30.7%	98.0%
45 - 54	187	182	66	41	145	69	76	184
%V	18.7%	19.1%	17.9%	24.8%	19.9%	21.8%	18.4%	20.6%
%H		97.3%	35.3%	21.9%	77.5%	36.9%	40.6%	98.4%
55 - 64	152	145	62	21	114	52	62	138
%V	15.2%	15.2%	16.8%	12.7%	15.6%	16.5%	15.0%	15.5%
%H		95.4%	40.8%	13.8%	75.0%	34.2%	40.8%	90.8%
65+	240	233	65	25	198	55	143	160
%V	24.0%	24.4%	17.7%	15.2%	27.2%	17.4%	34.6%	17.9%
%H		97.1%	27.1%	10.4%	82.5%	22.9%	59.6%	66.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1001	953	368	165	729	316	413	892
%H		95.2%	36.8%	16.5%	72.8%	31.6%	41.3%	89.1%
AB	298	287	95	56	210	80	131	287
%V	29.8%	30.1%	25.8%	33.9%	28.8%	25.3%	31.7%	32.2%
%H		96.3%	31.9%	18.8%	70.5%	26.8%	44.0%	96.3%
C1	291	271	97	49	219	96	123	270
%V	29.1%	28.4%	26.4%	29.7%	30.0%	30.4%	29.8%	30.3%
%H		93.1%	33.3%	16.8%	75.3%	33.0%	42.3%	92.8%
C2	195	190	93	35	143	79	64	180
%V	19.5%	19.9%	25.3%	21.2%	19.6%	25.0%	15.5%	20.2%
%H		97.4%	47.7%	17.9%	73.3%	40.5%	32.8%	92.3%
D	145	138	61	19	107	50	57	113
%V	14.5%	14.5%	16.6%	11.5%	14.7%	15.8%	13.8%	12.7%
%H		95.2%	42.1%	13.1%	73.8%	34.5%	39.3%	77.9%
E	71	68	21	7	51	11	40	43
%V	7.1%	7.1%	5.7%	4.2%	7.0%	3.5%	9.7%	4.8%
%H		95.8%	29.6%	9.9%	71.8%	15.5%	56.3%	60.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1001	953	368	165	729	316	413	892
%H		95.2%	36.8%	16.5%	72.8%	31.6%	41.3%	89.1%
Working full time	367	352	140	80	257	132	126	360
%V	36.7%	36.9%	38.0%	48.5%	35.3%	41.8%	30.5%	40.4%
%H		95.9%	38.1%	21.8%	70.0%	36.0%	34.3%	98.1%
Working part time	174	168	71	31	128	62	66	169
%V	17.4%	17.6%	19.3%	18.8%	17.6%	19.6%	16.0%	18.9%
%H		96.6%	40.8%	17.8%	73.6%	35.6%	37.9%	97.1%
Not working	460	433	156	54	343	122	221	364
%V	46.0%	45.4%	42.4%	32.7%	47.1%	38.6%	53.5%	40.8%
%H		94.1%	33.9%	11.7%	74.6%	26.5%	48.0%	79.1%
Housewife/Houseperson	831	791	308	125	601	250	351	728
%V	83.0%	83.0%	83.7%	75.8%	82.4%	79.1%	85.0%	81.6%
%H		95.2%	37.1%	15.0%	72.3%	30.1%	42.2%	87.6%

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	871	831	344	77	651	254	397	707
%H (All HH)		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%
%H (TV HH)			41.4%	9.3%	78.3%	30.6%	47.8%	
AB	224	216	96	18	163	64	99	198
%V	25.7%	26.0%	27.9%	23.4%	25.0%	25.2%	24.9%	28.0%
%H (All HH)		96.4%	42.9%	8.0%	72.8%	28.6%	44.2%	88.4%
%H (TV HH)			44.4%	8.3%	75.5%	29.6%	45.8%	
C1	248	236	100	19	181	66	114	215
%V	28.5%	28.4%	29.1%	24.7%	27.8%	26.0%	28.7%	30.4%
%H (All HH)		95.2%	40.3%	7.7%	73.0%	26.6%	46.0%	86.7%
%H (TV HH)			42.4%	8.1%	76.7%	28.0%	48.3%	
C2	209	203	81	23	166	69	96	179
%V	24.0%	24.4%	23.5%	29.9%	25.5%	27.2%	24.2%	25.3%
%H (All HH)		97.1%	38.8%	11.0%	79.4%	33.0%	45.9%	85.6%
%H (TV HH)			39.9%	11.3%	81.8%	34.0%	47.3%	
D	114	107	45	11	85	36	50	79
%V	13.1%	12.9%	13.1%	14.3%	13.1%	14.2%	12.6%	11.2%
%H (All HH)		93.9%	39.5%	9.6%	74.6%	31.6%	43.9%	69.3%
%H (TV HH)			42.1%	10.3%	79.4%	33.6%	46.7%	
E	76	69	22	5	56	18	38	36
%V	8.7%	8.3%	6.4%	6.5%	8.6%	7.1%	9.6%	5.1%
%H (All HH)		90.8%	28.9%	6.6%	73.7%	23.7%	50.0%	47.4%
%H (TV HH)			31.9%	7.2%	81.2%	26.1%	55.1%	

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

April 2015 - March 2016

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	871	831	344	77	651	254	397	707
%V (All HH)		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%
%H (TV HH)			41.4%	9.3%	78.3%	30.6%	47.8%	
Under 25	27	26	11	2	18	8	10	26
%V	3.1%	3.1%	3.2%	2.6%	2.8%	3.1%	2.5%	3.7%
%H (All HH)		96.3%	40.7%	7.4%	66.7%	29.6%	37.0%	96.3%
%H (TV HH)			42.3%	7.7%	69.2%	30.8%	38.5%	
25 - 34	112	103	43	13	66	24	42	106
%V	12.9%	12.4%	12.5%	16.9%	10.1%	9.4%	10.6%	15.0%
%H (All HH)		92.0%	38.4%	11.6%	58.9%	21.4%	37.5%	94.6%
%H (TV HH)			41.7%	12.6%	64.1%	23.3%	40.8%	
35 - 44	117	111	51	11	81	36	45	115
%V	13.4%	13.4%	14.8%	14.3%	12.4%	14.2%	11.3%	16.3%
%H (All HH)		94.9%	43.6%	9.4%	69.2%	30.8%	38.5%	98.3%
%H (TV HH)			45.9%	9.9%	73.0%	32.4%	40.5%	
45 - 54	159	152	79	20	105	54	51	145
%V	18.3%	18.3%	23.0%	26.0%	16.1%	21.3%	12.8%	20.5%
%H (All HH)		95.6%	49.7%	12.6%	66.0%	34.0%	32.1%	91.2%
%H (TV HH)			52.0%	13.2%	69.1%	35.5%	33.6%	
55 - 64	153	147	66	14	121	54	66	139
%V	17.6%	17.7%	19.2%	18.2%	18.6%	21.3%	16.6%	19.7%
%H (All HH)		96.1%	43.1%	9.2%	79.1%	35.3%	43.1%	90.8%
%H (TV HH)			44.9%	9.5%	82.3%	36.7%	44.9%	
65 +	302	293	94	18	260	78	182	177
%V	34.7%	35.3%	27.3%	23.4%	39.9%	30.7%	45.8%	25.0%
%H (All HH)		97.0%	31.1%	6.0%	86.1%	25.8%	60.3%	58.6%
%H (TV HH)			32.1%	6.1%	88.7%	26.6%	62.1%	

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

April 2015 - March 2016

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	871	831	344	77	651	254	397	707
%H (All HH)		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%
%H (TV HH)			41.4%	9.3%	78.3%	30.6%	47.8%	
1	271	252	73	15	211	53	158	153
%V	31.1%	30.3%	21.2%	19.5%	32.4%	20.9%	39.8%	21.6%
%H (All HH)		93.0%	26.9%	5.5%	77.9%	19.6%	58.3%	56.5%
%H (TV HH)			29.0%	6.0%	83.7%	21.0%	62.7%	
2	328	315	135	26	249	98	150	287
%V	37.7%	37.9%	39.2%	33.8%	38.2%	38.6%	37.8%	40.6%
%H (All HH)		96.0%	41.2%	7.9%	75.9%	29.9%	45.7%	87.5%
%H (TV HH)			42.9%	8.3%	79.0%	31.1%	47.6%	
3	121	115	58	14	79	39	40	118
%V	13.9%	13.8%	16.9%	18.2%	12.1%	15.4%	10.1%	16.7%
%H (All HH)		95.0%	47.9%	11.6%	65.3%	32.2%	33.1%	97.5%
%H (TV HH)			50.4%	12.2%	68.7%	33.9%	34.8%	
4	108	106	57	12	82	46	36	106
%V	12.4%	12.8%	16.6%	15.6%	12.6%	18.1%	9.1%	15.0%
%H (All HH)		98.1%	52.8%	11.1%	75.9%	42.6%	33.3%	98.1%
%H (TV HH)			53.8%	11.3%	77.4%	43.4%	34.0%	
5+	44	42	21	9	30	18	12	43
%V	5.1%	5.1%	6.1%	11.7%	4.6%	7.1%	3.0%	6.1%
%H (All HH)		95.5%	47.7%	20.5%	68.2%	40.9%	27.3%	97.7%
%H (TV HH)			50.0%	21.4%	71.4%	42.9%	28.6%	
Average HH size	2.25	2.27	2.50	2.71	2.21	2.55	1.99	2.47

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

April 2015 - March 2016

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	871	831	344	77	651	254	397	707
%H (All HH)		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%
%H (TV HH)			41.4%	9.3%	78.3%	30.6%	47.8%	
Without	672	638	247	56	514	187	326	512
%V	77.2%	76.8%	71.8%	72.7%	79.0%	73.6%	82.1%	72.4%
%H (All HH)		94.9%	36.8%	8.3%	76.5%	27.8%	48.5%	76.2%
%H (TV HH)			38.7%	8.8%	80.6%	29.3%	51.1%	
With	199	192	97	21	137	67	71	195
%V	22.8%	23.1%	28.2%	27.3%	21.0%	26.4%	17.9%	27.6%
%H (All HH)		96.5%	48.7%	10.6%	68.8%	33.7%	35.7%	98.0%
%H (TV HH)			50.5%	10.9%	71.4%	34.9%	37.0%	
0 - 3	72	69	30	8	47	19	28	69
%V	8.3%	8.3%	8.7%	10.4%	7.2%	7.5%	7.1%	9.8%
%H (All HH)		95.8%	41.7%	11.1%	65.3%	26.4%	38.9%	95.8%
%H (TV HH)			43.5%	11.6%	68.1%	27.5%	40.6%	
4 - 9	98	94	45	13	67	33	34	96
%V	11.3%	11.3%	13.1%	16.9%	10.3%	13.0%	8.6%	13.6%
%H (All HH)		95.9%	45.9%	13.3%	68.4%	33.7%	34.7%	98.0%
%H (TV HH)			47.9%	13.8%	71.3%	35.1%	36.2%	
10 - 15	99	96	54	10	68	36	32	98
%V	11.4%	11.6%	15.7%	13.0%	10.4%	14.2%	8.1%	13.9%
%H (All HH)		97.0%	54.5%	10.1%	68.7%	36.4%	32.3%	99.0%
%H (TV HH)			56.3%	10.4%	70.8%	37.5%	33.3%	

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

April 2015 - March 2016

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	871	831	344	77	651	254	397	707
%H (All HH)		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%
%H (TV HH)			41.4%	9.3%	78.3%	30.6%	47.8%	
1	327	327	107	17	236	47	189	240
%V	37.5%	39.4%	31.1%	22.1%	36.3%	18.5%	47.6%	33.9%
%H (All HH)		100.0%	32.7%	5.2%	72.2%	14.4%	57.8%	73.4%
%H (TV HH)			32.7%	5.2%	72.2%	14.4%	57.8%	
2	296	296	126	32	243	105	138	247
%V	34.0%	35.6%	36.6%	41.6%	37.3%	41.3%	34.8%	34.9%
%H (All HH)		100.0%	42.6%	10.8%	82.1%	35.5%	46.6%	83.4%
%H (TV HH)			42.6%	10.8%	82.1%	35.5%	46.6%	
3	134	134	65	17	112	60	53	121
%V	15.4%	16.1%	18.9%	22.1%	17.2%	23.6%	13.4%	17.1%
%H (All HH)		100.0%	48.5%	12.7%	83.6%	44.8%	39.6%	90.3%
%H (TV HH)			48.5%	12.7%	83.6%	44.8%	39.6%	
4	53	53	33	8	41	29	12	51
%V	6.1%	6.4%	9.6%	10.4%	6.3%	11.4%	3.0%	7.2%
%H (All HH)		100.0%	62.3%	15.1%	77.4%	54.7%	22.6%	96.2%
%H (TV HH)			62.3%	15.1%	77.4%	54.7%	22.6%	
5+	21	21	13	3	18	13	5	20
%V	2.4%	2.5%	3.8%	3.9%	2.8%	5.1%	1.3%	2.8%
%H (All HH)		100.0%	61.9%	14.3%	85.7%	61.9%	23.8%	95.2%
%H (TV HH)			61.9%	14.3%	85.7%	61.9%	23.8%	

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

April 2015 - March 2016

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	871	831	344	77	651	254	397	707
%H (All HH)		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%
%H (TV HH)			41.4%	9.3%	78.3%	30.6%	47.8%	
Under 20"	187	187	76	19	168	75	93	154
%V	21.5%	22.5%	22.1%	24.7%	25.8%	29.5%	23.4%	21.8%
%H (All HH)		100.0%	40.6%	10.2%	89.8%	40.1%	49.7%	82.4%
%H (TV HH)			40.6%	10.2%	89.8%	40.1%	49.7%	
20" - 29"	318	318	134	25	272	114	158	251
%V	36.5%	38.3%	39.0%	32.5%	41.8%	44.9%	39.8%	35.5%
%H (All HH)		100.0%	42.1%	7.9%	85.5%	35.8%	49.7%	78.9%
%H (TV HH)			42.1%	7.9%	85.5%	35.8%	49.7%	
30" - 39"	442	442	175	47	350	138	212	368
%V	50.7%	53.2%	50.9%	61.0%	53.8%	54.3%	53.4%	52.1%
%H (All HH)		100.0%	39.6%	10.6%	79.2%	31.2%	48.0%	83.3%
%H (TV HH)			39.6%	10.6%	79.2%	31.2%	48.0%	
40" and over	395	395	210	48	285	151	134	362
%V	45.4%	47.5%	61.0%	62.3%	43.8%	59.4%	33.8%	51.2%
%H (All HH)		100.0%	53.2%	12.2%	72.2%	38.2%	33.9%	91.6%
%H (TV HH)			53.2%	12.2%	72.2%	38.2%	33.9%	

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

April 2015 - March 2016

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	871	831	344	77	651	254	397	707
%H (All HH)		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%
%H (TV HH)			41.4%	9.3%	78.3%	30.6%	47.8%	
Main living room	821	821	342	76	643	253	391	672
%V	94.3%	98.8%	99.4%	98.7%	98.8%	99.6%	98.5%	95.0%
%H (All HH)		100.0%	41.7%	9.3%	78.3%	30.8%	47.6%	81.9%
%H (TV HH)			41.7%	9.3%	78.3%	30.8%	47.6%	
Kitchen	123	123	55	12	105	47	57	103
%V	14.1%	14.8%	16.0%	15.6%	16.1%	18.5%	14.4%	14.6%
%H (All HH)		100.0%	44.7%	9.8%	85.4%	38.2%	46.3%	83.7%
%H (TV HH)			44.7%	9.8%	85.4%	38.2%	46.3%	
Adult's bedroom	371	371	181	46	304	160	144	326
%V	42.6%	44.6%	52.6%	59.7%	46.7%	63.0%	36.3%	46.1%
%H (All HH)		100.0%	48.8%	12.4%	81.9%	43.1%	38.8%	87.9%
%H (TV HH)			48.8%	12.4%	81.9%	43.1%	38.8%	
Child's bedroom	73	73	41	11	58	38	20	73
%V	8.4%	8.8%	11.9%	14.3%	8.9%	15.0%	5.0%	10.3%
%H (All HH)		100.0%	56.2%	15.1%	79.5%	52.1%	27.4%	100.0%
%H (TV HH)			56.2%	15.1%	79.5%	52.1%	27.4%	
Other bedroom	36	36	17	6	30	17	13	33
%V	4.1%	4.3%	4.9%	7.8%	4.6%	6.7%	3.3%	4.7%
%H (All HH)		100.0%	47.2%	16.7%	83.3%	47.2%	36.1%	91.7%
%H (TV HH)			47.2%	16.7%	83.3%	47.2%	36.1%	
Second living/dining room	68	68	29	6	59	26	33	58
%V	7.8%	8.2%	8.4%	7.8%	9.1%	10.2%	8.3%	8.2%
%H (All HH)		100.0%	42.6%	8.8%	86.8%	38.2%	48.5%	85.3%
%H (TV HH)			42.6%	8.8%	86.8%	38.2%	48.5%	
Study/office	14	14	9	1	9	6	3	13
%V	1.6%	1.7%	2.6%	1.3%	1.4%	2.4%	0.8%	1.8%
%H (All HH)		100.0%	64.3%	7.1%	64.3%	42.9%	21.4%	92.9%
%H (TV HH)			64.3%	7.1%	64.3%	42.9%	21.4%	
TV room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Conservatory	10	10	8	1	9	7	2	10
%V	1.1%	1.2%	2.3%	1.3%	1.4%	2.8%	0.5%	1.4%
%H (All HH)		100.0%	80.0%	10.0%	90.0%	70.0%	20.0%	100.0%
%H (TV HH)			80.0%	10.0%	90.0%	70.0%	20.0%	
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%	0.3%	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	2
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.3%	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%	
Other	7	7	5	0	5	3	2	6
%V	0.8%	0.8%	1.5%	0.0%	0.8%	1.2%	0.5%	0.8%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	42.9%	28.6%	85.7%
%H (TV HH)			71.4%	0.0%	71.4%	42.9%	28.6%	

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

April 2015 - March 2016

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	871	831	344	77	651	254	397	707
%H (All HH)		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%
%H (TV HH)			41.4%	9.3%	78.3%	30.6%	47.8%	
Any DSAT provider	344	344	344	3	212	212	0	303
%V	39.5%	41.4%	100.0%	3.9%	32.6%	83.5%	0.0%	42.9%
%H (All HH)			100.0%	0.9%	61.6%	61.6%	0.0%	88.1%
%H (TV HH)			100.0%	0.9%	61.6%	61.6%	0.0%	
Sky with subcription	264	264	264	2	160	160	0	238
%V	30.3%	31.8%	76.7%	2.6%	24.6%	63.0%	0.0%	33.7%
%H (All HH)			100.0%	0.8%	60.6%	60.6%	0.0%	90.2%
%H (TV HH)			100.0%	0.8%	60.6%	60.6%	0.0%	
Sky without subcription	21	21	21	1	16	16	0	15
%V	2.4%	2.5%	6.1%	1.3%	2.5%	6.3%	0.0%	2.1%
%H (All HH)			100.0%	4.8%	76.2%	76.2%	0.0%	71.4%
%H (TV HH)			100.0%	4.8%	76.2%	76.2%	0.0%	
Freesat	59	59	59	1	36	36	0	52
%V	6.8%	7.1%	17.2%	1.3%	5.5%	14.2%	0.0%	7.4%
%H (All HH)			100.0%	1.7%	61.0%	61.0%	0.0%	88.1%
%H (TV HH)			100.0%	1.7%	61.0%	61.0%	0.0%	
Other satellite provider	16	16	16	0	9	9	0	14
%V	1.8%	1.9%	4.7%	0.0%	1.4%	3.5%	0.0%	2.0%
%H (All HH)			100.0%	0.0%	56.3%	56.3%	0.0%	87.5%
%H (TV HH)			100.0%	0.0%	56.3%	56.3%	0.0%	
DCAB	77	77	3	77	44	44	0	73
%V	8.8%	9.3%	0.9%	100.0%	6.8%	17.3%	0.0%	10.3%
%H (All HH)			3.9%	100.0%	57.1%	57.1%	0.0%	94.8%
%H (TV HH)			3.9%	100.0%	57.1%	57.1%	0.0%	
DTT	651	651	212	44	651	254	397	513
%V	74.7%	78.3%	61.6%	57.1%	100.0%	100.0%	100.0%	72.6%
%H (All HH)		100.0%	32.6%	6.8%	100.0%	39.0%	61.0%	78.8%
%H (TV HH)			32.6%	6.8%	100.0%	39.0%	61.0%	

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

April 2015 - March 2016

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	871	831	344	77	651	254	397	707
%H (All HH)		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%
%H (TV HH)			41.4%	9.3%	78.3%	30.6%	47.8%	
PVR	539	539	299	64	400	222	178	475
%V	61.9%	64.9%	86.9%	83.1%	61.4%	87.4%	44.8%	67.2%
%H (All HH)		100.0%	55.5%	11.9%	74.2%	41.2%	33.0%	88.1%
%H (TV HH)			55.5%	11.9%	74.2%	41.2%	33.0%	
DVDR	23	23	10	2	20	8	11	20
%V	2.6%	2.8%	2.9%	2.6%	3.1%	3.1%	2.8%	2.8%
%H (All HH)		100.0%	43.5%	8.7%	87.0%	34.8%	47.8%	87.0%
%H (TV HH)			43.5%	8.7%	87.0%	34.8%	47.8%	
VCR	8	8	4	1	8	4	3	5
%V	0.9%	1.0%	1.2%	1.3%	1.2%	1.6%	0.8%	0.7%
%H (All HH)		100.0%	50.0%	12.5%	100.0%	50.0%	37.5%	62.5%
%H (TV HH)			50.0%	12.5%	100.0%	50.0%	37.5%	
Any recorder	547	547	301	64	407	222	184	480
%V	62.8%	65.8%	87.5%	83.1%	62.5%	87.4%	46.3%	67.9%
%H (All HH)		100.0%	55.0%	11.7%	74.4%	40.6%	33.6%	87.8%
%H (TV HH)			55.0%	11.7%	74.4%	40.6%	33.6%	
Receives HDTV (via STB or built-in reception)	513	513	255	72	390	200	190	464
%V	58.9%	61.7%	74.1%	93.5%	59.9%	78.7%	47.9%	65.6%
%H (All HH)		100.0%	49.7%	14.0%	76.0%	39.0%	37.0%	90.4%
%H (TV HH)			49.7%	14.0%	76.0%	39.0%	37.0%	
DVD/Blu-ray player or recorder	688	688	298	66	539	221	318	584
%V	79.0%	82.8%	86.6%	85.7%	82.8%	87.0%	80.1%	82.6%
%H (All HH)		100.0%	43.3%	9.6%	78.3%	32.1%	46.2%	84.9%
%H (TV HH)			43.3%	9.6%	78.3%	32.1%	46.2%	

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

April 2015 - March 2016

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	871	831	344	77	651	254	397	707
%V (All HH)		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%
%H (TV HH)			41.4%	9.3%	78.3%	30.6%	47.8%	
Has broadband internet	707	679	303	73	513	222	290	707
%V	81.2%	81.7%	88.1%	94.8%	78.8%	87.4%	73.0%	100.0%
%H (All HH)		96.0%	42.9%	10.3%	72.6%	31.4%	41.0%	100.0%
%H (TV HH)			44.6%	10.8%	75.6%	32.7%	42.7%	
Number of computers (PCs and laptops)								
0	174	162	43	6	145	35	109	20
%V	20.0%	19.5%	12.5%	7.8%	22.3%	13.8%	27.5%	2.8%
%H (All HH)		93.1%	24.7%	3.4%	83.3%	20.1%	62.6%	11.5%
%H (TV HH)			26.5%	3.7%	89.5%	21.6%	67.3%	
1	221	210	72	17	169	52	117	213
%V	25.4%	25.3%	20.9%	22.1%	26.0%	20.5%	29.5%	30.1%
%H (All HH)		95.0%	32.6%	7.7%	76.5%	23.5%	52.9%	96.4%
%H (TV HH)			34.3%	8.1%	80.5%	24.8%	55.7%	
2	215	205	95	23	150	67	83	213
%V	24.7%	24.7%	27.6%	29.9%	23.0%	26.4%	20.9%	30.1%
%H (All HH)		95.3%	44.2%	10.7%	69.8%	31.2%	38.6%	99.1%
%H (TV HH)			46.3%	11.2%	73.2%	32.7%	40.5%	
3	104	102	49	9	76	35	41	104
%V	11.9%	12.3%	14.2%	11.7%	11.7%	13.8%	10.3%	14.7%
%H (All HH)		98.1%	47.1%	8.7%	73.1%	33.7%	39.4%	100.0%
%H (TV HH)			48.0%	8.8%	74.5%	34.3%	40.2%	
4	75	73	41	12	52	30	22	75
%V	8.6%	8.8%	11.9%	15.6%	8.0%	11.8%	5.5%	10.6%
%H (All HH)		97.3%	54.7%	16.0%	69.3%	40.0%	29.3%	100.0%
%H (TV HH)			56.2%	16.4%	71.2%	41.1%	30.1%	
5+	81	79	44	11	59	34	25	81
%V	9.3%	9.5%	12.8%	14.3%	9.1%	13.4%	6.3%	11.5%
%H (All HH)		97.5%	54.3%	13.6%	72.8%	42.0%	30.9%	100.0%
%H (TV HH)			55.7%	13.9%	74.7%	43.0%	31.6%	

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

April 2015 - March 2016

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	1643	758	177	1319	624	696	1407
%H		46.1%	10.8%	80.3%	38.0%	42.4%	85.6%
Under 20"	240	96	27	217	99	118	197
%V	14.6%	12.7%	15.3%	16.5%	15.9%	17.0%	14.0%
%H		40.0%	11.3%	90.4%	41.3%	49.2%	82.1%
20" - 29"	397	176	30	338	148	189	319
%V	24.2%	23.2%	16.9%	25.6%	23.7%	27.2%	22.7%
%H		44.3%	7.6%	85.1%	37.3%	47.6%	80.4%
30" - 39"	521	217	56	411	171	240	442
%V	31.7%	28.6%	31.6%	31.2%	27.4%	34.5%	31.4%
%H		41.7%	10.7%	78.9%	32.8%	46.1%	84.8%
40" and over	480	264	64	348	200	149	443
%V	29.2%	34.8%	36.2%	26.4%	32.1%	21.4%	31.5%
%H		55.0%	13.3%	72.5%	41.7%	31.0%	92.3%
Don't know	6	6	0	6	6	0	6
%V	0.4%	0.8%	0.0%	0.5%	1.0%	0.0%	0.4%
%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

April 2015 - March 2016

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	1643	758	177	1319	624	696	1407
%H		46.1%	10.8%	80.3%	38.0%	42.4%	85.6%
Main living room	825	345	76	647	255	391	675
%V	50.2%	45.5%	42.9%	49.1%	40.9%	56.2%	48.0%
%H		41.8%	9.2%	78.4%	30.9%	47.4%	81.8%
Kitchen	124	55	12	105	47	58	103
%V	7.5%	7.3%	6.8%	8.0%	7.5%	8.3%	7.3%
%H		44.4%	9.7%	84.7%	37.9%	46.8%	83.1%
Adult's bedroom	450	226	58	369	203	166	400
%V	27.4%	29.8%	32.8%	28.0%	32.5%	23.9%	28.4%
%H		50.2%	12.9%	82.0%	45.1%	36.9%	88.9%
Child's bedroom	97	56	16	76	52	24	97
%V	5.9%	7.4%	9.0%	5.8%	8.3%	3.4%	6.9%
%H		57.7%	16.5%	78.4%	53.6%	24.7%	100.0%
Other bedroom	43	23	6	35	20	15	39
%V	2.6%	3.0%	3.4%	2.7%	3.2%	2.2%	2.8%
%H		53.5%	14.0%	81.4%	46.5%	34.9%	90.7%
Second living/dining room	68	29	6	59	26	33	58
%V	4.1%	3.8%	3.4%	4.5%	4.2%	4.7%	4.1%
%H		42.6%	8.8%	86.8%	38.2%	48.5%	85.3%
Study/office	15	9	1	10	6	4	14
%V	0.9%	1.2%	0.6%	0.8%	1.0%	0.6%	1.0%
%H		60.0%	6.7%	66.7%	40.0%	26.7%	93.3%
TV room	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Conservatory	10	8	1	9	7	2	10
%V	0.6%	1.1%	0.6%	0.7%	1.1%	0.3%	0.7%
%H		80.0%	10.0%	90.0%	70.0%	20.0%	100.0%
Attic or loft room	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
No specific location	2	1	0	2	1	1	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%
Other	7	5	0	5	3	2	6
%V	0.4%	0.7%	0.0%	0.4%	0.5%	0.3%	0.4%
%H		71.4%	0.0%	71.4%	42.9%	28.6%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1643	758	177	1319	624	696	1407
%H		46.1%	10.8%	80.3%	38.0%	42.4%	85.6%
PVR	682	400	87	483	285	198	611
%V	41.5%	52.8%	49.2%	36.6%	45.7%	28.4%	43.4%
%H		58.7%	12.8%	70.8%	41.8%	29.0%	89.6%
DVDR	26	11	2	21	9	12	23
%V	1.6%	1.5%	1.1%	1.6%	1.4%	1.7%	1.6%
%H		42.3%	7.7%	80.8%	34.6%	46.2%	88.5%
VCR	8	4	2	8	5	3	6
%V	0.5%	0.5%	1.1%	0.6%	0.8%	0.4%	0.4%
%H		50.0%	25.0%	100.0%	62.5%	37.5%	75.0%
Any recorder	695	406	87	494	289	205	620
%V	42.3%	53.6%	49.2%	37.5%	46.3%	29.5%	44.1%
%H		58.4%	12.5%	71.1%	41.6%	29.5%	89.2%

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	1643	758	177	1319	624	696	1407
%H		46.1%	10.8%	80.3%	38.0%	42.4%	85.6%
Receives HDTV (via STB or built-in reception)	702	348	109	536	287	249	644
%V	42.7%	45.9%	61.6%	40.6%	46.0%	35.8%	45.8%
%H		49.6%	15.5%	76.4%	40.9%	35.5%	91.7%
DVD/Blu-ray player or recorder	972	446	104	770	355	415	851
%V	59.2%	58.8%	58.8%	58.4%	56.9%	59.6%	60.5%
%H		45.9%	10.7%	79.2%	36.5%	42.7%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	831	344	77	651	254	397	679
%H		41.4%	9.3%	78.3%	30.6%	47.8%	81.7%
Under 20"	20	4	1	17	2	14	13
%V	2.4%	1.2%	1.3%	2.6%	0.8%	3.5%	1.9%
%H		20.0%	5.0%	85.0%	10.0%	70.0%	65.0%
20" - 29"	118	30	4	104	22	82	73
%V	14.2%	8.7%	5.2%	16.0%	8.7%	20.7%	10.8%
%H		25.4%	3.4%	88.1%	18.6%	69.5%	61.9%
30" - 39"	313	108	25	258	85	173	246
%V	37.7%	31.4%	32.5%	39.6%	33.5%	43.6%	36.2%
%H		34.5%	8.0%	82.4%	27.2%	55.3%	78.6%
40" and over	380	202	47	272	145	127	347
%V	45.7%	58.7%	61.0%	41.8%	57.1%	32.0%	51.1%
%H		53.2%	12.4%	71.6%	38.2%	33.4%	91.3%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	831	344	77	651	254	397	679
%H		41.4%	9.3%	78.3%	30.6%	47.8%	81.7%
PVR	527	295	64	389	219	170	466
%V	63.4%	85.8%	83.1%	59.8%	86.2%	42.8%	68.6%
%H		56.0%	12.1%	73.8%	41.6%	32.3%	88.4%
DVDR	20	8	2	16	7	10	18
%V	2.4%	2.3%	2.6%	2.5%	2.8%	2.5%	2.7%
%H		40.0%	10.0%	80.0%	35.0%	50.0%	90.0%
VCR	7	3	1	7	4	3	5
%V	0.8%	0.9%	1.3%	1.1%	1.6%	0.8%	0.7%
%H		42.9%	14.3%	100.0%	57.1%	42.9%	71.4%
Any recorder	534	297	64	395	219	176	470
%V	64.3%	86.3%	83.1%	60.7%	86.2%	44.3%	69.2%
%H		55.6%	12.0%	74.0%	41.0%	33.0%	88.0%

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	831	344	77	651	254	397	679
%H		41.4%	9.3%	78.3%	30.6%	47.8%	81.7%
Receives HDTV (via STB or built-in reception)	498	248	71	376	194	182	451
%V	59.9%	72.1%	92.2%	57.8%	76.4%	45.8%	66.4%
%H		49.8%	14.3%	75.5%	39.0%	36.5%	90.6%
DVD/Blu-ray player or recorder	635	272	57	496	196	300	539
%V	76.4%	79.1%	74.0%	76.2%	77.2%	75.6%	79.4%
%H		42.8%	9.0%	78.1%	30.9%	47.2%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	812	414	100	668	369	299	729
%H		51.0%	12.3%	82.3%	45.4%	36.8%	89.8%
Under 20"	220	92	26	200	97	103	184
%V	27.1%	22.2%	26.0%	29.9%	26.3%	34.4%	25.2%
%H		41.8%	11.8%	90.9%	44.1%	46.8%	83.6%
20" - 29"	279	145	27	233	126	107	246
%V	34.4%	35.0%	27.0%	34.9%	34.1%	35.8%	33.7%
%H		52.0%	9.7%	83.5%	45.2%	38.4%	88.2%
30" - 39"	208	108	31	153	86	67	196
%V	25.6%	26.1%	31.0%	22.9%	23.3%	22.4%	26.9%
%H		51.9%	14.9%	73.6%	41.3%	32.2%	94.2%
40" and over	100	63	16	76	55	21	97
%V	12.3%	15.2%	16.0%	11.4%	14.9%	7.0%	13.3%
%H		63.0%	16.0%	76.0%	55.0%	21.0%	97.0%
Don't know	6	6	0	6	6	0	6
%V	0.7%	1.4%	0.0%	0.9%	1.6%	0.0%	0.8%
%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

April 2015 - March 2016

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	812	414	100	668	369	299	729
%H		51.0%	12.3%	82.3%	45.4%	36.8%	89.8%
PVR	155	105	22	94	66	28	145
%V	19.1%	25.4%	22.0%	14.1%	17.9%	9.4%	19.9%
%H		67.7%	14.2%	60.6%	42.6%	18.1%	93.5%
DVDR	6	3	0	5	2	3	5
%V	0.7%	0.7%	0.0%	0.7%	0.5%	1.0%	0.7%
%H		50.0%	0.0%	83.3%	33.3%	50.0%	83.3%
VCR	2	1	1	2	1	0	2
%V	0.2%	0.2%	1.0%	0.3%	0.3%	0.0%	0.3%
%H		50.0%	50.0%	100.0%	50.0%	0.0%	100.0%
Any recorder	161	109	23	99	69	30	150
%V	19.8%	26.3%	23.0%	14.8%	18.7%	10.0%	20.6%
%H		67.7%	14.3%	61.5%	42.9%	18.6%	93.2%

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	812	414	100	668	369	299	729
%H		51.0%	12.3%	82.3%	45.4%	36.8%	89.8%
Receives HDTV (via STB or built-in reception)	205	101	37	160	93	67	193
%V	25.2%	24.4%	37.0%	24.0%	25.2%	22.4%	26.5%
%H		49.3%	18.0%	78.0%	45.4%	32.7%	94.1%
DVD/Blu-ray player or recorder	337	174	47	274	159	115	312
%V	41.5%	42.0%	47.0%	41.0%	43.1%	38.5%	42.8%
%H		51.6%	13.9%	81.3%	47.2%	34.1%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1962	1885	860	208	1436	647	789	1744
%H		96.1%	43.8%	10.6%	73.2%	33.0%	40.2%	88.9%
Total Children	350	337	169	42	240	121	119	341
%V	17.8%	17.9%	19.7%	20.2%	16.7%	18.7%	15.1%	19.6%
%H		96.3%	48.3%	12.0%	68.6%	34.6%	34.0%	97.4%
0 - 3	83	80	36	9	54	23	31	80
%V	4.2%	4.2%	4.2%	4.3%	3.8%	3.6%	3.9%	4.6%
%H		96.4%	43.4%	10.8%	65.1%	27.7%	37.3%	96.4%
4 - 15	267	257	133	33	185	98	87	261
%V	13.6%	13.6%	15.5%	15.9%	12.9%	15.1%	11.0%	15.0%
%H		96.3%	49.8%	12.4%	69.3%	36.7%	32.6%	97.8%
4 - 9	135	129	63	18	94	48	45	130
%V	6.9%	6.8%	7.3%	8.7%	6.5%	7.4%	5.7%	7.5%
%H		95.6%	46.7%	13.3%	69.6%	35.6%	33.3%	96.3%
10 - 15	132	127	70	15	92	50	42	131
%V	6.7%	6.7%	8.1%	7.2%	6.4%	7.7%	5.3%	7.5%
%H		96.2%	53.0%	11.4%	69.7%	37.9%	31.8%	99.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1962	1885	860	208	1436	647	789	1744
%H		96.1%	43.8%	10.6%	73.2%	33.0%	40.2%	88.9%
Total Adults (16+)	1612	1549	691	165	1196	526	670	1403
%V	82.2%	82.2%	80.3%	79.3%	83.3%	81.3%	84.9%	80.4%
%H		96.1%	42.9%	10.2%	74.2%	32.6%	41.6%	87.0%
16 - 19	82	82	45	15	57	36	20	80
%V	4.2%	4.4%	5.2%	7.2%	4.0%	5.6%	2.5%	4.6%
%H		100.0%	54.9%	18.3%	69.5%	43.9%	24.4%	97.6%
20 - 24	98	93	46	13	66	36	30	98
%V	5.0%	4.9%	5.3%	6.3%	4.6%	5.6%	3.8%	5.6%
%H		94.9%	46.9%	13.3%	67.3%	36.7%	30.6%	100.0%
25 - 34	222	208	86	32	143	61	82	213
%V	11.3%	11.0%	10.0%	15.4%	10.0%	9.4%	10.4%	12.2%
%H		93.7%	38.7%	14.4%	64.4%	27.5%	36.9%	95.9%
35 - 44	217	203	94	23	148	69	79	212
%V	11.1%	10.8%	10.9%	11.1%	10.3%	10.7%	10.0%	12.2%
%H		93.5%	43.3%	10.6%	68.2%	31.8%	36.4%	97.7%
45 - 54	278	268	147	31	186	99	88	262
%V	14.2%	14.2%	17.1%	14.9%	13.0%	15.3%	11.2%	15.0%
%H		96.4%	52.9%	11.2%	66.9%	35.6%	31.7%	94.2%
55 - 64	253	244	116	22	199	94	105	235
%V	12.9%	12.9%	13.5%	10.6%	13.9%	14.5%	13.3%	13.5%
%H		96.4%	45.8%	8.7%	78.7%	37.2%	41.5%	92.9%
65+	463	452	157	29	397	130	267	304
%V	23.6%	24.0%	18.3%	13.9%	27.6%	20.1%	33.8%	17.4%
%H		97.6%	33.9%	6.3%	85.7%	28.1%	57.7%	65.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1612	1549	691	165	1196	526	670	1403
%H		96.1%	42.9%	10.2%	74.2%	32.6%	41.6%	87.0%
AB	442	428	206	39	319	140	178	404
%V	27.4%	27.6%	29.8%	23.6%	26.7%	26.6%	26.6%	28.8%
%H		96.8%	46.6%	8.8%	72.2%	31.7%	40.3%	91.4%
C1	455	436	192	37	330	131	199	415
%V	28.2%	28.1%	27.8%	22.4%	27.6%	24.9%	29.7%	29.6%
%H		95.8%	42.2%	8.1%	72.5%	28.8%	43.7%	91.2%
C2	410	399	173	56	317	152	165	368
%V	25.4%	25.8%	25.0%	33.9%	26.5%	28.9%	24.6%	26.2%
%H		97.3%	42.2%	13.7%	77.3%	37.1%	40.2%	89.8%
D	203	191	87	23	155	76	80	158
%V	12.6%	12.3%	12.6%	13.9%	13.0%	14.4%	11.9%	11.3%
%H		94.1%	42.9%	11.3%	76.4%	37.4%	39.4%	77.8%
E	103	95	33	10	75	27	48	58
%V	6.4%	6.1%	4.8%	6.1%	6.3%	5.1%	7.2%	4.1%
%H		92.2%	32.0%	9.7%	72.8%	26.2%	46.6%	56.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1612	1549	691	165	1196	526	670	1403
%H		96.1%	42.9%	10.2%	74.2%	32.6%	41.6%	87.0%
Working full time	704	677	334	83	491	244	247	676
%V	43.7%	43.7%	48.3%	50.3%	41.1%	46.4%	36.9%	48.2%
%H		96.2%	47.4%	11.8%	69.7%	34.7%	35.1%	96.0%
Working part time	200	192	90	22	145	66	78	191
%V	12.4%	12.4%	13.0%	13.3%	12.1%	12.5%	11.6%	13.6%
%H		96.0%	45.0%	11.0%	72.5%	33.0%	39.0%	95.5%
Not working	709	681	268	61	560	216	344	535
%V	44.0%	44.0%	38.8%	37.0%	46.8%	41.1%	51.3%	38.1%
%H		96.1%	37.8%	8.6%	79.0%	30.5%	48.5%	75.5%
Housewife/Houseperson	871	831	344	77	651	254	397	707
%V	54.0%	53.6%	49.8%	46.7%	54.4%	48.3%	59.3%	50.4%
%H		95.4%	39.5%	8.8%	74.7%	29.2%	45.6%	81.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	775	740	338	84	565	261	305	691
%H		95.5%	43.6%	10.8%	72.9%	33.7%	39.4%	89.2%
16 - 19	37	37	21	7	24	16	8	37
%V	4.8%	5.0%	6.2%	8.3%	4.2%	6.1%	2.6%	5.4%
%H		100.0%	56.8%	18.9%	64.9%	43.2%	21.6%	100.0%
20 - 24	49	47	24	6	32	17	15	49
%V	6.3%	6.4%	7.1%	7.1%	5.7%	6.5%	4.9%	7.1%
%H		95.9%	49.0%	12.2%	65.3%	34.7%	30.6%	100.0%
25 - 34	111	105	40	19	75	34	41	107
%V	14.3%	14.2%	11.8%	22.6%	13.3%	13.0%	13.4%	15.5%
%H		94.6%	36.0%	17.1%	67.6%	30.6%	36.9%	96.4%
35 - 44	110	101	46	12	70	31	38	107
%V	14.2%	13.6%	13.6%	14.3%	12.4%	11.9%	12.5%	15.5%
%H		91.8%	41.8%	10.9%	63.6%	28.2%	34.5%	97.3%
45 - 54	138	130	76	14	89	50	39	128
%V	17.8%	17.6%	22.5%	16.7%	15.8%	19.2%	12.8%	18.5%
%H		94.2%	55.1%	10.1%	64.5%	36.2%	28.3%	92.8%
55 - 64	125	120	58	11	99	47	51	114
%V	16.1%	16.2%	17.2%	13.1%	17.5%	18.0%	16.7%	16.5%
%H		96.0%	46.4%	8.8%	79.2%	37.6%	40.8%	91.2%
65+	206	200	73	15	177	65	112	149
%V	26.6%	27.0%	21.6%	17.9%	31.3%	24.9%	36.7%	21.6%
%H		97.1%	35.4%	7.3%	85.9%	31.6%	54.4%	72.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	775	740	338	84	565	261	305	691
%H		95.5%	43.6%	10.8%	72.9%	33.7%	39.4%	89.2%
AB	218	211	101	21	154	68	86	203
%V	28.1%	28.5%	29.9%	25.0%	27.3%	26.1%	28.2%	29.4%
%H		96.8%	46.3%	9.6%	70.6%	31.2%	39.4%	93.1%
C1	208	200	91	17	150	64	86	193
%V	26.8%	27.0%	26.9%	20.2%	26.5%	24.5%	28.2%	27.9%
%H		96.2%	43.8%	8.2%	72.1%	30.8%	41.3%	92.8%
C2	210	202	88	29	162	79	84	185
%V	27.1%	27.3%	26.0%	34.5%	28.7%	30.3%	27.5%	26.8%
%H		96.2%	41.9%	13.8%	77.1%	37.6%	40.0%	88.1%
D	100	93	45	12	75	40	35	83
%V	12.9%	12.6%	13.3%	14.3%	13.3%	15.3%	11.5%	12.0%
%H		93.0%	45.0%	12.0%	75.0%	40.0%	35.0%	83.0%
E	38	34	13	4	24	10	14	27
%V	4.9%	4.6%	3.8%	4.8%	4.2%	3.8%	4.6%	3.9%
%H		89.5%	34.2%	10.5%	63.2%	26.3%	36.8%	71.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	775	740	338	84	565	261	305	691
%H		95.5%	43.6%	10.8%	72.9%	33.7%	39.4%	89.2%
Working full time	437	420	207	52	307	154	153	418
%V	56.4%	56.8%	61.2%	61.9%	54.3%	59.0%	50.2%	60.5%
%H		96.1%	47.4%	11.9%	70.3%	35.2%	35.0%	95.7%
Working part time	40	36	16	6	26	13	13	37
%V	5.2%	4.9%	4.7%	7.1%	4.6%	5.0%	4.3%	5.4%
%H		90.0%	40.0%	15.0%	65.0%	32.5%	32.5%	92.5%
Not working	298	284	115	25	233	94	139	235
%V	38.5%	38.4%	34.0%	29.8%	41.2%	36.0%	45.6%	34.0%
%H		95.3%	38.6%	8.4%	78.2%	31.5%	46.6%	78.9%
Housewife/Houseperson	189	171	63	14	134	47	88	144
%V	24.4%	23.1%	18.6%	16.7%	23.7%	18.0%	28.9%	20.8%
%H		90.5%	33.3%	7.4%	70.9%	24.9%	46.6%	76.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	837	809	353	82	631	265	365	712
%H		96.7%	42.2%	9.8%	75.4%	31.7%	43.6%	85.1%
16 - 19	45	45	24	8	32	20	12	43
%V	5.4%	5.6%	6.8%	9.8%	5.1%	7.5%	3.3%	6.0%
%H		100.0%	53.3%	17.8%	71.1%	44.4%	26.7%	95.6%
20 - 24	49	47	23	7	35	20	15	49
%V	5.9%	5.8%	6.5%	8.5%	5.5%	7.5%	4.1%	6.9%
%H		95.9%	46.9%	14.3%	71.4%	40.8%	30.6%	100.0%
25 - 34	111	103	46	13	68	27	41	107
%V	13.3%	12.7%	13.0%	15.9%	10.8%	10.2%	11.2%	15.0%
%H		92.8%	41.4%	11.7%	61.3%	24.3%	36.9%	96.4%
35 - 44	106	102	49	11	78	37	41	104
%V	12.7%	12.6%	13.9%	13.4%	12.4%	14.0%	11.2%	14.6%
%H		96.2%	46.2%	10.4%	73.6%	34.9%	38.7%	98.1%
45 - 54	140	137	71	17	97	49	48	134
%V	16.7%	16.9%	20.1%	20.7%	15.4%	18.5%	13.2%	18.8%
%H		97.9%	50.7%	12.1%	69.3%	35.0%	34.3%	95.7%
55 - 64	128	124	58	11	100	47	54	120
%V	15.3%	15.3%	16.4%	13.4%	15.8%	17.7%	14.8%	16.9%
%H		96.9%	45.3%	8.6%	78.1%	36.7%	42.2%	93.8%
65+	257	251	83	14	220	65	155	155
%V	30.7%	31.0%	23.5%	17.1%	34.9%	24.5%	42.5%	21.8%
%H		97.7%	32.3%	5.4%	85.6%	25.3%	60.3%	60.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	837	809	353	82	631	265	365	712
%H		96.7%	42.2%	9.8%	75.4%	31.7%	43.6%	85.1%
AB	224	217	105	18	164	72	92	201
%V	26.8%	26.8%	29.7%	22.0%	26.0%	27.2%	25.2%	28.2%
%H		96.9%	46.9%	8.0%	73.2%	32.1%	41.1%	89.7%
C1	247	236	101	19	180	68	113	222
%V	29.5%	29.2%	28.6%	23.2%	28.5%	25.7%	31.0%	31.2%
%H		95.5%	40.9%	7.7%	72.9%	27.5%	45.7%	89.9%
C2	200	197	85	28	154	73	82	183
%V	23.9%	24.4%	24.1%	34.1%	24.4%	27.5%	22.5%	25.7%
%H		98.5%	42.5%	14.0%	77.0%	36.5%	41.0%	91.5%
D	103	98	42	11	81	36	45	75
%V	12.3%	12.1%	11.9%	13.4%	12.8%	13.6%	12.3%	10.5%
%H		95.1%	40.8%	10.7%	78.6%	35.0%	43.7%	72.8%
E	64	61	20	5	51	17	35	31
%V	7.6%	7.5%	5.7%	6.1%	8.1%	6.4%	9.6%	4.4%
%H		95.3%	31.3%	7.8%	79.7%	26.6%	54.7%	48.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	837	809	353	82	631	265	365	712
%H		96.7%	42.2%	9.8%	75.4%	31.7%	43.6%	85.1%
Working full time	267	257	127	31	184	90	95	258
%V	31.9%	31.8%	36.0%	37.8%	29.2%	34.0%	26.0%	36.2%
%H		96.3%	47.6%	11.6%	68.9%	33.7%	35.6%	96.6%
Working part time	160	155	74	16	119	54	65	154
%V	19.1%	19.2%	21.0%	19.5%	18.9%	20.4%	17.8%	21.6%
%H		96.9%	46.3%	10.0%	74.4%	33.8%	40.6%	96.3%
Not working	410	396	153	35	328	122	206	300
%V	49.0%	48.9%	43.3%	42.7%	52.0%	46.0%	56.4%	42.1%
%H		96.6%	37.3%	8.5%	80.0%	29.8%	50.2%	73.2%
Housewife/Houseperson	682	660	281	63	516	207	309	564
%V	81.5%	81.6%	79.6%	76.8%	81.8%	78.1%	84.7%	79.2%
%H		96.8%	41.2%	9.2%	75.7%	30.4%	45.3%	82.7%

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	2109	2009	813	309	1465	587	878	1804
%H (All HH)		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%
%H (TV HH)			40.5%	15.4%	72.9%	29.2%	43.7%	
AB	681	653	267	100	486	199	287	646
%V	32.3%	32.5%	32.8%	32.4%	33.2%	33.9%	32.7%	35.8%
%H (All HH)		95.9%	39.2%	14.7%	71.4%	29.2%	42.1%	94.9%
%H (TV HH)			40.9%	15.3%	74.4%	30.5%	44.0%	
C1	602	566	242	75	403	160	243	533
%V	28.5%	28.2%	29.8%	24.3%	27.5%	27.3%	27.7%	29.5%
%H (All HH)		94.0%	40.2%	12.5%	66.9%	26.6%	40.4%	88.5%
%H (TV HH)			42.8%	13.3%	71.2%	28.3%	42.9%	
C2	406	395	170	73	284	133	151	344
%V	19.3%	19.7%	20.9%	23.6%	19.4%	22.7%	17.2%	19.1%
%H (All HH)		97.3%	41.9%	18.0%	70.0%	32.8%	37.2%	84.7%
%H (TV HH)			43.0%	18.5%	71.9%	33.7%	38.2%	
D	267	249	97	39	178	65	113	200
%V	12.7%	12.4%	11.9%	12.6%	12.2%	11.1%	12.9%	11.1%
%H (All HH)		93.3%	36.3%	14.6%	66.7%	24.3%	42.3%	74.9%
%H (TV HH)			39.0%	15.7%	71.5%	26.1%	45.4%	
E	152	145	37	22	114	29	84	81
%V	7.2%	7.2%	4.6%	7.1%	7.8%	4.9%	9.6%	4.5%
%H (All HH)		95.4%	24.3%	14.5%	75.0%	19.1%	55.3%	53.3%
%H (TV HH)			25.5%	15.2%	78.6%	20.0%	57.9%	

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

April 2015 - March 2016

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	2109	2009	813	309	1465	587	878	1804
%H (All HH)		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%
%H (TV HH)			40.5%	15.4%	72.9%	29.2%	43.7%	
Under 25	58	44	16	7	25	8	18	55
%V	2.8%	2.2%	2.0%	2.3%	1.7%	1.4%	2.1%	3.0%
%H (All HH)		75.9%	27.6%	12.1%	43.1%	13.8%	31.0%	94.8%
%H (TV HH)			36.4%	15.9%	56.8%	18.2%	40.9%	
25 - 34	283	260	130	42	148	66	81	272
%V	13.4%	12.9%	16.0%	13.6%	10.1%	11.2%	9.2%	15.1%
%H (All HH)		91.9%	45.9%	14.8%	52.3%	23.3%	28.6%	96.1%
%H (TV HH)			50.0%	16.2%	56.9%	25.4%	31.2%	
35 - 44	346	322	156	58	198	95	102	334
%V	16.4%	16.0%	19.2%	18.8%	13.5%	16.2%	11.6%	18.5%
%H (All HH)		93.1%	45.1%	16.8%	57.2%	27.5%	29.5%	96.5%
%H (TV HH)			48.4%	18.0%	61.5%	29.5%	31.7%	
45 - 54	422	411	186	76	298	147	151	405
%V	20.0%	20.5%	22.9%	24.6%	20.3%	25.0%	17.2%	22.5%
%H (All HH)		97.4%	44.1%	18.0%	70.6%	34.8%	35.8%	96.0%
%H (TV HH)			45.3%	18.5%	72.5%	35.8%	36.7%	
55 - 64	376	368	138	66	286	120	166	342
%V	17.8%	18.3%	17.0%	21.4%	19.5%	20.4%	18.9%	19.0%
%H (All HH)		97.9%	36.7%	17.6%	76.1%	31.9%	44.1%	91.0%
%H (TV HH)			37.5%	17.9%	77.7%	32.6%	45.1%	
65 +	623	604	187	59	509	151	359	395
%V	29.5%	30.1%	23.0%	19.1%	34.7%	25.7%	40.9%	21.9%
%H (All HH)		97.0%	30.0%	9.5%	81.7%	24.2%	57.6%	63.4%
%H (TV HH)			31.0%	9.8%	84.3%	25.0%	59.4%	

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

April 2015 - March 2016

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	2109	2009	813	309	1465	587	878	1804
%H (All HH)		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%
%H (TV HH)			40.5%	15.4%	72.9%	29.2%	43.7%	
1	623	571	140	66	464	102	362	400
%V	29.5%	28.4%	17.2%	21.4%	31.7%	17.4%	41.2%	22.2%
%H (All HH)		91.7%	22.5%	10.6%	74.5%	16.4%	58.1%	64.2%
%H (TV HH)			24.5%	11.6%	81.3%	17.9%	63.4%	
2	747	724	301	101	533	212	321	681
%V	35.4%	36.0%	37.0%	32.7%	36.4%	36.1%	36.6%	37.7%
%H (All HH)		96.9%	40.3%	13.5%	71.4%	28.4%	43.0%	91.2%
%H (TV HH)			41.6%	14.0%	73.6%	29.3%	44.3%	
3	325	311	151	57	208	106	103	312
%V	15.4%	15.5%	18.6%	18.4%	14.2%	18.1%	11.7%	17.3%
%H (All HH)		95.7%	46.5%	17.5%	64.0%	32.6%	31.7%	96.0%
%H (TV HH)			48.6%	18.3%	66.9%	34.1%	33.1%	
4	292	285	157	64	186	126	61	289
%V	13.8%	14.2%	19.3%	20.7%	12.7%	21.5%	6.9%	16.0%
%H (All HH)		97.6%	53.8%	21.9%	63.7%	43.2%	20.9%	99.0%
%H (TV HH)			55.1%	22.5%	65.3%	44.2%	21.4%	
5+	122	118	65	22	74	42	32	122
%V	5.8%	5.9%	8.0%	7.1%	5.1%	7.2%	3.6%	6.8%
%H (All HH)		96.7%	53.3%	18.0%	60.7%	34.4%	26.2%	100.0%
%H (TV HH)			55.1%	18.6%	62.7%	35.6%	27.1%	
Average HH size	2.33	2.35	2.67	2.62	2.25	2.68	1.97	2.50

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

April 2015 - March 2016

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	2109	2009	813	309	1465	587	878	1804
%H (All HH)		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%
%H (TV HH)			40.5%	15.4%	72.9%	29.2%	43.7%	
Without	1575	1490	534	204	1141	397	745	1283
%V	74.7%	74.2%	65.7%	66.0%	77.9%	67.6%	84.9%	71.1%
%H (All HH)		94.6%	33.9%	13.0%	72.4%	25.2%	47.3%	81.5%
%H (TV HH)			35.8%	13.7%	76.6%	26.6%	50.0%	
With	534	519	280	105	323	190	133	521
%V	25.3%	25.8%	34.4%	34.0%	22.0%	32.4%	15.1%	28.9%
%H (All HH)		97.2%	52.4%	19.7%	60.5%	35.6%	24.9%	97.6%
%H (TV HH)			53.9%	20.2%	62.2%	36.6%	25.6%	
0 - 3	202	193	102	38	118	66	52	196
%V	9.6%	9.6%	12.5%	12.3%	8.1%	11.2%	5.9%	10.9%
%H (All HH)		95.5%	50.5%	18.8%	58.4%	32.7%	25.7%	97.0%
%H (TV HH)			52.8%	19.7%	61.1%	34.2%	26.9%	
4 - 9	271	262	148	48	149	85	65	264
%V	12.8%	13.0%	18.2%	15.5%	10.2%	14.5%	7.4%	14.6%
%H (All HH)		96.7%	54.6%	17.7%	55.0%	31.4%	24.0%	97.4%
%H (TV HH)			56.5%	18.3%	56.9%	32.4%	24.8%	
10 - 15	242	239	126	53	159	100	59	237
%V	11.5%	11.9%	15.5%	17.2%	10.9%	17.0%	6.7%	13.1%
%H (All HH)		98.8%	52.1%	21.9%	65.7%	41.3%	24.4%	97.9%
%H (TV HH)			52.7%	22.2%	66.5%	41.8%	24.7%	

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

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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	2109	2009	813	309	1465	587	878	1804
%H (All HH)		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%
%H (TV HH)			40.5%	15.4%	72.9%	29.2%	43.7%	
1	753	753	230	103	508	100	408	587
%V	35.7%	37.5%	28.3%	33.3%	34.7%	17.0%	46.5%	32.5%
%H (All HH)		100.0%	30.5%	13.7%	67.5%	13.3%	54.2%	78.0%
%H (TV HH)			30.5%	13.7%	67.5%	13.3%	54.2%	
2	683	683	288	96	497	198	299	597
%V	32.4%	34.0%	35.4%	31.1%	33.9%	33.7%	34.1%	33.1%
%H (All HH)		100.0%	42.2%	14.1%	72.8%	29.0%	43.8%	87.4%
%H (TV HH)			42.2%	14.1%	72.8%	29.0%	43.8%	
3	358	358	174	64	282	162	120	329
%V	17.0%	17.8%	21.4%	20.7%	19.2%	27.6%	13.7%	18.2%
%H (All HH)		100.0%	48.6%	17.9%	78.8%	45.3%	33.5%	91.9%
%H (TV HH)			48.6%	17.9%	78.8%	45.3%	33.5%	
4	145	145	80	33	119	85	34	143
%V	6.9%	7.2%	9.8%	10.7%	8.1%	14.5%	3.9%	7.9%
%H (All HH)		100.0%	55.2%	22.8%	82.1%	58.6%	23.4%	98.6%
%H (TV HH)			55.2%	22.8%	82.1%	58.6%	23.4%	
5+	69	69	41	13	58	42	16	68
%V	3.3%	3.4%	5.0%	4.2%	4.0%	7.2%	1.8%	3.8%
%H (All HH)		100.0%	59.4%	18.8%	84.1%	60.9%	23.2%	98.6%
%H (TV HH)			59.4%	18.8%	84.1%	60.9%	23.2%	

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

April 2015 - March 2016

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	2109	2009	813	309	1465	587	878	1804
%H (All HH)		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%
%H (TV HH)			40.5%	15.4%	72.9%	29.2%	43.7%	
Under 20"	450	450	175	68	374	170	204	384
%V	21.3%	22.4%	21.5%	22.0%	25.5%	29.0%	23.2%	21.3%
%H (All HH)		100.0%	38.9%	15.1%	83.1%	37.8%	45.3%	85.3%
%H (TV HH)			38.9%	15.1%	83.1%	37.8%	45.3%	
20" - 29"	753	753	291	113	614	263	351	639
%V	35.7%	37.5%	35.8%	36.6%	41.9%	44.8%	40.0%	35.4%
%H (All HH)		100.0%	38.6%	15.0%	81.5%	34.9%	46.6%	84.9%
%H (TV HH)			38.6%	15.0%	81.5%	34.9%	46.6%	
30" - 39"	1053	1053	438	173	771	331	440	923
%V	49.9%	52.4%	53.9%	56.0%	52.6%	56.4%	50.1%	51.2%
%H (All HH)		100.0%	41.6%	16.4%	73.2%	31.4%	41.8%	87.7%
%H (TV HH)			41.6%	16.4%	73.2%	31.4%	41.8%	
40" and over	1020	1020	528	178	699	382	317	955
%V	48.4%	50.8%	64.9%	57.6%	47.7%	65.1%	36.1%	52.9%
%H (All HH)		100.0%	51.8%	17.5%	68.5%	37.5%	31.1%	93.6%
%H (TV HH)			51.8%	17.5%	68.5%	37.5%	31.1%	

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

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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	2109	2009	813	309	1465	587	878	1804
%V (All HH)		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%
%H (TV HH)			40.5%	15.4%	72.9%	29.2%	43.7%	
Main living room	1982	1982	810	305	1445	583	862	1703
%V	94.0%	98.7%	99.6%	98.7%	98.6%	99.3%	98.2%	94.4%
%H (All HH)		100.0%	40.9%	15.4%	72.9%	29.4%	43.5%	85.9%
%H (TV HH)			40.9%	15.4%	72.9%	29.4%	43.5%	
Kitchen	279	279	144	34	234	131	103	252
%V	13.2%	13.9%	17.7%	11.0%	16.0%	22.3%	11.7%	14.0%
%H (All HH)		100.0%	51.6%	12.2%	83.9%	47.0%	36.9%	90.3%
%H (TV HH)			51.6%	12.2%	83.9%	47.0%	36.9%	
Adult's bedroom	958	958	438	166	738	384	355	867
%V	45.4%	47.7%	53.9%	53.7%	50.4%	65.4%	40.4%	48.1%
%H (All HH)		100.0%	45.7%	17.3%	77.0%	40.1%	37.1%	90.5%
%H (TV HH)			45.7%	17.3%	77.0%	40.1%	37.1%	
Child's bedroom	161	161	94	41	109	82	27	158
%V	7.6%	8.0%	11.6%	13.3%	7.4%	14.0%	3.1%	8.8%
%H (All HH)		100.0%	58.4%	25.5%	67.7%	50.9%	16.8%	98.1%
%H (TV HH)			58.4%	25.5%	67.7%	50.9%	16.8%	
Other bedroom	132	132	66	26	110	69	41	126
%V	6.3%	6.6%	8.1%	8.4%	7.5%	11.8%	4.7%	7.0%
%H (All HH)		100.0%	50.0%	19.7%	83.3%	52.3%	31.1%	95.5%
%H (TV HH)			50.0%	19.7%	83.3%	52.3%	31.1%	
Second living/dining room	175	175	85	36	139	82	56	159
%V	8.3%	8.7%	10.5%	11.7%	9.5%	14.0%	6.4%	8.8%
%H (All HH)		100.0%	48.6%	20.6%	79.4%	46.9%	32.0%	90.9%
%H (TV HH)			48.6%	20.6%	79.4%	46.9%	32.0%	
Study/office	51	51	28	4	41	21	20	51
%V	2.4%	2.5%	3.4%	1.3%	2.8%	3.6%	2.3%	2.8%
%H (All HH)		100.0%	54.9%	7.8%	80.4%	41.2%	39.2%	100.0%
%H (TV HH)			54.9%	7.8%	80.4%	41.2%	39.2%	
TV room	22	22	12	4	13	8	6	22
%V	1.0%	1.1%	1.5%	1.3%	0.9%	1.4%	0.7%	1.2%
%H (All HH)		100.0%	54.5%	18.2%	59.1%	36.4%	27.3%	100.0%
%H (TV HH)			54.5%	18.2%	59.1%	36.4%	27.3%	
Conservatory	46	46	20	13	39	25	14	42
%V	2.2%	2.3%	2.5%	4.2%	2.7%	4.3%	1.6%	2.3%
%H (All HH)		100.0%	43.5%	28.3%	84.8%	54.3%	30.4%	91.3%
%H (TV HH)			43.5%	28.3%	84.8%	54.3%	30.4%	
Attic or loft room	5	5	2	0	5	1	3	5
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.3%
%H (All HH)		100.0%	40.0%	0.0%	100.0%	20.0%	60.0%	100.0%
%H (TV HH)			40.0%	0.0%	100.0%	20.0%	60.0%	
No specific location	4	4	1	1	3	1	2	3
%V	0.2%	0.2%	0.1%	0.3%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			25.0%	25.0%	75.0%	25.0%	50.0%	
Other	26	26	13	3	21	12	9	25
%V	1.2%	1.3%	1.6%	1.0%	1.4%	2.0%	1.0%	1.4%
%H (All HH)		100.0%	50.0%	11.5%	80.8%	46.2%	34.6%	96.2%
%H (TV HH)			50.0%	11.5%	80.8%	46.2%	34.6%	

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

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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	2109	2009	813	309	1465	587	878	1804
%H (All HH)		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%
%H (TV HH)			40.5%	15.4%	72.9%	29.2%	43.7%	
Any DSAT provider	813	813	813	10	448	448	0	764
%V	38.5%	40.5%	100.0%	3.2%	30.6%	76.3%	0.0%	42.4%
%H (All HH)			100.0%	1.2%	55.1%	55.1%	0.0%	94.0%
%H (TV HH)			100.0%	1.2%	55.1%	55.1%	0.0%	
Sky with subscription	677	677	677	5	364	364	0	644
%V	32.1%	33.7%	83.3%	1.6%	24.8%	62.0%	0.0%	35.7%
%H (All HH)			100.0%	0.7%	53.8%	53.8%	0.0%	95.1%
%H (TV HH)			100.0%	0.7%	53.8%	53.8%	0.0%	
Sky without subscription	28	28	28	1	19	19	0	21
%V	1.3%	1.4%	3.4%	0.3%	1.3%	3.2%	0.0%	1.2%
%H (All HH)			100.0%	3.6%	67.9%	67.9%	0.0%	75.0%
%H (TV HH)			100.0%	3.6%	67.9%	67.9%	0.0%	
Freesat	109	109	109	2	61	61	0	100
%V	5.2%	5.4%	13.4%	0.6%	4.2%	10.4%	0.0%	5.5%
%H (All HH)			100.0%	1.8%	56.0%	56.0%	0.0%	91.7%
%H (TV HH)			100.0%	1.8%	56.0%	56.0%	0.0%	
Other satellite provider	27	27	27	2	17	17	0	27
%V	1.3%	1.3%	3.3%	0.6%	1.2%	2.9%	0.0%	1.5%
%H (All HH)			100.0%	7.4%	63.0%	63.0%	0.0%	100.0%
%H (TV HH)			100.0%	7.4%	63.0%	63.0%	0.0%	
DCAB	309	309	10	309	145	145	0	296
%V	14.7%	15.4%	1.2%	100.0%	9.9%	24.7%	0.0%	16.4%
%H (All HH)			3.2%	100.0%	46.9%	46.9%	0.0%	95.8%
%H (TV HH)			3.2%	100.0%	46.9%	46.9%	0.0%	
DTT	1465	1465	448	145	1465	587	878	1214
%V	69.5%	72.9%	55.1%	46.9%	100.0%	100.0%	100.0%	67.3%
%H (All HH)		100.0%	30.6%	9.9%	100.0%	40.1%	59.9%	82.9%
%H (TV HH)			30.6%	9.9%	100.0%	40.1%	59.9%	

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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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	2109	2009	813	309	1465	587	878	1804
%H (All HH)		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%
%H (TV HH)			40.5%	15.4%	72.9%	29.2%	43.7%	
PVR	1314	1314	724	272	860	534	327	1234
%V	62.3%	65.4%	89.1%	88.0%	58.7%	91.0%	37.2%	68.4%
%H (All HH)		100.0%	55.1%	20.7%	65.4%	40.6%	24.9%	93.9%
%H (TV HH)			55.1%	20.7%	65.4%	40.6%	24.9%	
DVDR	77	77	29	8	67	25	41	63
%V	3.7%	3.8%	3.6%	2.6%	4.6%	4.3%	4.7%	3.5%
%H (All HH)		100.0%	37.7%	10.4%	87.0%	32.5%	53.2%	81.8%
%H (TV HH)			37.7%	10.4%	87.0%	32.5%	53.2%	
VCR	47	47	11	5	45	14	31	29
%V	2.2%	2.3%	1.4%	1.6%	3.1%	2.4%	3.5%	1.6%
%H (All HH)		100.0%	23.4%	10.6%	95.7%	29.8%	66.0%	61.7%
%H (TV HH)			23.4%	10.6%	95.7%	29.8%	66.0%	
Any recorder	1360	1360	728	274	907	539	368	1261
%V	64.5%	67.7%	89.5%	88.7%	61.9%	91.8%	41.9%	69.9%
%H (All HH)		100.0%	53.5%	20.1%	66.7%	39.6%	27.1%	92.7%
%H (TV HH)			53.5%	20.1%	66.7%	39.6%	27.1%	
Receives HDTV (via STB or built-in reception)	1362	1362	661	266	957	511	446	1276
%V	64.6%	67.8%	81.3%	86.1%	65.3%	87.1%	50.8%	70.7%
%H (All HH)		100.0%	48.5%	19.5%	70.3%	37.5%	32.7%	93.7%
%H (TV HH)			48.5%	19.5%	70.3%	37.5%	32.7%	
DVD/Blu-ray player or recorder	1507	1507	622	243	1127	484	644	1337
%V	71.5%	75.0%	76.5%	78.6%	76.9%	82.5%	73.3%	74.1%
%H (All HH)		100.0%	41.3%	16.1%	74.8%	32.1%	42.7%	88.7%
%H (TV HH)			41.3%	16.1%	74.8%	32.1%	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

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BBC South

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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	2109	2009	813	309	1465	587	878	1804
%V		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%
%H (All HH)			40.5%	15.4%	72.9%	29.2%	43.7%	
%H (TV HH)								
Has broadband internet	1804	1726	764	296	1214	556	658	1804
%V	85.5%	85.9%	94.0%	95.8%	82.9%	94.7%	74.9%	100.0%
%H (All HH)		95.7%	42.4%	16.4%	67.3%	30.8%	36.5%	100.0%
%H (TV HH)			44.3%	17.1%	70.3%	32.2%	38.1%	
Number of computers (PCs and laptops)								
0	313	295	57	20	257	41	216	32
%V	14.8%	14.7%	7.0%	6.5%	17.5%	7.0%	24.6%	1.8%
%H (All HH)		94.2%	18.2%	6.4%	82.1%	13.1%	69.0%	10.2%
%H (TV HH)			19.3%	6.8%	87.1%	13.9%	73.2%	
1	474	440	150	66	319	98	221	458
%V	22.5%	21.9%	18.5%	21.4%	21.8%	16.7%	25.2%	25.4%
%H (All HH)		92.8%	31.6%	13.9%	67.3%	20.7%	46.6%	96.6%
%H (TV HH)			34.1%	15.0%	72.5%	22.3%	50.2%	
2	512	488	229	74	339	154	185	510
%V	24.3%	24.3%	28.2%	23.9%	23.1%	26.2%	21.1%	28.3%
%H (All HH)		95.3%	44.7%	14.5%	66.2%	30.1%	36.1%	99.6%
%H (TV HH)			46.9%	15.2%	69.5%	31.6%	37.9%	
3	331	321	139	60	230	109	121	327
%V	15.7%	16.0%	17.1%	19.4%	15.7%	18.6%	13.8%	18.1%
%H (All HH)		97.0%	42.0%	18.1%	69.5%	32.9%	36.6%	98.8%
%H (TV HH)			43.3%	18.7%	71.7%	34.0%	37.7%	
4	208	200	100	35	131	71	60	208
%V	9.9%	10.0%	12.3%	11.3%	8.9%	12.1%	6.8%	11.5%
%H (All HH)		96.2%	48.1%	16.8%	63.0%	34.1%	28.8%	100.0%
%H (TV HH)			50.0%	17.5%	65.5%	35.5%	30.0%	
5+	271	266	138	54	189	114	75	269
%V	12.8%	13.2%	17.0%	17.5%	12.9%	19.4%	8.5%	14.9%
%H (All HH)		98.2%	50.9%	19.9%	69.7%	42.1%	27.7%	99.3%
%H (TV HH)			51.9%	20.3%	71.1%	42.9%	28.2%	

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
April 2015 - March 2016
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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	4145	1874	691	3137	1551	1586	3708
%H		45.2%	16.7%	75.7%	37.4%	38.3%	89.5%
Under 20"	572	225	90	476	222	253	498
%V	13.8%	12.0%	13.0%	15.2%	14.3%	16.0%	13.4%
%H		39.3%	15.7%	83.2%	38.8%	44.2%	87.1%
20" - 29"	975	397	147	804	370	434	839
%V	23.5%	21.2%	21.3%	25.6%	23.9%	27.4%	22.6%
%H		40.7%	15.1%	82.5%	37.9%	44.5%	86.1%
30" - 39"	1297	566	223	959	452	507	1149
%V	31.3%	30.2%	32.3%	30.6%	29.1%	32.0%	31.0%
%H		43.6%	17.2%	73.9%	34.8%	39.1%	88.6%
40" and over	1271	675	228	877	500	378	1201
%V	30.7%	36.0%	33.0%	28.0%	32.2%	23.8%	32.4%
%H		53.1%	17.9%	69.0%	39.3%	29.7%	94.5%
Don't know	30	12	2	21	6	14	22
%V	0.7%	0.6%	0.3%	0.7%	0.4%	0.9%	0.6%
%H		40.0%	6.7%	70.0%	20.0%	46.7%	73.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	4145	1874	691	3137	1551	1586	3708
%H		45.2%	16.7%	75.7%	37.4%	38.3%	89.5%
Main living room	1999	817	310	1456	589	867	1719
%V	48.2%	43.6%	44.9%	46.4%	38.0%	54.7%	46.4%
%H		40.9%	15.5%	72.8%	29.5%	43.4%	86.0%
Kitchen	280	145	34	235	131	104	252
%V	6.8%	7.7%	4.9%	7.5%	8.4%	6.6%	6.8%
%H		51.8%	12.1%	83.9%	46.8%	37.1%	90.0%
Adult's bedroom	1161	541	203	904	487	417	1065
%V	28.0%	28.9%	29.4%	28.8%	31.4%	26.3%	28.7%
%H		46.6%	17.5%	77.9%	41.9%	35.9%	91.7%
Child's bedroom	205	120	50	138	103	35	200
%V	4.9%	6.4%	7.2%	4.4%	6.6%	2.2%	5.4%
%H		58.5%	24.4%	67.3%	50.2%	17.1%	97.6%
Other bedroom	157	83	29	132	85	46	151
%V	3.8%	4.4%	4.2%	4.2%	5.5%	2.9%	4.1%
%H		52.9%	18.5%	84.1%	54.1%	29.3%	96.2%
Second living/dining room	182	89	39	144	86	58	166
%V	4.4%	4.7%	5.6%	4.6%	5.5%	3.7%	4.5%
%H		48.9%	21.4%	79.1%	47.3%	31.9%	91.2%
Study/office	54	30	6	43	22	21	54
%V	1.3%	1.6%	0.9%	1.4%	1.4%	1.3%	1.5%
%H		55.6%	11.1%	79.6%	40.7%	38.9%	100.0%
TV room	22	12	4	13	8	6	22
%V	0.5%	0.6%	0.6%	0.4%	0.5%	0.4%	0.6%
%H		54.5%	18.2%	59.1%	36.4%	27.3%	100.0%
Conservatory	47	20	13	39	25	14	43
%V	1.1%	1.1%	1.9%	1.2%	1.6%	0.9%	1.2%
%H		42.6%	27.7%	83.0%	53.2%	29.8%	91.5%
Attic or loft room	5	2	0	5	1	3	5
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.1%
%H		40.0%	0.0%	100.0%	20.0%	60.0%	100.0%
No specific location	4	1	1	3	1	2	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		25.0%	25.0%	75.0%	25.0%	50.0%	75.0%
Other	29	14	3	24	12	11	29
%V	0.7%	0.7%	0.4%	0.8%	0.8%	0.7%	0.8%
%H		48.3%	10.3%	82.8%	41.4%	37.9%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	4145	1874	691	3137	1551	1586	3708
%H		45.2%	16.7%	75.7%	37.4%	38.3%	89.5%
PVR	1748	1030	370	1126	756	370	1662
%V	42.2%	55.0%	53.5%	35.9%	48.7%	23.3%	44.8%
%H		58.9%	21.2%	64.4%	43.2%	21.2%	95.1%
DVDR	85	32	8	74	29	45	69
%V	2.1%	1.7%	1.2%	2.4%	1.9%	2.8%	1.9%
%H		37.6%	9.4%	87.1%	34.1%	52.9%	81.2%
VCR	51	12	5	49	15	34	33
%V	1.2%	0.6%	0.7%	1.6%	1.0%	2.1%	0.9%
%H		23.5%	9.8%	96.1%	29.4%	66.7%	64.7%
Any recorder	1810	1038	373	1186	766	420	1702
%V	43.7%	55.4%	54.0%	37.8%	49.4%	26.5%	45.9%
%H		57.3%	20.6%	65.5%	42.3%	23.2%	94.0%

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	4145	1874	691	3137	1551	1586	3708
%H		45.2%	16.7%	75.7%	37.4%	38.3%	89.5%
Receives HDTV (via STB or built-in reception)	2021	1022	418	1457	855	602	1920
%V	48.8%	54.5%	60.5%	46.4%	55.1%	38.0%	51.8%
%H		50.6%	20.7%	72.1%	42.3%	29.8%	95.0%
DVD/Blu-ray player or recorder	2205	980	384	1675	823	851	2009
%V	53.2%	52.3%	55.6%	53.4%	53.1%	53.7%	54.2%
%H		44.4%	17.4%	76.0%	37.3%	38.6%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2007	813	309	1465	587	878	1724
%H		40.5%	15.4%	73.0%	29.2%	43.7%	85.9%
Under 20"	32	3	1	27	1	26	21
%V	1.6%	0.4%	0.3%	1.8%	0.2%	3.0%	1.2%
%H		9.4%	3.1%	84.4%	3.1%	81.3%	65.6%
20" - 29"	251	50	29	211	40	171	171
%V	12.5%	6.2%	9.4%	14.4%	6.8%	19.5%	9.9%
%H		19.9%	11.6%	84.1%	15.9%	68.1%	68.1%
30" - 39"	718	247	104	538	177	362	594
%V	35.8%	30.4%	33.7%	36.7%	30.2%	41.2%	34.5%
%H		34.4%	14.5%	74.9%	24.7%	50.4%	82.7%
40" and over	991	509	174	677	367	310	929
%V	49.4%	62.6%	56.3%	46.2%	62.5%	35.3%	53.9%
%H		51.4%	17.6%	68.3%	37.0%	31.3%	93.7%
Don't know	15	4	1	11	2	9	9
%V	0.7%	0.5%	0.3%	0.8%	0.3%	1.0%	0.5%
%H		26.7%	6.7%	73.3%	13.3%	60.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2007	813	309	1465	587	878	1724
%H		40.5%	15.4%	73.0%	29.2%	43.7%	85.9%
PVR	1294	718	269	843	527	316	1218
%V	64.5%	88.3%	87.1%	57.5%	89.8%	36.0%	70.6%
%H		55.5%	20.8%	65.1%	40.7%	24.4%	94.1%
DVDR	65	23	7	56	21	35	52
%V	3.2%	2.8%	2.3%	3.8%	3.6%	4.0%	3.0%
%H		35.4%	10.8%	86.2%	32.3%	53.8%	80.0%
VCR	39	10	3	39	12	27	25
%V	1.9%	1.2%	1.0%	2.7%	2.0%	3.1%	1.5%
%H		25.6%	7.7%	100.0%	30.8%	69.2%	64.1%
Any recorder	1337	720	271	885	531	354	1243
%V	66.6%	88.6%	87.7%	60.4%	90.5%	40.3%	72.1%
%H		53.9%	20.3%	66.2%	39.7%	26.5%	93.0%

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	2007	813	309	1465	587	878	1724
%H		40.5%	15.4%	73.0%	29.2%	43.7%	85.9%
Receives HDTV (via STB or built-in reception)	1330	648	263	928	499	429	1247
%V	66.3%	79.7%	85.1%	63.3%	85.0%	48.9%	72.3%
%H		48.7%	19.8%	69.8%	37.5%	32.3%	93.8%
DVD/Blu-ray player or recorder	1401	575	228	1044	445	599	1241
%V	69.8%	70.7%	73.8%	71.3%	75.8%	68.2%	72.0%
%H		41.0%	16.3%	74.5%	31.8%	42.8%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2138	1061	382	1672	964	708	1984
%H		49.6%	17.9%	78.2%	45.1%	33.1%	92.8%
Under 20"	540	222	89	448	221	227	477
%V	25.3%	20.9%	23.3%	26.8%	22.9%	32.1%	24.0%
%H		41.1%	16.5%	83.0%	40.9%	42.0%	88.3%
20" - 29"	724	347	118	593	330	263	669
%V	33.9%	32.7%	30.9%	35.5%	34.2%	37.1%	33.7%
%H		47.9%	16.3%	81.9%	45.6%	36.3%	92.4%
30" - 39"	578	319	119	421	276	145	555
%V	27.0%	30.1%	31.2%	25.2%	28.6%	20.5%	28.0%
%H		55.2%	20.6%	72.8%	47.8%	25.1%	96.0%
40" and over	280	165	54	200	132	68	271
%V	13.1%	15.6%	14.1%	12.0%	13.7%	9.6%	13.7%
%H		58.9%	19.3%	71.4%	47.1%	24.3%	96.8%
Don't know	16	8	1	10	4	6	13
%V	0.7%	0.8%	0.3%	0.6%	0.4%	0.8%	0.7%
%H		50.0%	6.3%	62.5%	25.0%	37.5%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2138	1061	382	1672	964	708	1984
%H		49.6%	17.9%	78.2%	45.1%	33.1%	92.8%
PVR	455	312	101	283	229	54	444
%V	21.3%	29.4%	26.4%	16.9%	23.8%	7.6%	22.4%
%H		68.6%	22.2%	62.2%	50.3%	11.9%	97.6%
DVDR	20	8	2	19	8	10	17
%V	0.9%	0.8%	0.5%	1.1%	0.8%	1.4%	0.9%
%H		40.0%	10.0%	95.0%	40.0%	50.0%	85.0%
VCR	12	3	2	10	3	8	8
%V	0.6%	0.3%	0.5%	0.6%	0.3%	1.1%	0.4%
%H		25.0%	16.7%	83.3%	25.0%	66.7%	66.7%
Any recorder	474	318	102	301	235	66	459
%V	22.2%	30.0%	26.7%	18.0%	24.4%	9.3%	23.1%
%H		67.1%	21.5%	63.5%	49.6%	13.9%	96.8%

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	2138	1061	382	1672	964	708	1984
%H		49.6%	17.9%	78.2%	45.1%	33.1%	92.8%
Receives HDTV (via STB or built-in reception)	691	373	155	529	356	174	674
%V	32.3%	35.2%	40.6%	31.6%	36.9%	24.6%	34.0%
%H		54.0%	22.4%	76.6%	51.5%	25.2%	97.5%
DVD/Blu-ray player or recorder	804	405	157	631	379	252	767
%V	37.6%	38.2%	41.1%	37.7%	39.3%	35.6%	38.7%
%H		50.4%	19.5%	78.5%	47.1%	31.3%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	4915	4727	2172	808	3299	1572	1727	4509
%H		96.2%	44.2%	16.4%	67.1%	32.0%	35.1%	91.7%
Total Children	920	893	488	175	546	319	227	900
%V	18.7%	18.9%	22.5%	21.7%	16.6%	20.3%	13.1%	20.0%
%H		97.1%	53.0%	19.0%	59.3%	34.7%	24.7%	97.8%
0 - 3	238	226	120	44	141	80	61	232
%V	4.8%	4.8%	5.5%	5.4%	4.3%	5.1%	3.5%	5.1%
%H		95.0%	50.4%	18.5%	59.2%	33.6%	25.6%	97.5%
4 - 15	682	667	368	131	405	239	166	668
%V	13.9%	14.1%	16.9%	16.2%	12.3%	15.2%	9.6%	14.8%
%H		97.8%	54.0%	19.2%	59.4%	35.0%	24.3%	97.9%
4 - 9	365	353	205	64	199	116	83	356
%V	7.4%	7.5%	9.4%	7.9%	6.0%	7.4%	4.8%	7.9%
%H		96.7%	56.2%	17.5%	54.5%	31.8%	22.7%	97.5%
10 - 15	317	313	163	67	206	123	83	312
%V	6.4%	6.6%	7.5%	8.3%	6.2%	7.8%	4.8%	6.9%
%H		98.7%	51.4%	21.1%	65.0%	38.8%	26.2%	98.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	4915	4727	2172	808	3299	1572	1727	4509
%H		96.2%	44.2%	16.4%	67.1%	32.0%	35.1%	91.7%
Total Adults (16+)	3995	3834	1684	633	2753	1253	1500	3608
%V	81.3%	81.1%	77.5%	78.3%	83.4%	79.7%	86.9%	80.0%
%H		96.0%	42.2%	15.8%	68.9%	31.4%	37.5%	90.3%
16 - 19	215	210	102	41	155	91	64	210
%V	4.4%	4.4%	4.7%	5.1%	4.7%	5.8%	3.7%	4.7%
%H		97.7%	47.4%	19.1%	72.1%	42.3%	29.8%	97.7%
20 - 24	255	230	115	40	148	81	67	250
%V	5.2%	4.9%	5.3%	5.0%	4.5%	5.2%	3.9%	5.5%
%H		90.2%	45.1%	15.7%	58.0%	31.8%	26.3%	98.0%
25 - 34	588	544	272	94	328	159	169	567
%V	12.0%	11.5%	12.5%	11.6%	9.9%	10.1%	9.8%	12.6%
%H		92.5%	46.3%	16.0%	55.8%	27.0%	28.7%	96.4%
35 - 44	621	586	293	109	357	178	178	606
%V	12.6%	12.4%	13.5%	13.5%	10.8%	11.3%	10.3%	13.4%
%H		94.4%	47.2%	17.6%	57.5%	28.7%	28.7%	97.6%
45 - 54	735	719	344	133	518	273	245	713
%V	15.0%	15.2%	15.8%	16.5%	15.7%	17.4%	14.2%	15.8%
%H		97.8%	46.8%	18.1%	70.5%	37.1%	33.3%	97.0%
55 - 64	623	610	243	119	466	211	254	582
%V	12.7%	12.9%	11.2%	14.7%	14.1%	13.4%	14.7%	12.9%
%H		97.9%	39.0%	19.1%	74.8%	33.9%	40.8%	93.4%
65+	958	935	316	97	783	260	523	680
%V	19.5%	19.8%	14.5%	12.0%	23.7%	16.5%	30.3%	15.1%
%H		97.6%	33.0%	10.1%	81.7%	27.1%	54.6%	71.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	3995	3834	1684	633	2753	1253	1500	3608
%H		96.0%	42.2%	15.8%	68.9%	31.4%	37.5%	90.3%
AB	1356	1310	579	211	954	431	523	1309
%V	33.9%	34.2%	34.4%	33.3%	34.7%	34.4%	34.9%	36.3%
%H		96.6%	42.7%	15.6%	70.4%	31.8%	38.6%	96.5%
C1	1143	1090	492	152	770	340	430	1057
%V	28.6%	28.4%	29.2%	24.0%	28.0%	27.1%	28.7%	29.3%
%H		95.4%	43.0%	13.3%	67.4%	29.7%	37.6%	92.5%
C2	794	776	355	157	557	294	263	712
%V	19.9%	20.2%	21.1%	24.8%	20.2%	23.5%	17.5%	19.7%
%H		97.7%	44.7%	19.8%	70.2%	37.0%	33.1%	89.7%
D	505	470	207	79	327	145	182	414
%V	12.6%	12.3%	12.3%	12.5%	11.9%	11.6%	12.1%	11.5%
%H		93.1%	41.0%	15.6%	64.8%	28.7%	36.0%	82.0%
E	196	189	51	34	144	42	102	117
%V	4.9%	4.9%	3.0%	5.4%	5.2%	3.4%	6.8%	3.2%
%H		96.4%	26.0%	17.3%	73.5%	21.4%	52.0%	59.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	3995	3834	1684	633	2753	1253	1500	3608
%H		96.0%	42.2%	15.8%	68.9%	31.4%	37.5%	90.3%
Working full time	1942	1850	900	337	1246	639	607	1898
%V	48.6%	48.3%	53.4%	53.2%	45.3%	51.0%	40.5%	52.6%
%H		95.3%	46.3%	17.4%	64.2%	32.9%	31.3%	97.7%
Working part time	459	446	228	72	309	163	146	440
%V	11.5%	11.6%	13.5%	11.4%	11.2%	13.0%	9.7%	12.2%
%H		97.2%	49.7%	15.7%	67.3%	35.5%	31.8%	95.9%
Not working	1594	1538	556	223	1198	451	747	1270
%V	39.9%	40.1%	33.0%	35.2%	43.5%	36.0%	49.8%	35.2%
%H		96.5%	34.9%	14.0%	75.2%	28.3%	46.9%	79.7%
Housewife/Houseperson	2109	2009	813	309	1465	587	878	1804
%V	52.8%	52.4%	48.3%	48.8%	53.2%	46.8%	58.5%	50.0%
%H		95.3%	38.5%	14.7%	69.5%	27.8%	41.6%	85.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1945	1865	837	311	1337	631	706	1781
%H		95.9%	43.0%	16.0%	68.7%	32.4%	36.3%	91.6%
16 - 19	116	114	54	22	86	50	36	114
%V	6.0%	6.1%	6.5%	7.1%	6.4%	7.9%	5.1%	6.4%
%H		98.3%	46.6%	19.0%	74.1%	43.1%	31.0%	98.3%
20 - 24	124	114	59	17	76	43	32	122
%V	6.4%	6.1%	7.0%	5.5%	5.7%	6.8%	4.5%	6.9%
%H		91.9%	47.6%	13.7%	61.3%	34.7%	25.8%	98.4%
25 - 34	295	270	135	48	165	82	83	284
%V	15.2%	14.5%	16.1%	15.4%	12.3%	13.0%	11.8%	15.9%
%H		91.5%	45.8%	16.3%	55.9%	27.8%	28.1%	96.3%
35 - 44	303	282	141	54	166	83	83	296
%V	15.6%	15.1%	16.8%	17.4%	12.4%	13.2%	11.8%	16.6%
%H		93.1%	46.5%	17.8%	54.8%	27.4%	27.4%	97.7%
45 - 54	352	346	165	63	249	131	118	338
%V	18.1%	18.6%	19.7%	20.3%	18.6%	20.8%	16.7%	19.0%
%H		98.3%	46.9%	17.9%	70.7%	37.2%	33.5%	96.0%
55 - 64	305	299	123	59	227	106	121	284
%V	15.7%	16.0%	14.7%	19.0%	17.0%	16.8%	17.1%	15.9%
%H		98.0%	40.3%	19.3%	74.4%	34.8%	39.7%	93.1%
65+	452	441	161	48	369	136	232	342
%V	23.2%	23.6%	19.2%	15.4%	27.6%	21.6%	32.9%	19.2%
%H		97.6%	35.6%	10.6%	81.6%	30.1%	51.3%	75.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1945	1865	837	311	1337	631	706	1781
%H		95.9%	43.0%	16.0%	68.7%	32.4%	36.3%	91.6%
AB	672	648	291	106	474	220	254	650
%V	34.6%	34.7%	34.8%	34.1%	35.5%	34.9%	36.0%	36.5%
%H		96.4%	43.3%	15.8%	70.5%	32.7%	37.8%	96.7%
C1	538	514	238	74	362	170	192	511
%V	27.7%	27.6%	28.4%	23.8%	27.1%	26.9%	27.2%	28.7%
%H		95.5%	44.2%	13.8%	67.3%	31.6%	35.7%	95.0%
C2	414	405	180	84	293	151	142	368
%V	21.3%	21.7%	21.5%	27.0%	21.9%	23.9%	20.1%	20.7%
%H		97.8%	43.5%	20.3%	70.8%	36.5%	34.3%	88.9%
D	244	222	106	35	152	73	79	205
%V	12.5%	11.9%	12.7%	11.3%	11.4%	11.6%	11.2%	11.5%
%H		91.0%	43.4%	14.3%	62.3%	29.9%	32.4%	84.0%
E	78	75	23	12	56	17	39	47
%V	4.0%	4.0%	2.7%	3.9%	4.2%	2.7%	5.5%	2.6%
%H		96.2%	29.5%	15.4%	71.8%	21.8%	50.0%	60.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1945	1865	837	311	1337	631	706	1781
%H		95.9%	43.0%	16.0%	68.7%	32.4%	36.3%	91.6%
Working full time	1169	1117	545	212	756	397	359	1142
%V	60.1%	59.9%	65.1%	68.2%	56.5%	62.9%	50.8%	64.1%
%H		95.6%	46.6%	18.1%	64.7%	34.0%	30.7%	97.7%
Working part time	95	88	48	12	62	35	28	88
%V	4.9%	4.7%	5.7%	3.9%	4.6%	5.5%	4.0%	4.9%
%H		92.6%	50.5%	12.6%	65.3%	36.8%	29.5%	92.6%
Not working	681	660	244	87	519	200	320	550
%V	35.0%	35.4%	29.2%	28.0%	38.8%	31.7%	45.3%	30.9%
%H		96.9%	35.8%	12.8%	76.2%	29.4%	47.0%	80.8%
Housewife/Houseperson	419	388	134	52	297	98	199	322
%V	21.5%	20.8%	16.0%	16.7%	22.2%	15.5%	28.2%	18.1%
%H		92.6%	32.0%	12.4%	70.9%	23.4%	47.5%	76.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2049	1969	846	322	1416	622	794	1828
%H		96.1%	41.3%	15.7%	69.1%	30.4%	38.8%	89.2%
16 - 19	99	97	48	18	69	41	28	97
%V	4.8%	4.9%	5.7%	5.6%	4.9%	6.6%	3.5%	5.3%
%H		98.0%	48.5%	18.2%	69.7%	41.4%	28.3%	98.0%
20 - 24	131	116	57	23	73	38	35	127
%V	6.4%	5.9%	6.7%	7.1%	5.2%	6.1%	4.4%	6.9%
%H		88.5%	43.5%	17.6%	55.7%	29.0%	26.7%	96.9%
25 - 34	293	274	136	46	162	77	86	283
%V	14.3%	13.9%	16.1%	14.3%	11.4%	12.4%	10.8%	15.5%
%H		93.5%	46.4%	15.7%	55.3%	26.3%	29.4%	96.6%
35 - 44	319	305	152	55	190	95	95	310
%V	15.6%	15.5%	18.0%	17.1%	13.4%	15.3%	12.0%	17.0%
%H		95.6%	47.6%	17.2%	59.6%	29.8%	29.8%	97.2%
45 - 54	383	374	179	70	269	142	127	374
%V	18.7%	19.0%	21.2%	21.7%	19.0%	22.8%	16.0%	20.5%
%H		97.7%	46.7%	18.3%	70.2%	37.1%	33.2%	97.7%
55 - 64	318	310	120	60	239	106	133	298
%V	15.5%	15.7%	14.2%	18.6%	16.9%	17.0%	16.8%	16.3%
%H		97.5%	37.7%	18.9%	75.2%	33.3%	41.8%	93.7%
65+	506	494	155	49	414	124	290	338
%V	24.7%	25.1%	18.3%	15.2%	29.2%	19.9%	36.5%	18.5%
%H		97.6%	30.6%	9.7%	81.8%	24.5%	57.3%	66.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2049	1969	846	322	1416	622	794	1828
%H		96.1%	41.3%	15.7%	69.1%	30.4%	38.8%	89.2%
AB	684	661	288	105	480	211	269	659
%V	33.4%	33.6%	34.0%	32.6%	33.9%	33.9%	33.9%	36.1%
%H		96.6%	42.1%	15.4%	70.2%	30.8%	39.3%	96.3%
C1	605	575	254	78	408	170	238	546
%V	29.5%	29.2%	30.0%	24.2%	28.8%	27.3%	30.0%	29.9%
%H		95.0%	42.0%	12.9%	67.4%	28.1%	39.3%	90.2%
C2	380	371	175	73	264	143	121	343
%V	18.5%	18.8%	20.7%	22.7%	18.6%	23.0%	15.2%	18.8%
%H		97.6%	46.1%	19.2%	69.5%	37.6%	31.8%	90.3%
D	262	247	101	44	176	73	103	210
%V	12.8%	12.5%	11.9%	13.7%	12.4%	11.7%	13.0%	11.5%
%H		94.3%	38.5%	16.8%	67.2%	27.9%	39.3%	80.2%
E	119	114	28	22	88	25	63	70
%V	5.8%	5.8%	3.3%	6.8%	6.2%	4.0%	7.9%	3.8%
%H		95.8%	23.5%	18.5%	73.9%	21.0%	52.9%	58.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2049	1969	846	322	1416	622	794	1828
%H		96.1%	41.3%	15.7%	69.1%	30.4%	38.8%	89.2%
Working full time	773	733	355	126	491	242	248	756
%V	37.7%	37.2%	42.0%	39.1%	34.7%	38.9%	31.2%	41.4%
%H		94.8%	45.9%	16.3%	63.5%	31.3%	32.1%	97.8%
Working part time	364	358	180	60	247	129	118	352
%V	17.8%	18.2%	21.3%	18.6%	17.4%	20.7%	14.9%	19.3%
%H		98.4%	49.5%	16.5%	67.9%	35.4%	32.4%	96.7%
Not working	912	878	312	136	679	251	427	720
%V	44.5%	44.6%	36.9%	42.2%	48.0%	40.4%	53.8%	39.4%
%H		96.3%	34.2%	14.9%	74.5%	27.5%	46.8%	78.9%
Housewife/Houseperson	1690	1621	679	257	1168	489	679	1482
%V	82.5%	82.3%	80.3%	79.8%	82.5%	78.6%	85.5%	81.1%
%H		95.9%	40.2%	15.2%	69.1%	28.9%	40.2%	87.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2612	2484	1091	330	1978	909	1069	2135
%H (All HH)		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%
%H (TV HH)			43.9%	13.3%	79.6%	36.6%	43.0%	
AB	533	519	261	70	387	193	195	503
%V	20.4%	20.9%	23.9%	21.2%	19.6%	21.2%	18.2%	23.6%
%H (All HH)		97.4%	49.0%	13.1%	72.6%	36.2%	36.6%	94.4%
%H (TV HH)			50.3%	13.5%	74.6%	37.2%	37.6%	
C1	715	664	305	93	540	267	273	638
%V	27.4%	26.7%	28.0%	28.2%	27.3%	29.4%	25.5%	29.9%
%H (All HH)		92.9%	42.7%	13.0%	75.5%	37.3%	38.2%	89.2%
%H (TV HH)			45.9%	14.0%	81.3%	40.2%	41.1%	
C2	575	560	254	70	453	219	233	482
%V	22.0%	22.5%	23.3%	21.2%	22.9%	24.1%	21.8%	22.6%
%H (All HH)		97.4%	44.2%	12.2%	78.8%	38.1%	40.5%	83.8%
%H (TV HH)			45.4%	12.5%	80.9%	39.1%	41.6%	
D	474	444	165	70	348	144	205	344
%V	18.1%	17.9%	15.1%	21.2%	17.6%	15.8%	19.2%	16.1%
%H (All HH)		93.7%	34.8%	14.8%	73.4%	30.4%	43.2%	72.6%
%H (TV HH)			37.2%	15.8%	78.4%	32.4%	46.2%	
E	316	298	107	28	250	86	163	168
%V	12.1%	12.0%	9.8%	8.5%	12.6%	9.5%	15.2%	7.9%
%H (All HH)		94.3%	33.9%	8.9%	79.1%	27.2%	51.6%	53.2%
%H (TV HH)			35.9%	9.4%	83.9%	28.9%	54.7%	

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

April 2015 - March 2016

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	2612	2484	1091	330	1978	909	1069	2135
%V (All HH)		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%
%H (TV HH)			43.9%	13.3%	79.6%	36.6%	43.0%	
Under 25	133	109	39	14	76	27	48	116
%V	5.1%	4.4%	3.6%	4.2%	3.8%	3.0%	4.5%	5.4%
%H (All HH)		82.0%	29.3%	10.5%	57.1%	20.3%	36.1%	87.2%
%H (TV HH)			35.8%	12.8%	69.7%	24.8%	44.0%	
25 - 34	397	358	181	56	257	140	117	376
%V	15.2%	14.4%	16.6%	17.0%	13.0%	15.4%	10.9%	17.6%
%H (All HH)		90.2%	45.6%	14.1%	64.7%	35.3%	29.5%	94.7%
%H (TV HH)			50.6%	15.6%	71.8%	39.1%	32.7%	
35 - 44	419	398	220	66	285	171	114	406
%V	16.0%	16.0%	20.2%	20.0%	14.4%	18.8%	10.7%	19.0%
%H (All HH)		95.0%	52.5%	15.8%	68.0%	40.8%	27.2%	96.9%
%H (TV HH)			55.3%	16.6%	71.6%	43.0%	28.6%	
45 - 54	518	502	249	83	397	218	179	483
%V	19.8%	20.2%	22.8%	25.2%	20.1%	24.0%	16.7%	22.6%
%H (All HH)		96.9%	48.1%	16.0%	76.6%	42.1%	34.6%	93.2%
%H (TV HH)			49.6%	16.5%	79.1%	43.4%	35.7%	
55 - 64	425	414	187	53	332	157	174	364
%V	16.3%	16.7%	17.1%	16.1%	16.8%	17.3%	16.3%	17.0%
%H (All HH)		97.4%	44.0%	12.5%	78.1%	36.9%	40.9%	85.6%
%H (TV HH)			45.2%	12.8%	80.2%	37.9%	42.0%	
65 +	721	704	215	58	632	195	437	391
%V	27.6%	28.3%	19.7%	17.6%	32.0%	21.5%	40.9%	18.3%
%H (All HH)		97.6%	29.8%	8.0%	87.7%	27.0%	60.6%	54.2%
%H (TV HH)			30.5%	8.2%	89.8%	27.7%	62.1%	

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

April 2015 - March 2016

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	2612	2484	1091	330	1978	909	1069	2135
%H (All HH)		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%
%H (TV HH)			43.9%	13.3%	79.6%	36.6%	43.0%	
1	807	748	198	79	636	176	460	474
%V	30.9%	30.1%	18.1%	23.9%	32.2%	19.4%	43.0%	22.2%
%H (All HH)		92.7%	24.5%	9.8%	78.8%	21.8%	57.0%	58.7%
%H (TV HH)			26.5%	10.6%	85.0%	23.5%	61.5%	
2	935	900	406	120	722	343	379	816
%V	35.8%	36.2%	37.2%	36.4%	36.5%	37.7%	35.5%	38.2%
%H (All HH)		96.3%	43.4%	12.8%	77.2%	36.7%	40.5%	87.3%
%H (TV HH)			45.1%	13.3%	80.2%	38.1%	42.1%	
3	387	374	211	61	282	175	107	375
%V	14.8%	15.1%	19.3%	18.5%	14.3%	19.3%	10.0%	17.6%
%H (All HH)		96.6%	54.5%	15.8%	72.9%	45.2%	27.6%	96.9%
%H (TV HH)			56.4%	16.3%	75.4%	46.8%	28.6%	
4	325	316	194	40	236	150	85	319
%V	12.4%	12.7%	17.8%	12.1%	11.9%	16.5%	8.0%	14.9%
%H (All HH)		97.2%	59.7%	12.3%	72.6%	46.2%	26.2%	98.2%
%H (TV HH)			61.4%	12.7%	74.7%	47.5%	26.9%	
5+	158	146	82	30	102	65	37	151
%V	6.0%	5.9%	7.5%	9.1%	5.2%	7.2%	3.5%	7.1%
%H (All HH)		92.4%	51.9%	19.0%	64.6%	41.1%	23.4%	95.6%
%H (TV HH)			56.2%	20.5%	69.9%	44.5%	25.3%	
Average HH size	2.30	2.32	2.64	2.50	2.24	2.58	1.95	2.50

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

April 2015 - March 2016

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	2612	2484	1091	330	1978	909	1069	2135
%H (All HH)		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%
%H (TV HH)			43.9%	13.3%	79.6%	36.6%	43.0%	
Without	1961	1853	725	230	1520	625	895	1506
%V	75.1%	74.6%	66.5%	69.7%	76.8%	68.8%	83.7%	70.5%
%H (All HH)		94.5%	37.0%	11.7%	77.5%	31.9%	45.6%	76.8%
%H (TV HH)			39.1%	12.4%	82.0%	33.7%	48.3%	
With	651	631	366	100	458	284	174	630
%V	24.9%	25.4%	33.5%	30.3%	23.2%	31.2%	16.3%	29.5%
%H (All HH)		96.9%	56.2%	15.4%	70.4%	43.6%	26.7%	96.8%
%H (TV HH)			58.0%	15.8%	72.6%	45.0%	27.6%	
0 - 3	234	223	127	31	155	90	65	222
%V	9.0%	9.0%	11.6%	9.4%	7.8%	9.9%	6.1%	10.4%
%H (All HH)		95.3%	54.3%	13.2%	66.2%	38.5%	27.8%	94.9%
%H (TV HH)			57.0%	13.9%	69.5%	40.4%	29.1%	
4 - 9	332	321	191	48	228	139	89	321
%V	12.7%	12.9%	17.5%	14.5%	11.5%	15.3%	8.3%	15.0%
%H (All HH)		96.7%	57.5%	14.5%	68.7%	41.9%	26.8%	96.7%
%H (TV HH)			59.5%	15.0%	71.0%	43.3%	27.7%	
10 - 15	306	300	175	54	224	150	74	295
%V	11.7%	12.1%	16.0%	16.4%	11.3%	16.5%	6.9%	13.8%
%H (All HH)		98.0%	57.2%	17.6%	73.2%	49.0%	24.2%	96.4%
%H (TV HH)			58.3%	18.0%	74.7%	50.0%	24.7%	

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

April 2015 - March 2016

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	2612	2484	1091	330	1978	909	1069	2135
%H (All HH)		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%
%H (TV HH)			43.9%	13.3%	79.6%	36.6%	43.0%	
1	990	990	329	119	746	219	526	704
%V	37.9%	39.9%	30.2%	36.1%	37.7%	24.1%	49.2%	33.0%
%H (All HH)		100.0%	33.2%	12.0%	75.4%	22.1%	53.1%	71.1%
%H (TV HH)			33.2%	12.0%	75.4%	22.1%	53.1%	
2	851	851	399	113	686	338	348	720
%V	32.6%	34.3%	36.6%	34.2%	34.7%	37.2%	32.6%	33.7%
%H (All HH)		100.0%	46.9%	13.3%	80.6%	39.7%	40.9%	84.6%
%H (TV HH)			46.9%	13.3%	80.6%	39.7%	40.9%	
3	369	369	189	57	306	176	130	347
%V	14.1%	14.9%	17.3%	17.3%	15.5%	19.4%	12.2%	16.3%
%H (All HH)		100.0%	51.2%	15.4%	82.9%	47.7%	35.2%	94.0%
%H (TV HH)			51.2%	15.4%	82.9%	47.7%	35.2%	
4	182	182	115	26	154	110	45	175
%V	7.0%	7.3%	10.5%	7.9%	7.8%	12.1%	4.2%	8.2%
%H (All HH)		100.0%	63.2%	14.3%	84.6%	60.4%	24.7%	96.2%
%H (TV HH)			63.2%	14.3%	84.6%	60.4%	24.7%	
5+	92	92	59	15	86	65	21	92
%V	3.5%	3.7%	5.4%	4.5%	4.3%	7.2%	2.0%	4.3%
%H (All HH)		100.0%	64.1%	16.3%	93.5%	70.7%	22.8%	100.0%
%H (TV HH)			64.1%	16.3%	93.5%	70.7%	22.8%	

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

April 2015 - March 2016

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	2612	2484	1091	330	1978	909	1069	2135
%H (All HH)		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%
%H (TV HH)			43.9%	13.3%	79.6%	36.6%	43.0%	
Under 20"	471	471	206	72	403	203	201	409
%V	18.0%	19.0%	18.9%	21.8%	20.4%	22.3%	18.8%	19.2%
%H (All HH)		100.0%	43.7%	15.3%	85.6%	43.1%	42.7%	86.8%
%H (TV HH)			43.7%	15.3%	85.6%	43.1%	42.7%	
20" - 29"	808	808	361	91	705	341	364	668
%V	30.9%	32.5%	33.1%	27.6%	35.6%	37.5%	34.1%	31.3%
%H (All HH)		100.0%	44.7%	11.3%	87.3%	42.2%	45.0%	82.7%
%H (TV HH)			44.7%	11.3%	87.3%	42.2%	45.0%	
30" - 39"	1212	1212	563	151	963	462	501	1012
%V	46.4%	48.8%	51.6%	45.8%	48.7%	50.8%	46.9%	47.4%
%H (All HH)		100.0%	46.5%	12.5%	79.5%	38.1%	41.3%	83.5%
%H (TV HH)			46.5%	12.5%	79.5%	38.1%	41.3%	
40" and over	1360	1360	703	218	1046	591	455	1229
%V	52.1%	54.8%	64.4%	66.1%	52.9%	65.0%	42.6%	57.6%
%H (All HH)		100.0%	51.7%	16.0%	76.9%	43.5%	33.5%	90.4%
%H (TV HH)			51.7%	16.0%	76.9%	43.5%	33.5%	

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

April 2015 - March 2016

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	2612	2484	1091	330	1978	909	1069	2135
%H (All HH)		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%
%H (TV HH)			43.9%	13.3%	79.6%	36.6%	43.0%	
Main living room	2458	2458	1081	326	1962	900	1062	2016
%V	94.1%	99.0%	99.1%	98.8%	99.2%	99.0%	99.3%	94.4%
%H (All HH)		100.0%	44.0%	13.3%	79.8%	36.6%	43.2%	82.0%
%H (TV HH)			44.0%	13.3%	79.8%	36.6%	43.2%	
Kitchen	291	291	159	34	260	158	103	256
%V	11.1%	11.7%	14.6%	10.3%	13.1%	17.4%	9.6%	12.0%
%H (All HH)		100.0%	54.6%	11.7%	89.3%	54.3%	35.4%	88.0%
%H (TV HH)			54.6%	11.7%	89.3%	54.3%	35.4%	
Adult's bedroom	1104	1104	566	166	913	524	390	991
%V	42.3%	44.4%	51.9%	50.3%	46.2%	57.6%	36.5%	46.4%
%H (All HH)		100.0%	51.3%	15.0%	82.7%	47.5%	35.3%	89.8%
%H (TV HH)			51.3%	15.0%	82.7%	47.5%	35.3%	
Child's bedroom	261	261	155	41	205	136	69	258
%V	10.0%	10.5%	14.2%	12.4%	10.4%	15.0%	6.5%	12.1%
%H (All HH)		100.0%	59.4%	15.7%	78.5%	52.1%	26.4%	98.9%
%H (TV HH)			59.4%	15.7%	78.5%	52.1%	26.4%	
Other bedroom	155	155	88	25	134	90	45	149
%V	5.9%	6.2%	8.1%	7.6%	6.8%	9.9%	4.2%	7.0%
%H (All HH)		100.0%	56.8%	16.1%	86.5%	58.1%	29.0%	96.1%
%H (TV HH)			56.8%	16.1%	86.5%	58.1%	29.0%	
Second living/dining room	249	249	128	32	216	126	90	225
%V	9.5%	10.0%	11.7%	9.7%	10.9%	13.9%	8.4%	10.5%
%H (All HH)		100.0%	51.4%	12.9%	86.7%	50.6%	36.1%	90.4%
%H (TV HH)			51.4%	12.9%	86.7%	50.6%	36.1%	
Study/office	24	24	17	5	19	15	4	23
%V	0.9%	1.0%	1.6%	1.5%	1.0%	1.7%	0.4%	1.1%
%H (All HH)		100.0%	70.8%	20.8%	79.2%	62.5%	16.7%	95.8%
%H (TV HH)			70.8%	20.8%	79.2%	62.5%	16.7%	
TV room	5	5	4	1	5	5	0	5
%V	0.2%	0.2%	0.4%	0.3%	0.3%	0.6%	0.0%	0.2%
%H (All HH)		100.0%	80.0%	20.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			80.0%	20.0%	100.0%	100.0%	0.0%	
Conservatory	89	89	50	7	73	40	33	78
%V	3.4%	3.6%	4.6%	2.1%	3.7%	4.4%	3.1%	3.7%
%H (All HH)		100.0%	56.2%	7.9%	82.0%	44.9%	37.1%	87.6%
%H (TV HH)			56.2%	7.9%	82.0%	44.9%	37.1%	
Attic or loft room	5	5	1	2	5	2	2	5
%V	0.2%	0.2%	0.1%	0.6%	0.3%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	20.0%	40.0%	100.0%	40.0%	40.0%	100.0%
%H (TV HH)			20.0%	40.0%	100.0%	40.0%	40.0%	
No specific location	3	3	2	1	3	3	1	3
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	100.0%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	100.0%	33.3%	
Other	24	24	12	3	22	13	9	23
%V	0.9%	1.0%	1.1%	0.9%	1.1%	1.4%	0.8%	1.1%
%H (All HH)		100.0%	50.0%	12.5%	91.7%	54.2%	37.5%	95.8%
%H (TV HH)			50.0%	12.5%	91.7%	54.2%	37.5%	

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

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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	2612	2484	1091	330	1978	909	1069	2135
%H (All HH)		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%
%H (TV HH)			43.9%	13.3%	79.6%	36.6%	43.0%	
Any DSAT provider	1091	1091	1091	39	734	734	0	996
%V	41.8%	43.9%	100.0%	11.8%	37.1%	80.7%	0.0%	46.7%
%H (All HH)			100.0%	3.6%	67.3%	67.3%	0.0%	91.3%
%H (TV HH)			100.0%	3.6%	67.3%	67.3%	0.0%	
Sky with subcription	884	884	884	26	596	596	0	815
%V	33.8%	35.6%	81.0%	7.9%	30.1%	65.6%	0.0%	38.2%
%H (All HH)			100.0%	2.9%	67.4%	67.4%	0.0%	92.2%
%H (TV HH)			100.0%	2.9%	67.4%	67.4%	0.0%	
Sky without subcription	73	73	73	3	42	42	0	65
%V	2.8%	2.9%	6.7%	0.9%	2.1%	4.6%	0.0%	3.0%
%H (All HH)			100.0%	4.1%	57.5%	57.5%	0.0%	89.0%
%H (TV HH)			100.0%	4.1%	57.5%	57.5%	0.0%	
Freesat	145	145	145	10	115	115	0	130
%V	5.6%	5.8%	13.3%	3.0%	5.8%	12.7%	0.0%	6.1%
%H (All HH)			100.0%	6.9%	79.3%	79.3%	0.0%	89.7%
%H (TV HH)			100.0%	6.9%	79.3%	79.3%	0.0%	
Other satellite provider	52	52	52	6	29	29	0	48
%V	2.0%	2.1%	4.8%	1.8%	1.5%	3.2%	0.0%	2.2%
%H (All HH)			100.0%	11.5%	55.8%	55.8%	0.0%	92.3%
%H (TV HH)			100.0%	11.5%	55.8%	55.8%	0.0%	
DCAB	330	330	39	330	197	197	0	309
%V	12.6%	13.3%	3.6%	100.0%	10.0%	21.7%	0.0%	14.5%
%H (All HH)			11.8%	100.0%	59.7%	59.7%	0.0%	93.6%
%H (TV HH)			11.8%	100.0%	59.7%	59.7%	0.0%	
DTT	1978	1978	734	197	1978	909	1069	1574
%V	75.7%	79.6%	67.3%	59.7%	100.0%	100.0%	100.0%	73.7%
%H (All HH)		100.0%	37.1%	10.0%	100.0%	46.0%	54.0%	79.6%
%H (TV HH)			37.1%	10.0%	100.0%	46.0%	54.0%	

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

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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	2612	2484	1091	330	1978	909	1069	2135
%H (All HH)		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%
%H (TV HH)			43.9%	13.3%	79.6%	36.6%	43.0%	
PVR	1476	1476	919	256	1095	760	335	1360
%V	56.5%	59.4%	84.2%	77.6%	55.4%	83.6%	31.3%	63.7%
%H (All HH)		100.0%	62.3%	17.3%	74.2%	51.5%	22.7%	92.1%
%H (TV HH)			62.3%	17.3%	74.2%	51.5%	22.7%	
DVDR	90	90	45	7	78	39	38	79
%V	3.4%	3.6%	4.1%	2.1%	3.9%	4.3%	3.6%	3.7%
%H (All HH)		100.0%	50.0%	7.8%	86.7%	43.3%	42.2%	87.8%
%H (TV HH)			50.0%	7.8%	86.7%	43.3%	42.2%	
VCR	111	111	41	10	89	29	60	78
%V	4.2%	4.5%	3.8%	3.0%	4.5%	3.2%	5.6%	3.7%
%H (All HH)		100.0%	36.9%	9.0%	80.2%	26.1%	54.1%	70.3%
%H (TV HH)			36.9%	9.0%	80.2%	26.1%	54.1%	
Any recorder	1555	1555	934	259	1164	768	396	1408
%V	59.5%	62.6%	85.6%	78.5%	58.8%	84.5%	37.0%	65.9%
%H (All HH)		100.0%	60.1%	16.7%	74.9%	49.4%	25.5%	90.5%
%H (TV HH)			60.1%	16.7%	74.9%	49.4%	25.5%	
Receives HDTV (via STB or built-in reception)	1446	1446	799	256	1104	679	424	1313
%V	55.4%	58.2%	73.2%	77.6%	55.8%	74.7%	39.7%	61.5%
%H (All HH)		100.0%	55.3%	17.7%	76.3%	47.0%	29.3%	90.8%
%H (TV HH)			55.3%	17.7%	76.3%	47.0%	29.3%	
DVD/Blu-ray player or recorder	1780	1780	830	237	1434	707	727	1532
%V	68.1%	71.7%	76.1%	71.8%	72.5%	77.8%	68.0%	71.8%
%H (All HH)		100.0%	46.6%	13.3%	80.6%	39.7%	40.8%	86.1%
%H (TV HH)			46.6%	13.3%	80.6%	39.7%	40.8%	

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

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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	2612	2484	1091	330	1978	909	1069	2135
%V (All HH)		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%
%H (TV HH)			43.9%	13.3%	79.6%	36.6%	43.0%	
Has broadband internet	2135	2038	996	309	1574	832	741	2135
%V	81.7%	82.0%	91.3%	93.6%	79.6%	91.5%	69.3%	100.0%
%H (All HH)		95.5%	46.7%	14.5%	73.7%	39.0%	34.7%	100.0%
%H (TV HH)			48.9%	15.2%	77.2%	40.8%	36.4%	
Number of computers (PCs and laptops)								
0	524	492	122	25	432	92	340	83
%V	20.1%	19.8%	11.2%	7.6%	21.8%	10.1%	31.8%	3.9%
%H (All HH)		93.9%	23.3%	4.8%	82.4%	17.6%	64.9%	15.8%
%H (TV HH)			24.8%	5.1%	87.8%	18.7%	69.1%	
1	697	653	256	106	511	220	291	667
%V	26.7%	26.3%	23.5%	32.1%	25.8%	24.2%	27.2%	31.2%
%H (All HH)		93.7%	36.7%	15.2%	73.3%	31.6%	41.8%	95.7%
%H (TV HH)			39.2%	16.2%	78.3%	33.7%	44.6%	
2	617	586	283	83	477	252	226	615
%V	23.6%	23.6%	25.9%	25.2%	24.1%	27.7%	21.1%	28.8%
%H (All HH)		95.0%	45.9%	13.5%	77.3%	40.8%	36.6%	99.7%
%H (TV HH)			48.3%	14.2%	81.4%	43.0%	38.6%	
3	362	351	203	49	266	162	104	361
%V	13.9%	14.1%	18.6%	14.8%	13.4%	17.8%	9.7%	16.9%
%H (All HH)		97.0%	56.1%	13.5%	73.5%	44.8%	28.7%	99.7%
%H (TV HH)			57.8%	14.0%	75.8%	46.2%	29.6%	
4	210	205	116	33	147	91	56	210
%V	8.0%	8.3%	10.6%	10.0%	7.4%	10.0%	5.2%	9.8%
%H (All HH)		97.6%	55.2%	15.7%	70.0%	43.3%	26.7%	100.0%
%H (TV HH)			56.6%	16.1%	71.7%	44.4%	27.3%	
5+	201	198	112	33	145	93	52	199
%V	7.7%	8.0%	10.3%	10.0%	7.3%	10.2%	4.9%	9.3%
%H (All HH)		98.5%	55.7%	16.4%	72.1%	46.3%	25.9%	99.0%
%H (TV HH)			56.6%	16.7%	73.2%	47.0%	26.3%	

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

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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	5024	2478	700	4117	2219	1898	4380
%H		49.3%	13.9%	81.9%	44.2%	37.8%	87.2%
Under 20"	596	275	97	510	274	236	530
%V	11.9%	11.1%	13.9%	12.4%	12.3%	12.4%	12.1%
%H		46.1%	16.3%	85.6%	46.0%	39.6%	88.9%
20" - 29"	1056	488	118	935	475	460	894
%V	21.0%	19.7%	16.9%	22.7%	21.4%	24.2%	20.4%
%H		46.2%	11.2%	88.5%	45.0%	43.6%	84.7%
30" - 39"	1494	725	189	1197	606	591	1273
%V	29.7%	29.3%	27.0%	29.1%	27.3%	31.1%	29.1%
%H		48.5%	12.7%	80.1%	40.6%	39.6%	85.2%
40" and over	1660	897	271	1278	765	513	1522
%V	33.0%	36.2%	38.7%	31.0%	34.5%	27.0%	34.7%
%H		54.0%	16.3%	77.0%	46.1%	30.9%	91.7%
Don't know	217	93	25	197	98	99	162
%V	4.3%	3.8%	3.6%	4.8%	4.4%	5.2%	3.7%
%H		42.9%	11.5%	90.8%	45.2%	45.6%	74.7%

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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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	5024	2478	700	4117	2219	1898	4380
%H		49.3%	13.9%	81.9%	44.2%	37.8%	87.2%
Main living room	2475	1092	328	1975	909	1065	2033
%V	49.3%	44.1%	46.9%	48.0%	41.0%	56.1%	46.4%
%H		44.1%	13.3%	79.8%	36.7%	43.0%	82.1%
Kitchen	293	160	35	262	159	103	258
%V	5.8%	6.5%	5.0%	6.4%	7.2%	5.4%	5.9%
%H		54.6%	11.9%	89.4%	54.3%	35.2%	88.1%
Adult's bedroom	1312	693	200	1087	645	442	1193
%V	26.1%	28.0%	28.6%	26.4%	29.1%	23.3%	27.2%
%H		52.8%	15.2%	82.9%	49.2%	33.7%	90.9%
Child's bedroom	342	205	54	272	180	92	337
%V	6.8%	8.3%	7.7%	6.6%	8.1%	4.8%	7.7%
%H		59.9%	15.8%	79.5%	52.6%	26.9%	98.5%
Other bedroom	192	107	31	170	114	56	187
%V	3.8%	4.3%	4.4%	4.1%	5.1%	3.0%	4.3%
%H		55.7%	16.1%	88.5%	59.4%	29.2%	97.4%
Second living/dining room	253	129	34	219	128	91	229
%V	5.0%	5.2%	4.9%	5.3%	5.8%	4.8%	5.2%
%H		51.0%	13.4%	86.6%	50.6%	36.0%	90.5%
Study/office	26	19	5	21	17	4	25
%V	0.5%	0.8%	0.7%	0.5%	0.8%	0.2%	0.6%
%H		73.1%	19.2%	80.8%	65.4%	15.4%	96.2%
TV room	5	4	1	5	5	0	5
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		80.0%	20.0%	100.0%	100.0%	0.0%	100.0%
Conservatory	90	51	7	74	41	33	79
%V	1.8%	2.1%	1.0%	1.8%	1.8%	1.7%	1.8%
%H		56.7%	7.8%	82.2%	45.6%	36.7%	87.8%
Attic or loft room	5	1	2	5	2	2	5
%V	0.1%	0.0%	0.3%	0.1%	0.1%	0.1%	0.1%
%H		20.0%	40.0%	100.0%	40.0%	40.0%	100.0%
No specific location	4	3	1	4	4	1	4
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		75.0%	25.0%	100.0%	100.0%	25.0%	100.0%
Other	26	13	3	23	14	9	25
%V	0.5%	0.5%	0.4%	0.6%	0.6%	0.5%	0.6%
%H		50.0%	11.5%	88.5%	53.8%	34.6%	96.2%

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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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	5024	2478	700	4117	2219	1898	4380
%H		49.3%	13.9%	81.9%	44.2%	37.8%	87.2%
PVR	1900	1263	319	1373	1008	365	1775
%V	37.8%	51.0%	45.6%	33.3%	45.4%	19.2%	40.5%
%H		66.5%	16.8%	72.3%	53.1%	19.2%	93.4%
DVDR	96	46	8	83	41	42	83
%V	1.9%	1.9%	1.1%	2.0%	1.8%	2.2%	1.9%
%H		47.9%	8.3%	86.5%	42.7%	43.8%	86.5%
VCR	113	42	10	92	30	62	80
%V	2.2%	1.7%	1.4%	2.2%	1.4%	3.3%	1.8%
%H		37.2%	8.8%	81.4%	26.5%	54.9%	70.8%
Any recorder	2002	1287	325	1466	1029	437	1844
%V	39.8%	51.9%	46.4%	35.6%	46.4%	23.0%	42.1%
%H		64.3%	16.2%	73.2%	51.4%	21.8%	92.1%

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	5024	2478	700	4117	2219	1898	4380
%H		49.3%	13.9%	81.9%	44.2%	37.8%	87.2%
Receives HDTV (via STB or built-in reception)	2081	1183	363	1614	1034	581	1924
%V	41.4%	47.7%	51.9%	39.2%	46.6%	30.6%	43.9%
%H		56.8%	17.4%	77.6%	49.7%	27.9%	92.5%
DVD/Blu-ray player or recorder	2584	1270	355	2122	1137	985	2288
%V	51.4%	51.3%	50.7%	51.5%	51.2%	51.9%	52.2%
%H		49.1%	13.7%	82.1%	44.0%	38.1%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2480	1091	329	1978	909	1069	2035
%H		44.0%	13.3%	79.8%	36.7%	43.1%	82.1%
Under 20"	29	4	5	25	6	19	20
%V	1.2%	0.4%	1.5%	1.3%	0.7%	1.8%	1.0%
%H		13.8%	17.2%	86.2%	20.7%	65.5%	69.0%
20" - 29"	215	49	17	190	41	148	135
%V	8.7%	4.5%	5.2%	9.6%	4.5%	13.8%	6.6%
%H		22.8%	7.9%	88.4%	19.1%	68.8%	62.8%
30" - 39"	799	314	86	640	245	395	614
%V	32.2%	28.8%	26.1%	32.4%	27.0%	37.0%	30.2%
%H		39.3%	10.8%	80.1%	30.7%	49.4%	76.8%
40" and over	1315	678	211	1011	570	441	1185
%V	53.0%	62.1%	64.1%	51.1%	62.7%	41.3%	58.2%
%H		51.6%	16.0%	76.9%	43.3%	33.5%	90.1%
Don't know	122	46	11	112	46	65	80
%V	4.9%	4.2%	3.3%	5.7%	5.1%	6.1%	3.9%
%H		37.7%	9.0%	91.8%	37.7%	53.3%	65.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2480	1091	329	1978	909	1069	2035
%H		44.0%	13.3%	79.8%	36.7%	43.1%	82.1%
PVR	1442	906	252	1064	746	318	1327
%V	58.1%	83.0%	76.6%	53.8%	82.1%	29.7%	65.2%
%H		62.8%	17.5%	73.8%	51.7%	22.1%	92.0%
DVDR	80	39	5	68	33	35	68
%V	3.2%	3.6%	1.5%	3.4%	3.6%	3.3%	3.3%
%H		48.8%	6.3%	85.0%	41.3%	43.8%	85.0%
VCR	88	30	7	70	19	51	59
%V	3.5%	2.7%	2.1%	3.5%	2.1%	4.8%	2.9%
%H		34.1%	8.0%	79.5%	21.6%	58.0%	67.0%
Any recorder	1516	921	254	1130	756	374	1372
%V	61.1%	84.4%	77.2%	57.1%	83.2%	35.0%	67.4%
%H		60.8%	16.8%	74.5%	49.9%	24.7%	90.5%

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	2480	1091	329	1978	909	1069	2035
%H		44.0%	13.3%	79.8%	36.7%	43.1%	82.1%
Receives HDTV (via STB or built-in reception)	1407	777	251	1071	662	409	1276
%V	56.7%	71.2%	76.3%	54.1%	72.8%	38.3%	62.7%
%H		55.2%	17.8%	76.1%	47.1%	29.1%	90.7%
DVD/Blu-ray player or recorder	1624	756	209	1306	634	671	1392
%V	65.5%	69.3%	63.5%	66.0%	69.7%	62.8%	68.4%
%H		46.6%	12.9%	80.4%	39.0%	41.3%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2544	1387	371	2139	1310	829	2345
%H		54.5%	14.6%	84.1%	51.5%	32.6%	92.2%
Under 20"	567	271	92	485	268	217	509
%V	22.3%	19.5%	24.8%	22.7%	20.5%	26.2%	21.7%
%H		47.8%	16.2%	85.5%	47.3%	38.3%	89.8%
20" - 29"	841	439	101	745	434	312	759
%V	33.1%	31.7%	27.2%	34.8%	33.1%	37.6%	32.4%
%H		52.2%	12.0%	88.6%	51.6%	37.1%	90.2%
30" - 39"	695	411	103	557	361	196	658
%V	27.3%	29.6%	27.8%	26.0%	27.6%	23.6%	28.1%
%H		59.1%	14.8%	80.1%	51.9%	28.2%	94.7%
40" and over	345	218	60	266	195	71	337
%V	13.6%	15.7%	16.2%	12.4%	14.9%	8.6%	14.4%
%H		63.2%	17.4%	77.1%	56.5%	20.6%	97.7%
Don't know	95	47	15	85	52	33	82
%V	3.7%	3.4%	4.0%	4.0%	4.0%	4.0%	3.5%
%H		49.5%	15.8%	89.5%	54.7%	34.7%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2544	1387	371	2139	1310	829	2345
%H		54.5%	14.6%	84.1%	51.5%	32.6%	92.2%
PVR	458	357	67	309	262	48	448
%V	18.0%	25.7%	18.1%	14.4%	20.0%	5.8%	19.1%
%H		77.9%	14.6%	67.5%	57.2%	10.5%	97.8%
DVDR	16	6	3	15	8	7	15
%V	0.6%	0.4%	0.8%	0.7%	0.6%	0.8%	0.6%
%H		37.5%	18.8%	93.8%	50.0%	43.8%	93.8%
VCR	25	11	3	22	11	11	21
%V	1.0%	0.8%	0.8%	1.0%	0.8%	1.3%	0.9%
%H		44.0%	12.0%	88.0%	44.0%	44.0%	84.0%
Any recorder	486	366	71	335	273	62	471
%V	19.1%	26.4%	19.1%	15.7%	20.8%	7.5%	20.1%
%H		75.3%	14.6%	68.9%	56.2%	12.8%	96.9%

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	2544	1387	371	2139	1310	829	2345
%H		54.5%	14.6%	84.1%	51.5%	32.6%	92.2%
Receives HDTV (via STB or built-in reception)	674	406	111	543	372	171	648
%V	26.5%	29.3%	29.9%	25.4%	28.4%	20.6%	27.6%
%H		60.2%	16.5%	80.6%	55.2%	25.4%	96.1%
DVD/Blu-ray player or recorder	960	514	146	816	503	313	896
%V	37.7%	37.1%	39.4%	38.1%	38.4%	37.8%	38.2%
%H		53.5%	15.2%	85.0%	52.4%	32.6%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	6015	5752	2883	826	4434	2344	2090	5345
%H		95.6%	47.9%	13.7%	73.7%	39.0%	34.7%	88.9%
Total Children	1133	1097	643	172	783	484	298	1090
%V	18.8%	19.1%	22.3%	20.8%	17.7%	20.6%	14.3%	20.4%
%H		96.8%	56.8%	15.2%	69.1%	42.7%	26.3%	96.2%
0 - 3	280	265	155	33	185	107	78	266
%V	4.7%	4.6%	5.4%	4.0%	4.2%	4.6%	3.7%	5.0%
%H		94.6%	55.4%	11.8%	66.1%	38.2%	27.9%	95.0%
4 - 15	853	832	489	139	598	378	220	824
%V	14.2%	14.5%	17.0%	16.8%	13.5%	16.1%	10.5%	15.4%
%H		97.5%	57.3%	16.3%	70.1%	44.3%	25.8%	96.6%
4 - 9	460	445	269	68	313	192	120	445
%V	7.6%	7.7%	9.3%	8.2%	7.1%	8.2%	5.7%	8.3%
%H		96.7%	58.5%	14.8%	68.0%	41.7%	26.1%	96.7%
10 - 15	393	387	220	71	285	185	100	379
%V	6.5%	6.7%	7.6%	8.6%	6.4%	7.9%	4.8%	7.1%
%H		98.5%	56.0%	18.1%	72.5%	47.1%	25.4%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	6015	5752	2883	826	4434	2344	2090	5345
%H		95.6%	47.9%	13.7%	73.7%	39.0%	34.7%	88.9%
Total Adults (16+)	4882	4655	2239	654	3652	1860	1792	4255
%V	81.2%	80.9%	77.7%	79.2%	82.4%	79.4%	85.7%	79.6%
%H		95.4%	45.9%	13.4%	74.8%	38.1%	36.7%	87.2%
16 - 19	290	274	153	45	200	122	79	280
%V	4.8%	4.8%	5.3%	5.4%	4.5%	5.2%	3.8%	5.2%
%H		94.5%	52.8%	15.5%	69.0%	42.1%	27.2%	96.6%
20 - 24	408	362	170	52	272	140	132	385
%V	6.8%	6.3%	5.9%	6.3%	6.1%	6.0%	6.3%	7.2%
%H		88.7%	41.7%	12.7%	66.7%	34.3%	32.4%	94.4%
25 - 34	784	714	373	117	520	293	227	747
%V	13.0%	12.4%	12.9%	14.2%	11.7%	12.5%	10.9%	14.0%
%H		91.1%	47.6%	14.9%	66.3%	37.4%	29.0%	95.3%
35 - 44	742	707	400	115	510	313	197	721
%V	12.3%	12.3%	13.9%	13.9%	11.5%	13.4%	9.4%	13.5%
%H		95.3%	53.9%	15.5%	68.7%	42.2%	26.5%	97.2%
45 - 54	868	847	448	131	661	383	277	825
%V	14.4%	14.7%	15.5%	15.9%	14.9%	16.3%	13.3%	15.4%
%H		97.6%	51.6%	15.1%	76.2%	44.1%	31.9%	95.0%
55 - 64	717	703	334	98	557	279	278	639
%V	11.9%	12.2%	11.6%	11.9%	12.6%	11.9%	13.3%	12.0%
%H		98.0%	46.6%	13.7%	77.7%	38.9%	38.8%	89.1%
65+	1074	1048	360	96	932	330	602	659
%V	17.9%	18.2%	12.5%	11.6%	21.0%	14.1%	28.8%	12.3%
%H		97.6%	33.5%	8.9%	86.8%	30.7%	56.1%	61.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	4882	4655	2239	654	3652	1860	1792	4255
%H		95.4%	45.9%	13.4%	74.8%	38.1%	36.7%	87.2%
AB	1051	1026	542	145	764	409	355	1013
%V	21.5%	22.0%	24.2%	22.2%	20.9%	22.0%	19.8%	23.8%
%H		97.6%	51.6%	13.8%	72.7%	38.9%	33.8%	96.4%
C1	1390	1293	632	195	1041	556	485	1288
%V	28.5%	27.8%	28.2%	29.8%	28.5%	29.9%	27.1%	30.3%
%H		93.0%	45.5%	14.0%	74.9%	40.0%	34.9%	92.7%
C2	1137	1112	559	142	885	472	413	1000
%V	23.3%	23.9%	25.0%	21.7%	24.2%	25.4%	23.0%	23.5%
%H		97.8%	49.2%	12.5%	77.8%	41.5%	36.3%	88.0%
D	860	806	330	130	621	285	336	682
%V	17.6%	17.3%	14.7%	19.9%	17.0%	15.3%	18.8%	16.0%
%H		93.7%	38.4%	15.1%	72.2%	33.1%	39.1%	79.3%
E	444	418	176	42	340	137	203	271
%V	9.1%	9.0%	7.9%	6.4%	9.3%	7.4%	11.3%	6.4%
%H		94.1%	39.6%	9.5%	76.6%	30.9%	45.7%	61.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	4882	4655	2239	654	3652	1860	1792	4255
%H		95.4%	45.9%	13.4%	74.8%	38.1%	36.7%	87.2%
Working full time	2227	2137	1143	334	1592	920	672	2137
%V	45.6%	45.9%	51.0%	51.1%	43.6%	49.5%	37.5%	50.2%
%H		96.0%	51.3%	15.0%	71.5%	41.3%	30.2%	96.0%
Working part time	495	478	234	78	368	196	172	468
%V	10.1%	10.3%	10.5%	11.9%	10.1%	10.5%	9.6%	11.0%
%H		96.6%	47.3%	15.8%	74.3%	39.6%	34.7%	94.5%
Not working	2160	2039	863	242	1692	744	948	1650
%V	44.2%	43.8%	38.5%	37.0%	46.3%	40.0%	52.9%	38.8%
%H		94.4%	40.0%	11.2%	78.3%	34.4%	43.9%	76.4%
Housewife/Houseperson	2612	2484	1091	330	1978	909	1069	2135
%V	53.5%	53.4%	48.7%	50.5%	54.2%	48.9%	59.7%	50.2%
%H		95.1%	41.8%	12.6%	75.7%	34.8%	40.9%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2381	2258	1115	321	1757	933	824	2115
%H		94.8%	46.8%	13.5%	73.8%	39.2%	34.6%	88.8%
16 - 19	152	143	84	26	102	68	34	150
%V	6.4%	6.3%	7.5%	8.1%	5.8%	7.3%	4.1%	7.1%
%H		94.1%	55.3%	17.1%	67.1%	44.7%	22.4%	98.7%
20 - 24	202	178	94	20	130	74	56	189
%V	8.5%	7.9%	8.4%	6.2%	7.4%	7.9%	6.8%	8.9%
%H		88.1%	46.5%	9.9%	64.4%	36.6%	27.7%	93.6%
25 - 34	388	349	179	57	255	139	116	369
%V	16.3%	15.5%	16.1%	17.8%	14.5%	14.9%	14.1%	17.4%
%H		89.9%	46.1%	14.7%	65.7%	35.8%	29.9%	95.1%
35 - 44	370	348	185	56	249	147	102	354
%V	15.5%	15.4%	16.6%	17.4%	14.2%	15.8%	12.4%	16.7%
%H		94.1%	50.0%	15.1%	67.3%	39.7%	27.6%	95.7%
45 - 54	428	417	223	68	319	192	126	412
%V	18.0%	18.5%	20.0%	21.2%	18.2%	20.6%	15.3%	19.5%
%H		97.4%	52.1%	15.9%	74.5%	44.9%	29.4%	96.3%
55 - 64	350	344	167	44	275	138	137	309
%V	14.7%	15.2%	15.0%	13.7%	15.7%	14.8%	16.6%	14.6%
%H		98.3%	47.7%	12.6%	78.6%	39.4%	39.1%	88.3%
65+	491	479	183	50	427	175	253	332
%V	20.6%	21.2%	16.4%	15.6%	24.3%	18.8%	30.7%	15.7%
%H		97.6%	37.3%	10.2%	87.0%	35.6%	51.5%	67.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2381	2258	1115	321	1757	933	824	2115
%H		94.8%	46.8%	13.5%	73.8%	39.2%	34.6%	88.8%
AB	516	505	275	72	374	209	165	497
%V	21.7%	22.4%	24.7%	22.4%	21.3%	22.4%	20.0%	23.5%
%H		97.9%	53.3%	14.0%	72.5%	40.5%	32.0%	96.3%
C1	651	603	315	94	481	277	204	619
%V	27.3%	26.7%	28.3%	29.3%	27.4%	29.7%	24.8%	29.3%
%H		92.6%	48.4%	14.4%	73.9%	42.5%	31.3%	95.1%
C2	614	594	290	78	473	248	225	538
%V	25.8%	26.3%	26.0%	24.3%	26.9%	26.6%	27.3%	25.4%
%H		96.7%	47.2%	12.7%	77.0%	40.4%	36.6%	87.6%
D	426	396	166	64	301	146	155	346
%V	17.9%	17.5%	14.9%	19.9%	17.1%	15.6%	18.8%	16.4%
%H		93.0%	39.0%	15.0%	70.7%	34.3%	36.4%	81.2%
E	174	160	69	13	128	53	75	114
%V	7.3%	7.1%	6.2%	4.0%	7.3%	5.7%	9.1%	5.4%
%H		92.0%	39.7%	7.5%	73.6%	30.5%	43.1%	65.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2381	2258	1115	321	1757	933	824	2115
%H		94.8%	46.8%	13.5%	73.8%	39.2%	34.6%	88.8%
Working full time	1384	1326	723	200	989	582	407	1322
%V	58.1%	58.7%	64.8%	62.3%	56.3%	62.4%	49.4%	62.5%
%H		95.8%	52.2%	14.5%	71.5%	42.1%	29.4%	95.5%
Working part time	100	93	38	16	66	27	39	91
%V	4.2%	4.1%	3.4%	5.0%	3.8%	2.9%	4.7%	4.3%
%H		93.0%	38.0%	16.0%	66.0%	27.0%	39.0%	91.0%
Not working	898	839	354	106	701	323	378	701
%V	37.7%	37.2%	31.7%	33.0%	39.9%	34.6%	45.9%	33.1%
%H		93.4%	39.4%	11.8%	78.1%	36.0%	42.1%	78.1%
Housewife/Houseperson	559	506	182	66	413	165	248	416
%V	23.5%	22.4%	16.3%	20.6%	23.5%	17.7%	30.1%	19.7%
%H		90.5%	32.6%	11.8%	73.9%	29.5%	44.4%	74.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2501	2397	1124	333	1895	927	968	2140
%H		95.8%	44.9%	13.3%	75.8%	37.1%	38.7%	85.6%
16 - 19	138	131	69	19	98	53	45	130
%V	5.5%	5.5%	6.1%	5.7%	5.2%	5.7%	4.6%	6.1%
%H		94.9%	50.0%	13.8%	71.0%	38.4%	32.6%	94.2%
20 - 24	206	184	77	32	142	66	76	196
%V	8.2%	7.7%	6.9%	9.6%	7.5%	7.1%	7.9%	9.2%
%H		89.3%	37.4%	15.5%	68.9%	32.0%	36.9%	95.1%
25 - 34	395	364	195	60	265	154	111	379
%V	15.8%	15.2%	17.3%	18.0%	14.0%	16.6%	11.5%	17.7%
%H		92.2%	49.4%	15.2%	67.1%	39.0%	28.1%	95.9%
35 - 44	372	359	215	59	261	166	95	367
%V	14.9%	15.0%	19.1%	17.7%	13.8%	17.9%	9.8%	17.1%
%H		96.5%	57.8%	15.9%	70.2%	44.6%	25.5%	98.7%
45 - 54	440	430	225	63	342	191	151	413
%V	17.6%	17.9%	20.0%	18.9%	18.0%	20.6%	15.6%	19.3%
%H		97.7%	51.1%	14.3%	77.7%	43.4%	34.3%	93.9%
55 - 64	367	359	167	53	282	141	141	329
%V	14.7%	15.0%	14.9%	15.9%	14.9%	15.2%	14.6%	15.4%
%H		97.8%	45.5%	14.4%	76.8%	38.4%	38.4%	89.6%
65+	583	569	177	46	505	156	349	327
%V	23.3%	23.7%	15.7%	13.8%	26.6%	16.8%	36.1%	15.3%
%H		97.6%	30.4%	7.9%	86.6%	26.8%	59.9%	56.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2501	2397	1124	333	1895	927	968	2140
%H		95.8%	44.9%	13.3%	75.8%	37.1%	38.7%	85.6%
AB	535	520	266	73	390	200	191	516
%V	21.4%	21.7%	23.7%	21.9%	20.6%	21.6%	19.7%	24.1%
%H		97.2%	49.7%	13.6%	72.9%	37.4%	35.7%	96.4%
C1	739	690	317	101	560	280	280	669
%V	29.5%	28.8%	28.2%	30.3%	29.6%	30.2%	28.9%	31.3%
%H		93.4%	42.9%	13.7%	75.8%	37.9%	37.9%	90.5%
C2	523	518	270	64	412	224	188	462
%V	20.9%	21.6%	24.0%	19.2%	21.7%	24.2%	19.4%	21.6%
%H		99.0%	51.6%	12.2%	78.8%	42.8%	35.9%	88.3%
D	434	410	164	66	320	139	181	336
%V	17.4%	17.1%	14.6%	19.8%	16.9%	15.0%	18.7%	15.7%
%H		94.5%	37.8%	15.2%	73.7%	32.0%	41.7%	77.4%
E	269	258	107	29	213	84	128	157
%V	10.8%	10.8%	9.5%	8.7%	11.2%	9.1%	13.2%	7.3%
%H		95.9%	39.8%	10.8%	79.2%	31.2%	47.6%	58.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2501	2397	1124	333	1895	927	968	2140
%H		95.8%	44.9%	13.3%	75.8%	37.1%	38.7%	85.6%
Working full time	843	811	420	135	602	337	265	815
%V	33.7%	33.8%	37.4%	40.5%	31.8%	36.4%	27.4%	38.1%
%H		96.2%	49.8%	16.0%	71.4%	40.0%	31.4%	96.7%
Working part time	395	386	195	62	302	168	134	377
%V	15.8%	16.1%	17.3%	18.6%	15.9%	18.1%	13.8%	17.6%
%H		97.7%	49.4%	15.7%	76.5%	42.5%	33.9%	95.4%
Not working	1263	1200	509	136	990	421	569	949
%V	50.5%	50.1%	45.3%	40.8%	52.2%	45.4%	58.8%	44.3%
%H		95.0%	40.3%	10.8%	78.4%	33.3%	45.1%	75.1%
Housewife/Houseperson	2053	1978	909	265	1565	744	821	1719
%V	82.1%	82.5%	80.9%	79.6%	82.6%	80.3%	84.8%	80.3%
%H		96.3%	44.3%	12.9%	76.2%	36.2%	40.0%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1516	1468	590	220	1091	448	643	1191
%H (All HH)		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%
%H (TV HH)			40.2%	15.0%	74.3%	30.5%	43.8%	
AB	342	334	153	51	246	116	130	319
%V	22.6%	22.8%	25.9%	23.2%	22.5%	25.9%	20.2%	26.8%
%H (All HH)		97.7%	44.7%	14.9%	71.9%	33.9%	38.0%	93.3%
%H (TV HH)			45.8%	15.3%	73.7%	34.7%	38.9%	
C1	372	355	146	53	267	113	153	326
%V	24.5%	24.2%	24.7%	24.1%	24.5%	25.2%	23.8%	27.4%
%H (All HH)		95.4%	39.2%	14.2%	71.8%	30.4%	41.1%	87.6%
%H (TV HH)			41.1%	14.9%	75.2%	31.8%	43.1%	
C2	315	308	135	49	232	109	123	249
%V	20.8%	21.0%	22.9%	22.3%	21.3%	24.3%	19.1%	20.9%
%H (All HH)		97.8%	42.9%	15.6%	73.7%	34.6%	39.0%	79.0%
%H (TV HH)			43.8%	15.9%	75.3%	35.4%	39.9%	
D	262	256	96	37	181	64	116	178
%V	17.3%	17.4%	16.3%	16.8%	16.6%	14.3%	18.0%	14.9%
%H (All HH)		97.7%	36.6%	14.1%	69.1%	24.4%	44.3%	67.9%
%H (TV HH)			37.5%	14.5%	70.7%	25.0%	45.3%	
E	225	215	59	30	166	46	120	119
%V	14.8%	14.6%	10.0%	13.6%	15.2%	10.3%	18.7%	10.0%
%H (All HH)		95.6%	26.2%	13.3%	73.8%	20.4%	53.3%	52.9%
%H (TV HH)			27.4%	14.0%	77.2%	21.4%	55.8%	

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

April 2015 - March 2016

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	1516	1468	590	220	1091	448	643	1191
%V (All HH)		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%
%H (TV HH)			40.2%	15.0%	74.3%	30.5%	43.8%	
Under 25	67	59	27	6	36	15	21	59
%V	4.4%	4.0%	4.6%	2.7%	3.3%	3.3%	3.3%	5.0%
%H (All HH)		88.1%	40.3%	9.0%	53.7%	22.4%	31.3%	88.1%
%H (TV HH)			45.8%	10.2%	61.0%	25.4%	35.6%	
25 - 34	214	203	92	31	123	51	73	200
%V	14.1%	13.8%	15.6%	14.1%	11.3%	11.4%	11.4%	16.8%
%H (All HH)		94.9%	43.0%	14.5%	57.5%	23.8%	34.1%	93.5%
%H (TV HH)			45.3%	15.3%	60.6%	25.1%	36.0%	
35 - 44	215	208	108	34	132	70	62	197
%V	14.2%	14.2%	18.3%	15.5%	12.1%	15.6%	9.6%	16.5%
%H (All HH)		96.7%	50.2%	15.8%	61.4%	32.6%	28.8%	91.6%
%H (TV HH)			51.9%	16.3%	63.5%	33.7%	29.8%	
45 - 54	291	282	127	45	211	100	110	261
%V	19.2%	19.2%	21.5%	20.5%	19.3%	22.3%	17.1%	21.9%
%H (All HH)		96.9%	43.6%	15.5%	72.5%	34.4%	37.8%	89.7%
%H (TV HH)			45.0%	16.0%	74.8%	35.5%	39.0%	
55 - 64	273	270	104	39	216	87	129	227
%V	18.0%	18.4%	17.6%	17.7%	19.8%	19.4%	20.1%	19.1%
%H (All HH)		98.9%	38.1%	14.3%	79.1%	31.9%	47.3%	83.2%
%H (TV HH)			38.5%	14.4%	80.0%	32.2%	47.8%	
65 +	455	447	133	64	373	124	249	247
%V	30.0%	30.4%	22.5%	29.1%	34.2%	27.7%	38.7%	20.7%
%H (All HH)		98.2%	29.2%	14.1%	82.0%	27.3%	54.7%	54.3%
%H (TV HH)			29.8%	14.3%	83.4%	27.7%	55.7%	

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

April 2015 - March 2016

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	1516	1468	590	220	1091	448	643	1191
%H (All HH)		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%
%H (TV HH)			40.2%	15.0%	74.3%	30.5%	43.8%	
1	491	472	127	53	382	100	283	265
%V	32.4%	32.2%	21.5%	24.1%	35.0%	22.3%	44.0%	22.3%
%H (All HH)		96.1%	25.9%	10.8%	77.8%	20.4%	57.6%	54.0%
%H (TV HH)			26.9%	11.2%	80.9%	21.2%	60.0%	
2	553	538	227	79	400	173	227	473
%V	36.5%	36.6%	38.5%	35.9%	36.7%	38.6%	35.3%	39.7%
%H (All HH)		97.3%	41.0%	14.3%	72.3%	31.3%	41.0%	85.5%
%H (TV HH)			42.2%	14.7%	74.3%	32.2%	42.2%	
3	237	228	103	48	159	82	77	224
%V	15.6%	15.5%	17.5%	21.8%	14.6%	18.3%	12.0%	18.8%
%H (All HH)		96.2%	43.5%	20.3%	67.1%	34.6%	32.5%	94.5%
%H (TV HH)			45.2%	21.1%	69.7%	36.0%	33.8%	
4	162	160	89	33	104	67	37	159
%V	10.7%	10.9%	15.1%	15.0%	9.5%	15.0%	5.8%	13.4%
%H (All HH)		98.8%	54.9%	20.4%	64.2%	41.4%	22.8%	98.1%
%H (TV HH)			55.6%	20.6%	65.0%	41.9%	23.1%	
5+	74	69	43	7	45	26	20	69
%V	4.9%	4.7%	7.3%	3.2%	4.1%	5.8%	3.1%	5.8%
%H (All HH)		93.2%	58.1%	9.5%	60.8%	35.1%	27.0%	93.2%
%H (TV HH)			62.3%	10.1%	65.2%	37.7%	29.0%	
Average HH size	2.21	2.21	2.50	2.37	2.12	2.44	1.90	2.42

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

April 2015 - March 2016

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	1516	1468	590	220	1091	448	643	1191
%H (All HH)		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%
%H (TV HH)			40.2%	15.0%	74.3%	30.5%	43.8%	
Without	1166	1126	408	163	873	330	544	860
%V	76.9%	76.7%	69.2%	74.1%	80.0%	73.7%	84.6%	72.2%
%H (All HH)		96.6%	35.0%	14.0%	74.9%	28.3%	46.7%	73.8%
%H (TV HH)			36.2%	14.5%	77.5%	29.3%	48.3%	
With	350	342	182	57	218	118	100	331
%V	23.1%	23.3%	30.8%	25.9%	20.0%	26.3%	15.6%	27.8%
%H (All HH)		97.7%	52.0%	16.3%	62.3%	33.7%	28.6%	94.6%
%H (TV HH)			53.2%	16.7%	63.7%	34.5%	29.2%	
0 - 3	134	130	73	18	77	40	37	125
%V	8.8%	8.9%	12.4%	8.2%	7.1%	8.9%	5.8%	10.5%
%H (All HH)		97.0%	54.5%	13.4%	57.5%	29.9%	27.6%	93.3%
%H (TV HH)			56.2%	13.8%	59.2%	30.8%	28.5%	
4 - 9	173	168	91	28	107	58	48	160
%V	11.4%	11.4%	15.4%	12.7%	9.8%	12.9%	7.5%	13.4%
%H (All HH)		97.1%	52.6%	16.2%	61.8%	33.5%	27.7%	92.5%
%H (TV HH)			54.2%	16.7%	63.7%	34.5%	28.6%	
10 - 15	165	160	89	27	104	63	41	161
%V	10.9%	10.9%	15.1%	12.3%	9.5%	14.1%	6.4%	13.5%
%H (All HH)		97.0%	53.9%	16.4%	63.0%	38.2%	24.8%	97.6%
%H (TV HH)			55.6%	16.9%	65.0%	39.4%	25.6%	

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

April 2015 - March 2016

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	1516	1468	590	220	1091	448	643	1191
%H (All HH)		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%
%H (TV HH)			40.2%	15.0%	74.3%	30.5%	43.8%	
1	534	534	164	62	364	74	289	360
%V	35.2%	36.4%	27.8%	28.2%	33.4%	16.5%	44.9%	30.2%
%H (All HH)		100.0%	30.7%	11.6%	68.2%	13.9%	54.1%	67.4%
%H (TV HH)			30.7%	11.6%	68.2%	13.9%	54.1%	
2	514	514	209	79	391	167	224	409
%V	33.9%	35.0%	35.4%	35.9%	35.8%	37.3%	34.8%	34.3%
%H (All HH)		100.0%	40.7%	15.4%	76.1%	32.5%	43.6%	79.6%
%H (TV HH)			40.7%	15.4%	76.1%	32.5%	43.6%	
3	261	261	127	49	205	118	87	236
%V	17.2%	17.8%	21.5%	22.3%	18.8%	26.3%	13.5%	19.8%
%H (All HH)		100.0%	48.7%	18.8%	78.5%	45.2%	33.3%	90.4%
%H (TV HH)			48.7%	18.8%	78.5%	45.2%	33.3%	
4	105	105	53	21	84	53	31	101
%V	6.9%	7.2%	9.0%	9.5%	7.7%	11.8%	4.8%	8.5%
%H (All HH)		100.0%	50.5%	20.0%	80.0%	50.5%	29.5%	96.2%
%H (TV HH)			50.5%	20.0%	80.0%	50.5%	29.5%	
5+	54	54	36	9	47	35	11	54
%V	3.6%	3.7%	6.1%	4.1%	4.3%	7.8%	1.7%	4.5%
%H (All HH)		100.0%	66.7%	16.7%	87.0%	64.8%	20.4%	100.0%
%H (TV HH)			66.7%	16.7%	87.0%	64.8%	20.4%	

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

April 2015 - March 2016

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	1516	1468	590	220	1091	448	643	1191
%H (All HH)		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%
%H (TV HH)			40.2%	15.0%	74.3%	30.5%	43.8%	
Under 20"	265	265	107	41	221	105	116	217
%V	17.5%	18.1%	18.1%	18.6%	20.3%	23.4%	18.0%	18.2%
%H (All HH)		100.0%	40.4%	15.5%	83.4%	39.6%	43.8%	81.9%
%H (TV HH)			40.4%	15.5%	83.4%	39.6%	43.8%	
20" - 29"	481	481	195	78	387	176	211	374
%V	31.7%	32.8%	33.1%	35.5%	35.5%	39.3%	32.8%	31.4%
%H (All HH)		100.0%	40.5%	16.2%	80.5%	36.6%	43.9%	77.8%
%H (TV HH)			40.5%	16.2%	80.5%	36.6%	43.9%	
30" - 39"	779	779	317	110	601	255	346	624
%V	51.4%	53.1%	53.7%	50.0%	55.1%	56.9%	53.8%	52.4%
%H (All HH)		100.0%	40.7%	14.1%	77.2%	32.7%	44.4%	80.1%
%H (TV HH)			40.7%	14.1%	77.2%	32.7%	44.4%	
40" and over	869	869	415	153	616	319	297	756
%V	57.3%	59.2%	70.3%	69.5%	56.5%	71.2%	46.2%	63.5%
%H (All HH)		100.0%	47.8%	17.6%	70.9%	36.7%	34.2%	87.0%
%H (TV HH)			47.8%	17.6%	70.9%	36.7%	34.2%	

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

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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	1516	1468	590	220	1091	448	643	1191
%V (All HH)		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%
%H (TV HH)			40.2%	15.0%	74.3%	30.5%	43.8%	
Main living room	1444	1444	585	218	1076	445	631	1139
%V	95.3%	98.4%	99.2%	99.1%	98.6%	99.3%	98.1%	95.6%
%H (All HH)		100.0%	40.5%	15.1%	74.5%	30.8%	43.7%	78.9%
%H (TV HH)			40.5%	15.1%	74.5%	30.8%	43.7%	
Kitchen	171	171	83	25	149	84	65	143
%V	11.3%	11.6%	14.1%	11.4%	13.7%	18.8%	10.1%	12.0%
%H (All HH)		100.0%	48.5%	14.6%	87.1%	49.1%	38.0%	83.6%
%H (TV HH)			48.5%	14.6%	87.1%	49.1%	38.0%	
Adult's bedroom	695	695	318	119	558	296	262	597
%V	45.8%	47.3%	53.9%	54.1%	51.1%	66.1%	40.7%	50.1%
%H (All HH)		100.0%	45.8%	17.1%	80.3%	42.6%	37.7%	85.9%
%H (TV HH)			45.8%	17.1%	80.3%	42.6%	37.7%	
Child's bedroom	179	179	98	32	119	69	50	168
%V	11.8%	12.2%	16.6%	14.5%	10.9%	15.4%	7.8%	14.1%
%H (All HH)		100.0%	54.7%	17.9%	66.5%	38.5%	27.9%	93.9%
%H (TV HH)			54.7%	17.9%	66.5%	38.5%	27.9%	
Other bedroom	143	143	66	26	119	68	51	130
%V	9.4%	9.7%	11.2%	11.8%	10.9%	15.2%	7.9%	10.9%
%H (All HH)		100.0%	46.2%	18.2%	83.2%	47.6%	35.7%	90.9%
%H (TV HH)			46.2%	18.2%	83.2%	47.6%	35.7%	
Second living/dining room	140	140	61	27	108	54	54	127
%V	9.2%	9.5%	10.3%	12.3%	9.9%	12.1%	8.4%	10.7%
%H (All HH)		100.0%	43.6%	19.3%	77.1%	38.6%	38.6%	90.7%
%H (TV HH)			43.6%	19.3%	77.1%	38.6%	38.6%	
Study/office	21	21	13	2	19	14	6	20
%V	1.4%	1.4%	2.2%	0.9%	1.7%	3.1%	0.9%	1.7%
%H (All HH)		100.0%	61.9%	9.5%	90.5%	66.7%	28.6%	95.2%
%H (TV HH)			61.9%	9.5%	90.5%	66.7%	28.6%	
TV room	10	10	8	3	8	7	1	10
%V	0.7%	0.7%	1.4%	1.4%	0.7%	1.6%	0.2%	0.8%
%H (All HH)		100.0%	80.0%	30.0%	80.0%	70.0%	10.0%	100.0%
%H (TV HH)			80.0%	30.0%	80.0%	70.0%	10.0%	
Conservatory	44	44	25	7	35	23	12	40
%V	2.9%	3.0%	4.2%	3.2%	3.2%	5.1%	1.9%	3.4%
%H (All HH)		100.0%	56.8%	15.9%	79.5%	52.3%	27.3%	90.9%
%H (TV HH)			56.8%	15.9%	79.5%	52.3%	27.3%	
Attic or loft room	4	4	3	1	3	2	0	4
%V	0.3%	0.3%	0.5%	0.5%	0.3%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	50.0%	0.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	50.0%	0.0%	
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	16	16	8	2	14	8	6	15
%V	1.1%	1.1%	1.4%	0.9%	1.3%	1.8%	0.9%	1.3%
%H (All HH)		100.0%	50.0%	12.5%	87.5%	50.0%	37.5%	93.8%
%H (TV HH)			50.0%	12.5%	87.5%	50.0%	37.5%	

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

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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	1516	1468	590	220	1091	448	643	1191
%H (All HH)		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%
%H (TV HH)			40.2%	15.0%	74.3%	30.5%	43.8%	
Any DSAT provider	590	590	590	11	348	348	0	523
%V	38.9%	40.2%	100.0%	5.0%	31.9%	77.7%	0.0%	43.9%
%H (All HH)			100.0%	1.9%	59.0%	59.0%	0.0%	88.6%
%H (TV HH)			100.0%	1.9%	59.0%	59.0%	0.0%	
Sky with subcription	487	487	487	6	285	285	0	440
%V	32.1%	33.2%	82.5%	2.7%	26.1%	63.6%	0.0%	36.9%
%H (All HH)			100.0%	1.2%	58.5%	58.5%	0.0%	90.3%
%H (TV HH)			100.0%	1.2%	58.5%	58.5%	0.0%	
Sky without subcription	53	53	53	2	33	33	0	41
%V	3.5%	3.6%	9.0%	0.9%	3.0%	7.4%	0.0%	3.4%
%H (All HH)			100.0%	3.8%	62.3%	62.3%	0.0%	77.4%
%H (TV HH)			100.0%	3.8%	62.3%	62.3%	0.0%	
Freesat	58	58	58	1	36	36	0	51
%V	3.8%	4.0%	9.8%	0.5%	3.3%	8.0%	0.0%	4.3%
%H (All HH)			100.0%	1.7%	62.1%	62.1%	0.0%	87.9%
%H (TV HH)			100.0%	1.7%	62.1%	62.1%	0.0%	
Other satellite provider	14	14	14	1	10	10	0	12
%V	0.9%	1.0%	2.4%	0.5%	0.9%	2.2%	0.0%	1.0%
%H (All HH)			100.0%	7.1%	71.4%	71.4%	0.0%	85.7%
%H (TV HH)			100.0%	7.1%	71.4%	71.4%	0.0%	
DCAB	220	220	11	220	107	107	0	197
%V	14.5%	15.0%	1.9%	100.0%	9.8%	23.9%	0.0%	16.5%
%H (All HH)			5.0%	100.0%	48.6%	48.6%	0.0%	89.5%
%H (TV HH)			5.0%	100.0%	48.6%	48.6%	0.0%	
DTT	1091	1091	348	107	1091	448	643	826
%V	72.0%	74.3%	59.0%	48.6%	100.0%	100.0%	100.0%	69.4%
%H (All HH)		100.0%	31.9%	9.8%	100.0%	41.1%	58.9%	75.7%
%H (TV HH)			31.9%	9.8%	100.0%	41.1%	58.9%	

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

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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	1516	1468	590	220	1091	448	643	1191
%H (All HH)		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%
%H (TV HH)			40.2%	15.0%	74.3%	30.5%	43.8%	
PVR	902	902	523	188	592	389	203	796
%V	59.5%	61.4%	88.6%	85.5%	54.3%	86.8%	31.6%	66.8%
%H (All HH)		100.0%	58.0%	20.8%	65.6%	43.1%	22.5%	88.2%
%H (TV HH)			58.0%	20.8%	65.6%	43.1%	22.5%	
DVDR	46	46	18	11	38	21	17	38
%V	3.0%	3.1%	3.1%	5.0%	3.5%	4.7%	2.6%	3.2%
%H (All HH)		100.0%	39.1%	23.9%	82.6%	45.7%	37.0%	82.6%
%H (TV HH)			39.1%	23.9%	82.6%	45.7%	37.0%	
VCR	21	21	6	3	21	9	12	15
%V	1.4%	1.4%	1.0%	1.4%	1.9%	2.0%	1.9%	1.3%
%H (All HH)		100.0%	28.6%	14.3%	100.0%	42.9%	57.1%	71.4%
%H (TV HH)			28.6%	14.3%	100.0%	42.9%	57.1%	
Any recorder	927	927	526	190	615	393	221	812
%V	61.1%	63.1%	89.2%	86.4%	56.4%	87.7%	34.4%	68.2%
%H (All HH)		100.0%	56.7%	20.5%	66.3%	42.4%	23.8%	87.6%
%H (TV HH)			56.7%	20.5%	66.3%	42.4%	23.8%	
Receives HDTV (via STB or built-in reception)	852	852	444	183	582	347	235	745
%V	56.2%	58.0%	75.3%	83.2%	53.3%	77.5%	36.5%	62.6%
%H (All HH)		100.0%	52.1%	21.5%	68.3%	40.7%	27.6%	87.4%
%H (TV HH)			52.1%	21.5%	68.3%	40.7%	27.6%	
DVD/Blu-ray player or recorder	1055	1055	444	172	792	357	435	862
%V	69.6%	71.9%	75.3%	78.2%	72.6%	79.7%	67.7%	72.4%
%H (All HH)		100.0%	42.1%	16.3%	75.1%	33.8%	41.2%	81.7%
%H (TV HH)			42.1%	16.3%	75.1%	33.8%	41.2%	

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

April 2015 - March 2016

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	1516	1468	590	220	1091	448	643	1191
%V (All HH)		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%
%H (TV HH)			40.2%	15.0%	74.3%	30.5%	43.8%	
Has broadband internet	1191	1159	523	197	826	401	426	1191
%V	78.6%	79.0%	88.6%	89.5%	75.7%	89.5%	66.3%	100.0%
%H (All HH)		97.3%	43.9%	16.5%	69.4%	33.7%	35.8%	100.0%
%H (TV HH)			45.1%	17.0%	71.3%	34.6%	36.8%	
Number of computers (PCs and laptops)								
0	359	343	80	28	287	57	230	64
%V	23.7%	23.4%	13.6%	12.7%	26.3%	12.7%	35.8%	5.4%
%H (All HH)		95.5%	22.3%	7.8%	79.9%	15.9%	64.1%	17.8%
%H (TV HH)			23.3%	8.2%	83.7%	16.6%	67.1%	
1	410	397	150	55	290	104	186	384
%V	27.0%	27.0%	25.4%	25.0%	26.6%	23.2%	28.9%	32.2%
%H (All HH)		96.8%	36.6%	13.4%	70.7%	25.4%	45.4%	93.7%
%H (TV HH)			37.8%	13.9%	73.0%	26.2%	46.9%	
2	333	319	144	55	223	108	114	329
%V	22.0%	21.7%	24.4%	25.0%	20.4%	24.1%	17.7%	27.6%
%H (All HH)		95.8%	43.2%	16.5%	67.0%	32.4%	34.2%	98.8%
%H (TV HH)			45.1%	17.2%	69.9%	33.9%	35.7%	
3	182	180	89	36	127	74	53	181
%V	12.0%	12.3%	15.1%	16.4%	11.6%	16.5%	8.2%	15.2%
%H (All HH)		98.9%	48.9%	19.8%	69.8%	40.7%	29.1%	99.5%
%H (TV HH)			49.4%	20.0%	70.6%	41.1%	29.4%	
4	120	118	63	25	85	53	32	120
%V	7.9%	8.0%	10.7%	11.4%	7.8%	11.8%	5.0%	10.1%
%H (All HH)		98.3%	52.5%	20.8%	70.8%	44.2%	26.7%	100.0%
%H (TV HH)			53.4%	21.2%	72.0%	44.9%	27.1%	
5+	113	111	64	20	80	52	28	113
%V	7.5%	7.6%	10.8%	9.1%	7.3%	11.6%	4.4%	9.5%
%H (All HH)		98.2%	56.6%	17.7%	70.8%	46.0%	24.8%	100.0%
%H (TV HH)			57.7%	18.0%	72.1%	46.8%	25.2%	

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

April 2015 - March 2016

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	3055	1368	496	2350	1160	1190	2577
%H		44.8%	16.2%	76.9%	38.0%	39.0%	84.4%
Under 20"	330	134	52	277	131	146	276
%V	10.8%	9.8%	10.5%	11.8%	11.3%	12.3%	10.7%
%H		40.6%	15.8%	83.9%	39.7%	44.2%	83.6%
20" - 29"	626	262	104	509	243	266	501
%V	20.5%	19.2%	21.0%	21.7%	20.9%	22.4%	19.4%
%H		41.9%	16.6%	81.3%	38.8%	42.5%	80.0%
30" - 39"	958	408	130	749	337	412	789
%V	31.4%	29.8%	26.2%	31.9%	29.1%	34.6%	30.6%
%H		42.6%	13.6%	78.2%	35.2%	43.0%	82.4%
40" and over	1130	561	205	806	441	365	1003
%V	37.0%	41.0%	41.3%	34.3%	38.0%	30.7%	38.9%
%H		49.6%	18.1%	71.3%	39.0%	32.3%	88.8%
Don't know	11	3	6	9	7	2	9
%V	0.4%	0.2%	1.2%	0.4%	0.6%	0.2%	0.3%
%H		27.3%	54.5%	81.8%	63.6%	18.2%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3055	1368	496	2350	1160	1190	2577
%H		44.8%	16.2%	76.9%	38.0%	39.0%	84.4%
Main living room	1450	588	219	1081	447	633	1146
%V	47.5%	43.0%	44.2%	46.0%	38.5%	53.2%	44.5%
%H		40.6%	15.1%	74.6%	30.8%	43.7%	79.0%
Kitchen	171	83	25	149	84	65	144
%V	5.6%	6.1%	5.0%	6.3%	7.2%	5.5%	5.6%
%H		48.5%	14.6%	87.1%	49.1%	38.0%	84.2%
Adult's bedroom	785	359	137	633	342	291	684
%V	25.7%	26.2%	27.6%	26.9%	29.5%	24.5%	26.5%
%H		45.7%	17.5%	80.6%	43.6%	37.1%	87.1%
Child's bedroom	236	134	42	154	94	60	223
%V	7.7%	9.8%	8.5%	6.6%	8.1%	5.0%	8.7%
%H		56.8%	17.8%	65.3%	39.8%	25.4%	94.5%
Other bedroom	170	81	32	140	82	58	157
%V	5.6%	5.9%	6.5%	6.0%	7.1%	4.9%	6.1%
%H		47.6%	18.8%	82.4%	48.2%	34.1%	92.4%
Second living/dining room	142	62	27	111	56	54	129
%V	4.6%	4.5%	5.4%	4.7%	4.8%	4.5%	5.0%
%H		43.7%	19.0%	78.2%	39.4%	38.0%	90.8%
Study/office	21	13	2	19	14	6	20
%V	0.7%	1.0%	0.4%	0.8%	1.2%	0.5%	0.8%
%H		61.9%	9.5%	90.5%	66.7%	28.6%	95.2%
TV room	11	9	3	9	8	1	11
%V	0.4%	0.7%	0.6%	0.4%	0.7%	0.1%	0.4%
%H		81.8%	27.3%	81.8%	72.7%	9.1%	100.0%
Conservatory	44	25	7	35	23	12	40
%V	1.4%	1.8%	1.4%	1.5%	2.0%	1.0%	1.6%
%H		56.8%	15.9%	79.5%	52.3%	27.3%	90.9%
Attic or loft room	4	3	1	3	2	0	4
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.2%
%H		75.0%	25.0%	75.0%	50.0%	0.0%	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	17	9	2	16	9	7	16
%V	0.6%	0.7%	0.4%	0.7%	0.8%	0.6%	0.6%
%H		52.9%	11.8%	94.1%	52.9%	41.2%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3055	1368	496	2350	1160	1190	2577
%H		44.8%	16.2%	76.9%	38.0%	39.0%	84.4%
PVR	1208	742	253	783	554	229	1086
%V	39.5%	54.2%	51.0%	33.3%	47.8%	19.2%	42.1%
%H		61.4%	20.9%	64.8%	45.9%	19.0%	89.9%
DVDR	51	20	12	42	23	19	42
%V	1.7%	1.5%	2.4%	1.8%	2.0%	1.6%	1.6%
%H		39.2%	23.5%	82.4%	45.1%	37.3%	82.4%
VCR	23	7	5	23	11	12	17
%V	0.8%	0.5%	1.0%	1.0%	0.9%	1.0%	0.7%
%H		30.4%	21.7%	100.0%	47.8%	52.2%	73.9%
Any recorder	1245	749	260	818	566	252	1113
%V	40.8%	54.8%	52.4%	34.8%	48.8%	21.2%	43.2%
%H		60.2%	20.9%	65.7%	45.5%	20.2%	89.4%

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	3055	1368	496	2350	1160	1190	2577
%H		44.8%	16.2%	76.9%	38.0%	39.0%	84.4%
Receives HDTV (via STB or built-in reception)	1259	666	279	889	552	337	1130
%V	41.2%	48.7%	56.3%	37.8%	47.6%	28.3%	43.8%
%H		52.9%	22.2%	70.6%	43.8%	26.8%	89.8%
DVD/Blu-ray player or recorder	1522	674	262	1178	588	590	1295
%V	49.8%	49.3%	52.8%	50.1%	50.7%	49.6%	50.3%
%H		44.3%	17.2%	77.4%	38.6%	38.8%	85.1%

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	1464	590	220	1090	448	643	1156
%H		40.3%	15.0%	74.5%	30.6%	43.9%	79.0%
Under 20"	16	4	1	13	3	10	11
%V	1.1%	0.7%	0.5%	1.2%	0.7%	1.6%	1.0%
%H		25.0%	6.3%	81.3%	18.8%	62.5%	68.8%
20" - 29"	125	27	12	102	20	82	65
%V	8.5%	4.6%	5.5%	9.4%	4.5%	12.8%	5.6%
%H		21.6%	9.6%	81.6%	16.0%	65.6%	52.0%
30" - 39"	473	151	53	374	110	264	341
%V	32.3%	25.6%	24.1%	34.3%	24.6%	41.1%	29.5%
%H		31.9%	11.2%	79.1%	23.3%	55.8%	72.1%
40" and over	846	407	150	598	312	286	735
%V	57.8%	69.0%	68.2%	54.9%	69.6%	44.5%	63.6%
%H		48.1%	17.7%	70.7%	36.9%	33.8%	86.9%
Don't know	4	1	3	4	3	1	4
%V	0.3%	0.2%	1.4%	0.4%	0.7%	0.2%	0.3%
%H		25.0%	75.0%	100.0%	75.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1464	590	220	1090	448	643	1156
%H		40.3%	15.0%	74.5%	30.6%	43.9%	79.0%
PVR	878	514	184	572	380	191	775
%V	60.0%	87.1%	83.6%	52.5%	84.8%	29.7%	67.0%
%H		58.5%	21.0%	65.1%	43.3%	21.8%	88.3%
DVDR	34	14	5	27	12	15	27
%V	2.3%	2.4%	2.3%	2.5%	2.7%	2.3%	2.3%
%H		41.2%	14.7%	79.4%	35.3%	44.1%	79.4%
VCR	18	6	2	18	7	11	13
%V	1.2%	1.0%	0.9%	1.7%	1.6%	1.7%	1.1%
%H		33.3%	11.1%	100.0%	38.9%	61.1%	72.2%
Any recorder	901	517	185	593	383	209	789
%V	61.5%	87.6%	84.1%	54.4%	85.5%	32.5%	68.3%
%H		57.4%	20.5%	65.8%	42.5%	23.2%	87.6%

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	1464	590	220	1090	448	643	1156
%H		40.3%	15.0%	74.5%	30.6%	43.9%	79.0%
Receives HDTV (via STB or built-in reception)	823	433	182	558	339	219	719
%V	56.2%	73.4%	82.7%	51.2%	75.7%	34.1%	62.2%
%H		52.6%	22.1%	67.8%	41.2%	26.6%	87.4%
DVD/Blu-ray player or recorder	941	393	148	705	309	396	764
%V	64.3%	66.6%	67.3%	64.7%	69.0%	61.6%	66.1%
%H		41.8%	15.7%	74.9%	32.8%	42.1%	81.2%

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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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	1591	778	276	1260	713	547	1421
%H		48.9%	17.3%	79.2%	44.8%	34.4%	89.3%
Under 20"	314	130	50	264	129	135	265
%V	19.7%	16.7%	18.1%	21.0%	18.1%	24.7%	18.6%
%H		41.4%	15.9%	84.1%	41.1%	43.0%	84.4%
20" - 29"	501	235	92	407	223	184	436
%V	31.5%	30.2%	33.3%	32.3%	31.3%	33.6%	30.7%
%H		46.9%	18.4%	81.2%	44.5%	36.7%	87.0%
30" - 39"	485	258	77	375	226	149	447
%V	30.5%	33.2%	27.9%	29.8%	31.7%	27.2%	31.5%
%H		53.2%	15.9%	77.3%	46.6%	30.7%	92.2%
40" and over	284	154	55	208	130	78	268
%V	17.9%	19.8%	19.9%	16.5%	18.2%	14.3%	18.9%
%H		54.2%	19.4%	73.2%	45.8%	27.5%	94.4%
Don't know	7	3	3	5	4	1	5
%V	0.4%	0.4%	1.1%	0.4%	0.6%	0.2%	0.4%
%H		42.9%	42.9%	71.4%	57.1%	14.3%	71.4%

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	1591	778	276	1260	713	547	1421
%H		48.9%	17.3%	79.2%	44.8%	34.4%	89.3%
PVR	330	228	69	212	174	38	311
%V	20.7%	29.3%	25.0%	16.8%	24.4%	6.9%	21.9%
%H		69.1%	20.9%	64.2%	52.7%	11.5%	94.2%
DVDR	16	6	6	15	11	4	15
%V	1.0%	0.8%	2.2%	1.2%	1.5%	0.7%	1.1%
%H		37.5%	37.5%	93.8%	68.8%	25.0%	93.8%
VCR	5	1	3	5	4	1	4
%V	0.3%	0.1%	1.1%	0.4%	0.6%	0.2%	0.3%
%H		20.0%	60.0%	100.0%	80.0%	20.0%	80.0%
Any recorder	344	232	75	225	183	43	324
%V	21.6%	29.8%	27.2%	17.9%	25.7%	7.9%	22.8%
%H		67.4%	21.8%	65.4%	53.2%	12.5%	94.2%

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	1591	778	276	1260	713	547	1421
%H		48.9%	17.3%	79.2%	44.8%	34.4%	89.3%
Receives HDTV (via STB or built-in reception)	436	233	97	331	214	117	411
%V	27.4%	29.9%	35.1%	26.3%	30.0%	21.4%	28.9%
%H		53.4%	22.2%	75.9%	49.1%	26.8%	94.3%
DVD/Blu-ray player or recorder	580	281	114	473	279	194	532
%V	36.5%	36.1%	41.3%	37.5%	39.1%	35.5%	37.4%
%H		48.4%	19.7%	81.6%	48.1%	33.4%	91.7%

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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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	3345	3237	1475	520	2314	1094	1220	2886
%H		96.8%	44.1%	15.5%	69.2%	32.7%	36.5%	86.3%
Total Children	596	577	316	91	361	198	163	562
%V	17.8%	17.8%	21.4%	17.5%	15.6%	18.1%	13.4%	19.5%
%H		96.8%	53.0%	15.3%	60.6%	33.2%	27.3%	94.3%
0 - 3	151	147	81	21	86	43	43	141
%V	4.5%	4.5%	5.5%	4.0%	3.7%	3.9%	3.5%	4.9%
%H		97.4%	53.6%	13.9%	57.0%	28.5%	28.5%	93.4%
4 - 15	445	430	235	69	276	155	120	421
%V	13.3%	13.3%	15.9%	13.3%	11.9%	14.2%	9.8%	14.6%
%H		96.6%	52.8%	15.5%	62.0%	34.8%	27.0%	94.6%
4 - 9	224	216	119	34	137	73	63	207
%V	6.7%	6.7%	8.1%	6.5%	5.9%	6.7%	5.2%	7.2%
%H		96.4%	53.1%	15.2%	61.2%	32.6%	28.1%	92.4%
10 - 15	221	214	116	35	139	82	57	214
%V	6.6%	6.6%	7.9%	6.7%	6.0%	7.5%	4.7%	7.4%
%H		96.8%	52.5%	15.8%	62.9%	37.1%	25.8%	96.8%

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	3345	3237	1475	520	2314	1094	1220	2886
%H		96.8%	44.1%	15.5%	69.2%	32.7%	36.5%	86.3%
Total Adults (16+)	2749	2661	1159	430	1952	895	1057	2324
%V	82.2%	82.2%	78.6%	82.7%	84.4%	81.8%	86.6%	80.5%
%H		96.8%	42.2%	15.6%	71.0%	32.6%	38.5%	84.5%
16 - 19	139	134	67	26	94	52	41	133
%V	4.2%	4.1%	4.5%	5.0%	4.1%	4.8%	3.4%	4.6%
%H		96.4%	48.2%	18.7%	67.6%	37.4%	29.5%	95.7%
20 - 24	215	192	84	28	140	67	73	198
%V	6.4%	5.9%	5.7%	5.4%	6.1%	6.1%	6.0%	6.9%
%H		89.3%	39.1%	13.0%	65.1%	31.2%	34.0%	92.1%
25 - 34	406	388	191	65	238	114	124	386
%V	12.1%	12.0%	12.9%	12.5%	10.3%	10.4%	10.2%	13.4%
%H		95.6%	47.0%	16.0%	58.6%	28.1%	30.5%	95.1%
35 - 44	377	366	191	65	233	129	104	350
%V	11.3%	11.3%	12.9%	12.5%	10.1%	11.8%	8.5%	12.1%
%H		97.1%	50.7%	17.2%	61.8%	34.2%	27.6%	92.8%
45 - 54	484	471	225	84	347	181	166	441
%V	14.5%	14.6%	15.3%	16.2%	15.0%	16.5%	13.6%	15.3%
%H		97.3%	46.5%	17.4%	71.7%	37.4%	34.3%	91.1%
55 - 64	446	442	181	66	344	149	196	388
%V	13.3%	13.7%	12.3%	12.7%	14.9%	13.6%	16.1%	13.4%
%H		99.1%	40.6%	14.8%	77.1%	33.4%	43.9%	87.0%
65+	681	668	220	95	556	203	353	427
%V	20.4%	20.6%	14.9%	18.3%	24.0%	18.6%	28.9%	14.8%
%H		98.1%	32.3%	14.0%	81.6%	29.8%	51.8%	62.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	2749	2661	1159	430	1952	895	1057	2324
%H		96.8%	42.2%	15.6%	71.0%	32.6%	38.5%	84.5%
AB	661	645	308	101	473	235	238	628
%V	24.0%	24.2%	26.6%	23.5%	24.2%	26.3%	22.5%	27.0%
%H		97.6%	46.6%	15.3%	71.6%	35.6%	36.0%	95.0%
C1	693	655	286	108	484	227	257	631
%V	25.2%	24.6%	24.7%	25.1%	24.8%	25.4%	24.3%	27.2%
%H		94.5%	41.3%	15.6%	69.8%	32.8%	37.1%	91.1%
C2	619	608	290	105	456	240	216	527
%V	22.5%	22.8%	25.0%	24.4%	23.4%	26.8%	20.4%	22.7%
%H		98.2%	46.8%	17.0%	73.7%	38.8%	34.9%	85.1%
D	453	443	183	70	301	120	181	345
%V	16.5%	16.6%	15.8%	16.3%	15.4%	13.4%	17.1%	14.8%
%H		97.8%	40.4%	15.5%	66.4%	26.5%	40.0%	76.2%
E	324	310	91	47	239	74	165	192
%V	11.8%	11.6%	7.9%	10.9%	12.2%	8.3%	15.6%	8.3%
%H		95.7%	28.1%	14.5%	73.8%	22.8%	50.9%	59.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2749	2661	1159	430	1952	895	1057	2324
%H		96.8%	42.2%	15.6%	71.0%	32.6%	38.5%	84.5%
Working full time	1126	1098	558	198	746	409	337	1063
%V	41.0%	41.3%	48.1%	46.0%	38.2%	45.7%	31.9%	45.7%
%H		97.5%	49.6%	17.6%	66.3%	36.3%	29.9%	94.4%
Working part time	288	281	131	36	208	95	113	264
%V	10.5%	10.6%	11.3%	8.4%	10.7%	10.6%	10.7%	11.4%
%H		97.6%	45.5%	12.5%	72.2%	33.0%	39.2%	91.7%
Not working	1335	1282	470	196	998	391	606	997
%V	48.6%	48.2%	40.6%	45.6%	51.1%	43.7%	57.3%	42.9%
%H		96.0%	35.2%	14.7%	74.8%	29.3%	45.4%	74.7%
Housewife/Houseperson	1516	1468	590	220	1091	448	643	1191
%V	55.1%	55.2%	50.9%	51.2%	55.9%	50.1%	60.8%	51.2%
%H		96.8%	38.9%	14.5%	72.0%	29.6%	42.4%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	1347	1303	591	212	945	454	491	1144
%H		96.7%	43.9%	15.7%	70.2%	33.7%	36.5%	84.9%
16 - 19	75	72	38	16	47	30	18	74
%V	5.6%	5.5%	6.4%	7.5%	5.0%	6.6%	3.7%	6.5%
%H		96.0%	50.7%	21.3%	62.7%	40.0%	24.0%	98.7%
20 - 24	102	93	35	13	69	28	41	91
%V	7.6%	7.1%	5.9%	6.1%	7.3%	6.2%	8.4%	8.0%
%H		91.2%	34.3%	12.7%	67.6%	27.5%	40.2%	89.2%
25 - 34	209	200	101	33	125	61	64	198
%V	15.5%	15.3%	17.1%	15.6%	13.2%	13.4%	13.0%	17.3%
%H		95.7%	48.3%	15.8%	59.8%	29.2%	30.6%	94.7%
35 - 44	184	176	89	30	112	60	52	168
%V	13.7%	13.5%	15.1%	14.2%	11.9%	13.2%	10.6%	14.7%
%H		95.7%	48.4%	16.3%	60.9%	32.6%	28.3%	91.3%
45 - 54	237	229	115	39	169	92	77	210
%V	17.6%	17.6%	19.5%	18.4%	17.9%	20.3%	15.7%	18.4%
%H		96.6%	48.5%	16.5%	71.3%	38.8%	32.5%	88.6%
55 - 64	224	222	98	34	166	76	90	191
%V	16.6%	17.0%	16.6%	16.0%	17.6%	16.7%	18.3%	16.7%
%H		99.1%	43.8%	15.2%	74.1%	33.9%	40.2%	85.3%
65+	317	312	114	48	257	107	150	211
%V	23.5%	23.9%	19.3%	22.6%	27.2%	23.6%	30.5%	18.4%
%H		98.4%	36.0%	15.1%	81.1%	33.8%	47.3%	66.6%

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 9.26: 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+)	1347	1303	591	212	945	454	491	1144
%H		96.7%	43.9%	15.7%	70.2%	33.7%	36.5%	84.9%
AB	331	322	158	51	235	120	115	312
%V	24.6%	24.7%	26.7%	24.1%	24.9%	26.4%	23.4%	27.3%
%H		97.3%	47.7%	15.4%	71.0%	36.3%	34.7%	94.3%
C1	323	308	144	49	224	112	112	302
%V	24.0%	23.6%	24.4%	23.1%	23.7%	24.7%	22.8%	26.4%
%H		95.4%	44.6%	15.2%	69.3%	34.7%	34.7%	93.5%
C2	336	330	157	55	248	129	119	275
%V	24.9%	25.3%	26.6%	25.9%	26.2%	28.4%	24.2%	24.0%
%H		98.2%	46.7%	16.4%	73.8%	38.4%	35.4%	81.8%
D	212	205	91	34	135	59	76	167
%V	15.7%	15.7%	15.4%	16.0%	14.3%	13.0%	15.5%	14.6%
%H		96.7%	42.9%	16.0%	63.7%	27.8%	35.8%	78.8%
E	146	138	41	23	103	34	69	88
%V	10.8%	10.6%	6.9%	10.8%	10.9%	7.5%	14.1%	7.7%
%H		94.5%	28.1%	15.8%	70.5%	23.3%	47.3%	60.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1347	1303	591	212	945	454	491	1144
%H		96.7%	43.9%	15.7%	70.2%	33.7%	36.5%	84.9%
Working full time	692	673	348	112	456	245	211	649
%V	51.4%	51.7%	58.9%	52.8%	48.3%	54.0%	43.0%	56.7%
%H		97.3%	50.3%	16.2%	65.9%	35.4%	30.5%	93.8%
Working part time	64	62	28	5	49	20	30	53
%V	4.8%	4.8%	4.7%	2.4%	5.2%	4.4%	6.1%	4.6%
%H		96.9%	43.8%	7.8%	76.6%	31.3%	46.9%	82.8%
Not working	592	569	216	95	440	189	251	442
%V	43.9%	43.7%	36.5%	44.8%	46.6%	41.6%	51.1%	38.6%
%H		96.1%	36.5%	16.0%	74.3%	31.9%	42.4%	74.7%
Housewife/Houseperson	343	325	118	41	252	94	159	219
%V	25.5%	24.9%	20.0%	19.3%	26.7%	20.7%	32.4%	19.1%
%H		94.8%	34.4%	12.0%	73.5%	27.4%	46.4%	63.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1402	1357	568	218	1007	441	566	1180
%H		96.8%	40.5%	15.5%	71.8%	31.5%	40.4%	84.2%
16 - 19	64	62	29	10	46	23	24	59
%V	4.6%	4.6%	5.1%	4.6%	4.6%	5.2%	4.2%	5.0%
%H		96.9%	45.3%	15.6%	71.9%	35.9%	37.5%	92.2%
20 - 24	114	99	50	16	71	38	33	107
%V	8.1%	7.3%	8.8%	7.3%	7.1%	8.6%	5.8%	9.1%
%H		86.8%	43.9%	14.0%	62.3%	33.3%	28.9%	93.9%
25 - 34	198	188	90	32	113	53	60	188
%V	14.1%	13.9%	15.8%	14.7%	11.2%	12.0%	10.6%	15.9%
%H		94.9%	45.5%	16.2%	57.1%	26.8%	30.3%	94.9%
35 - 44	193	189	102	35	121	69	52	182
%V	13.8%	13.9%	18.0%	16.1%	12.0%	15.6%	9.2%	15.4%
%H		97.9%	52.8%	18.1%	62.7%	35.8%	26.9%	94.3%
45 - 54	247	242	110	45	178	89	89	231
%V	17.6%	17.8%	19.4%	20.6%	17.7%	20.2%	15.7%	19.6%
%H		98.0%	44.5%	18.2%	72.1%	36.0%	36.0%	93.5%
55 - 64	222	220	83	32	178	73	105	197
%V	15.8%	16.2%	14.6%	14.7%	17.7%	16.6%	18.6%	16.7%
%H		99.1%	37.4%	14.4%	80.2%	32.9%	47.3%	88.7%
65+	364	356	106	47	299	97	203	216
%V	26.0%	26.2%	18.7%	21.6%	29.7%	22.0%	35.9%	18.3%
%H		97.8%	29.1%	12.9%	82.1%	26.6%	55.8%	59.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1402	1357	568	218	1007	441	566	1180
%H		96.8%	40.5%	15.5%	71.8%	31.5%	40.4%	84.2%
AB	330	323	151	50	238	115	124	315
%V	23.5%	23.8%	26.6%	22.9%	23.6%	26.1%	21.9%	26.7%
%H		97.9%	45.8%	15.2%	72.1%	34.8%	37.6%	95.5%
C1	370	347	142	58	260	115	145	329
%V	26.4%	25.6%	25.0%	26.6%	25.8%	26.1%	25.6%	27.9%
%H		93.8%	38.4%	15.7%	70.3%	31.1%	39.2%	88.9%
C2	283	278	133	49	208	111	97	252
%V	20.2%	20.5%	23.4%	22.5%	20.7%	25.2%	17.1%	21.4%
%H		98.2%	47.0%	17.3%	73.5%	39.2%	34.3%	89.0%
D	241	238	92	36	165	61	105	178
%V	17.2%	17.5%	16.2%	16.5%	16.4%	13.8%	18.6%	15.1%
%H		98.8%	38.2%	14.9%	68.5%	25.3%	43.6%	73.9%
E	178	172	51	24	135	40	95	105
%V	12.7%	12.7%	9.0%	11.0%	13.4%	9.1%	16.8%	8.9%
%H		96.6%	28.7%	13.5%	75.8%	22.5%	53.4%	59.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1402	1357	568	218	1007	441	566	1180
%H		96.8%	40.5%	15.5%	71.8%	31.5%	40.4%	84.2%
Working full time	434	425	211	86	290	164	126	414
%V	31.0%	31.3%	37.1%	39.4%	28.8%	37.2%	22.3%	35.1%
%H		97.9%	48.6%	19.8%	66.8%	37.8%	29.0%	95.4%
Working part time	224	219	103	31	159	75	84	211
%V	16.0%	16.1%	18.1%	14.2%	15.8%	17.0%	14.8%	17.9%
%H		97.8%	46.0%	13.8%	71.0%	33.5%	37.5%	94.2%
Not working	743	713	254	101	558	202	355	554
%V	53.0%	52.5%	44.7%	46.3%	55.4%	45.8%	62.7%	46.9%
%H		96.0%	34.2%	13.6%	75.1%	27.2%	47.8%	74.6%
Housewife/Houseperson	1173	1143	471	179	839	354	485	972
%V	83.7%	84.2%	82.9%	82.1%	83.3%	80.3%	85.7%	82.4%
%H		97.4%	40.2%	15.3%	71.5%	30.2%	41.3%	82.9%

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	3001	2874	1188	494	2209	1036	1172	2449
%H (All HH)		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%
%H (TV HH)			41.3%	17.2%	76.9%	36.0%	40.8%	
AB	623	601	284	105	467	254	214	579
%V	20.8%	20.9%	23.9%	21.3%	21.1%	24.5%	18.3%	23.6%
%H (All HH)		96.5%	45.6%	16.9%	75.0%	40.8%	34.3%	92.9%
%H (TV HH)			47.3%	17.5%	77.7%	42.3%	35.6%	
C1	858	826	355	143	628	308	321	755
%V	28.6%	28.7%	29.9%	28.9%	28.4%	29.7%	27.4%	30.8%
%H (All HH)		96.3%	41.4%	16.7%	73.2%	35.9%	37.4%	88.0%
%H (TV HH)			43.0%	17.3%	76.0%	37.3%	38.9%	
C2	607	586	255	108	444	225	219	514
%V	20.2%	20.4%	21.5%	21.9%	20.1%	21.7%	18.7%	21.0%
%H (All HH)		96.5%	42.0%	17.8%	73.1%	37.1%	36.1%	84.7%
%H (TV HH)			43.5%	18.4%	75.8%	38.4%	37.4%	
D	493	469	182	76	363	156	207	367
%V	16.4%	16.3%	15.3%	15.4%	16.4%	15.1%	17.7%	15.0%
%H (All HH)		95.1%	36.9%	15.4%	73.6%	31.6%	42.0%	74.4%
%H (TV HH)			38.8%	16.2%	77.4%	33.3%	44.1%	
E	420	392	113	63	306	94	211	235
%V	14.0%	13.6%	9.5%	12.8%	13.9%	9.1%	18.0%	9.6%
%H (All HH)		93.3%	26.9%	15.0%	72.9%	22.4%	50.2%	56.0%
%H (TV HH)			28.8%	16.1%	78.1%	24.0%	53.8%	

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

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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	3001	2874	1188	494	2209	1036	1172	2449
%H (All HH)		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%
%H (TV HH)			41.3%	17.2%	76.9%	36.0%	40.8%	
Under 25	128	109	39	20	77	32	46	116
%V	4.3%	3.8%	3.3%	4.0%	3.5%	3.1%	3.9%	4.7%
%H (All HH)		85.2%	30.5%	15.6%	60.2%	25.0%	35.9%	90.6%
%H (TV HH)			35.8%	18.3%	70.6%	29.4%	42.2%	
25 - 34	454	421	215	66	274	149	126	436
%V	15.1%	14.6%	18.1%	13.4%	12.4%	14.4%	10.8%	17.8%
%H (All HH)		92.7%	47.4%	14.5%	60.4%	32.8%	27.8%	96.0%
%H (TV HH)			51.1%	15.7%	65.1%	35.4%	29.9%	
35 - 44	495	476	224	94	341	187	154	473
%V	16.5%	16.6%	18.9%	19.0%	15.4%	18.1%	13.1%	19.3%
%H (All HH)		96.2%	45.3%	19.0%	68.9%	37.8%	31.1%	95.6%
%H (TV HH)			47.1%	19.7%	71.6%	39.3%	32.4%	
45 - 54	602	579	269	115	451	257	195	536
%V	20.1%	20.1%	22.6%	23.3%	20.4%	24.8%	16.6%	21.9%
%H (All HH)		96.2%	44.7%	19.1%	74.9%	42.7%	32.4%	89.0%
%H (TV HH)			46.5%	19.9%	77.9%	44.4%	33.7%	
55 - 64	485	473	196	93	370	182	188	418
%V	16.2%	16.5%	16.5%	18.8%	16.7%	17.6%	16.0%	17.1%
%H (All HH)		97.5%	40.4%	19.2%	76.3%	37.5%	38.8%	86.2%
%H (TV HH)			41.4%	19.7%	78.2%	38.5%	39.7%	
65 +	835	815	246	106	695	231	464	471
%V	27.8%	28.4%	20.7%	21.5%	31.5%	22.3%	39.6%	19.2%
%H (All HH)		97.6%	29.5%	12.7%	83.2%	27.7%	55.6%	56.4%
%H (TV HH)			30.2%	13.0%	85.3%	28.3%	56.9%	

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

April 2015 - March 2016

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	3001	2874	1188	494	2209	1036	1172	2449
%H (All HH)		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%
%H (TV HH)			41.3%	17.2%	76.9%	36.0%	40.8%	
1	970	908	258	110	738	207	531	567
%V	32.3%	31.6%	21.7%	22.3%	33.4%	20.0%	45.3%	23.2%
%H (All HH)		93.6%	26.6%	11.3%	76.1%	21.3%	54.7%	58.5%
%H (TV HH)			28.4%	12.1%	81.3%	22.8%	58.5%	
2	991	958	403	166	748	366	382	873
%V	33.0%	33.3%	33.9%	33.6%	33.9%	35.3%	32.6%	35.6%
%H (All HH)		96.7%	40.7%	16.8%	75.5%	36.9%	38.5%	88.1%
%H (TV HH)			42.1%	17.3%	78.1%	38.2%	39.9%	
3	484	466	233	100	341	212	129	460
%V	16.1%	16.2%	19.6%	20.2%	15.4%	20.5%	11.0%	18.8%
%H (All HH)		96.3%	48.1%	20.7%	70.5%	43.8%	26.7%	95.0%
%H (TV HH)			50.0%	21.5%	73.2%	45.5%	27.7%	
4	381	371	198	85	269	180	89	375
%V	12.7%	12.9%	16.7%	17.2%	12.2%	17.4%	7.6%	15.3%
%H (All HH)		97.4%	52.0%	22.3%	70.6%	47.2%	23.4%	98.4%
%H (TV HH)			53.4%	22.9%	72.5%	48.5%	24.0%	
5+	175	171	96	33	112	71	41	172
%V	5.8%	5.9%	8.1%	6.7%	5.1%	6.9%	3.5%	7.0%
%H (All HH)		97.7%	54.9%	18.9%	64.0%	40.6%	23.4%	98.3%
%H (TV HH)			56.1%	19.3%	65.5%	41.5%	24.0%	
Average HH size	2.29	2.31	2.58	2.55	2.24	2.58	1.93	2.50

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

April 2015 - March 2016

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	3001	2874	1188	494	2209	1036	1172	2449
%H (All HH)		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%
%H (TV HH)			41.3%	17.2%	76.9%	36.0%	40.8%	
Without	2230	2124	798	341	1686	713	973	1702
%V	74.3%	73.9%	67.2%	69.0%	76.3%	68.8%	83.0%	69.5%
%H (All HH)		95.2%	35.8%	15.3%	75.6%	32.0%	43.6%	76.3%
%H (TV HH)			37.6%	16.1%	79.4%	33.6%	45.8%	
With	770	750	390	154	523	323	200	746
%V	25.7%	26.1%	32.8%	31.2%	23.7%	31.2%	17.1%	30.5%
%H (All HH)		97.4%	50.6%	20.0%	67.9%	41.9%	26.0%	96.9%
%H (TV HH)			52.0%	20.5%	69.7%	43.1%	26.7%	
0 - 3	289	277	152	48	185	110	75	279
%V	9.6%	9.6%	12.8%	9.7%	8.4%	10.6%	6.4%	11.4%
%H (All HH)		95.8%	52.6%	16.6%	64.0%	38.1%	26.0%	96.5%
%H (TV HH)			54.9%	17.3%	66.8%	39.7%	27.1%	
4 - 9	405	396	206	88	263	163	100	394
%V	13.5%	13.8%	17.3%	17.8%	11.9%	15.7%	8.5%	16.1%
%H (All HH)		97.8%	50.9%	21.7%	64.9%	40.2%	24.7%	97.3%
%H (TV HH)			52.0%	22.2%	66.4%	41.2%	25.3%	
10 - 15	351	345	175	76	251	157	94	342
%V	11.7%	12.0%	14.7%	15.4%	11.4%	15.2%	8.0%	14.0%
%H (All HH)		98.3%	49.9%	21.7%	71.5%	44.7%	26.8%	97.4%
%H (TV HH)			50.7%	22.0%	72.8%	45.5%	27.2%	

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

April 2015 - March 2016

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	3001	2874	1188	494	2209	1036	1172	2449
%H (All HH)		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%
%H (TV HH)			41.3%	17.2%	76.9%	36.0%	40.8%	
1	1112	1112	359	143	781	198	582	795
%V	37.1%	38.7%	30.2%	28.9%	35.4%	19.1%	49.7%	32.5%
%H (All HH)		100.0%	32.3%	12.9%	70.2%	17.8%	52.3%	71.5%
%H (TV HH)			32.3%	12.9%	70.2%	17.8%	52.3%	
2	1004	1004	426	182	792	391	400	836
%V	33.5%	34.9%	35.9%	36.8%	35.9%	37.7%	34.1%	34.1%
%H (All HH)		100.0%	42.4%	18.1%	78.9%	38.9%	39.8%	83.3%
%H (TV HH)			42.4%	18.1%	78.9%	38.9%	39.8%	
3	469	469	239	102	397	267	130	443
%V	15.6%	16.3%	20.1%	20.6%	18.0%	25.8%	11.1%	18.1%
%H (All HH)		100.0%	51.0%	21.7%	84.6%	56.9%	27.7%	94.5%
%H (TV HH)			51.0%	21.7%	84.6%	56.9%	27.7%	
4	191	191	108	48	153	115	38	185
%V	6.4%	6.6%	9.1%	9.7%	6.9%	11.1%	3.2%	7.6%
%H (All HH)		100.0%	56.5%	25.1%	80.1%	60.2%	19.9%	96.9%
%H (TV HH)			56.5%	25.1%	80.1%	60.2%	19.9%	
5+	98	98	58	19	85	64	22	97
%V	3.3%	3.4%	4.9%	3.8%	3.8%	6.2%	1.9%	4.0%
%H (All HH)		100.0%	59.2%	19.4%	86.7%	65.3%	22.4%	99.0%
%H (TV HH)			59.2%	19.4%	86.7%	65.3%	22.4%	

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

April 2015 - March 2016

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	3001	2874	1188	494	2209	1036	1172	2449
%V		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%
%H (All HH)			41.3%	17.2%	76.9%	36.0%	40.8%	
%H (TV HH)								
Under 20"	437	437	171	71	383	188	195	367
%V	14.6%	15.2%	14.4%	14.4%	17.3%	18.1%	16.6%	15.0%
%H (All HH)		100.0%	39.1%	16.2%	87.6%	43.0%	44.6%	84.0%
%H (TV HH)			39.1%	16.2%	87.6%	43.0%	44.6%	
20" - 29"	922	922	372	163	780	392	389	743
%V	30.7%	32.1%	31.3%	33.0%	35.3%	37.8%	33.2%	30.3%
%H (All HH)		100.0%	40.3%	17.7%	84.6%	42.5%	42.2%	80.6%
%H (TV HH)			40.3%	17.7%	84.6%	42.5%	42.2%	
30" - 39"	1530	1530	636	287	1209	607	601	1282
%V	51.0%	53.2%	53.5%	58.1%	54.7%	58.6%	51.3%	52.3%
%H (All HH)		100.0%	41.6%	18.8%	79.0%	39.7%	39.3%	83.8%
%H (TV HH)			41.6%	18.8%	79.0%	39.7%	39.3%	
40" and over	1607	1607	804	313	1190	701	489	1453
%V	53.5%	55.9%	67.7%	63.4%	53.9%	67.7%	41.7%	59.3%
%H (All HH)		100.0%	50.0%	19.5%	74.1%	43.6%	30.4%	90.4%
%H (TV HH)			50.0%	19.5%	74.1%	43.6%	30.4%	

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

April 2015 - March 2016

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	3001	2874	1188	494	2209	1036	1172	2449
%V (All HH)		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%
%H (TV HH)			41.3%	17.2%	76.9%	36.0%	40.8%	
Main living room	2838	2838	1175	492	2188	1029	1159	2332
%V	94.6%	98.7%	98.9%	99.6%	99.0%	99.3%	98.9%	95.2%
%H (All HH)		100.0%	41.4%	17.3%	77.1%	36.3%	40.8%	82.2%
%H (TV HH)			41.4%	17.3%	77.1%	36.3%	40.8%	
Kitchen	246	246	119	40	215	126	89	219
%V	8.2%	8.6%	10.0%	8.1%	9.7%	12.2%	7.6%	8.9%
%H (All HH)		100.0%	48.4%	16.3%	87.4%	51.2%	36.2%	89.0%
%H (TV HH)			48.4%	16.3%	87.4%	51.2%	36.2%	
Adult's bedroom	1373	1373	654	285	1123	681	441	1224
%V	45.8%	47.8%	55.1%	57.7%	50.8%	65.7%	37.6%	50.0%
%H (All HH)		100.0%	47.6%	20.8%	81.8%	49.6%	32.1%	89.1%
%H (TV HH)			47.6%	20.8%	81.8%	49.6%	32.1%	
Child's bedroom	275	275	148	68	207	149	57	271
%V	9.2%	9.6%	12.5%	13.8%	9.4%	14.4%	4.9%	11.1%
%H (All HH)		100.0%	53.8%	24.7%	75.3%	54.2%	20.7%	98.5%
%H (TV HH)			53.8%	24.7%	75.3%	54.2%	20.7%	
Other bedroom	162	162	89	37	133	97	36	153
%V	5.4%	5.6%	7.5%	7.5%	6.0%	9.4%	3.1%	6.2%
%H (All HH)		100.0%	54.9%	22.8%	82.1%	59.9%	22.2%	94.4%
%H (TV HH)			54.9%	22.8%	82.1%	59.9%	22.2%	
Second living/dining room	357	357	172	70	299	183	117	319
%V	11.9%	12.4%	14.5%	14.2%	13.5%	17.7%	10.0%	13.0%
%H (All HH)		100.0%	48.2%	19.6%	83.8%	51.3%	32.8%	89.4%
%H (TV HH)			48.2%	19.6%	83.8%	51.3%	32.8%	
Study/office	34	34	20	7	30	22	8	33
%V	1.1%	1.2%	1.7%	1.4%	1.4%	2.1%	0.7%	1.3%
%H (All HH)		100.0%	58.8%	20.6%	88.2%	64.7%	23.5%	97.1%
%H (TV HH)			58.8%	20.6%	88.2%	64.7%	23.5%	
TV room	17	17	9	3	13	8	6	16
%V	0.6%	0.6%	0.8%	0.6%	0.6%	0.8%	0.5%	0.7%
%H (All HH)		100.0%	52.9%	17.6%	76.5%	47.1%	35.3%	94.1%
%H (TV HH)			52.9%	17.6%	76.5%	47.1%	35.3%	
Conservatory	81	81	43	15	69	46	23	73
%V	2.7%	2.8%	3.6%	3.0%	3.1%	4.4%	2.0%	3.0%
%H (All HH)		100.0%	53.1%	18.5%	85.2%	56.8%	28.4%	90.1%
%H (TV HH)			53.1%	18.5%	85.2%	56.8%	28.4%	
Attic or loft room	8	8	4	1	7	3	3	8
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	12.5%	87.5%	37.5%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	87.5%	37.5%	37.5%	
No specific location	5	5	1	2	5	3	2	3
%V	0.2%	0.2%	0.1%	0.4%	0.2%	0.3%	0.2%	0.1%
%H (All HH)		100.0%	20.0%	40.0%	100.0%	60.0%	40.0%	60.0%
%H (TV HH)			20.0%	40.0%	100.0%	60.0%	40.0%	
Other	22	22	13	4	20	14	6	19
%V	0.7%	0.8%	1.1%	0.8%	0.9%	1.4%	0.5%	0.8%
%H (All HH)		100.0%	59.1%	18.2%	90.9%	63.6%	27.3%	86.4%
%H (TV HH)			59.1%	18.2%	90.9%	63.6%	27.3%	

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

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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	3001	2874	1188	494	2209	1036	1172	2449
%H (All HH)		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%
%H (TV HH)			41.3%	17.2%	76.9%	36.0%	40.8%	
Any DSAT provider	1188	1188	1188	24	752	752	0	1086
%V	39.6%	41.3%	100.0%	4.9%	34.0%	72.6%	0.0%	44.3%
%H (All HH)			100.0%	2.0%	63.3%	63.3%	0.0%	91.4%
%H (TV HH)			100.0%	2.0%	63.3%	63.3%	0.0%	
Sky with subcription	1015	1015	1015	12	642	642	0	943
%V	33.8%	35.3%	85.4%	2.4%	29.1%	62.0%	0.0%	38.5%
%H (All HH)			100.0%	1.2%	63.3%	63.3%	0.0%	92.9%
%H (TV HH)			100.0%	1.2%	63.3%	63.3%	0.0%	
Sky without subcription	62	62	62	2	32	32	0	45
%V	2.1%	2.2%	5.2%	0.4%	1.4%	3.1%	0.0%	1.8%
%H (All HH)			100.0%	3.2%	51.6%	51.6%	0.0%	72.6%
%H (TV HH)			100.0%	3.2%	51.6%	51.6%	0.0%	
Freesat	114	114	114	9	93	93	0	105
%V	3.8%	4.0%	9.6%	1.8%	4.2%	9.0%	0.0%	4.3%
%H (All HH)			100.0%	7.9%	81.6%	81.6%	0.0%	92.1%
%H (TV HH)			100.0%	7.9%	81.6%	81.6%	0.0%	
Other satellite provider	50	50	50	3	29	29	0	46
%V	1.7%	1.7%	4.2%	0.6%	1.3%	2.8%	0.0%	1.9%
%H (All HH)			100.0%	6.0%	58.0%	58.0%	0.0%	92.0%
%H (TV HH)			100.0%	6.0%	58.0%	58.0%	0.0%	
DCAB	494	494	24	494	303	303	0	453
%V	16.5%	17.2%	2.0%	100.0%	13.7%	29.2%	0.0%	18.5%
%H (All HH)			4.9%	100.0%	61.3%	61.3%	0.0%	91.7%
%H (TV HH)			4.9%	100.0%	61.3%	61.3%	0.0%	
DTT	2209	2209	752	303	2209	1036	1172	1766
%V	73.6%	76.9%	63.3%	61.3%	100.0%	100.0%	100.0%	72.1%
%H (All HH)		100.0%	34.0%	13.7%	100.0%	46.9%	53.1%	79.9%
%H (TV HH)			34.0%	13.7%	100.0%	46.9%	53.1%	

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

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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	3001	2874	1188	494	2209	1036	1172	2449
%H (All HH)		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%
%H (TV HH)			41.3%	17.2%	76.9%	36.0%	40.8%	
PVR	1858	1858	1064	439	1316	944	372	1680
%V	61.9%	64.6%	89.6%	88.9%	59.6%	91.1%	31.7%	68.6%
%H (All HH)		100.0%	57.3%	23.6%	70.8%	50.8%	20.0%	90.4%
%H (TV HH)			57.3%	23.6%	70.8%	50.8%	20.0%	
DVDR	53	53	23	7	47	23	23	44
%V	1.8%	1.8%	1.9%	1.4%	2.1%	2.2%	2.0%	1.8%
%H (All HH)		100.0%	43.4%	13.2%	88.7%	43.4%	43.4%	83.0%
%H (TV HH)			43.4%	13.2%	88.7%	43.4%	43.4%	
VCR	31	31	12	2	30	12	18	20
%V	1.0%	1.1%	1.0%	0.4%	1.4%	1.2%	1.5%	0.8%
%H (All HH)		100.0%	38.7%	6.5%	96.8%	38.7%	58.1%	64.5%
%H (TV HH)			38.7%	6.5%	96.8%	38.7%	58.1%	
Any recorder	1891	1891	1069	440	1347	947	400	1698
%V	63.0%	65.8%	90.0%	89.1%	61.0%	91.4%	34.1%	69.3%
%H (All HH)		100.0%	56.5%	23.3%	71.2%	50.1%	21.2%	89.8%
%H (TV HH)			56.5%	23.3%	71.2%	50.1%	21.2%	
Receives HDTV (via STB or built-in reception)	1836	1836	919	426	1380	867	513	1661
%V	61.2%	63.9%	77.4%	86.2%	62.5%	83.7%	43.8%	67.8%
%H (All HH)		100.0%	50.1%	23.2%	75.2%	47.2%	27.9%	90.5%
%H (TV HH)			50.1%	23.2%	75.2%	47.2%	27.9%	
DVD/Blu-ray player or recorder	2089	2089	892	377	1654	835	819	1797
%V	69.6%	72.7%	75.1%	76.3%	74.9%	80.6%	69.9%	73.4%
%H (All HH)		100.0%	42.7%	18.0%	79.2%	40.0%	39.2%	86.0%
%H (TV HH)			42.7%	18.0%	79.2%	40.0%	39.2%	

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

April 2015 - March 2016

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	3001	2874	1188	494	2209	1036	1172	2449
%H (All HH)		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%
%H (TV HH)			41.3%	17.2%	76.9%	36.0%	40.8%	
Has broadband internet	2449	2356	1086	453	1766	964	802	2449
%V	81.6%	82.0%	91.4%	91.7%	79.9%	93.1%	68.4%	100.0%
%H (All HH)		96.2%	44.3%	18.5%	72.1%	39.4%	32.7%	100.0%
%H (TV HH)			46.1%	19.2%	75.0%	40.9%	34.0%	
Number of computers (PCs and laptops)								
0	634	596	139	57	497	103	393	128
%V	21.1%	20.7%	11.7%	11.5%	22.5%	9.9%	33.5%	5.2%
%H (All HH)		94.0%	21.9%	9.0%	78.4%	16.2%	62.0%	20.2%
%H (TV HH)			23.3%	9.6%	83.4%	17.3%	65.9%	
1	831	785	315	137	576	250	327	792
%V	27.7%	27.3%	26.5%	27.7%	26.1%	24.1%	27.9%	32.3%
%H (All HH)		94.5%	37.9%	16.5%	69.3%	30.1%	39.4%	95.3%
%H (TV HH)			40.1%	17.5%	73.4%	31.8%	41.7%	
2	692	667	307	115	509	271	238	688
%V	23.1%	23.2%	25.8%	23.3%	23.0%	26.2%	20.3%	28.1%
%H (All HH)		96.4%	44.4%	16.6%	73.6%	39.2%	34.4%	99.4%
%H (TV HH)			46.0%	17.2%	76.3%	40.6%	35.7%	
3	398	389	194	85	291	184	107	396
%V	13.3%	13.5%	16.3%	17.2%	13.2%	17.8%	9.1%	16.2%
%H (All HH)		97.7%	48.7%	21.4%	73.1%	46.2%	26.9%	99.5%
%H (TV HH)			49.9%	21.9%	74.8%	47.3%	27.5%	
4	222	217	121	40	170	112	58	222
%V	7.4%	7.6%	10.2%	8.1%	7.7%	10.8%	4.9%	9.1%
%H (All HH)		97.7%	54.5%	18.0%	76.6%	50.5%	26.1%	100.0%
%H (TV HH)			55.8%	18.4%	78.3%	51.6%	26.7%	
5+	224	220	112	61	166	116	50	223
%V	7.5%	7.7%	9.4%	12.3%	7.5%	11.2%	4.3%	9.1%
%H (All HH)		98.2%	50.0%	27.2%	74.1%	51.8%	22.3%	99.6%
%H (TV HH)			50.9%	27.7%	75.5%	52.7%	22.7%	

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
April 2015 - March 2016
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	5827	2675	1112	4637	2598	2038	5067
%H		45.9%	19.1%	79.6%	44.6%	35.0%	87.0%
Under 20"	547	217	91	479	241	238	470
%V	9.4%	8.1%	8.2%	10.3%	9.3%	11.7%	9.3%
%H		39.7%	16.6%	87.6%	44.1%	43.5%	85.9%
20" - 29"	1183	496	212	1006	528	478	973
%V	20.3%	18.5%	19.1%	21.7%	20.3%	23.5%	19.2%
%H		41.9%	17.9%	85.0%	44.6%	40.4%	82.2%
30" - 39"	1921	827	388	1527	824	702	1644
%V	33.0%	30.9%	34.9%	32.9%	31.7%	34.4%	32.4%
%H		43.1%	20.2%	79.5%	42.9%	36.5%	85.6%
40" and over	2057	1078	402	1533	955	578	1883
%V	35.3%	40.3%	36.2%	33.1%	36.8%	28.4%	37.2%
%H		52.4%	19.5%	74.5%	46.4%	28.1%	91.5%
Don't know	119	57	18	92	50	42	96
%V	2.0%	2.1%	1.6%	2.0%	1.9%	2.1%	1.9%
%H		47.9%	15.1%	77.3%	42.0%	35.3%	80.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5827	2675	1112	4637	2598	2038	5067
%H		45.9%	19.1%	79.6%	44.6%	35.0%	87.0%
Main living room	2855	1185	494	2201	1037	1164	2345
%V	49.0%	44.3%	44.4%	47.5%	39.9%	57.1%	46.3%
%H		41.5%	17.3%	77.1%	36.3%	40.8%	82.1%
Kitchen	247	119	40	216	126	90	219
%V	4.2%	4.4%	3.6%	4.7%	4.8%	4.4%	4.3%
%H		48.2%	16.2%	87.4%	51.0%	36.4%	88.7%
Adult's bedroom	1646	803	344	1349	843	506	1489
%V	28.2%	30.0%	30.9%	29.1%	32.4%	24.8%	29.4%
%H		48.8%	20.9%	82.0%	51.2%	30.7%	90.5%
Child's bedroom	349	188	87	256	183	73	344
%V	6.0%	7.0%	7.8%	5.5%	7.0%	3.6%	6.8%
%H		53.9%	24.9%	73.4%	52.4%	20.9%	98.6%
Other bedroom	202	115	45	169	128	41	193
%V	3.5%	4.3%	4.0%	3.6%	4.9%	2.0%	3.8%
%H		56.9%	22.3%	83.7%	63.4%	20.3%	95.5%
Second living/dining room	360	175	71	303	185	117	323
%V	6.2%	6.5%	6.4%	6.5%	7.1%	5.7%	6.4%
%H		48.6%	19.7%	84.2%	51.4%	32.5%	89.7%
Study/office	35	20	7	30	22	8	33
%V	0.6%	0.7%	0.6%	0.6%	0.8%	0.4%	0.7%
%H		57.1%	20.0%	85.7%	62.9%	22.9%	94.3%
TV room	17	9	3	13	8	6	16
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		52.9%	17.6%	76.5%	47.1%	35.3%	94.1%
Conservatory	81	43	15	69	46	23	73
%V	1.4%	1.6%	1.3%	1.5%	1.8%	1.1%	1.4%
%H		53.1%	18.5%	85.2%	56.8%	28.4%	90.1%
Attic or loft room	9	4	1	7	3	4	8
%V	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%
%H		44.4%	11.1%	77.8%	33.3%	44.4%	88.9%
No specific location	5	1	2	5	3	2	3
%V	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		20.0%	40.0%	100.0%	60.0%	40.0%	60.0%
Other	22	13	4	20	15	6	19
%V	0.4%	0.5%	0.4%	0.4%	0.6%	0.3%	0.4%
%H		59.1%	18.2%	90.9%	68.2%	27.3%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5827	2675	1112	4637	2598	2038	5067
%H		45.9%	19.1%	79.6%	44.6%	35.0%	87.0%
PVR	2524	1505	624	1720	1296	424	2320
%V	43.3%	56.3%	56.1%	37.1%	49.9%	20.8%	45.8%
%H		59.6%	24.7%	68.1%	51.3%	16.8%	91.9%
DVDR	60	27	9	54	28	25	50
%V	1.0%	1.0%	0.8%	1.2%	1.1%	1.2%	1.0%
%H		45.0%	15.0%	90.0%	46.7%	41.7%	83.3%
VCR	34	14	2	32	14	18	21
%V	0.6%	0.5%	0.2%	0.7%	0.5%	0.9%	0.4%
%H		41.2%	5.9%	94.1%	41.2%	52.9%	61.8%
Any recorder	2570	1519	625	1763	1308	455	2349
%V	44.1%	56.8%	56.2%	38.0%	50.3%	22.3%	46.4%
%H		59.1%	24.3%	68.6%	50.9%	17.7%	91.4%

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	5827	2675	1112	4637	2598	2038	5067
%H		45.9%	19.1%	79.6%	44.6%	35.0%	87.0%
Receives HDTV (via STB or built-in reception)	2739	1405	675	2077	1381	696	2526
%V	47.0%	52.5%	60.7%	44.8%	53.2%	34.2%	49.9%
%H		51.3%	24.6%	75.8%	50.4%	25.4%	92.2%
DVD/Blu-ray player or recorder	3039	1383	595	2439	1371	1069	2710
%V	52.2%	51.7%	53.5%	52.6%	52.8%	52.5%	53.5%
%H		45.5%	19.6%	80.3%	45.1%	35.2%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2866	1186	494	2208	1036	1172	2349
%H		41.4%	17.2%	77.0%	36.1%	40.9%	82.0%
Under 20"	38	5	5	32	5	28	19
%V	1.3%	0.4%	1.0%	1.4%	0.5%	2.4%	0.8%
%H		13.2%	13.2%	84.2%	13.2%	73.7%	50.0%
20" - 29"	257	50	25	222	41	181	149
%V	9.0%	4.2%	5.1%	10.1%	4.0%	15.4%	6.3%
%H		19.5%	9.7%	86.4%	16.0%	70.4%	58.0%
30" - 39"	956	329	153	758	293	465	732
%V	33.4%	27.7%	31.0%	34.3%	28.3%	39.7%	31.2%
%H		34.4%	16.0%	79.3%	30.6%	48.6%	76.6%
40" and over	1563	782	305	1154	681	473	1412
%V	54.5%	65.9%	61.7%	52.3%	65.7%	40.4%	60.1%
%H		50.0%	19.5%	73.8%	43.6%	30.3%	90.3%
Don't know	53	20	6	41	16	25	37
%V	1.8%	1.7%	1.2%	1.9%	1.5%	2.1%	1.6%
%H		37.7%	11.3%	77.4%	30.2%	47.2%	69.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2866	1186	494	2208	1036	1172	2349
%H		41.4%	17.2%	77.0%	36.1%	40.9%	82.0%
PVR	1810	1047	432	1274	926	348	1640
%V	63.2%	88.3%	87.4%	57.7%	89.4%	29.7%	69.8%
%H		57.8%	23.9%	70.4%	51.2%	19.2%	90.6%
DVDR	46	19	6	41	19	22	37
%V	1.6%	1.6%	1.2%	1.9%	1.8%	1.9%	1.6%
%H		41.3%	13.0%	89.1%	41.3%	47.8%	80.4%
VCR	26	8	2	24	8	16	16
%V	0.9%	0.7%	0.4%	1.1%	0.8%	1.4%	0.7%
%H		30.8%	7.7%	92.3%	30.8%	61.5%	61.5%
Any recorder	1842	1052	433	1304	929	375	1657
%V	64.3%	88.7%	87.7%	59.1%	89.7%	32.0%	70.5%
%H		57.1%	23.5%	70.8%	50.4%	20.4%	90.0%

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	2866	1186	494	2208	1036	1172	2349
%H		41.4%	17.2%	77.0%	36.1%	40.9%	82.0%
Receives HDTV (via STB or built-in reception)	1776	891	420	1327	841	486	1609
%V	62.0%	75.1%	85.0%	60.1%	81.2%	41.5%	68.5%
%H		50.2%	23.6%	74.7%	47.4%	27.4%	90.6%
DVD/Blu-ray player or recorder	1882	790	327	1489	728	760	1608
%V	65.7%	66.6%	66.2%	67.4%	70.3%	64.8%	68.5%
%H		42.0%	17.4%	79.1%	38.7%	40.4%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2961	1489	617	2429	1562	866	2717
%H		50.3%	20.8%	82.0%	52.8%	29.2%	91.8%
Under 20"	509	212	86	446	236	210	450
%V	17.2%	14.2%	13.9%	18.4%	15.1%	24.2%	16.6%
%H		41.7%	16.9%	87.6%	46.4%	41.3%	88.4%
20" - 29"	927	446	187	784	487	297	825
%V	31.3%	30.0%	30.3%	32.3%	31.2%	34.3%	30.4%
%H		48.1%	20.2%	84.6%	52.5%	32.0%	89.0%
30" - 39"	965	498	235	768	531	237	912
%V	32.6%	33.4%	38.1%	31.6%	34.0%	27.4%	33.6%
%H		51.6%	24.4%	79.6%	55.0%	24.6%	94.5%
40" and over	494	296	97	379	274	105	471
%V	16.7%	19.9%	15.7%	15.6%	17.5%	12.1%	17.3%
%H		59.9%	19.6%	76.7%	55.5%	21.3%	95.3%
Don't know	66	37	12	51	34	17	59
%V	2.2%	2.5%	1.9%	2.1%	2.2%	2.0%	2.2%
%H		56.1%	18.2%	77.3%	51.5%	25.8%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2961	1489	617	2429	1562	866	2717
%H		50.3%	20.8%	82.0%	52.8%	29.2%	91.8%
PVR	714	457	192	446	370	76	680
%V	24.1%	30.7%	31.1%	18.4%	23.7%	8.8%	25.0%
%H		64.0%	26.9%	62.5%	51.8%	10.6%	95.2%
DVDR	14	8	3	13	9	3	13
%V	0.5%	0.5%	0.5%	0.5%	0.6%	0.3%	0.5%
%H		57.1%	21.4%	92.9%	64.3%	21.4%	92.9%
VCR	8	6	0	8	6	2	5
%V	0.3%	0.4%	0.0%	0.3%	0.4%	0.2%	0.2%
%H		75.0%	0.0%	100.0%	75.0%	25.0%	62.5%
Any recorder	728	467	192	459	379	80	691
%V	24.6%	31.4%	31.1%	18.9%	24.3%	9.2%	25.4%
%H		64.1%	26.4%	63.0%	52.1%	11.0%	94.9%

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	2961	1489	617	2429	1562	866	2717
%H		50.3%	20.8%	82.0%	52.8%	29.2%	91.8%
Receives HDTV (via STB or built-in reception)	963	513	255	750	540	210	917
%V	32.5%	34.5%	41.3%	30.9%	34.6%	24.2%	33.8%
%H		53.3%	26.5%	77.9%	56.1%	21.8%	95.2%
DVD/Blu-ray player or recorder	1157	593	268	951	642	309	1103
%V	39.1%	39.8%	43.4%	39.2%	41.1%	35.7%	40.6%
%H		51.3%	23.2%	82.2%	55.5%	26.7%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	6870	6625	3065	1263	4939	2678	2260	6127
%H		96.4%	44.6%	18.4%	71.9%	39.0%	32.9%	89.2%
Total Children	1324	1293	673	271	877	539	338	1288
%V	19.3%	19.5%	22.0%	21.5%	17.8%	20.1%	15.0%	21.0%
%H		97.7%	50.8%	20.5%	66.2%	40.7%	25.5%	97.3%
0 - 3	332	320	172	56	213	126	88	320
%V	4.8%	4.8%	5.6%	4.4%	4.3%	4.7%	3.9%	5.2%
%H		96.4%	51.8%	16.9%	64.2%	38.0%	26.5%	96.4%
4 - 15	991	973	501	215	664	413	251	967
%V	14.4%	14.7%	16.3%	17.0%	13.4%	15.4%	11.1%	15.8%
%H		98.2%	50.6%	21.7%	67.0%	41.7%	25.3%	97.6%
4 - 9	531	519	270	116	337	208	129	517
%V	7.7%	7.8%	8.8%	9.2%	6.8%	7.8%	5.7%	8.4%
%H		97.7%	50.8%	21.8%	63.5%	39.2%	24.3%	97.4%
10 - 15	461	454	231	99	327	205	122	450
%V	6.7%	6.9%	7.5%	7.8%	6.6%	7.7%	5.4%	7.3%
%H		98.5%	50.1%	21.5%	70.9%	44.5%	26.5%	97.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	6870	6625	3065	1263	4939	2678	2260	6127
%H		96.4%	44.6%	18.4%	71.9%	39.0%	32.9%	89.2%
Total Adults (16+)	5547	5333	2392	992	4062	2139	1922	4839
%V	80.7%	80.5%	78.0%	78.5%	82.2%	79.9%	85.0%	79.0%
%H		96.1%	43.1%	17.9%	73.2%	38.6%	34.6%	87.2%
16 - 19	312	302	153	62	229	141	89	304
%V	4.5%	4.6%	5.0%	4.9%	4.6%	5.3%	3.9%	5.0%
%H		96.8%	49.0%	19.9%	73.4%	45.2%	28.5%	97.4%
20 - 24	433	392	164	83	290	155	135	414
%V	6.3%	5.9%	5.4%	6.6%	5.9%	5.8%	6.0%	6.8%
%H		90.5%	37.9%	19.2%	67.0%	35.8%	31.2%	95.6%
25 - 34	923	867	460	152	573	340	233	891
%V	13.4%	13.1%	15.0%	12.0%	11.6%	12.7%	10.3%	14.5%
%H		93.9%	49.8%	16.5%	62.1%	36.8%	25.2%	96.5%
35 - 44	855	822	406	170	579	339	240	823
%V	12.4%	12.4%	13.2%	13.5%	11.7%	12.7%	10.6%	13.4%
%H		96.1%	47.5%	19.9%	67.7%	39.6%	28.1%	96.3%
45 - 54	991	960	458	193	747	436	311	907
%V	14.4%	14.5%	14.9%	15.3%	15.1%	16.3%	13.8%	14.8%
%H		96.9%	46.2%	19.5%	75.4%	44.0%	31.4%	91.5%
55 - 64	817	798	351	163	628	339	289	729
%V	11.9%	12.0%	11.5%	12.9%	12.7%	12.7%	12.8%	11.9%
%H		97.7%	43.0%	20.0%	76.9%	41.5%	35.4%	89.2%
65+	1217	1192	399	169	1016	389	626	771
%V	17.7%	18.0%	13.0%	13.4%	20.6%	14.5%	27.7%	12.6%
%H		97.9%	32.8%	13.9%	83.5%	32.0%	51.4%	63.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	5547	5333	2392	992	4062	2139	1922	4839
%H		96.1%	43.1%	17.9%	73.2%	38.6%	34.6%	87.2%
AB	1238	1201	589	221	936	543	393	1181
%V	22.3%	22.5%	24.6%	22.3%	23.0%	25.4%	20.4%	24.4%
%H		97.0%	47.6%	17.9%	75.6%	43.9%	31.7%	95.4%
C1	1629	1567	715	288	1186	633	553	1497
%V	29.4%	29.4%	29.9%	29.0%	29.2%	29.6%	28.8%	30.9%
%H		96.2%	43.9%	17.7%	72.8%	38.9%	33.9%	91.9%
C2	1200	1160	533	224	878	482	396	1061
%V	21.6%	21.8%	22.3%	22.6%	21.6%	22.5%	20.6%	21.9%
%H		96.7%	44.4%	18.7%	73.2%	40.2%	33.0%	88.4%
D	901	862	375	162	647	329	318	741
%V	16.2%	16.2%	15.7%	16.3%	15.9%	15.4%	16.5%	15.3%
%H		95.7%	41.6%	18.0%	71.8%	36.5%	35.3%	82.2%
E	579	542	179	97	415	153	263	359
%V	10.4%	10.2%	7.5%	9.8%	10.2%	7.2%	13.7%	7.4%
%H		93.6%	30.9%	16.8%	71.7%	26.4%	45.4%	62.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	5547	5333	2392	992	4062	2139	1922	4839
%H		96.1%	43.1%	17.9%	73.2%	38.6%	34.6%	87.2%
Working full time	2565	2479	1243	520	1823	1121	702	2478
%V	46.2%	46.5%	52.0%	52.4%	44.9%	52.4%	36.5%	51.2%
%H		96.6%	48.5%	20.3%	71.1%	43.7%	27.4%	96.6%
Working part time	512	495	231	92	374	204	170	481
%V	9.2%	9.3%	9.7%	9.3%	9.2%	9.5%	8.8%	9.9%
%H		96.7%	45.1%	18.0%	73.0%	39.8%	33.2%	93.9%
Not working	2469	2359	919	380	1864	814	1050	1880
%V	44.5%	44.2%	38.4%	38.3%	45.9%	38.1%	54.6%	38.9%
%H		95.5%	37.2%	15.4%	75.5%	33.0%	42.5%	76.1%
Housewife/Houseperson	3001	2874	1188	494	2209	1036	1172	2449
%V	54.1%	53.9%	49.7%	49.8%	54.4%	48.4%	61.0%	50.6%
%H		95.8%	39.6%	16.5%	73.6%	34.5%	39.1%	81.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2703	2575	1202	499	1930	1067	863	2398
%H		95.3%	44.5%	18.5%	71.4%	39.5%	31.9%	88.7%
16 - 19	166	162	83	36	117	73	44	160
%V	6.1%	6.3%	6.9%	7.2%	6.1%	6.8%	5.1%	6.7%
%H		97.6%	50.0%	21.7%	70.5%	44.0%	26.5%	96.4%
20 - 24	210	185	80	43	130	72	58	201
%V	7.8%	7.2%	6.7%	8.6%	6.7%	6.7%	6.7%	8.4%
%H		88.1%	38.1%	20.5%	61.9%	34.3%	27.6%	95.7%
25 - 34	462	429	228	76	283	170	114	444
%V	17.1%	16.7%	19.0%	15.2%	14.7%	15.9%	13.2%	18.5%
%H		92.9%	49.4%	16.5%	61.3%	36.8%	24.7%	96.1%
35 - 44	419	398	201	84	279	168	110	401
%V	15.5%	15.5%	16.7%	16.8%	14.5%	15.7%	12.7%	16.7%
%H		95.0%	48.0%	20.0%	66.6%	40.1%	26.3%	95.7%
45 - 54	487	468	231	93	357	211	146	445
%V	18.0%	18.2%	19.2%	18.6%	18.5%	19.8%	16.9%	18.6%
%H		96.1%	47.4%	19.1%	73.3%	43.3%	30.0%	91.4%
55 - 64	402	391	173	77	312	169	143	359
%V	14.9%	15.2%	14.4%	15.4%	16.2%	15.8%	16.6%	15.0%
%H		97.3%	43.0%	19.2%	77.6%	42.0%	35.6%	89.3%
65+	557	543	207	90	451	203	248	387
%V	20.6%	21.1%	17.2%	18.0%	23.4%	19.0%	28.7%	16.1%
%H		97.5%	37.2%	16.2%	81.0%	36.4%	44.5%	69.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2703	2575	1202	499	1930	1067	863	2398
%H		95.3%	44.5%	18.5%	71.4%	39.5%	31.9%	88.7%
AB	620	600	297	115	462	273	189	596
%V	22.9%	23.3%	24.7%	23.0%	23.9%	25.6%	21.9%	24.9%
%H		96.8%	47.9%	18.5%	74.5%	44.0%	30.5%	96.1%
C1	743	708	341	136	527	302	224	700
%V	27.5%	27.5%	28.4%	27.3%	27.3%	28.3%	26.0%	29.2%
%H		95.3%	45.9%	18.3%	70.9%	40.6%	30.1%	94.2%
C2	650	626	290	120	468	256	212	567
%V	24.0%	24.3%	24.1%	24.0%	24.2%	24.0%	24.6%	23.6%
%H		96.3%	44.6%	18.5%	72.0%	39.4%	32.6%	87.2%
D	427	402	185	83	296	163	133	363
%V	15.8%	15.6%	15.4%	16.6%	15.3%	15.3%	15.4%	15.1%
%H		94.1%	43.3%	19.4%	69.3%	38.2%	31.1%	85.0%
E	262	240	90	44	177	73	104	172
%V	9.7%	9.3%	7.5%	8.8%	9.2%	6.8%	12.1%	7.2%
%H		91.6%	34.4%	16.8%	67.6%	27.9%	39.7%	65.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2703	2575	1202	499	1930	1067	863	2398
%H		95.3%	44.5%	18.5%	71.4%	39.5%	31.9%	88.7%
Working full time	1523	1461	746	302	1070	663	408	1468
%V	56.3%	56.7%	62.1%	60.5%	55.4%	62.1%	47.3%	61.2%
%H		95.9%	49.0%	19.8%	70.3%	43.5%	26.8%	96.4%
Working part time	112	105	50	15	73	35	38	101
%V	4.1%	4.1%	4.2%	3.0%	3.8%	3.3%	4.4%	4.2%
%H		93.8%	44.6%	13.4%	65.2%	31.3%	33.9%	90.2%
Not working	1068	1009	406	181	787	369	418	829
%V	39.5%	39.2%	33.8%	36.3%	40.8%	34.6%	48.4%	34.6%
%H		94.5%	38.0%	16.9%	73.7%	34.6%	39.1%	77.6%
Housewife/Houseperson	669	609	246	95	455	192	263	497
%V	24.8%	23.7%	20.5%	19.0%	23.6%	18.0%	30.5%	20.7%
%H		91.0%	36.8%	14.2%	68.0%	28.7%	39.3%	74.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2844	2758	1190	493	2131	1072	1059	2441
%H		97.0%	41.8%	17.3%	74.9%	37.7%	37.2%	85.8%
16 - 19	145	140	70	26	112	67	45	144
%V	5.1%	5.1%	5.9%	5.3%	5.3%	6.3%	4.2%	5.9%
%H		96.6%	48.3%	17.9%	77.2%	46.2%	31.0%	99.3%
20 - 24	223	207	84	40	160	83	77	213
%V	7.8%	7.5%	7.1%	8.1%	7.5%	7.7%	7.3%	8.7%
%H		92.8%	37.7%	17.9%	71.7%	37.2%	34.5%	95.5%
25 - 34	461	438	233	76	290	170	119	446
%V	16.2%	15.9%	19.6%	15.4%	13.6%	15.9%	11.2%	18.3%
%H		95.0%	50.5%	16.5%	62.9%	36.9%	25.8%	96.7%
35 - 44	436	423	205	86	300	171	129	422
%V	15.3%	15.3%	17.2%	17.4%	14.1%	16.0%	12.2%	17.3%
%H		97.0%	47.0%	19.7%	68.8%	39.2%	29.6%	96.8%
45 - 54	504	493	228	100	390	225	165	462
%V	17.7%	17.9%	19.2%	20.3%	18.3%	21.0%	15.6%	18.9%
%H		97.8%	45.2%	19.8%	77.4%	44.6%	32.7%	91.7%
55 - 64	414	407	179	85	315	169	146	370
%V	14.6%	14.8%	15.0%	17.2%	14.8%	15.8%	13.8%	15.2%
%H		98.3%	43.2%	20.5%	76.1%	40.8%	35.3%	89.4%
65+	659	649	192	79	565	186	378	384
%V	23.2%	23.5%	16.1%	16.0%	26.5%	17.4%	35.7%	15.7%
%H		98.5%	29.1%	12.0%	85.7%	28.2%	57.4%	58.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2844	2758	1190	493	2131	1072	1059	2441
%H		97.0%	41.8%	17.3%	74.9%	37.7%	37.2%	85.8%
AB	617	601	292	106	474	269	204	585
%V	21.7%	21.8%	24.5%	21.5%	22.2%	25.1%	19.3%	24.0%
%H		97.4%	47.3%	17.2%	76.8%	43.6%	33.1%	94.8%
C1	885	860	374	152	659	331	328	797
%V	31.1%	31.2%	31.4%	30.8%	30.9%	30.9%	31.0%	32.7%
%H		97.2%	42.3%	17.2%	74.5%	37.4%	37.1%	90.1%
C2	550	535	243	104	410	226	184	495
%V	19.3%	19.4%	20.4%	21.1%	19.2%	21.1%	17.4%	20.3%
%H		97.3%	44.2%	18.9%	74.5%	41.1%	33.5%	90.0%
D	474	460	190	79	351	166	184	378
%V	16.7%	16.7%	16.0%	16.0%	16.5%	15.5%	17.4%	15.5%
%H		97.0%	40.1%	16.7%	74.1%	35.0%	38.8%	79.7%
E	317	302	90	52	238	80	158	186
%V	11.1%	10.9%	7.6%	10.5%	11.2%	7.5%	14.9%	7.6%
%H		95.3%	28.4%	16.4%	75.1%	25.2%	49.8%	58.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2844	2758	1190	493	2131	1072	1059	2441
%H		97.0%	41.8%	17.3%	74.9%	37.7%	37.2%	85.8%
Working full time	1042	1018	496	218	753	458	295	1010
%V	36.6%	36.9%	41.7%	44.2%	35.3%	42.7%	27.9%	41.4%
%H		97.7%	47.6%	20.9%	72.3%	44.0%	28.3%	96.9%
Working part time	400	390	180	77	301	169	132	380
%V	14.1%	14.1%	15.1%	15.6%	14.1%	15.8%	12.5%	15.6%
%H		97.5%	45.0%	19.3%	75.3%	42.3%	33.0%	95.0%
Not working	1401	1350	513	199	1077	445	633	1051
%V	49.3%	48.9%	43.1%	40.4%	50.5%	41.5%	59.8%	43.1%
%H		96.4%	36.6%	14.2%	76.9%	31.8%	45.2%	75.0%
Housewife/Houseperson	2332	2265	943	399	1753	844	909	1952
%V	82.0%	82.1%	79.2%	80.9%	82.3%	78.7%	85.8%	80.0%
%H		97.1%	40.4%	17.1%	75.2%	36.2%	39.0%	83.7%

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	2475	2342	1063	379	1681	823	858	2026
%H (All HH)		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%
%H (TV HH)			45.4%	16.2%	71.8%	35.1%	36.6%	
AB	587	555	265	102	392	209	183	551
%V	23.7%	23.7%	24.9%	26.9%	23.3%	25.4%	21.3%	27.2%
%H (All HH)		94.5%	45.1%	17.4%	66.8%	35.6%	31.2%	93.9%
%H (TV HH)			47.7%	18.4%	70.6%	37.7%	33.0%	
C1	680	632	292	111	436	221	215	606
%V	27.5%	27.0%	27.5%	29.3%	25.9%	26.9%	25.1%	29.9%
%H (All HH)		92.9%	42.9%	16.3%	64.1%	32.5%	31.6%	89.1%
%H (TV HH)			46.2%	17.6%	69.0%	35.0%	34.0%	
C2	465	453	232	67	332	185	148	395
%V	18.8%	19.3%	21.8%	17.7%	19.8%	22.5%	17.2%	19.5%
%H (All HH)		97.4%	49.9%	14.4%	71.4%	39.8%	31.8%	84.9%
%H (TV HH)			51.2%	14.8%	73.3%	40.8%	32.7%	
D	425	404	173	61	291	131	161	311
%V	17.2%	17.3%	16.3%	16.1%	17.3%	15.9%	18.8%	15.4%
%H (All HH)		95.1%	40.7%	14.4%	68.5%	30.8%	37.9%	73.2%
%H (TV HH)			42.8%	15.1%	72.0%	32.4%	39.9%	
E	318	298	100	38	230	77	152	162
%V	12.8%	12.7%	9.4%	10.0%	13.7%	9.4%	17.7%	8.0%
%H (All HH)		93.7%	31.4%	11.9%	72.3%	24.2%	47.8%	50.9%
%H (TV HH)			33.6%	12.8%	77.2%	25.8%	51.0%	

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

April 2015 - March 2016

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	2475	2342	1063	379	1681	823	858	2026
%V (All HH)		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%
%H (TV HH)			45.4%	16.2%	71.8%	35.1%	36.6%	
Under 25	136	106	38	11	66	23	43	125
%V	5.5%	4.5%	3.6%	2.9%	3.9%	2.8%	5.0%	6.2%
%H (All HH)		77.9%	27.9%	8.1%	48.5%	16.9%	31.6%	91.9%
%H (TV HH)			35.8%	10.4%	62.3%	21.7%	40.6%	
25 - 34	378	334	171	52	210	118	91	359
%V	15.3%	14.3%	16.1%	13.7%	12.5%	14.3%	10.6%	17.7%
%H (All HH)		88.4%	45.2%	13.8%	55.6%	31.2%	24.1%	95.0%
%H (TV HH)			51.2%	15.6%	62.9%	35.3%	27.2%	
35 - 44	389	372	204	61	244	142	103	369
%V	15.7%	15.9%	19.2%	16.1%	14.5%	17.3%	12.0%	18.2%
%H (All HH)		95.6%	52.4%	15.7%	62.7%	36.5%	26.5%	94.9%
%H (TV HH)			54.8%	16.4%	65.6%	38.2%	27.7%	
45 - 54	490	474	236	85	332	184	148	440
%V	19.8%	20.2%	22.2%	22.4%	19.8%	22.4%	17.2%	21.7%
%H (All HH)		96.7%	48.2%	17.3%	67.8%	37.6%	30.2%	89.8%
%H (TV HH)			49.8%	17.9%	70.0%	38.8%	31.2%	
55 - 64	422	410	185	72	312	159	153	355
%V	17.1%	17.5%	17.4%	19.0%	18.6%	19.3%	17.8%	17.5%
%H (All HH)		97.2%	43.8%	17.1%	73.9%	37.7%	36.3%	84.1%
%H (TV HH)			45.1%	17.6%	76.1%	38.8%	37.3%	
65 +	660	646	230	98	518	197	321	378
%V	26.7%	27.6%	21.6%	25.9%	30.8%	23.9%	37.4%	18.7%
%H (All HH)		97.9%	34.8%	14.8%	78.5%	29.8%	48.6%	57.3%
%H (TV HH)			35.6%	15.2%	80.2%	30.5%	49.7%	

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

April 2015 - March 2016

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	2475	2342	1063	379	1681	823	858	2026
%H (All HH)		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%
%H (TV HH)			45.4%	16.2%	71.8%	35.1%	36.6%	
1	890	823	256	118	635	201	434	548
%V	36.0%	35.1%	24.1%	31.1%	37.8%	24.4%	50.6%	27.0%
%H (All HH)		92.5%	28.8%	13.3%	71.3%	22.6%	48.8%	61.6%
%H (TV HH)			31.1%	14.3%	77.2%	24.4%	52.7%	
2	861	821	391	140	579	302	277	770
%V	34.8%	35.1%	36.8%	36.9%	34.4%	36.7%	32.3%	38.0%
%H (All HH)		95.4%	45.4%	16.3%	67.2%	35.1%	32.2%	89.4%
%H (TV HH)			47.6%	17.1%	70.5%	36.8%	33.7%	
3	364	350	198	66	230	154	76	353
%V	14.7%	14.9%	18.6%	17.4%	13.7%	18.7%	8.9%	17.4%
%H (All HH)		96.2%	54.4%	18.1%	63.2%	42.3%	20.9%	97.0%
%H (TV HH)			56.6%	18.9%	65.7%	44.0%	21.7%	
4	262	251	159	39	171	119	52	257
%V	10.6%	10.7%	15.0%	10.3%	10.2%	14.5%	6.1%	12.7%
%H (All HH)		95.8%	60.7%	14.9%	65.3%	45.4%	19.8%	98.1%
%H (TV HH)			63.3%	15.5%	68.1%	47.4%	20.7%	
5+	99	96	59	17	67	47	19	98
%V	4.0%	4.1%	5.6%	4.5%	4.0%	5.7%	2.2%	4.8%
%H (All HH)		97.0%	59.6%	17.2%	67.7%	47.5%	19.2%	99.0%
%H (TV HH)			61.5%	17.7%	69.8%	49.0%	19.8%	
Average HH size	2.13	2.15	2.43	2.21	2.09	2.42	1.78	2.32

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

April 2015 - March 2016

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	2475	2342	1063	379	1681	823	858	2026
%H (All HH)		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%
%H (TV HH)			45.4%	16.2%	71.8%	35.1%	36.6%	
Without	1921	1806	739	295	1335	592	742	1487
%V	77.6%	77.1%	69.5%	77.8%	79.4%	71.9%	86.5%	73.4%
%H (All HH)		94.0%	38.5%	15.4%	69.5%	30.8%	38.6%	77.4%
%H (TV HH)			40.9%	16.3%	73.9%	32.8%	41.1%	
With	554	536	324	84	346	230	116	539
%V	22.4%	22.9%	30.5%	22.2%	20.6%	27.9%	13.5%	26.6%
%H (All HH)		96.8%	58.5%	15.2%	62.5%	41.5%	20.9%	97.3%
%H (TV HH)			60.4%	15.7%	64.6%	42.9%	21.6%	
0 - 3	196	186	106	27	118	72	46	187
%V	7.9%	7.9%	10.0%	7.1%	7.0%	8.7%	5.4%	9.2%
%H (All HH)		94.9%	54.1%	13.8%	60.2%	36.7%	23.5%	95.4%
%H (TV HH)			57.0%	14.5%	63.4%	38.7%	24.7%	
4 - 9	282	274	171	41	170	114	56	277
%V	11.4%	11.7%	16.1%	10.8%	10.1%	13.9%	6.5%	13.7%
%H (All HH)		97.2%	60.6%	14.5%	60.3%	40.4%	19.9%	98.2%
%H (TV HH)			62.4%	15.0%	62.0%	41.6%	20.4%	
10 - 15	249	243	151	39	168	118	51	245
%V	10.1%	10.4%	14.2%	10.3%	10.0%	14.3%	5.9%	12.1%
%H (All HH)		97.6%	60.6%	15.7%	67.5%	47.4%	20.5%	98.4%
%H (TV HH)			62.1%	16.0%	69.1%	48.6%	21.0%	

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

April 2015 - March 2016

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	2475	2342	1063	379	1681	823	858	2026
%H (All HH)		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%
%H (TV HH)			45.4%	16.2%	71.8%	35.1%	36.6%	
1	884	884	299	125	578	158	420	631
%V	35.7%	37.7%	28.1%	33.0%	34.4%	19.2%	49.0%	31.1%
%H (All HH)		100.0%	33.8%	14.1%	65.4%	17.9%	47.5%	71.4%
%H (TV HH)			33.8%	14.1%	65.4%	17.9%	47.5%	
2	811	811	389	135	591	307	283	676
%V	32.8%	34.6%	36.6%	35.6%	35.2%	37.3%	33.0%	33.4%
%H (All HH)		100.0%	48.0%	16.6%	72.9%	37.9%	34.9%	83.4%
%H (TV HH)			48.0%	16.6%	72.9%	37.9%	34.9%	
3	408	408	226	73	318	208	110	378
%V	16.5%	17.4%	21.3%	19.3%	18.9%	25.3%	12.8%	18.7%
%H (All HH)		100.0%	55.4%	17.9%	77.9%	51.0%	27.0%	92.6%
%H (TV HH)			55.4%	17.9%	77.9%	51.0%	27.0%	
4	158	158	94	32	125	93	31	153
%V	6.4%	6.7%	8.8%	8.4%	7.4%	11.3%	3.6%	7.6%
%H (All HH)		100.0%	59.5%	20.3%	79.1%	58.9%	19.6%	96.8%
%H (TV HH)			59.5%	20.3%	79.1%	58.9%	19.6%	
5+	81	81	55	14	70	56	13	81
%V	3.3%	3.5%	5.2%	3.7%	4.2%	6.8%	1.5%	4.0%
%H (All HH)		100.0%	67.9%	17.3%	86.4%	69.1%	16.0%	100.0%
%H (TV HH)			67.9%	17.3%	86.4%	69.1%	16.0%	

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

April 2015 - March 2016

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	2475	2342	1063	379	1681	823	858	2026
%H (All HH)		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%
%H (TV HH)			45.4%	16.2%	71.8%	35.1%	36.6%	
Under 20"	415	415	201	58	331	179	152	356
%V	16.8%	17.7%	18.9%	15.3%	19.7%	21.7%	17.7%	17.6%
%H (All HH)		100.0%	48.4%	14.0%	79.8%	43.1%	36.6%	85.8%
%H (TV HH)			48.4%	14.0%	79.8%	43.1%	36.6%	
20" - 29"	753	753	336	122	583	295	289	608
%V	30.4%	32.2%	31.6%	32.2%	34.7%	35.8%	33.7%	30.0%
%H (All HH)		100.0%	44.6%	16.2%	77.4%	39.2%	38.4%	80.7%
%H (TV HH)			44.6%	16.2%	77.4%	39.2%	38.4%	
30" - 39"	1285	1285	589	218	948	487	461	1045
%V	51.9%	54.9%	55.4%	57.5%	56.4%	59.2%	53.7%	51.6%
%H (All HH)		100.0%	45.8%	17.0%	73.8%	37.9%	35.9%	81.3%
%H (TV HH)			45.8%	17.0%	73.8%	37.9%	35.9%	
40" and over	1318	1318	715	238	924	576	349	1200
%V	53.3%	56.3%	67.3%	62.8%	55.0%	70.0%	40.7%	59.2%
%H (All HH)		100.0%	54.2%	18.1%	70.1%	43.7%	26.5%	91.0%
%H (TV HH)			54.2%	18.1%	70.1%	43.7%	26.5%	

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

April 2015 - March 2016

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	2475	2342	1063	379	1681	823	858	2026
%V (All HH)		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%
%H (TV HH)			45.4%	16.2%	71.8%	35.1%	36.6%	
Main living room	2309	2309	1053	376	1660	818	841	1889
%V	93.3%	98.6%	99.1%	99.2%	98.8%	99.4%	98.0%	93.2%
%H (All HH)		100.0%	45.6%	16.3%	71.9%	35.4%	36.4%	81.8%
%H (TV HH)			45.6%	16.3%	71.9%	35.4%	36.4%	
Kitchen	265	265	149	40	218	139	79	233
%V	10.7%	11.3%	14.0%	10.6%	13.0%	16.9%	9.2%	11.5%
%H (All HH)		100.0%	56.2%	15.1%	82.3%	52.5%	29.8%	87.9%
%H (TV HH)			56.2%	15.1%	82.3%	52.5%	29.8%	
Adult's bedroom	1115	1115	580	199	856	522	334	979
%V	45.1%	47.6%	54.6%	52.5%	50.9%	63.4%	38.9%	48.3%
%H (All HH)		100.0%	52.0%	17.8%	76.8%	46.8%	30.0%	87.8%
%H (TV HH)			52.0%	17.8%	76.8%	46.8%	30.0%	
Child's bedroom	281	281	178	52	197	149	48	276
%V	11.4%	12.0%	16.7%	13.7%	11.7%	18.1%	5.6%	13.6%
%H (All HH)		100.0%	63.3%	18.5%	70.1%	53.0%	17.1%	98.2%
%H (TV HH)			63.3%	18.5%	70.1%	53.0%	17.1%	
Other bedroom	119	119	73	13	97	65	31	113
%V	4.8%	5.1%	6.9%	3.4%	5.8%	7.9%	3.6%	5.6%
%H (All HH)		100.0%	61.3%	10.9%	81.5%	54.6%	26.1%	95.0%
%H (TV HH)			61.3%	10.9%	81.5%	54.6%	26.1%	
Second living/dining room	174	174	90	35	132	81	51	163
%V	7.0%	7.4%	8.5%	9.2%	7.9%	9.8%	5.9%	8.0%
%H (All HH)		100.0%	51.7%	20.1%	75.9%	46.6%	29.3%	93.7%
%H (TV HH)			51.7%	20.1%	75.9%	46.6%	29.3%	
Study/office	30	30	14	8	22	13	8	27
%V	1.2%	1.3%	1.3%	2.1%	1.3%	1.6%	0.9%	1.3%
%H (All HH)		100.0%	46.7%	26.7%	73.3%	43.3%	26.7%	90.0%
%H (TV HH)			46.7%	26.7%	73.3%	43.3%	26.7%	
TV room	37	37	23	3	31	20	11	37
%V	1.5%	1.6%	2.2%	0.8%	1.8%	2.4%	1.3%	1.8%
%H (All HH)		100.0%	62.2%	8.1%	83.8%	54.1%	29.7%	100.0%
%H (TV HH)			62.2%	8.1%	83.8%	54.1%	29.7%	
Conservatory	47	47	25	7	40	24	15	42
%V	1.9%	2.0%	2.4%	1.8%	2.4%	2.9%	1.7%	2.1%
%H (All HH)		100.0%	53.2%	14.9%	85.1%	51.1%	31.9%	89.4%
%H (TV HH)			53.2%	14.9%	85.1%	51.1%	31.9%	
Attic or loft room	4	4	3	1	4	4	0	4
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	75.0%	25.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			75.0%	25.0%	100.0%	100.0%	0.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	20	20	12	3	13	9	4	18
%V	0.8%	0.9%	1.1%	0.8%	0.8%	1.1%	0.5%	0.9%
%H (All HH)		100.0%	60.0%	15.0%	65.0%	45.0%	20.0%	90.0%
%H (TV HH)			60.0%	15.0%	65.0%	45.0%	20.0%	

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

April 2015 - March 2016

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	2475	2342	1063	379	1681	823	858	2026
%H (All HH)		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%
%H (TV HH)			45.4%	16.2%	71.8%	35.1%	36.6%	
Any DSAT provider	1063	1063	1063	8	633	633	0	960
%V	42.9%	45.4%	100.0%	2.1%	37.7%	76.9%	0.0%	47.4%
%H (All HH)			100.0%	0.8%	59.5%	59.5%	0.0%	90.3%
%H (TV HH)			100.0%	0.8%	59.5%	59.5%	0.0%	
Sky with subcription	895	895	895	2	545	545	0	819
%V	36.2%	38.2%	84.2%	0.5%	32.4%	66.2%	0.0%	40.4%
%H (All HH)			100.0%	0.2%	60.9%	60.9%	0.0%	91.5%
%H (TV HH)			100.0%	0.2%	60.9%	60.9%	0.0%	
Sky without subscription	55	55	55	1	29	29	0	45
%V	2.2%	2.3%	5.2%	0.3%	1.7%	3.5%	0.0%	2.2%
%H (All HH)			100.0%	1.8%	52.7%	52.7%	0.0%	81.8%
%H (TV HH)			100.0%	1.8%	52.7%	52.7%	0.0%	
Freesat	112	112	112	5	60	60	0	98
%V	4.5%	4.8%	10.5%	1.3%	3.6%	7.3%	0.0%	4.8%
%H (All HH)			100.0%	4.5%	53.6%	53.6%	0.0%	87.5%
%H (TV HH)			100.0%	4.5%	53.6%	53.6%	0.0%	
Other satellite provider	42	42	42	1	21	21	0	38
%V	1.7%	1.8%	4.0%	0.3%	1.2%	2.6%	0.0%	1.9%
%H (All HH)			100.0%	2.4%	50.0%	50.0%	0.0%	90.5%
%H (TV HH)			100.0%	2.4%	50.0%	50.0%	0.0%	
DCAB	379	379	8	379	196	196	0	342
%V	15.3%	16.2%	0.8%	100.0%	11.7%	23.8%	0.0%	16.9%
%H (All HH)			2.1%	100.0%	51.7%	51.7%	0.0%	90.2%
%H (TV HH)			2.1%	100.0%	51.7%	51.7%	0.0%	
DTT	1681	1681	633	196	1681	823	858	1327
%V	67.9%	71.8%	59.5%	51.7%	100.0%	100.0%	100.0%	65.5%
%H (All HH)		100.0%	37.7%	11.7%	100.0%	49.0%	51.0%	78.9%
%H (TV HH)			37.7%	11.7%	100.0%	49.0%	51.0%	

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

April 2015 - March 2016

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	2475	2342	1063	379	1681	823	858	2026
%H (All HH)		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%
%H (TV HH)			45.4%	16.2%	71.8%	35.1%	36.6%	
PVR	1444	1444	919	313	934	716	218	1319
%V	58.3%	61.7%	86.5%	82.6%	55.6%	87.0%	25.4%	65.1%
%H (All HH)		100.0%	63.6%	21.7%	64.7%	49.6%	15.1%	91.3%
%H (TV HH)			63.6%	21.7%	64.7%	49.6%	15.1%	
DVDR	60	60	26	11	41	19	23	54
%V	2.4%	2.6%	2.4%	2.9%	2.4%	2.3%	2.7%	2.7%
%H (All HH)		100.0%	43.3%	18.3%	68.3%	31.7%	38.3%	90.0%
%H (TV HH)			43.3%	18.3%	68.3%	31.7%	38.3%	
VCR	34	34	18	4	23	12	11	26
%V	1.4%	1.5%	1.7%	1.1%	1.4%	1.5%	1.3%	1.3%
%H (All HH)		100.0%	52.9%	11.8%	67.6%	35.3%	32.4%	76.5%
%H (TV HH)			52.9%	11.8%	67.6%	35.3%	32.4%	
Any recorder	1473	1473	923	316	956	717	239	1339
%V	59.5%	62.9%	86.8%	83.4%	56.9%	87.1%	27.9%	66.1%
%H (All HH)		100.0%	62.7%	21.5%	64.9%	48.7%	16.2%	90.9%
%H (TV HH)			62.7%	21.5%	64.9%	48.7%	16.2%	
Receives HDTV (via STB or built-in reception)	1484	1484	812	310	1026	656	369	1329
%V	60.0%	63.4%	76.4%	81.8%	61.0%	79.7%	43.0%	65.6%
%H (All HH)		100.0%	54.7%	20.9%	69.1%	44.2%	24.9%	89.6%
%H (TV HH)			54.7%	20.9%	69.1%	44.2%	24.9%	
DVD/Blu-ray player or recorder	1811	1811	865	313	1326	706	620	1542
%V	73.2%	77.3%	81.4%	82.6%	78.9%	85.8%	72.3%	76.1%
%H (All HH)		100.0%	47.8%	17.3%	73.2%	39.0%	34.2%	85.1%
%H (TV HH)			47.8%	17.3%	73.2%	39.0%	34.2%	

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

April 2015 - March 2016

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	2475	2342	1063	379	1681	823	858	2026
%H (All HH)		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%
%H (TV HH)			45.4%	16.2%	71.8%	35.1%	36.6%	
Has broadband internet	2026	1918	960	342	1327	750	577	2026
%V	81.9%	81.9%	90.3%	90.2%	78.9%	91.1%	67.2%	100.0%
%H (All HH)		94.7%	47.4%	16.9%	65.5%	37.0%	28.5%	100.0%
%H (TV HH)			50.1%	17.8%	69.2%	39.1%	30.1%	
Number of computers (PCs and laptops)								
0	516	490	128	51	396	92	303	90
%V	20.8%	20.9%	12.0%	13.5%	23.6%	11.2%	35.3%	4.4%
%H (All HH)		95.0%	24.8%	9.9%	76.7%	17.8%	58.7%	17.4%
%H (TV HH)			26.1%	10.4%	80.8%	18.8%	61.8%	
1	626	585	246	102	424	199	225	606
%V	25.3%	25.0%	23.1%	26.9%	25.2%	24.2%	26.2%	29.9%
%H (All HH)		93.5%	39.3%	16.3%	67.7%	31.8%	35.9%	96.8%
%H (TV HH)			42.1%	17.4%	72.5%	34.0%	38.5%	
2	584	547	274	93	376	208	168	582
%V	23.6%	23.4%	25.8%	24.5%	22.4%	25.3%	19.6%	28.7%
%H (All HH)		93.7%	46.9%	15.9%	64.4%	35.6%	28.8%	99.7%
%H (TV HH)			50.1%	17.0%	68.7%	38.0%	30.7%	
3	343	331	185	57	216	134	82	342
%V	13.9%	14.1%	17.4%	15.0%	12.8%	16.3%	9.6%	16.9%
%H (All HH)		96.5%	53.9%	16.6%	63.0%	39.1%	23.9%	99.7%
%H (TV HH)			55.9%	17.2%	65.3%	40.5%	24.8%	
4	202	190	108	38	135	94	41	202
%V	8.2%	8.1%	10.2%	10.0%	8.0%	11.4%	4.8%	10.0%
%H (All HH)		94.1%	53.5%	18.8%	66.8%	46.5%	20.3%	100.0%
%H (TV HH)			56.8%	20.0%	71.1%	49.5%	21.6%	
5+	204	200	122	38	134	95	39	204
%V	8.2%	8.5%	11.5%	10.0%	8.0%	11.5%	4.5%	10.1%
%H (All HH)		98.0%	59.8%	18.6%	65.7%	46.6%	19.1%	100.0%
%H (TV HH)			61.0%	19.0%	67.0%	47.5%	19.5%	

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

April 2015 - March 2016

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	4800	2428	818	3591	2077	1515	4164
%H		50.6%	17.0%	74.8%	43.3%	31.6%	86.8%
Under 20"	502	241	68	409	220	189	434
%V	10.5%	9.9%	8.3%	11.4%	10.6%	12.5%	10.4%
%H		48.0%	13.5%	81.5%	43.8%	37.6%	86.5%
20" - 29"	957	444	152	755	400	355	788
%V	19.9%	18.3%	18.6%	21.0%	19.3%	23.4%	18.9%
%H		46.4%	15.9%	78.9%	41.8%	37.1%	82.3%
30" - 39"	1582	752	277	1184	648	536	1326
%V	33.0%	31.0%	33.9%	33.0%	31.2%	35.4%	31.8%
%H		47.5%	17.5%	74.8%	41.0%	33.9%	83.8%
40" and over	1687	961	305	1195	788	407	1560
%V	35.1%	39.6%	37.3%	33.3%	37.9%	26.9%	37.5%
%H		57.0%	18.1%	70.8%	46.7%	24.1%	92.5%
Don't know	72	29	15	49	21	28	55
%V	1.5%	1.2%	1.8%	1.4%	1.0%	1.8%	1.3%
%H		40.3%	20.8%	68.1%	29.2%	38.9%	76.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	4800	2428	818	3591	2077	1515	4164
%H		50.6%	17.0%	74.8%	43.3%	31.6%	86.8%
Main living room	2322	1060	378	1669	825	844	1902
%V	48.4%	43.7%	46.2%	46.5%	39.7%	55.7%	45.7%
%H		45.7%	16.3%	71.9%	35.5%	36.3%	81.9%
Kitchen	267	150	40	219	140	79	235
%V	5.6%	6.2%	4.9%	6.1%	6.7%	5.2%	5.6%
%H		56.2%	15.0%	82.0%	52.4%	29.6%	88.0%
Adult's bedroom	1388	726	260	1084	681	403	1237
%V	28.9%	29.9%	31.8%	30.2%	32.8%	26.6%	29.7%
%H		52.3%	18.7%	78.1%	49.1%	29.0%	89.1%
Child's bedroom	360	232	66	255	196	59	354
%V	7.5%	9.6%	8.1%	7.1%	9.4%	3.9%	8.5%
%H		64.4%	18.3%	70.8%	54.4%	16.4%	98.3%
Other bedroom	142	89	15	115	79	36	135
%V	3.0%	3.7%	1.8%	3.2%	3.8%	2.4%	3.2%
%H		62.7%	10.6%	81.0%	55.6%	25.4%	95.1%
Second living/dining room	179	91	36	135	82	53	168
%V	3.7%	3.7%	4.4%	3.8%	3.9%	3.5%	4.0%
%H		50.8%	20.1%	75.4%	45.8%	29.6%	93.9%
Study/office	30	14	8	22	14	8	27
%V	0.6%	0.6%	1.0%	0.6%	0.7%	0.5%	0.6%
%H		46.7%	26.7%	73.3%	46.7%	26.7%	90.0%
TV room	38	24	3	32	21	11	38
%V	0.8%	1.0%	0.4%	0.9%	1.0%	0.7%	0.9%
%H		63.2%	7.9%	84.2%	55.3%	28.9%	100.0%
Conservatory	47	25	7	40	24	15	42
%V	1.0%	1.0%	0.9%	1.1%	1.2%	1.0%	1.0%
%H		53.2%	14.9%	85.1%	51.1%	31.9%	89.4%
Attic or loft room	5	3	1	5	4	0	5
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		60.0%	20.0%	100.0%	80.0%	0.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	21	13	3	14	9	5	20
%V	0.4%	0.5%	0.4%	0.4%	0.4%	0.3%	0.5%
%H		61.9%	14.3%	66.7%	42.9%	23.8%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	4800	2428	818	3591	2077	1515	4164
%H		50.6%	17.0%	74.8%	43.3%	31.6%	86.8%
PVR	1960	1284	437	1219	971	248	1818
%V	40.8%	52.9%	53.4%	33.9%	46.8%	16.4%	43.7%
%H		65.5%	22.3%	62.2%	49.5%	12.7%	92.8%
DVDR	66	29	12	45	21	24	60
%V	1.4%	1.2%	1.5%	1.3%	1.0%	1.6%	1.4%
%H		43.9%	18.2%	68.2%	31.8%	36.4%	90.9%
VCR	34	18	4	24	12	12	26
%V	0.7%	0.7%	0.5%	0.7%	0.6%	0.8%	0.6%
%H		52.9%	11.8%	70.6%	35.3%	35.3%	76.5%
Any recorder	2002	1296	441	1251	978	273	1849
%V	41.7%	53.4%	53.9%	34.8%	47.1%	18.0%	44.4%
%H		64.7%	22.0%	62.5%	48.9%	13.6%	92.4%

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	4800	2428	818	3591	2077	1515	4164
%H		50.6%	17.0%	74.8%	43.3%	31.6%	86.8%
Receives HDTV (via STB or built-in reception)	2256	1254	487	1582	1057	525	2060
%V	47.0%	51.6%	59.5%	44.1%	50.9%	34.7%	49.5%
%H		55.6%	21.6%	70.1%	46.9%	23.3%	91.3%
DVD/Blu-ray player or recorder	2747	1384	496	2073	1217	856	2432
%V	57.2%	57.0%	60.6%	57.7%	58.6%	56.5%	58.4%
%H		50.4%	18.1%	75.5%	44.3%	31.2%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2338	1062	379	1680	823	857	1915
%H		45.4%	16.2%	71.9%	35.2%	36.7%	81.9%
Under 20"	31	5	2	25	4	21	26
%V	1.3%	0.5%	0.5%	1.5%	0.5%	2.5%	1.4%
%H		16.1%	6.5%	80.6%	12.9%	67.7%	83.9%
20" - 29"	195	46	17	146	20	126	114
%V	8.3%	4.3%	4.5%	8.7%	2.4%	14.7%	6.0%
%H		23.6%	8.7%	74.9%	10.3%	64.6%	58.5%
30" - 39"	790	299	121	587	230	356	578
%V	33.8%	28.2%	31.9%	34.9%	27.9%	41.5%	30.2%
%H		37.8%	15.3%	74.3%	29.1%	45.1%	73.2%
40" and over	1286	700	233	900	563	337	1171
%V	55.0%	65.9%	61.5%	53.6%	68.4%	39.3%	61.1%
%H		54.4%	18.1%	70.0%	43.8%	26.2%	91.1%
Don't know	36	11	6	22	5	17	25
%V	1.5%	1.0%	1.6%	1.3%	0.6%	2.0%	1.3%
%H		30.6%	16.7%	61.1%	13.9%	47.2%	69.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2338	1062	379	1680	823	857	1915
%H		45.4%	16.2%	71.9%	35.2%	36.7%	81.9%
PVR	1414	905	308	912	706	207	1291
%V	60.5%	85.2%	81.3%	54.3%	85.8%	24.2%	67.4%
%H		64.0%	21.8%	64.5%	49.9%	14.6%	91.3%
DVDR	51	22	9	35	16	19	46
%V	2.2%	2.1%	2.4%	2.1%	1.9%	2.2%	2.4%
%H		43.1%	17.6%	68.6%	31.4%	37.3%	90.2%
VCR	26	14	4	17	9	8	19
%V	1.1%	1.3%	1.1%	1.0%	1.1%	0.9%	1.0%
%H		53.8%	15.4%	65.4%	34.6%	30.8%	73.1%
Any recorder	1442	911	311	933	708	225	1310
%V	61.7%	85.8%	82.1%	55.5%	86.0%	26.3%	68.4%
%H		63.2%	21.6%	64.7%	49.1%	15.6%	90.8%

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	2338	1062	379	1680	823	857	1915
%H		45.4%	16.2%	71.9%	35.2%	36.7%	81.9%
Receives HDTV (via STB or built-in reception)	1445	797	306	994	644	350	1294
%V	61.8%	75.0%	80.7%	59.2%	78.3%	40.8%	67.6%
%H		55.2%	21.2%	68.8%	44.6%	24.2%	89.6%
DVD/Blu-ray player or recorder	1609	759	272	1178	612	565	1358
%V	68.8%	71.5%	71.8%	70.1%	74.4%	65.9%	70.9%
%H		47.2%	16.9%	73.2%	38.0%	35.1%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2462	1366	439	1911	1254	657	2249
%H		55.5%	17.8%	77.6%	50.9%	26.7%	91.3%
Under 20"	470	236	66	383	215	168	408
%V	19.1%	17.3%	15.0%	20.0%	17.1%	25.6%	18.1%
%H		50.2%	14.0%	81.5%	45.7%	35.7%	86.8%
20" - 29"	762	398	136	609	380	230	674
%V	31.0%	29.1%	31.0%	31.9%	30.3%	35.0%	30.0%
%H		52.2%	17.8%	79.9%	49.9%	30.2%	88.5%
30" - 39"	792	453	156	597	418	180	748
%V	32.2%	33.2%	35.5%	31.2%	33.3%	27.4%	33.3%
%H		57.2%	19.7%	75.4%	52.8%	22.7%	94.4%
40" and over	401	261	72	295	225	70	390
%V	16.3%	19.1%	16.4%	15.4%	17.9%	10.7%	17.3%
%H		65.1%	18.0%	73.6%	56.1%	17.5%	97.3%
Don't know	36	17	9	27	16	10	29
%V	1.5%	1.2%	2.1%	1.4%	1.3%	1.5%	1.3%
%H		47.2%	25.0%	75.0%	44.4%	27.8%	80.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2462	1366	439	1911	1254	657	2249
%H		55.5%	17.8%	77.6%	50.9%	26.7%	91.3%
PVR	546	379	129	306	266	41	527
%V	22.2%	27.7%	29.4%	16.0%	21.2%	6.2%	23.4%
%H		69.4%	23.6%	56.0%	48.7%	7.5%	96.5%
DVDR	15	8	2	10	5	5	14
%V	0.6%	0.6%	0.5%	0.5%	0.4%	0.8%	0.6%
%H		53.3%	13.3%	66.7%	33.3%	33.3%	93.3%
VCR	8	4	0	7	3	4	7
%V	0.3%	0.3%	0.0%	0.4%	0.2%	0.6%	0.3%
%H		50.0%	0.0%	87.5%	37.5%	50.0%	87.5%
Any recorder	560	385	131	318	270	47	540
%V	22.7%	28.2%	29.8%	16.6%	21.5%	7.2%	24.0%
%H		68.8%	23.4%	56.8%	48.2%	8.4%	96.4%

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	2462	1366	439	1911	1254	657	2249
%H		55.5%	17.8%	77.6%	50.9%	26.7%	91.3%
Receives HDTV (via STB or built-in reception)	811	457	182	588	414	175	766
%V	32.9%	33.5%	41.5%	30.8%	33.0%	26.6%	34.1%
%H		56.4%	22.4%	72.5%	51.0%	21.6%	94.5%
DVD/Blu-ray player or recorder	1138	625	224	895	605	290	1074
%V	46.2%	45.8%	51.0%	46.8%	48.2%	44.1%	47.8%
%H		54.9%	19.7%	78.6%	53.2%	25.5%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	5277	5034	2584	839	3520	1995	1525	4699
%H		95.4%	49.0%	15.9%	66.7%	37.8%	28.9%	89.0%
Total Children	902	873	536	134	563	377	185	878
%V	17.1%	17.3%	20.7%	16.0%	16.0%	18.9%	12.1%	18.7%
%H		96.8%	59.4%	14.9%	62.4%	41.8%	20.5%	97.3%
0 - 3	228	217	123	31	138	82	56	217
%V	4.3%	4.3%	4.8%	3.7%	3.9%	4.1%	3.7%	4.6%
%H		95.2%	53.9%	13.6%	60.5%	36.0%	24.6%	95.2%
4 - 15	674	656	413	104	425	295	129	662
%V	12.8%	13.0%	16.0%	12.4%	12.1%	14.8%	8.5%	14.1%
%H		97.3%	61.3%	15.4%	63.1%	43.8%	19.1%	98.2%
4 - 9	357	347	214	58	211	145	67	349
%V	6.8%	6.9%	8.3%	6.9%	6.0%	7.3%	4.4%	7.4%
%H		97.2%	59.9%	16.2%	59.1%	40.6%	18.8%	97.8%
10 - 15	317	309	199	46	213	151	63	312
%V	6.0%	6.1%	7.7%	5.5%	6.1%	7.6%	4.1%	6.6%
%H		97.5%	62.8%	14.5%	67.2%	47.6%	19.9%	98.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	5277	5034	2584	839	3520	1995	1525	4699
%H		95.4%	49.0%	15.9%	66.7%	37.8%	28.9%	89.0%
Total Adults (16+)	4375	4160	2048	705	2957	1618	1340	3820
%V	82.9%	82.6%	79.3%	84.0%	84.0%	81.1%	87.9%	81.3%
%H		95.1%	46.8%	16.1%	67.6%	37.0%	30.6%	87.3%
16 - 19	230	217	116	42	150	98	52	224
%V	4.4%	4.3%	4.5%	5.0%	4.3%	4.9%	3.4%	4.8%
%H		94.3%	50.4%	18.3%	65.2%	42.6%	22.6%	97.4%
20 - 24	355	307	142	52	210	115	95	341
%V	6.7%	6.1%	5.5%	6.2%	6.0%	5.8%	6.2%	7.3%
%H		86.5%	40.0%	14.6%	59.2%	32.4%	26.8%	96.1%
25 - 34	707	633	336	104	392	233	158	676
%V	13.4%	12.6%	13.0%	12.4%	11.1%	11.7%	10.4%	14.4%
%H		89.5%	47.5%	14.7%	55.4%	33.0%	22.3%	95.6%
35 - 44	658	630	369	102	409	259	151	630
%V	12.5%	12.5%	14.3%	12.2%	11.6%	13.0%	9.9%	13.4%
%H		95.7%	56.1%	15.5%	62.2%	39.4%	22.9%	95.7%
45 - 54	793	772	406	141	543	325	218	733
%V	15.0%	15.3%	15.7%	16.8%	15.4%	16.3%	14.3%	15.6%
%H		97.4%	51.2%	17.8%	68.5%	41.0%	27.5%	92.4%
55 - 64	682	667	320	116	505	272	233	603
%V	12.9%	13.2%	12.4%	13.8%	14.3%	13.6%	15.3%	12.8%
%H		97.8%	46.9%	17.0%	74.0%	39.9%	34.2%	88.4%
65+	951	935	359	147	749	316	433	612
%V	18.0%	18.6%	13.9%	17.5%	21.3%	15.8%	28.4%	13.0%
%H		98.3%	37.7%	15.5%	78.8%	33.2%	45.5%	64.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	4375	4160	2048	705	2957	1618	1340	3820
%H		95.1%	46.8%	16.1%	67.6%	37.0%	30.6%	87.3%
AB	1104	1056	528	205	741	425	315	1062
%V	25.2%	25.4%	25.8%	29.1%	25.1%	26.3%	23.5%	27.8%
%H		95.7%	47.8%	18.6%	67.1%	38.5%	28.5%	96.2%
C1	1238	1152	575	211	796	454	342	1148
%V	28.3%	27.7%	28.1%	29.9%	26.9%	28.1%	25.5%	30.1%
%H		93.1%	46.4%	17.0%	64.3%	36.7%	27.6%	92.7%
C2	896	876	472	131	646	382	264	792
%V	20.5%	21.1%	23.0%	18.6%	21.8%	23.6%	19.7%	20.7%
%H		97.8%	52.7%	14.6%	72.1%	42.6%	29.5%	88.4%
D	719	682	331	100	479	245	234	579
%V	16.4%	16.4%	16.2%	14.2%	16.2%	15.1%	17.5%	15.2%
%H		94.9%	46.0%	13.9%	66.6%	34.1%	32.5%	80.5%
E	418	395	142	59	295	111	184	239
%V	9.6%	9.5%	6.9%	8.4%	10.0%	6.9%	13.7%	6.3%
%H		94.5%	34.0%	14.1%	70.6%	26.6%	44.0%	57.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	4375	4160	2048	705	2957	1618	1340	3820
%H		95.1%	46.8%	16.1%	67.6%	37.0%	30.6%	87.3%
Working full time	2011	1922	1052	332	1302	804	498	1937
%V	46.0%	46.2%	51.4%	47.1%	44.0%	49.7%	37.2%	50.7%
%H		95.6%	52.3%	16.5%	64.7%	40.0%	24.8%	96.3%
Working part time	411	399	219	70	275	166	109	393
%V	9.4%	9.6%	10.7%	9.9%	9.3%	10.3%	8.1%	10.3%
%H		97.1%	53.3%	17.0%	66.9%	40.4%	26.5%	95.6%
Not working	1952	1839	777	304	1380	648	733	1491
%V	44.6%	44.2%	37.9%	43.1%	46.7%	40.0%	54.7%	39.0%
%H		94.2%	39.8%	15.6%	70.7%	33.2%	37.6%	76.4%
Housewife/Houseperson	2475	2342	1063	379	1681	823	858	2026
%V	56.6%	56.3%	51.9%	53.8%	56.8%	50.9%	64.0%	53.0%
%H		94.6%	42.9%	15.3%	67.9%	33.3%	34.7%	81.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2103	1990	1005	342	1404	801	603	1856
%H		94.6%	47.8%	16.3%	66.8%	38.1%	28.7%	88.3%
16 - 19	118	109	55	26	75	49	26	116
%V	5.6%	5.5%	5.5%	7.6%	5.3%	6.1%	4.3%	6.3%
%H		92.4%	46.6%	22.0%	63.6%	41.5%	22.0%	98.3%
20 - 24	173	153	72	31	103	62	42	166
%V	8.2%	7.7%	7.2%	9.1%	7.3%	7.7%	7.0%	8.9%
%H		88.4%	41.6%	17.9%	59.5%	35.8%	24.3%	96.0%
25 - 34	348	307	164	49	188	114	74	329
%V	16.5%	15.4%	16.3%	14.3%	13.4%	14.2%	12.3%	17.7%
%H		88.2%	47.1%	14.1%	54.0%	32.8%	21.3%	94.5%
35 - 44	321	304	184	42	199	128	70	304
%V	15.3%	15.3%	18.3%	12.3%	14.2%	16.0%	11.6%	16.4%
%H		94.7%	57.3%	13.1%	62.0%	39.9%	21.8%	94.7%
45 - 54	383	372	199	65	262	158	104	350
%V	18.2%	18.7%	19.8%	19.0%	18.7%	19.7%	17.2%	18.9%
%H		97.1%	52.0%	17.0%	68.4%	41.3%	27.2%	91.4%
55 - 64	332	324	156	55	245	133	113	289
%V	15.8%	16.3%	15.5%	16.1%	17.5%	16.6%	18.7%	15.6%
%H		97.6%	47.0%	16.6%	73.8%	40.1%	34.0%	87.0%
65+	428	421	175	73	332	157	175	301
%V	20.4%	21.2%	17.4%	21.3%	23.6%	19.6%	29.0%	16.2%
%H		98.4%	40.9%	17.1%	77.6%	36.7%	40.9%	70.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2103	1990	1005	342	1404	801	603	1856
%H		94.6%	47.8%	16.3%	66.8%	38.1%	28.7%	88.3%
AB	536	511	262	103	357	216	140	519
%V	25.5%	25.7%	26.1%	30.1%	25.4%	27.0%	23.2%	28.0%
%H		95.3%	48.9%	19.2%	66.6%	40.3%	26.1%	96.8%
C1	575	530	275	102	359	218	140	538
%V	27.3%	26.6%	27.4%	29.8%	25.6%	27.2%	23.2%	29.0%
%H		92.2%	47.8%	17.7%	62.4%	37.9%	24.3%	93.6%
C2	477	466	250	66	343	201	142	421
%V	22.7%	23.4%	24.9%	19.3%	24.4%	25.1%	23.5%	22.7%
%H		97.7%	52.4%	13.8%	71.9%	42.1%	29.8%	88.3%
D	325	307	155	43	214	115	99	266
%V	15.5%	15.4%	15.4%	12.6%	15.2%	14.4%	16.4%	14.3%
%H		94.5%	47.7%	13.2%	65.8%	35.4%	30.5%	81.8%
E	189	176	63	27	131	50	81	111
%V	9.0%	8.8%	6.3%	7.9%	9.3%	6.2%	13.4%	6.0%
%H		93.1%	33.3%	14.3%	69.3%	26.5%	42.9%	58.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2103	1990	1005	342	1404	801	603	1856
%H		94.6%	47.8%	16.3%	66.8%	38.1%	28.7%	88.3%
Working full time	1184	1132	633	184	773	486	288	1138
%V	56.3%	56.9%	63.0%	53.8%	55.1%	60.7%	47.8%	61.3%
%H		95.6%	53.5%	15.5%	65.3%	41.0%	24.3%	96.1%
Working part time	71	68	36	11	45	25	20	64
%V	3.4%	3.4%	3.6%	3.2%	3.2%	3.1%	3.3%	3.4%
%H		95.8%	50.7%	15.5%	63.4%	35.2%	28.2%	90.1%
Not working	847	789	337	146	585	290	295	653
%V	40.3%	39.6%	33.5%	42.7%	41.7%	36.2%	48.9%	35.2%
%H		93.2%	39.8%	17.2%	69.1%	34.2%	34.8%	77.1%
Housewife/Houseperson	603	555	225	82	397	167	230	440
%V	28.7%	27.9%	22.4%	24.0%	28.3%	20.8%	38.1%	23.7%
%H		92.0%	37.3%	13.6%	65.8%	27.7%	38.1%	73.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2272	2171	1043	363	1554	817	737	1965
%H		95.6%	45.9%	16.0%	68.4%	36.0%	32.4%	86.5%
16 - 19	112	108	61	15	75	49	27	108
%V	4.9%	5.0%	5.8%	4.1%	4.8%	6.0%	3.7%	5.5%
%H		96.4%	54.5%	13.4%	67.0%	43.8%	24.1%	96.4%
20 - 24	181	154	70	21	107	53	53	175
%V	8.0%	7.1%	6.7%	5.8%	6.9%	6.5%	7.2%	8.9%
%H		85.1%	38.7%	11.6%	59.1%	29.3%	29.3%	96.7%
25 - 34	359	326	172	55	204	119	85	347
%V	15.8%	15.0%	16.5%	15.2%	13.1%	14.6%	11.5%	17.7%
%H		90.8%	47.9%	15.3%	56.8%	33.1%	23.7%	96.7%
35 - 44	336	326	185	60	211	130	80	326
%V	14.8%	15.0%	17.7%	16.5%	13.6%	15.9%	10.9%	16.6%
%H		97.0%	55.1%	17.9%	62.8%	38.7%	23.8%	97.0%
45 - 54	410	400	207	76	281	167	114	383
%V	18.0%	18.4%	19.8%	20.9%	18.1%	20.4%	15.5%	19.5%
%H		97.6%	50.5%	18.5%	68.5%	40.7%	27.8%	93.4%
55 - 64	351	344	164	61	259	139	120	314
%V	15.4%	15.8%	15.7%	16.8%	16.7%	17.0%	16.3%	16.0%
%H		98.0%	46.7%	17.4%	73.8%	39.6%	34.2%	89.5%
65+	523	514	184	75	417	159	257	311
%V	23.0%	23.7%	17.6%	20.7%	26.8%	19.5%	34.9%	15.8%
%H		98.3%	35.2%	14.3%	79.7%	30.4%	49.1%	59.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2272	2171	1043	363	1554	817	737	1965
%H		95.6%	45.9%	16.0%	68.4%	36.0%	32.4%	86.5%
AB	568	545	266	102	384	209	175	543
%V	25.0%	25.1%	25.5%	28.1%	24.7%	25.6%	23.7%	27.6%
%H		96.0%	46.8%	18.0%	67.6%	36.8%	30.8%	95.6%
C1	663	622	300	108	437	236	202	610
%V	29.2%	28.7%	28.8%	29.8%	28.1%	28.9%	27.4%	31.0%
%H		93.8%	45.2%	16.3%	65.9%	35.6%	30.5%	92.0%
C2	419	411	222	65	303	181	122	371
%V	18.4%	18.9%	21.3%	17.9%	19.5%	22.2%	16.6%	18.9%
%H		98.1%	53.0%	15.5%	72.3%	43.2%	29.1%	88.5%
D	394	375	176	57	265	130	135	314
%V	17.3%	17.3%	16.9%	15.7%	17.1%	15.9%	18.3%	16.0%
%H		95.2%	44.7%	14.5%	67.3%	33.0%	34.3%	79.7%
E	229	219	79	32	164	61	103	128
%V	10.1%	10.1%	7.6%	8.8%	10.6%	7.5%	14.0%	6.5%
%H		95.6%	34.5%	14.0%	71.6%	26.6%	45.0%	55.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2272	2171	1043	363	1554	817	737	1965
%H		95.6%	45.9%	16.0%	68.4%	36.0%	32.4%	86.5%
Working full time	827	790	419	147	529	318	211	799
%V	36.4%	36.4%	40.2%	40.5%	34.0%	38.9%	28.6%	40.7%
%H		95.5%	50.7%	17.8%	64.0%	38.5%	25.5%	96.6%
Working part time	341	331	184	59	230	141	89	329
%V	15.0%	15.2%	17.6%	16.3%	14.8%	17.3%	12.1%	16.7%
%H		97.1%	54.0%	17.3%	67.4%	41.3%	26.1%	96.5%
Not working	1105	1050	440	158	795	358	438	837
%V	48.6%	48.4%	42.2%	43.5%	51.2%	43.8%	59.4%	42.6%
%H		95.0%	39.8%	14.3%	71.9%	32.4%	39.6%	75.7%
Housewife/Houseperson	1872	1787	838	297	1284	656	629	1585
%V	82.4%	82.3%	80.3%	81.8%	82.6%	80.3%	85.3%	80.7%
%H		95.5%	44.8%	15.9%	68.6%	35.0%	33.6%	84.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2015 - March 2016

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	728	693	344	60	509	221	288	577
%H (All HH)		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%
%H (TV HH)			49.6%	8.7%	73.4%	31.9%	41.6%	
AB	151	145	76	16	107	54	53	142
%V	20.7%	20.9%	22.1%	26.7%	21.0%	24.4%	18.4%	24.6%
%H (All HH)		96.0%	50.3%	10.6%	70.9%	35.8%	35.1%	94.0%
%H (TV HH)			52.4%	11.0%	73.8%	37.2%	36.6%	
C1	165	160	85	18	113	54	58	145
%V	22.7%	23.1%	24.7%	30.0%	22.2%	24.4%	20.1%	25.1%
%H (All HH)		97.0%	51.5%	10.9%	68.5%	32.7%	35.2%	87.9%
%H (TV HH)			53.1%	11.3%	70.6%	33.8%	36.3%	
C2	145	138	72	9	105	49	56	121
%V	19.9%	19.9%	20.9%	15.0%	20.6%	22.2%	19.4%	21.0%
%H (All HH)		95.2%	49.7%	6.2%	72.4%	33.8%	38.6%	83.4%
%H (TV HH)			52.2%	6.5%	76.1%	35.5%	40.6%	
D	134	128	66	9	89	37	52	104
%V	18.4%	18.5%	19.2%	15.0%	17.5%	16.7%	18.1%	18.0%
%H (All HH)		95.5%	49.3%	6.7%	66.4%	27.6%	38.8%	77.6%
%H (TV HH)			51.6%	7.0%	69.5%	28.9%	40.6%	
E	132	123	45	8	96	26	70	65
%V	18.1%	17.7%	13.1%	13.3%	18.9%	11.8%	24.3%	11.3%
%H (All HH)		93.2%	34.1%	6.1%	72.7%	19.7%	53.0%	49.2%
%H (TV HH)			36.6%	6.5%	78.0%	21.1%	56.9%	

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

April 2015 - March 2016

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	728	693	344	60	509	221	288	577
%H (All HH)		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%
%H (TV HH)			49.6%	8.7%	73.4%	31.9%	41.6%	
Under 25	22	20	11	1	12	4	8	20
%V	3.0%	2.9%	3.2%	1.7%	2.4%	1.8%	2.8%	3.5%
%H (All HH)		90.9%	50.0%	4.5%	54.5%	18.2%	36.4%	90.9%
%H (TV HH)			55.0%	5.0%	60.0%	20.0%	40.0%	
25 - 34	113	106	59	11	70	36	35	104
%V	15.5%	15.3%	17.2%	18.3%	13.8%	16.3%	12.2%	18.0%
%H (All HH)		93.8%	52.2%	9.7%	61.9%	31.9%	31.0%	92.0%
%H (TV HH)			55.7%	10.4%	66.0%	34.0%	33.0%	
35 - 44	129	124	76	10	82	45	36	122
%V	17.7%	17.9%	22.1%	16.7%	16.1%	20.4%	12.5%	21.1%
%H (All HH)		96.1%	58.9%	7.8%	63.6%	34.9%	27.9%	94.6%
%H (TV HH)			61.3%	8.1%	66.1%	36.3%	29.0%	
45 - 54	154	148	84	12	108	55	53	136
%V	21.2%	21.4%	24.4%	20.0%	21.2%	24.9%	18.4%	23.6%
%H (All HH)		96.1%	54.5%	7.8%	70.1%	35.7%	34.4%	88.3%
%H (TV HH)			56.8%	8.1%	73.0%	37.2%	35.8%	
55 - 64	121	116	54	10	88	36	52	99
%V	16.6%	16.7%	15.7%	16.7%	17.3%	16.3%	18.1%	17.2%
%H (All HH)		95.9%	44.6%	8.3%	72.7%	29.8%	43.0%	81.8%
%H (TV HH)			46.6%	8.6%	75.9%	31.0%	44.8%	
65 +	188	180	61	15	149	45	104	96
%V	25.8%	26.0%	17.7%	25.0%	29.3%	20.4%	36.1%	16.6%
%H (All HH)		95.7%	32.4%	8.0%	79.3%	23.9%	55.3%	51.1%
%H (TV HH)			33.9%	8.3%	82.8%	25.0%	57.8%	

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

April 2015 - March 2016

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	728	693	344	60	509	221	288	577
%H (All HH)		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%
%H (TV HH)			49.6%	8.7%	73.4%	31.9%	41.6%	
1	207	188	59	15	148	34	113	106
%V	28.4%	27.1%	17.2%	25.0%	29.1%	15.4%	39.2%	18.4%
%H (All HH)		90.8%	28.5%	7.2%	71.5%	16.4%	54.6%	51.2%
%H (TV HH)			31.4%	8.0%	78.7%	18.1%	60.1%	
2	225	218	111	19	160	73	87	185
%V	30.9%	31.5%	32.3%	31.7%	31.4%	33.0%	30.2%	32.1%
%H (All HH)		96.9%	49.3%	8.4%	71.1%	32.4%	38.7%	82.2%
%H (TV HH)			50.9%	8.7%	73.4%	33.5%	39.9%	
3	121	118	67	12	83	43	39	115
%V	16.6%	17.0%	19.5%	20.0%	16.3%	19.5%	13.5%	19.9%
%H (All HH)		97.5%	55.4%	9.9%	68.6%	35.5%	32.2%	95.0%
%H (TV HH)			56.8%	10.2%	70.3%	36.4%	33.1%	
4	102	98	62	9	68	41	27	99
%V	14.0%	14.1%	18.0%	15.0%	13.4%	18.6%	9.4%	17.2%
%H (All HH)		96.1%	60.8%	8.8%	66.7%	40.2%	26.5%	97.1%
%H (TV HH)			63.3%	9.2%	69.4%	41.8%	27.6%	
5+	73	72	46	5	50	29	21	71
%V	10.0%	10.4%	13.4%	8.3%	9.8%	13.1%	7.3%	12.3%
%H (All HH)		98.6%	63.0%	6.8%	68.5%	39.7%	28.8%	97.3%
%H (TV HH)			63.9%	6.9%	69.4%	40.3%	29.2%	
Average HH size	2.52	2.55	2.86	2.53	2.49	2.88	2.19	2.79

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

April 2015 - March 2016

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	728	693	344	60	509	221	288	577
%H (All HH)		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%
%H (TV HH)			49.6%	8.7%	73.4%	31.9%	41.6%	
Without	519	490	217	43	375	144	230	377
%V	71.3%	70.7%	63.1%	71.7%	73.7%	65.2%	79.9%	65.3%
%H (All HH)		94.4%	41.8%	8.3%	72.3%	27.7%	44.3%	72.6%
%H (TV HH)			44.3%	8.8%	76.5%	29.4%	46.9%	
With	209	203	127	17	134	76	58	200
%V	28.7%	29.3%	36.9%	28.3%	26.3%	34.4%	20.1%	34.7%
%H (All HH)		97.1%	60.8%	8.1%	64.1%	36.4%	27.8%	95.7%
%H (TV HH)			62.6%	8.4%	66.0%	37.4%	28.6%	
0 - 3	82	80	49	9	50	28	22	78
%V	11.3%	11.5%	14.2%	15.0%	9.8%	12.7%	7.6%	13.5%
%H (All HH)		97.6%	59.8%	11.0%	61.0%	34.1%	26.8%	95.1%
%H (TV HH)			61.3%	11.3%	62.5%	35.0%	27.5%	
4 - 9	109	106	65	9	72	42	31	103
%V	15.0%	15.3%	18.9%	15.0%	14.1%	19.0%	10.8%	17.9%
%H (All HH)		97.2%	59.6%	8.3%	66.1%	38.5%	28.4%	94.5%
%H (TV HH)			61.3%	8.5%	67.9%	39.6%	29.2%	
10 - 15	102	99	64	6	66	38	29	99
%V	14.0%	14.3%	18.6%	10.0%	13.0%	17.2%	10.1%	17.2%
%H (All HH)		97.1%	62.7%	5.9%	64.7%	37.3%	28.4%	97.1%
%H (TV HH)			64.6%	6.1%	66.7%	38.4%	29.3%	

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

April 2015 - March 2016

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	728	693	344	60	509	221	288	577
%H (All HH)		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%
%H (TV HH)			49.6%	8.7%	73.4%	31.9%	41.6%	
1	237	237	94	20	161	41	120	158
%V	32.6%	34.2%	27.3%	33.3%	31.6%	18.6%	41.7%	27.4%
%H (All HH)		100.0%	39.7%	8.4%	67.9%	17.3%	50.6%	66.7%
%H (TV HH)			39.7%	8.4%	67.9%	17.3%	50.6%	
2	289	289	139	24	214	88	126	240
%V	39.7%	41.7%	40.4%	40.0%	42.0%	39.8%	43.8%	41.6%
%H (All HH)		100.0%	48.1%	8.3%	74.0%	30.4%	43.6%	83.0%
%H (TV HH)			48.1%	8.3%	74.0%	30.4%	43.6%	
3	107	107	68	10	84	54	30	100
%V	14.7%	15.4%	19.8%	16.7%	16.5%	24.4%	10.4%	17.3%
%H (All HH)		100.0%	63.6%	9.3%	78.5%	50.5%	28.0%	93.5%
%H (TV HH)			63.6%	9.3%	78.5%	50.5%	28.0%	
4	39	39	28	4	32	24	8	39
%V	5.4%	5.6%	8.1%	6.7%	6.3%	10.9%	2.8%	6.8%
%H (All HH)		100.0%	71.8%	10.3%	82.1%	61.5%	20.5%	100.0%
%H (TV HH)			71.8%	10.3%	82.1%	61.5%	20.5%	
5+	21	21	16	2	18	15	4	21
%V	2.9%	3.0%	4.7%	3.3%	3.5%	6.8%	1.4%	3.6%
%H (All HH)		100.0%	76.2%	9.5%	85.7%	71.4%	19.0%	100.0%
%H (TV HH)			76.2%	9.5%	85.7%	71.4%	19.0%	

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

April 2015 - March 2016

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	728	693	344	60	509	221	288	577
%H (All HH)		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%
%H (TV HH)			49.6%	8.7%	73.4%	31.9%	41.6%	
Under 20"	88	88	43	10	75	39	35	70
%V	12.1%	12.7%	12.5%	16.7%	14.7%	17.6%	12.2%	12.1%
%H (All HH)		100.0%	48.9%	11.4%	85.2%	44.3%	39.8%	79.5%
%H (TV HH)			48.9%	11.4%	85.2%	44.3%	39.8%	
20" - 29"	290	290	138	19	231	97	134	228
%V	39.8%	41.8%	40.1%	31.7%	45.4%	43.9%	46.5%	39.5%
%H (All HH)		100.0%	47.6%	6.6%	79.7%	33.4%	46.2%	78.6%
%H (TV HH)			47.6%	6.6%	79.7%	33.4%	46.2%	
30" - 39"	374	374	191	33	275	124	151	309
%V	51.4%	54.0%	55.5%	55.0%	54.0%	56.1%	52.4%	53.6%
%H (All HH)		100.0%	51.1%	8.8%	73.5%	33.2%	40.4%	82.6%
%H (TV HH)			51.1%	8.8%	73.5%	33.2%	40.4%	
40" and over	362	362	218	35	253	143	110	327
%V	49.7%	52.2%	63.4%	58.3%	49.7%	64.7%	38.2%	56.7%
%H (All HH)		100.0%	60.2%	9.7%	69.9%	39.5%	30.4%	90.3%
%H (TV HH)			60.2%	9.7%	69.9%	39.5%	30.4%	

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

April 2015 - March 2016

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	728	693	344	60	509	221	288	577
%V (All HH)		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%
%H (TV HH)			49.6%	8.7%	73.4%	31.9%	41.6%	
Main living room	679	679	340	59	498	217	281	547
%V	93.3%	98.0%	98.8%	98.3%	97.8%	98.2%	97.6%	94.8%
%H (All HH)		100.0%	50.1%	8.7%	73.3%	32.0%	41.4%	80.6%
%H (TV HH)			50.1%	8.7%	73.3%	32.0%	41.4%	
Kitchen	174	174	90	9	151	76	75	149
%V	23.9%	25.1%	26.2%	15.0%	29.7%	34.4%	26.0%	25.8%
%H (All HH)		100.0%	51.7%	5.2%	86.8%	43.7%	43.1%	85.6%
%H (TV HH)			51.7%	5.2%	86.8%	43.7%	43.1%	
Adult's bedroom	248	248	145	26	184	107	77	220
%V	34.1%	35.8%	42.2%	43.3%	36.1%	48.4%	26.7%	38.1%
%H (All HH)		100.0%	58.5%	10.5%	74.2%	43.1%	31.0%	88.7%
%H (TV HH)			58.5%	10.5%	74.2%	43.1%	31.0%	
Child's bedroom	60	60	40	7	44	31	13	59
%V	8.2%	8.7%	11.6%	11.7%	8.6%	14.0%	4.5%	10.2%
%H (All HH)		100.0%	66.7%	11.7%	73.3%	51.7%	21.7%	98.3%
%H (TV HH)			66.7%	11.7%	73.3%	51.7%	21.7%	
Other bedroom	28	28	20	3	24	18	6	28
%V	3.8%	4.0%	5.8%	5.0%	4.7%	8.1%	2.1%	4.9%
%H (All HH)		100.0%	71.4%	10.7%	85.7%	64.3%	21.4%	100.0%
%H (TV HH)			71.4%	10.7%	85.7%	64.3%	21.4%	
Second living/dining room	118	118	70	10	84	45	39	109
%V	16.2%	17.0%	20.3%	16.7%	16.5%	20.4%	13.5%	18.9%
%H (All HH)		100.0%	59.3%	8.5%	71.2%	38.1%	33.1%	92.4%
%H (TV HH)			59.3%	8.5%	71.2%	38.1%	33.1%	
Study/office	9	9	6	1	7	5	2	8
%V	1.2%	1.3%	1.7%	1.7%	1.4%	2.3%	0.7%	1.4%
%H (All HH)		100.0%	66.7%	11.1%	77.8%	55.6%	22.2%	88.9%
%H (TV HH)			66.7%	11.1%	77.8%	55.6%	22.2%	
TV room	13	13	8	1	11	7	4	13
%V	1.8%	1.9%	2.3%	1.7%	2.2%	3.2%	1.4%	2.3%
%H (All HH)		100.0%	61.5%	7.7%	84.6%	53.8%	30.8%	100.0%
%H (TV HH)			61.5%	7.7%	84.6%	53.8%	30.8%	
Conservatory	12	12	7	2	12	8	4	11
%V	1.6%	1.7%	2.0%	3.3%	2.4%	3.6%	1.4%	1.9%
%H (All HH)		100.0%	58.3%	16.7%	100.0%	66.7%	33.3%	91.7%
%H (TV HH)			58.3%	16.7%	100.0%	66.7%	33.3%	
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%	0.3%
%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	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	8	8	5	1	6	4	2	7
%V	1.1%	1.2%	1.5%	1.7%	1.2%	1.8%	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

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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	728	693	344	60	509	221	288	577
%H (All HH)		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%
%H (TV HH)			49.6%	8.7%	73.4%	31.9%	41.6%	
Any DSAT provider	344	344	344	5	188	188	0	314
%V	47.3%	49.6%	100.0%	8.3%	36.9%	85.1%	0.0%	54.4%
%H (All HH)			100.0%	1.5%	54.7%	54.7%	0.0%	91.3%
%H (TV HH)			100.0%	1.5%	54.7%	54.7%	0.0%	
Sky with subcription	284	284	284	3	152	152	0	265
%V	39.0%	41.0%	82.6%	5.0%	29.9%	68.8%	0.0%	45.9%
%H (All HH)			100.0%	1.1%	53.5%	53.5%	0.0%	93.3%
%H (TV HH)			100.0%	1.1%	53.5%	53.5%	0.0%	
Sky without subcription	26	26	26	0	16	16	0	21
%V	3.6%	3.8%	7.6%	0.0%	3.1%	7.2%	0.0%	3.6%
%H (All HH)			100.0%	0.0%	61.5%	61.5%	0.0%	80.8%
%H (TV HH)			100.0%	0.0%	61.5%	61.5%	0.0%	
Freesat	33	33	33	1	26	26	0	28
%V	4.5%	4.8%	9.6%	1.7%	5.1%	11.8%	0.0%	4.9%
%H (All HH)			100.0%	3.0%	78.8%	78.8%	0.0%	84.8%
%H (TV HH)			100.0%	3.0%	78.8%	78.8%	0.0%	
Other satellite provider	26	26	26	1	15	15	0	23
%V	3.6%	3.8%	7.6%	1.7%	2.9%	6.8%	0.0%	4.0%
%H (All HH)			100.0%	3.8%	57.7%	57.7%	0.0%	88.5%
%H (TV HH)			100.0%	3.8%	57.7%	57.7%	0.0%	
DCAB	60	60	5	60	34	34	0	54
%V	8.2%	8.7%	1.5%	100.0%	6.7%	15.4%	0.0%	9.4%
%H (All HH)			8.3%	100.0%	56.7%	56.7%	0.0%	90.0%
%H (TV HH)			8.3%	100.0%	56.7%	56.7%	0.0%	
DTT	509	509	188	34	509	221	288	391
%V	69.9%	73.4%	54.7%	56.7%	100.0%	100.0%	100.0%	67.8%
%H (All HH)		100.0%	36.9%	6.7%	100.0%	43.4%	56.6%	76.8%
%H (TV HH)			36.9%	6.7%	100.0%	43.4%	56.6%	

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

April 2015 - March 2016

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	728	693	344	60	509	221	288	577
%H (All HH)		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%
%H (TV HH)			49.6%	8.7%	73.4%	31.9%	41.6%	
PVR	376	376	284	48	229	181	48	347
%V	51.6%	54.3%	82.6%	80.0%	45.0%	81.9%	16.7%	60.1%
%H (All HH)		100.0%	75.5%	12.8%	60.9%	48.1%	12.8%	92.3%
%H (TV HH)			75.5%	12.8%	60.9%	48.1%	12.8%	
DVDR	18	18	10	2	14	8	6	16
%V	2.5%	2.6%	2.9%	3.3%	2.8%	3.6%	2.1%	2.8%
%H (All HH)		100.0%	55.6%	11.1%	77.8%	44.4%	33.3%	88.9%
%H (TV HH)			55.6%	11.1%	77.8%	44.4%	33.3%	
VCR	4	4	2	0	4	2	2	3
%V	0.5%	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	384	384	286	49	236	183	54	352
%V	52.7%	55.4%	83.1%	81.7%	46.4%	82.8%	18.8%	61.0%
%H (All HH)		100.0%	74.5%	12.8%	61.5%	47.7%	14.1%	91.7%
%H (TV HH)			74.5%	12.8%	61.5%	47.7%	14.1%	
Receives HDTV (via STB or built-in reception)	398	398	242	43	276	159	117	356
%V	54.7%	57.4%	70.3%	71.7%	54.2%	71.9%	40.6%	61.7%
%H (All HH)		100.0%	60.8%	10.8%	69.3%	39.9%	29.4%	89.4%
%H (TV HH)			60.8%	10.8%	69.3%	39.9%	29.4%	
DVD/Blu-ray player or recorder	459	459	245	42	332	159	173	392
%V	63.0%	66.2%	71.2%	70.0%	65.2%	71.9%	60.1%	67.9%
%H (All HH)		100.0%	53.4%	9.2%	72.3%	34.6%	37.7%	85.4%
%H (TV HH)			53.4%	9.2%	72.3%	34.6%	37.7%	

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

April 2015 - March 2016

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	728	693	344	60	509	221	288	577
%H (All HH)		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%
%H (TV HH)			49.6%	8.7%	73.4%	31.9%	41.6%	
Has broadband internet	577	558	314	54	391	202	190	577
%V	79.3%	80.5%	91.3%	90.0%	76.8%	91.4%	66.0%	100.0%
%H (All HH)		96.7%	54.4%	9.4%	67.8%	35.0%	32.9%	100.0%
%H (TV HH)			56.3%	9.7%	70.1%	36.2%	34.1%	
Number of computers (PCs and laptops)								
0	165	149	37	7	128	24	104	25
%V	22.7%	21.5%	10.8%	11.7%	25.1%	10.9%	36.1%	4.3%
%H (All HH)		90.3%	22.4%	4.2%	77.6%	14.5%	63.0%	15.2%
%H (TV HH)			24.8%	4.7%	85.9%	16.1%	69.8%	
1	199	190	90	16	137	53	84	190
%V	27.3%	27.4%	26.2%	26.7%	26.9%	24.0%	29.2%	32.9%
%H (All HH)		95.5%	45.2%	8.0%	68.8%	26.6%	42.2%	95.5%
%H (TV HH)			47.4%	8.4%	72.1%	27.9%	44.2%	
2	176	170	100	13	116	60	56	174
%V	24.2%	24.5%	29.1%	21.7%	22.8%	27.1%	19.4%	30.2%
%H (All HH)		96.6%	56.8%	7.4%	65.9%	34.1%	31.8%	98.9%
%H (TV HH)			58.8%	7.6%	68.2%	35.3%	32.9%	
3	100	98	62	12	65	40	25	99
%V	13.7%	14.1%	18.0%	20.0%	12.8%	18.1%	8.7%	17.2%
%H (All HH)		98.0%	62.0%	12.0%	65.0%	40.0%	25.0%	99.0%
%H (TV HH)			63.3%	12.2%	66.3%	40.8%	25.5%	
4	41	39	25	7	29	21	8	40
%V	5.6%	5.6%	7.3%	11.7%	5.7%	9.5%	2.8%	6.9%
%H (All HH)		95.1%	61.0%	17.1%	70.7%	51.2%	19.5%	97.6%
%H (TV HH)			64.1%	17.9%	74.4%	53.8%	20.5%	
5+	48	47	30	5	34	22	12	48
%V	6.6%	6.8%	8.7%	8.3%	6.7%	10.0%	4.2%	8.3%
%H (All HH)		97.9%	62.5%	10.4%	70.8%	45.8%	25.0%	100.0%
%H (TV HH)			63.8%	10.6%	72.3%	46.8%	25.5%	

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

April 2015 - March 2016

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	1409	772	125	1069	553	516	1207
%H		54.8%	8.9%	75.9%	39.2%	36.6%	85.7%
Under 20"	102	51	11	86	46	40	83
%V	7.2%	6.6%	8.8%	8.0%	8.3%	7.8%	6.9%
%H		50.0%	10.8%	84.3%	45.1%	39.2%	81.4%
20" - 29"	367	182	24	299	137	162	296
%V	26.0%	23.6%	19.2%	28.0%	24.8%	31.4%	24.5%
%H		49.6%	6.5%	81.5%	37.3%	44.1%	80.7%
30" - 39"	453	240	42	336	163	172	384
%V	32.2%	31.1%	33.6%	31.4%	29.5%	33.3%	31.8%
%H		53.0%	9.3%	74.2%	36.0%	38.0%	84.8%
40" and over	459	286	45	323	193	130	423
%V	32.6%	37.0%	36.0%	30.2%	34.9%	25.2%	35.0%
%H		62.3%	9.8%	70.4%	42.0%	28.3%	92.2%
Don't know	28	13	3	24	13	12	22
%V	2.0%	1.7%	2.4%	2.2%	2.4%	2.3%	1.8%
%H		46.4%	10.7%	85.7%	46.4%	42.9%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1409	772	125	1069	553	516	1207
%H		54.8%	8.9%	75.9%	39.2%	36.6%	85.7%
Main living room	681	341	59	500	219	281	548
%V	48.3%	44.2%	47.2%	46.8%	39.6%	54.5%	45.4%
%H		50.1%	8.7%	73.4%	32.2%	41.3%	80.5%
Kitchen	175	91	9	151	76	75	150
%V	12.4%	11.8%	7.2%	14.1%	13.7%	14.5%	12.4%
%H		52.0%	5.1%	86.3%	43.4%	42.9%	85.7%
Adult's bedroom	283	169	30	213	128	85	253
%V	20.1%	21.9%	24.0%	19.9%	23.1%	16.5%	21.0%
%H		59.7%	10.6%	75.3%	45.2%	30.0%	89.4%
Child's bedroom	74	51	8	54	39	15	72
%V	5.3%	6.6%	6.4%	5.1%	7.1%	2.9%	6.0%
%H		68.9%	10.8%	73.0%	52.7%	20.3%	97.3%
Other bedroom	32	23	4	27	21	6	31
%V	2.3%	3.0%	3.2%	2.5%	3.8%	1.2%	2.6%
%H		71.9%	12.5%	84.4%	65.6%	18.8%	96.9%
Second living/dining room	119	71	10	85	46	39	110
%V	8.4%	9.2%	8.0%	8.0%	8.3%	7.6%	9.1%
%H		59.7%	8.4%	71.4%	38.7%	32.8%	92.4%
Study/office	9	6	1	7	5	2	8
%V	0.6%	0.8%	0.8%	0.7%	0.9%	0.4%	0.7%
%H		66.7%	11.1%	77.8%	55.6%	22.2%	88.9%
TV room	14	8	1	11	7	5	13
%V	1.0%	1.0%	0.8%	1.0%	1.3%	1.0%	1.1%
%H		57.1%	7.1%	78.6%	50.0%	35.7%	92.9%
Conservatory	12	7	2	12	8	4	11
%V	0.9%	0.9%	1.6%	1.1%	1.4%	0.8%	0.9%
%H		58.3%	16.7%	100.0%	66.7%	33.3%	91.7%
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	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	5	1	6	4	2	7
%V	0.6%	0.6%	0.8%	0.6%	0.7%	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

April 2015 - March 2016

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	1409	772	125	1069	553	516	1207
%H		54.8%	8.9%	75.9%	39.2%	36.6%	85.7%
PVR	530	420	63	306	252	54	498
%V	37.6%	54.4%	50.4%	28.6%	45.6%	10.5%	41.3%
%H		79.2%	11.9%	57.7%	47.5%	10.2%	94.0%
DVDR	19	11	2	15	9	6	18
%V	1.3%	1.4%	1.6%	1.4%	1.6%	1.2%	1.5%
%H		57.9%	10.5%	78.9%	47.4%	31.6%	94.7%
VCR	5	2	0	5	2	2	3
%V	0.4%	0.3%	0.0%	0.5%	0.4%	0.4%	0.2%
%H		40.0%	0.0%	100.0%	40.0%	40.0%	60.0%
Any recorder	543	425	64	317	257	60	508
%V	38.5%	55.1%	51.2%	29.7%	46.5%	11.6%	42.1%
%H		78.3%	11.8%	58.4%	47.3%	11.0%	93.6%

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	1409	772	125	1069	553	516	1207
%H		54.8%	8.9%	75.9%	39.2%	36.6%	85.7%
Receives HDTV (via STB or built-in reception)	618	382	69	432	260	173	565
%V	43.9%	49.5%	55.2%	40.4%	47.0%	33.5%	46.8%
%H		61.8%	11.2%	69.9%	42.1%	28.0%	91.4%
DVD/Blu-ray player or recorder	618	346	59	451	234	217	547
%V	43.9%	44.8%	47.2%	42.2%	42.3%	42.1%	45.3%
%H		56.0%	9.5%	73.0%	37.9%	35.1%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	692	344	60	508	220	288	556
%H		49.7%	8.7%	73.4%	31.8%	41.6%	80.3%
Under 20"	6	1	0	6	0	5	2
%V	0.9%	0.3%	0.0%	1.2%	0.0%	1.7%	0.4%
%H		16.7%	0.0%	100.0%	0.0%	83.3%	33.3%
20" - 29"	79	21	5	66	12	54	44
%V	11.4%	6.1%	8.3%	13.0%	5.5%	18.8%	7.9%
%H		26.6%	6.3%	83.5%	15.2%	68.4%	55.7%
30" - 39"	249	110	20	188	69	119	191
%V	36.0%	32.0%	33.3%	37.0%	31.4%	41.3%	34.4%
%H		44.2%	8.0%	75.5%	27.7%	47.8%	76.7%
40" and over	344	207	34	238	134	103	310
%V	49.7%	60.2%	56.7%	46.9%	60.9%	35.8%	55.8%
%H		60.2%	9.9%	69.2%	39.0%	29.9%	90.1%
Don't know	13	5	2	11	5	6	9
%V	1.9%	1.5%	3.3%	2.2%	2.3%	2.1%	1.6%
%H		38.5%	15.4%	84.6%	38.5%	46.2%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	692	344	60	508	220	288	556
%H		49.7%	8.7%	73.4%	31.8%	41.6%	80.3%
PVR	365	277	48	220	175	45	338
%V	52.7%	80.5%	80.0%	43.3%	79.5%	15.6%	60.8%
%H		75.9%	13.2%	60.3%	47.9%	12.3%	92.6%
DVDR	12	6	1	9	4	5	10
%V	1.7%	1.7%	1.7%	1.8%	1.8%	1.7%	1.8%
%H		50.0%	8.3%	75.0%	33.3%	41.7%	83.3%
VCR	3	1	0	3	1	2	2
%V	0.4%	0.3%	0.0%	0.6%	0.5%	0.7%	0.4%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Any recorder	373	279	48	226	177	49	343
%V	53.9%	81.1%	80.0%	44.5%	80.5%	17.0%	61.7%
%H		74.8%	12.9%	60.6%	47.5%	13.1%	92.0%

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	692	344	60	508	220	288	556
%H		49.7%	8.7%	73.4%	31.8%	41.6%	80.3%
Receives HDTV (via STB or built-in reception)	386	235	43	265	153	112	345
%V	55.8%	68.3%	71.7%	52.2%	69.5%	38.9%	62.1%
%H		60.9%	11.1%	68.7%	39.6%	29.0%	89.4%
DVD/Blu-ray player or recorder	416	218	38	299	137	162	354
%V	60.1%	63.4%	63.3%	58.9%	62.3%	56.3%	63.7%
%H		52.4%	9.1%	71.9%	32.9%	38.9%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	717	428	65	560	333	227	651
%H		59.7%	9.1%	78.1%	46.4%	31.7%	90.8%
Under 20"	96	50	11	80	46	35	81
%V	13.4%	11.7%	16.9%	14.3%	13.8%	15.4%	12.4%
%H		52.1%	11.5%	83.3%	47.9%	36.5%	84.4%
20" - 29"	288	161	20	233	125	108	253
%V	40.2%	37.6%	30.8%	41.6%	37.5%	47.6%	38.9%
%H		55.9%	6.9%	80.9%	43.4%	37.5%	87.8%
30" - 39"	204	130	22	147	95	53	193
%V	28.5%	30.4%	33.8%	26.3%	28.5%	23.3%	29.6%
%H		63.7%	10.8%	72.1%	46.6%	26.0%	94.6%
40" and over	115	78	11	86	59	27	112
%V	16.0%	18.2%	16.9%	15.4%	17.7%	11.9%	17.2%
%H		67.8%	9.6%	74.8%	51.3%	23.5%	97.4%
Don't know	15	8	1	13	8	6	12
%V	2.1%	1.9%	1.5%	2.3%	2.4%	2.6%	1.8%
%H		53.3%	6.7%	86.7%	53.3%	40.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	717	428	65	560	333	227	651
%H		59.7%	9.1%	78.1%	46.4%	31.7%	90.8%
PVR	165	143	15	86	77	9	161
%V	23.0%	33.4%	23.1%	15.4%	23.1%	4.0%	24.7%
%H		86.7%	9.1%	52.1%	46.7%	5.5%	97.6%
DVDR	7	5	1	6	4	1	7
%V	1.0%	1.2%	1.5%	1.1%	1.2%	0.4%	1.1%
%H		71.4%	14.3%	85.7%	57.1%	14.3%	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	169	146	16	90	80	10	165
%V	23.6%	34.1%	24.6%	16.1%	24.0%	4.4%	25.3%
%H		86.4%	9.5%	53.3%	47.3%	5.9%	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	717	428	65	560	333	227	651
%H		59.7%	9.1%	78.1%	46.4%	31.7%	90.8%
Receives HDTV (via STB or built-in reception)	232	146	27	167	106	61	220
%V	32.4%	34.1%	41.5%	29.8%	31.8%	26.9%	33.8%
%H		62.9%	11.6%	72.0%	45.7%	26.3%	94.8%
DVD/Blu-ray player or recorder	202	128	21	153	97	56	193
%V	28.2%	29.9%	32.3%	27.3%	29.1%	24.7%	29.6%
%H		63.4%	10.4%	75.7%	48.0%	27.7%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1832	1768	982	152	1268	635	633	1611
%H		96.5%	53.6%	8.3%	69.2%	34.7%	34.6%	87.9%
Total Children	389	379	239	30	255	147	108	372
%V	21.2%	21.4%	24.3%	19.7%	20.1%	23.1%	17.1%	23.1%
%H		97.4%	61.4%	7.7%	65.6%	37.8%	27.8%	95.6%
0 - 3	99	97	60	10	60	34	26	93
%V	5.4%	5.5%	6.1%	6.6%	4.7%	5.4%	4.1%	5.8%
%H		98.0%	60.6%	10.1%	60.6%	34.3%	26.3%	93.9%
4 - 15	290	283	179	20	195	113	82	278
%V	15.8%	16.0%	18.2%	13.2%	15.4%	17.8%	13.0%	17.3%
%H		97.6%	61.7%	6.9%	67.2%	39.0%	28.3%	95.9%
4 - 9	152	149	91	12	104	60	44	144
%V	8.3%	8.4%	9.3%	7.9%	8.2%	9.4%	7.0%	8.9%
%H		98.0%	59.9%	7.9%	68.4%	39.5%	28.9%	94.7%
10 - 15	138	134	88	9	91	53	38	135
%V	7.5%	7.6%	9.0%	5.9%	7.2%	8.3%	6.0%	8.4%
%H		97.1%	63.8%	6.5%	65.9%	38.4%	27.5%	97.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1832	1768	982	152	1268	635	633	1611
%H		96.5%	53.6%	8.3%	69.2%	34.7%	34.6%	87.9%
Total Adults (16+)	1443	1389	743	122	1012	488	525	1240
%V	78.8%	78.6%	75.7%	80.3%	79.8%	76.9%	82.9%	77.0%
%H		96.3%	51.5%	8.5%	70.1%	33.8%	36.4%	85.9%
16 - 19	98	96	64	5	67	39	28	96
%V	5.3%	5.4%	6.5%	3.3%	5.3%	6.1%	4.4%	6.0%
%H		98.0%	65.3%	5.1%	68.4%	39.8%	28.6%	98.0%
20 - 24	107	100	59	8	71	39	32	104
%V	5.8%	5.7%	6.0%	5.3%	5.6%	6.1%	5.1%	6.5%
%H		93.5%	55.1%	7.5%	66.4%	36.4%	29.9%	97.2%
25 - 34	247	235	130	28	156	79	77	231
%V	13.5%	13.3%	13.2%	18.4%	12.3%	12.4%	12.2%	14.3%
%H		95.1%	52.6%	11.3%	63.2%	32.0%	31.2%	93.5%
35 - 44	238	230	139	19	154	84	70	226
%V	13.0%	13.0%	14.2%	12.5%	12.1%	13.2%	11.1%	14.0%
%H		96.6%	58.4%	8.0%	64.7%	35.3%	29.4%	95.0%
45 - 54	260	251	148	21	184	101	83	237
%V	14.2%	14.2%	15.1%	13.8%	14.5%	15.9%	13.1%	14.7%
%H		96.5%	56.9%	8.1%	70.8%	38.8%	31.9%	91.2%
55 - 64	210	203	98	18	154	66	88	180
%V	11.5%	11.5%	10.0%	11.8%	12.1%	10.4%	13.9%	11.2%
%H		96.7%	46.7%	8.6%	73.3%	31.4%	41.9%	85.7%
65+	284	274	106	23	227	80	147	167
%V	15.5%	15.5%	10.8%	15.1%	17.9%	12.6%	23.2%	10.4%
%H		96.5%	37.3%	8.1%	79.9%	28.2%	51.8%	58.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1443	1389	743	122	1012	488	525	1240
%H		96.3%	51.5%	8.5%	70.1%	33.8%	36.4%	85.9%
AB	326	316	173	34	234	124	110	312
%V	22.6%	22.8%	23.3%	27.9%	23.1%	25.4%	21.0%	25.2%
%H		96.9%	53.1%	10.4%	71.8%	38.0%	33.7%	95.7%
C1	349	340	191	39	239	126	113	322
%V	24.2%	24.5%	25.7%	32.0%	23.6%	25.8%	21.5%	26.0%
%H		97.4%	54.7%	11.2%	68.5%	36.1%	32.4%	92.3%
C2	323	309	173	21	236	120	115	284
%V	22.4%	22.2%	23.3%	17.2%	23.3%	24.6%	21.9%	22.9%
%H		95.7%	53.6%	6.5%	73.1%	37.2%	35.6%	87.9%
D	257	247	137	17	169	78	92	215
%V	17.8%	17.8%	18.4%	13.9%	16.7%	16.0%	17.5%	17.3%
%H		96.1%	53.3%	6.6%	65.8%	30.4%	35.8%	83.7%
E	188	177	70	12	135	40	95	107
%V	13.0%	12.7%	9.4%	9.8%	13.3%	8.2%	18.1%	8.6%
%H		94.1%	37.2%	6.4%	71.8%	21.3%	50.5%	56.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1443	1389	743	122	1012	488	525	1240
%H		96.3%	51.5%	8.5%	70.1%	33.8%	36.4%	85.9%
Working full time	642	619	353	59	439	231	208	603
%V	44.5%	44.6%	47.5%	48.4%	43.4%	47.3%	39.6%	48.6%
%H		96.4%	55.0%	9.2%	68.4%	36.0%	32.4%	93.9%
Working part time	152	147	88	14	100	55	45	142
%V	10.5%	10.6%	11.8%	11.5%	9.9%	11.3%	8.6%	11.5%
%H		96.7%	57.9%	9.2%	65.8%	36.2%	29.6%	93.4%
Not working	649	623	302	50	474	203	271	494
%V	45.0%	44.9%	40.6%	41.0%	46.8%	41.6%	51.6%	39.8%
%H		96.0%	46.5%	7.7%	73.0%	31.3%	41.8%	76.1%
Housewife/Houseperson	728	693	344	60	509	221	288	577
%V	50.5%	49.9%	46.3%	49.2%	50.3%	45.3%	54.9%	46.5%
%H		95.2%	47.3%	8.2%	69.9%	30.4%	39.6%	79.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	701	672	363	58	493	242	251	607
%H		95.9%	51.8%	8.3%	70.3%	34.5%	35.8%	86.6%
16 - 19	52	51	35	2	38	23	15	51
%V	7.4%	7.6%	9.6%	3.4%	7.7%	9.5%	6.0%	8.4%
%H		98.1%	67.3%	3.8%	73.1%	44.2%	28.8%	98.1%
20 - 24	52	48	27	3	36	18	18	50
%V	7.4%	7.1%	7.4%	5.2%	7.3%	7.4%	7.2%	8.2%
%H		92.3%	51.9%	5.8%	69.2%	34.6%	34.6%	96.2%
25 - 34	122	116	62	15	77	39	38	114
%V	17.4%	17.3%	17.1%	25.9%	15.6%	16.1%	15.1%	18.8%
%H		95.1%	50.8%	12.3%	63.1%	32.0%	31.1%	93.4%
35 - 44	116	112	64	9	76	40	37	108
%V	16.5%	16.7%	17.6%	15.5%	15.4%	16.5%	14.7%	17.8%
%H		96.6%	55.2%	7.8%	65.5%	34.5%	31.9%	93.1%
45 - 54	127	121	72	11	89	51	38	114
%V	18.1%	18.0%	19.8%	19.0%	18.1%	21.1%	15.1%	18.8%
%H		95.3%	56.7%	8.7%	70.1%	40.2%	29.9%	89.8%
55 - 64	104	100	49	8	75	32	43	89
%V	14.8%	14.9%	13.5%	13.8%	15.2%	13.2%	17.1%	14.7%
%H		96.2%	47.1%	7.7%	72.1%	30.8%	41.3%	85.6%
65+	129	125	53	9	102	40	62	80
%V	18.4%	18.6%	14.6%	15.5%	20.7%	16.5%	24.7%	13.2%
%H		96.9%	41.1%	7.0%	79.1%	31.0%	48.1%	62.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	701	672	363	58	493	242	251	607
%H		95.9%	51.8%	8.3%	70.3%	34.5%	35.8%	86.6%
AB	163	158	87	16	119	64	55	157
%V	23.3%	23.5%	24.0%	27.6%	24.1%	26.4%	21.9%	25.9%
%H		96.9%	53.4%	9.8%	73.0%	39.3%	33.7%	96.3%
C1	163	159	88	19	113	61	52	152
%V	23.3%	23.7%	24.2%	32.8%	22.9%	25.2%	20.7%	25.0%
%H		97.5%	54.0%	11.7%	69.3%	37.4%	31.9%	93.3%
C2	169	161	89	9	123	60	63	145
%V	24.1%	24.0%	24.5%	15.5%	24.9%	24.8%	25.1%	23.9%
%H		95.3%	52.7%	5.3%	72.8%	35.5%	37.3%	85.8%
D	125	120	68	8	83	40	43	107
%V	17.8%	17.9%	18.7%	13.8%	16.8%	16.5%	17.1%	17.6%
%H		96.0%	54.4%	6.4%	66.4%	32.0%	34.4%	85.6%
E	81	74	31	5	55	17	38	45
%V	11.6%	11.0%	8.5%	8.6%	11.2%	7.0%	15.1%	7.4%
%H		91.4%	38.3%	6.2%	67.9%	21.0%	46.9%	55.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	701	672	363	58	493	242	251	607
%H		95.9%	51.8%	8.3%	70.3%	34.5%	35.8%	86.6%
Working full time	402	388	220	36	278	146	131	376
%V	57.3%	57.7%	60.6%	62.1%	56.4%	60.3%	52.2%	61.9%
%H		96.5%	54.7%	9.0%	69.2%	36.3%	32.6%	93.5%
Working part time	32	30	17	3	22	11	11	28
%V	4.6%	4.5%	4.7%	5.2%	4.5%	4.5%	4.4%	4.6%
%H		93.8%	53.1%	9.4%	68.8%	34.4%	34.4%	87.5%
Not working	266	254	125	19	194	85	109	203
%V	37.9%	37.8%	34.4%	32.8%	39.4%	35.1%	43.4%	33.4%
%H		95.5%	47.0%	7.1%	72.9%	32.0%	41.0%	76.3%
Housewife/Houseperson	138	125	51	13	91	31	59	90
%V	19.7%	18.6%	14.0%	22.4%	18.5%	12.8%	23.5%	14.8%
%H		90.6%	37.0%	9.4%	65.9%	22.5%	42.8%	65.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	743	716	380	65	519	246	273	633
%H		96.4%	51.1%	8.7%	69.9%	33.1%	36.7%	85.2%
16 - 19	46	45	29	2	29	16	13	44
%V	6.2%	6.3%	7.6%	3.1%	5.6%	6.5%	4.8%	7.0%
%H		97.8%	63.0%	4.3%	63.0%	34.8%	28.3%	95.7%
20 - 24	55	52	32	5	35	21	14	54
%V	7.4%	7.3%	8.4%	7.7%	6.7%	8.5%	5.1%	8.5%
%H		94.5%	58.2%	9.1%	63.6%	38.2%	25.5%	98.2%
25 - 34	125	119	67	13	79	40	39	116
%V	16.8%	16.6%	17.6%	20.0%	15.2%	16.3%	14.3%	18.3%
%H		95.2%	53.6%	10.4%	63.2%	32.0%	31.2%	92.8%
35 - 44	122	118	74	10	78	45	33	118
%V	16.4%	16.5%	19.5%	15.4%	15.0%	18.3%	12.1%	18.6%
%H		96.7%	60.7%	8.2%	63.9%	36.9%	27.0%	96.7%
45 - 54	133	130	75	10	94	50	45	123
%V	17.9%	18.2%	19.7%	15.4%	18.1%	20.3%	16.5%	19.4%
%H		97.7%	56.4%	7.5%	70.7%	37.6%	33.8%	92.5%
55 - 64	106	103	49	10	79	33	45	91
%V	14.3%	14.4%	12.9%	15.4%	15.2%	13.4%	16.5%	14.4%
%H		97.2%	46.2%	9.4%	74.5%	31.1%	42.5%	85.8%
65+	156	150	53	13	125	41	84	87
%V	21.0%	20.9%	13.9%	20.0%	24.1%	16.7%	30.8%	13.7%
%H		96.2%	34.0%	8.3%	80.1%	26.3%	53.8%	55.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	743	716	380	65	519	246	273	633
%H		96.4%	51.1%	8.7%	69.9%	33.1%	36.7%	85.2%
AB	164	158	86	18	115	60	55	155
%V	22.1%	22.1%	22.6%	27.7%	22.2%	24.4%	20.1%	24.5%
%H		96.3%	52.4%	11.0%	70.1%	36.6%	33.5%	94.5%
C1	186	181	103	20	126	66	60	170
%V	25.0%	25.3%	27.1%	30.8%	24.3%	26.8%	22.0%	26.9%
%H		97.3%	55.4%	10.8%	67.7%	35.5%	32.3%	91.4%
C2	154	148	84	12	113	60	53	139
%V	20.7%	20.7%	22.1%	18.5%	21.8%	24.4%	19.4%	22.0%
%H		96.1%	54.5%	7.8%	73.4%	39.0%	34.4%	90.3%
D	131	127	69	9	86	38	48	108
%V	17.6%	17.7%	18.2%	13.8%	16.6%	15.4%	17.6%	17.1%
%H		96.9%	52.7%	6.9%	65.6%	29.0%	36.6%	82.4%
E	108	103	39	7	80	23	57	62
%V	14.5%	14.4%	10.3%	10.8%	15.4%	9.3%	20.9%	9.8%
%H		95.4%	36.1%	6.5%	74.1%	21.3%	52.8%	57.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	743	716	380	65	519	246	273	633
%H		96.4%	51.1%	8.7%	69.9%	33.1%	36.7%	85.2%
Working full time	240	231	133	23	161	84	77	227
%V	32.3%	32.3%	35.0%	35.4%	31.0%	34.1%	28.2%	35.9%
%H		96.3%	55.4%	9.6%	67.1%	35.0%	32.1%	94.6%
Working part time	120	116	71	11	79	44	35	115
%V	16.2%	16.2%	18.7%	16.9%	15.2%	17.9%	12.8%	18.2%
%H		96.7%	59.2%	9.2%	65.8%	36.7%	29.2%	95.8%
Not working	383	369	177	31	280	118	162	291
%V	51.5%	51.5%	46.6%	47.7%	53.9%	48.0%	59.3%	46.0%
%H		96.3%	46.2%	8.1%	73.1%	30.8%	42.3%	76.0%
Housewife/Houseperson	590	569	293	47	418	189	229	487
%V	79.4%	79.5%	77.1%	72.3%	80.5%	76.8%	83.9%	76.9%
%H		96.4%	49.7%	8.0%	70.8%	32.0%	38.8%	82.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1338	1286	705	116	851	401	450	1070
%H (All HH)		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%
%H (TV HH)			54.8%	9.0%	66.2%	31.2%	35.0%	
AB	266	258	144	24	173	86	87	247
%V	19.9%	20.1%	20.4%	20.7%	20.3%	21.4%	19.3%	23.1%
%H (All HH)		97.0%	54.1%	9.0%	65.0%	32.3%	32.7%	92.9%
%H (TV HH)			55.8%	9.3%	67.1%	33.3%	33.7%	
C1	342	328	179	37	208	102	106	302
%V	25.6%	25.5%	25.4%	31.9%	24.4%	25.4%	23.6%	28.2%
%H (All HH)		95.9%	52.3%	10.8%	60.8%	29.8%	31.0%	88.3%
%H (TV HH)			54.6%	11.3%	63.4%	31.1%	32.3%	
C2	308	301	179	24	207	112	96	260
%V	23.0%	23.4%	25.4%	20.7%	24.3%	27.9%	21.3%	24.3%
%H (All HH)		97.7%	58.1%	7.8%	67.2%	36.4%	31.2%	84.4%
%H (TV HH)			59.5%	8.0%	68.8%	37.2%	31.9%	
D	243	233	123	20	153	63	89	170
%V	18.2%	18.1%	17.4%	17.2%	18.0%	15.7%	19.8%	15.9%
%H (All HH)		95.9%	50.6%	8.2%	63.0%	25.9%	36.6%	70.0%
%H (TV HH)			52.8%	8.6%	65.7%	27.0%	38.2%	
E	178	167	79	13	110	38	72	90
%V	13.3%	13.0%	11.2%	11.2%	12.9%	9.5%	16.0%	8.4%
%H (All HH)		93.8%	44.4%	7.3%	61.8%	21.3%	40.4%	50.6%
%H (TV HH)			47.3%	7.8%	65.9%	22.8%	43.1%	

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

April 2015 - March 2016

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	1338	1286	705	116	851	401	450	1070
%H (All HH)		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%
%H (TV HH)			54.8%	9.0%	66.2%	31.2%	35.0%	
Under 25	64	56	26	4	33	12	22	57
%V	4.8%	4.4%	3.7%	3.4%	3.9%	3.0%	4.9%	5.3%
%H (All HH)		87.5%	40.6%	6.3%	51.6%	18.8%	34.4%	89.1%
%H (TV HH)			46.4%	7.1%	58.9%	21.4%	39.3%	
25 - 34	191	177	107	16	94	48	46	176
%V	14.3%	13.8%	15.2%	13.8%	11.0%	12.0%	10.2%	16.4%
%H (All HH)		92.7%	56.0%	8.4%	49.2%	25.1%	24.1%	92.1%
%H (TV HH)			60.5%	9.0%	53.1%	27.1%	26.0%	
35 - 44	204	198	124	22	117	69	48	194
%V	15.2%	15.4%	17.6%	19.0%	13.7%	17.2%	10.7%	18.1%
%H (All HH)		97.1%	60.8%	10.8%	57.4%	33.8%	23.5%	95.1%
%H (TV HH)			62.6%	11.1%	59.1%	34.8%	24.2%	
45 - 54	249	241	148	24	155	87	68	229
%V	18.6%	18.7%	21.0%	20.7%	18.2%	21.7%	15.1%	21.4%
%H (All HH)		96.8%	59.4%	9.6%	62.2%	34.9%	27.3%	92.0%
%H (TV HH)			61.4%	10.0%	64.3%	36.1%	28.2%	
55 - 64	229	223	130	18	153	78	74	198
%V	17.1%	17.3%	18.4%	15.5%	18.0%	19.5%	16.4%	18.5%
%H (All HH)		97.4%	56.8%	7.9%	66.8%	34.1%	32.3%	86.5%
%H (TV HH)			58.3%	8.1%	68.6%	35.0%	33.2%	
65 +	402	392	169	32	298	107	191	215
%V	30.0%	30.5%	24.0%	27.6%	35.0%	26.7%	42.4%	20.1%
%H (All HH)		97.5%	42.0%	8.0%	74.1%	26.6%	47.5%	53.5%
%H (TV HH)			43.1%	8.2%	76.0%	27.3%	48.7%	

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

April 2015 - March 2016

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	1338	1286	705	116	851	401	450	1070
%H (All HH)		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%
%H (TV HH)			54.8%	9.0%	66.2%	31.2%	35.0%	
1	423	393	160	29	273	75	198	240
%V	31.6%	30.6%	22.7%	25.0%	32.1%	18.7%	44.0%	22.4%
%H (All HH)		92.9%	37.8%	6.9%	64.5%	17.7%	46.8%	56.7%
%H (TV HH)			40.7%	7.4%	69.5%	19.1%	50.4%	
2	475	463	263	42	311	157	153	406
%V	35.5%	36.0%	37.3%	36.2%	36.5%	39.2%	34.0%	37.9%
%H (All HH)		97.5%	55.4%	8.8%	65.5%	33.1%	32.2%	85.5%
%H (TV HH)			56.8%	9.1%	67.2%	33.9%	33.0%	
3	194	191	123	19	118	70	48	184
%V	14.5%	14.9%	17.4%	16.4%	13.9%	17.5%	10.7%	17.2%
%H (All HH)		98.5%	63.4%	9.8%	60.8%	36.1%	24.7%	94.8%
%H (TV HH)			64.4%	9.9%	61.8%	36.6%	25.1%	
4	166	164	111	18	103	69	34	162
%V	12.4%	12.8%	15.7%	15.5%	12.1%	17.2%	7.6%	15.1%
%H (All HH)		98.8%	66.9%	10.8%	62.0%	41.6%	20.5%	97.6%
%H (TV HH)			67.7%	11.0%	62.8%	42.1%	20.7%	
5+	79	76	47	7	46	29	17	76
%V	5.9%	5.9%	6.7%	6.0%	5.4%	7.2%	3.8%	7.1%
%H (All HH)		96.2%	59.5%	8.9%	58.2%	36.7%	21.5%	96.2%
%H (TV HH)			61.8%	9.2%	60.5%	38.2%	22.4%	
Average HH size	2.28	2.30	2.49	2.47	2.24	2.57	1.94	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

April 2015 - March 2016

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	1338	1286	705	116	851	401	450	1070
%H (All HH)		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%
%H (TV HH)			54.8%	9.0%	66.2%	31.2%	35.0%	
Without	1009	964	488	84	658	281	377	757
%V	75.4%	75.0%	69.2%	72.4%	77.3%	70.1%	83.8%	70.7%
%H (All HH)		95.5%	48.4%	8.3%	65.2%	27.8%	37.4%	75.0%
%H (TV HH)			50.6%	8.7%	68.3%	29.1%	39.1%	
With	329	322	216	32	193	120	72	313
%V	24.6%	25.0%	30.6%	27.6%	22.7%	29.9%	16.0%	29.3%
%H (All HH)		97.9%	65.7%	9.7%	58.7%	36.5%	21.9%	95.1%
%H (TV HH)			67.1%	9.9%	59.9%	37.3%	22.4%	
0 - 3	118	114	75	11	67	40	26	109
%V	8.8%	8.9%	10.6%	9.5%	7.9%	10.0%	5.8%	10.2%
%H (All HH)		96.6%	63.6%	9.3%	56.8%	33.9%	22.0%	92.4%
%H (TV HH)			65.8%	9.6%	58.8%	35.1%	22.8%	
4 - 9	169	166	113	16	96	61	35	159
%V	12.6%	12.9%	16.0%	13.8%	11.3%	15.2%	7.8%	14.9%
%H (All HH)		98.2%	66.9%	9.5%	56.8%	36.1%	20.7%	94.1%
%H (TV HH)			68.1%	9.6%	57.8%	36.7%	21.1%	
10 - 15	153	151	101	16	93	59	34	148
%V	11.4%	11.7%	14.3%	13.8%	10.9%	14.7%	7.6%	13.8%
%H (All HH)		98.7%	66.0%	10.5%	60.8%	38.6%	22.2%	96.7%
%H (TV HH)			66.9%	10.6%	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

April 2015 - March 2016

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	1338	1286	705	116	851	401	450	1070
%H (All HH)		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%
%H (TV HH)			54.8%	9.0%	66.2%	31.2%	35.0%	
1	493	493	211	48	275	57	219	346
%V	36.8%	38.3%	29.9%	41.4%	32.3%	14.2%	48.7%	32.3%
%H (All HH)		100.0%	42.8%	9.7%	55.8%	11.6%	44.4%	70.2%
%H (TV HH)			42.8%	9.7%	55.8%	11.6%	44.4%	
2	454	454	261	37	312	158	154	369
%V	33.9%	35.3%	37.0%	31.9%	36.7%	39.4%	34.2%	34.5%
%H (All HH)		100.0%	57.5%	8.1%	68.7%	34.8%	33.9%	81.3%
%H (TV HH)			57.5%	8.1%	68.7%	34.8%	33.9%	
3	210	210	138	19	161	109	52	197
%V	15.7%	16.3%	19.6%	16.4%	18.9%	27.2%	11.6%	18.4%
%H (All HH)		100.0%	65.7%	9.0%	76.7%	51.9%	24.8%	93.8%
%H (TV HH)			65.7%	9.0%	76.7%	51.9%	24.8%	
4	90	90	64	9	69	51	18	85
%V	6.7%	7.0%	9.1%	7.8%	8.1%	12.7%	4.0%	7.9%
%H (All HH)		100.0%	71.1%	10.0%	76.7%	56.7%	20.0%	94.4%
%H (TV HH)			71.1%	10.0%	76.7%	56.7%	20.0%	
5+	40	40	30	3	33	27	6	37
%V	3.0%	3.1%	4.3%	2.6%	3.9%	6.7%	1.3%	3.5%
%H (All HH)		100.0%	75.0%	7.5%	82.5%	67.5%	15.0%	92.5%
%H (TV HH)			75.0%	7.5%	82.5%	67.5%	15.0%	

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

April 2015 - March 2016

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	1338	1286	705	116	851	401	450	1070
%H (All HH)		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%
%H (TV HH)			54.8%	9.0%	66.2%	31.2%	35.0%	
Under 20"	221	221	126	12	173	93	79	179
%V	16.5%	17.2%	17.9%	10.3%	20.3%	23.2%	17.6%	16.7%
%H (All HH)		100.0%	57.0%	5.4%	78.3%	42.1%	35.7%	81.0%
%H (TV HH)			57.0%	5.4%	78.3%	42.1%	35.7%	
20" - 29"	446	446	240	40	334	172	163	353
%V	33.3%	34.7%	34.0%	34.5%	39.2%	42.9%	36.2%	33.0%
%H (All HH)		100.0%	53.8%	9.0%	74.9%	38.6%	36.5%	79.1%
%H (TV HH)			53.8%	9.0%	74.9%	38.6%	36.5%	
30" - 39"	725	725	403	69	498	249	249	588
%V	54.2%	56.4%	57.2%	59.5%	58.5%	62.1%	55.3%	55.0%
%H (All HH)		100.0%	55.6%	9.5%	68.7%	34.3%	34.3%	81.1%
%H (TV HH)			55.6%	9.5%	68.7%	34.3%	34.3%	
40" and over	659	659	434	60	411	250	161	597
%V	49.3%	51.2%	61.6%	51.7%	48.3%	62.3%	35.8%	55.8%
%H (All HH)		100.0%	65.9%	9.1%	62.4%	37.9%	24.4%	90.6%
%H (TV HH)			65.9%	9.1%	62.4%	37.9%	24.4%	

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

April 2015 - March 2016

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	1338	1286	705	116	851	401	450	1070
%V (All HH)		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%
%H (TV HH)			54.8%	9.0%	66.2%	31.2%	35.0%	
Main living room	1269	1269	699	116	841	399	442	1020
%V	94.8%	98.7%	99.1%	100.0%	98.8%	99.5%	98.2%	95.3%
%H (All HH)		100.0%	55.1%	9.1%	66.3%	31.4%	34.8%	80.4%
%H (TV HH)			55.1%	9.1%	66.3%	31.4%	34.8%	
Kitchen	167	167	102	11	138	83	55	143
%V	12.5%	13.0%	14.5%	9.5%	16.2%	20.7%	12.2%	13.4%
%H (All HH)		100.0%	61.1%	6.6%	82.6%	49.7%	32.9%	85.6%
%H (TV HH)			61.1%	6.6%	82.6%	49.7%	32.9%	
Adult's bedroom	547	547	341	49	402	248	154	483
%V	40.9%	42.5%	48.4%	42.2%	47.2%	61.8%	34.2%	45.1%
%H (All HH)		100.0%	62.3%	9.0%	73.5%	45.3%	28.2%	88.3%
%H (TV HH)			62.3%	9.0%	73.5%	45.3%	28.2%	
Child's bedroom	132	132	96	12	85	62	24	126
%V	9.9%	10.3%	13.6%	10.3%	10.0%	15.5%	5.3%	11.8%
%H (All HH)		100.0%	72.7%	9.1%	64.4%	47.0%	18.2%	95.5%
%H (TV HH)			72.7%	9.1%	64.4%	47.0%	18.2%	
Other bedroom	72	72	51	3	55	37	18	63
%V	5.4%	5.6%	7.2%	2.6%	6.5%	9.2%	4.0%	5.9%
%H (All HH)		100.0%	70.8%	4.2%	76.4%	51.4%	25.0%	87.5%
%H (TV HH)			70.8%	4.2%	76.4%	51.4%	25.0%	
Second living/dining room	166	166	107	16	128	83	45	146
%V	12.4%	12.9%	15.2%	13.8%	15.0%	20.7%	10.0%	13.6%
%H (All HH)		100.0%	64.5%	9.6%	77.1%	50.0%	27.1%	88.0%
%H (TV HH)			64.5%	9.6%	77.1%	50.0%	27.1%	
Study/office	16	16	11	1	12	8	4	15
%V	1.2%	1.2%	1.6%	0.9%	1.4%	2.0%	0.9%	1.4%
%H (All HH)		100.0%	68.8%	6.3%	75.0%	50.0%	25.0%	93.8%
%H (TV HH)			68.8%	6.3%	75.0%	50.0%	25.0%	
TV room	11	11	6	1	8	3	4	10
%V	0.8%	0.9%	0.9%	0.9%	0.9%	0.7%	0.9%	0.9%
%H (All HH)		100.0%	54.5%	9.1%	72.7%	27.3%	36.4%	90.9%
%H (TV HH)			54.5%	9.1%	72.7%	27.3%	36.4%	
Conservatory	27	27	19	1	21	14	7	26
%V	2.0%	2.1%	2.7%	0.9%	2.5%	3.5%	1.6%	2.4%
%H (All HH)		100.0%	70.4%	3.7%	77.8%	51.9%	25.9%	96.3%
%H (TV HH)			70.4%	3.7%	77.8%	51.9%	25.9%	
Attic or loft room	6	6	3	1	4	2	1	5
%V	0.4%	0.5%	0.4%	0.9%	0.5%	0.5%	0.2%	0.5%
%H (All HH)		100.0%	50.0%	16.7%	66.7%	33.3%	16.7%	83.3%
%H (TV HH)			50.0%	16.7%	66.7%	33.3%	16.7%	
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	9	9	5	1	8	5	3	8
%V	0.7%	0.7%	0.7%	0.9%	0.9%	1.2%	0.7%	0.7%
%H (All HH)		100.0%	55.6%	11.1%	88.9%	55.6%	33.3%	88.9%
%H (TV HH)			55.6%	11.1%	88.9%	55.6%	33.3%	

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

April 2015 - March 2016

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	1338	1286	705	116	851	401	450	1070
%H (All HH)		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%
%H (TV HH)			54.8%	9.0%	66.2%	31.2%	35.0%	
Any DSAT provider	705	705	705	7	357	357	0	615
%V	52.7%	54.8%	100.0%	6.0%	42.0%	89.0%	0.0%	57.5%
%H (All HH)			100.0%	1.0%	50.6%	50.6%	0.0%	87.2%
%H (TV HH)			100.0%	1.0%	50.6%	50.6%	0.0%	
Sky with subcription	579	579	579	4	289	289	0	520
%V	43.3%	45.0%	82.1%	3.4%	34.0%	72.1%	0.0%	48.6%
%H (All HH)			100.0%	0.7%	49.9%	49.9%	0.0%	89.8%
%H (TV HH)			100.0%	0.7%	49.9%	49.9%	0.0%	
Sky without subscription	69	69	69	2	34	34	0	51
%V	5.2%	5.4%	9.8%	1.7%	4.0%	8.5%	0.0%	4.8%
%H (All HH)			100.0%	2.9%	49.3%	49.3%	0.0%	73.9%
%H (TV HH)			100.0%	2.9%	49.3%	49.3%	0.0%	
Freesat	60	60	60	2	35	35	0	49
%V	4.5%	4.7%	8.5%	1.7%	4.1%	8.7%	0.0%	4.6%
%H (All HH)			100.0%	3.3%	58.3%	58.3%	0.0%	81.7%
%H (TV HH)			100.0%	3.3%	58.3%	58.3%	0.0%	
Other satellite provider	24	24	24	1	14	14	0	21
%V	1.8%	1.9%	3.4%	0.9%	1.6%	3.5%	0.0%	2.0%
%H (All HH)			100.0%	4.2%	58.3%	58.3%	0.0%	87.5%
%H (TV HH)			100.0%	4.2%	58.3%	58.3%	0.0%	
DCAB	116	116	7	116	48	48	0	102
%V	8.7%	9.0%	1.0%	100.0%	5.6%	12.0%	0.0%	9.5%
%H (All HH)			6.0%	100.0%	41.4%	41.4%	0.0%	87.9%
%H (TV HH)			6.0%	100.0%	41.4%	41.4%	0.0%	
DTT	851	851	357	48	851	401	450	663
%V	63.6%	66.2%	50.6%	41.4%	100.0%	100.0%	100.0%	62.0%
%H (All HH)		100.0%	42.0%	5.6%	100.0%	47.1%	52.9%	77.9%
%H (TV HH)			42.0%	5.6%	100.0%	47.1%	52.9%	

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

April 2015 - March 2016

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	1338	1286	705	116	851	401	450	1070
%H (All HH)		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%
%H (TV HH)			54.8%	9.0%	66.2%	31.2%	35.0%	
PVR	802	802	587	99	463	340	123	720
%V	59.9%	62.4%	83.3%	85.3%	54.4%	84.8%	27.3%	67.3%
%H (All HH)		100.0%	73.2%	12.3%	57.7%	42.4%	15.3%	89.8%
%H (TV HH)			73.2%	12.3%	57.7%	42.4%	15.3%	
DVDR	36	36	19	4	26	13	13	31
%V	2.7%	2.8%	2.7%	3.4%	3.1%	3.2%	2.9%	2.9%
%H (All HH)		100.0%	52.8%	11.1%	72.2%	36.1%	36.1%	86.1%
%H (TV HH)			52.8%	11.1%	72.2%	36.1%	36.1%	
VCR	11	11	5	1	8	3	5	7
%V	0.8%	0.9%	0.7%	0.9%	0.9%	0.7%	1.1%	0.7%
%H (All HH)		100.0%	45.5%	9.1%	72.7%	27.3%	45.5%	63.6%
%H (TV HH)			45.5%	9.1%	72.7%	27.3%	45.5%	
Any recorder	819	819	591	99	477	343	134	730
%V	61.2%	63.7%	83.8%	85.3%	56.1%	85.5%	29.8%	68.2%
%H (All HH)		100.0%	72.2%	12.1%	58.2%	41.9%	16.4%	89.1%
%H (TV HH)			72.2%	12.1%	58.2%	41.9%	16.4%	
Receives HDTV (via STB or built-in reception)	721	721	477	84	451	286	165	645
%V	53.9%	56.1%	67.7%	72.4%	53.0%	71.3%	36.7%	60.3%
%H (All HH)		100.0%	66.2%	11.7%	62.6%	39.7%	22.9%	89.5%
%H (TV HH)			66.2%	11.7%	62.6%	39.7%	22.9%	
DVD/Blu-ray player or recorder	972	972	556	93	657	341	317	827
%V	72.6%	75.6%	78.9%	80.2%	77.2%	85.0%	70.4%	77.3%
%H (All HH)		100.0%	57.2%	9.6%	67.6%	35.1%	32.6%	85.1%
%H (TV HH)			57.2%	9.6%	67.6%	35.1%	32.6%	

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

April 2015 - March 2016

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	1338	1286	705	116	851	401	450	1070
%H (All HH)		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%
%H (TV HH)			54.8%	9.0%	66.2%	31.2%	35.0%	
Has broadband internet	1070	1034	615	102	663	359	304	1070
%V	80.0%	80.4%	87.2%	87.9%	77.9%	89.5%	67.6%	100.0%
%H (All HH)		96.6%	57.5%	9.5%	62.0%	33.6%	28.4%	100.0%
%H (TV HH)			59.5%	9.9%	64.1%	34.7%	29.4%	
Number of computers (PCs and laptops)								
0	287	270	99	16	200	47	153	44
%V	21.4%	21.0%	14.0%	13.8%	23.5%	11.7%	34.0%	4.1%
%H (All HH)		94.1%	34.5%	5.6%	69.7%	16.4%	53.3%	15.3%
%H (TV HH)			36.7%	5.9%	74.1%	17.4%	56.7%	
1	371	353	188	33	230	101	128	352
%V	27.7%	27.4%	26.7%	28.4%	27.0%	25.2%	28.4%	32.9%
%H (All HH)		95.1%	50.7%	8.9%	62.0%	27.2%	34.5%	94.9%
%H (TV HH)			53.3%	9.3%	65.2%	28.6%	36.3%	
2	309	297	179	29	191	104	88	306
%V	23.1%	23.1%	25.4%	25.0%	22.4%	25.9%	19.6%	28.6%
%H (All HH)		96.1%	57.9%	9.4%	61.8%	33.7%	28.5%	99.0%
%H (TV HH)			60.3%	9.8%	64.3%	35.0%	29.6%	
3	175	173	115	15	107	68	39	174
%V	13.1%	13.5%	16.3%	12.9%	12.6%	17.0%	8.7%	16.3%
%H (All HH)		98.9%	65.7%	8.6%	61.1%	38.9%	22.3%	99.4%
%H (TV HH)			66.5%	8.7%	61.8%	39.3%	22.5%	
4	96	95	66	9	59	40	19	96
%V	7.2%	7.4%	9.4%	7.8%	6.9%	10.0%	4.2%	9.0%
%H (All HH)		99.0%	68.8%	9.4%	61.5%	41.7%	19.8%	100.0%
%H (TV HH)			69.5%	9.5%	62.1%	42.1%	20.0%	
5+	100	98	58	13	64	41	23	99
%V	7.5%	7.6%	8.2%	11.2%	7.5%	10.2%	5.1%	9.3%
%H (All HH)		98.0%	58.0%	13.0%	64.0%	41.0%	23.0%	99.0%
%H (TV HH)			59.2%	13.3%	65.3%	41.8%	23.5%	

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

April 2015 - March 2016

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	2598	1562	231	1832	1043	789	2209
%H		60.1%	8.9%	70.5%	40.1%	30.4%	85.0%
Under 20"	267	157	14	210	118	92	218
%V	10.3%	10.1%	6.1%	11.5%	11.3%	11.7%	9.9%
%H		58.8%	5.2%	78.7%	44.2%	34.5%	81.6%
20" - 29"	564	309	53	433	235	197	457
%V	21.7%	19.8%	22.9%	23.6%	22.5%	25.0%	20.7%
%H		54.8%	9.4%	76.8%	41.7%	34.9%	81.0%
30" - 39"	916	528	89	644	348	295	761
%V	35.3%	33.8%	38.5%	35.2%	33.4%	37.4%	34.4%
%H		57.6%	9.7%	70.3%	38.0%	32.2%	83.1%
40" and over	807	549	73	511	329	182	739
%V	31.1%	35.1%	31.6%	27.9%	31.5%	23.1%	33.5%
%H		68.0%	9.0%	63.3%	40.8%	22.6%	91.6%
Don't know	44	19	2	35	13	22	34
%V	1.7%	1.2%	0.9%	1.9%	1.2%	2.8%	1.5%
%H		43.2%	4.5%	79.5%	29.5%	50.0%	77.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2598	1562	231	1832	1043	789	2209
%H		60.1%	8.9%	70.5%	40.1%	30.4%	85.0%
Main living room	1275	703	116	846	401	444	1023
%V	49.1%	45.0%	50.2%	46.2%	38.4%	56.3%	46.3%
%H		55.1%	9.1%	66.4%	31.5%	34.8%	80.2%
Kitchen	167	102	11	139	83	55	143
%V	6.4%	6.5%	4.8%	7.6%	8.0%	7.0%	6.5%
%H		61.1%	6.6%	83.2%	49.7%	32.9%	85.6%
Adult's bedroom	653	410	63	484	311	173	583
%V	25.1%	26.2%	27.3%	26.4%	29.8%	21.9%	26.4%
%H		62.8%	9.6%	74.1%	47.6%	26.5%	89.3%
Child's bedroom	173	128	14	112	82	30	165
%V	6.7%	8.2%	6.1%	6.1%	7.9%	3.8%	7.5%
%H		74.0%	8.1%	64.7%	47.4%	17.3%	95.4%
Other bedroom	89	65	4	68	47	21	78
%V	3.4%	4.2%	1.7%	3.7%	4.5%	2.7%	3.5%
%H		73.0%	4.5%	76.4%	52.8%	23.6%	87.6%
Second living/dining room	169	109	17	130	84	45	149
%V	6.5%	7.0%	7.4%	7.1%	8.1%	5.7%	6.7%
%H		64.5%	10.1%	76.9%	49.7%	26.6%	88.2%
Study/office	17	11	1	12	8	4	15
%V	0.7%	0.7%	0.4%	0.7%	0.8%	0.5%	0.7%
%H		64.7%	5.9%	70.6%	47.1%	23.5%	88.2%
TV room	12	6	1	8	3	5	10
%V	0.5%	0.4%	0.4%	0.4%	0.3%	0.6%	0.5%
%H		50.0%	8.3%	66.7%	25.0%	41.7%	83.3%
Conservatory	27	19	1	21	14	7	26
%V	1.0%	1.2%	0.4%	1.1%	1.3%	0.9%	1.2%
%H		70.4%	3.7%	77.8%	51.9%	25.9%	96.3%
Attic or loft room	6	3	1	4	2	2	6
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.3%	0.3%
%H		50.0%	16.7%	66.7%	33.3%	33.3%	100.0%
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	9	5	1	8	5	3	9
%V	0.3%	0.3%	0.4%	0.4%	0.5%	0.4%	0.4%
%H		55.6%	11.1%	88.9%	55.6%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2598	1562	231	1832	1043	789	2209
%H		60.1%	8.9%	70.5%	40.1%	30.4%	85.0%
PVR	1047	791	128	577	439	138	952
%V	40.3%	50.6%	55.4%	31.5%	42.1%	17.5%	43.1%
%H		75.5%	12.2%	55.1%	41.9%	13.2%	90.9%
DVDR	41	21	5	29	15	14	35
%V	1.6%	1.3%	2.2%	1.6%	1.4%	1.8%	1.6%
%H		51.2%	12.2%	70.7%	36.6%	34.1%	85.4%
VCR	11	5	1	8	3	5	7
%V	0.4%	0.3%	0.4%	0.4%	0.3%	0.6%	0.3%
%H		45.5%	9.1%	72.7%	27.3%	45.5%	63.6%
Any recorder	1070	799	129	596	445	151	969
%V	41.2%	51.2%	55.8%	32.5%	42.7%	19.1%	43.9%
%H		74.7%	12.1%	55.7%	41.6%	14.1%	90.6%

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	2598	1562	231	1832	1043	789	2209
%H		60.1%	8.9%	70.5%	40.1%	30.4%	85.0%
Receives HDTV (via STB or built-in reception)	1013	684	122	650	434	216	921
%V	39.0%	43.8%	52.8%	35.5%	41.6%	27.4%	41.7%
%H		67.5%	12.0%	64.2%	42.8%	21.3%	90.9%
DVD/Blu-ray player or recorder	1443	873	135	1020	591	429	1269
%V	55.5%	55.9%	58.4%	55.7%	56.7%	54.4%	57.4%
%H		60.5%	9.4%	70.7%	41.0%	29.7%	87.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1283	704	116	850	401	449	1032
%H		54.9%	9.0%	66.3%	31.3%	35.0%	80.4%
Under 20"	18	4	1	13	2	12	10
%V	1.4%	0.6%	0.9%	1.5%	0.5%	2.7%	1.0%
%H		22.2%	5.6%	72.2%	11.1%	66.7%	55.6%
20" - 29"	133	42	13	96	23	74	81
%V	10.4%	6.0%	11.2%	11.3%	5.7%	16.5%	7.8%
%H		31.6%	9.8%	72.2%	17.3%	55.6%	60.9%
30" - 39"	482	233	44	331	130	201	357
%V	37.6%	33.1%	37.9%	38.9%	32.4%	44.8%	34.6%
%H		48.3%	9.1%	68.7%	27.0%	41.7%	74.1%
40" and over	635	420	57	397	243	154	575
%V	49.5%	59.7%	49.1%	46.7%	60.6%	34.3%	55.7%
%H		66.1%	9.0%	62.5%	38.3%	24.3%	90.6%
Don't know	15	5	1	12	4	8	9
%V	1.2%	0.7%	0.9%	1.4%	1.0%	1.8%	0.9%
%H		33.3%	6.7%	80.0%	26.7%	53.3%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1283	704	116	850	401	449	1032
%H		54.9%	9.0%	66.3%	31.3%	35.0%	80.4%
PVR	789	579	99	451	333	117	707
%V	61.5%	82.2%	85.3%	53.1%	83.0%	26.1%	68.5%
%H		73.4%	12.5%	57.2%	42.2%	14.8%	89.6%
DVDR	30	15	3	21	10	12	25
%V	2.3%	2.1%	2.6%	2.5%	2.5%	2.7%	2.4%
%H		50.0%	10.0%	70.0%	33.3%	40.0%	83.3%
VCR	8	3	1	6	2	4	5
%V	0.6%	0.4%	0.9%	0.7%	0.5%	0.9%	0.5%
%H		37.5%	12.5%	75.0%	25.0%	50.0%	62.5%
Any recorder	803	583	99	463	336	128	717
%V	62.6%	82.8%	85.3%	54.5%	83.8%	28.5%	69.5%
%H		72.6%	12.3%	57.7%	41.8%	15.9%	89.3%

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	1283	704	116	850	401	449	1032
%H		54.9%	9.0%	66.3%	31.3%	35.0%	80.4%
Receives HDTV (via STB or built-in reception)	696	461	83	430	272	158	624
%V	54.2%	65.5%	71.6%	50.6%	67.8%	35.2%	60.5%
%H		66.2%	11.9%	61.8%	39.1%	22.7%	89.7%
DVD/Blu-ray player or recorder	890	503	85	598	301	297	750
%V	69.4%	71.4%	73.3%	70.4%	75.1%	66.1%	72.7%
%H		56.5%	9.6%	67.2%	33.8%	33.4%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1315	858	115	983	642	340	1177
%H		65.2%	8.7%	74.8%	48.8%	25.9%	89.5%
Under 20"	249	154	13	196	116	80	208
%V	18.9%	17.9%	11.3%	19.9%	18.1%	23.5%	17.7%
%H		61.8%	5.2%	78.7%	46.6%	32.1%	83.5%
20" - 29"	430	267	40	336	213	124	376
%V	32.7%	31.1%	34.8%	34.2%	33.2%	36.5%	31.9%
%H		62.1%	9.3%	78.1%	49.5%	28.8%	87.4%
30" - 39"	434	295	46	313	218	94	403
%V	33.0%	34.4%	40.0%	31.8%	34.0%	27.6%	34.2%
%H		68.0%	10.6%	72.1%	50.2%	21.7%	92.9%
40" and over	171	128	16	114	86	28	164
%V	13.0%	14.9%	13.9%	11.6%	13.4%	8.2%	13.9%
%H		74.9%	9.4%	66.7%	50.3%	16.4%	95.9%
Don't know	30	14	1	23	9	14	25
%V	2.3%	1.6%	0.9%	2.3%	1.4%	4.1%	2.1%
%H		46.7%	3.3%	76.7%	30.0%	46.7%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1315	858	115	983	642	340	1177
%H		65.2%	8.7%	74.8%	48.8%	25.9%	89.5%
PVR	258	212	29	127	106	21	245
%V	19.6%	24.7%	25.2%	12.9%	16.5%	6.2%	20.8%
%H		82.2%	11.2%	49.2%	41.1%	8.1%	95.0%
DVDR	11	6	2	8	5	3	10
%V	0.8%	0.7%	1.7%	0.8%	0.8%	0.9%	0.8%
%H		54.5%	18.2%	72.7%	45.5%	27.3%	90.9%
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	266	216	30	133	109	24	252
%V	20.2%	25.2%	26.1%	13.5%	17.0%	7.1%	21.4%
%H		81.2%	11.3%	50.0%	41.0%	9.0%	94.7%

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	1315	858	115	983	642	340	1177
%H		65.2%	8.7%	74.8%	48.8%	25.9%	89.5%
Receives HDTV (via STB or built-in reception)	317	224	39	220	162	58	297
%V	24.1%	26.1%	33.9%	22.4%	25.2%	17.1%	25.2%
%H		70.7%	12.3%	69.4%	51.1%	18.3%	93.7%
DVD/Blu-ray player or recorder	553	370	50	422	290	133	519
%V	42.1%	43.1%	43.5%	42.9%	45.2%	39.1%	44.1%
%H		66.9%	9.0%	76.3%	52.4%	24.1%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3054	2961	1755	288	1906	1032	873	2670
%H		97.0%	57.5%	9.4%	62.4%	33.8%	28.6%	87.4%
Total Children	555	544	364	53	321	200	120	524
%V	18.2%	18.4%	20.7%	18.4%	16.8%	19.4%	13.7%	19.6%
%H		98.0%	65.6%	9.5%	57.8%	36.0%	21.6%	94.4%
0 - 3	134	130	87	12	76	47	29	123
%V	4.4%	4.4%	5.0%	4.2%	4.0%	4.6%	3.3%	4.6%
%H		97.0%	64.9%	9.0%	56.7%	35.1%	21.6%	91.8%
4 - 15	421	414	277	41	245	154	91	401
%V	13.8%	14.0%	15.8%	14.2%	12.9%	14.9%	10.4%	15.0%
%H		98.3%	65.8%	9.7%	58.2%	36.6%	21.6%	95.2%
4 - 9	224	219	151	20	124	79	45	210
%V	7.3%	7.4%	8.6%	6.9%	6.5%	7.7%	5.2%	7.9%
%H		97.8%	67.4%	8.9%	55.4%	35.3%	20.1%	93.8%
10 - 15	197	195	126	21	120	74	46	191
%V	6.5%	6.6%	7.2%	7.3%	6.3%	7.2%	5.3%	7.2%
%H		99.0%	64.0%	10.7%	60.9%	37.6%	23.4%	97.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	3054	2961	1755	288	1906	1032	873	2670
%H		97.0%	57.5%	9.4%	62.4%	33.8%	28.6%	87.4%
Total Adults (16+)	2498	2416	1391	235	1585	832	753	2145
%V	81.8%	81.6%	79.3%	81.6%	83.2%	80.6%	86.3%	80.3%
%H		96.7%	55.7%	9.4%	63.5%	33.3%	30.1%	85.9%
16 - 19	132	128	78	16	82	51	31	127
%V	4.3%	4.3%	4.4%	5.6%	4.3%	4.9%	3.6%	4.8%
%H		97.0%	59.1%	12.1%	62.1%	38.6%	23.5%	96.2%
20 - 24	213	196	97	23	122	62	59	203
%V	7.0%	6.6%	5.5%	8.0%	6.4%	6.0%	6.8%	7.6%
%H		92.0%	45.5%	10.8%	57.3%	29.1%	27.7%	95.3%
25 - 34	381	358	221	31	201	110	91	359
%V	12.5%	12.1%	12.6%	10.8%	10.5%	10.7%	10.4%	13.4%
%H		94.0%	58.0%	8.1%	52.8%	28.9%	23.9%	94.2%
35 - 44	354	345	223	40	204	127	78	337
%V	11.6%	11.7%	12.7%	13.9%	10.7%	12.3%	8.9%	12.6%
%H		97.5%	63.0%	11.3%	57.6%	35.9%	22.0%	95.2%
45 - 54	429	419	266	40	266	154	112	402
%V	14.0%	14.2%	15.2%	13.9%	14.0%	14.9%	12.8%	15.1%
%H		97.7%	62.0%	9.3%	62.0%	35.9%	26.1%	93.7%
55 - 64	381	373	228	33	252	140	113	341
%V	12.5%	12.6%	13.0%	11.5%	13.2%	13.6%	12.9%	12.8%
%H		97.9%	59.8%	8.7%	66.1%	36.7%	29.7%	89.5%
65+	609	597	278	51	458	188	270	376
%V	19.9%	20.2%	15.8%	17.7%	24.0%	18.2%	30.9%	14.1%
%H		98.0%	45.6%	8.4%	75.2%	30.9%	44.3%	61.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2498	2416	1391	235	1585	832	753	2145
%H		96.7%	55.7%	9.4%	63.5%	33.3%	30.1%	85.9%
AB	524	510	297	49	343	183	160	497
%V	21.0%	21.1%	21.4%	20.9%	21.6%	22.0%	21.2%	23.2%
%H		97.3%	56.7%	9.4%	65.5%	34.9%	30.5%	94.8%
C1	663	637	359	71	398	210	188	613
%V	26.5%	26.4%	25.8%	30.2%	25.1%	25.2%	25.0%	28.6%
%H		96.1%	54.1%	10.7%	60.0%	31.7%	28.4%	92.5%
C2	628	616	381	53	419	245	175	556
%V	25.1%	25.5%	27.4%	22.6%	26.4%	29.4%	23.2%	25.9%
%H		98.1%	60.7%	8.4%	66.7%	39.0%	27.9%	88.5%
D	436	420	235	43	270	130	139	340
%V	17.5%	17.4%	16.9%	18.3%	17.0%	15.6%	18.5%	15.9%
%H		96.3%	53.9%	9.9%	61.9%	29.8%	31.9%	78.0%
E	248	233	119	18	156	64	92	139
%V	9.9%	9.6%	8.6%	7.7%	9.8%	7.7%	12.2%	6.5%
%H		94.0%	48.0%	7.3%	62.9%	25.8%	37.1%	56.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2498	2416	1391	235	1585	832	753	2145
%H		96.7%	55.7%	9.4%	63.5%	33.3%	30.1%	85.9%
Working full time	1114	1081	685	108	668	393	275	1071
%V	44.6%	44.7%	49.2%	46.0%	42.1%	47.2%	36.5%	49.9%
%H		97.0%	61.5%	9.7%	60.0%	35.3%	24.7%	96.1%
Working part time	210	203	126	23	129	75	54	198
%V	8.4%	8.4%	9.1%	9.8%	8.1%	9.0%	7.2%	9.2%
%H		96.7%	60.0%	11.0%	61.4%	35.7%	25.7%	94.3%
Not working	1174	1132	581	104	788	364	424	877
%V	47.0%	46.9%	41.8%	44.3%	49.7%	43.8%	56.3%	40.9%
%H		96.4%	49.5%	8.9%	67.1%	31.0%	36.1%	74.7%
Housewife/Houseperson	1338	1286	705	116	851	401	450	1070
%V	53.6%	53.2%	50.7%	49.4%	53.7%	48.2%	59.8%	49.9%
%H		96.1%	52.7%	8.7%	63.6%	30.0%	33.6%	80.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1222	1180	692	111	763	412	351	1067
%H		96.6%	56.6%	9.1%	62.4%	33.7%	28.7%	87.3%
16 - 19	70	69	41	9	46	28	18	68
%V	5.7%	5.8%	5.9%	8.1%	6.0%	6.8%	5.1%	6.4%
%H		98.6%	58.6%	12.9%	65.7%	40.0%	25.7%	97.1%
20 - 24	108	99	48	11	59	31	29	104
%V	8.8%	8.4%	6.9%	9.9%	7.7%	7.5%	8.3%	9.7%
%H		91.7%	44.4%	10.2%	54.6%	28.7%	26.9%	96.3%
25 - 34	194	181	110	14	102	54	47	183
%V	15.9%	15.3%	15.9%	12.6%	13.4%	13.1%	13.4%	17.2%
%H		93.3%	56.7%	7.2%	52.6%	27.8%	24.2%	94.3%
35 - 44	174	170	110	20	98	61	38	166
%V	14.2%	14.4%	15.9%	18.0%	12.8%	14.8%	10.8%	15.6%
%H		97.7%	63.2%	11.5%	56.3%	35.1%	21.8%	95.4%
45 - 54	210	205	128	17	131	73	58	192
%V	17.2%	17.4%	18.5%	15.3%	17.2%	17.7%	16.5%	18.0%
%H		97.6%	61.0%	8.1%	62.4%	34.8%	27.6%	91.4%
55 - 64	185	180	113	16	119	68	51	166
%V	15.1%	15.3%	16.3%	14.4%	15.6%	16.5%	14.5%	15.6%
%H		97.3%	61.1%	8.6%	64.3%	36.8%	27.6%	89.7%
65+	281	276	143	23	209	98	111	188
%V	23.0%	23.4%	20.7%	20.7%	27.4%	23.8%	31.6%	17.6%
%H		98.2%	50.9%	8.2%	74.4%	34.9%	39.5%	66.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1222	1180	692	111	763	412	351	1067
%H		96.6%	56.6%	9.1%	62.4%	33.7%	28.7%	87.3%
AB	263	256	149	24	170	91	80	249
%V	21.5%	21.7%	21.5%	21.6%	22.3%	22.1%	22.8%	23.3%
%H		97.3%	56.7%	9.1%	64.6%	34.6%	30.4%	94.7%
C1	311	299	172	32	183	100	83	294
%V	25.5%	25.3%	24.9%	28.8%	24.0%	24.3%	23.6%	27.6%
%H		96.1%	55.3%	10.3%	58.8%	32.2%	26.7%	94.5%
C2	334	327	201	29	221	128	92	293
%V	27.3%	27.7%	29.0%	26.1%	29.0%	31.1%	26.2%	27.5%
%H		97.9%	60.2%	8.7%	66.2%	38.3%	27.5%	87.7%
D	212	203	121	20	126	65	61	169
%V	17.3%	17.2%	17.5%	18.0%	16.5%	15.8%	17.4%	15.8%
%H		95.8%	57.1%	9.4%	59.4%	30.7%	28.8%	79.7%
E	104	95	50	6	63	28	36	62
%V	8.5%	8.1%	7.2%	5.4%	8.3%	6.8%	10.3%	5.8%
%H		91.3%	48.1%	5.8%	60.6%	26.9%	34.6%	59.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1222	1180	692	111	763	412	351	1067
%H		96.6%	56.6%	9.1%	62.4%	33.7%	28.7%	87.3%
Working full time	670	650	411	59	403	233	170	640
%V	54.8%	55.1%	59.4%	53.2%	52.8%	56.6%	48.4%	60.0%
%H		97.0%	61.3%	8.8%	60.1%	34.8%	25.4%	95.5%
Working part time	49	47	28	7	27	15	12	44
%V	4.0%	4.0%	4.0%	6.3%	3.5%	3.6%	3.4%	4.1%
%H		95.9%	57.1%	14.3%	55.1%	30.6%	24.5%	89.8%
Not working	503	482	254	45	333	164	169	382
%V	41.2%	40.8%	36.7%	40.5%	43.6%	39.8%	48.1%	35.8%
%H		95.8%	50.5%	8.9%	66.2%	32.6%	33.6%	75.9%
Housewife/Houseperson	269	247	124	15	157	57	99	182
%V	22.0%	20.9%	17.9%	13.5%	20.6%	13.8%	28.2%	17.1%
%H		91.8%	46.1%	5.6%	58.4%	21.2%	36.8%	67.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1237	698	124	822	420	402	1079
%H		96.9%	54.7%	9.7%	64.4%	32.9%	31.5%	84.6%
16 - 19	62	59	37	6	37	24	13	59
%V	4.9%	4.8%	5.3%	4.8%	4.5%	5.7%	3.2%	5.5%
%H		95.2%	59.7%	9.7%	59.7%	38.7%	21.0%	95.2%
20 - 24	106	97	49	12	62	32	31	100
%V	8.3%	7.8%	7.0%	9.7%	7.5%	7.6%	7.7%	9.3%
%H		91.5%	46.2%	11.3%	58.5%	30.2%	29.2%	94.3%
25 - 34	187	177	111	18	100	55	44	176
%V	14.7%	14.3%	15.9%	14.5%	12.2%	13.1%	10.9%	16.3%
%H		94.7%	59.4%	9.6%	53.5%	29.4%	23.5%	94.1%
35 - 44	179	175	113	20	106	66	40	172
%V	14.0%	14.1%	16.2%	16.1%	12.9%	15.7%	10.0%	15.9%
%H		97.8%	63.1%	11.2%	59.2%	36.9%	22.3%	96.1%
45 - 54	220	215	137	23	136	82	54	209
%V	17.2%	17.4%	19.6%	18.5%	16.5%	19.5%	13.4%	19.4%
%H		97.7%	62.3%	10.5%	61.8%	37.3%	24.5%	95.0%
55 - 64	195	192	115	16	133	72	61	175
%V	15.3%	15.5%	16.5%	12.9%	16.2%	17.1%	15.2%	16.2%
%H		98.5%	59.0%	8.2%	68.2%	36.9%	31.3%	89.7%
65+	328	321	135	28	249	90	159	188
%V	25.7%	25.9%	19.3%	22.6%	30.3%	21.4%	39.6%	17.4%
%H		97.9%	41.2%	8.5%	75.9%	27.4%	48.5%	57.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1237	698	124	822	420	402	1079
%H		96.9%	54.7%	9.7%	64.4%	32.9%	31.5%	84.6%
AB	261	255	148	25	172	93	80	248
%V	20.5%	20.6%	21.2%	20.2%	20.9%	22.1%	19.9%	23.0%
%H		97.7%	56.7%	9.6%	65.9%	35.6%	30.7%	95.0%
C1	352	338	187	39	215	110	105	319
%V	27.6%	27.3%	26.8%	31.5%	26.2%	26.2%	26.1%	29.6%
%H		96.0%	53.1%	11.1%	61.1%	31.3%	29.8%	90.6%
C2	294	289	181	24	199	116	82	263
%V	23.0%	23.4%	25.9%	19.4%	24.2%	27.6%	20.4%	24.4%
%H		98.3%	61.6%	8.2%	67.7%	39.5%	27.9%	89.5%
D	225	216	115	23	144	66	79	171
%V	17.6%	17.5%	16.5%	18.5%	17.5%	15.7%	19.7%	15.8%
%H		96.0%	51.1%	10.2%	64.0%	29.3%	35.1%	76.0%
E	144	138	68	12	92	36	56	78
%V	11.3%	11.2%	9.7%	9.7%	11.2%	8.6%	13.9%	7.2%
%H		95.8%	47.2%	8.3%	63.9%	25.0%	38.9%	54.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1237	698	124	822	420	402	1079
%H		96.9%	54.7%	9.7%	64.4%	32.9%	31.5%	84.6%
Working full time	444	431	274	49	265	160	105	430
%V	34.8%	34.8%	39.3%	39.5%	32.2%	38.1%	26.1%	39.9%
%H		97.1%	61.7%	11.0%	59.7%	36.0%	23.6%	96.8%
Working part time	161	156	97	16	102	60	42	154
%V	12.6%	12.6%	13.9%	12.9%	12.4%	14.3%	10.4%	14.3%
%H		96.9%	60.2%	9.9%	63.4%	37.3%	26.1%	95.7%
Not working	671	649	327	59	456	200	256	494
%V	52.6%	52.5%	46.8%	47.6%	55.5%	47.6%	63.7%	45.8%
%H		96.7%	48.7%	8.8%	68.0%	29.8%	38.2%	73.6%
Housewife/Houseperson	1069	1039	581	101	694	344	350	888
%V	83.8%	84.0%	83.2%	81.5%	84.4%	81.9%	87.1%	82.3%
%H		97.2%	54.3%	9.4%	64.9%	32.2%	32.7%	83.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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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	2666	2563	1016	475	2007	935	1072	2165
%H (All HH)		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%
%H (TV HH)			39.6%	18.5%	78.3%	36.5%	41.8%	
AB	640	619	279	100	477	237	240	604
%V	24.0%	24.2%	27.5%	21.1%	23.8%	25.3%	22.4%	27.9%
%H (All HH)		96.7%	43.6%	15.6%	74.5%	37.0%	37.5%	94.4%
%H (TV HH)			45.1%	16.2%	77.1%	38.3%	38.8%	
C1	660	635	259	126	489	238	251	578
%V	24.8%	24.8%	25.5%	26.5%	24.4%	25.5%	23.4%	26.7%
%H (All HH)		96.2%	39.2%	19.1%	74.1%	36.1%	38.0%	87.6%
%H (TV HH)			40.8%	19.8%	77.0%	37.5%	39.5%	
C2	579	562	214	126	440	217	223	481
%V	21.7%	21.9%	21.1%	26.5%	21.9%	23.2%	20.8%	22.2%
%H (All HH)		97.1%	37.0%	21.8%	76.0%	37.5%	38.5%	83.1%
%H (TV HH)			38.1%	22.4%	78.3%	38.6%	39.7%	
D	498	477	192	89	369	174	195	360
%V	18.7%	18.6%	18.9%	18.7%	18.4%	18.6%	18.2%	16.6%
%H (All HH)		95.8%	38.6%	17.9%	74.1%	34.9%	39.2%	72.3%
%H (TV HH)			40.3%	18.7%	77.4%	36.5%	40.9%	
E	289	270	72	34	231	68	163	142
%V	10.8%	10.5%	7.1%	7.2%	11.5%	7.3%	15.2%	6.6%
%H (All HH)		93.4%	24.9%	11.8%	79.9%	23.5%	56.4%	49.1%
%H (TV HH)			26.7%	12.6%	85.6%	25.2%	60.4%	

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

April 2015 - March 2016

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	2666	2563	1016	475	2007	935	1072	2165
%H (All HH)		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%
%H (TV HH)			39.6%	18.5%	78.3%	36.5%	41.8%	
Under 25	119	107	38	14	84	36	48	111
%V	4.5%	4.2%	3.7%	2.9%	4.2%	3.9%	4.5%	5.1%
%H (All HH)		89.9%	31.9%	11.8%	70.6%	30.3%	40.3%	93.3%
%H (TV HH)			35.5%	13.1%	78.5%	33.6%	44.9%	
25 - 34	408	375	173	69	264	134	131	380
%V	15.3%	14.6%	17.0%	14.5%	13.2%	14.3%	12.2%	17.6%
%H (All HH)		91.9%	42.4%	16.9%	64.7%	32.8%	32.1%	93.1%
%H (TV HH)			46.1%	18.4%	70.4%	35.7%	34.9%	
35 - 44	450	432	208	86	308	174	134	423
%V	16.9%	16.9%	20.5%	18.1%	15.3%	18.6%	12.5%	19.5%
%H (All HH)		96.0%	46.2%	19.1%	68.4%	38.7%	29.8%	94.0%
%H (TV HH)			48.1%	19.9%	71.3%	40.3%	31.0%	
45 - 54	499	490	203	121	382	213	169	470
%V	18.7%	19.1%	20.0%	25.5%	19.0%	22.8%	15.8%	21.7%
%H (All HH)		98.2%	40.7%	24.2%	76.6%	42.7%	33.9%	94.2%
%H (TV HH)			41.4%	24.7%	78.0%	43.5%	34.5%	
55 - 64	443	431	182	87	342	177	165	376
%V	16.6%	16.8%	17.9%	18.3%	17.0%	18.9%	15.4%	17.4%
%H (All HH)		97.3%	41.1%	19.6%	77.2%	40.0%	37.2%	84.9%
%H (TV HH)			42.2%	20.2%	79.4%	41.1%	38.3%	
65 +	747	727	211	98	627	202	425	403
%V	28.0%	28.4%	20.8%	20.6%	31.2%	21.6%	39.6%	18.6%
%H (All HH)		97.3%	28.2%	13.1%	83.9%	27.0%	56.9%	53.9%
%H (TV HH)			29.0%	13.5%	86.2%	27.8%	58.5%	

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

April 2015 - March 2016

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	2666	2563	1016	475	2007	935	1072	2165
%H (All HH)		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%
%H (TV HH)			39.6%	18.5%	78.3%	36.5%	41.8%	
1	800	753	205	89	634	179	455	453
%V	30.0%	29.4%	20.2%	18.7%	31.6%	19.1%	42.4%	20.9%
%H (All HH)		94.1%	25.6%	11.1%	79.3%	22.4%	56.9%	56.6%
%H (TV HH)			27.2%	11.8%	84.2%	23.8%	60.4%	
2	892	866	344	171	681	328	353	774
%V	33.5%	33.8%	33.9%	36.0%	33.9%	35.1%	32.9%	35.8%
%H (All HH)		97.1%	38.6%	19.2%	76.3%	36.8%	39.6%	86.8%
%H (TV HH)			39.7%	19.7%	78.6%	37.9%	40.8%	
3	413	400	190	95	304	188	116	393
%V	15.5%	15.6%	18.7%	20.0%	15.1%	20.1%	10.8%	18.2%
%H (All HH)		96.9%	46.0%	23.0%	73.6%	45.5%	28.1%	95.2%
%H (TV HH)			47.5%	23.8%	76.0%	47.0%	29.0%	
4	360	349	172	76	257	155	102	350
%V	13.5%	13.6%	16.9%	16.0%	12.8%	16.6%	9.5%	16.2%
%H (All HH)		96.9%	47.8%	21.1%	71.4%	43.1%	28.3%	97.2%
%H (TV HH)			49.3%	21.8%	73.6%	44.4%	29.2%	
5+	202	195	106	44	132	85	46	196
%V	7.6%	7.6%	10.4%	9.3%	6.6%	9.1%	4.3%	9.1%
%H (All HH)		96.5%	52.5%	21.8%	65.3%	42.1%	22.8%	97.0%
%H (TV HH)			54.4%	22.6%	67.7%	43.6%	23.6%	
Average HH size	2.38	2.39	2.68	2.65	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

April 2015 - March 2016

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	2666	2563	1016	475	2007	935	1072	2165
%H (All HH)		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%
%H (TV HH)			39.6%	18.5%	78.3%	36.5%	41.8%	
Without	1947	1862	686	323	1502	647	855	1475
%V	73.0%	72.6%	67.5%	68.0%	74.8%	69.2%	79.8%	68.1%
%H (All HH)		95.6%	35.2%	16.6%	77.1%	33.2%	43.9%	75.8%
%H (TV HH)			36.8%	17.3%	80.7%	34.7%	45.9%	
With	719	700	330	152	506	289	217	690
%V	27.0%	27.3%	32.5%	32.0%	25.2%	30.9%	20.2%	31.9%
%H (All HH)		97.4%	45.9%	21.1%	70.4%	40.2%	30.2%	96.0%
%H (TV HH)			47.1%	21.7%	72.3%	41.3%	31.0%	
0 - 3	276	264	128	51	182	101	81	262
%V	10.4%	10.3%	12.6%	10.7%	9.1%	10.8%	7.6%	12.1%
%H (All HH)		95.7%	46.4%	18.5%	65.9%	36.6%	29.3%	94.9%
%H (TV HH)			48.5%	19.3%	68.9%	38.3%	30.7%	
4 - 9	372	362	184	67	262	152	110	356
%V	14.0%	14.1%	18.1%	14.1%	13.1%	16.3%	10.3%	16.4%
%H (All HH)		97.3%	49.5%	18.0%	70.4%	40.9%	29.6%	95.7%
%H (TV HH)			50.8%	18.5%	72.4%	42.0%	30.4%	
10 - 15	338	333	160	79	240	142	98	327
%V	12.7%	13.0%	15.7%	16.6%	12.0%	15.2%	9.1%	15.1%
%H (All HH)		98.5%	47.3%	23.4%	71.0%	42.0%	29.0%	96.7%
%H (TV HH)			48.0%	23.7%	72.1%	42.6%	29.4%	

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

April 2015 - March 2016

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	2666	2563	1016	475	2007	935	1072	2165
%H (All HH)		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%
%H (TV HH)			39.6%	18.5%	78.3%	36.5%	41.8%	
1	1014	1014	331	149	722	208	514	716
%V	38.0%	39.6%	32.6%	31.4%	36.0%	22.2%	47.9%	33.1%
%H (All HH)		100.0%	32.6%	14.7%	71.2%	20.5%	50.7%	70.6%
%H (TV HH)			32.6%	14.7%	71.2%	20.5%	50.7%	
2	875	875	347	169	704	336	368	736
%V	32.8%	34.1%	34.2%	35.6%	35.1%	35.9%	34.3%	34.0%
%H (All HH)		100.0%	39.7%	19.3%	80.5%	38.4%	42.1%	84.1%
%H (TV HH)			39.7%	19.3%	80.5%	38.4%	42.1%	
3	394	394	191	82	336	210	126	366
%V	14.8%	15.4%	18.8%	17.3%	16.7%	22.5%	11.8%	16.9%
%H (All HH)		100.0%	48.5%	20.8%	85.3%	53.3%	32.0%	92.9%
%H (TV HH)			48.5%	20.8%	85.3%	53.3%	32.0%	
4	184	184	94	48	162	118	44	179
%V	6.9%	7.2%	9.3%	10.1%	8.1%	12.6%	4.1%	8.3%
%H (All HH)		100.0%	51.1%	26.1%	88.0%	64.1%	23.9%	97.3%
%H (TV HH)			51.1%	26.1%	88.0%	64.1%	23.9%	
5+	97	97	52	28	84	64	20	94
%V	3.6%	3.8%	5.1%	5.9%	4.2%	6.8%	1.9%	4.3%
%H (All HH)		100.0%	53.6%	28.9%	86.6%	66.0%	20.6%	96.9%
%H (TV HH)			53.6%	28.9%	86.6%	66.0%	20.6%	

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

April 2015 - March 2016

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	2666	2563	1016	475	2007	935	1072	2165
%V (All HH)		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%
%H (TV HH)			39.6%	18.5%	78.3%	36.5%	41.8%	
Under 20"	484	484	185	98	423	218	205	410
%V	18.2%	18.9%	18.2%	20.6%	21.1%	23.3%	19.1%	18.9%
%H (All HH)		100.0%	38.2%	20.2%	87.4%	45.0%	42.4%	84.7%
%H (TV HH)			38.2%	20.2%	87.4%	45.0%	42.4%	
20" - 29"	878	878	334	154	750	353	397	715
%V	32.9%	34.3%	32.9%	32.4%	37.4%	37.8%	37.0%	33.0%
%H (All HH)		100.0%	38.0%	17.5%	85.4%	40.2%	45.2%	81.4%
%H (TV HH)			38.0%	17.5%	85.4%	40.2%	45.2%	
30" - 39"	1353	1353	531	252	1093	521	572	1114
%V	50.8%	52.8%	52.3%	53.1%	54.5%	55.7%	53.4%	51.5%
%H (All HH)		100.0%	39.2%	18.6%	80.8%	38.5%	42.3%	82.3%
%H (TV HH)			39.2%	18.6%	80.8%	38.5%	42.3%	
40" and over	1356	1356	665	303	1016	619	397	1233
%V	50.9%	52.9%	65.5%	63.8%	50.6%	66.2%	37.0%	57.0%
%H (All HH)		100.0%	49.0%	22.3%	74.9%	45.6%	29.3%	90.9%
%H (TV HH)			49.0%	22.3%	74.9%	45.6%	29.3%	

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

April 2015 - March 2016

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	2666	2563	1016	475	2007	935	1072	2165
%V (All HH)		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%
%H (TV HH)			39.6%	18.5%	78.3%	36.5%	41.8%	
Main living room	2534	2534	1009	471	1990	932	1058	2070
%V	95.0%	98.9%	99.3%	99.2%	99.2%	99.7%	98.7%	95.6%
%H (All HH)		100.0%	39.8%	18.6%	78.5%	36.8%	41.8%	81.7%
%H (TV HH)			39.8%	18.6%	78.5%	36.8%	41.8%	
Kitchen	314	314	138	58	277	153	123	274
%V	11.8%	12.3%	13.6%	12.2%	13.8%	16.4%	11.5%	12.7%
%H (All HH)		100.0%	43.9%	18.5%	88.2%	48.7%	39.2%	87.3%
%H (TV HH)			43.9%	18.5%	88.2%	48.7%	39.2%	
Adult's bedroom	1175	1175	511	258	992	577	415	1049
%V	44.1%	45.8%	50.3%	54.3%	49.4%	61.7%	38.7%	48.5%
%H (All HH)		100.0%	43.5%	22.0%	84.4%	49.1%	35.3%	89.3%
%H (TV HH)			43.5%	22.0%	84.4%	49.1%	35.3%	
Child's bedroom	267	267	139	65	212	145	67	262
%V	10.0%	10.4%	13.7%	13.7%	10.6%	15.5%	6.3%	12.1%
%H (All HH)		100.0%	52.1%	24.3%	79.4%	54.3%	25.1%	98.1%
%H (TV HH)			52.1%	24.3%	79.4%	54.3%	25.1%	
Other bedroom	145	145	71	33	128	84	44	137
%V	5.4%	5.7%	7.0%	6.9%	6.4%	9.0%	4.1%	6.3%
%H (All HH)		100.0%	49.0%	22.8%	88.3%	57.9%	30.3%	94.5%
%H (TV HH)			49.0%	22.8%	88.3%	57.9%	30.3%	
Second living/dining room	247	247	118	53	207	125	82	214
%V	9.3%	9.6%	11.6%	11.2%	10.3%	13.4%	7.6%	9.9%
%H (All HH)		100.0%	47.8%	21.5%	83.8%	50.6%	33.2%	86.6%
%H (TV HH)			47.8%	21.5%	83.8%	50.6%	33.2%	
Study/office	39	39	20	7	32	20	12	37
%V	1.5%	1.5%	2.0%	1.5%	1.6%	2.1%	1.1%	1.7%
%H (All HH)		100.0%	51.3%	17.9%	82.1%	51.3%	30.8%	94.9%
%H (TV HH)			51.3%	17.9%	82.1%	51.3%	30.8%	
TV room	13	13	9	2	9	6	3	13
%V	0.5%	0.5%	0.9%	0.4%	0.4%	0.6%	0.3%	0.6%
%H (All HH)		100.0%	69.2%	15.4%	69.2%	46.2%	23.1%	100.0%
%H (TV HH)			69.2%	15.4%	69.2%	46.2%	23.1%	
Conservatory	68	68	33	17	56	38	19	66
%V	2.6%	2.7%	3.2%	3.6%	2.8%	4.1%	1.8%	3.0%
%H (All HH)		100.0%	48.5%	25.0%	82.4%	55.9%	27.9%	97.1%
%H (TV HH)			48.5%	25.0%	82.4%	55.9%	27.9%	
Attic or loft room	6	6	3	2	5	4	1	6
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	50.0%	33.3%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			50.0%	33.3%	83.3%	66.7%	16.7%	
No specific location	3	3	1	1	2	1	1	3
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%	
Other	17	17	6	5	14	8	5	17
%V	0.6%	0.7%	0.6%	1.1%	0.7%	0.9%	0.5%	0.8%
%H (All HH)		100.0%	35.3%	29.4%	82.4%	47.1%	29.4%	100.0%
%H (TV HH)			35.3%	29.4%	82.4%	47.1%	29.4%	

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

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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	2666	2563	1016	475	2007	935	1072	2165
%H (All HH)		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%
%H (TV HH)			39.6%	18.5%	78.3%	36.5%	41.8%	
Any DSAT provider	1016	1016	1016	28	651	651	0	924
%V	38.1%	39.6%	100.0%	5.9%	32.4%	69.6%	0.0%	42.7%
%H (All HH)			100.0%	2.8%	64.1%	64.1%	0.0%	90.9%
%H (TV HH)			100.0%	2.8%	64.1%	64.1%	0.0%	
Sky with subcription	804	804	804	10	530	530	0	748
%V	30.2%	31.4%	79.1%	2.1%	26.4%	56.7%	0.0%	34.5%
%H (All HH)			100.0%	1.2%	65.9%	65.9%	0.0%	93.0%
%H (TV HH)			100.0%	1.2%	65.9%	65.9%	0.0%	
Sky without subscription	70	70	70	5	37	37	0	59
%V	2.6%	2.7%	6.9%	1.1%	1.8%	4.0%	0.0%	2.7%
%H (All HH)			100.0%	7.1%	52.9%	52.9%	0.0%	84.3%
%H (TV HH)			100.0%	7.1%	52.9%	52.9%	0.0%	
Freesat	103	103	103	10	67	67	0	90
%V	3.9%	4.0%	10.1%	2.1%	3.3%	7.2%	0.0%	4.2%
%H (All HH)			100.0%	9.7%	65.0%	65.0%	0.0%	87.4%
%H (TV HH)			100.0%	9.7%	65.0%	65.0%	0.0%	
Other satellite provider	48	48	48	3	26	26	0	42
%V	1.8%	1.9%	4.7%	0.6%	1.3%	2.8%	0.0%	1.9%
%H (All HH)			100.0%	6.3%	54.2%	54.2%	0.0%	87.5%
%H (TV HH)			100.0%	6.3%	54.2%	54.2%	0.0%	
DCAB	475	475	28	475	299	299	0	433
%V	17.8%	18.5%	2.8%	100.0%	14.9%	32.0%	0.0%	20.0%
%H (All HH)			5.9%	100.0%	62.9%	62.9%	0.0%	91.2%
%H (TV HH)			5.9%	100.0%	62.9%	62.9%	0.0%	
DTT	2007	2007	651	299	2007	935	1072	1596
%V	75.3%	78.3%	64.1%	62.9%	100.0%	100.0%	100.0%	73.7%
%H (All HH)		100.0%	32.4%	14.9%	100.0%	46.6%	53.4%	79.5%
%H (TV HH)			32.4%	14.9%	100.0%	46.6%	53.4%	

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

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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	2666	2563	1016	475	2007	935	1072	2165
%H (All HH)		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%
%H (TV HH)			39.6%	18.5%	78.3%	36.5%	41.8%	
PVR	1534	1534	852	406	1115	813	303	1414
%V	57.5%	59.9%	83.9%	85.5%	55.6%	87.0%	28.3%	65.3%
%H (All HH)		100.0%	55.5%	26.5%	72.7%	53.0%	19.8%	92.2%
%H (TV HH)			55.5%	26.5%	72.7%	53.0%	19.8%	
DVDR	79	79	26	18	68	31	36	71
%V	3.0%	3.1%	2.6%	3.8%	3.4%	3.3%	3.4%	3.3%
%H (All HH)		100.0%	32.9%	22.8%	86.1%	39.2%	45.6%	89.9%
%H (TV HH)			32.9%	22.8%	86.1%	39.2%	45.6%	
VCR	48	48	12	5	44	13	32	29
%V	1.8%	1.9%	1.2%	1.1%	2.2%	1.4%	3.0%	1.3%
%H (All HH)		100.0%	25.0%	10.4%	91.7%	27.1%	66.7%	60.4%
%H (TV HH)			25.0%	10.4%	91.7%	27.1%	66.7%	
Any recorder	1586	1586	859	407	1164	818	346	1444
%V	59.5%	61.9%	84.5%	85.7%	58.0%	87.5%	32.3%	66.7%
%H (All HH)		100.0%	54.2%	25.7%	73.4%	51.6%	21.8%	91.0%
%H (TV HH)			54.2%	25.7%	73.4%	51.6%	21.8%	
Receives HDTV (via STB or built-in reception)	1610	1610	748	375	1252	742	510	1462
%V	60.4%	62.8%	73.6%	78.9%	62.4%	79.4%	47.6%	67.5%
%H (All HH)		100.0%	46.5%	23.3%	77.8%	46.1%	31.7%	90.8%
%H (TV HH)			46.5%	23.3%	77.8%	46.1%	31.7%	
DVD/Blu-ray player or recorder	1834	1834	754	354	1448	712	736	1578
%V	68.8%	71.6%	74.2%	74.5%	72.1%	76.1%	68.7%	72.9%
%H (All HH)		100.0%	41.1%	19.3%	79.0%	38.8%	40.1%	86.0%
%H (TV HH)			41.1%	19.3%	79.0%	38.8%	40.1%	

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 14.10: 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	2666	2563	1016	475	2007	935	1072	2165
%H (All HH)		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%
%H (TV HH)			39.6%	18.5%	78.3%	36.5%	41.8%	
Has broadband internet	2165	2091	924	433	1596	863	733	2165
%V	81.2%	81.6%	90.9%	91.2%	79.5%	92.3%	68.4%	100.0%
%H (All HH)		96.6%	42.7%	20.0%	73.7%	39.9%	33.9%	100.0%
%H (TV HH)			44.2%	20.7%	76.3%	41.3%	35.1%	
Number of computers (PCs and laptops)								
0	571	539	116	57	463	100	363	107
%V	21.4%	21.0%	11.4%	12.0%	23.1%	10.7%	33.9%	4.9%
%H (All HH)		94.4%	20.3%	10.0%	81.1%	17.5%	63.6%	18.7%
%H (TV HH)			21.5%	10.6%	85.9%	18.6%	67.3%	
1	737	702	271	132	544	246	298	708
%V	27.6%	27.4%	26.7%	27.8%	27.1%	26.3%	27.8%	32.7%
%H (All HH)		95.3%	36.8%	17.9%	73.8%	33.4%	40.4%	96.1%
%H (TV HH)			38.6%	18.8%	77.5%	35.0%	42.5%	
2	584	569	262	104	436	235	201	578
%V	21.9%	22.2%	25.8%	21.9%	21.7%	25.1%	18.8%	26.7%
%H (All HH)		97.4%	44.9%	17.8%	74.7%	40.2%	34.4%	99.0%
%H (TV HH)			46.0%	18.3%	76.6%	41.3%	35.3%	
3	327	318	154	74	238	145	93	327
%V	12.3%	12.4%	15.2%	15.6%	11.9%	15.5%	8.7%	15.1%
%H (All HH)		97.2%	47.1%	22.6%	72.8%	44.3%	28.4%	100.0%
%H (TV HH)			48.4%	23.3%	74.8%	45.6%	29.2%	
4	220	215	104	52	161	101	61	220
%V	8.3%	8.4%	10.2%	10.9%	8.0%	10.8%	5.7%	10.2%
%H (All HH)		97.7%	47.3%	23.6%	73.2%	45.9%	27.7%	100.0%
%H (TV HH)			48.4%	24.2%	74.9%	47.0%	28.4%	
5+	226	220	109	55	164	108	56	225
%V	8.5%	8.6%	10.7%	11.6%	8.2%	11.6%	5.2%	10.4%
%H (All HH)		97.3%	48.2%	24.3%	72.6%	47.8%	24.8%	99.6%
%H (TV HH)			49.5%	25.0%	74.5%	49.1%	25.5%	

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

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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	5198	2258	1070	4237	2325	1912	4506
%H		43.4%	20.6%	81.5%	44.7%	36.8%	86.7%
Under 20"	600	236	123	526	280	246	517
%V	11.5%	10.5%	11.5%	12.4%	12.0%	12.9%	11.5%
%H		39.3%	20.5%	87.7%	46.7%	41.0%	86.2%
20" - 29"	1161	453	219	999	497	502	972
%V	22.3%	20.1%	20.5%	23.6%	21.4%	26.3%	21.6%
%H		39.0%	18.9%	86.0%	42.8%	43.2%	83.7%
30" - 39"	1656	691	323	1354	704	650	1404
%V	31.9%	30.6%	30.2%	32.0%	30.3%	34.0%	31.2%
%H		41.7%	19.5%	81.8%	42.5%	39.3%	84.8%
40" and over	1646	820	388	1240	786	454	1513
%V	31.7%	36.3%	36.3%	29.3%	33.8%	23.7%	33.6%
%H		49.8%	23.6%	75.3%	47.8%	27.6%	91.9%
Don't know	136	58	17	118	58	60	100
%V	2.6%	2.6%	1.6%	2.8%	2.5%	3.1%	2.2%
%H		42.6%	12.5%	86.8%	42.6%	44.1%	73.5%

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 14.12: 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	5198	2258	1070	4237	2325	1912	4506
%H		43.4%	20.6%	81.5%	44.7%	36.8%	86.7%
Main living room	2547	1016	473	2001	938	1063	2083
%V	49.0%	45.0%	44.2%	47.2%	40.3%	55.6%	46.2%
%H		39.9%	18.6%	78.6%	36.8%	41.7%	81.8%
Kitchen	314	138	58	277	154	123	274
%V	6.0%	6.1%	5.4%	6.5%	6.6%	6.4%	6.1%
%H		43.9%	18.5%	88.2%	49.0%	39.2%	87.3%
Adult's bedroom	1403	625	326	1191	725	466	1269
%V	27.0%	27.7%	30.5%	28.1%	31.2%	24.4%	28.2%
%H		44.5%	23.2%	84.9%	51.7%	33.2%	90.4%
Child's bedroom	360	194	85	284	198	86	353
%V	6.9%	8.6%	7.9%	6.7%	8.5%	4.5%	7.8%
%H		53.9%	23.6%	78.9%	55.0%	23.9%	98.1%
Other bedroom	178	90	41	155	106	49	169
%V	3.4%	4.0%	3.8%	3.7%	4.6%	2.6%	3.8%
%H		50.6%	23.0%	87.1%	59.6%	27.5%	94.9%
Second living/dining room	250	120	53	210	127	83	216
%V	4.8%	5.3%	5.0%	5.0%	5.5%	4.3%	4.8%
%H		48.0%	21.2%	84.0%	50.8%	33.2%	86.4%
Study/office	39	20	7	33	20	13	37
%V	0.8%	0.9%	0.7%	0.8%	0.9%	0.7%	0.8%
%H		51.3%	17.9%	84.6%	51.3%	33.3%	94.9%
TV room	13	9	2	9	6	3	13
%V	0.3%	0.4%	0.2%	0.2%	0.3%	0.2%	0.3%
%H		69.2%	15.4%	69.2%	46.2%	23.1%	100.0%
Conservatory	69	34	17	57	38	19	67
%V	1.3%	1.5%	1.6%	1.3%	1.6%	1.0%	1.5%
%H		49.3%	24.6%	82.6%	55.1%	27.5%	97.1%
Attic or loft room	6	3	2	5	4	1	6
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	33.3%	83.3%	66.7%	16.7%	100.0%
No specific location	3	1	1	2	1	1	3
%V	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
Other	17	6	5	14	8	5	17
%V	0.3%	0.3%	0.5%	0.3%	0.3%	0.3%	0.4%
%H		35.3%	29.4%	82.4%	47.1%	29.4%	100.0%

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 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5198	2258	1070	4237	2325	1912	4506
%H		43.4%	20.6%	81.5%	44.7%	36.8%	86.7%
PVR	1974	1148	526	1398	1059	338	1837
%V	38.0%	50.8%	49.2%	33.0%	45.5%	17.7%	40.8%
%H		58.2%	26.6%	70.8%	53.6%	17.1%	93.1%
DVDR	85	28	19	73	33	39	76
%V	1.6%	1.2%	1.8%	1.7%	1.4%	2.0%	1.7%
%H		32.9%	22.4%	85.9%	38.8%	45.9%	89.4%
VCR	53	13	5	49	13	36	30
%V	1.0%	0.6%	0.5%	1.2%	0.6%	1.9%	0.7%
%H		24.5%	9.4%	92.5%	24.5%	67.9%	56.6%
Any recorder	2048	1164	531	1466	1075	392	1883
%V	39.4%	51.6%	49.6%	34.6%	46.2%	20.5%	41.8%
%H		56.8%	25.9%	71.6%	52.5%	19.1%	91.9%

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	5198	2258	1070	4237	2325	1912	4506
%H		43.4%	20.6%	81.5%	44.7%	36.8%	86.7%
Receives HDTV (via STB or built-in reception)	2371	1108	577	1881	1161	720	2196
%V	45.6%	49.1%	53.9%	44.4%	49.9%	37.7%	48.7%
%H		46.7%	24.3%	79.3%	49.0%	30.4%	92.6%
DVD/Blu-ray player or recorder	2690	1177	543	2174	1183	990	2381
%V	51.8%	52.1%	50.7%	51.3%	50.9%	51.8%	52.8%
%H		43.8%	20.2%	80.8%	44.0%	36.8%	88.5%

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	2559	1015	474	2007	935	1072	2087
%H		39.7%	18.5%	78.4%	36.5%	41.9%	81.6%
Under 20"	23	3	2	20	2	18	14
%V	0.9%	0.3%	0.4%	1.0%	0.2%	1.7%	0.7%
%H		13.0%	8.7%	87.0%	8.7%	78.3%	60.9%
20" - 29"	261	53	34	218	45	173	154
%V	10.2%	5.2%	7.2%	10.9%	4.8%	16.1%	7.4%
%H		20.3%	13.0%	83.5%	17.2%	66.3%	59.0%
30" - 39"	895	294	133	732	268	464	680
%V	35.0%	29.0%	28.1%	36.5%	28.7%	43.3%	32.6%
%H		32.8%	14.9%	81.8%	29.9%	51.8%	76.0%
40" and over	1318	646	298	988	604	384	1198
%V	51.5%	63.6%	62.9%	49.2%	64.6%	35.8%	57.4%
%H		49.0%	22.6%	75.0%	45.8%	29.1%	90.9%
Don't know	62	20	7	48	15	34	40
%V	2.4%	2.0%	1.5%	2.4%	1.6%	3.2%	1.9%
%H		32.3%	11.3%	77.4%	24.2%	54.8%	64.5%

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 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2559	1015	474	2007	935	1072	2087
%H		39.7%	18.5%	78.4%	36.5%	41.9%	81.6%
PVR	1504	840	399	1088	799	289	1385
%V	58.8%	82.8%	84.2%	54.2%	85.5%	27.0%	66.4%
%H		55.9%	26.5%	72.3%	53.1%	19.2%	92.1%
DVDR	65	20	16	56	25	30	57
%V	2.5%	2.0%	3.4%	2.8%	2.7%	2.8%	2.7%
%H		30.8%	24.6%	86.2%	38.5%	46.2%	87.7%
VCR	40	10	3	36	9	27	22
%V	1.6%	1.0%	0.6%	1.8%	1.0%	2.5%	1.1%
%H		25.0%	7.5%	90.0%	22.5%	67.5%	55.0%
Any recorder	1553	847	401	1133	804	329	1411
%V	60.7%	83.4%	84.6%	56.5%	86.0%	30.7%	67.6%
%H		54.5%	25.8%	73.0%	51.8%	21.2%	90.9%

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	2559	1015	474	2007	935	1072	2087
%H		39.7%	18.5%	78.4%	36.5%	41.9%	81.6%
Receives HDTV (via STB or built-in reception)	1561	728	367	1208	719	489	1421
%V	61.0%	71.7%	77.4%	60.2%	76.9%	45.6%	68.1%
%H		46.6%	23.5%	77.4%	46.1%	31.3%	91.0%
DVD/Blu-ray player or recorder	1677	688	316	1316	635	681	1432
%V	65.5%	67.8%	66.7%	65.6%	67.9%	63.5%	68.6%
%H		41.0%	18.8%	78.5%	37.9%	40.6%	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	2639	1243	596	2230	1391	840	2420
%H		47.1%	22.6%	84.5%	52.7%	31.8%	91.7%
Under 20"	577	233	121	506	277	229	503
%V	21.9%	18.7%	20.3%	22.7%	19.9%	27.3%	20.8%
%H		40.4%	21.0%	87.7%	48.0%	39.7%	87.2%
20" - 29"	900	400	185	781	452	329	817
%V	34.1%	32.2%	31.0%	35.0%	32.5%	39.2%	33.8%
%H		44.4%	20.6%	86.8%	50.2%	36.6%	90.8%
30" - 39"	761	397	191	622	436	186	724
%V	28.8%	31.9%	32.0%	27.9%	31.3%	22.1%	29.9%
%H		52.2%	25.1%	81.7%	57.3%	24.4%	95.1%
40" and over	327	175	90	252	182	70	316
%V	12.4%	14.1%	15.1%	11.3%	13.1%	8.3%	13.1%
%H		53.5%	27.5%	77.1%	55.7%	21.4%	96.6%
Don't know	74	38	10	69	43	26	60
%V	2.8%	3.1%	1.7%	3.1%	3.1%	3.1%	2.5%
%H		51.4%	13.5%	93.2%	58.1%	35.1%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2639	1243	596	2230	1391	840	2420
%H		47.1%	22.6%	84.5%	52.7%	31.8%	91.7%
PVR	470	308	127	310	260	49	452
%V	17.8%	24.8%	21.3%	13.9%	18.7%	5.8%	18.7%
%H		65.5%	27.0%	66.0%	55.3%	10.4%	96.2%
DVDR	20	8	4	17	8	9	19
%V	0.8%	0.6%	0.7%	0.8%	0.6%	1.1%	0.8%
%H		40.0%	20.0%	85.0%	40.0%	45.0%	95.0%
VCR	13	2	2	13	4	8	8
%V	0.5%	0.2%	0.3%	0.6%	0.3%	1.0%	0.3%
%H		15.4%	15.4%	100.0%	30.8%	61.5%	61.5%
Any recorder	495	316	130	334	271	63	472
%V	18.8%	25.4%	21.8%	15.0%	19.5%	7.5%	19.5%
%H		63.8%	26.3%	67.5%	54.7%	12.7%	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	2639	1243	596	2230	1391	840	2420
%H		47.1%	22.6%	84.5%	52.7%	31.8%	91.7%
Receives HDTV (via STB or built-in reception)	809	380	209	673	442	231	774
%V	30.7%	30.6%	35.1%	30.2%	31.8%	27.5%	32.0%
%H		47.0%	25.8%	83.2%	54.6%	28.6%	95.7%
DVD/Blu-ray player or recorder	1013	489	227	858	548	309	949
%V	38.4%	39.3%	38.1%	38.5%	39.4%	36.8%	39.2%
%H		48.3%	22.4%	84.7%	54.1%	30.5%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	6348	6132	2722	1258	4642	2479	2163	5632
%H		96.6%	42.9%	19.8%	73.1%	39.1%	34.1%	88.7%
Total Children	1281	1243	607	259	880	505	375	1229
%V	20.2%	20.3%	22.3%	20.6%	19.0%	20.4%	17.3%	21.8%
%H		97.0%	47.4%	20.2%	68.7%	39.4%	29.3%	95.9%
0 - 3	328	313	149	63	212	117	95	311
%V	5.2%	5.1%	5.5%	5.0%	4.6%	4.7%	4.4%	5.5%
%H		95.4%	45.4%	19.2%	64.6%	35.7%	29.0%	94.8%
4 - 15	953	930	457	195	668	388	280	918
%V	15.0%	15.2%	16.8%	15.5%	14.4%	15.7%	12.9%	16.3%
%H		97.6%	48.0%	20.5%	70.1%	40.7%	29.4%	96.3%
4 - 9	506	492	247	92	350	200	150	484
%V	8.0%	8.0%	9.1%	7.3%	7.5%	8.1%	6.9%	8.6%
%H		97.2%	48.8%	18.2%	69.2%	39.5%	29.6%	95.7%
10 - 15	448	438	210	103	317	188	130	434
%V	7.1%	7.1%	7.7%	8.2%	6.8%	7.6%	6.0%	7.7%
%H		97.8%	46.9%	23.0%	70.8%	42.0%	29.0%	96.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	6348	6132	2722	1258	4642	2479	2163	5632
%H		96.6%	42.9%	19.8%	73.1%	39.1%	34.1%	88.7%
Total Adults (16+)	5067	4889	2115	999	3763	1974	1788	4403
%V	79.8%	79.7%	77.7%	79.4%	81.1%	79.6%	82.7%	78.2%
%H		96.5%	41.7%	19.7%	74.3%	39.0%	35.3%	86.9%
16 - 19	293	289	131	82	224	143	81	287
%V	4.6%	4.7%	4.8%	6.5%	4.8%	5.8%	3.7%	5.1%
%H		98.6%	44.7%	28.0%	76.5%	48.8%	27.6%	98.0%
20 - 24	399	365	165	71	270	156	114	387
%V	6.3%	6.0%	6.1%	5.6%	5.8%	6.3%	5.3%	6.9%
%H		91.5%	41.4%	17.8%	67.7%	39.1%	28.6%	97.0%
25 - 34	823	768	378	150	538	300	238	780
%V	13.0%	12.5%	13.9%	11.9%	11.6%	12.1%	11.0%	13.8%
%H		93.3%	45.9%	18.2%	65.4%	36.5%	28.9%	94.8%
35 - 44	804	776	397	153	558	333	224	761
%V	12.7%	12.7%	14.6%	12.2%	12.0%	13.4%	10.4%	13.5%
%H		96.5%	49.4%	19.0%	69.4%	41.4%	27.9%	94.7%
45 - 54	873	860	378	223	661	391	270	829
%V	13.8%	14.0%	13.9%	17.7%	14.2%	15.8%	12.5%	14.7%
%H		98.5%	43.3%	25.5%	75.7%	44.8%	30.9%	95.0%
55 - 64	727	710	307	151	558	299	259	648
%V	11.5%	11.6%	11.3%	12.0%	12.0%	12.1%	12.0%	11.5%
%H		97.7%	42.2%	20.8%	76.8%	41.1%	35.6%	89.1%
65+	1148	1122	360	169	955	353	603	713
%V	18.1%	18.3%	13.2%	13.4%	20.6%	14.2%	27.9%	12.7%
%H		97.7%	31.4%	14.7%	83.2%	30.7%	52.5%	62.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	5067	4889	2115	999	3763	1974	1788	4403
%H		96.5%	41.7%	19.7%	74.3%	39.0%	35.3%	86.9%
AB	1286	1248	588	211	956	503	453	1238
%V	25.4%	25.5%	27.8%	21.1%	25.4%	25.5%	25.3%	28.1%
%H		97.0%	45.7%	16.4%	74.3%	39.1%	35.2%	96.3%
C1	1253	1201	545	256	909	501	408	1149
%V	24.7%	24.6%	25.8%	25.6%	24.2%	25.4%	22.8%	26.1%
%H		95.8%	43.5%	20.4%	72.5%	40.0%	32.6%	91.7%
C2	1177	1150	470	287	885	490	395	1033
%V	23.2%	23.5%	22.2%	28.7%	23.5%	24.8%	22.1%	23.5%
%H		97.7%	39.9%	24.4%	75.2%	41.6%	33.6%	87.8%
D	945	906	398	187	689	368	321	752
%V	18.7%	18.5%	18.8%	18.7%	18.3%	18.6%	18.0%	17.1%
%H		95.9%	42.1%	19.8%	72.9%	38.9%	34.0%	79.6%
E	406	384	114	57	323	112	211	230
%V	8.0%	7.9%	5.4%	5.7%	8.6%	5.7%	11.8%	5.2%
%H		94.6%	28.1%	14.0%	79.6%	27.6%	52.0%	56.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	5067	4889	2115	999	3763	1974	1788	4403
%H		96.5%	41.7%	19.7%	74.3%	39.0%	35.3%	86.9%
Working full time	2340	2280	1098	515	1688	1016	672	2252
%V	46.2%	46.6%	51.9%	51.6%	44.9%	51.5%	37.6%	51.1%
%H		97.4%	46.9%	22.0%	72.1%	43.4%	28.7%	96.2%
Working part time	502	486	211	102	364	187	177	471
%V	9.9%	9.9%	10.0%	10.2%	9.7%	9.5%	9.9%	10.7%
%H		96.8%	42.0%	20.3%	72.5%	37.3%	35.3%	93.8%
Not working	2225	2123	807	382	1711	772	939	1680
%V	43.9%	43.4%	38.2%	38.2%	45.5%	39.1%	52.5%	38.2%
%H		95.4%	36.3%	17.2%	76.9%	34.7%	42.2%	75.5%
Housewife/Houseperson	2666	2563	1016	475	2007	935	1072	2165
%V	52.6%	52.4%	48.0%	47.5%	53.3%	47.4%	60.0%	49.2%
%H		96.1%	38.1%	17.8%	75.3%	35.1%	40.2%	81.2%

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+)	2479	2377	1040	511	1815	978	837	2180
%H		95.9%	42.0%	20.6%	73.2%	39.5%	33.8%	87.9%
16 - 19	163	161	70	49	125	80	45	161
%V	6.6%	6.8%	6.7%	9.6%	6.9%	8.2%	5.4%	7.4%
%H		98.8%	42.9%	30.1%	76.7%	49.1%	27.6%	98.8%
20 - 24	186	169	75	42	121	76	46	183
%V	7.5%	7.1%	7.2%	8.2%	6.7%	7.8%	5.5%	8.4%
%H		90.9%	40.3%	22.6%	65.1%	40.9%	24.7%	98.4%
25 - 34	410	377	186	78	264	150	114	389
%V	16.5%	15.9%	17.9%	15.3%	14.5%	15.3%	13.6%	17.8%
%H		92.0%	45.4%	19.0%	64.4%	36.6%	27.8%	94.9%
35 - 44	399	381	197	70	277	163	114	369
%V	16.1%	16.0%	18.9%	13.7%	15.3%	16.7%	13.6%	16.9%
%H		95.5%	49.4%	17.5%	69.4%	40.9%	28.6%	92.5%
45 - 54	429	421	187	109	319	188	131	402
%V	17.3%	17.7%	18.0%	21.3%	17.6%	19.2%	15.7%	18.4%
%H		98.1%	43.6%	25.4%	74.4%	43.8%	30.5%	93.7%
55 - 64	361	349	140	75	275	139	136	320
%V	14.6%	14.7%	13.5%	14.7%	15.2%	14.2%	16.2%	14.7%
%H		96.7%	38.8%	20.8%	76.2%	38.5%	37.7%	88.6%
65+	532	521	185	89	434	183	252	357
%V	21.5%	21.9%	17.8%	17.4%	23.9%	18.7%	30.1%	16.4%
%H		97.9%	34.8%	16.7%	81.6%	34.4%	47.4%	67.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2479	2377	1040	511	1815	978	837	2180
%H		95.9%	42.0%	20.6%	73.2%	39.5%	33.8%	87.9%
AB	660	634	297	108	484	253	231	635
%V	26.6%	26.7%	28.6%	21.1%	26.7%	25.9%	27.6%	29.1%
%H		96.1%	45.0%	16.4%	73.3%	38.3%	35.0%	96.2%
C1	558	532	255	124	394	234	159	523
%V	22.5%	22.4%	24.5%	24.3%	21.7%	23.9%	19.0%	24.0%
%H		95.3%	45.7%	22.2%	70.6%	41.9%	28.5%	93.7%
C2	630	614	253	156	471	262	208	546
%V	25.4%	25.8%	24.3%	30.5%	26.0%	26.8%	24.9%	25.0%
%H		97.5%	40.2%	24.8%	74.8%	41.6%	33.0%	86.7%
D	469	446	195	100	340	190	150	384
%V	18.9%	18.8%	18.8%	19.6%	18.7%	19.4%	17.9%	17.6%
%H		95.1%	41.6%	21.3%	72.5%	40.5%	32.0%	81.9%
E	162	151	39	24	126	39	87	92
%V	6.5%	6.4%	3.8%	4.7%	6.9%	4.0%	10.4%	4.2%
%H		93.2%	24.1%	14.8%	77.8%	24.1%	53.7%	56.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	2479	2377	1040	511	1815	978	837	2180
%H		95.9%	42.0%	20.6%	73.2%	39.5%	33.8%	87.9%
Working full time	1443	1402	682	313	1036	624	412	1388
%V	58.2%	59.0%	65.6%	61.3%	57.1%	63.8%	49.2%	63.7%
%H		97.2%	47.3%	21.7%	71.8%	43.2%	28.6%	96.2%
Working part time	109	98	39	22	67	28	39	96
%V	4.4%	4.1%	3.8%	4.3%	3.7%	2.9%	4.7%	4.4%
%H		89.9%	35.8%	20.2%	61.5%	25.7%	35.8%	88.1%
Not working	927	877	319	176	712	326	386	697
%V	37.4%	36.9%	30.7%	34.4%	39.2%	33.3%	46.1%	32.0%
%H		94.6%	34.4%	19.0%	76.8%	35.2%	41.6%	75.2%
Housewife/Houseperson	551	510	168	94	402	155	247	385
%V	22.2%	21.5%	16.2%	18.4%	22.1%	15.8%	29.5%	17.7%
%H		92.6%	30.5%	17.1%	73.0%	28.1%	44.8%	69.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2512	1075	488	1948	996	952	2223
%H		97.1%	41.5%	18.9%	75.3%	38.5%	36.8%	85.9%
16 - 19	129	128	61	33	99	63	36	126
%V	5.0%	5.1%	5.7%	6.8%	5.1%	6.3%	3.8%	5.7%
%H		99.2%	47.3%	25.6%	76.7%	48.8%	27.9%	97.7%
20 - 24	213	196	90	29	149	80	69	204
%V	8.2%	7.8%	8.4%	5.9%	7.6%	8.0%	7.2%	9.2%
%H		92.0%	42.3%	13.6%	70.0%	37.6%	32.4%	95.8%
25 - 34	413	391	192	73	274	150	124	391
%V	16.0%	15.6%	17.9%	15.0%	14.1%	15.1%	13.0%	17.6%
%H		94.7%	46.5%	17.7%	66.3%	36.3%	30.0%	94.7%
35 - 44	406	395	200	83	281	170	111	391
%V	15.7%	15.7%	18.6%	17.0%	14.4%	17.1%	11.7%	17.6%
%H		97.3%	49.3%	20.4%	69.2%	41.9%	27.3%	96.3%
45 - 54	445	439	191	114	342	203	139	427
%V	17.2%	17.5%	17.8%	23.4%	17.6%	20.4%	14.6%	19.2%
%H		98.7%	42.9%	25.6%	76.9%	45.6%	31.2%	96.0%
55 - 64	366	361	166	76	282	159	123	328
%V	14.1%	14.4%	15.4%	15.6%	14.5%	16.0%	12.9%	14.8%
%H		98.6%	45.4%	20.8%	77.0%	43.4%	33.6%	89.6%
65+	617	601	175	80	521	170	351	356
%V	23.8%	23.9%	16.3%	16.4%	26.7%	17.1%	36.9%	16.0%
%H		97.4%	28.4%	13.0%	84.4%	27.6%	56.9%	57.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2512	1075	488	1948	996	952	2223
%H		97.1%	41.5%	18.9%	75.3%	38.5%	36.8%	85.9%
AB	626	614	291	103	472	250	222	602
%V	24.2%	24.4%	27.1%	21.1%	24.2%	25.1%	23.3%	27.1%
%H		98.1%	46.5%	16.5%	75.4%	39.9%	35.5%	96.2%
C1	695	669	289	133	515	266	249	627
%V	26.9%	26.6%	26.9%	27.3%	26.4%	26.7%	26.2%	28.2%
%H		96.3%	41.6%	19.1%	74.1%	38.3%	35.8%	90.2%
C2	547	537	217	131	415	228	187	487
%V	21.1%	21.4%	20.2%	26.8%	21.3%	22.9%	19.6%	21.9%
%H		98.2%	39.7%	23.9%	75.9%	41.7%	34.2%	89.0%
D	475	460	202	87	349	178	170	368
%V	18.4%	18.3%	18.8%	17.8%	17.9%	17.9%	17.9%	16.6%
%H		96.8%	42.5%	18.3%	73.5%	37.5%	35.8%	77.5%
E	244	232	75	33	197	74	124	138
%V	9.4%	9.2%	7.0%	6.8%	10.1%	7.4%	13.0%	6.2%
%H		95.1%	30.7%	13.5%	80.7%	30.3%	50.8%	56.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2512	1075	488	1948	996	952	2223
%H		97.1%	41.5%	18.9%	75.3%	38.5%	36.8%	85.9%
Working full time	897	879	416	202	652	391	261	865
%V	34.7%	35.0%	38.7%	41.4%	33.5%	39.3%	27.4%	38.9%
%H		98.0%	46.4%	22.5%	72.7%	43.6%	29.1%	96.4%
Working part time	393	387	171	80	297	159	138	375
%V	15.2%	15.4%	15.9%	16.4%	15.2%	16.0%	14.5%	16.9%
%H		98.5%	43.5%	20.4%	75.6%	40.5%	35.1%	95.4%
Not working	1298	1246	488	206	999	446	553	983
%V	50.2%	49.6%	45.4%	42.2%	51.3%	44.8%	58.1%	44.2%
%H		96.0%	37.6%	15.9%	77.0%	34.4%	42.6%	75.7%
Housewife/Houseperson	2114	2053	847	381	1605	780	825	1779
%V	81.7%	81.7%	78.8%	78.1%	82.4%	78.3%	86.7%	80.0%
%H		97.1%	40.1%	18.0%	75.9%	36.9%	39.0%	84.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2015 - March 2016

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	965	910	321	212	690	315	375	776
%H (All HH)		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%
%H (TV HH)			35.3%	23.3%	75.8%	34.6%	41.2%	
AB	225	217	93	44	168	88	80	212
%V	23.3%	23.8%	29.0%	20.8%	24.3%	27.9%	21.3%	27.3%
%H (All HH)		96.4%	41.3%	19.6%	74.7%	39.1%	35.6%	94.2%
%H (TV HH)			42.9%	20.3%	77.4%	40.6%	36.9%	
C1	254	233	78	59	182	83	98	218
%V	26.3%	25.6%	24.3%	27.8%	26.4%	26.3%	26.1%	28.1%
%H (All HH)		91.7%	30.7%	23.2%	71.7%	32.7%	38.6%	85.8%
%H (TV HH)			33.5%	25.3%	78.1%	35.6%	42.1%	
C2	188	181	63	46	139	69	70	148
%V	19.5%	19.9%	19.6%	21.7%	20.1%	21.9%	18.7%	19.1%
%H (All HH)		96.3%	33.5%	24.5%	73.9%	36.7%	37.2%	78.7%
%H (TV HH)			34.8%	25.4%	76.8%	38.1%	38.7%	
D	188	176	60	45	123	53	70	144
%V	19.5%	19.3%	18.7%	21.2%	17.8%	16.8%	18.7%	18.6%
%H (All HH)		93.6%	31.9%	23.9%	65.4%	28.2%	37.2%	76.6%
%H (TV HH)			34.1%	25.6%	69.9%	30.1%	39.8%	
E	110	103	27	18	77	21	57	53
%V	11.4%	11.3%	8.4%	8.5%	11.2%	6.7%	15.2%	6.8%
%H (All HH)		93.6%	24.5%	16.4%	70.0%	19.1%	51.8%	48.2%
%H (TV HH)			26.2%	17.5%	74.8%	20.4%	55.3%	

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

April 2015 - March 2016

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	965	910	321	212	690	315	375	776
%H (All HH)		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%
%H (TV HH)			35.3%	23.3%	75.8%	34.6%	41.2%	
Under 25	60	46	15	11	33	13	20	56
%V	6.2%	5.1%	4.7%	5.2%	4.8%	4.1%	5.3%	7.2%
%H (All HH)		76.7%	25.0%	18.3%	55.0%	21.7%	33.3%	93.3%
%H (TV HH)			32.6%	23.9%	71.7%	28.3%	43.5%	
25 - 34	152	137	58	36	88	48	40	144
%V	15.8%	15.1%	18.1%	17.0%	12.8%	15.2%	10.7%	18.6%
%H (All HH)		90.1%	38.2%	23.7%	57.9%	31.6%	26.3%	94.7%
%H (TV HH)			42.3%	26.3%	64.2%	35.0%	29.2%	
35 - 44	145	135	58	39	95	59	37	135
%V	15.0%	14.8%	18.1%	18.4%	13.8%	18.7%	9.9%	17.4%
%H (All HH)		93.1%	40.0%	26.9%	65.5%	40.7%	25.5%	93.1%
%H (TV HH)			43.0%	28.9%	70.4%	43.7%	27.4%	
45 - 54	189	183	69	51	134	70	63	171
%V	19.6%	20.1%	21.5%	24.1%	19.4%	22.2%	16.8%	22.0%
%H (All HH)		96.8%	36.5%	27.0%	70.9%	37.0%	33.3%	90.5%
%H (TV HH)			37.7%	27.9%	73.2%	38.3%	34.4%	
55 - 64	152	147	55	29	119	55	63	130
%V	15.8%	16.2%	17.1%	13.7%	17.2%	17.5%	16.8%	16.8%
%H (All HH)		96.7%	36.2%	19.1%	78.3%	36.2%	41.4%	85.5%
%H (TV HH)			37.4%	19.7%	81.0%	37.4%	42.9%	
65 +	267	262	67	45	221	69	152	140
%V	27.7%	28.8%	20.9%	21.2%	32.0%	21.9%	40.5%	18.0%
%H (All HH)		98.1%	25.1%	16.9%	82.8%	25.8%	56.9%	52.4%
%H (TV HH)			25.6%	17.2%	84.4%	26.3%	58.0%	

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

April 2015 - March 2016

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	965	910	321	212	690	315	375	776
%H (All HH)		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%
%H (TV HH)			35.3%	23.3%	75.8%	34.6%	41.2%	
1	292	264	68	34	215	53	161	163
%V	30.3%	29.0%	21.2%	16.0%	31.2%	16.8%	42.9%	21.0%
%H (All HH)		90.4%	23.3%	11.6%	73.6%	18.2%	55.1%	55.8%
%H (TV HH)			25.8%	12.9%	81.4%	20.1%	61.0%	
2	348	335	121	82	257	127	130	300
%V	36.1%	36.8%	37.7%	38.7%	37.2%	40.3%	34.7%	38.7%
%H (All HH)		96.3%	34.8%	23.6%	73.9%	36.5%	37.4%	86.2%
%H (TV HH)			36.1%	24.5%	76.7%	37.9%	38.8%	
3	135	129	51	42	87	49	38	129
%V	14.0%	14.2%	15.9%	19.8%	12.6%	15.6%	10.1%	16.6%
%H (All HH)		95.6%	37.8%	31.1%	64.4%	36.3%	28.1%	95.6%
%H (TV HH)			39.5%	32.6%	67.4%	38.0%	29.5%	
4	124	120	55	32	85	53	32	121
%V	12.8%	13.2%	17.1%	15.1%	12.3%	16.8%	8.5%	15.6%
%H (All HH)		96.8%	44.4%	25.8%	68.5%	42.7%	25.8%	97.6%
%H (TV HH)			45.8%	26.7%	70.8%	44.2%	26.7%	
5+	67	63	27	22	46	32	14	63
%V	6.9%	6.9%	8.4%	10.4%	6.7%	10.2%	3.7%	8.1%
%H (All HH)		94.0%	40.3%	32.8%	68.7%	47.8%	20.9%	94.0%
%H (TV HH)			42.9%	34.9%	73.0%	50.8%	22.2%	
Average HH size	2.34	2.36	2.59	2.72	2.30	2.70	1.97	2.56

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

April 2015 - March 2016

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	965	910	321	212	690	315	375	776
%H (All HH)		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%
%H (TV HH)			35.3%	23.3%	75.8%	34.6%	41.2%	
Without	725	680	219	143	533	216	317	547
%V	75.1%	74.7%	68.2%	67.5%	77.2%	68.6%	84.5%	70.5%
%H (All HH)		93.8%	30.2%	19.7%	73.5%	29.8%	43.7%	75.4%
%H (TV HH)			32.2%	21.0%	78.4%	31.8%	46.6%	
With	240	231	102	69	157	98	58	229
%V	24.9%	25.4%	31.8%	32.5%	22.8%	31.1%	15.5%	29.5%
%H (All HH)		96.3%	42.5%	28.8%	65.4%	40.8%	24.2%	95.4%
%H (TV HH)			44.2%	29.9%	68.0%	42.4%	25.1%	
0 - 3	90	84	37	26	55	35	21	85
%V	9.3%	9.2%	11.5%	12.3%	8.0%	11.1%	5.6%	11.0%
%H (All HH)		93.3%	41.1%	28.9%	61.1%	38.9%	23.3%	94.4%
%H (TV HH)			44.0%	31.0%	65.5%	41.7%	25.0%	
4 - 9	126	121	54	40	84	56	28	120
%V	13.1%	13.3%	16.8%	18.9%	12.2%	17.8%	7.5%	15.5%
%H (All HH)		96.0%	42.9%	31.7%	66.7%	44.4%	22.2%	95.2%
%H (TV HH)			44.6%	33.1%	69.4%	46.3%	23.1%	
10 - 15	115	112	47	36	79	50	29	111
%V	11.9%	12.3%	14.6%	17.0%	11.4%	15.9%	7.7%	14.3%
%H (All HH)		97.4%	40.9%	31.3%	68.7%	43.5%	25.2%	96.5%
%H (TV HH)			42.0%	32.1%	70.5%	44.6%	25.9%	

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

April 2015 - March 2016

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	965	910	321	212	690	315	375	776
%H (All HH)		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%
%H (TV HH)			35.3%	23.3%	75.8%	34.6%	41.2%	
1	400	400	112	78	283	84	199	290
%V	41.5%	44.0%	34.9%	36.8%	41.0%	26.7%	53.1%	37.4%
%H (All HH)		100.0%	28.0%	19.5%	70.8%	21.0%	49.8%	72.5%
%H (TV HH)			28.0%	19.5%	70.8%	21.0%	49.8%	
2	304	304	115	72	235	115	120	256
%V	31.5%	33.4%	35.8%	34.0%	34.1%	36.5%	32.0%	33.0%
%H (All HH)		100.0%	37.8%	23.7%	77.3%	37.8%	39.5%	84.2%
%H (TV HH)			37.8%	23.7%	77.3%	37.8%	39.5%	
3	129	129	57	39	106	70	36	119
%V	13.4%	14.2%	17.8%	18.4%	15.4%	22.2%	9.6%	15.3%
%H (All HH)		100.0%	44.2%	30.2%	82.2%	54.3%	27.9%	92.2%
%H (TV HH)			44.2%	30.2%	82.2%	54.3%	27.9%	
4	50	50	24	16	43	30	13	48
%V	5.2%	5.5%	7.5%	7.5%	6.2%	9.5%	3.5%	6.2%
%H (All HH)		100.0%	48.0%	32.0%	86.0%	60.0%	26.0%	96.0%
%H (TV HH)			48.0%	32.0%	86.0%	60.0%	26.0%	
5+	26	26	14	7	23	17	7	26
%V	2.7%	2.9%	4.4%	3.3%	3.3%	5.4%	1.9%	3.4%
%H (All HH)		100.0%	53.8%	26.9%	88.5%	65.4%	26.9%	100.0%
%H (TV HH)			53.8%	26.9%	88.5%	65.4%	26.9%	

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

April 2015 - March 2016

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	965	910	321	212	690	315	375	776
%V (All HH)		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%
%H (TV HH)			35.3%	23.3%	75.8%	34.6%	41.2%	
Under 20"	137	137	44	33	118	56	62	110
%V	14.2%	15.1%	13.7%	15.6%	17.1%	17.8%	16.5%	14.2%
%H (All HH)		100.0%	32.1%	24.1%	86.1%	40.9%	45.3%	80.3%
%H (TV HH)			32.1%	24.1%	86.1%	40.9%	45.3%	
20" - 29"	302	302	99	66	249	112	137	237
%V	31.3%	33.2%	30.8%	31.1%	36.1%	35.6%	36.5%	30.5%
%H (All HH)		100.0%	32.8%	21.9%	82.5%	37.1%	45.4%	78.5%
%H (TV HH)			32.8%	21.9%	82.5%	37.1%	45.4%	
30" - 39"	472	472	176	113	362	176	186	389
%V	48.9%	51.9%	54.8%	53.3%	52.5%	55.9%	49.6%	50.1%
%H (All HH)		100.0%	37.3%	23.9%	76.7%	37.3%	39.4%	82.4%
%H (TV HH)			37.3%	23.9%	76.7%	37.3%	39.4%	
40" and over	465	465	202	126	335	196	138	419
%V	48.2%	51.1%	62.9%	59.4%	48.6%	62.2%	36.8%	54.0%
%H (All HH)		100.0%	43.4%	27.1%	72.0%	42.2%	29.7%	90.1%
%H (TV HH)			43.4%	27.1%	72.0%	42.2%	29.7%	

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

April 2015 - March 2016

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	965	910	321	212	690	315	375	776
%H (All HH)		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%
%H (TV HH)			35.3%	23.3%	75.8%	34.6%	41.2%	
Main living room	900	900	320	208	683	313	370	730
%V	93.3%	98.9%	99.7%	98.1%	99.0%	99.4%	98.7%	94.1%
%H (All HH)		100.0%	35.6%	23.1%	75.9%	34.8%	41.1%	81.1%
%H (TV HH)			35.6%	23.1%	75.9%	34.8%	41.1%	
Kitchen	107	107	45	19	95	51	44	95
%V	11.1%	11.8%	14.0%	9.0%	13.8%	16.2%	11.7%	12.2%
%H (All HH)		100.0%	42.1%	17.8%	88.8%	47.7%	41.1%	88.8%
%H (TV HH)			42.1%	17.8%	88.8%	47.7%	41.1%	
Adult's bedroom	358	358	151	98	287	170	116	318
%V	37.1%	39.3%	47.0%	46.2%	41.6%	54.0%	30.9%	41.0%
%H (All HH)		100.0%	42.2%	27.4%	80.2%	47.5%	32.4%	88.8%
%H (TV HH)			42.2%	27.4%	80.2%	47.5%	32.4%	
Child's bedroom	75	75	33	25	58	39	19	75
%V	7.8%	8.2%	10.3%	11.8%	8.4%	12.4%	5.1%	9.7%
%H (All HH)		100.0%	44.0%	33.3%	77.3%	52.0%	25.3%	100.0%
%H (TV HH)			44.0%	33.3%	77.3%	52.0%	25.3%	
Other bedroom	53	53	23	16	43	27	16	51
%V	5.5%	5.8%	7.2%	7.5%	6.2%	8.6%	4.3%	6.6%
%H (All HH)		100.0%	43.4%	30.2%	81.1%	50.9%	30.2%	96.2%
%H (TV HH)			43.4%	30.2%	81.1%	50.9%	30.2%	
Second living/dining room	97	97	41	25	79	46	33	82
%V	10.1%	10.7%	12.8%	11.8%	11.4%	14.6%	8.8%	10.6%
%H (All HH)		100.0%	42.3%	25.8%	81.4%	47.4%	34.0%	84.5%
%H (TV HH)			42.3%	25.8%	81.4%	47.4%	34.0%	
Study/office	12	12	5	3	10	6	4	11
%V	1.2%	1.3%	1.6%	1.4%	1.4%	1.9%	1.1%	1.4%
%H (All HH)		100.0%	41.7%	25.0%	83.3%	50.0%	33.3%	91.7%
%H (TV HH)			41.7%	25.0%	83.3%	50.0%	33.3%	
TV room	12	12	5	3	9	6	3	12
%V	1.2%	1.3%	1.6%	1.4%	1.3%	1.9%	0.8%	1.5%
%H (All HH)		100.0%	41.7%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			41.7%	25.0%	75.0%	50.0%	25.0%	
Conservatory	14	14	7	5	10	8	2	11
%V	1.5%	1.5%	2.2%	2.4%	1.4%	2.5%	0.5%	1.4%
%H (All HH)		100.0%	50.0%	35.7%	71.4%	57.1%	14.3%	78.6%
%H (TV HH)			50.0%	35.7%	71.4%	57.1%	14.3%	
Attic or loft room	3	3	1	1	3	2	1	3
%V	0.3%	0.3%	0.3%	0.5%	0.4%	0.6%	0.3%	0.4%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	33.3%	
No specific location	2	2	1	1	2	2	0	2
%V	0.2%	0.2%	0.3%	0.5%	0.3%	0.6%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	100.0%	0.0%	
Other	9	9	5	1	8	5	3	9
%V	0.9%	1.0%	1.6%	0.5%	1.2%	1.6%	0.8%	1.2%
%H (All HH)		100.0%	55.6%	11.1%	88.9%	55.6%	33.3%	100.0%
%H (TV HH)			55.6%	11.1%	88.9%	55.6%	33.3%	

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

April 2015 - March 2016

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	965	910	321	212	690	315	375	776
%H (All HH)		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%
%H (TV HH)			35.3%	23.3%	75.8%	34.6%	41.2%	
Any DSAT provider	321	321	321	10	199	199	0	295
%V	33.3%	35.3%	100.0%	4.7%	28.8%	63.2%	0.0%	38.0%
%H (All HH)			100.0%	3.1%	62.0%	62.0%	0.0%	91.9%
%H (TV HH)			100.0%	3.1%	62.0%	62.0%	0.0%	
Sky with subcription	256	256	256	3	157	157	0	237
%V	26.5%	28.1%	79.8%	1.4%	22.8%	49.8%	0.0%	30.5%
%H (All HH)			100.0%	1.2%	61.3%	61.3%	0.0%	92.6%
%H (TV HH)			100.0%	1.2%	61.3%	61.3%	0.0%	
Sky without subcription	20	20	20	3	12	12	0	18
%V	2.1%	2.2%	6.2%	1.4%	1.7%	3.8%	0.0%	2.3%
%H (All HH)			100.0%	15.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	15.0%	60.0%	60.0%	0.0%	
Freesat	37	37	37	3	25	25	0	33
%V	3.8%	4.1%	11.5%	1.4%	3.6%	7.9%	0.0%	4.3%
%H (All HH)			100.0%	8.1%	67.6%	67.6%	0.0%	89.2%
%H (TV HH)			100.0%	8.1%	67.6%	67.6%	0.0%	
Other satellite provider	15	15	15	1	9	9	0	13
%V	1.6%	1.6%	4.7%	0.5%	1.3%	2.9%	0.0%	1.7%
%H (All HH)			100.0%	6.7%	60.0%	60.0%	0.0%	86.7%
%H (TV HH)			100.0%	6.7%	60.0%	60.0%	0.0%	
DCAB	212	212	10	212	123	123	0	194
%V	22.0%	23.3%	3.1%	100.0%	17.8%	39.0%	0.0%	25.0%
%H (All HH)			4.7%	100.0%	58.0%	58.0%	0.0%	91.5%
%H (TV HH)			4.7%	100.0%	58.0%	58.0%	0.0%	
DTT	690	690	199	123	690	315	375	540
%V	71.5%	75.8%	62.0%	58.0%	100.0%	100.0%	100.0%	69.6%
%H (All HH)		100.0%	28.8%	17.8%	100.0%	45.7%	54.3%	78.3%
%H (TV HH)			28.8%	17.8%	100.0%	45.7%	54.3%	

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

April 2015 - March 2016

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	965	910	321	212	690	315	375	776
%H (All HH)		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%
%H (TV HH)			35.3%	23.3%	75.8%	34.6%	41.2%	
PVR	572	572	269	183	410	279	131	519
%V	59.3%	62.9%	83.8%	86.3%	59.4%	88.6%	34.9%	66.9%
%H (All HH)		100.0%	47.0%	32.0%	71.7%	48.8%	22.9%	90.7%
%H (TV HH)			47.0%	32.0%	71.7%	48.8%	22.9%	
DVDR	20	20	7	2	18	6	12	15
%V	2.1%	2.2%	2.2%	0.9%	2.6%	1.9%	3.2%	1.9%
%H (All HH)		100.0%	35.0%	10.0%	90.0%	30.0%	60.0%	75.0%
%H (TV HH)			35.0%	10.0%	90.0%	30.0%	60.0%	
VCR	14	14	3	1	12	3	9	8
%V	1.5%	1.5%	0.9%	0.5%	1.7%	1.0%	2.4%	1.0%
%H (All HH)		100.0%	21.4%	7.1%	85.7%	21.4%	64.3%	57.1%
%H (TV HH)			21.4%	7.1%	85.7%	21.4%	64.3%	
Any recorder	585	585	270	183	422	280	141	526
%V	60.6%	64.3%	84.1%	86.3%	61.2%	88.9%	37.6%	67.8%
%H (All HH)		100.0%	46.2%	31.3%	72.1%	47.9%	24.1%	89.9%
%H (TV HH)			46.2%	31.3%	72.1%	47.9%	24.1%	
Receives HDTV (via STB or built-in reception)	582	582	240	168	434	251	183	526
%V	60.3%	64.0%	74.8%	79.2%	62.9%	79.7%	48.8%	67.8%
%H (All HH)		100.0%	41.2%	28.9%	74.6%	43.1%	31.4%	90.4%
%H (TV HH)			41.2%	28.9%	74.6%	43.1%	31.4%	
DVD/Blu-ray player or recorder	650	650	247	160	500	253	247	554
%V	67.4%	71.4%	76.9%	75.5%	72.5%	80.3%	65.9%	71.4%
%H (All HH)		100.0%	38.0%	24.6%	76.9%	38.9%	38.0%	85.2%
%H (TV HH)			38.0%	24.6%	76.9%	38.9%	38.0%	

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

April 2015 - March 2016

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	965	910	321	212	690	315	375	776
%V (All HH)		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%
%H (TV HH)			35.3%	23.3%	75.8%	34.6%	41.2%	
Has broadband internet	776	739	295	194	540	290	249	776
%V	80.4%	81.2%	91.9%	91.5%	78.3%	92.1%	66.4%	100.0%
%H (All HH)		95.2%	38.0%	25.0%	69.6%	37.4%	32.1%	100.0%
%H (TV HH)			39.9%	26.3%	73.1%	39.2%	33.7%	
Number of computers (PCs and laptops)								
0	202	185	34	23	160	32	128	31
%V	20.9%	20.3%	10.6%	10.8%	23.2%	10.2%	34.1%	4.0%
%H (All HH)		91.6%	16.8%	11.4%	79.2%	15.8%	63.4%	15.3%
%H (TV HH)			18.4%	12.4%	86.5%	17.3%	69.2%	
1	264	243	79	53	171	65	106	249
%V	27.4%	26.7%	24.6%	25.0%	24.8%	20.6%	28.3%	32.1%
%H (All HH)		92.0%	29.9%	20.1%	64.8%	24.6%	40.2%	94.3%
%H (TV HH)			32.5%	21.8%	70.4%	26.7%	43.6%	
2	203	195	82	54	145	84	61	199
%V	21.0%	21.4%	25.5%	25.5%	21.0%	26.7%	16.3%	25.6%
%H (All HH)		96.1%	40.4%	26.6%	71.4%	41.4%	30.0%	98.0%
%H (TV HH)			42.1%	27.7%	74.4%	43.1%	31.3%	
3	135	131	59	36	96	58	37	135
%V	14.0%	14.4%	18.4%	17.0%	13.9%	18.4%	9.9%	17.4%
%H (All HH)		97.0%	43.7%	26.7%	71.1%	43.0%	27.4%	100.0%
%H (TV HH)			45.0%	27.5%	73.3%	44.3%	28.2%	
4	79	75	33	23	56	36	20	79
%V	8.2%	8.2%	10.3%	10.8%	8.1%	11.4%	5.3%	10.2%
%H (All HH)		94.9%	41.8%	29.1%	70.9%	45.6%	25.3%	100.0%
%H (TV HH)			44.0%	30.7%	74.7%	48.0%	26.7%	
5+	82	80	34	23	63	39	23	82
%V	8.5%	8.8%	10.6%	10.8%	9.1%	12.4%	6.1%	10.6%
%H (All HH)		97.6%	41.5%	28.0%	76.8%	47.6%	28.0%	100.0%
%H (TV HH)			42.5%	28.8%	78.8%	48.8%	28.8%	

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

April 2015 - March 2016

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	1741	681	439	1370	732	637	1495
%H		39.1%	25.2%	78.7%	42.0%	36.6%	85.9%
Under 20"	167	55	41	146	72	74	138
%V	9.6%	8.1%	9.3%	10.7%	9.8%	11.6%	9.2%
%H		32.9%	24.6%	87.4%	43.1%	44.3%	82.6%
20" - 29"	376	127	89	315	152	163	306
%V	21.6%	18.6%	20.3%	23.0%	20.8%	25.6%	20.5%
%H		33.8%	23.7%	83.8%	40.4%	43.4%	81.4%
30" - 39"	573	221	140	446	228	218	482
%V	32.9%	32.5%	31.9%	32.6%	31.1%	34.2%	32.2%
%H		38.6%	24.4%	77.8%	39.8%	38.0%	84.1%
40" and over	583	263	159	427	260	167	534
%V	33.5%	38.6%	36.2%	31.2%	35.5%	26.2%	35.7%
%H		45.1%	27.3%	73.2%	44.6%	28.6%	91.6%
Don't know	41	15	11	36	21	15	34
%V	2.4%	2.2%	2.5%	2.6%	2.9%	2.4%	2.3%
%H		36.6%	26.8%	87.8%	51.2%	36.6%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1741	681	439	1370	732	637	1495
%H		39.1%	25.2%	78.7%	42.0%	36.6%	85.9%
Main living room	904	322	210	688	316	372	735
%V	51.9%	47.3%	47.8%	50.2%	43.2%	58.4%	49.2%
%H		35.6%	23.2%	76.1%	35.0%	41.2%	81.3%
Kitchen	107	45	19	95	51	45	95
%V	6.1%	6.6%	4.3%	6.9%	7.0%	7.1%	6.4%
%H		42.1%	17.8%	88.8%	47.7%	42.1%	88.8%
Adult's bedroom	416	177	118	335	205	130	373
%V	23.9%	26.0%	26.9%	24.5%	28.0%	20.4%	24.9%
%H		42.5%	28.4%	80.5%	49.3%	31.3%	89.7%
Child's bedroom	98	41	34	78	53	25	98
%V	5.6%	6.0%	7.7%	5.7%	7.2%	3.9%	6.6%
%H		41.8%	34.7%	79.6%	54.1%	25.5%	100.0%
Other bedroom	62	28	18	52	33	19	60
%V	3.6%	4.1%	4.1%	3.8%	4.5%	3.0%	4.0%
%H		45.2%	29.0%	83.9%	53.2%	30.6%	96.8%
Second living/dining room	98	41	26	80	47	33	84
%V	5.6%	6.0%	5.9%	5.8%	6.4%	5.2%	5.6%
%H		41.8%	26.5%	81.6%	48.0%	33.7%	85.7%
Study/office	13	6	3	11	7	4	12
%V	0.7%	0.9%	0.7%	0.8%	1.0%	0.6%	0.8%
%H		46.2%	23.1%	84.6%	53.8%	30.8%	92.3%
TV room	12	5	3	9	6	3	12
%V	0.7%	0.7%	0.7%	0.7%	0.8%	0.5%	0.8%
%H		41.7%	25.0%	75.0%	50.0%	25.0%	100.0%
Conservatory	14	7	5	10	8	2	11
%V	0.8%	1.0%	1.1%	0.7%	1.1%	0.3%	0.7%
%H		50.0%	35.7%	71.4%	57.1%	14.3%	78.6%
Attic or loft room	3	1	1	3	2	1	3
%V	0.2%	0.1%	0.2%	0.2%	0.3%	0.2%	0.2%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
No specific location	2	1	1	2	2	0	2
%V	0.1%	0.1%	0.2%	0.1%	0.3%	0.0%	0.1%
%H		50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
Other	10	5	2	8	5	3	10
%V	0.6%	0.7%	0.5%	0.6%	0.7%	0.5%	0.7%
%H		50.0%	20.0%	80.0%	50.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	1741	681	439	1370	732	637	1495
%H		39.1%	25.2%	78.7%	42.0%	36.6%	85.9%
PVR	741	373	243	516	375	141	685
%V	42.6%	54.8%	55.4%	37.7%	51.2%	22.1%	45.8%
%H		50.3%	32.8%	69.6%	50.6%	19.0%	92.4%
DVDR	21	8	2	18	6	12	17
%V	1.2%	1.2%	0.5%	1.3%	0.8%	1.9%	1.1%
%H		38.1%	9.5%	85.7%	28.6%	57.1%	81.0%
VCR	16	5	1	14	4	10	9
%V	0.9%	0.7%	0.2%	1.0%	0.5%	1.6%	0.6%
%H		31.3%	6.3%	87.5%	25.0%	62.5%	56.3%
Any recorder	760	377	245	532	379	153	696
%V	43.7%	55.4%	55.8%	38.8%	51.8%	24.0%	46.6%
%H		49.6%	32.2%	70.0%	49.9%	20.1%	91.6%

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	1741	681	439	1370	732	637	1495
%H		39.1%	25.2%	78.7%	42.0%	36.6%	85.9%
Receives HDTV (via STB or built-in reception)	856	366	255	654	400	255	787
%V	49.2%	53.7%	58.1%	47.7%	54.6%	40.0%	52.6%
%H		42.8%	29.8%	76.4%	46.7%	29.8%	91.9%
DVD/Blu-ray player or recorder	914	365	236	712	387	324	802
%V	52.5%	53.6%	53.8%	52.0%	52.9%	50.9%	53.6%
%H		39.9%	25.8%	77.9%	42.3%	35.4%	87.7%

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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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	909	321	212	690	315	375	739
%H		35.3%	23.3%	75.9%	34.7%	41.3%	81.3%
Under 20"	10	2	0	9	1	7	7
%V	1.1%	0.6%	0.0%	1.3%	0.3%	1.9%	0.9%
%H		20.0%	0.0%	90.0%	10.0%	70.0%	70.0%
20" - 29"	103	17	14	91	20	70	62
%V	11.3%	5.3%	6.6%	13.2%	6.3%	18.7%	8.4%
%H		16.5%	13.6%	88.3%	19.4%	68.0%	60.2%
30" - 39"	328	101	71	254	97	157	252
%V	36.1%	31.5%	33.5%	36.8%	30.8%	41.9%	34.1%
%H		30.8%	21.6%	77.4%	29.6%	47.9%	76.8%
40" and over	453	198	123	323	190	134	406
%V	49.8%	61.7%	58.0%	46.8%	60.3%	35.7%	54.9%
%H		43.7%	27.2%	71.3%	41.9%	29.6%	89.6%
Don't know	16	4	4	13	6	7	12
%V	1.8%	1.2%	1.9%	1.9%	1.9%	1.9%	1.6%
%H		25.0%	25.0%	81.3%	37.5%	43.8%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	909	321	212	690	315	375	739
%H		35.3%	23.3%	75.9%	34.7%	41.3%	81.3%
PVR	557	264	180	395	272	123	506
%V	61.3%	82.2%	84.9%	57.2%	86.3%	32.8%	68.5%
%H		47.4%	32.3%	70.9%	48.8%	22.1%	90.8%
DVDR	15	4	1	15	5	10	12
%V	1.7%	1.2%	0.5%	2.2%	1.6%	2.7%	1.6%
%H		26.7%	6.7%	100.0%	33.3%	66.7%	80.0%
VCR	11	2	1	9	1	8	7
%V	1.2%	0.6%	0.5%	1.3%	0.3%	2.1%	0.9%
%H		18.2%	9.1%	81.8%	9.1%	72.7%	63.6%
Any recorder	569	265	180	406	273	133	513
%V	62.6%	82.6%	84.9%	58.8%	86.7%	35.5%	69.4%
%H		46.6%	31.6%	71.4%	48.0%	23.4%	90.2%

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	909	321	212	690	315	375	739
%H		35.3%	23.3%	75.9%	34.7%	41.3%	81.3%
Receives HDTV (via STB or built-in reception)	567	233	165	421	244	177	513
%V	62.4%	72.6%	77.8%	61.0%	77.5%	47.2%	69.4%
%H		41.1%	29.1%	74.3%	43.0%	31.2%	90.5%
DVD/Blu-ray player or recorder	583	219	141	443	218	226	494
%V	64.1%	68.2%	66.5%	64.2%	69.2%	60.3%	66.8%
%H		37.6%	24.2%	76.0%	37.4%	38.8%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	831	360	228	679	418	262	756
%H		43.3%	27.4%	81.7%	50.3%	31.5%	91.0%
Under 20"	157	53	41	137	71	67	131
%V	18.9%	14.7%	18.0%	20.2%	17.0%	25.6%	17.3%
%H		33.8%	26.1%	87.3%	45.2%	42.7%	83.4%
20" - 29"	273	110	75	224	131	93	244
%V	32.9%	30.6%	32.9%	33.0%	31.3%	35.5%	32.3%
%H		40.3%	27.5%	82.1%	48.0%	34.1%	89.4%
30" - 39"	245	121	69	192	131	61	230
%V	29.5%	33.6%	30.3%	28.3%	31.3%	23.3%	30.4%
%H		49.4%	28.2%	78.4%	53.5%	24.9%	93.9%
40" and over	130	65	36	103	70	33	128
%V	15.6%	18.1%	15.8%	15.2%	16.7%	12.6%	16.9%
%H		50.0%	27.7%	79.2%	53.8%	25.4%	98.5%
Don't know	25	11	7	23	14	8	23
%V	3.0%	3.1%	3.1%	3.4%	3.3%	3.1%	3.0%
%H		44.0%	28.0%	92.0%	56.0%	32.0%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	831	360	228	679	418	262	756
%H		43.3%	27.4%	81.7%	50.3%	31.5%	91.0%
PVR	184	109	63	121	103	18	178
%V	22.1%	30.3%	27.6%	17.8%	24.6%	6.9%	23.5%
%H		59.2%	34.2%	65.8%	56.0%	9.8%	96.7%
DVDR	6	4	1	3	2	2	4
%V	0.7%	1.1%	0.4%	0.4%	0.5%	0.8%	0.5%
%H		66.7%	16.7%	50.0%	33.3%	33.3%	66.7%
VCR	5	2	0	5	2	2	2
%V	0.6%	0.6%	0.0%	0.7%	0.5%	0.8%	0.3%
%H		40.0%	0.0%	100.0%	40.0%	40.0%	40.0%
Any recorder	191	112	64	126	105	21	183
%V	23.0%	31.1%	28.1%	18.6%	25.1%	8.0%	24.2%
%H		58.6%	33.5%	66.0%	55.0%	11.0%	95.8%

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	831	360	228	679	418	262	756
%H		43.3%	27.4%	81.7%	50.3%	31.5%	91.0%
Receives HDTV (via STB or built-in reception)	289	133	89	233	156	77	274
%V	34.8%	36.9%	39.0%	34.3%	37.3%	29.4%	36.2%
%H		46.0%	30.8%	80.6%	54.0%	26.6%	94.8%
DVD/Blu-ray player or recorder	331	146	95	268	170	99	309
%V	39.8%	40.6%	41.7%	39.5%	40.7%	37.8%	40.9%
%H		44.1%	28.7%	81.0%	51.4%	29.9%	93.4%

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

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	2260	2148	832	575	1587	847	740	1988
%H		95.0%	36.8%	25.4%	70.2%	37.5%	32.7%	88.0%
Total Children	421	403	176	125	280	178	102	401
%V	18.6%	18.8%	21.2%	21.7%	17.6%	21.0%	13.8%	20.2%
%H		95.7%	41.8%	29.7%	66.5%	42.3%	24.2%	95.2%
0 - 3	105	98	43	29	65	39	25	99
%V	4.6%	4.6%	5.2%	5.0%	4.1%	4.6%	3.4%	5.0%
%H		93.3%	41.0%	27.6%	61.9%	37.1%	23.8%	94.3%
4 - 15	316	305	133	96	216	139	77	302
%V	14.0%	14.2%	16.0%	16.7%	13.6%	16.4%	10.4%	15.2%
%H		96.5%	42.1%	30.4%	68.4%	44.0%	24.4%	95.6%
4 - 9	165	158	70	51	111	73	39	157
%V	7.3%	7.4%	8.4%	8.9%	7.0%	8.6%	5.3%	7.9%
%H		95.8%	42.4%	30.9%	67.3%	44.2%	23.6%	95.2%
10 - 15	151	147	63	46	104	66	38	146
%V	6.7%	6.8%	7.6%	8.0%	6.6%	7.8%	5.1%	7.3%
%H		97.4%	41.7%	30.5%	68.9%	43.7%	25.2%	96.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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	2260	2148	832	575	1587	847	740	1988
%H		95.0%	36.8%	25.4%	70.2%	37.5%	32.7%	88.0%
Total Adults (16+)	1839	1745	657	450	1306	669	638	1586
%V	81.4%	81.2%	79.0%	78.3%	82.3%	79.0%	86.2%	79.8%
%H		94.9%	35.7%	24.5%	71.0%	36.4%	34.7%	86.2%
16 - 19	117	108	46	33	80	51	29	111
%V	5.2%	5.0%	5.5%	5.7%	5.0%	6.0%	3.9%	5.6%
%H		92.3%	39.3%	28.2%	68.4%	43.6%	24.8%	94.9%
20 - 24	165	141	49	41	105	55	50	159
%V	7.3%	6.6%	5.9%	7.1%	6.6%	6.5%	6.8%	8.0%
%H		85.5%	29.7%	24.8%	63.6%	33.3%	30.3%	96.4%
25 - 34	298	274	118	76	179	102	77	285
%V	13.2%	12.8%	14.2%	13.2%	11.3%	12.0%	10.4%	14.3%
%H		91.9%	39.6%	25.5%	60.1%	34.2%	25.8%	95.6%
35 - 44	262	248	104	75	177	109	68	247
%V	11.6%	11.5%	12.5%	13.0%	11.2%	12.9%	9.2%	12.4%
%H		94.7%	39.7%	28.6%	67.6%	41.6%	26.0%	94.3%
45 - 54	326	318	123	93	231	129	102	302
%V	14.4%	14.8%	14.8%	16.2%	14.6%	15.2%	13.8%	15.2%
%H		97.5%	37.7%	28.5%	70.9%	39.6%	31.3%	92.6%
55 - 64	266	259	102	56	206	103	103	238
%V	11.8%	12.1%	12.3%	9.7%	13.0%	12.2%	13.9%	12.0%
%H		97.4%	38.3%	21.1%	77.4%	38.7%	38.7%	89.5%
65+	403	397	115	76	329	120	209	244
%V	17.8%	18.5%	13.8%	13.2%	20.7%	14.2%	28.2%	12.3%
%H		98.5%	28.5%	18.9%	81.6%	29.8%	51.9%	60.5%

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+)	1839	1745	657	450	1306	669	638	1586
%H		94.9%	35.7%	24.5%	71.0%	36.4%	34.7%	86.2%
AB	451	438	197	94	342	194	148	433
%V	24.5%	25.1%	30.0%	20.9%	26.2%	29.0%	23.2%	27.3%
%H		97.1%	43.7%	20.8%	75.8%	43.0%	32.8%	96.0%
C1	495	457	162	124	355	181	173	450
%V	26.9%	26.2%	24.7%	27.6%	27.2%	27.1%	27.1%	28.4%
%H		92.3%	32.7%	25.1%	71.7%	36.6%	34.9%	90.9%
C2	367	356	129	104	269	146	123	313
%V	20.0%	20.4%	19.6%	23.1%	20.6%	21.8%	19.3%	19.7%
%H		97.0%	35.1%	28.3%	73.3%	39.8%	33.5%	85.3%
D	368	345	122	101	233	114	119	301
%V	20.0%	19.8%	18.6%	22.4%	17.8%	17.0%	18.7%	19.0%
%H		93.8%	33.2%	27.4%	63.3%	31.0%	32.3%	81.8%
E	159	149	46	28	108	34	74	89
%V	8.6%	8.5%	7.0%	6.2%	8.3%	5.1%	11.6%	5.6%
%H		93.7%	28.9%	17.6%	67.9%	21.4%	46.5%	56.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	1839	1745	657	450	1306	669	638	1586
%H		94.9%	35.7%	24.5%	71.0%	36.4%	34.7%	86.2%
Working full time	809	778	320	212	564	318	246	772
%V	44.0%	44.6%	48.7%	47.1%	43.2%	47.5%	38.6%	48.7%
%H		96.2%	39.6%	26.2%	69.7%	39.3%	30.4%	95.4%
Working part time	207	199	78	57	147	82	65	197
%V	11.3%	11.4%	11.9%	12.7%	11.3%	12.3%	10.2%	12.4%
%H		96.1%	37.7%	27.5%	71.0%	39.6%	31.4%	95.2%
Not working	824	769	258	181	596	269	327	618
%V	44.8%	44.1%	39.3%	40.2%	45.6%	40.2%	51.3%	39.0%
%H		93.3%	31.3%	22.0%	72.3%	32.6%	39.7%	75.0%
Housewife/Houseperson	965	910	321	212	690	315	375	776
%V	52.5%	52.1%	48.9%	47.1%	52.8%	47.1%	58.8%	48.9%
%H		94.3%	33.3%	22.0%	71.5%	32.6%	38.9%	80.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	909	855	327	225	635	335	300	791
%H		94.1%	36.0%	24.8%	69.9%	36.9%	33.0%	87.0%
16 - 19	61	57	22	18	43	27	16	58
%V	6.7%	6.7%	6.7%	8.0%	6.8%	8.1%	5.3%	7.3%
%H		93.4%	36.1%	29.5%	70.5%	44.3%	26.2%	95.1%
20 - 24	92	78	28	21	55	28	27	89
%V	10.1%	9.1%	8.6%	9.3%	8.7%	8.4%	9.0%	11.3%
%H		84.8%	30.4%	22.8%	59.8%	30.4%	29.3%	96.7%
25 - 34	148	135	56	37	90	51	39	141
%V	16.3%	15.8%	17.1%	16.4%	14.2%	15.2%	13.0%	17.8%
%H		91.2%	37.8%	25.0%	60.8%	34.5%	26.4%	95.3%
35 - 44	129	120	50	38	86	53	33	122
%V	14.2%	14.0%	15.3%	16.9%	13.5%	15.8%	11.0%	15.4%
%H		93.0%	38.8%	29.5%	66.7%	41.1%	25.6%	94.6%
45 - 54	162	157	62	45	111	63	49	147
%V	17.8%	18.4%	19.0%	20.0%	17.5%	18.8%	16.3%	18.6%
%H		96.9%	38.3%	27.8%	68.5%	38.9%	30.2%	90.7%
55 - 64	134	130	47	29	104	50	54	115
%V	14.7%	15.2%	14.4%	12.9%	16.4%	14.9%	18.0%	14.5%
%H		97.0%	35.1%	21.6%	77.6%	37.3%	40.3%	85.8%
65+	183	179	60	37	147	64	84	119
%V	20.1%	20.9%	18.3%	16.4%	23.1%	19.1%	28.0%	15.0%
%H		97.8%	32.8%	20.2%	80.3%	35.0%	45.9%	65.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	909	855	327	225	635	335	300	791
%H		94.1%	36.0%	24.8%	69.9%	36.9%	33.0%	87.0%
AB	226	220	102	50	171	102	69	218
%V	24.9%	25.7%	31.2%	22.2%	26.9%	30.4%	23.0%	27.6%
%H		97.3%	45.1%	22.1%	75.7%	45.1%	30.5%	96.5%
C1	233	211	77	60	161	86	75	218
%V	25.6%	24.7%	23.5%	26.7%	25.4%	25.7%	25.0%	27.6%
%H		90.6%	33.0%	25.8%	69.1%	36.9%	32.2%	93.6%
C2	201	194	70	55	146	78	67	169
%V	22.1%	22.7%	21.4%	24.4%	23.0%	23.3%	22.3%	21.4%
%H		96.5%	34.8%	27.4%	72.6%	38.8%	33.3%	84.1%
D	180	166	59	49	110	54	56	148
%V	19.8%	19.4%	18.0%	21.8%	17.3%	16.1%	18.7%	18.7%
%H		92.2%	32.8%	27.2%	61.1%	30.0%	31.1%	82.2%
E	68	64	19	11	47	15	32	38
%V	7.5%	7.5%	5.8%	4.9%	7.4%	4.5%	10.7%	4.8%
%H		94.1%	27.9%	16.2%	69.1%	22.1%	47.1%	55.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	909	855	327	225	635	335	300	791
%H		94.1%	36.0%	24.8%	69.9%	36.9%	33.0%	87.0%
Working full time	515	492	202	137	356	202	154	489
%V	56.7%	57.5%	61.8%	60.9%	56.1%	60.3%	51.3%	61.8%
%H		95.5%	39.2%	26.6%	69.1%	39.2%	29.9%	95.0%
Working part time	47	42	16	11	31	16	15	42
%V	5.2%	4.9%	4.9%	4.9%	4.9%	4.8%	5.0%	5.3%
%H		89.4%	34.0%	23.4%	66.0%	34.0%	31.9%	89.4%
Not working	347	320	109	77	248	117	131	260
%V	38.2%	37.4%	33.3%	34.2%	39.1%	34.9%	43.7%	32.9%
%H		92.2%	31.4%	22.2%	71.5%	33.7%	37.8%	74.9%
Housewife/Houseperson	224	200	65	42	149	58	91	157
%V	24.6%	23.4%	19.9%	18.7%	23.5%	17.3%	30.3%	19.8%
%H		89.3%	29.0%	18.8%	66.5%	25.9%	40.6%	70.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	931	890	330	224	671	334	337	795
%H		95.6%	35.4%	24.1%	72.1%	35.9%	36.2%	85.4%
16 - 19	57	52	23	14	37	24	14	53
%V	6.1%	5.8%	7.0%	6.3%	5.5%	7.2%	4.2%	6.7%
%H		91.2%	40.4%	24.6%	64.9%	42.1%	24.6%	93.0%
20 - 24	73	63	21	20	50	27	23	71
%V	7.8%	7.1%	6.4%	8.9%	7.5%	8.1%	6.8%	8.9%
%H		86.3%	28.8%	27.4%	68.5%	37.0%	31.5%	97.3%
25 - 34	151	139	61	39	89	51	38	144
%V	16.2%	15.6%	18.5%	17.4%	13.3%	15.3%	11.3%	18.1%
%H		92.1%	40.4%	25.8%	58.9%	33.8%	25.2%	95.4%
35 - 44	133	128	55	37	91	56	35	125
%V	14.3%	14.4%	16.7%	16.5%	13.6%	16.8%	10.4%	15.7%
%H		96.2%	41.4%	27.8%	68.4%	42.1%	26.3%	94.0%
45 - 54	164	162	61	48	119	66	53	155
%V	17.6%	18.2%	18.5%	21.4%	17.7%	19.8%	15.7%	19.5%
%H		98.8%	37.2%	29.3%	72.6%	40.2%	32.3%	94.5%
55 - 64	132	129	54	27	102	53	49	123
%V	14.2%	14.5%	16.4%	12.1%	15.2%	15.9%	14.5%	15.5%
%H		97.7%	40.9%	20.5%	77.3%	40.2%	37.1%	93.2%
65+	221	217	54	39	182	56	125	124
%V	23.7%	24.4%	16.4%	17.4%	27.1%	16.8%	37.1%	15.6%
%H		98.2%	24.4%	17.6%	82.4%	25.3%	56.6%	56.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	931	890	330	224	671	334	337	795
%H		95.6%	35.4%	24.1%	72.1%	35.9%	36.2%	85.4%
AB	225	218	95	44	171	92	79	214
%V	24.2%	24.5%	28.8%	19.6%	25.5%	27.5%	23.4%	26.9%
%H		96.9%	42.2%	19.6%	76.0%	40.9%	35.1%	95.1%
C1	262	245	85	64	193	95	98	232
%V	28.1%	27.5%	25.8%	28.6%	28.8%	28.4%	29.1%	29.2%
%H		93.5%	32.4%	24.4%	73.7%	36.3%	37.4%	88.5%
C2	166	163	59	48	123	67	56	144
%V	17.8%	18.3%	17.9%	21.4%	18.3%	20.1%	16.6%	18.1%
%H		98.2%	35.5%	28.9%	74.1%	40.4%	33.7%	86.7%
D	187	179	63	52	122	60	63	153
%V	20.1%	20.1%	19.1%	23.2%	18.2%	18.0%	18.7%	19.2%
%H		95.7%	33.7%	27.8%	65.2%	32.1%	33.7%	81.8%
E	90	86	27	17	61	20	42	52
%V	9.7%	9.7%	8.2%	7.6%	9.1%	6.0%	12.5%	6.5%
%H		95.6%	30.0%	18.9%	67.8%	22.2%	46.7%	57.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2015 - March 2016

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+)	931	890	330	224	671	334	337	795
%H		95.6%	35.4%	24.1%	72.1%	35.9%	36.2%	85.4%
Working full time	294	286	119	74	208	116	92	283
%V	31.6%	32.1%	36.1%	33.0%	31.0%	34.7%	27.3%	35.6%
%H		97.3%	40.5%	25.2%	70.7%	39.5%	31.3%	96.3%
Working part time	160	157	62	46	116	66	49	154
%V	17.2%	17.6%	18.8%	20.5%	17.3%	19.8%	14.5%	19.4%
%H		98.1%	38.8%	28.8%	72.5%	41.3%	30.6%	96.3%
Not working	477	448	149	104	347	151	196	358
%V	51.2%	50.3%	45.2%	46.4%	51.7%	45.2%	58.2%	45.0%
%H		93.9%	31.2%	21.8%	72.7%	31.7%	41.1%	75.1%
Housewife/Houseperson	741	710	257	170	541	256	284	619
%V	79.6%	79.8%	77.9%	75.9%	80.6%	76.6%	84.3%	77.9%
%H		95.8%	34.7%	22.9%	73.0%	34.5%	38.3%	83.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total