BARB Establishment Survey Annual Data Report: Volume 3 ITV Areas

April 2015 to March 2016

Ipsos Connect

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

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Volume 1 - Total Network and Appendices
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2006 and with the Ipsos MORI Terms and Conditions which can be found at http://www.ipsos-mori.com/terms

Introduction

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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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5326	4862	1981	930	3345	1424	1921	4585
%H (All HH)		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*
%H (TV HH)			*40.7%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
AB	1392	1290	544	288	865	408	457	1336
%V	*26.1%*	*26.5%*	*27.5%*	*31.0%*	*25.9%*	*28.7%*	*23.8%*	*29.1%*
%H (All HH)		*92.7%*	*39.1%*	*20.7%*	*62.1%*	*29.3%*	*32.8%*	*96.0%*
%H (TV HH)			*42.2%*	*22.3%*	*67.1%*	*31.6%*	*35.4%*	
C1	1609	1450	589	288	996	434	563	1447
%V	*30.2%*	*29.8%*	*29.7%*	*31.0%*	*29.8%*	*30.5%*	*29.3%*	*31.6%*
%H (All HH)		*90.1%*	*36.6%*	*17.9%*	*61.9%*	*27.0%*	*35.0%*	*89.9%*
%H (TV HH)			*40.6%*	*19.9%*	*68.7%*	*29.9%*	*38.8%*	
C2	945	877	385	185	611	308	302	837
%V	*17.7%*	*18.0%*	*19.4%*	*19.9%*	*18.3%*	*21.6%*	*15.7%*	*18.3%*
%H (All HH)		*92.8%*	*40.7%*	*19.6%*	*64.7%*	*32.6%*	*32.0%*	*88.6%*
%H (TV HH)			*43.9%*	*21.1%*	*69.7%*	*35.1%*	*34.4%*	
D	869	784	327	113	526	192	334	700
%V	*16.3%*	*16.1%*	*16.5%*	*12.2%*	*15.7%*	*13.5%*	*17.4%*	*15.3%*
%H (All HH)		*90.2%*	*37.6%*	*13.0%*	*60.5%*	*22.1%*	*38.4%*	*80.6%*
%H (TV HH)			*41.7%*	*14.4%*	*67.1%*	*24.5%*	*42.6%*	
E	511	462	136	56	347	82	265	265
%V	*9.6%*	*9.5%*	*6.9%*	*6.0%*	*10.4%*	*5.8%*	*13.8%*	*5.8%*
%H (All HH)		*90.4%*	*26.6%*	*11.0%*	*67.9%*	*16.0%*	*51.9%*	*51.9%*
%H (TV HH)			*29.4%*	*12.1%*	*75.1%*	*17.7%*	*57.4%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5326	4862	1981	930	3345	1424	1921	4585
%H (All HH)		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*
%H (TV HH)			*40.7%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
Under 25	204	153	49	27	103	33	70	193
%V	*3.8%*	*3.1%*	*2.5%*	*2.9%*	*3.1%*	*2.3%*	*3.6%*	*4.2%*
%H (All HH)		*75.0%*	*24.0%*	*13.2%*	*50.5%*	*16.2%*	*34.3%*	*94.6%*
%H (TV HH)			*32.0%*	*17.6%*	*67.3%*	*21.6%*	*45.8%*	
25 - 34	1035	866	396	170	545	265	280	1015
%V	*19.4%*	*17.8%*	*20.0%*	*18.3%*	*16.3%*	*18.6%*	*14.6%*	*22.1%*
%H (All HH)		*83.7%*	*38.3%*	*16.4%*	*52.7%*	*25.6%*	*27.1%*	*98.1%*
%H (TV HH)			*45.7%*	*19.6%*	*62.9%*	*30.6%*	*32.3%*	
35 - 44	1086	983	484	204	611	327	284	1050
%V	*20.4%*	*20.2%*	*24.4%*	*21.9%*	*18.3%*	*23.0%*	*14.8%*	*22.9%*
%H (All HH)		*90.5%*	*44.6%*	*18.8%*	*56.3%*	*30.1%*	*26.2%*	*96.7%*
%H (TV HH)			*49.2%*	*20.8%*	*62.2%*	*33.3%*	*28.9%*	
45 - 54	1034	975	428	229	642	323	319	975
%V	*19.4%*	*20.1%*	*21.6%*	*24.6%*	*19.2%*	*22.7%*	*16.6%*	*21.3%*
%H (All HH)		*94.3%*	*41.4%*	*22.1%*	*62.1%*	*31.2%*	*30.9%*	*94.3%*
%H (TV HH)			*43.9%*	*23.5%*	*65.8%*	*33.1%*	*32.7%*	
55 - 64	763	724	297	148	501	217	284	670
%V	*14.3%*	*14.9%*	*15.0%*	*15.9%*	*15.0%*	*15.2%*	*14.8%*	*14.6%*
%H (All HH)		*94.9%*	*38.9%*	*19.4%*	*65.7%*	*28.4%*	*37.2%*	*87.8%*
%H (TV HH)			*41.0%*	*20.4%*	*69.2%*	*30.0%*	*39.2%*	
65 +	1204	1162	326	152	943	258	685	682
%V	*22.6%*	*23.9%*	*16.5%*	*16.3%*	*28.2%*	*18.1%*	*35.7%*	*14.9%*
%H (All HH)		*96.5%*	*27.1%*	*12.6%*	*78.3%*	*21.4%*	*56.9%*	*56.6%*
%H (TV HH)			*28.1%*	*13.1%*	*81.2%*	*22.2%*	*59.0%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Household level data

Table 1.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5326	4862	1981	930	3345	1424	1921	4585
%H (All HH)		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*
%H (TV HH)			*40.7%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
1	1624	1425	358	202	1110	256	854	1054
%V	*30.5%*	*29.3%*	*18.1%*	*21.7%*	*33.2%*	*18.0%*	*44.5%*	*23.0%*
%H (All HH)		*87.7%*	*22.0%*	*12.4%*	*68.3%*	*15.8%*	*52.6%*	*64.9%*
%H (TV HH)			*25.1%*	*14.2%*	*77.9%*	*18.0%*	*59.9%*	
2	1567	1446	606	288	1028	479	549	1437
%V	*29.4%*	*29.7%*	*30.6%*	*31.0%*	*30.7%*	*33.6%*	*28.6%*	*31.3%*
%H (All HH)		*92.3%*	*38.7%*	*18.4%*	*65.6%*	*30.6%*	*35.0%*	*91.7%*
%H (TV HH)			*41.9%*	*19.9%*	*71.1%*	*33.1%*	*38.0%*	
3	880	817	390	167	523	270	253	857
%V	*16.5%*	*16.8%*	*19.7%*	*18.0%*	*15.6%*	*19.0%*	*13.2%*	*18.7%*
%H (All HH)		*92.8%*	*44.3%*	*19.0%*	*59.4%*	*30.7%*	*28.8%*	*97.4%*
%H (TV HH)			*47.7%*	*20.4%*	*64.0%*	*33.0%*	*31.0%*	
4	834	783	407	189	472	288	184	823
%V	*15.7%*	*16.1%*	*20.5%*	*20.3%*	*14.1%*	*20.2%*	*9.6%*	*17.9%*
%H (All HH)		*93.9%*	*48.8%*	*22.7%*	*56.6%*	*34.5%*	*22.1%*	*98.7%*
%H (TV HH)			*52.0%*	*24.1%*	*60.3%*	*36.8%*	*23.5%*	
5+	421	391	220	84	211	130	82	414
%V	*7.9%*	*8.0%*	*11.1%*	*9.0%*	*6.3%*	*9.1%*	*4.3%*	*9.0%*
%H (All HH)		*92.9%*	*52.3%*	*20.0%*	*50.1%*	*30.9%*	*19.5%*	*98.3%*
%H (TV HH)			*56.3%*	*21.5%*	*54.0%*	*33.2%*	*21.0%*	
Average HH size	2.45	2.47	2.81	2.67	2.32	2.72	2.03	2.63

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Household level data

Table 1.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5326	4862	1981	930	3345	1424	1921	4585
%H (All HH)		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*
%H (TV HH)			*40.7%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
Without	3805	3432	1239	637	2494	952	1542	3096
%V	*71.4%*	*70.6%*	*62.5%*	*68.5%*	*74.6%*	*66.9%*	*80.3%*	*67.5%*
%H (All HH)		*90.2%*	*32.6%*	*16.7%*	*65.5%*	*25.0%*	*40.5%*	*81.4%*
%H (TV HH)			*36.1%*	*18.6%*	*72.7%*	*27.7%*	*44.9%*	
With	1521	1430	742	292	851	472	380	1489
%V	*28.6%*	*29.4%*	*37.5%*	*31.4%*	*25.4%*	*33.1%*	*19.8%*	*32.5%*
%H (All HH)		*94.0%*	*48.8%*	*19.2%*	*56.0%*	*31.0%*	*25.0%*	*97.9%*
%H (TV HH)			*51.9%*	*20.4%*	*59.5%*	*33.0%*	*26.6%*	
0 - 3	616	570	287	108	337	175	162	599
%V	*11.6%*	*11.7%*	*14.5%*	*11.6%*	*10.1%*	*12.3%*	*8.4%*	*13.1%*
%H (All HH)		*92.5%*	*46.6%*	*17.5%*	*54.7%*	*28.4%*	*26.3%*	*97.2%*
%H (TV HH)			*50.4%*	*18.9%*	*59.1%*	*30.7%*	*28.4%*	
4 - 9	767	717	388	145	410	236	175	751
%V	*14.4%*	*14.7%*	*19.6%*	*15.6%*	*12.3%*	*16.6%*	*9.1%*	*16.4%*
%H (All HH)		*93.5%*	*50.6%*	*18.9%*	*53.5%*	*30.8%*	*22.8%*	*97.9%*
%H (TV HH)			*54.1%*	*20.2%*	*57.2%*	*32.9%*	*24.4%*	
10 - 15	658	632	337	135	376	221	155	647
%V	*12.4%*	*13.0%*	*17.0%*	*14.5%*	*11.2%*	*15.5%*	*8.1%*	*14.1%*
%H (All HH)		*96.0%*	*51.2%*	*20.5%*	*57.1%*	*33.6%*	*23.6%*	*98.3%*
%H (TV HH)			*53.3%*	*21.4%*	*59.5%*	*35.0%*	*24.5%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5326	4862	1981	930	3345	1424	1921	4585
%H (All HH)		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*
%H (TV HH)			*40.7%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
1	2519	2519	866	401	1652	446	1206	2047
%V	*47.3%*	*51.8%*	*43.7%*	*43.1%*	*49.4%*	*31.3%*	*62.8%*	*44.6%*
%H (All HH)		*100.0%*	*34.4%*	*15.9%*	*65.6%*	*17.7%*	*47.9%*	*81.3%*
%H (TV HH)			*34.4%*	*15.9%*	*65.6%*	*17.7%*	*47.9%*	
2	1457	1457	650	321	1006	514	492	1293
%V	*27.4%*	*30.0%*	*32.8%*	*34.5%*	*30.1%*	*36.1%*	*25.6%*	*28.2%*
%H (All HH)		*100.0%*	*44.6%*	*22.0%*	*69.0%*	*35.3%*	*33.8%*	*88.7%*
%H (TV HH)			*44.6%*	*22.0%*	*69.0%*	*35.3%*	*33.8%*	
3	568	568	287	128	434	275	159	536
%V	*10.7%*	*11.7%*	*14.5%*	*13.8%*	*13.0%*	*19.3%*	*8.3%*	*11.7%*
%H (All HH)		*100.0%*	*50.5%*	*22.5%*	*76.4%*	*48.4%*	*28.0%*	*94.4%*
%H (TV HH)			*50.5%*	*22.5%*	*76.4%*	*48.4%*	*28.0%*	
4	213	213	111	55	167	118	49	207
%V	*4.0%*	*4.4%*	*5.6%*	*5.9%*	*5.0%*	*8.3%*	*2.6%*	*4.5%*
%H (All HH)		*100.0%*	*52.1%*	*25.8%*	*78.4%*	*55.4%*	*23.0%*	*97.2%*
%H (TV HH)			*52.1%*	*25.8%*	*78.4%*	*55.4%*	*23.0%*	
5+	104	104	66	25	86	71	16	103
%V	*2.0%*	*2.1%*	*3.3%*	*2.7%*	*2.6%*	*5.0%*	*0.8%*	*2.2%*
%H (All HH)		*100.0%*	*63.5%*	*24.0%*	*82.7%*	*68.3%*	*15.4%*	*99.0%*
%H (TV HH)			*63.5%*	*24.0%*	*82.7%*	*68.3%*	*15.4%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Household level data

Table 1.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5326	4862	1981	930	3345	1424	1921	4585
%H (All HH)		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*
%H (TV HH)			*40.7%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
Under 20"	609	609	237	118	498	244	254	517
%V	*11.4%*	*12.5%*	*12.0%*	*12.7%*	*14.9%*	*17.1%*	*13.2%*	*11.3%*
%H (All HH)		*100.0%*	*38.9%*	*19.4%*	*81.8%*	*40.1%*	*41.7%*	*84.9%*
%H (TV HH)			*38.9%*	*19.4%*	*81.8%*	*40.1%*	*41.7%*	
20" - 29"	1395	1395	510	265	1104	489	615	1152
%V	*26.2%*	*28.7%*	*25.7%*	*28.5%*	*33.0%*	*34.3%*	*32.0%*	*25.1%*
%H (All HH)		*100.0%*	*36.6%*	*19.0%*	*79.1%*	*35.1%*	*44.1%*	*82.6%*
%H (TV HH)			*36.6%*	*19.0%*	*79.1%*	*35.1%*	*44.1%*	
30" - 39"	2340	2340	943	470	1641	719	922	2033
%V	*43.9%*	*48.1%*	*47.6%*	*50.5%*	*49.1%*	*50.5%*	*48.0%*	*44.3%*
%H (All HH)		*100.0%*	*40.3%*	*20.1%*	*70.1%*	*30.7%*	*39.4%*	*86.9%*
%H (TV HH)			*40.3%*	*20.1%*	*70.1%*	*30.7%*	*39.4%*	
40" and over	2534	2534	1305	545	1628	952	676	2380
%V	*47.6%*	*52.1%*	*65.9%*	*58.6%*	*48.7%*	*66.9%*	*35.2%*	*51.9%*
%H (All HH)		*100.0%*	*51.5%*	*21.5%*	*64.2%*	*37.6%*	*26.7%*	*93.9%*
%H (TV HH)			*51.5%*	*21.5%*	*64.2%*	*37.6%*	*26.7%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV London

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5326	4862	1981	930	3345	1424	1921	4585
%H (All HH)		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*
%H (TV HH)			*40.7%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
Main living room	4796	4796	1963	918	3301	1407	1894	4133
%V	*90.0%*	*98.6%*	*99.1%*	*98.7%*	*98.7%*	*98.8%*	*98.6%*	*90.1%*
%H (All HH)		*100.0%*	*40.9%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	*86.2%*
%H (TV HH)			*40.9%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
Kitchen	420	420	194	80	353	204	149	380
%V	*7.9%*	*8.6%*	*9.8%*	*8.6%*	*10.6%*	*14.3%*	*7.8%*	*8.3%*
%H (All HH)		*100.0%*	*46.2%*	*19.0%*	*84.0%*	*48.6%*	*35.5%*	*90.5%*
%H (TV HH)			*46.2%*	*19.0%*	*84.0%*	*48.6%*	*35.5%*	
Adult's bedroom	1849	1849	888	420	1330	782	548	1694
%V	*34.7%*	*38.0%*	*44.8%*	*45.2%*	*39.8%*	*54.9%*	*28.5%*	*36.9%*
%H (All HH)		*100.0%*	*48.0%*	*22.7%*	*71.9%*	*42.3%*	*29.6%*	*91.6%*
%H (TV HH)			*48.0%*	*22.7%*	*71.9%*	*42.3%*	*29.6%*	
Child's bedroom	255	255	152	58	175	129	46	247
%V	*4.8%*	*5.2%*	*7.7%*	*6.2%*	*5.2%*	*9.1%*	*2.4%*	*5.4%*
%H (All HH)		*100.0%*	*59.6%*	*22.7%*	*68.6%*	*50.6%*	*18.0%*	*96.9%*
%H (TV HH)			*59.6%*	*22.7%*	*68.6%*	*50.6%*	*18.0%*	
Other bedroom	162	162	77	40	125	77	48	151
%V	*3.0%*	*3.3%*	*3.9%*	*4.3%*	*3.7%*	*5.4%*	*2.5%*	*3.3%*
%H (All HH)		*100.0%*	*47.5%*	*24.7%*	*77.2%*	*47.5%*	*29.6%*	*93.2%*
%H (TV HH)			*47.5%*	*24.7%*	*77.2%*	*47.5%*	*29.6%*	
Second living/dining room	289	289	138	65	221	132	89	265
%V	*5.4%*	*5.9%*	*7.0%*	*7.0%*	*6.6%*	*9.3%*	*4.6%*	*5.8%*
%H (All HH)		*100.0%*	*47.8%*	*22.5%*	*76.5%*	*45.7%*	*30.8%*	*91.7%*
%H (TV HH)			*47.8%*	*22.5%*	*76.5%*	*45.7%*	*30.8%*	
Study/office	53	53	29	11	40	26	13	53
%V	*1.0%*	*1.1%*	*1.5%*	*1.2%*	*1.2%*	*1.8%*	*0.7%*	*1.2%*
%H (All HH)		*100.0%*	*54.7%*	*20.8%*	*75.5%*	*49.1%*	*24.5%*	*100.0%*
%H (TV HH)			*54.7%*	*20.8%*	*75.5%*	*49.1%*	*24.5%*	
TV room	53	53	30	11	44	31	13	50
%V	*1.0%*	*1.1%*	*1.5%*	*1.2%*	*1.3%*	*2.2%*	*0.7%*	*1.1%*
%H (All HH)		*100.0%*	*56.6%*	*20.8%*	*83.0%*	*58.5%*	*24.5%*	*94.3%*
%H (TV HH)			*56.6%*	*20.8%*	*83.0%*	*58.5%*	*24.5%*	
Conservatory	33	33	17	8	26	18	8	30
%V	*0.6%*	*0.7%*	*0.9%*	*0.9%*	*0.8%*	*1.3%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*51.5%*	*24.2%*	*78.8%*	*54.5%*	*24.2%*	*90.9%*
%H (TV HH)			*51.5%*	*24.2%*	*78.8%*	*54.5%*	*24.2%*	
Attic or loft room	9	9	6	2	6	4	2	9
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*66.7%*	*22.2%*	*66.7%*	*44.4%*	*22.2%*	*100.0%*
%H (TV HH)			*66.7%*	*22.2%*	*66.7%*	*44.4%*	*22.2%*	
No specific location	6	6	3	0	4	2	2	6
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
Other	45	45	24	10	31	21	10	42
%V	*0.8%*	*0.9%*	*1.2%*	*1.1%*	*0.9%*	*1.5%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*53.3%*	*22.2%*	*68.9%*	*46.7%*	*22.2%*	*93.3%*
%H (TV HH)			*53.3%*	*22.2%*	*68.9%*	*46.7%*	*22.2%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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Table 1.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5326	4862	1981	930	3345	1424	1921	4585
%H (All HH)		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*
%H (TV HH)			*40.7%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
Any DSAT provider	1981	1981	1981	45	982	982	0	1862
%V	*37.2%*	*40.7%*	*100.0%*	*4.8%*	*29.4%*	*69.0%*	*0.0%*	*40.6%*
%H (All HH)			*100.0%*	*2.3%*	*49.6%*	*49.6%*	*0.0%*	*94.0%*
%H (TV HH)			*100.0%*	*2.3%*	*49.6%*	*49.6%*	*0.0%*	
Sky with subcription	1642	1642	1642	27	827	827	0	1561
%V	*30.8%*	*33.8%*	*82.9%*	*2.9%*	*24.7%*	*58.1%*	*0.0%*	*34.0%*
%H (All HH)			*100.0%*	*1.6%*	*50.4%*	*50.4%*	*0.0%*	*95.1%*
%H (TV HH)			*100.0%*	*1.6%*	*50.4%*	*50.4%*	*0.0%*	
Sky without subscription	106	106	106	3	34	34	0	95
%V	*2.0%*	*2.2%*	*5.4%*	*0.3%*	*1.0%*	*2.4%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*2.8%*	*32.1%*	*32.1%*	*0.0%*	*89.6%*
%H (TV HH)			*100.0%*	*2.8%*	*32.1%*	*32.1%*	*0.0%*	
Freesat	153	153	153	5	85	85	0	139
%V	*2.9%*	*3.1%*	*7.7%*	*0.5%*	*2.5%*	*6.0%*	*0.0%*	*3.0%*
%H (All HH)			*100.0%*	*3.3%*	*55.6%*	*55.6%*	*0.0%*	*90.8%*
%H (TV HH)			*100.0%*	*3.3%*	*55.6%*	*55.6%*	*0.0%*	
Other satellite provider	130	130	130	13	65	65	0	118
%V	*2.4%*	*2.7%*	*6.6%*	*1.4%*	*1.9%*	*4.6%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*10.0%*	*50.0%*	*50.0%*	*0.0%*	*90.8%*
%H (TV HH)			*100.0%*	*10.0%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	930	930	45	930	465	465	0	878
%V	*17.5%*	*19.1%*	*2.3%*	*100.0%*	*13.9%*	*32.7%*	*0.0%*	*19.1%*
%H (All HH)			*4.8%*	*100.0%*	*50.0%*	*50.0%*	*0.0%*	*94.4%*
%H (TV HH)			*4.8%*	*100.0%*	*50.0%*	*50.0%*	*0.0%*	
DTT	3345	3345	982	465	3345	1424	1921	2768
%V	*62.8%*	*68.8%*	*49.6%*	*50.0%*	*100.0%*	*100.0%*	*100.0%*	*60.4%*
%H (All HH)		*100.0%*	*29.4%*	*13.9%*	*100.0%*	*42.6%*	*57.4%*	*82.8%*
%H (TV HH)			*29.4%*	*13.9%*	*100.0%*	*42.6%*	*57.4%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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Table 1.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5326	4862	1981	930	3345	1424	1921	4585
%H (All HH)		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*
%H (TV HH)			*40.7%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
PVR	2896	2896	1647	803	1675	1198	477	2706
%V	*54.4%*	*59.6%*	*83.1%*	*86.3%*	*50.1%*	*84.1%*	*24.8%*	*59.0%*
%H (All HH)		*100.0%*	*56.9%*	*27.7%*	*57.8%*	*41.4%*	*16.5%*	*93.4%*
%H (TV HH)			*56.9%*	*27.7%*	*57.8%*	*41.4%*	*16.5%*	
DVDR	148	148	50	30	117	48	69	127
%V	*2.8%*	*3.0%*	*2.5%*	*3.2%*	*3.5%*	*3.4%*	*3.6%*	*2.8%*
%H (All HH)		*100.0%*	*33.8%*	*20.3%*	*79.1%*	*32.4%*	*46.6%*	*85.8%*
%H (TV HH)			*33.8%*	*20.3%*	*79.1%*	*32.4%*	*46.6%*	
VCR	86	86	26	14	70	25	45	64
%V	*1.6%*	*1.8%*	*1.3%*	*1.5%*	*2.1%*	*1.8%*	*2.3%*	*1.4%*
%H (All HH)		*100.0%*	*30.2%*	*16.3%*	*81.4%*	*29.1%*	*52.3%*	*74.4%*
%H (TV HH)			*30.2%*	*16.3%*	*81.4%*	*29.1%*	*52.3%*	
Any recorder	2978	2978	1657	812	1747	1207	540	2763
%V	*55.9%*	*61.3%*	*83.6%*	*87.3%*	*52.2%*	*84.8%*	*28.1%*	*60.3%*
%H (All HH)		*100.0%*	*55.6%*	*27.3%*	*58.7%*	*40.5%*	*18.1%*	*92.8%*
%H (TV HH)			*55.6%*	*27.3%*	*58.7%*	*40.5%*	*18.1%*	
Receives HDTV (via STB or built-in reception)	3333	3333	1576	790	2212	1209	1004	3078
%V	*62.6%*	*68.6%*	*79.6%*	*84.9%*	*66.1%*	*84.9%*	*52.3%*	*67.1%*
%H (All HH)		*100.0%*	*47.3%*	*23.7%*	*66.4%*	*36.3%*	*30.1%*	*92.3%*
%H (TV HH)			*47.3%*	*23.7%*	*66.4%*	*36.3%*	*30.1%*	
DVD/Blu-ray player or recorder	3293	3293	1392	689	2331	1123	1208	2940
%V	*61.8%*	*67.7%*	*70.3%*	*74.1%*	*69.7%*	*78.9%*	*62.9%*	*64.1%*
%H (All HH)		*100.0%*	*42.3%*	*20.9%*	*70.8%*	*34.1%*	*36.7%*	*89.3%*
%H (TV HH)			*42.3%*	*20.9%*	*70.8%*	*34.1%*	*36.7%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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ITV London

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Table 1.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5326	4862	1981	930	3345	1424	1921	4585
%H (All HH)		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*
%H (TV HH)			*40.7%*	*19.1%*	*68.8%*	*29.3%*	*39.5%*	
Has broadband internet	4585	4186	1862	878	2768	1348	1420	4585
%V	*86.1%*	*86.1%*	*94.0%*	*94.4%*	*82.8%*	*94.7%*	*73.9%*	*100.0%*
%H (All HH)		*91.3%*	*40.6%*	*19.1%*	*60.4%*	*29.4%*	*31.0%*	*100.0%*
%H (TV HH)			*44.5%*	*21.0%*	*66.1%*	*32.2%*	*33.9%*	
Number of computers (PCs and laptops)								
0	846	766	160	67	635	100	535	172
%V	*15.9%*	*15.8%*	*8.1%*	*7.2%*	*19.0%*	*7.0%*	*27.9%*	*3.8%*
%H (All HH)		*90.5%*	*18.9%*	*7.9%*	*75.1%*	*11.8%*	*63.2%*	*20.3%*
%H (TV HH)			*20.9%*	*8.7%*	*82.9%*	*13.1%*	*69.8%*	
1	1460	1291	499	230	881	333	548	1406
%V	*27.4%*	*26.6%*	*25.2%*	*24.7%*	*26.3%*	*23.4%*	*28.5%*	*30.7%*
%H (All HH)		*88.4%*	*34.2%*	*15.8%*	*60.3%*	*22.8%*	*37.5%*	*96.3%*
%H (TV HH)			*38.7%*	*17.8%*	*68.2%*	*25.8%*	*42.4%*	
2	1393	1273	610	242	845	432	413	1384
%V	*26.2%*	*26.2%*	*30.8%*	*26.0%*	*25.3%*	*30.3%*	*21.5%*	*30.2%*
%H (All HH)		*91.4%*	*43.8%*	*17.4%*	*60.7%*	*31.0%*	*29.6%*	*99.4%*
%H (TV HH)			*47.9%*	*19.0%*	*66.4%*	*33.9%*	*32.4%*	
3	783	730	336	179	465	252	213	781
%V	*14.7%*	*15.0%*	*17.0%*	*19.2%*	*13.9%*	*17.7%*	*11.1%*	*17.0%*
%H (All HH)		*93.2%*	*42.9%*	*22.9%*	*59.4%*	*32.2%*	*27.2%*	*99.7%*
%H (TV HH)			*46.0%*	*24.5%*	*63.7%*	*34.5%*	*29.2%*	
4	390	364	165	96	240	136	104	388
%V	*7.3%*	*7.5%*	*8.3%*	*10.3%*	*7.2%*	*9.6%*	*5.4%*	*8.5%*
%H (All HH)		*93.3%*	*42.3%*	*24.6%*	*61.5%*	*34.9%*	*26.7%*	*99.5%*
%H (TV HH)			*45.3%*	*26.4%*	*65.9%*	*37.4%*	*28.6%*	
5+	454	437	211	117	280	171	108	454
%V	*8.5%*	*9.0%*	*10.7%*	*12.6%*	*8.4%*	*12.0%*	*5.6%*	*9.9%*
%H (All HH)		*96.3%*	*46.5%*	*25.8%*	*61.7%*	*37.7%*	*23.8%*	*100.0%*
%H (TV HH)			*48.3%*	*26.8%*	*64.1%*	*39.1%*	*24.7%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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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	8551	3827	1777	6093	3145	2948	7622
%H		*44.8%*	*20.8%*	*71.3%*	*36.8%*	*34.5%*	*89.1%*
Under 20"	744	296	143	615	310	305	638
%V	*8.7%*	*7.7%*	*8.0%*	*10.1%*	*9.9%*	*10.3%*	*8.4%*
%H		*39.8%*	*19.2%*	*82.7%*	*41.7%*	*41.0%*	*85.8%*
20" - 29"	1731	662	333	1385	652	733	1454
%V	*20.2%*	*17.3%*	*18.7%*	*22.7%*	*20.7%*	*24.9%*	*19.1%*
%H		*38.2%*	*19.2%*	*80.0%*	*37.7%*	*42.3%*	*84.0%*
30" - 39"	2788	1171	592	1959	935	1024	2451
%V	*32.6%*	*30.6%*	*33.3%*	*32.2%*	*29.7%*	*34.7%*	*32.2%*
%H		*42.0%*	*21.2%*	*70.3%*	*33.5%*	*36.7%*	*87.9%*
40" and over	3017	1600	666	1955	1204	751	2855
%V	*35.3%*	*41.8%*	*37.5%*	*32.1%*	*38.3%*	*25.5%*	*37.5%*
%H		*53.0%*	*22.1%*	*64.8%*	*39.9%*	*24.9%*	*94.6%*
Don't know	271	97	43	179	44	135	224
%V	*3.2%*	*2.5%*	*2.4%*	*2.9%*	*1.4%*	*4.6%*	*2.9%*
%H		*35.8%*	*15.9%*	*66.1%*	*16.2%*	*49.8%*	*82.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8551	3827	1777	6093	3145	2948	7622
%H		*44.8%*	*20.8%*	*71.3%*	*36.8%*	*34.5%*	*89.1%*
Main living room	4819	1976	922	3317	1417	1900	4152
%V	*56.4%*	*51.6%*	*51.9%*	*54.4%*	*45.1%*	*64.5%*	*54.5%*
%H		*41.0%*	*19.1%*	*68.8%*	*29.4%*	*39.4%*	*86.2%*
Kitchen	422	195	80	355	204	151	382
%V	*4.9%*	*5.1%*	*4.5%*	*5.8%*	*6.5%*	*5.1%*	*5.0%*
%H		*46.2%*	*19.0%*	*84.1%*	*48.3%*	*35.8%*	*90.5%*
Adult's bedroom	2309	1119	551	1680	1030	650	2142
%V	*27.0%*	*29.2%*	*31.0%*	*27.6%*	*32.8%*	*22.0%*	*28.1%*
%H		*48.5%*	*23.9%*	*72.8%*	*44.6%*	*28.2%*	*92.8%*
Child's bedroom	317	193	71	218	164	54	309
%V	*3.7%*	*5.0%*	*4.0%*	*3.6%*	*5.2%*	*1.8%*	*4.1%*
%H		*60.9%*	*22.4%*	*68.8%*	*51.7%*	*17.0%*	*97.5%*
Other bedroom	187	91	44	146	91	55	175
%V	*2.2%*	*2.4%*	*2.5%*	*2.4%*	*2.9%*	*1.9%*	*2.3%*
%H		*48.7%*	*23.5%*	*78.1%*	*48.7%*	*29.4%*	*93.6%*
Second living/dining room	293	141	66	223	134	89	269
%V	*3.4%*	*3.7%*	*3.7%*	*3.7%*	*4.3%*	*3.0%*	*3.5%*
%H		*48.1%*	*22.5%*	*76.1%*	*45.7%*	*30.4%*	*91.8%*
Study/office	54	30	11	41	27	14	54
%V	*0.6%*	*0.8%*	*0.6%*	*0.7%*	*0.9%*	*0.5%*	*0.7%*
%H		*55.6%*	*20.4%*	*75.9%*	*50.0%*	*25.9%*	*100.0%*
TV room	54	30	11	45	32	13	50
%V	*0.6%*	*0.8%*	*0.6%*	*0.7%*	*1.0%*	*0.4%*	*0.7%*
%H		*55.6%*	*20.4%*	*83.3%*	*59.3%*	*24.1%*	*92.6%*
Conservatory	33	17	8	26	18	8	30
%V	*0.4%*	*0.4%*	*0.5%*	*0.4%*	*0.6%*	*0.3%*	*0.4%*
%H		*51.5%*	*24.2%*	*78.8%*	*54.5%*	*24.2%*	*90.9%*
Attic or loft room	9	6	2	6	4	2	9
%V	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*66.7%*	*22.2%*	*66.7%*	*44.4%*	*22.2%*	*100.0%*
No specific location	6	3	0	4	2	2	6
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
Other	47	25	10	32	22	10	43
%V	*0.5%*	*0.7%*	*0.6%*	*0.5%*	*0.7%*	*0.3%*	*0.6%*
%H		*53.2%*	*21.3%*	*68.1%*	*46.8%*	*21.3%*	*91.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV London

Set level data

Table 1.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8551	3827	1777	6093	3145	2948	7622
%H		*44.8%*	*20.8%*	*71.3%*	*36.8%*	*34.5%*	*89.1%*
PVR	3843	2268	1096	2140	1610	530	3628
%V	*44.9%*	*59.3%*	*61.7%*	*35.1%*	*51.2%*	*18.0%*	*47.6%*
%H		*59.0%*	*28.5%*	*55.7%*	*41.9%*	*13.8%*	*94.4%*
DVDR	163	55	33	130	54	75	141
%V	*1.9%*	*1.4%*	*1.9%*	*2.1%*	*1.7%*	*2.5%*	*1.8%*
%H		*33.7%*	*20.2%*	*79.8%*	*33.1%*	*46.0%*	*86.5%*
VCR	93	29	15	78	30	48	69
%V	*1.1%*	*0.8%*	*0.8%*	*1.3%*	*1.0%*	*1.6%*	*0.9%*
%H		*31.2%*	*16.1%*	*83.9%*	*32.3%*	*51.6%*	*74.2%*
Any recorder	3955	2289	1110	2238	1630	608	3709
%V	*46.3%*	*59.8%*	*62.5%*	*36.7%*	*51.8%*	*20.6%*	*48.7%*
%H		*57.9%*	*28.1%*	*56.6%*	*41.2%*	*15.4%*	*93.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8551	3827	1777	6093	3145	2948	7622
%H		*44.8%*	*20.8%*	*71.3%*	*36.8%*	*34.5%*	*89.1%*
Receives HDTV (via STB or built-in reception)	4721	2309	1166	3189	1886	1304	4416
%V	*55.2%*	*60.3%*	*65.6%*	*52.3%*	*60.0%*	*44.2%*	*57.9%*
%H		*48.9%*	*24.7%*	*67.5%*	*39.9%*	*27.6%*	*93.5%*
DVD/Blu-ray player or recorder	4500	1997	994	3257	1740	1517	4093
%V	*52.6%*	*52.2%*	*55.9%*	*53.5%*	*55.3%*	*51.5%*	*53.7%*
%H		*44.4%*	*22.1%*	*72.4%*	*38.7%*	*33.7%*	*91.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4858	1981	930	3345	1424	1921	4182
%H		*40.8%*	*19.1%*	*68.9%*	*29.3%*	*39.5%*	*86.1%*
Under 20"	78	12	9	59	7	53	49
%V	*1.6%*	*0.6%*	*1.0%*	*1.8%*	*0.5%*	*2.8%*	*1.2%*
%H		*15.4%*	*11.5%*	*75.6%*	*9.0%*	*67.9%*	*62.8%*
20" - 29"	544	107	67	437	77	361	359
%V	*11.2%*	*5.4%*	*7.2%*	*13.1%*	*5.4%*	*18.8%*	*8.6%*
%H		*19.7%*	*12.3%*	*80.3%*	*14.2%*	*66.4%*	*66.0%*
30" - 39"	1630	544	305	1175	401	774	1352
%V	*33.6%*	*27.5%*	*32.8%*	*35.1%*	*28.2%*	*40.3%*	*32.3%*
%H		*33.4%*	*18.7%*	*72.1%*	*24.6%*	*47.5%*	*82.9%*
40" and over	2471	1275	530	1585	926	659	2320
%V	*50.9%*	*64.4%*	*57.0%*	*47.4%*	*65.0%*	*34.3%*	*55.5%*
%H		*51.6%*	*21.4%*	*64.1%*	*37.5%*	*26.7%*	*93.9%*
Don't know	135	43	19	88	14	74	102
%V	*2.8%*	*2.2%*	*2.0%*	*2.6%*	*1.0%*	*3.9%*	*2.4%*
%H		*31.9%*	*14.1%*	*65.2%*	*10.4%*	*54.8%*	*75.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV London

Set level data

Table 1.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	4858	1981	930	3345	1424	1921	4182
%H		*40.8%*	*19.1%*	*68.9%*	*29.3%*	*39.5%*	*86.1%*
PVR	2843	1627	796	1629	1178	452	2657
%V	*58.5%*	*82.1%*	*85.6%*	*48.7%*	*82.7%*	*23.5%*	*63.5%*
%H		*57.2%*	*28.0%*	*57.3%*	*41.4%*	*15.9%*	*93.5%*
DVDR	129	41	25	102	38	63	108
%V	*2.7%*	*2.1%*	*2.7%*	*3.0%*	*2.7%*	*3.3%*	*2.6%*
%H		*31.8%*	*19.4%*	*79.1%*	*29.5%*	*48.8%*	*83.7%*
VCR	68	19	11	55	18	37	50
%V	*1.4%*	*1.0%*	*1.2%*	*1.6%*	*1.3%*	*1.9%*	*1.2%*
%H		*27.9%*	*16.2%*	*80.9%*	*26.5%*	*54.4%*	*73.5%*
Any recorder	2922	1637	804	1698	1186	511	2710
%V	*60.1%*	*82.6%*	*86.5%*	*50.8%*	*83.3%*	*26.6%*	*64.8%*
%H		*56.0%*	*27.5%*	*58.1%*	*40.6%*	*17.5%*	*92.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	4858	1981	930	3345	1424	1921	4182
%H		*40.8%*	*19.1%*	*68.9%*	*29.3%*	*39.5%*	*86.1%*
Receives HDTV (via STB or built-in reception)	3251	1546	773	2145	1177	968	3002
%V	*66.9%*	*78.0%*	*83.1%*	*64.1%*	*82.7%*	*50.4%*	*71.8%*
%H		*47.6%*	*23.8%*	*66.0%*	*36.2%*	*29.8%*	*92.3%*
DVD/Blu-ray player or recorder	3088	1297	642	2183	1037	1146	2751
%V	*63.6%*	*65.5%*	*69.0%*	*65.3%*	*72.8%*	*59.7%*	*65.8%*
%H		*42.0%*	*20.8%*	*70.7%*	*33.6%*	*37.1%*	*89.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV London

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3692	1846	847	2749	1721	1027	3439
%H		*50.0%*	*22.9%*	*74.5%*	*46.6%*	*27.8%*	*93.1%*
Under 20"	666	284	134	556	303	252	588
%V	*18.0%*	*15.4%*	*15.8%*	*20.2%*	*17.6%*	*24.5%*	*17.1%*
%H		*42.6%*	*20.1%*	*83.5%*	*45.5%*	*37.8%*	*88.3%*
20" - 29"	1187	556	266	948	576	372	1095
%V	*32.2%*	*30.1%*	*31.4%*	*34.5%*	*33.5%*	*36.2%*	*31.8%*
%H		*46.8%*	*22.4%*	*79.9%*	*48.5%*	*31.3%*	*92.2%*
30" - 39"	1157	627	287	783	534	250	1100
%V	*31.3%*	*34.0%*	*33.9%*	*28.5%*	*31.0%*	*24.3%*	*32.0%*
%H		*54.2%*	*24.8%*	*67.7%*	*46.2%*	*21.6%*	*95.1%*
40" and over	546	326	137	370	278	92	535
%V	*14.8%*	*17.7%*	*16.2%*	*13.5%*	*16.2%*	*9.0%*	*15.6%*
%H		*59.7%*	*25.1%*	*67.8%*	*50.9%*	*16.8%*	*98.0%*
Don't know	136	54	24	91	31	61	122
%V	*3.7%*	*2.9%*	*2.8%*	*3.3%*	*1.8%*	*5.9%*	*3.5%*
%H		*39.7%*	*17.6%*	*66.9%*	*22.8%*	*44.9%*	*89.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV London

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3692	1846	847	2749	1721	1027	3439
%H		*50.0%*	*22.9%*	*74.5%*	*46.6%*	*27.8%*	*93.1%*
PVR	1000	642	300	510	432	78	971
%V	*27.1%*	*34.8%*	*35.4%*	*18.6%*	*25.1%*	*7.6%*	*28.2%*
%H		*64.2%*	*30.0%*	*51.0%*	*43.2%*	*7.8%*	*97.1%*
DVDR	34	14	8	28	16	12	34
%V	*0.9%*	*0.8%*	*0.9%*	*1.0%*	*0.9%*	*1.2%*	*1.0%*
%H		*41.2%*	*23.5%*	*82.4%*	*47.1%*	*35.3%*	*100.0%*
VCR	25	10	4	23	12	11	20
%V	*0.7%*	*0.5%*	*0.5%*	*0.8%*	*0.7%*	*1.1%*	*0.6%*
%H		*40.0%*	*16.0%*	*92.0%*	*48.0%*	*44.0%*	*80.0%*
Any recorder	1033	652	306	540	444	96	999
%V	*28.0%*	*35.3%*	*36.1%*	*19.6%*	*25.8%*	*9.3%*	*29.0%*
%H		*63.1%*	*29.6%*	*52.3%*	*43.0%*	*9.3%*	*96.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3692	1846	847	2749	1721	1027	3439
%H		*50.0%*	*22.9%*	*74.5%*	*46.6%*	*27.8%*	*93.1%*
Receives HDTV (via STB or built-in reception)	1470	764	394	1045	709	336	1415
%V	*39.8%*	*41.4%*	*46.5%*	*38.0%*	*41.2%*	*32.7%*	*41.1%*
%H		*52.0%*	*26.8%*	*71.1%*	*48.2%*	*22.9%*	*96.3%*
DVD/Blu-ray player or recorder	1412	700	352	1074	703	371	1342
%V	*38.2%*	*37.9%*	*41.6%*	*39.1%*	*40.8%*	*36.1%*	*39.0%*
%H		*49.6%*	*24.9%*	*76.1%*	*49.8%*	*26.3%*	*95.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Individual level data

Table 1.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	13024	12020	5565	2485	7770	3878	3892	12039
%H		*92.3%*	*42.7%*	*19.1%*	*59.7%*	*29.8%*	*29.9%*	*92.4%*
Total Children	2635	2464	1305	504	1453	831	622	2576
%V	*20.2%*	*20.5%*	*23.5%*	*20.3%*	*18.7%*	*21.4%*	*16.0%*	*21.4%*
%H		*93.5%*	*49.5%*	*19.1%*	*55.1%*	*31.5%*	*23.6%*	*97.8%*
0 - 3	751	687	350	132	408	217	192	728
%V	*5.8%*	*5.7%*	*6.3%*	*5.3%*	*5.3%*	*5.6%*	*4.9%*	*6.0%*
%H		*91.5%*	*46.6%*	*17.6%*	*54.3%*	*28.9%*	*25.6%*	*96.9%*
4 - 15	1884	1778	955	372	1045	614	431	1848
%V	*14.5%*	*14.8%*	*17.2%*	*15.0%*	*13.4%*	*15.8%*	*11.1%*	*15.4%*
%H		*94.4%*	*50.7%*	*19.7%*	*55.5%*	*32.6%*	*22.9%*	*98.1%*
4 - 9	1022	949	517	199	543	320	224	1001
%V	*7.8%*	*7.9%*	*9.3%*	*8.0%*	*7.0%*	*8.3%*	*5.8%*	*8.3%*
%H		*92.9%*	*50.6%*	*19.5%*	*53.1%*	*31.3%*	*21.9%*	*97.9%*
10 - 15	862	829	438	173	502	294	207	847
%V	*6.6%*	*6.9%*	*7.9%*	*7.0%*	*6.5%*	*7.6%*	*5.3%*	*7.0%*
%H		*96.2%*	*50.8%*	*20.1%*	*58.2%*	*34.1%*	*24.0%*	*98.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	13024	12020	5565	2485	7770	3878	3892	12039
%H		*92.3%*	*42.7%*	*19.1%*	*59.7%*	*29.8%*	*29.9%*	*92.4%*
Total Adults (16+)	10389	9556	4261	1981	6317	3048	3270	9464
%V	*79.8%*	*79.5%*	*76.6%*	*79.7%*	*81.3%*	*78.6%*	*84.0%*	*78.6%*
%H		*92.0%*	*41.0%*	*19.1%*	*60.8%*	*29.3%*	*31.5%*	*91.1%*
16 - 19	526	496	242	124	320	187	132	514
%V	*4.0%*	*4.1%*	*4.3%*	*5.0%*	*4.1%*	*4.8%*	*3.4%*	*4.3%*
%H		*94.3%*	*46.0%*	*23.6%*	*60.8%*	*35.6%*	*25.1%*	*97.7%*
20 - 24	839	711	316	156	440	216	224	817
%V	*6.4%*	*5.9%*	*5.7%*	*6.3%*	*5.7%*	*5.6%*	*5.8%*	*6.8%*
%H		*84.7%*	*37.7%*	*18.6%*	*52.4%*	*25.7%*	*26.7%*	*97.4%*
25 - 34	2242	1932	943	393	1168	605	563	2205
%V	*17.2%*	*16.1%*	*16.9%*	*15.8%*	*15.0%*	*15.6%*	*14.5%*	*18.3%*
%H		*86.2%*	*42.1%*	*17.5%*	*52.1%*	*27.0%*	*25.1%*	*98.3%*
35 - 44	1980	1810	909	390	1113	618	495	1933
%V	*15.2%*	*15.1%*	*16.3%*	*15.7%*	*14.3%*	*15.9%*	*12.7%*	*16.1%*
%H		*91.4%*	*45.9%*	*19.7%*	*56.2%*	*31.2%*	*25.0%*	*97.6%*
45 - 54	1784	1696	763	409	1112	586	526	1709
%V	*13.7%*	*14.1%*	*13.7%*	*16.5%*	*14.3%*	*15.1%*	*13.5%*	*14.2%*
%H		*95.1%*	*42.8%*	*22.9%*	*62.3%*	*32.8%*	*29.5%*	*95.8%*
55 - 64	1260	1206	532	260	812	390	422	1144
%V	*9.7%*	*10.0%*	*9.6%*	*10.5%*	*10.5%*	*10.1%*	*10.8%*	*9.5%*
%H		*95.7%*	*42.2%*	*20.6%*	*64.4%*	*31.0%*	*33.5%*	*90.8%*
65+	1759	1706	556	248	1352	444	907	1140
%V	*13.5%*	*14.2%*	*10.0%*	*10.0%*	*17.4%*	*11.4%*	*23.3%*	*9.5%*
%H		*97.0%*	*31.6%*	*14.1%*	*76.9%*	*25.2%*	*51.6%*	*64.8%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10389	9556	4261	1981	6317	3048	3270	9464
%H		*92.0%*	*41.0%*	*19.1%*	*60.8%*	*29.3%*	*31.5%*	*91.1%*
AB	2877	2690	1211	616	1766	903	863	2806
%V	*27.7%*	*28.1%*	*28.4%*	*31.1%*	*28.0%*	*29.6%*	*26.4%*	*29.6%*
%H		*93.5%*	*42.1%*	*21.4%*	*61.4%*	*31.4%*	*30.0%*	*97.5%*
C1	3158	2865	1262	621	1904	938	966	2957
%V	*30.4%*	*30.0%*	*29.6%*	*31.3%*	*30.1%*	*30.8%*	*29.5%*	*31.2%*
%H		*90.7%*	*40.0%*	*19.7%*	*60.3%*	*29.7%*	*30.6%*	*93.6%*
C2	1953	1821	842	414	1231	672	558	1805
%V	*18.8%*	*19.1%*	*19.8%*	*20.9%*	*19.5%*	*22.0%*	*17.1%*	*19.1%*
%H		*93.2%*	*43.1%*	*21.2%*	*63.0%*	*34.4%*	*28.6%*	*92.4%*
D	1723	1559	740	246	972	414	558	1500
%V	*16.6%*	*16.3%*	*17.4%*	*12.4%*	*15.4%*	*13.6%*	*17.1%*	*15.8%*
%H		*90.5%*	*42.9%*	*14.3%*	*56.4%*	*24.0%*	*32.4%*	*87.1%*
E	678	620	205	84	445	121	324	395
%V	*6.5%*	*6.5%*	*4.8%*	*4.2%*	*7.0%*	*4.0%*	*9.9%*	*4.2%*
%H		*91.4%*	*30.2%*	*12.4%*	*65.6%*	*17.8%*	*47.8%*	*58.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV London

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10389	9556	4261	1981	6317	3048	3270	9464
%H		*92.0%*	*41.0%*	*19.1%*	*60.8%*	*29.3%*	*31.5%*	*91.1%*
Working full time	5422	4954	2344	1159	3136	1712	1424	5325
%V	*52.2%*	*51.8%*	*55.0%*	*58.5%*	*49.6%*	*56.2%*	*43.5%*	*56.3%*
%H		*91.4%*	*43.2%*	*21.4%*	*57.8%*	*31.6%*	*26.3%*	*98.2%*
Working part time	1034	951	432	198	646	329	317	988
%V	*10.0%*	*10.0%*	*10.1%*	*10.0%*	*10.2%*	*10.8%*	*9.7%*	*10.4%*
%H		*92.0%*	*41.8%*	*19.1%*	*62.5%*	*31.8%*	*30.7%*	*95.6%*
Not working	3934	3651	1484	623	2535	1007	1528	3150
%V	*37.9%*	*38.2%*	*34.8%*	*31.4%*	*40.1%*	*33.0%*	*46.7%*	*33.3%*
%H		*92.8%*	*37.7%*	*15.8%*	*64.4%*	*25.6%*	*38.8%*	*80.1%*
Housewife/Houseperson	5326	4862	1981	930	3345	1424	1921	4585
%V	*51.3%*	*50.9%*	*46.5%*	*46.9%*	*53.0%*	*46.7%*	*58.7%*	*48.4%*
%H		*91.3%*	*37.2%*	*17.5%*	*62.8%*	*26.7%*	*36.1%*	*86.1%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5097	4654	2093	992	3044	1506	1538	4701
%H		*91.3%*	*41.1%*	*19.5%*	*59.7%*	*29.5%*	*30.2%*	*92.2%*
16 - 19	263	248	119	64	165	98	67	258
%V	*5.2%*	*5.3%*	*5.7%*	*6.5%*	*5.4%*	*6.5%*	*4.4%*	*5.5%*
%H		*94.3%*	*45.2%*	*24.3%*	*62.7%*	*37.3%*	*25.5%*	*98.1%*
20 - 24	419	354	162	80	213	109	104	410
%V	*8.2%*	*7.6%*	*7.7%*	*8.1%*	*7.0%*	*7.2%*	*6.8%*	*8.7%*
%H		*84.5%*	*38.7%*	*19.1%*	*50.8%*	*26.0%*	*24.8%*	*97.9%*
25 - 34	1124	961	463	201	579	301	278	1107
%V	*22.1%*	*20.6%*	*22.1%*	*20.3%*	*19.0%*	*20.0%*	*18.1%*	*23.5%*
%H		*85.5%*	*41.2%*	*17.9%*	*51.5%*	*26.8%*	*24.7%*	*98.5%*
35 - 44	1002	908	453	199	551	305	246	979
%V	*19.7%*	*19.5%*	*21.6%*	*20.1%*	*18.1%*	*20.3%*	*16.0%*	*20.8%*
%H		*90.6%*	*45.2%*	*19.9%*	*55.0%*	*30.4%*	*24.6%*	*97.7%*
45 - 54	879	826	372	195	544	286	258	836
%V	*17.2%*	*17.7%*	*17.8%*	*19.7%*	*17.9%*	*19.0%*	*16.8%*	*17.8%*
%H		*94.0%*	*42.3%*	*22.2%*	*61.9%*	*32.5%*	*29.4%*	*95.1%*
55 - 64	622	592	255	135	400	195	204	567
%V	*12.2%*	*12.7%*	*12.2%*	*13.6%*	*13.1%*	*12.9%*	*13.3%*	*12.1%*
%H		*95.2%*	*41.0%*	*21.7%*	*64.3%*	*31.4%*	*32.8%*	*91.2%*
65+	787	764	267	118	592	212	380	545
%V	*15.4%*	*16.4%*	*12.8%*	*11.9%*	*19.4%*	*14.1%*	*24.7%*	*11.6%*
%H		*97.1%*	*33.9%*	*15.0%*	*75.2%*	*26.9%*	*48.3%*	*69.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5097	4654	2093	992	3044	1506	1538	4701
%H		*91.3%*	*41.1%*	*19.5%*	*59.7%*	*29.5%*	*30.2%*	*92.2%*
AB	1450	1358	615	314	889	460	429	1417
%V	*28.4%*	*29.2%*	*29.4%*	*31.7%*	*29.2%*	*30.5%*	*27.9%*	*30.1%*
%H		*93.7%*	*42.4%*	*21.7%*	*61.3%*	*31.7%*	*29.6%*	*97.7%*
C1	1500	1348	610	305	882	458	424	1437
%V	*29.4%*	*29.0%*	*29.1%*	*30.7%*	*29.0%*	*30.4%*	*27.6%*	*30.6%*
%H		*89.9%*	*40.7%*	*20.3%*	*58.8%*	*30.5%*	*28.3%*	*95.8%*
C2	1042	964	433	218	657	349	308	954
%V	*20.4%*	*20.7%*	*20.7%*	*22.0%*	*21.6%*	*23.2%*	*20.0%*	*20.3%*
%H		*92.5%*	*41.6%*	*20.9%*	*63.1%*	*33.5%*	*29.6%*	*91.6%*
D	824	727	353	116	436	189	247	734
%V	*16.2%*	*15.6%*	*16.9%*	*11.7%*	*14.3%*	*12.5%*	*16.1%*	*15.6%*
%H		*88.2%*	*42.8%*	*14.1%*	*52.9%*	*22.9%*	*30.0%*	*89.1%*
E	282	257	81	39	180	50	130	158
%V	*5.5%*	*5.5%*	*3.9%*	*3.9%*	*5.9%*	*3.3%*	*8.5%*	*3.4%*
%H		*91.1%*	*28.7%*	*13.8%*	*63.8%*	*17.7%*	*46.1%*	*56.0%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV London

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5097	4654	2093	992	3044	1506	1538	4701
%H		*91.3%*	*41.1%*	*19.5%*	*59.7%*	*29.5%*	*30.2%*	*92.2%*
Working full time	3290	3003	1432	694	1880	1027	854	3222
%V	*64.5%*	*64.5%*	*68.4%*	*70.0%*	*61.8%*	*68.2%*	*55.5%*	*68.5%*
%H		*91.3%*	*43.5%*	*21.1%*	*57.1%*	*31.2%*	*26.0%*	*97.9%*
Working part time	271	236	107	39	166	76	90	254
%V	*5.3%*	*5.1%*	*5.1%*	*3.9%*	*5.5%*	*5.0%*	*5.9%*	*5.4%*
%H		*87.1%*	*39.5%*	*14.4%*	*61.3%*	*28.0%*	*33.2%*	*93.7%*
Not working	1536	1415	554	259	997	403	594	1224
%V	*30.1%*	*30.4%*	*26.5%*	*26.1%*	*32.8%*	*26.8%*	*38.6%*	*26.0%*
%H		*92.1%*	*36.1%*	*16.9%*	*64.9%*	*26.2%*	*38.7%*	*79.7%*
Housewife/Houseperson	1228	1059	342	193	766	256	510	971
%V	*24.1%*	*22.8%*	*16.3%*	*19.5%*	*25.2%*	*17.0%*	*33.2%*	*20.7%*
%H		*86.2%*	*27.9%*	*15.7%*	*62.4%*	*20.8%*	*41.5%*	*79.1%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5292	4902	2168	989	3273	1542	1732	4763
%H		*92.6%*	*41.0%*	*18.7%*	*61.8%*	*29.1%*	*32.7%*	*90.0%*
16 - 19	263	248	123	60	155	90	65	256
%V	*5.0%*	*5.1%*	*5.7%*	*6.1%*	*4.7%*	*5.8%*	*3.8%*	*5.4%*
%H		*94.3%*	*46.8%*	*22.8%*	*58.9%*	*34.2%*	*24.7%*	*97.3%*
20 - 24	420	357	154	76	227	107	120	408
%V	*7.9%*	*7.3%*	*7.1%*	*7.7%*	*6.9%*	*6.9%*	*6.9%*	*8.6%*
%H		*85.0%*	*36.7%*	*18.1%*	*54.0%*	*25.5%*	*28.6%*	*97.1%*
25 - 34	1117	970	480	193	589	304	285	1099
%V	*21.1%*	*19.8%*	*22.1%*	*19.5%*	*18.0%*	*19.7%*	*16.5%*	*23.1%*
%H		*86.8%*	*43.0%*	*17.3%*	*52.7%*	*27.2%*	*25.5%*	*98.4%*
35 - 44	977	902	456	191	562	313	249	954
%V	*18.5%*	*18.4%*	*21.0%*	*19.3%*	*17.2%*	*20.3%*	*14.4%*	*20.0%*
%H		*92.3%*	*46.7%*	*19.5%*	*57.5%*	*32.0%*	*25.5%*	*97.6%*
45 - 54	905	869	391	214	568	300	268	873
%V	*17.1%*	*17.7%*	*18.0%*	*21.6%*	*17.4%*	*19.5%*	*15.5%*	*18.3%*
%H		*96.0%*	*43.2%*	*23.6%*	*62.8%*	*33.1%*	*29.6%*	*96.5%*
55 - 64	637	614	276	125	413	195	217	578
%V	*12.0%*	*12.5%*	*12.7%*	*12.6%*	*12.6%*	*12.6%*	*12.5%*	*12.1%*
%H		*96.4%*	*43.3%*	*19.6%*	*64.8%*	*30.6%*	*34.1%*	*90.7%*
65+	972	942	289	129	759	233	527	596
%V	*18.4%*	*19.2%*	*13.3%*	*13.0%*	*23.2%*	*15.1%*	*30.4%*	*12.5%*
%H		*96.9%*	*29.7%*	*13.3%*	*78.1%*	*24.0%*	*54.2%*	*61.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV London

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5292	4902	2168	989	3273	1542	1732	4763
%H		*92.6%*	*41.0%*	*18.7%*	*61.8%*	*29.1%*	*32.7%*	*90.0%*
AB	1427	1332	596	302	877	443	434	1389
%V	*27.0%*	*27.2%*	*27.5%*	*30.5%*	*26.8%*	*28.7%*	*25.1%*	*29.2%*
%H		*93.3%*	*41.8%*	*21.2%*	*61.5%*	*31.0%*	*30.4%*	*97.3%*
C1	1657	1518	652	316	1022	480	542	1520
%V	*31.3%*	*31.0%*	*30.1%*	*32.0%*	*31.2%*	*31.1%*	*31.3%*	*31.9%*
%H		*91.6%*	*39.3%*	*19.1%*	*61.7%*	*29.0%*	*32.7%*	*91.7%*
C2	911	857	409	196	574	323	251	850
%V	*17.2%*	*17.5%*	*18.9%*	*19.8%*	*17.5%*	*20.9%*	*14.5%*	*17.8%*
%H		*94.1%*	*44.9%*	*21.5%*	*63.0%*	*35.5%*	*27.6%*	*93.3%*
D	899	832	387	130	535	225	311	766
%V	*17.0%*	*17.0%*	*17.9%*	*13.1%*	*16.3%*	*14.6%*	*18.0%*	*16.1%*
%H		*92.5%*	*43.0%*	*14.5%*	*59.5%*	*25.0%*	*34.6%*	*85.2%*
E	397	363	124	44	265	71	194	237
%V	*7.5%*	*7.4%*	*5.7%*	*4.4%*	*8.1%*	*4.6%*	*11.2%*	*5.0%*
%H		*91.4%*	*31.2%*	*11.1%*	*66.8%*	*17.9%*	*48.9%*	*59.7%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV London

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5292	4902	2168	989	3273	1542	1732	4763
%H		*92.6%*	*41.0%*	*18.7%*	*61.8%*	*29.1%*	*32.7%*	*90.0%*
Working full time	2132	1951	913	465	1255	685	570	2103
%V	*40.3%*	*39.8%*	*42.1%*	*47.0%*	*38.3%*	*44.4%*	*32.9%*	*44.2%*
%H		*91.5%*	*42.8%*	*21.8%*	*58.9%*	*32.1%*	*26.7%*	*98.6%*
Working part time	762	714	325	160	480	253	227	734
%V	*14.4%*	*14.6%*	*15.0%*	*16.2%*	*14.7%*	*16.4%*	*13.1%*	*15.4%*
%H		*93.7%*	*42.7%*	*21.0%*	*63.0%*	*33.2%*	*29.8%*	*96.3%*
Not working	2397	2236	930	365	1538	604	934	1926
%V	*45.3%*	*45.6%*	*42.9%*	*36.9%*	*47.0%*	*39.2%*	*53.9%*	*40.4%*
%H		*93.3%*	*38.8%*	*15.2%*	*64.2%*	*25.2%*	*39.0%*	*80.4%*
Housewife/Houseperson	4098	3803	1639	737	2579	1167	1412	3614
%V	*77.4%*	*77.6%*	*75.6%*	*74.5%*	*78.8%*	*75.7%*	*81.5%*	*75.9%*
%H		*92.8%*	*40.0%*	*18.0%*	*62.9%*	*28.5%*	*34.5%*	*88.2%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Midlands

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Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3635	3477	1337	689	2696	1245	1451	2941
%H (All HH)		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*
%H (TV HH)			*38.5%*	*19.8%*	*77.5%*	*35.8%*	*41.7%*	
AB	859	830	368	145	641	324	317	810
%V	*23.6%*	*23.9%*	*27.5%*	*21.0%*	*23.8%*	*26.0%*	*21.8%*	*27.5%*
%H (All HH)		*96.6%*	*42.8%*	*16.9%*	*74.6%*	*37.7%*	*36.9%*	*94.3%*
%H (TV HH)			*44.3%*	*17.5%*	*77.2%*	*39.0%*	*38.2%*	
C1	910	865	333	185	668	318	351	793
%V	*25.0%*	*24.9%*	*24.9%*	*26.9%*	*24.8%*	*25.5%*	*24.2%*	*27.0%*
%H (All HH)		*95.1%*	*36.6%*	*20.3%*	*73.4%*	*34.9%*	*38.6%*	*87.1%*
%H (TV HH)			*38.5%*	*21.4%*	*77.2%*	*36.8%*	*40.6%*	
C2	771	747	279	172	582	285	297	635
%V	*21.2%*	*21.5%*	*20.9%*	*25.0%*	*21.6%*	*22.9%*	*20.5%*	*21.6%*
%H (All HH)		*96.9%*	*36.2%*	*22.3%*	*75.5%*	*37.0%*	*38.5%*	*82.4%*
%H (TV HH)			*37.3%*	*23.0%*	*77.9%*	*38.2%*	*39.8%*	
D	688	655	254	134	492	227	264	503
%V	*18.9%*	*18.8%*	*19.0%*	*19.4%*	*18.2%*	*18.2%*	*18.2%*	*17.1%*
%H (All HH)		*95.2%*	*36.9%*	*19.5%*	*71.5%*	*33.0%*	*38.4%*	*73.1%*
%H (TV HH)			*38.8%*	*20.5%*	*75.1%*	*34.7%*	*40.3%*	
E	406	380	103	52	313	91	222	199
%V	*11.2%*	*10.9%*	*7.7%*	*7.5%*	*11.6%*	*7.3%*	*15.3%*	*6.8%*
%H (All HH)		*93.6%*	*25.4%*	*12.8%*	*77.1%*	*22.4%*	*54.7%*	*49.0%*
%H (TV HH)			*27.1%*	*13.7%*	*82.4%*	*23.9%*	*58.4%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Midlands

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3635	3477	1337	689	2696	1245	1451	2941
%H (All HH)		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*
%H (TV HH)			*38.5%*	*19.8%*	*77.5%*	*35.8%*	*41.7%*	
Under 25	177	151	52	25	114	47	67	165
%V	*4.9%*	*4.3%*	*3.9%*	*3.6%*	*4.2%*	*3.8%*	*4.6%*	*5.6%*
%H (All HH)		*85.3%*	*29.4%*	*14.1%*	*64.4%*	*26.6%*	*37.9%*	*93.2%*
%H (TV HH)			*34.4%*	*16.6%*	*75.5%*	*31.1%*	*44.4%*	
25 - 34	562	514	232	105	354	182	172	526
%V	*15.5%*	*14.8%*	*17.4%*	*15.2%*	*13.1%*	*14.6%*	*11.9%*	*17.9%*
%H (All HH)		*91.5%*	*41.3%*	*18.7%*	*63.0%*	*32.4%*	*30.6%*	*93.6%*
%H (TV HH)			*45.1%*	*20.4%*	*68.9%*	*35.4%*	*33.5%*	
35 - 44	593	566	263	126	403	230	172	557
%V	*16.3%*	*16.3%*	*19.7%*	*18.3%*	*14.9%*	*18.5%*	*11.9%*	*18.9%*
%H (All HH)		*95.4%*	*44.4%*	*21.2%*	*68.0%*	*38.8%*	*29.0%*	*93.9%*
%H (TV HH)			*46.5%*	*22.3%*	*71.2%*	*40.6%*	*30.4%*	
45 - 54	687	672	272	173	514	283	231	638
%V	*18.9%*	*19.3%*	*20.3%*	*25.1%*	*19.1%*	*22.7%*	*15.9%*	*21.7%*
%H (All HH)		*97.8%*	*39.6%*	*25.2%*	*74.8%*	*41.2%*	*33.6%*	*92.9%*
%H (TV HH)			*40.5%*	*25.7%*	*76.5%*	*42.1%*	*34.4%*	
55 - 64	601	583	241	119	463	236	227	512
%V	*16.5%*	*16.8%*	*18.0%*	*17.3%*	*17.2%*	*19.0%*	*15.6%*	*17.4%*
%H (All HH)		*97.0%*	*40.1%*	*19.8%*	*77.0%*	*39.3%*	*37.8%*	*85.2%*
%H (TV HH)			*41.3%*	*20.4%*	*79.4%*	*40.5%*	*38.9%*	
65 +	1016	991	277	141	848	267	581	543
%V	*28.0%*	*28.5%*	*20.7%*	*20.5%*	*31.5%*	*21.4%*	*40.0%*	*18.5%*
%H (All HH)		*97.5%*	*27.3%*	*13.9%*	*83.5%*	*26.3%*	*57.2%*	*53.4%*
%H (TV HH)			*28.0%*	*14.2%*	*85.6%*	*26.9%*	*58.6%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Midlands

Household level data

Table 2.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3635	3477	1337	689	2696	1245	1451	2941
%H (All HH)		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*
%H (TV HH)			*38.5%*	*19.8%*	*77.5%*	*35.8%*	*41.7%*	
1	1093	1018	272	124	849	232	617	614
%V	*30.1%*	*29.3%*	*20.3%*	*18.0%*	*31.5%*	*18.6%*	*42.5%*	*20.9%*
%H (All HH)		*93.1%*	*24.9%*	*11.3%*	*77.7%*	*21.2%*	*56.5%*	*56.2%*
%H (TV HH)			*26.7%*	*12.2%*	*83.4%*	*22.8%*	*60.6%*	
2	1242	1203	464	253	938	452	487	1076
%V	*34.2%*	*34.6%*	*34.7%*	*36.7%*	*34.8%*	*36.3%*	*33.6%*	*36.6%*
%H (All HH)		*96.9%*	*37.4%*	*20.4%*	*75.5%*	*36.4%*	*39.2%*	*86.6%*
%H (TV HH)			*38.6%*	*21.0%*	*78.0%*	*37.6%*	*40.5%*	
3	546	527	241	137	389	237	152	520
%V	*15.0%*	*15.2%*	*18.0%*	*19.9%*	*14.4%*	*19.0%*	*10.5%*	*17.7%*
%H (All HH)		*96.5%*	*44.1%*	*25.1%*	*71.2%*	*43.4%*	*27.8%*	*95.2%*
%H (TV HH)			*45.7%*	*26.0%*	*73.8%*	*45.0%*	*28.8%*	
4	486	471	226	108	344	207	136	472
%V	*13.4%*	*13.5%*	*16.9%*	*15.7%*	*12.8%*	*16.6%*	*9.4%*	*16.0%*
%H (All HH)		*96.9%*	*46.5%*	*22.2%*	*70.8%*	*42.6%*	*28.0%*	*97.1%*
%H (TV HH)			*48.0%*	*22.9%*	*73.0%*	*43.9%*	*28.9%*	
5+	269	258	134	67	176	117	60	259
%V	*7.4%*	*7.4%*	*10.0%*	*9.7%*	*6.5%*	*9.4%*	*4.1%*	*8.8%*
%H (All HH)		*95.9%*	*49.8%*	*24.9%*	*65.4%*	*43.5%*	*22.3%*	*96.3%*
%H (TV HH)			*51.9%*	*26.0%*	*68.2%*	*45.3%*	*23.3%*	
Average HH size	2.37	2.38	2.66	2.67	2.31	2.66	2.00	2.59

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Midlands

Household level data

Table 2.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3635	3477	1337	689	2696	1245	1451	2941
%H (All HH)		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*
%H (TV HH)			*38.5%*	*19.8%*	*77.5%*	*35.8%*	*41.7%*	
Without	2681	2550	908	467	2037	861	1176	2026
%V	*73.8%*	*73.3%*	*67.9%*	*67.8%*	*75.6%*	*69.2%*	*81.0%*	*68.9%*
%H (All HH)		*95.1%*	*33.9%*	*17.4%*	*76.0%*	*32.1%*	*43.9%*	*75.6%*
%H (TV HH)			*35.6%*	*18.3%*	*79.9%*	*33.8%*	*46.1%*	
With	955	927	429	221	659	384	275	915
%V	*26.3%*	*26.7%*	*32.1%*	*32.1%*	*24.4%*	*30.8%*	*19.0%*	*31.1%*
%H (All HH)		*97.1%*	*44.9%*	*23.1%*	*69.0%*	*40.2%*	*28.8%*	*95.8%*
%H (TV HH)			*46.3%*	*23.8%*	*71.1%*	*41.4%*	*29.7%*	
0 - 3	366	348	166	77	238	136	102	348
%V	*10.1%*	*10.0%*	*12.4%*	*11.2%*	*8.8%*	*10.9%*	*7.0%*	*11.8%*
%H (All HH)		*95.1%*	*45.4%*	*21.0%*	*65.0%*	*37.2%*	*27.9%*	*95.1%*
%H (TV HH)			*47.7%*	*22.1%*	*68.4%*	*39.1%*	*29.3%*	
4 - 9	499	484	239	107	345	207	138	477
%V	*13.7%*	*13.9%*	*17.9%*	*15.5%*	*12.8%*	*16.6%*	*9.5%*	*16.2%*
%H (All HH)		*97.0%*	*47.9%*	*21.4%*	*69.1%*	*41.5%*	*27.7%*	*95.6%*
%H (TV HH)			*49.4%*	*22.1%*	*71.3%*	*42.8%*	*28.5%*	
10 - 15	449	441	204	115	315	189	126	434
%V	*12.4%*	*12.7%*	*15.3%*	*16.7%*	*11.7%*	*15.2%*	*8.7%*	*14.8%*
%H (All HH)		*98.2%*	*45.4%*	*25.6%*	*70.2%*	*42.1%*	*28.1%*	*96.7%*
%H (TV HH)			*46.3%*	*26.1%*	*71.4%*	*42.9%*	*28.6%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Midlands

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3635	3477	1337	689	2696	1245	1451	2941
%H (All HH)		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*
%H (TV HH)			*38.5%*	*19.8%*	*77.5%*	*35.8%*	*41.7%*	
1	1424	1424	445	227	1014	292	722	1011
%V	*39.2%*	*41.0%*	*33.3%*	*32.9%*	*37.6%*	*23.5%*	*49.8%*	*34.4%*
%H (All HH)		*100.0%*	*31.3%*	*15.9%*	*71.2%*	*20.5%*	*50.7%*	*71.0%*
%H (TV HH)			*31.3%*	*15.9%*	*71.2%*	*20.5%*	*50.7%*	
2	1170	1170	458	241	928	446	482	984
%V	*32.2%*	*33.6%*	*34.3%*	*35.0%*	*34.4%*	*35.8%*	*33.2%*	*33.5%*
%H (All HH)		*100.0%*	*39.1%*	*20.6%*	*79.3%*	*38.1%*	*41.2%*	*84.1%*
%H (TV HH)			*39.1%*	*20.6%*	*79.3%*	*38.1%*	*41.2%*	
3	528	528	252	121	445	281	164	490
%V	*14.5%*	*15.2%*	*18.8%*	*17.6%*	*16.5%*	*22.6%*	*11.3%*	*16.7%*
%H (All HH)		*100.0%*	*47.7%*	*22.9%*	*84.3%*	*53.2%*	*31.1%*	*92.8%*
%H (TV HH)			*47.7%*	*22.9%*	*84.3%*	*53.2%*	*31.1%*	
4	234	234	116	65	205	148	57	228
%V	*6.4%*	*6.7%*	*8.7%*	*9.4%*	*7.6%*	*11.9%*	*3.9%*	*7.8%*
%H (All HH)		*100.0%*	*49.6%*	*27.8%*	*87.6%*	*63.2%*	*24.4%*	*97.4%*
%H (TV HH)			*49.6%*	*27.8%*	*87.6%*	*63.2%*	*24.4%*	
5+	121	121	65	35	104	78	26	118
%V	*3.3%*	*3.5%*	*4.9%*	*5.1%*	*3.9%*	*6.3%*	*1.8%*	*4.0%*
%H (All HH)		*100.0%*	*53.7%*	*28.9%*	*86.0%*	*64.5%*	*21.5%*	*97.5%*
%H (TV HH)			*53.7%*	*28.9%*	*86.0%*	*64.5%*	*21.5%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Midlands

Household level data

Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3635	3477	1337	689	2696	1245	1451	2941
%H (All HH)		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*
%H (TV HH)			*38.5%*	*19.8%*	*77.5%*	*35.8%*	*41.7%*	
Under 20"	626	626	231	130	544	273	271	525
%V	*17.2%*	*18.0%*	*17.3%*	*18.9%*	*20.2%*	*21.9%*	*18.7%*	*17.9%*
%H (All HH)		*100.0%*	*36.9%*	*20.8%*	*86.9%*	*43.6%*	*43.3%*	*83.9%*
%H (TV HH)			*36.9%*	*20.8%*	*86.9%*	*43.6%*	*43.3%*	
20" - 29"	1171	1171	431	221	990	464	527	942
%V	*32.2%*	*33.7%*	*32.2%*	*32.1%*	*36.7%*	*37.3%*	*36.3%*	*32.0%*
%H (All HH)		*100.0%*	*36.8%*	*18.9%*	*84.5%*	*39.6%*	*45.0%*	*80.4%*
%H (TV HH)			*36.8%*	*18.9%*	*84.5%*	*39.6%*	*45.0%*	
30" - 39"	1830	1830	708	366	1457	695	762	1507
%V	*50.3%*	*52.6%*	*53.0%*	*53.1%*	*54.0%*	*55.8%*	*52.5%*	*51.2%*
%H (All HH)		*100.0%*	*38.7%*	*20.0%*	*79.6%*	*38.0%*	*41.6%*	*82.3%*
%H (TV HH)			*38.7%*	*20.0%*	*79.6%*	*38.0%*	*41.6%*	
40" and over	1822	1822	865	432	1347	811	536	1652
%V	*50.1%*	*52.4%*	*64.7%*	*62.7%*	*50.0%*	*65.1%*	*36.9%*	*56.2%*
%H (All HH)		*100.0%*	*47.5%*	*23.7%*	*73.9%*	*44.5%*	*29.4%*	*90.7%*
%H (TV HH)			*47.5%*	*23.7%*	*73.9%*	*44.5%*	*29.4%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Midlands

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3635	3477	1337	689	2696	1245	1451	2941
%H (All HH)		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*
%H (TV HH)			*38.5%*	*19.8%*	*77.5%*	*35.8%*	*41.7%*	
Main living room	3438	3438	1329	682	2672	1240	1432	2800
%V	*94.6%*	*98.9%*	*99.4%*	*99.0%*	*99.1%*	*99.6%*	*98.7%*	*95.2%*
%H (All HH)		*100.0%*	*38.7%*	*19.8%*	*77.7%*	*36.1%*	*41.7%*	*81.4%*
%H (TV HH)			*38.7%*	*19.8%*	*77.7%*	*36.1%*	*41.7%*	
Kitchen	421	421	183	78	371	204	167	369
%V	*11.6%*	*12.1%*	*13.7%*	*11.3%*	*13.8%*	*16.4%*	*11.5%*	*12.5%*
%H (All HH)		*100.0%*	*43.5%*	*18.5%*	*88.1%*	*48.5%*	*39.7%*	*87.6%*
%H (TV HH)			*43.5%*	*18.5%*	*88.1%*	*48.5%*	*39.7%*	
Adult's bedroom	1527	1527	662	356	1270	744	526	1362
%V	*42.0%*	*43.9%*	*49.5%*	*51.7%*	*47.1%*	*59.8%*	*36.3%*	*46.3%*
%H (All HH)		*100.0%*	*43.4%*	*23.3%*	*83.2%*	*48.7%*	*34.4%*	*89.2%*
%H (TV HH)			*43.4%*	*23.3%*	*83.2%*	*48.7%*	*34.4%*	
Child's bedroom	337	337	167	91	264	179	85	332
%V	*9.3%*	*9.7%*	*12.5%*	*13.2%*	*9.8%*	*14.4%*	*5.9%*	*11.3%*
%H (All HH)		*100.0%*	*49.6%*	*27.0%*	*78.3%*	*53.1%*	*25.2%*	*98.5%*
%H (TV HH)			*49.6%*	*27.0%*	*78.3%*	*53.1%*	*25.2%*	
Other bedroom	200	200	95	49	172	111	60	190
%V	*5.5%*	*5.8%*	*7.1%*	*7.1%*	*6.4%*	*8.9%*	*4.1%*	*6.5%*
%H (All HH)		*100.0%*	*47.5%*	*24.5%*	*86.0%*	*55.5%*	*30.0%*	*95.0%*
%H (TV HH)			*47.5%*	*24.5%*	*86.0%*	*55.5%*	*30.0%*	
Second living/dining room	343	343	157	79	285	169	115	295
%V	*9.4%*	*9.9%*	*11.7%*	*11.5%*	*10.6%*	*13.6%*	*7.9%*	*10.0%*
%H (All HH)		*100.0%*	*45.8%*	*23.0%*	*83.1%*	*49.3%*	*33.5%*	*86.0%*
%H (TV HH)			*45.8%*	*23.0%*	*83.1%*	*49.3%*	*33.5%*	
Study/office	51	51	26	11	42	27	15	49
%V	*1.4%*	*1.5%*	*1.9%*	*1.6%*	*1.6%*	*2.2%*	*1.0%*	*1.7%*
%H (All HH)		*100.0%*	*51.0%*	*21.6%*	*82.4%*	*52.9%*	*29.4%*	*96.1%*
%H (TV HH)			*51.0%*	*21.6%*	*82.4%*	*52.9%*	*29.4%*	
TV room	25	25	15	5	18	12	6	25
%V	*0.7%*	*0.7%*	*1.1%*	*0.7%*	*0.7%*	*1.0%*	*0.4%*	*0.9%*
%H (All HH)		*100.0%*	*60.0%*	*20.0%*	*72.0%*	*48.0%*	*24.0%*	*100.0%*
%H (TV HH)			*60.0%*	*20.0%*	*72.0%*	*48.0%*	*24.0%*	
Conservatory	84	84	42	22	68	46	22	79
%V	*2.3%*	*2.4%*	*3.1%*	*3.2%*	*2.5%*	*3.7%*	*1.5%*	*2.7%*
%H (All HH)		*100.0%*	*50.0%*	*26.2%*	*81.0%*	*54.8%*	*26.2%*	*94.0%*
%H (TV HH)			*50.0%*	*26.2%*	*81.0%*	*54.8%*	*26.2%*	
Attic or loft room	9	9	4	2	7	4	3	9
%V	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*44.4%*	*22.2%*	*77.8%*	*44.4%*	*33.3%*	*100.0%*
%H (TV HH)			*44.4%*	*22.2%*	*77.8%*	*44.4%*	*33.3%*	
No specific location	4	4	2	2	3	2	1	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.3%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*50.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*50.0%*	*50.0%*	*75.0%*	*50.0%*	*25.0%*	
Other	25	25	11	6	21	13	8	25
%V	*0.7%*	*0.7%*	*0.8%*	*0.9%*	*0.8%*	*1.0%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*44.0%*	*24.0%*	*84.0%*	*52.0%*	*32.0%*	*100.0%*
%H (TV HH)			*44.0%*	*24.0%*	*84.0%*	*52.0%*	*32.0%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

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Table 2.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3635	3477	1337	689	2696	1245	1451	2941
%H (All HH)		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*
%H (TV HH)			*38.5%*	*19.8%*	*77.5%*	*35.8%*	*41.7%*	
Any DSAT provider	1337	1337	1337	38	846	846	0	1218
%V	*36.8%*	*38.5%*	*100.0%*	*5.5%*	*31.4%*	*68.0%*	*0.0%*	*41.4%*
%H (All HH)			*100.0%*	*2.8%*	*63.3%*	*63.3%*	*0.0%*	*91.1%*
%H (TV HH)			*100.0%*	*2.8%*	*63.3%*	*63.3%*	*0.0%*	
Sky with subcription	1059	1059	1059	13	683	683	0	983
%V	*29.1%*	*30.5%*	*79.2%*	*1.9%*	*25.3%*	*54.9%*	*0.0%*	*33.4%*
%H (All HH)			*100.0%*	*1.2%*	*64.5%*	*64.5%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*1.2%*	*64.5%*	*64.5%*	*0.0%*	
Sky without subscription	89	89	89	8	47	47	0	76
%V	*2.4%*	*2.6%*	*6.7%*	*1.2%*	*1.7%*	*3.8%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*9.0%*	*52.8%*	*52.8%*	*0.0%*	*85.4%*
%H (TV HH)			*100.0%*	*9.0%*	*52.8%*	*52.8%*	*0.0%*	
Freesat	144	144	144	14	94	94	0	127
%V	*4.0%*	*4.1%*	*10.8%*	*2.0%*	*3.5%*	*7.6%*	*0.0%*	*4.3%*
%H (All HH)			*100.0%*	*9.7%*	*65.3%*	*65.3%*	*0.0%*	*88.2%*
%H (TV HH)			*100.0%*	*9.7%*	*65.3%*	*65.3%*	*0.0%*	
Other satellite provider	62	62	62	5	33	33	0	54
%V	*1.7%*	*1.8%*	*4.6%*	*0.7%*	*1.2%*	*2.7%*	*0.0%*	*1.8%*
%H (All HH)			*100.0%*	*8.1%*	*53.2%*	*53.2%*	*0.0%*	*87.1%*
%H (TV HH)			*100.0%*	*8.1%*	*53.2%*	*53.2%*	*0.0%*	
DCAB	689	689	38	689	422	422	0	629
%V	*19.0%*	*19.8%*	*2.8%*	*100.0%*	*15.7%*	*33.9%*	*0.0%*	*21.4%*
%H (All HH)			*5.5%*	*100.0%*	*61.2%*	*61.2%*	*0.0%*	*91.3%*
%H (TV HH)			*5.5%*	*100.0%*	*61.2%*	*61.2%*	*0.0%*	
DTT	2696	2696	846	422	2696	1245	1451	2131
%V	*74.2%*	*77.5%*	*63.3%*	*61.2%*	*100.0%*	*100.0%*	*100.0%*	*72.5%*
%H (All HH)		*100.0%*	*31.4%*	*15.7%*	*100.0%*	*46.2%*	*53.8%*	*79.0%*
%H (TV HH)			*31.4%*	*15.7%*	*100.0%*	*46.2%*	*53.8%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

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Table 2.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3635	3477	1337	689	2696	1245	1451	2941
%H (All HH)		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*
%H (TV HH)			*38.5%*	*19.8%*	*77.5%*	*35.8%*	*41.7%*	
PVR	2102	2102	1121	588	1517	1087	430	1928
%V	*57.8%*	*60.5%*	*83.8%*	*85.3%*	*56.3%*	*87.3%*	*29.6%*	*65.6%*
%H (All HH)		*100.0%*	*53.3%*	*28.0%*	*72.2%*	*51.7%*	*20.5%*	*91.7%*
%H (TV HH)			*53.3%*	*28.0%*	*72.2%*	*51.7%*	*20.5%*	
DVDR	98	98	33	19	84	36	47	85
%V	*2.7%*	*2.8%*	*2.5%*	*2.8%*	*3.1%*	*2.9%*	*3.2%*	*2.9%*
%H (All HH)		*100.0%*	*33.7%*	*19.4%*	*85.7%*	*36.7%*	*48.0%*	*86.7%*
%H (TV HH)			*33.7%*	*19.4%*	*85.7%*	*36.7%*	*48.0%*	
VCR	63	63	16	6	56	15	41	37
%V	*1.7%*	*1.8%*	*1.2%*	*0.9%*	*2.1%*	*1.2%*	*2.8%*	*1.3%*
%H (All HH)		*100.0%*	*25.4%*	*9.5%*	*88.9%*	*23.8%*	*65.1%*	*58.7%*
%H (TV HH)			*25.4%*	*9.5%*	*88.9%*	*23.8%*	*65.1%*	
Any recorder	2168	2168	1130	590	1579	1093	486	1965
%V	*59.6%*	*62.4%*	*84.5%*	*85.6%*	*58.6%*	*87.8%*	*33.5%*	*66.8%*
%H (All HH)		*100.0%*	*52.1%*	*27.2%*	*72.8%*	*50.4%*	*22.4%*	*90.6%*
%H (TV HH)			*52.1%*	*27.2%*	*72.8%*	*50.4%*	*22.4%*	
Receives HDTV (via STB or built-in reception)	2193	2193	987	543	1683	987	696	1987
%V	*60.3%*	*63.1%*	*73.8%*	*78.8%*	*62.4%*	*79.3%*	*48.0%*	*67.6%*
%H (All HH)		*100.0%*	*45.0%*	*24.8%*	*76.7%*	*45.0%*	*31.7%*	*90.6%*
%H (TV HH)			*45.0%*	*24.8%*	*76.7%*	*45.0%*	*31.7%*	
DVD/Blu-ray player or recorder	2484	2484	1001	515	1943	961	982	2131
%V	*68.3%*	*71.4%*	*74.9%*	*74.7%*	*72.1%*	*77.2%*	*67.7%*	*72.5%*
%H (All HH)		*100.0%*	*40.3%*	*20.7%*	*78.2%*	*38.7%*	*39.5%*	*85.8%*
%H (TV HH)			*40.3%*	*20.7%*	*78.2%*	*38.7%*	*39.5%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

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Table 2.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3635	3477	1337	689	2696	1245	1451	2941
%H (All HH)		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*
%H (TV HH)			*38.5%*	*19.8%*	*77.5%*	*35.8%*	*41.7%*	
Has broadband internet	2941	2830	1218	629	2131	1149	982	2941
%V	*80.9%*	*81.4%*	*91.1%*	*91.3%*	*79.0%*	*92.3%*	*67.7%*	*100.0%*
%H (All HH)		*96.2%*	*41.4%*	*21.4%*	*72.5%*	*39.1%*	*33.4%*	*100.0%*
%H (TV HH)			*43.0%*	*22.2%*	*75.3%*	*40.6%*	*34.7%*	
Number of computers (PCs and laptops)								
0	775	727	151	79	625	130	494	137
%V	*21.3%*	*20.9%*	*11.3%*	*11.5%*	*23.2%*	*10.4%*	*34.0%*	*4.7%*
%H (All HH)		*93.8%*	*19.5%*	*10.2%*	*80.6%*	*16.8%*	*63.7%*	*17.7%*
%H (TV HH)			*20.8%*	*10.9%*	*86.0%*	*17.9%*	*68.0%*	
1	1013	956	356	187	722	314	408	968
%V	*27.9%*	*27.5%*	*26.6%*	*27.1%*	*26.8%*	*25.2%*	*28.1%*	*32.9%*
%H (All HH)		*94.4%*	*35.1%*	*18.5%*	*71.3%*	*31.0%*	*40.3%*	*95.6%*
%H (TV HH)			*37.2%*	*19.6%*	*75.5%*	*32.8%*	*42.7%*	
2	785	763	341	159	579	319	261	775
%V	*21.6%*	*21.9%*	*25.5%*	*23.1%*	*21.5%*	*25.6%*	*18.0%*	*26.4%*
%H (All HH)		*97.2%*	*43.4%*	*20.3%*	*73.8%*	*40.6%*	*33.2%*	*98.7%*
%H (TV HH)			*44.7%*	*20.8%*	*75.9%*	*41.8%*	*34.2%*	
3	461	447	212	110	333	202	131	460
%V	*12.7%*	*12.9%*	*15.9%*	*16.0%*	*12.4%*	*16.2%*	*9.0%*	*15.6%*
%H (All HH)		*97.0%*	*46.0%*	*23.9%*	*72.2%*	*43.8%*	*28.4%*	*99.8%*
%H (TV HH)			*47.4%*	*24.6%*	*74.5%*	*45.2%*	*29.3%*	
4	298	289	136	75	215	134	81	297
%V	*8.2%*	*8.3%*	*10.2%*	*10.9%*	*8.0%*	*10.8%*	*5.6%*	*10.1%*
%H (All HH)		*97.0%*	*45.6%*	*25.2%*	*72.1%*	*45.0%*	*27.2%*	*99.7%*
%H (TV HH)			*47.1%*	*26.0%*	*74.4%*	*46.4%*	*28.0%*	
5+	303	295	141	78	222	145	77	303
%V	*8.3%*	*8.5%*	*10.5%*	*11.3%*	*8.2%*	*11.6%*	*5.3%*	*10.3%*
%H (All HH)		*97.4%*	*46.5%*	*25.7%*	*73.3%*	*47.9%*	*25.4%*	*100.0%*
%H (TV HH)			*47.8%*	*26.4%*	*75.3%*	*49.2%*	*26.1%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

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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	6935	2935	1514	5588	3043	2545	5993
%H		*42.3%*	*21.8%*	*80.6%*	*43.9%*	*36.7%*	*86.4%*
Under 20"	775	295	163	677	352	325	663
%V	*11.2%*	*10.1%*	*10.8%*	*12.1%*	*11.6%*	*12.8%*	*11.1%*
%H		*38.1%*	*21.0%*	*87.4%*	*45.4%*	*41.9%*	*85.5%*
20" - 29"	1525	574	310	1302	645	657	1264
%V	*22.0%*	*19.6%*	*20.5%*	*23.3%*	*21.2%*	*25.8%*	*21.1%*
%H		*37.6%*	*20.3%*	*85.4%*	*42.3%*	*43.1%*	*82.9%*
30" - 39"	2232	915	463	1797	928	868	1888
%V	*32.2%*	*31.2%*	*30.6%*	*32.2%*	*30.5%*	*34.1%*	*31.5%*
%H		*41.0%*	*20.7%*	*80.5%*	*41.6%*	*38.9%*	*84.6%*
40" and over	2226	1079	550	1659	1039	620	2045
%V	*32.1%*	*36.8%*	*36.3%*	*29.7%*	*34.1%*	*24.4%*	*34.1%*
%H		*48.5%*	*24.7%*	*74.5%*	*46.7%*	*27.9%*	*91.9%*
Don't know	177	73	28	153	79	75	134
%V	*2.6%*	*2.5%*	*1.8%*	*2.7%*	*2.6%*	*2.9%*	*2.2%*
%H		*41.2%*	*15.8%*	*86.4%*	*44.6%*	*42.4%*	*75.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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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	6935	2935	1514	5588	3043	2545	5993
%H		*42.3%*	*21.8%*	*80.6%*	*43.9%*	*36.7%*	*86.4%*
Main living room	3456	1338	685	2688	1250	1438	2817
%V	*49.8%*	*45.6%*	*45.2%*	*48.1%*	*41.1%*	*56.5%*	*47.0%*
%H		*38.7%*	*19.8%*	*77.8%*	*36.2%*	*41.6%*	*81.5%*
Kitchen	422	183	78	372	205	168	370
%V	*6.1%*	*6.2%*	*5.2%*	*6.7%*	*6.7%*	*6.6%*	*6.2%*
%H		*43.4%*	*18.5%*	*88.2%*	*48.6%*	*39.8%*	*87.7%*
Adult's bedroom	1814	804	444	1517	927	590	1638
%V	*26.2%*	*27.4%*	*29.3%*	*27.1%*	*30.5%*	*23.2%*	*27.3%*
%H		*44.3%*	*24.5%*	*83.6%*	*51.1%*	*32.5%*	*90.3%*
Child's bedroom	452	230	120	354	245	109	445
%V	*6.5%*	*7.8%*	*7.9%*	*6.3%*	*8.1%*	*4.3%*	*7.4%*
%H		*50.9%*	*26.5%*	*78.3%*	*54.2%*	*24.1%*	*98.5%*
Other bedroom	244	121	59	208	140	69	233
%V	*3.5%*	*4.1%*	*3.9%*	*3.7%*	*4.6%*	*2.7%*	*3.9%*
%H		*49.6%*	*24.2%*	*85.2%*	*57.4%*	*28.3%*	*95.5%*
Second living/dining room	346	159	79	288	172	116	298
%V	*5.0%*	*5.4%*	*5.2%*	*5.2%*	*5.7%*	*4.6%*	*5.0%*
%H		*46.0%*	*22.8%*	*83.2%*	*49.7%*	*33.5%*	*86.1%*
Study/office	52	26	11	42	27	16	49
%V	*0.7%*	*0.9%*	*0.7%*	*0.8%*	*0.9%*	*0.6%*	*0.8%*
%H		*50.0%*	*21.2%*	*80.8%*	*51.9%*	*30.8%*	*94.2%*
TV room	25	15	5	18	12	6	25
%V	*0.4%*	*0.5%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H		*60.0%*	*20.0%*	*72.0%*	*48.0%*	*24.0%*	*100.0%*
Conservatory	84	42	22	68	47	22	80
%V	*1.2%*	*1.4%*	*1.5%*	*1.2%*	*1.5%*	*0.9%*	*1.3%*
%H		*50.0%*	*26.2%*	*81.0%*	*56.0%*	*26.2%*	*95.2%*
Attic or loft room	9	4	2	7	4	3	9
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*
%H		*44.4%*	*22.2%*	*77.8%*	*44.4%*	*33.3%*	*100.0%*
No specific location	4	2	2	3	2	1	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*50.0%*	*50.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
Other	27	11	7	22	13	8	26
%V	*0.4%*	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H		*40.7%*	*25.9%*	*81.5%*	*48.1%*	*29.6%*	*96.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Midlands

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6935	2935	1514	5588	3043	2545	5993
%H		*42.3%*	*21.8%*	*80.6%*	*43.9%*	*36.7%*	*86.4%*
PVR	2712	1522	768	1900	1425	475	2517
%V	*39.1%*	*51.9%*	*50.7%*	*34.0%*	*46.8%*	*18.7%*	*42.0%*
%H		*56.1%*	*28.3%*	*70.1%*	*52.5%*	*17.5%*	*92.8%*
DVDR	104	36	20	89	39	50	91
%V	*1.5%*	*1.2%*	*1.3%*	*1.6%*	*1.3%*	*2.0%*	*1.5%*
%H		*34.6%*	*19.2%*	*85.6%*	*37.5%*	*48.1%*	*87.5%*
VCR	69	18	6	62	17	45	39
%V	*1.0%*	*0.6%*	*0.4%*	*1.1%*	*0.6%*	*1.8%*	*0.7%*
%H		*26.1%*	*8.7%*	*89.9%*	*24.6%*	*65.2%*	*56.5%*
Any recorder	2806	1542	775	1987	1444	542	2575
%V	*40.5%*	*52.5%*	*51.2%*	*35.6%*	*47.5%*	*21.3%*	*43.0%*
%H		*55.0%*	*27.6%*	*70.8%*	*51.5%*	*19.3%*	*91.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6935	2935	1514	5588	3043	2545	5993
%H		*42.3%*	*21.8%*	*80.6%*	*43.9%*	*36.7%*	*86.4%*
Receives HDTV (via STB or built-in reception)	3224	1471	831	2521	1547	975	2976
%V	*46.5%*	*50.1%*	*54.9%*	*45.1%*	*50.8%*	*38.3%*	*49.7%*
%H		*45.6%*	*25.8%*	*78.2%*	*48.0%*	*30.2%*	*92.3%*
DVD/Blu-ray player or recorder	3605	1541	779	2882	1565	1317	3183
%V	*52.0%*	*52.5%*	*51.5%*	*51.6%*	*51.4%*	*51.7%*	*53.1%*
%H		*42.7%*	*21.6%*	*79.9%*	*43.4%*	*36.5%*	*88.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	3472	1336	687	2696	1244	1451	2825
%H		*38.5%*	*19.8%*	*77.6%*	*35.8%*	*41.8%*	*81.4%*
Under 20"	34	5	2	30	4	26	22
%V	*1.0%*	*0.4%*	*0.3%*	*1.1%*	*0.3%*	*1.8%*	*0.8%*
%H		*14.7%*	*5.9%*	*88.2%*	*11.8%*	*76.5%*	*64.7%*
20" - 29"	363	70	48	307	66	242	213
%V	*10.5%*	*5.2%*	*7.0%*	*11.4%*	*5.3%*	*16.7%*	*7.5%*
%H		*19.3%*	*13.2%*	*84.6%*	*18.2%*	*66.7%*	*58.7%*
30" - 39"	1226	396	203	988	364	624	934
%V	*35.3%*	*29.6%*	*29.5%*	*36.6%*	*29.3%*	*43.0%*	*33.1%*
%H		*32.3%*	*16.6%*	*80.6%*	*29.7%*	*50.9%*	*76.2%*
40" and over	1771	841	423	1309	789	519	1604
%V	*51.0%*	*62.9%*	*61.6%*	*48.6%*	*63.4%*	*35.8%*	*56.8%*
%H		*47.5%*	*23.9%*	*73.9%*	*44.6%*	*29.3%*	*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: ITV Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Midlands

Set level data

Table 2.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3472	1336	687	2696	1244	1451	2825
%H		*38.5%*	*19.8%*	*77.6%*	*35.8%*	*41.8%*	*81.4%*
PVR	2058	1105	578	1476	1066	409	1886
%V	*59.3%*	*82.7%*	*84.1%*	*54.7%*	*85.7%*	*28.2%*	*66.8%*
%H		*53.7%*	*28.1%*	*71.7%*	*51.8%*	*19.9%*	*91.6%*
DVDR	79	25	16	69	29	40	68
%V	*2.3%*	*1.9%*	*2.3%*	*2.6%*	*2.3%*	*2.8%*	*2.4%*
%H		*31.6%*	*20.3%*	*87.3%*	*36.7%*	*50.6%*	*86.1%*
VCR	52	13	4	45	10	35	28
%V	*1.5%*	*1.0%*	*0.6%*	*1.7%*	*0.8%*	*2.4%*	*1.0%*
%H		*25.0%*	*7.7%*	*86.5%*	*19.2%*	*67.3%*	*53.8%*
Any recorder	2120	1113	580	1533	1073	460	1920
%V	*61.1%*	*83.3%*	*84.4%*	*56.9%*	*86.3%*	*31.7%*	*68.0%*
%H		*52.5%*	*27.4%*	*72.3%*	*50.6%*	*21.7%*	*90.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3472	1336	687	2696	1244	1451	2825
%H		*38.5%*	*19.8%*	*77.6%*	*35.8%*	*41.8%*	*81.4%*
Receives HDTV (via STB or built-in reception)	2129	959	532	1626	957	669	1932
%V	*61.3%*	*71.8%*	*77.4%*	*60.3%*	*76.9%*	*46.1%*	*68.4%*
%H		*45.0%*	*25.0%*	*76.4%*	*45.0%*	*31.4%*	*90.7%*
DVD/Blu-ray player or recorder	2261	905	458	1758	850	908	1925
%V	*65.1%*	*67.7%*	*66.7%*	*65.2%*	*68.3%*	*62.6%*	*68.1%*
%H		*40.0%*	*20.3%*	*77.8%*	*37.6%*	*40.2%*	*85.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	3463	1599	826	2893	1798	1094	3168
%H		*46.2%*	*23.9%*	*83.5%*	*51.9%*	*31.6%*	*91.5%*
Under 20"	740	289	161	647	348	299	641
%V	*21.4%*	*18.1%*	*19.5%*	*22.4%*	*19.4%*	*27.3%*	*20.2%*
%H		*39.1%*	*21.8%*	*87.4%*	*47.0%*	*40.4%*	*86.6%*
20" - 29"	1163	505	261	995	579	415	1051
%V	*33.6%*	*31.6%*	*31.6%*	*34.4%*	*32.2%*	*37.9%*	*33.2%*
%H		*43.4%*	*22.4%*	*85.6%*	*49.8%*	*35.7%*	*90.4%*
30" - 39"	1006	519	260	809	564	245	954
%V	*29.0%*	*32.5%*	*31.5%*	*28.0%*	*31.4%*	*22.4%*	*30.1%*
%H		*51.6%*	*25.8%*	*80.4%*	*56.1%*	*24.4%*	*94.8%*
40" and over	455	238	127	350	249	101	441
%V	*13.1%*	*14.9%*	*15.4%*	*12.1%*	*13.8%*	*9.2%*	*13.9%*
%H		*52.3%*	*27.9%*	*76.9%*	*54.7%*	*22.2%*	*96.9%*
Don't know	100	49	17	92	58	34	82
%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%*	*82.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Midlands

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3463	1599	826	2893	1798	1094	3168
%H		*46.2%*	*23.9%*	*83.5%*	*51.9%*	*31.6%*	*91.5%*
PVR	654	418	191	425	359	66	630
%V	*18.9%*	*26.1%*	*23.1%*	*14.7%*	*20.0%*	*6.0%*	*19.9%*
%H		*63.9%*	*29.2%*	*65.0%*	*54.9%*	*10.1%*	*96.3%*
DVDR	26	11	4	20	10	11	23
%V	*0.8%*	*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	18	5	2	17	7	11	11
%V	*0.5%*	*0.3%*	*0.2%*	*0.6%*	*0.4%*	*1.0%*	*0.3%*
%H		*27.8%*	*11.1%*	*94.4%*	*38.9%*	*61.1%*	*61.1%*
Any recorder	686	429	195	454	371	83	655
%V	*19.8%*	*26.8%*	*23.6%*	*15.7%*	*20.6%*	*7.6%*	*20.7%*
%H		*62.5%*	*28.4%*	*66.2%*	*54.1%*	*12.1%*	*95.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3463	1599	826	2893	1798	1094	3168
%H		*46.2%*	*23.9%*	*83.5%*	*51.9%*	*31.6%*	*91.5%*
Receives HDTV (via STB or built-in reception)	1094	512	299	896	590	306	1044
%V	*31.6%*	*32.0%*	*36.2%*	*31.0%*	*32.8%*	*28.0%*	*33.0%*
%H		*46.8%*	*27.3%*	*81.9%*	*53.9%*	*28.0%*	*95.4%*
DVD/Blu-ray player or recorder	1344	636	321	1124	715	409	1258
%V	*38.8%*	*39.8%*	*38.9%*	*38.9%*	*39.8%*	*37.4%*	*39.7%*
%H		*47.3%*	*23.9%*	*83.6%*	*53.2%*	*30.4%*	*93.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Midlands

Individual level data

Table 2.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	8618	8290	3557	1837	6222	3314	2908	7624
%H		*96.2%*	*41.3%*	*21.3%*	*72.2%*	*38.5%*	*33.7%*	*88.5%*
Total Children	1701	1645	783	385	1155	680	475	1629
%V	*19.7%*	*19.8%*	*22.0%*	*21.0%*	*18.6%*	*20.5%*	*16.3%*	*21.4%*
%H		*96.7%*	*46.0%*	*22.6%*	*67.9%*	*40.0%*	*27.9%*	*95.8%*
0 - 3	433	410	194	92	277	157	120	410
%V	*5.0%*	*4.9%*	*5.5%*	*5.0%*	*4.5%*	*4.7%*	*4.1%*	*5.4%*
%H		*94.7%*	*44.8%*	*21.2%*	*64.0%*	*36.3%*	*27.7%*	*94.7%*
4 - 15	1269	1235	589	293	879	523	355	1219
%V	*14.7%*	*14.9%*	*16.6%*	*15.9%*	*14.1%*	*15.8%*	*12.2%*	*16.0%*
%H		*97.3%*	*46.4%*	*23.1%*	*69.3%*	*41.2%*	*28.0%*	*96.1%*
4 - 9	673	653	319	143	462	272	189	643
%V	*7.8%*	*7.9%*	*9.0%*	*7.8%*	*7.4%*	*8.2%*	*6.5%*	*8.4%*
%H		*97.0%*	*47.4%*	*21.2%*	*68.6%*	*40.4%*	*28.1%*	*95.5%*
10 - 15	595	582	270	150	417	251	166	577
%V	*6.9%*	*7.0%*	*7.6%*	*8.2%*	*6.7%*	*7.6%*	*5.7%*	*7.6%*
%H		*97.8%*	*45.4%*	*25.2%*	*70.1%*	*42.2%*	*27.9%*	*97.0%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Midlands

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	8618	8290	3557	1837	6222	3314	2908	7624
%H		*96.2%*	*41.3%*	*21.3%*	*72.2%*	*38.5%*	*33.7%*	*88.5%*
Total Adults (16+)	6917	6645	2774	1451	5066	2634	2432	5995
%V	*80.3%*	*80.2%*	*78.0%*	*79.0%*	*81.4%*	*79.5%*	*83.6%*	*78.6%*
%H		*96.1%*	*40.1%*	*21.0%*	*73.2%*	*38.1%*	*35.2%*	*86.7%*
16 - 19	407	394	172	115	302	191	111	395
%V	*4.7%*	*4.8%*	*4.8%*	*6.3%*	*4.9%*	*5.8%*	*3.8%*	*5.2%*
%H		*96.8%*	*42.3%*	*28.3%*	*74.2%*	*46.9%*	*27.3%*	*97.1%*
20 - 24	564	506	217	112	372	211	161	546
%V	*6.5%*	*6.1%*	*6.1%*	*6.1%*	*6.0%*	*6.4%*	*5.5%*	*7.2%*
%H		*89.7%*	*38.5%*	*19.9%*	*66.0%*	*37.4%*	*28.5%*	*96.8%*
25 - 34	1123	1044	497	226	717	400	317	1067
%V	*13.0%*	*12.6%*	*14.0%*	*12.3%*	*11.5%*	*12.1%*	*10.9%*	*14.0%*
%H		*93.0%*	*44.3%*	*20.1%*	*63.8%*	*35.6%*	*28.2%*	*95.0%*
35 - 44	1065	1022	498	227	732	439	293	1006
%V	*12.4%*	*12.3%*	*14.0%*	*12.4%*	*11.8%*	*13.2%*	*10.1%*	*13.2%*
%H		*96.0%*	*46.8%*	*21.3%*	*68.7%*	*41.2%*	*27.5%*	*94.5%*
45 - 54	1198	1177	500	316	889	520	370	1129
%V	*13.9%*	*14.2%*	*14.1%*	*17.2%*	*14.3%*	*15.7%*	*12.7%*	*14.8%*
%H		*98.2%*	*41.7%*	*26.4%*	*74.2%*	*43.4%*	*30.9%*	*94.2%*
55 - 64	1004	980	416	211	769	407	362	897
%V	*11.7%*	*11.8%*	*11.7%*	*11.5%*	*12.4%*	*12.3%*	*12.4%*	*11.8%*
%H		*97.6%*	*41.4%*	*21.0%*	*76.6%*	*40.5%*	*36.1%*	*89.3%*
65+	1555	1523	474	244	1285	466	819	956
%V	*18.0%*	*18.4%*	*13.3%*	*13.3%*	*20.7%*	*14.1%*	*28.2%*	*12.5%*
%H		*97.9%*	*30.5%*	*15.7%*	*82.6%*	*30.0%*	*52.7%*	*61.5%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Midlands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6917	6645	2774	1451	5066	2634	2432	5995
%H		*96.1%*	*40.1%*	*21.0%*	*73.2%*	*38.1%*	*35.2%*	*86.7%*
AB	1727	1676	777	305	1288	691	598	1660
%V	*25.0%*	*25.2%*	*28.0%*	*21.0%*	*25.4%*	*26.2%*	*24.6%*	*27.7%*
%H		*97.0%*	*45.0%*	*17.7%*	*74.6%*	*40.0%*	*34.6%*	*96.1%*
C1	1740	1650	697	381	1258	675	583	1592
%V	*25.2%*	*24.8%*	*25.1%*	*26.3%*	*24.8%*	*25.6%*	*24.0%*	*26.6%*
%H		*94.8%*	*40.1%*	*21.9%*	*72.3%*	*38.8%*	*33.5%*	*91.5%*
C2	1557	1519	608	390	1162	637	524	1362
%V	*22.5%*	*22.9%*	*21.9%*	*26.9%*	*22.9%*	*24.2%*	*21.5%*	*22.7%*
%H		*97.6%*	*39.0%*	*25.0%*	*74.6%*	*40.9%*	*33.7%*	*87.5%*
D	1316	1255	524	289	920	481	439	1053
%V	*19.0%*	*18.9%*	*18.9%*	*19.9%*	*18.2%*	*18.3%*	*18.1%*	*17.6%*
%H		*95.4%*	*39.8%*	*22.0%*	*69.9%*	*36.6%*	*33.4%*	*80.0%*
E	577	546	168	86	437	150	288	328
%V	*8.3%*	*8.2%*	*6.1%*	*5.9%*	*8.6%*	*5.7%*	*11.8%*	*5.5%*
%H		*94.6%*	*29.1%*	*14.9%*	*75.7%*	*26.0%*	*49.9%*	*56.8%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Midlands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6917	6645	2774	1451	5066	2634	2432	5995
%H		*96.1%*	*40.1%*	*21.0%*	*73.2%*	*38.1%*	*35.2%*	*86.7%*
Working full time	3147	3056	1416	729	2247	1329	918	3023
%V	*45.5%*	*46.0%*	*51.0%*	*50.2%*	*44.4%*	*50.5%*	*37.7%*	*50.4%*
%H		*97.1%*	*45.0%*	*23.2%*	*71.4%*	*42.2%*	*29.2%*	*96.1%*
Working part time	707	684	288	158	508	267	242	666
%V	*10.2%*	*10.3%*	*10.4%*	*10.9%*	*10.0%*	*10.1%*	*10.0%*	*11.1%*
%H		*96.7%*	*40.7%*	*22.3%*	*71.9%*	*37.8%*	*34.2%*	*94.2%*
Not working	3062	2904	1070	565	2311	1039	1273	2306
%V	*44.3%*	*43.7%*	*38.6%*	*38.9%*	*45.6%*	*39.4%*	*52.3%*	*38.5%*
%H		*94.8%*	*34.9%*	*18.5%*	*75.5%*	*33.9%*	*41.6%*	*75.3%*
Housewife/Houseperson	3635	3477	1337	689	2696	1245	1451	2941
%V	*52.6%*	*52.3%*	*48.2%*	*47.5%*	*53.2%*	*47.3%*	*59.7%*	*49.1%*
%H		*95.7%*	*36.8%*	*19.0%*	*74.2%*	*34.3%*	*39.9%*	*80.9%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Midlands

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3394	3238	1367	740	2450	1309	1141	2977
%H		*95.4%*	*40.3%*	*21.8%*	*72.2%*	*38.6%*	*33.6%*	*87.7%*
16 - 19	224	218	92	68	168	108	60	218
%V	*6.6%*	*6.7%*	*6.7%*	*9.2%*	*6.9%*	*8.3%*	*5.3%*	*7.3%*
%H		*97.3%*	*41.1%*	*30.4%*	*75.0%*	*48.2%*	*26.8%*	*97.3%*
20 - 24	277	245	104	63	173	102	71	270
%V	*8.2%*	*7.6%*	*7.6%*	*8.5%*	*7.1%*	*7.8%*	*6.2%*	*9.1%*
%H		*88.4%*	*37.5%*	*22.7%*	*62.5%*	*36.8%*	*25.6%*	*97.5%*
25 - 34	558	512	243	115	353	199	154	531
%V	*16.4%*	*15.8%*	*17.8%*	*15.5%*	*14.4%*	*15.2%*	*13.5%*	*17.8%*
%H		*91.8%*	*43.5%*	*20.6%*	*63.3%*	*35.7%*	*27.6%*	*95.2%*
35 - 44	528	501	247	108	362	216	146	492
%V	*15.6%*	*15.5%*	*18.1%*	*14.6%*	*14.8%*	*16.5%*	*12.8%*	*16.5%*
%H		*94.9%*	*46.8%*	*20.5%*	*68.6%*	*40.9%*	*27.7%*	*93.2%*
45 - 54	589	576	247	154	428	249	179	546
%V	*17.4%*	*17.8%*	*18.1%*	*20.8%*	*17.5%*	*19.0%*	*15.7%*	*18.3%*
%H		*97.8%*	*41.9%*	*26.1%*	*72.7%*	*42.3%*	*30.4%*	*92.7%*
55 - 64	504	487	193	107	384	194	190	444
%V	*14.8%*	*15.0%*	*14.1%*	*14.5%*	*15.7%*	*14.8%*	*16.7%*	*14.9%*
%H		*96.6%*	*38.3%*	*21.2%*	*76.2%*	*38.5%*	*37.7%*	*88.1%*
65+	714	700	242	126	581	241	340	476
%V	*21.0%*	*21.6%*	*17.7%*	*17.0%*	*23.7%*	*18.4%*	*29.8%*	*16.0%*
%H		*98.0%*	*33.9%*	*17.6%*	*81.4%*	*33.8%*	*47.6%*	*66.7%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Midlands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3394	3238	1367	740	2450	1309	1141	2977
%H		*95.4%*	*40.3%*	*21.8%*	*72.2%*	*38.6%*	*33.6%*	*87.7%*
AB	882	850	395	159	652	353	299	850
%V	*26.0%*	*26.3%*	*28.9%*	*21.5%*	*26.6%*	*27.0%*	*26.2%*	*28.6%*
%H		*96.4%*	*44.8%*	*18.0%*	*73.9%*	*40.0%*	*33.9%*	*96.4%*
C1	788	740	327	185	553	317	236	738
%V	*23.2%*	*22.9%*	*23.9%*	*25.0%*	*22.6%*	*24.2%*	*20.7%*	*24.8%*
%H		*93.9%*	*41.5%*	*23.5%*	*70.2%*	*40.2%*	*29.9%*	*93.7%*
C2	837	813	327	211	621	342	279	724
%V	*24.7%*	*25.1%*	*23.9%*	*28.5%*	*25.3%*	*26.1%*	*24.5%*	*24.3%*
%H		*97.1%*	*39.1%*	*25.2%*	*74.2%*	*40.9%*	*33.3%*	*86.5%*
D	653	616	257	150	450	243	207	533
%V	*19.2%*	*19.0%*	*18.8%*	*20.3%*	*18.4%*	*18.6%*	*18.1%*	*17.9%*
%H		*94.3%*	*39.4%*	*23.0%*	*68.9%*	*37.2%*	*31.7%*	*81.6%*
E	234	220	62	36	174	55	120	134
%V	*6.9%*	*6.8%*	*4.5%*	*4.9%*	*7.1%*	*4.2%*	*10.5%*	*4.5%*
%H		*94.0%*	*26.5%*	*15.4%*	*74.4%*	*23.5%*	*51.3%*	*57.3%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Midlands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3394	3238	1367	740	2450	1309	1141	2977
%H		*95.4%*	*40.3%*	*21.8%*	*72.2%*	*38.6%*	*33.6%*	*87.7%*
Working full time	1959	1894	882	453	1390	825	566	1878
%V	*57.7%*	*58.5%*	*64.5%*	*61.2%*	*56.7%*	*63.0%*	*49.6%*	*63.1%*
%H		*96.7%*	*45.0%*	*23.1%*	*71.0%*	*42.1%*	*28.9%*	*95.9%*
Working part time	154	139	54	34	96	42	54	137
%V	*4.5%*	*4.3%*	*4.0%*	*4.6%*	*3.9%*	*3.2%*	*4.7%*	*4.6%*
%H		*90.3%*	*35.1%*	*22.1%*	*62.3%*	*27.3%*	*35.1%*	*89.0%*
Not working	1282	1205	431	253	964	443	521	963
%V	*37.8%*	*37.2%*	*31.5%*	*34.2%*	*39.3%*	*33.8%*	*45.7%*	*32.3%*
%H		*94.0%*	*33.6%*	*19.7%*	*75.2%*	*34.6%*	*40.6%*	*75.1%*
Housewife/Houseperson	780	714	232	137	555	212	343	546
%V	*23.0%*	*22.1%*	*17.0%*	*18.5%*	*22.7%*	*16.2%*	*30.1%*	*18.3%*
%H		*91.5%*	*29.7%*	*17.6%*	*71.2%*	*27.2%*	*44.0%*	*70.0%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Midlands

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3522	3406	1407	712	2617	1326	1291	3018
%H		*96.7%*	*39.9%*	*20.2%*	*74.3%*	*37.6%*	*36.7%*	*85.7%*
16 - 19	183	177	81	47	134	84	50	176
%V	*5.2%*	*5.2%*	*5.8%*	*6.6%*	*5.1%*	*6.3%*	*3.9%*	*5.8%*
%H		*96.7%*	*44.3%*	*25.7%*	*73.2%*	*45.9%*	*27.3%*	*96.2%*
20 - 24	287	260	113	49	199	109	90	276
%V	*8.1%*	*7.6%*	*8.0%*	*6.9%*	*7.6%*	*8.2%*	*7.0%*	*9.1%*
%H		*90.6%*	*39.4%*	*17.1%*	*69.3%*	*38.0%*	*31.4%*	*96.2%*
25 - 34	565	532	254	112	364	202	162	536
%V	*16.0%*	*15.6%*	*18.1%*	*15.7%*	*13.9%*	*15.2%*	*12.5%*	*17.8%*
%H		*94.2%*	*45.0%*	*19.8%*	*64.4%*	*35.8%*	*28.7%*	*94.9%*
35 - 44	536	521	251	119	370	223	148	514
%V	*15.2%*	*15.3%*	*17.8%*	*16.7%*	*14.1%*	*16.8%*	*11.5%*	*17.0%*
%H		*97.2%*	*46.8%*	*22.2%*	*69.0%*	*41.6%*	*27.6%*	*95.9%*
45 - 54	610	601	254	162	461	271	191	583
%V	*17.3%*	*17.6%*	*18.1%*	*22.8%*	*17.6%*	*20.4%*	*14.8%*	*19.3%*
%H		*98.5%*	*41.6%*	*26.6%*	*75.6%*	*44.4%*	*31.3%*	*95.6%*
55 - 64	500	493	222	104	384	213	171	452
%V	*14.2%*	*14.5%*	*15.8%*	*14.6%*	*14.7%*	*16.1%*	*13.2%*	*15.0%*
%H		*98.6%*	*44.4%*	*20.8%*	*76.8%*	*42.6%*	*34.2%*	*90.4%*
65+	841	823	232	118	704	225	479	481
%V	*23.9%*	*24.2%*	*16.5%*	*16.6%*	*26.9%*	*17.0%*	*37.1%*	*15.9%*
%H		*97.9%*	*27.6%*	*14.0%*	*83.7%*	*26.8%*	*57.0%*	*57.2%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Midlands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3522	3406	1407	712	2617	1326	1291	3018
%H		*96.7%*	*39.9%*	*20.2%*	*74.3%*	*37.6%*	*36.7%*	*85.7%*
AB	845	826	383	146	637	338	299	810
%V	*24.0%*	*24.3%*	*27.2%*	*20.5%*	*24.3%*	*25.5%*	*23.2%*	*26.8%*
%H		*97.8%*	*45.3%*	*17.3%*	*75.4%*	*40.0%*	*35.4%*	*95.9%*
C1	952	910	370	196	706	358	348	854
%V	*27.0%*	*26.7%*	*26.3%*	*27.5%*	*27.0%*	*27.0%*	*27.0%*	*28.3%*
%H		*95.6%*	*38.9%*	*20.6%*	*74.2%*	*37.6%*	*36.6%*	*89.7%*
C2	720	706	281	179	541	296	245	638
%V	*20.4%*	*20.7%*	*20.0%*	*25.1%*	*20.7%*	*22.3%*	*19.0%*	*21.1%*
%H		*98.1%*	*39.0%*	*24.9%*	*75.1%*	*41.1%*	*34.0%*	*88.6%*
D	663	639	266	139	470	238	232	520
%V	*18.8%*	*18.8%*	*18.9%*	*19.5%*	*18.0%*	*17.9%*	*18.0%*	*17.2%*
%H		*96.4%*	*40.1%*	*21.0%*	*70.9%*	*35.9%*	*35.0%*	*78.4%*
E	343	326	106	51	263	95	168	195
%V	*9.7%*	*9.6%*	*7.5%*	*7.2%*	*10.0%*	*7.2%*	*13.0%*	*6.5%*
%H		*95.0%*	*30.9%*	*14.9%*	*76.7%*	*27.7%*	*49.0%*	*56.9%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Midlands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3522	3406	1407	712	2617	1326	1291	3018
%H		*96.7%*	*39.9%*	*20.2%*	*74.3%*	*37.6%*	*36.7%*	*85.7%*
Working full time	1189	1162	534	276	856	505	352	1146
%V	*33.8%*	*34.1%*	*38.0%*	*38.8%*	*32.7%*	*38.1%*	*27.3%*	*38.0%*
%H		*97.7%*	*44.9%*	*23.2%*	*72.0%*	*42.5%*	*29.6%*	*96.4%*
Working part time	553	544	234	124	413	225	188	529
%V	*15.7%*	*16.0%*	*16.6%*	*17.4%*	*15.8%*	*17.0%*	*14.6%*	*17.5%*
%H		*98.4%*	*42.3%*	*22.4%*	*74.7%*	*40.7%*	*34.0%*	*95.7%*
Not working	1781	1700	639	311	1348	596	752	1343
%V	*50.6%*	*49.9%*	*45.4%*	*43.7%*	*51.5%*	*44.9%*	*58.2%*	*44.5%*
%H		*95.5%*	*35.9%*	*17.5%*	*75.7%*	*33.5%*	*42.2%*	*75.4%*
Housewife/Houseperson	2855	2762	1105	551	2142	1033	1108	2394
%V	*81.1%*	*81.1%*	*78.5%*	*77.4%*	*81.8%*	*77.9%*	*85.8%*	*79.3%*
%H		*96.7%*	*38.7%*	*19.3%*	*75.0%*	*36.2%*	*38.8%*	*83.9%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North West

Household level data

Table 3.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3019	2893	1196	495	2227	1044	1183	2463
%H (All HH)		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*
%H (TV HH)			*41.3%*	*17.1%*	*77.0%*	*36.1%*	*40.9%*	
AB	630	609	288	105	475	257	217	585
%V	*20.9%*	*21.1%*	*24.1%*	*21.2%*	*21.3%*	*24.6%*	*18.3%*	*23.8%*
%H (All HH)		*96.7%*	*45.7%*	*16.7%*	*75.4%*	*40.8%*	*34.4%*	*92.9%*
%H (TV HH)			*47.3%*	*17.2%*	*78.0%*	*42.2%*	*35.6%*	
C1	862	830	357	143	632	310	323	758
%V	*28.6%*	*28.7%*	*29.8%*	*28.9%*	*28.4%*	*29.7%*	*27.3%*	*30.8%*
%H (All HH)		*96.3%*	*41.4%*	*16.6%*	*73.3%*	*36.0%*	*37.5%*	*87.9%*
%H (TV HH)			*43.0%*	*17.2%*	*76.1%*	*37.3%*	*38.9%*	
C2	609	588	254	108	448	226	222	514
%V	*20.2%*	*20.3%*	*21.2%*	*21.8%*	*20.1%*	*21.6%*	*18.8%*	*20.9%*
%H (All HH)		*96.6%*	*41.7%*	*17.7%*	*73.6%*	*37.1%*	*36.5%*	*84.4%*
%H (TV HH)			*43.2%*	*18.4%*	*76.2%*	*38.4%*	*37.8%*	
D	496	473	184	76	366	158	208	370
%V	*16.4%*	*16.3%*	*15.4%*	*15.4%*	*16.4%*	*15.1%*	*17.6%*	*15.0%*
%H (All HH)		*95.4%*	*37.1%*	*15.3%*	*73.8%*	*31.9%*	*41.9%*	*74.6%*
%H (TV HH)			*38.9%*	*16.1%*	*77.4%*	*33.4%*	*44.0%*	
E	422	393	114	63	306	94	212	236
%V	*14.0%*	*13.6%*	*9.5%*	*12.7%*	*13.7%*	*9.0%*	*17.9%*	*9.6%*
%H (All HH)		*93.1%*	*27.0%*	*14.9%*	*72.5%*	*22.3%*	*50.2%*	*55.9%*
%H (TV HH)			*29.0%*	*16.0%*	*77.9%*	*23.9%*	*53.9%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West

Household level data

Table 3.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3019	2893	1196	495	2227	1044	1183	2463
%H (All HH)		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*
%H (TV HH)			*41.3%*	*17.1%*	*77.0%*	*36.1%*	*40.9%*	
Under 25	130	111	40	20	79	33	46	117
%V	*4.3%*	*3.8%*	*3.3%*	*4.0%*	*3.5%*	*3.2%*	*3.9%*	*4.8%*
%H (All HH)		*85.4%*	*30.8%*	*15.4%*	*60.8%*	*25.4%*	*35.4%*	*90.0%*
%H (TV HH)			*36.0%*	*18.0%*	*71.2%*	*29.7%*	*41.4%*	
25 - 34	456	422	214	66	276	149	127	437
%V	*15.1%*	*14.6%*	*17.9%*	*13.3%*	*12.4%*	*14.3%*	*10.7%*	*17.7%*
%H (All HH)		*92.5%*	*46.9%*	*14.5%*	*60.5%*	*32.7%*	*27.9%*	*95.8%*
%H (TV HH)			*50.7%*	*15.6%*	*65.4%*	*35.3%*	*30.1%*	
35 - 44	497	478	225	94	343	188	156	476
%V	*16.5%*	*16.5%*	*18.8%*	*19.0%*	*15.4%*	*18.0%*	*13.2%*	*19.3%*
%H (All HH)		*96.2%*	*45.3%*	*18.9%*	*69.0%*	*37.8%*	*31.4%*	*95.8%*
%H (TV HH)			*47.1%*	*19.7%*	*71.8%*	*39.3%*	*32.6%*	
45 - 54	608	585	274	116	455	260	195	542
%V	*20.1%*	*20.2%*	*22.9%*	*23.4%*	*20.4%*	*24.9%*	*16.5%*	*22.0%*
%H (All HH)		*96.2%*	*45.1%*	*19.1%*	*74.8%*	*42.8%*	*32.1%*	*89.1%*
%H (TV HH)			*46.8%*	*19.8%*	*77.8%*	*44.4%*	*33.3%*	
55 - 64	488	476	197	93	373	184	189	420
%V	*16.2%*	*16.5%*	*16.5%*	*18.8%*	*16.7%*	*17.6%*	*16.0%*	*17.1%*
%H (All HH)		*97.5%*	*40.4%*	*19.1%*	*76.4%*	*37.7%*	*38.7%*	*86.1%*
%H (TV HH)			*41.4%*	*19.5%*	*78.4%*	*38.7%*	*39.7%*	
65 +	840	820	245	106	701	231	469	471
%V	*27.8%*	*28.3%*	*20.5%*	*21.4%*	*31.5%*	*22.1%*	*39.6%*	*19.1%*
%H (All HH)		*97.6%*	*29.2%*	*12.6%*	*83.5%*	*27.5%*	*55.8%*	*56.1%*
%H (TV HH)			*29.9%*	*12.9%*	*85.5%*	*28.2%*	*57.2%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West

Household level data

Table 3.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3019	2893	1196	495	2227	1044	1183	2463
%H (All HH)		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*
%H (TV HH)			*41.3%*	*17.1%*	*77.0%*	*36.1%*	*40.9%*	
1	974	913	258	110	742	207	536	569
%V	*32.3%*	*31.6%*	*21.6%*	*22.2%*	*33.3%*	*19.8%*	*45.3%*	*23.1%*
%H (All HH)		*93.7%*	*26.5%*	*11.3%*	*76.2%*	*21.3%*	*55.0%*	*58.4%*
%H (TV HH)			*28.3%*	*12.0%*	*81.3%*	*22.7%*	*58.7%*	
2	1000	967	407	166	757	369	388	880
%V	*33.1%*	*33.4%*	*34.0%*	*33.5%*	*34.0%*	*35.3%*	*32.8%*	*35.7%*
%H (All HH)		*96.7%*	*40.7%*	*16.6%*	*75.7%*	*36.9%*	*38.8%*	*88.0%*
%H (TV HH)			*42.1%*	*17.2%*	*78.3%*	*38.2%*	*40.1%*	
3	486	468	235	100	344	214	130	462
%V	*16.1%*	*16.2%*	*19.6%*	*20.2%*	*15.4%*	*20.5%*	*11.0%*	*18.8%*
%H (All HH)		*96.3%*	*48.4%*	*20.6%*	*70.8%*	*44.0%*	*26.7%*	*95.1%*
%H (TV HH)			*50.2%*	*21.4%*	*73.5%*	*45.7%*	*27.8%*	
4	384	373	200	85	272	183	89	378
%V	*12.7%*	*12.9%*	*16.7%*	*17.2%*	*12.2%*	*17.5%*	*7.5%*	*15.3%*
%H (All HH)		*97.1%*	*52.1%*	*22.1%*	*70.8%*	*47.7%*	*23.2%*	*98.4%*
%H (TV HH)			*53.6%*	*22.8%*	*72.9%*	*49.1%*	*23.9%*	
5+	176	171	97	33	113	72	41	173
%V	*5.8%*	*5.9%*	*8.1%*	*6.7%*	*5.1%*	*6.9%*	*3.5%*	*7.0%*
%H (All HH)		*97.2%*	*55.1%*	*18.8%*	*64.2%*	*40.9%*	*23.3%*	*98.3%*
%H (TV HH)			*56.7%*	*19.3%*	*66.1%*	*42.1%*	*24.0%*	
Average HH size	2.29	2.31	2.58	2.55	2.24	2.59	1.93	2.50

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West

Household level data

Table 3.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3019	2893	1196	495	2227	1044	1183	2463
%H (All HH)		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*
%H (TV HH)			*41.3%*	*17.1%*	*77.0%*	*36.1%*	*40.9%*	
Without	2245	2139	804	341	1701	719	982	1713
%V	*74.4%*	*73.9%*	*67.2%*	*68.9%*	*76.4%*	*68.9%*	*83.0%*	*69.5%*
%H (All HH)		*95.3%*	*35.8%*	*15.2%*	*75.8%*	*32.0%*	*43.7%*	*76.3%*
%H (TV HH)			*37.6%*	*15.9%*	*79.5%*	*33.6%*	*45.9%*	
With	774	753	392	154	527	326	201	750
%V	*25.6%*	*26.0%*	*32.8%*	*31.1%*	*23.7%*	*31.2%*	*17.0%*	*30.5%*
%H (All HH)		*97.3%*	*50.6%*	*19.9%*	*68.1%*	*42.1%*	*26.0%*	*96.9%*
%H (TV HH)			*52.1%*	*20.5%*	*70.0%*	*43.3%*	*26.7%*	
0 - 3	292	280	153	48	187	112	75	282
%V	*9.7%*	*9.7%*	*12.8%*	*9.7%*	*8.4%*	*10.7%*	*6.3%*	*11.4%*
%H (All HH)		*95.9%*	*52.4%*	*16.4%*	*64.0%*	*38.4%*	*25.7%*	*96.6%*
%H (TV HH)			*54.6%*	*17.1%*	*66.8%*	*40.0%*	*26.8%*	
4 - 9	405	397	206	88	264	163	100	395
%V	*13.4%*	*13.7%*	*17.2%*	*17.8%*	*11.9%*	*15.6%*	*8.5%*	*16.0%*
%H (All HH)		*98.0%*	*50.9%*	*21.7%*	*65.2%*	*40.2%*	*24.7%*	*97.5%*
%H (TV HH)			*51.9%*	*22.2%*	*66.5%*	*41.1%*	*25.2%*	
10 - 15	352	346	175	76	252	158	95	343
%V	*11.7%*	*12.0%*	*14.6%*	*15.4%*	*11.3%*	*15.1%*	*8.0%*	*13.9%*
%H (All HH)		*98.3%*	*49.7%*	*21.6%*	*71.6%*	*44.9%*	*27.0%*	*97.4%*
%H (TV HH)			*50.6%*	*22.0%*	*72.8%*	*45.7%*	*27.5%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3019	2893	1196	495	2227	1044	1183	2463
%H (All HH)		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*
%H (TV HH)			*41.3%*	*17.1%*	*77.0%*	*36.1%*	*40.9%*	
1	1112	1112	355	143	782	195	587	793
%V	*36.8%*	*38.4%*	*29.7%*	*28.9%*	*35.1%*	*18.7%*	*49.6%*	*32.2%*
%H (All HH)		*100.0%*	*31.9%*	*12.9%*	*70.3%*	*17.5%*	*52.8%*	*71.3%*
%H (TV HH)			*31.9%*	*12.9%*	*70.3%*	*17.5%*	*52.8%*	
2	1011	1011	430	182	799	396	403	844
%V	*33.5%*	*34.9%*	*36.0%*	*36.8%*	*35.9%*	*37.9%*	*34.1%*	*34.3%*
%H (All HH)		*100.0%*	*42.5%*	*18.0%*	*79.0%*	*39.2%*	*39.9%*	*83.5%*
%H (TV HH)			*42.5%*	*18.0%*	*79.0%*	*39.2%*	*39.9%*	
3	474	474	241	102	403	271	132	446
%V	*15.7%*	*16.4%*	*20.2%*	*20.6%*	*18.1%*	*26.0%*	*11.2%*	*18.1%*
%H (All HH)		*100.0%*	*50.8%*	*21.5%*	*85.0%*	*57.2%*	*27.8%*	*94.1%*
%H (TV HH)			*50.8%*	*21.5%*	*85.0%*	*57.2%*	*27.8%*	
4	195	195	111	48	156	118	38	189
%V	*6.5%*	*6.7%*	*9.3%*	*9.7%*	*7.0%*	*11.3%*	*3.2%*	*7.7%*
%H (All HH)		*100.0%*	*56.9%*	*24.6%*	*80.0%*	*60.5%*	*19.5%*	*96.9%*
%H (TV HH)			*56.9%*	*24.6%*	*80.0%*	*60.5%*	*19.5%*	
5+	100	100	59	19	87	65	22	99
%V	*3.3%*	*3.5%*	*4.9%*	*3.8%*	*3.9%*	*6.2%*	*1.9%*	*4.0%*
%H (All HH)		*100.0%*	*59.0%*	*19.0%*	*87.0%*	*65.0%*	*22.0%*	*99.0%*
%H (TV HH)			*59.0%*	*19.0%*	*87.0%*	*65.0%*	*22.0%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV North West

Household level data

Table 3.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3019	2893	1196	495	2227	1044	1183	2463
%H (All HH)		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*
%H (TV HH)			*41.3%*	*17.1%*	*77.0%*	*36.1%*	*40.9%*	
Under 20"	445	445	176	71	390	193	197	373
%V	*14.7%*	*15.4%*	*14.7%*	*14.3%*	*17.5%*	*18.5%*	*16.7%*	*15.1%*
%H (All HH)		*100.0%*	*39.6%*	*16.0%*	*87.6%*	*43.4%*	*44.3%*	*83.8%*
%H (TV HH)			*39.6%*	*16.0%*	*87.6%*	*43.4%*	*44.3%*	
20" - 29"	934	934	376	163	794	397	397	751
%V	*30.9%*	*32.3%*	*31.4%*	*32.9%*	*35.7%*	*38.0%*	*33.6%*	*30.5%*
%H (All HH)		*100.0%*	*40.3%*	*17.5%*	*85.0%*	*42.5%*	*42.5%*	*80.4%*
%H (TV HH)			*40.3%*	*17.5%*	*85.0%*	*42.5%*	*42.5%*	
30" - 39"	1543	1543	642	287	1221	613	608	1293
%V	*51.1%*	*53.3%*	*53.7%*	*58.0%*	*54.8%*	*58.7%*	*51.4%*	*52.5%*
%H (All HH)		*100.0%*	*41.6%*	*18.6%*	*79.1%*	*39.7%*	*39.4%*	*83.8%*
%H (TV HH)			*41.6%*	*18.6%*	*79.1%*	*39.7%*	*39.4%*	
40" and over	1616	1616	810	314	1199	708	491	1462
%V	*53.5%*	*55.9%*	*67.7%*	*63.4%*	*53.8%*	*67.8%*	*41.5%*	*59.4%*
%H (All HH)		*100.0%*	*50.1%*	*19.4%*	*74.2%*	*43.8%*	*30.4%*	*90.5%*
%H (TV HH)			*50.1%*	*19.4%*	*74.2%*	*43.8%*	*30.4%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3019	2893	1196	495	2227	1044	1183	2463
%H (All HH)		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*
%H (TV HH)			*41.3%*	*17.1%*	*77.0%*	*36.1%*	*40.9%*	
Main living room	2857	2857	1182	493	2207	1037	1170	2347
%V	*94.6%*	*98.8%*	*98.8%*	*99.6%*	*99.1%*	*99.3%*	*98.9%*	*95.3%*
%H (All HH)		*100.0%*	*41.4%*	*17.3%*	*77.2%*	*36.3%*	*41.0%*	*82.1%*
%H (TV HH)			*41.4%*	*17.3%*	*77.2%*	*36.3%*	*41.0%*	
Kitchen	251	251	123	40	221	130	91	222
%V	*8.3%*	*8.7%*	*10.3%*	*8.1%*	*9.9%*	*12.5%*	*7.7%*	*9.0%*
%H (All HH)		*100.0%*	*49.0%*	*15.9%*	*88.0%*	*51.8%*	*36.3%*	*88.4%*
%H (TV HH)			*49.0%*	*15.9%*	*88.0%*	*51.8%*	*36.3%*	
Adult's bedroom	1389	1389	664	285	1138	690	447	1239
%V	*46.0%*	*48.0%*	*55.5%*	*57.6%*	*51.1%*	*66.1%*	*37.8%*	*50.3%*
%H (All HH)		*100.0%*	*47.8%*	*20.5%*	*81.9%*	*49.7%*	*32.2%*	*89.2%*
%H (TV HH)			*47.8%*	*20.5%*	*81.9%*	*49.7%*	*32.2%*	
Child's bedroom	278	278	150	68	210	151	59	275
%V	*9.2%*	*9.6%*	*12.5%*	*13.7%*	*9.4%*	*14.5%*	*5.0%*	*11.2%*
%H (All HH)		*100.0%*	*54.0%*	*24.5%*	*75.5%*	*54.3%*	*21.2%*	*98.9%*
%H (TV HH)			*54.0%*	*24.5%*	*75.5%*	*54.3%*	*21.2%*	
Other bedroom	163	163	90	37	134	98	36	153
%V	*5.4%*	*5.6%*	*7.5%*	*7.5%*	*6.0%*	*9.4%*	*3.0%*	*6.2%*
%H (All HH)		*100.0%*	*55.2%*	*22.7%*	*82.2%*	*60.1%*	*22.1%*	*93.9%*
%H (TV HH)			*55.2%*	*22.7%*	*82.2%*	*60.1%*	*22.1%*	
Second living/dining room	362	362	176	70	303	185	118	324
%V	*12.0%*	*12.5%*	*14.7%*	*14.1%*	*13.6%*	*17.7%*	*10.0%*	*13.2%*
%H (All HH)		*100.0%*	*48.6%*	*19.3%*	*83.7%*	*51.1%*	*32.6%*	*89.5%*
%H (TV HH)			*48.6%*	*19.3%*	*83.7%*	*51.1%*	*32.6%*	
Study/office	35	35	21	7	30	23	8	33
%V	*1.2%*	*1.2%*	*1.8%*	*1.4%*	*1.3%*	*2.2%*	*0.7%*	*1.3%*
%H (All HH)		*100.0%*	*60.0%*	*20.0%*	*85.7%*	*65.7%*	*22.9%*	*94.3%*
%H (TV HH)			*60.0%*	*20.0%*	*85.7%*	*65.7%*	*22.9%*	
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%*	*0.6%*
%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	82	82	43	15	70	46	24	73
%V	*2.7%*	*2.8%*	*3.6%*	*3.0%*	*3.1%*	*4.4%*	*2.0%*	*3.0%*
%H (All HH)		*100.0%*	*52.4%*	*18.3%*	*85.4%*	*56.1%*	*29.3%*	*89.0%*
%H (TV HH)			*52.4%*	*18.3%*	*85.4%*	*56.1%*	*29.3%*	
Attic or loft room	8	8	4	1	6	3	3	7
%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%*	*75.0%*	*37.5%*	*37.5%*	*87.5%*
%H (TV HH)			*50.0%*	*12.5%*	*75.0%*	*37.5%*	*37.5%*	
No specific location	5	5	2	2	5	3	2	4
%V	*0.2%*	*0.2%*	*0.2%*	*0.4%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*40.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	*80.0%*
%H (TV HH)			*40.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	
Other	22	22	13	4	21	15	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%*	*95.5%*	*68.2%*	*27.3%*	*86.4%*
%H (TV HH)			*59.1%*	*18.2%*	*95.5%*	*68.2%*	*27.3%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

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Table 3.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3019	2893	1196	495	2227	1044	1183	2463
%H (All HH)		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*
%H (TV HH)			*41.3%*	*17.1%*	*77.0%*	*36.1%*	*40.9%*	
Any DSAT provider	1196	1196	1196	24	759	759	0	1095
%V	*39.6%*	*41.3%*	*100.0%*	*4.8%*	*34.1%*	*72.7%*	*0.0%*	*44.5%*
%H (All HH)			*100.0%*	*2.0%*	*63.5%*	*63.5%*	*0.0%*	*91.6%*
%H (TV HH)			*100.0%*	*2.0%*	*63.5%*	*63.5%*	*0.0%*	
Sky with subcription	1024	1024	1024	12	651	651	0	953
%V	*33.9%*	*35.4%*	*85.6%*	*2.4%*	*29.2%*	*62.4%*	*0.0%*	*38.7%*
%H (All HH)			*100.0%*	*1.2%*	*63.6%*	*63.6%*	*0.0%*	*93.1%*
%H (TV HH)			*100.0%*	*1.2%*	*63.6%*	*63.6%*	*0.0%*	
Sky without subscription	62	62	62	2	31	31	0	45
%V	*2.1%*	*2.1%*	*5.2%*	*0.4%*	*1.4%*	*3.0%*	*0.0%*	*1.8%*
%H (All HH)			*100.0%*	*3.2%*	*50.0%*	*50.0%*	*0.0%*	*72.6%*
%H (TV HH)			*100.0%*	*3.2%*	*50.0%*	*50.0%*	*0.0%*	
Freesat	112	112	112	9	92	92	0	103
%V	*3.7%*	*3.9%*	*9.4%*	*1.8%*	*4.1%*	*8.8%*	*0.0%*	*4.2%*
%H (All HH)			*100.0%*	*8.0%*	*82.1%*	*82.1%*	*0.0%*	*92.0%*
%H (TV HH)			*100.0%*	*8.0%*	*82.1%*	*82.1%*	*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	495	495	24	495	304	304	0	454
%V	*16.4%*	*17.1%*	*2.0%*	*100.0%*	*13.7%*	*29.1%*	*0.0%*	*18.4%*
%H (All HH)			*4.8%*	*100.0%*	*61.4%*	*61.4%*	*0.0%*	*91.7%*
%H (TV HH)			*4.8%*	*100.0%*	*61.4%*	*61.4%*	*0.0%*	
DTT	2227	2227	759	304	2227	1044	1183	1779
%V	*73.8%*	*77.0%*	*63.5%*	*61.4%*	*100.0%*	*100.0%*	*100.0%*	*72.2%*
%H (All HH)		*100.0%*	*34.1%*	*13.7%*	*100.0%*	*46.9%*	*53.1%*	*79.9%*
%H (TV HH)			*34.1%*	*13.7%*	*100.0%*	*46.9%*	*53.1%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

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Table 3.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3019	2893	1196	495	2227	1044	1183	2463
%H (All HH)		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*
%H (TV HH)			*41.3%*	*17.1%*	*77.0%*	*36.1%*	*40.9%*	
PVR	1865	1865	1072	440	1323	952	371	1688
%V	*61.8%*	*64.5%*	*89.6%*	*88.9%*	*59.4%*	*91.2%*	*31.4%*	*68.5%*
%H (All HH)		*100.0%*	*57.5%*	*23.6%*	*70.9%*	*51.0%*	*19.9%*	*90.5%*
%H (TV HH)			*57.5%*	*23.6%*	*70.9%*	*51.0%*	*19.9%*	
DVDR	55	55	24	7	48	24	24	46
%V	*1.8%*	*1.9%*	*2.0%*	*1.4%*	*2.2%*	*2.3%*	*2.0%*	*1.9%*
%H (All HH)		*100.0%*	*43.6%*	*12.7%*	*87.3%*	*43.6%*	*43.6%*	*83.6%*
%H (TV HH)			*43.6%*	*12.7%*	*87.3%*	*43.6%*	*43.6%*	
VCR	33	33	12	2	31	12	19	20
%V	*1.1%*	*1.1%*	*1.0%*	*0.4%*	*1.4%*	*1.1%*	*1.6%*	*0.8%*
%H (All HH)		*100.0%*	*36.4%*	*6.1%*	*93.9%*	*36.4%*	*57.6%*	*60.6%*
%H (TV HH)			*36.4%*	*6.1%*	*93.9%*	*36.4%*	*57.6%*	
Any recorder	1902	1902	1077	441	1356	954	402	1708
%V	*63.0%*	*65.7%*	*90.1%*	*89.1%*	*60.9%*	*91.4%*	*34.0%*	*69.3%*
%H (All HH)		*100.0%*	*56.6%*	*23.2%*	*71.3%*	*50.2%*	*21.1%*	*89.8%*
%H (TV HH)			*56.6%*	*23.2%*	*71.3%*	*50.2%*	*21.1%*	
Receives HDTV (via STB or built-in reception)	1848	1848	925	427	1393	875	518	1672
%V	*61.2%*	*63.9%*	*77.3%*	*86.3%*	*62.6%*	*83.8%*	*43.8%*	*67.9%*
%H (All HH)		*100.0%*	*50.1%*	*23.1%*	*75.4%*	*47.3%*	*28.0%*	*90.5%*
%H (TV HH)			*50.1%*	*23.1%*	*75.4%*	*47.3%*	*28.0%*	
DVD/Blu-ray player or recorder	2112	2112	903	377	1675	845	829	1817
%V	*70.0%*	*73.0%*	*75.5%*	*76.2%*	*75.2%*	*80.9%*	*70.1%*	*73.8%*
%H (All HH)		*100.0%*	*42.8%*	*17.9%*	*79.3%*	*40.0%*	*39.3%*	*86.0%*
%H (TV HH)			*42.8%*	*17.9%*	*79.3%*	*40.0%*	*39.3%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

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Table 3.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3019	2893	1196	495	2227	1044	1183	2463
%H (All HH)		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*
%H (TV HH)			*41.3%*	*17.1%*	*77.0%*	*36.1%*	*40.9%*	
Has broadband internet	2463	2371	1095	454	1779	972	807	2463
%V	*81.6%*	*82.0%*	*91.6%*	*91.7%*	*79.9%*	*93.1%*	*68.2%*	*100.0%*
%H (All HH)		*96.3%*	*44.5%*	*18.4%*	*72.2%*	*39.5%*	*32.8%*	*100.0%*
%H (TV HH)			*46.2%*	*19.1%*	*75.0%*	*41.0%*	*34.0%*	
Number of computers (PCs and laptops)								
0	642	604	140	57	504	104	400	131
%V	*21.3%*	*20.9%*	*11.7%*	*11.5%*	*22.6%*	*10.0%*	*33.8%*	*5.3%*
%H (All HH)		*94.1%*	*21.8%*	*8.9%*	*78.5%*	*16.2%*	*62.3%*	*20.4%*
%H (TV HH)			*23.2%*	*9.4%*	*83.4%*	*17.2%*	*66.2%*	
1	830	784	314	137	576	249	327	792
%V	*27.5%*	*27.1%*	*26.3%*	*27.7%*	*25.9%*	*23.9%*	*27.6%*	*32.2%*
%H (All HH)		*94.5%*	*37.8%*	*16.5%*	*69.4%*	*30.0%*	*39.4%*	*95.4%*
%H (TV HH)			*40.1%*	*17.5%*	*73.5%*	*31.8%*	*41.7%*	
2	694	669	308	115	512	272	240	689
%V	*23.0%*	*23.1%*	*25.8%*	*23.2%*	*23.0%*	*26.1%*	*20.3%*	*28.0%*
%H (All HH)		*96.4%*	*44.4%*	*16.6%*	*73.8%*	*39.2%*	*34.6%*	*99.3%*
%H (TV HH)			*46.0%*	*17.2%*	*76.5%*	*40.7%*	*35.9%*	
3	402	392	196	85	292	184	108	400
%V	*13.3%*	*13.5%*	*16.4%*	*17.2%*	*13.1%*	*17.6%*	*9.1%*	*16.2%*
%H (All HH)		*97.5%*	*48.8%*	*21.1%*	*72.6%*	*45.8%*	*26.9%*	*99.5%*
%H (TV HH)			*50.0%*	*21.7%*	*74.5%*	*46.9%*	*27.6%*	
4	224	220	122	40	173	114	58	224
%V	*7.4%*	*7.6%*	*10.2%*	*8.1%*	*7.8%*	*10.9%*	*4.9%*	*9.1%*
%H (All HH)		*98.2%*	*54.5%*	*17.9%*	*77.2%*	*50.9%*	*25.9%*	*100.0%*
%H (TV HH)			*55.5%*	*18.2%*	*78.6%*	*51.8%*	*26.4%*	
5+	228	224	116	61	170	120	50	227
%V	*7.6%*	*7.7%*	*9.7%*	*12.3%*	*7.6%*	*11.5%*	*4.2%*	*9.2%*
%H (All HH)		*98.2%*	*50.9%*	*26.8%*	*74.6%*	*52.6%*	*21.9%*	*99.6%*
%H (TV HH)			*51.8%*	*27.2%*	*75.9%*	*53.6%*	*22.3%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

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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	5883	2707	1113	4692	2630	2061	5114
%H		*46.0%*	*18.9%*	*79.8%*	*44.7%*	*35.0%*	*86.9%*
Under 20"	556	224	91	486	247	239	478
%V	*9.5%*	*8.3%*	*8.2%*	*10.4%*	*9.4%*	*11.6%*	*9.3%*
%H		*40.3%*	*16.4%*	*87.4%*	*44.4%*	*43.0%*	*86.0%*
20" - 29"	1202	502	212	1025	535	490	986
%V	*20.4%*	*18.5%*	*19.0%*	*21.8%*	*20.3%*	*23.8%*	*19.3%*
%H		*41.8%*	*17.6%*	*85.3%*	*44.5%*	*40.8%*	*82.0%*
30" - 39"	1939	836	389	1544	834	710	1660
%V	*33.0%*	*30.9%*	*35.0%*	*32.9%*	*31.7%*	*34.4%*	*32.5%*
%H		*43.1%*	*20.1%*	*79.6%*	*43.0%*	*36.6%*	*85.6%*
40" and over	2068	1088	403	1545	964	580	1895
%V	*35.2%*	*40.2%*	*36.2%*	*32.9%*	*36.7%*	*28.1%*	*37.1%*
%H		*52.6%*	*19.5%*	*74.7%*	*46.6%*	*28.0%*	*91.6%*
Don't know	118	56	18	92	50	42	94
%V	*2.0%*	*2.1%*	*1.6%*	*2.0%*	*1.9%*	*2.0%*	*1.8%*
%H		*47.5%*	*15.3%*	*78.0%*	*42.4%*	*35.6%*	*79.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	5883	2707	1113	4692	2630	2061	5114
%H		*46.0%*	*18.9%*	*79.8%*	*44.7%*	*35.0%*	*86.9%*
Main living room	2874	1192	495	2220	1045	1175	2361
%V	*48.9%*	*44.0%*	*44.5%*	*47.3%*	*39.7%*	*57.0%*	*46.2%*
%H		*41.5%*	*17.2%*	*77.2%*	*36.4%*	*40.9%*	*82.2%*
Kitchen	252	123	40	222	130	91	222
%V	*4.3%*	*4.5%*	*3.6%*	*4.7%*	*4.9%*	*4.4%*	*4.3%*
%H		*48.8%*	*15.9%*	*88.1%*	*51.6%*	*36.1%*	*88.1%*
Adult's bedroom	1663	814	345	1366	853	513	1505
%V	*28.3%*	*30.1%*	*31.0%*	*29.1%*	*32.4%*	*24.9%*	*29.4%*
%H		*48.9%*	*20.7%*	*82.1%*	*51.3%*	*30.8%*	*90.5%*
Child's bedroom	355	191	87	261	186	75	350
%V	*6.0%*	*7.1%*	*7.8%*	*5.6%*	*7.1%*	*3.6%*	*6.8%*
%H		*53.8%*	*24.5%*	*73.5%*	*52.4%*	*21.1%*	*98.6%*
Other bedroom	203	116	45	170	129	41	193
%V	*3.5%*	*4.3%*	*4.0%*	*3.6%*	*4.9%*	*2.0%*	*3.8%*
%H		*57.1%*	*22.2%*	*83.7%*	*63.5%*	*20.2%*	*95.1%*
Second living/dining room	366	179	71	307	189	119	328
%V	*6.2%*	*6.6%*	*6.4%*	*6.5%*	*7.2%*	*5.8%*	*6.4%*
%H		*48.9%*	*19.4%*	*83.9%*	*51.6%*	*32.5%*	*89.6%*
Study/office	35	21	7	30	23	8	34
%V	*0.6%*	*0.8%*	*0.6%*	*0.6%*	*0.9%*	*0.4%*	*0.7%*
%H		*60.0%*	*20.0%*	*85.7%*	*65.7%*	*22.9%*	*97.1%*
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	82	43	15	70	46	24	73
%V	*1.4%*	*1.6%*	*1.3%*	*1.5%*	*1.7%*	*1.2%*	*1.4%*
%H		*52.4%*	*18.3%*	*85.4%*	*56.1%*	*29.3%*	*89.0%*
Attic or loft room	8	4	1	7	3	3	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*12.5%*	*87.5%*	*37.5%*	*37.5%*	*87.5%*
No specific location	5	2	2	5	3	2	4
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*40.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	*80.0%*
Other	23	14	4	21	15	6	19
%V	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.3%*	*0.4%*
%H		*60.9%*	*17.4%*	*91.3%*	*65.2%*	*26.1%*	*82.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5883	2707	1113	4692	2630	2061	5114
%H		*46.0%*	*18.9%*	*79.8%*	*44.7%*	*35.0%*	*86.9%*
PVR	2532	1515	625	1728	1307	421	2330
%V	*43.0%*	*56.0%*	*56.2%*	*36.8%*	*49.7%*	*20.4%*	*45.6%*
%H		*59.8%*	*24.7%*	*68.2%*	*51.6%*	*16.6%*	*92.0%*
DVDR	63	29	9	56	29	26	53
%V	*1.1%*	*1.1%*	*0.8%*	*1.2%*	*1.1%*	*1.3%*	*1.0%*
%H		*46.0%*	*14.3%*	*88.9%*	*46.0%*	*41.3%*	*84.1%*
VCR	36	14	2	34	14	20	22
%V	*0.6%*	*0.5%*	*0.2%*	*0.7%*	*0.5%*	*1.0%*	*0.4%*
%H		*38.9%*	*5.6%*	*94.4%*	*38.9%*	*55.6%*	*61.1%*
Any recorder	2582	1530	626	1774	1319	455	2360
%V	*43.9%*	*56.5%*	*56.2%*	*37.8%*	*50.2%*	*22.1%*	*46.1%*
%H		*59.3%*	*24.2%*	*68.7%*	*51.1%*	*17.6%*	*91.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: 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	5883	2707	1113	4692	2630	2061	5114
%H		*46.0%*	*18.9%*	*79.8%*	*44.7%*	*35.0%*	*86.9%*
Receives HDTV (via STB or built-in reception)	2762	1418	676	2101	1397	704	2547
%V	*46.9%*	*52.4%*	*60.7%*	*44.8%*	*53.1%*	*34.2%*	*49.8%*
%H		*51.3%*	*24.5%*	*76.1%*	*50.6%*	*25.5%*	*92.2%*
DVD/Blu-ray player or recorder	3080	1407	596	2475	1392	1083	2747
%V	*52.4%*	*52.0%*	*53.5%*	*52.7%*	*52.9%*	*52.5%*	*53.7%*
%H		*45.7%*	*19.4%*	*80.4%*	*45.2%*	*35.2%*	*89.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2884	1194	495	2227	1044	1183	2364
%H		*41.4%*	*17.2%*	*77.2%*	*36.2%*	*41.0%*	*82.0%*
Under 20"	37	5	5	32	5	27	19
%V	*1.3%*	*0.4%*	*1.0%*	*1.4%*	*0.5%*	*2.3%*	*0.8%*
%H		*13.5%*	*13.5%*	*86.5%*	*13.5%*	*73.0%*	*51.4%*
20" - 29"	259	49	25	224	40	184	148
%V	*9.0%*	*4.1%*	*5.1%*	*10.1%*	*3.8%*	*15.6%*	*6.3%*
%H		*18.9%*	*9.7%*	*86.5%*	*15.4%*	*71.0%*	*57.1%*
30" - 39"	965	331	154	768	297	471	739
%V	*33.5%*	*27.7%*	*31.1%*	*34.5%*	*28.4%*	*39.8%*	*31.3%*
%H		*34.3%*	*16.0%*	*79.6%*	*30.8%*	*48.8%*	*76.6%*
40" and over	1571	789	306	1163	687	475	1421
%V	*54.5%*	*66.1%*	*61.8%*	*52.2%*	*65.8%*	*40.2%*	*60.1%*
%H		*50.2%*	*19.5%*	*74.0%*	*43.7%*	*30.2%*	*90.5%*
Don't know	52	19	6	40	15	25	36
%V	*1.8%*	*1.6%*	*1.2%*	*1.8%*	*1.4%*	*2.1%*	*1.5%*
%H		*36.5%*	*11.5%*	*76.9%*	*28.8%*	*48.1%*	*69.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West

Set level data

Table 3.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2884	1194	495	2227	1044	1183	2364
%H		*41.4%*	*17.2%*	*77.2%*	*36.2%*	*41.0%*	*82.0%*
PVR	1817	1055	433	1281	934	347	1648
%V	*63.0%*	*88.4%*	*87.5%*	*57.5%*	*89.5%*	*29.3%*	*69.7%*
%H		*58.1%*	*23.8%*	*70.5%*	*51.4%*	*19.1%*	*90.7%*
DVDR	49	20	6	42	19	23	40
%V	*1.7%*	*1.7%*	*1.2%*	*1.9%*	*1.8%*	*1.9%*	*1.7%*
%H		*40.8%*	*12.2%*	*85.7%*	*38.8%*	*46.9%*	*81.6%*
VCR	27	8	2	26	8	18	16
%V	*0.9%*	*0.7%*	*0.4%*	*1.2%*	*0.8%*	*1.5%*	*0.7%*
%H		*29.6%*	*7.4%*	*96.3%*	*29.6%*	*66.7%*	*59.3%*
Any recorder	1853	1060	433	1313	937	376	1667
%V	*64.3%*	*88.8%*	*87.5%*	*59.0%*	*89.8%*	*31.8%*	*70.5%*
%H		*57.2%*	*23.4%*	*70.9%*	*50.6%*	*20.3%*	*90.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2884	1194	495	2227	1044	1183	2364
%H		*41.4%*	*17.2%*	*77.2%*	*36.2%*	*41.0%*	*82.0%*
Receives HDTV (via STB or built-in reception)	1786	896	421	1338	848	490	1618
%V	*61.9%*	*75.0%*	*85.1%*	*60.1%*	*81.2%*	*41.4%*	*68.4%*
%H		*50.2%*	*23.6%*	*74.9%*	*47.5%*	*27.4%*	*90.6%*
DVD/Blu-ray player or recorder	1902	799	328	1507	736	771	1625
%V	*66.0%*	*66.9%*	*66.3%*	*67.7%*	*70.5%*	*65.2%*	*68.7%*
%H		*42.0%*	*17.2%*	*79.2%*	*38.7%*	*40.5%*	*85.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2998	1513	618	2465	1586	879	2750
%H		*50.5%*	*20.6%*	*82.2%*	*52.9%*	*29.3%*	*91.7%*
Under 20"	519	219	86	454	242	212	458
%V	*17.3%*	*14.5%*	*13.9%*	*18.4%*	*15.3%*	*24.1%*	*16.7%*
%H		*42.2%*	*16.6%*	*87.5%*	*46.6%*	*40.8%*	*88.2%*
20" - 29"	943	453	188	801	495	306	839
%V	*31.5%*	*29.9%*	*30.4%*	*32.5%*	*31.2%*	*34.8%*	*30.5%*
%H		*48.0%*	*19.9%*	*84.9%*	*52.5%*	*32.4%*	*89.0%*
30" - 39"	974	505	235	776	537	239	921
%V	*32.5%*	*33.4%*	*38.0%*	*31.5%*	*33.9%*	*27.2%*	*33.5%*
%H		*51.8%*	*24.1%*	*79.7%*	*55.1%*	*24.5%*	*94.6%*
40" and over	497	299	97	382	277	105	474
%V	*16.6%*	*19.8%*	*15.7%*	*15.5%*	*17.5%*	*11.9%*	*17.2%*
%H		*60.2%*	*19.5%*	*76.9%*	*55.7%*	*21.1%*	*95.4%*
Don't know	66	37	12	51	34	17	58
%V	*2.2%*	*2.4%*	*1.9%*	*2.1%*	*2.1%*	*1.9%*	*2.1%*
%H		*56.1%*	*18.2%*	*77.3%*	*51.5%*	*25.8%*	*87.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2998	1513	618	2465	1586	879	2750
%H		*50.5%*	*20.6%*	*82.2%*	*52.9%*	*29.3%*	*91.7%*
PVR	715	460	192	447	373	75	682
%V	*23.8%*	*30.4%*	*31.1%*	*18.1%*	*23.5%*	*8.5%*	*24.8%*
%H		*64.3%*	*26.9%*	*62.5%*	*52.2%*	*10.5%*	*95.4%*
DVDR	14	8	3	13	10	3	13
%V	*0.5%*	*0.5%*	*0.5%*	*0.5%*	*0.6%*	*0.3%*	*0.5%*
%H		*57.1%*	*21.4%*	*92.9%*	*71.4%*	*21.4%*	*92.9%*
VCR	8	7	0	8	7	2	6
%V	*0.3%*	*0.5%*	*0.0%*	*0.3%*	*0.4%*	*0.2%*	*0.2%*
%H		*87.5%*	*0.0%*	*100.0%*	*87.5%*	*25.0%*	*75.0%*
Any recorder	729	470	192	461	382	79	693
%V	*24.3%*	*31.1%*	*31.1%*	*18.7%*	*24.1%*	*9.0%*	*25.2%*
%H		*64.5%*	*26.3%*	*63.2%*	*52.4%*	*10.8%*	*95.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2998	1513	618	2465	1586	879	2750
%H		*50.5%*	*20.6%*	*82.2%*	*52.9%*	*29.3%*	*91.7%*
Receives HDTV (via STB or built-in reception)	976	522	256	764	549	214	929
%V	*32.6%*	*34.5%*	*41.4%*	*31.0%*	*34.6%*	*24.3%*	*33.8%*
%H		*53.5%*	*26.2%*	*78.3%*	*56.3%*	*21.9%*	*95.2%*
DVD/Blu-ray player or recorder	1177	608	269	968	656	312	1123
%V	*39.3%*	*40.2%*	*43.5%*	*39.3%*	*41.4%*	*35.5%*	*40.8%*
%H		*51.7%*	*22.9%*	*82.2%*	*55.7%*	*26.5%*	*95.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 3.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	6912	6668	3090	1264	4982	2704	2278	6163
%H		*96.5%*	*44.7%*	*18.3%*	*72.1%*	*39.1%*	*33.0%*	*89.2%*
Total Children	1329	1297	676	271	882	542	340	1293
%V	*19.2%*	*19.5%*	*21.9%*	*21.4%*	*17.7%*	*20.0%*	*14.9%*	*21.0%*
%H		*97.6%*	*50.9%*	*20.4%*	*66.4%*	*40.8%*	*25.6%*	*97.3%*
0 - 3	336	323	175	56	216	128	88	324
%V	*4.9%*	*4.8%*	*5.7%*	*4.4%*	*4.3%*	*4.7%*	*3.9%*	*5.3%*
%H		*96.1%*	*52.1%*	*16.7%*	*64.3%*	*38.1%*	*26.2%*	*96.4%*
4 - 15	993	974	501	215	666	414	252	969
%V	*14.4%*	*14.6%*	*16.2%*	*17.0%*	*13.4%*	*15.3%*	*11.1%*	*15.7%*
%H		*98.1%*	*50.5%*	*21.7%*	*67.1%*	*41.7%*	*25.4%*	*97.6%*
4 - 9	531	520	269	116	338	209	130	518
%V	*7.7%*	*7.8%*	*8.7%*	*9.2%*	*6.8%*	*7.7%*	*5.7%*	*8.4%*
%H		*97.9%*	*50.7%*	*21.8%*	*63.7%*	*39.4%*	*24.5%*	*97.6%*
10 - 15	462	455	232	99	328	205	123	451
%V	*6.7%*	*6.8%*	*7.5%*	*7.8%*	*6.6%*	*7.6%*	*5.4%*	*7.3%*
%H		*98.5%*	*50.2%*	*21.4%*	*71.0%*	*44.4%*	*26.6%*	*97.6%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV North West

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	6912	6668	3090	1264	4982	2704	2278	6163
%H		*96.5%*	*44.7%*	*18.3%*	*72.1%*	*39.1%*	*33.0%*	*89.2%*
Total Adults (16+)	5584	5370	2414	993	4100	2162	1938	4870
%V	*80.8%*	*80.5%*	*78.1%*	*78.6%*	*82.3%*	*80.0%*	*85.1%*	*79.0%*
%H		*96.2%*	*43.2%*	*17.8%*	*73.4%*	*38.7%*	*34.7%*	*87.2%*
16 - 19	315	306	157	63	231	142	89	308
%V	*4.6%*	*4.6%*	*5.1%*	*5.0%*	*4.6%*	*5.3%*	*3.9%*	*5.0%*
%H		*97.1%*	*49.8%*	*20.0%*	*73.3%*	*45.1%*	*28.3%*	*97.8%*
20 - 24	436	395	168	83	294	159	135	417
%V	*6.3%*	*5.9%*	*5.4%*	*6.6%*	*5.9%*	*5.9%*	*5.9%*	*6.8%*
%H		*90.6%*	*38.5%*	*19.0%*	*67.4%*	*36.5%*	*31.0%*	*95.6%*
25 - 34	929	873	463	152	580	344	236	896
%V	*13.4%*	*13.1%*	*15.0%*	*12.0%*	*11.6%*	*12.7%*	*10.4%*	*14.5%*
%H		*94.0%*	*49.8%*	*16.4%*	*62.4%*	*37.0%*	*25.4%*	*96.4%*
35 - 44	861	828	409	170	586	342	243	830
%V	*12.5%*	*12.4%*	*13.2%*	*13.4%*	*11.8%*	*12.6%*	*10.7%*	*13.5%*
%H		*96.2%*	*47.5%*	*19.7%*	*68.1%*	*39.7%*	*28.2%*	*96.4%*
45 - 54	1001	971	466	194	755	442	313	917
%V	*14.5%*	*14.6%*	*15.1%*	*15.3%*	*15.2%*	*16.3%*	*13.7%*	*14.9%*
%H		*97.0%*	*46.6%*	*19.4%*	*75.4%*	*44.2%*	*31.3%*	*91.6%*
55 - 64	819	800	353	163	632	342	289	731
%V	*11.8%*	*12.0%*	*11.4%*	*12.9%*	*12.7%*	*12.6%*	*12.7%*	*11.9%*
%H		*97.7%*	*43.1%*	*19.9%*	*77.2%*	*41.8%*	*35.3%*	*89.3%*
65+	1222	1198	398	169	1023	390	633	771
%V	*17.7%*	*18.0%*	*12.9%*	*13.4%*	*20.5%*	*14.4%*	*27.8%*	*12.5%*
%H		*98.0%*	*32.6%*	*13.8%*	*83.7%*	*31.9%*	*51.8%*	*63.1%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5584	5370	2414	993	4100	2162	1938	4870
%H		*96.2%*	*43.2%*	*17.8%*	*73.4%*	*38.7%*	*34.7%*	*87.2%*
AB	1251	1215	598	222	949	550	399	1192
%V	*22.4%*	*22.6%*	*24.8%*	*22.4%*	*23.1%*	*25.4%*	*20.6%*	*24.5%*
%H		*97.1%*	*47.8%*	*17.7%*	*75.9%*	*44.0%*	*31.9%*	*95.3%*
C1	1639	1576	723	288	1196	641	555	1505
%V	*29.4%*	*29.3%*	*30.0%*	*29.0%*	*29.2%*	*29.6%*	*28.6%*	*30.9%*
%H		*96.2%*	*44.1%*	*17.6%*	*73.0%*	*39.1%*	*33.9%*	*91.8%*
C2	1203	1163	529	225	884	483	401	1062
%V	*21.5%*	*21.7%*	*21.9%*	*22.7%*	*21.6%*	*22.3%*	*20.7%*	*21.8%*
%H		*96.7%*	*44.0%*	*18.7%*	*73.5%*	*40.1%*	*33.3%*	*88.3%*
D	911	872	384	162	655	335	320	750
%V	*16.3%*	*16.2%*	*15.9%*	*16.3%*	*16.0%*	*15.5%*	*16.5%*	*15.4%*
%H		*95.7%*	*42.2%*	*17.8%*	*71.9%*	*36.8%*	*35.1%*	*82.3%*
E	580	544	180	97	415	152	263	360
%V	*10.4%*	*10.1%*	*7.5%*	*9.8%*	*10.1%*	*7.0%*	*13.6%*	*7.4%*
%H		*93.8%*	*31.0%*	*16.7%*	*71.6%*	*26.2%*	*45.3%*	*62.1%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5584	5370	2414	993	4100	2162	1938	4870
%H		*96.2%*	*43.2%*	*17.8%*	*73.4%*	*38.7%*	*34.7%*	*87.2%*
Working full time	2588	2502	1261	521	1847	1139	708	2500
%V	*46.3%*	*46.6%*	*52.2%*	*52.5%*	*45.0%*	*52.7%*	*36.5%*	*51.3%*
%H		*96.7%*	*48.7%*	*20.1%*	*71.4%*	*44.0%*	*27.4%*	*96.6%*
Working part time	512	495	231	92	375	205	170	482
%V	*9.2%*	*9.2%*	*9.6%*	*9.3%*	*9.1%*	*9.5%*	*8.8%*	*9.9%*
%H		*96.7%*	*45.1%*	*18.0%*	*73.2%*	*40.0%*	*33.2%*	*94.1%*
Not working	2484	2373	922	380	1878	818	1061	1889
%V	*44.5%*	*44.2%*	*38.2%*	*38.3%*	*45.8%*	*37.8%*	*54.7%*	*38.8%*
%H		*95.5%*	*37.1%*	*15.3%*	*75.6%*	*32.9%*	*42.7%*	*76.0%*
Housewife/Houseperson	3019	2893	1196	495	2227	1044	1183	2463
%V	*54.1%*	*53.9%*	*49.5%*	*49.8%*	*54.3%*	*48.3%*	*61.0%*	*50.6%*
%H		*95.8%*	*39.6%*	*16.4%*	*73.8%*	*34.6%*	*39.2%*	*81.6%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2723	2595	1215	499	1951	1080	871	2414
%H		*95.3%*	*44.6%*	*18.3%*	*71.6%*	*39.7%*	*32.0%*	*88.7%*
16 - 19	168	163	84	36	118	73	44	161
%V	*6.2%*	*6.3%*	*6.9%*	*7.2%*	*6.0%*	*6.8%*	*5.1%*	*6.7%*
%H		*97.0%*	*50.0%*	*21.4%*	*70.2%*	*43.5%*	*26.2%*	*95.8%*
20 - 24	212	186	83	43	132	75	57	203
%V	*7.8%*	*7.2%*	*6.8%*	*8.6%*	*6.8%*	*6.9%*	*6.5%*	*8.4%*
%H		*87.7%*	*39.2%*	*20.3%*	*62.3%*	*35.4%*	*26.9%*	*95.8%*
25 - 34	466	433	230	76	288	172	116	448
%V	*17.1%*	*16.7%*	*18.9%*	*15.2%*	*14.8%*	*15.9%*	*13.3%*	*18.6%*
%H		*92.9%*	*49.4%*	*16.3%*	*61.8%*	*36.9%*	*24.9%*	*96.1%*
35 - 44	421	401	202	84	281	169	112	404
%V	*15.5%*	*15.5%*	*16.6%*	*16.8%*	*14.4%*	*15.6%*	*12.9%*	*16.7%*
%H		*95.2%*	*48.0%*	*20.0%*	*66.7%*	*40.1%*	*26.6%*	*96.0%*
45 - 54	492	473	234	93	362	214	148	450
%V	*18.1%*	*18.2%*	*19.3%*	*18.6%*	*18.6%*	*19.8%*	*17.0%*	*18.6%*
%H		*96.1%*	*47.6%*	*18.9%*	*73.6%*	*43.5%*	*30.1%*	*91.5%*
55 - 64	404	393	174	77	315	172	143	360
%V	*14.8%*	*15.1%*	*14.3%*	*15.4%*	*16.1%*	*15.9%*	*16.4%*	*14.9%*
%H		*97.3%*	*43.1%*	*19.1%*	*78.0%*	*42.6%*	*35.4%*	*89.1%*
65+	560	546	207	90	455	204	250	388
%V	*20.6%*	*21.0%*	*17.0%*	*18.0%*	*23.3%*	*18.9%*	*28.7%*	*16.1%*
%H		*97.5%*	*37.0%*	*16.1%*	*81.3%*	*36.4%*	*44.6%*	*69.3%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2723	2595	1215	499	1951	1080	871	2414
%H		*95.3%*	*44.6%*	*18.3%*	*71.6%*	*39.7%*	*32.0%*	*88.7%*
AB	627	608	302	116	470	278	192	602
%V	*23.0%*	*23.4%*	*24.9%*	*23.2%*	*24.1%*	*25.7%*	*22.0%*	*24.9%*
%H		*97.0%*	*48.2%*	*18.5%*	*75.0%*	*44.3%*	*30.6%*	*96.0%*
C1	749	712	345	136	532	307	225	705
%V	*27.5%*	*27.4%*	*28.4%*	*27.3%*	*27.3%*	*28.4%*	*25.8%*	*29.2%*
%H		*95.1%*	*46.1%*	*18.2%*	*71.0%*	*41.0%*	*30.0%*	*94.1%*
C2	652	628	288	120	473	257	215	567
%V	*23.9%*	*24.2%*	*23.7%*	*24.0%*	*24.2%*	*23.8%*	*24.7%*	*23.5%*
%H		*96.3%*	*44.2%*	*18.4%*	*72.5%*	*39.4%*	*33.0%*	*87.0%*
D	432	407	190	83	300	166	134	368
%V	*15.9%*	*15.7%*	*15.6%*	*16.6%*	*15.4%*	*15.4%*	*15.4%*	*15.2%*
%H		*94.2%*	*44.0%*	*19.2%*	*69.4%*	*38.4%*	*31.0%*	*85.2%*
E	262	239	89	44	177	72	104	172
%V	*9.6%*	*9.2%*	*7.3%*	*8.8%*	*9.1%*	*6.7%*	*11.9%*	*7.1%*
%H		*91.2%*	*34.0%*	*16.8%*	*67.6%*	*27.5%*	*39.7%*	*65.6%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2723	2595	1215	499	1951	1080	871	2414
%H		*95.3%*	*44.6%*	*18.3%*	*71.6%*	*39.7%*	*32.0%*	*88.7%*
Working full time	1538	1476	756	303	1087	674	413	1482
%V	*56.5%*	*56.9%*	*62.2%*	*60.7%*	*55.7%*	*62.4%*	*47.4%*	*61.4%*
%H		*96.0%*	*49.2%*	*19.7%*	*70.7%*	*43.8%*	*26.9%*	*96.4%*
Working part time	112	105	52	15	72	35	37	101
%V	*4.1%*	*4.0%*	*4.3%*	*3.0%*	*3.7%*	*3.2%*	*4.2%*	*4.2%*
%H		*93.8%*	*46.4%*	*13.4%*	*64.3%*	*31.3%*	*33.0%*	*90.2%*
Not working	1073	1014	407	181	792	371	421	831
%V	*39.4%*	*39.1%*	*33.5%*	*36.3%*	*40.6%*	*34.4%*	*48.3%*	*34.4%*
%H		*94.5%*	*37.9%*	*16.9%*	*73.8%*	*34.6%*	*39.2%*	*77.4%*
Housewife/Houseperson	675	615	249	95	462	196	266	501
%V	*24.8%*	*23.7%*	*20.5%*	*19.0%*	*23.7%*	*18.1%*	*30.5%*	*20.8%*
%H		*91.1%*	*36.9%*	*14.1%*	*68.4%*	*29.0%*	*39.4%*	*74.2%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2861	2775	1199	494	2149	1082	1067	2456
%H		*97.0%*	*41.9%*	*17.3%*	*75.1%*	*37.8%*	*37.3%*	*85.8%*
16 - 19	148	143	72	26	113	69	44	146
%V	*5.2%*	*5.2%*	*6.0%*	*5.3%*	*5.3%*	*6.4%*	*4.1%*	*5.9%*
%H		*96.6%*	*48.6%*	*17.6%*	*76.4%*	*46.6%*	*29.7%*	*98.6%*
20 - 24	224	208	85	40	162	84	78	215
%V	*7.8%*	*7.5%*	*7.1%*	*8.1%*	*7.5%*	*7.8%*	*7.3%*	*8.8%*
%H		*92.9%*	*37.9%*	*17.9%*	*72.3%*	*37.5%*	*34.8%*	*96.0%*
25 - 34	463	440	233	76	292	171	120	448
%V	*16.2%*	*15.9%*	*19.4%*	*15.4%*	*13.6%*	*15.8%*	*11.2%*	*18.2%*
%H		*95.0%*	*50.3%*	*16.4%*	*63.1%*	*36.9%*	*25.9%*	*96.8%*
35 - 44	440	428	207	87	305	174	131	426
%V	*15.4%*	*15.4%*	*17.3%*	*17.6%*	*14.2%*	*16.1%*	*12.3%*	*17.3%*
%H		*97.3%*	*47.0%*	*19.8%*	*69.3%*	*39.5%*	*29.8%*	*96.8%*
45 - 54	508	497	232	100	392	228	165	467
%V	*17.8%*	*17.9%*	*19.3%*	*20.2%*	*18.2%*	*21.1%*	*15.5%*	*19.0%*
%H		*97.8%*	*45.7%*	*19.7%*	*77.2%*	*44.9%*	*32.5%*	*91.9%*
55 - 64	415	407	179	85	316	170	146	371
%V	*14.5%*	*14.7%*	*14.9%*	*17.2%*	*14.7%*	*15.7%*	*13.7%*	*15.1%*
%H		*98.1%*	*43.1%*	*20.5%*	*76.1%*	*41.0%*	*35.2%*	*89.4%*
65+	662	652	191	79	568	186	382	384
%V	*23.1%*	*23.5%*	*15.9%*	*16.0%*	*26.4%*	*17.2%*	*35.8%*	*15.6%*
%H		*98.5%*	*28.9%*	*11.9%*	*85.8%*	*28.1%*	*57.7%*	*58.0%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2861	2775	1199	494	2149	1082	1067	2456
%H		*97.0%*	*41.9%*	*17.3%*	*75.1%*	*37.8%*	*37.3%*	*85.8%*
AB	623	607	296	106	479	272	207	590
%V	*21.8%*	*21.9%*	*24.7%*	*21.5%*	*22.3%*	*25.1%*	*19.4%*	*24.0%*
%H		*97.4%*	*47.5%*	*17.0%*	*76.9%*	*43.7%*	*33.2%*	*94.7%*
C1	890	864	378	152	664	334	330	800
%V	*31.1%*	*31.1%*	*31.5%*	*30.8%*	*30.9%*	*30.9%*	*30.9%*	*32.6%*
%H		*97.1%*	*42.5%*	*17.1%*	*74.6%*	*37.5%*	*37.1%*	*89.9%*
C2	550	535	241	105	412	226	186	495
%V	*19.2%*	*19.3%*	*20.1%*	*21.3%*	*19.2%*	*20.9%*	*17.4%*	*20.2%*
%H		*97.3%*	*43.8%*	*19.1%*	*74.9%*	*41.1%*	*33.8%*	*90.0%*
D	479	465	194	79	355	169	186	382
%V	*16.7%*	*16.8%*	*16.2%*	*16.0%*	*16.5%*	*15.6%*	*17.4%*	*15.6%*
%H		*97.1%*	*40.5%*	*16.5%*	*74.1%*	*35.3%*	*38.8%*	*79.7%*
E	318	304	91	52	238	80	159	188
%V	*11.1%*	*11.0%*	*7.6%*	*10.5%*	*11.1%*	*7.4%*	*14.9%*	*7.7%*
%H		*95.6%*	*28.6%*	*16.4%*	*74.8%*	*25.2%*	*50.0%*	*59.1%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2861	2775	1199	494	2149	1082	1067	2456
%H		*97.0%*	*41.9%*	*17.3%*	*75.1%*	*37.8%*	*37.3%*	*85.8%*
Working full time	1050	1026	504	218	760	465	295	1018
%V	*36.7%*	*37.0%*	*42.0%*	*44.1%*	*35.4%*	*43.0%*	*27.6%*	*41.4%*
%H		*97.7%*	*48.0%*	*20.8%*	*72.4%*	*44.3%*	*28.1%*	*97.0%*
Working part time	400	390	179	77	303	170	133	381
%V	*14.0%*	*14.1%*	*14.9%*	*15.6%*	*14.1%*	*15.7%*	*12.5%*	*15.5%*
%H		*97.5%*	*44.8%*	*19.3%*	*75.8%*	*42.5%*	*33.3%*	*95.3%*
Not working	1411	1359	515	199	1086	446	640	1058
%V	*49.3%*	*49.0%*	*43.0%*	*40.3%*	*50.5%*	*41.2%*	*60.0%*	*43.1%*
%H		*96.3%*	*36.5%*	*14.1%*	*77.0%*	*31.6%*	*45.4%*	*75.0%*
Housewife/Houseperson	2344	2277	947	400	1765	848	917	1961
%V	*81.9%*	*82.1%*	*79.0%*	*81.0%*	*82.1%*	*78.4%*	*85.9%*	*79.8%*
%H		*97.1%*	*40.4%*	*17.1%*	*75.3%*	*36.2%*	*39.1%*	*83.7%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire

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ITV Yorkshire

Household level data

Table 4.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2741	2613	1133	340	2088	944	1144	2255
%H (All HH)		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*
%H (TV HH)			*43.4%*	*13.0%*	*79.9%*	*36.1%*	*43.8%*	
AB	594	579	287	76	431	207	224	566
%V	*21.7%*	*22.2%*	*25.3%*	*22.4%*	*20.6%*	*21.9%*	*19.6%*	*25.1%*
%H (All HH)		*97.5%*	*48.3%*	*12.8%*	*72.6%*	*34.8%*	*37.7%*	*95.3%*
%H (TV HH)			*49.6%*	*13.1%*	*74.4%*	*35.8%*	*38.7%*	
C1	750	699	315	95	572	278	294	670
%V	*27.4%*	*26.8%*	*27.8%*	*27.9%*	*27.4%*	*29.4%*	*25.7%*	*29.7%*
%H (All HH)		*93.2%*	*42.0%*	*12.7%*	*76.3%*	*37.1%*	*39.2%*	*89.3%*
%H (TV HH)			*45.1%*	*13.6%*	*81.8%*	*39.8%*	*42.1%*	
C2	597	582	262	71	472	227	245	499
%V	*21.8%*	*22.3%*	*23.1%*	*20.9%*	*22.6%*	*24.0%*	*21.4%*	*22.1%*
%H (All HH)		*97.5%*	*43.9%*	*11.9%*	*79.1%*	*38.0%*	*41.0%*	*83.6%*
%H (TV HH)			*45.0%*	*12.2%*	*81.1%*	*39.0%*	*42.1%*	
D	486	455	165	70	360	145	215	356
%V	*17.7%*	*17.4%*	*14.6%*	*20.6%*	*17.2%*	*15.4%*	*18.8%*	*15.8%*
%H (All HH)		*93.6%*	*34.0%*	*14.4%*	*74.1%*	*29.8%*	*44.2%*	*73.3%*
%H (TV HH)			*36.3%*	*15.4%*	*79.1%*	*31.9%*	*47.3%*	
E	315	297	104	28	252	86	167	165
%V	*11.5%*	*11.4%*	*9.2%*	*8.2%*	*12.1%*	*9.1%*	*14.6%*	*7.3%*
%H (All HH)		*94.3%*	*33.0%*	*8.9%*	*80.0%*	*27.3%*	*53.0%*	*52.4%*
%H (TV HH)			*35.0%*	*9.4%*	*84.8%*	*29.0%*	*56.2%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire

Household level data

Table 4.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2741	2613	1133	340	2088	944	1144	2255
%H (All HH)		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*
%H (TV HH)			*43.4%*	*13.0%*	*79.9%*	*36.1%*	*43.8%*	
Under 25	138	114	40	14	82	30	52	119
%V	*5.0%*	*4.4%*	*3.5%*	*4.1%*	*3.9%*	*3.2%*	*4.5%*	*5.3%*
%H (All HH)		*82.6%*	*29.0%*	*10.1%*	*59.4%*	*21.7%*	*37.7%*	*86.2%*
%H (TV HH)			*35.1%*	*12.3%*	*71.9%*	*26.3%*	*45.6%*	
25 - 34	413	374	187	57	268	143	126	391
%V	*15.1%*	*14.3%*	*16.5%*	*16.8%*	*12.8%*	*15.1%*	*11.0%*	*17.3%*
%H (All HH)		*90.6%*	*45.3%*	*13.8%*	*64.9%*	*34.6%*	*30.5%*	*94.7%*
%H (TV HH)			*50.0%*	*15.2%*	*71.7%*	*38.2%*	*33.7%*	
35 - 44	438	417	233	70	292	177	115	425
%V	*16.0%*	*16.0%*	*20.6%*	*20.6%*	*14.0%*	*18.8%*	*10.1%*	*18.8%*
%H (All HH)		*95.2%*	*53.2%*	*16.0%*	*66.7%*	*40.4%*	*26.3%*	*97.0%*
%H (TV HH)			*55.9%*	*16.8%*	*70.0%*	*42.4%*	*27.6%*	
45 - 54	546	530	256	84	422	223	199	511
%V	*19.9%*	*20.3%*	*22.6%*	*24.7%*	*20.2%*	*23.6%*	*17.4%*	*22.7%*
%H (All HH)		*97.1%*	*46.9%*	*15.4%*	*77.3%*	*40.8%*	*36.4%*	*93.6%*
%H (TV HH)			*48.3%*	*15.8%*	*79.6%*	*42.1%*	*37.5%*	
55 - 64	443	431	189	53	350	159	191	382
%V	*16.2%*	*16.5%*	*16.7%*	*15.6%*	*16.8%*	*16.8%*	*16.7%*	*16.9%*
%H (All HH)		*97.3%*	*42.7%*	*12.0%*	*79.0%*	*35.9%*	*43.1%*	*86.2%*
%H (TV HH)			*43.9%*	*12.3%*	*81.2%*	*36.9%*	*44.3%*	
65 +	764	746	229	62	674	212	461	428
%V	*27.9%*	*28.5%*	*20.2%*	*18.2%*	*32.3%*	*22.5%*	*40.3%*	*19.0%*
%H (All HH)		*97.6%*	*30.0%*	*8.1%*	*88.2%*	*27.7%*	*60.3%*	*56.0%*
%H (TV HH)			*30.7%*	*8.3%*	*90.3%*	*28.4%*	*61.8%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire

Household level data

Table 4.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2741	2613	1133	340	2088	944	1144	2255
%H (All HH)		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*
%H (TV HH)			*43.4%*	*13.0%*	*79.9%*	*36.1%*	*43.8%*	
1	846	787	207	81	671	184	487	508
%V	*30.9%*	*30.1%*	*18.3%*	*23.8%*	*32.1%*	*19.5%*	*42.6%*	*22.5%*
%H (All HH)		*93.0%*	*24.5%*	*9.6%*	*79.3%*	*21.7%*	*57.6%*	*60.0%*
%H (TV HH)			*26.3%*	*10.3%*	*85.3%*	*23.4%*	*61.9%*	
2	982	947	419	124	768	359	409	862
%V	*35.8%*	*36.2%*	*37.0%*	*36.5%*	*36.8%*	*38.0%*	*35.8%*	*38.2%*
%H (All HH)		*96.4%*	*42.7%*	*12.6%*	*78.2%*	*36.6%*	*41.6%*	*87.8%*
%H (TV HH)			*44.2%*	*13.1%*	*81.1%*	*37.9%*	*43.2%*	
3	406	393	217	62	295	178	117	392
%V	*14.8%*	*15.0%*	*19.2%*	*18.2%*	*14.1%*	*18.9%*	*10.2%*	*17.4%*
%H (All HH)		*96.8%*	*53.4%*	*15.3%*	*72.7%*	*43.8%*	*28.8%*	*96.6%*
%H (TV HH)			*55.2%*	*15.8%*	*75.1%*	*45.3%*	*29.8%*	
4	345	335	207	44	246	157	89	338
%V	*12.6%*	*12.8%*	*18.3%*	*12.9%*	*11.8%*	*16.6%*	*7.8%*	*15.0%*
%H (All HH)		*97.1%*	*60.0%*	*12.8%*	*71.3%*	*45.5%*	*25.8%*	*98.0%*
%H (TV HH)			*61.8%*	*13.1%*	*73.4%*	*46.9%*	*26.6%*	
5+	162	151	83	29	107	66	41	155
%V	*5.9%*	*5.8%*	*7.3%*	*8.5%*	*5.1%*	*7.0%*	*3.6%*	*6.9%*
%H (All HH)		*93.2%*	*51.2%*	*17.9%*	*66.0%*	*40.7%*	*25.3%*	*95.7%*
%H (TV HH)			*55.0%*	*19.2%*	*70.9%*	*43.7%*	*27.2%*	
Average HH size	2.30	2.31	2.64	2.50	2.24	2.57	1.96	2.49

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Yorkshire

Household level data

Table 4.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2741	2613	1133	340	2088	944	1144	2255
%H (All HH)		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*
%H (TV HH)			*43.4%*	*13.0%*	*79.9%*	*36.1%*	*43.8%*	
Without	2055	1948	747	237	1607	649	958	1592
%V	*75.0%*	*74.6%*	*65.9%*	*69.7%*	*77.0%*	*68.8%*	*83.7%*	*70.6%*
%H (All HH)		*94.8%*	*36.4%*	*11.5%*	*78.2%*	*31.6%*	*46.6%*	*77.5%*
%H (TV HH)			*38.3%*	*12.2%*	*82.5%*	*33.3%*	*49.2%*	
With	686	665	386	103	480	295	185	663
%V	*25.0%*	*25.4%*	*34.1%*	*30.3%*	*23.0%*	*31.3%*	*16.2%*	*29.4%*
%H (All HH)		*96.9%*	*56.3%*	*15.0%*	*70.0%*	*43.0%*	*27.0%*	*96.6%*
%H (TV HH)			*58.0%*	*15.5%*	*72.2%*	*44.4%*	*27.8%*	
0 - 3	247	236	133	31	165	92	73	234
%V	*9.0%*	*9.0%*	*11.7%*	*9.1%*	*7.9%*	*9.7%*	*6.4%*	*10.4%*
%H (All HH)		*95.5%*	*53.8%*	*12.6%*	*66.8%*	*37.2%*	*29.6%*	*94.7%*
%H (TV HH)			*56.4%*	*13.1%*	*69.9%*	*39.0%*	*30.9%*	
4 - 9	344	332	197	51	237	143	94	332
%V	*12.6%*	*12.7%*	*17.4%*	*15.0%*	*11.4%*	*15.1%*	*8.2%*	*14.7%*
%H (All HH)		*96.5%*	*57.3%*	*14.8%*	*68.9%*	*41.6%*	*27.3%*	*96.5%*
%H (TV HH)			*59.3%*	*15.4%*	*71.4%*	*43.1%*	*28.3%*	
10 - 15	325	319	186	55	239	159	81	315
%V	*11.9%*	*12.2%*	*16.4%*	*16.2%*	*11.4%*	*16.8%*	*7.1%*	*14.0%*
%H (All HH)		*98.2%*	*57.2%*	*16.9%*	*73.5%*	*48.9%*	*24.9%*	*96.9%*
%H (TV HH)			*58.3%*	*17.2%*	*74.9%*	*49.8%*	*25.4%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2741	2613	1133	340	2088	944	1144	2255
%H (All HH)		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*
%H (TV HH)			*43.4%*	*13.0%*	*79.9%*	*36.1%*	*43.8%*	
1	1032	1032	336	122	781	225	556	746
%V	*37.7%*	*39.5%*	*29.7%*	*35.9%*	*37.4%*	*23.8%*	*48.6%*	*33.1%*
%H (All HH)		*100.0%*	*32.6%*	*11.8%*	*75.7%*	*21.8%*	*53.9%*	*72.3%*
%H (TV HH)			*32.6%*	*11.8%*	*75.7%*	*21.8%*	*53.9%*	
2	900	900	415	118	729	353	376	762
%V	*32.8%*	*34.4%*	*36.6%*	*34.7%*	*34.9%*	*37.4%*	*32.9%*	*33.8%*
%H (All HH)		*100.0%*	*46.1%*	*13.1%*	*81.0%*	*39.2%*	*41.8%*	*84.7%*
%H (TV HH)			*46.1%*	*13.1%*	*81.0%*	*39.2%*	*41.8%*	
3	388	388	198	60	323	185	138	364
%V	*14.2%*	*14.8%*	*17.5%*	*17.6%*	*15.5%*	*19.6%*	*12.1%*	*16.1%*
%H (All HH)		*100.0%*	*51.0%*	*15.5%*	*83.2%*	*47.7%*	*35.6%*	*93.8%*
%H (TV HH)			*51.0%*	*15.5%*	*83.2%*	*47.7%*	*35.6%*	
4	192	192	120	26	160	112	48	183
%V	*7.0%*	*7.3%*	*10.6%*	*7.6%*	*7.7%*	*11.9%*	*4.2%*	*8.1%*
%H (All HH)		*100.0%*	*62.5%*	*13.5%*	*83.3%*	*58.3%*	*25.0%*	*95.3%*
%H (TV HH)			*62.5%*	*13.5%*	*83.3%*	*58.3%*	*25.0%*	
5+	102	102	64	15	95	70	25	102
%V	*3.7%*	*3.9%*	*5.6%*	*4.4%*	*4.5%*	*7.4%*	*2.2%*	*4.5%*
%H (All HH)		*100.0%*	*62.7%*	*14.7%*	*93.1%*	*68.6%*	*24.5%*	*100.0%*
%H (TV HH)			*62.7%*	*14.7%*	*93.1%*	*68.6%*	*24.5%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

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ITV Yorkshire

Household level data

Table 4.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2741	2613	1133	340	2088	944	1144	2255
%H (All HH)		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*
%H (TV HH)			*43.4%*	*13.0%*	*79.9%*	*36.1%*	*43.8%*	
Under 20"	491	491	212	78	419	211	208	428
%V	*17.9%*	*18.8%*	*18.7%*	*22.9%*	*20.1%*	*22.4%*	*18.2%*	*19.0%*
%H (All HH)		*100.0%*	*43.2%*	*15.9%*	*85.3%*	*43.0%*	*42.4%*	*87.2%*
%H (TV HH)			*43.2%*	*15.9%*	*85.3%*	*43.0%*	*42.4%*	
20" - 29"	870	870	383	97	758	359	399	725
%V	*31.7%*	*33.3%*	*33.8%*	*28.5%*	*36.3%*	*38.0%*	*34.9%*	*32.2%*
%H (All HH)		*100.0%*	*44.0%*	*11.1%*	*87.1%*	*41.3%*	*45.9%*	*83.3%*
%H (TV HH)			*44.0%*	*11.1%*	*87.1%*	*41.3%*	*45.9%*	
30" - 39"	1276	1276	585	156	1016	479	537	1069
%V	*46.6%*	*48.8%*	*51.6%*	*45.9%*	*48.7%*	*50.7%*	*46.9%*	*47.4%*
%H (All HH)		*100.0%*	*45.8%*	*12.2%*	*79.6%*	*37.5%*	*42.1%*	*83.8%*
%H (TV HH)			*45.8%*	*12.2%*	*79.6%*	*37.5%*	*42.1%*	
40" and over	1425	1425	728	221	1101	613	488	1291
%V	*52.0%*	*54.5%*	*64.3%*	*65.0%*	*52.7%*	*64.9%*	*42.7%*	*57.3%*
%H (All HH)		*100.0%*	*51.1%*	*15.5%*	*77.3%*	*43.0%*	*34.2%*	*90.6%*
%H (TV HH)			*51.1%*	*15.5%*	*77.3%*	*43.0%*	*34.2%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

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ITV Yorkshire

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2741	2613	1133	340	2088	944	1144	2255
%H (All HH)		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*
%H (TV HH)			*43.4%*	*13.0%*	*79.9%*	*36.1%*	*43.8%*	
Main living room	2582	2582	1121	335	2067	933	1134	2130
%V	*94.2%*	*98.8%*	*98.9%*	*98.5%*	*99.0%*	*98.8%*	*99.1%*	*94.5%*
%H (All HH)		*100.0%*	*43.4%*	*13.0%*	*80.1%*	*36.1%*	*43.9%*	*82.5%*
%H (TV HH)			*43.4%*	*13.0%*	*80.1%*	*36.1%*	*43.9%*	
Kitchen	315	315	168	38	280	165	115	279
%V	*11.5%*	*12.1%*	*14.8%*	*11.2%*	*13.4%*	*17.5%*	*10.1%*	*12.4%*
%H (All HH)		*100.0%*	*53.3%*	*12.1%*	*88.9%*	*52.4%*	*36.5%*	*88.6%*
%H (TV HH)			*53.3%*	*12.1%*	*88.9%*	*52.4%*	*36.5%*	
Adult's bedroom	1156	1156	585	170	961	542	419	1037
%V	*42.2%*	*44.2%*	*51.6%*	*50.0%*	*46.0%*	*57.4%*	*36.6%*	*46.0%*
%H (All HH)		*100.0%*	*50.6%*	*14.7%*	*83.1%*	*46.9%*	*36.2%*	*89.7%*
%H (TV HH)			*50.6%*	*14.7%*	*83.1%*	*46.9%*	*36.2%*	
Child's bedroom	278	278	166	41	219	143	76	273
%V	*10.1%*	*10.6%*	*14.7%*	*12.1%*	*10.5%*	*15.1%*	*6.6%*	*12.1%*
%H (All HH)		*100.0%*	*59.7%*	*14.7%*	*78.8%*	*51.4%*	*27.3%*	*98.2%*
%H (TV HH)			*59.7%*	*14.7%*	*78.8%*	*51.4%*	*27.3%*	
Other bedroom	170	170	92	28	149	95	54	163
%V	*6.2%*	*6.5%*	*8.1%*	*8.2%*	*7.1%*	*10.1%*	*4.7%*	*7.2%*
%H (All HH)		*100.0%*	*54.1%*	*16.5%*	*87.6%*	*55.9%*	*31.8%*	*95.9%*
%H (TV HH)			*54.1%*	*16.5%*	*87.6%*	*55.9%*	*31.8%*	
Second living/dining room	268	268	135	33	232	130	102	242
%V	*9.8%*	*10.3%*	*11.9%*	*9.7%*	*11.1%*	*13.8%*	*8.9%*	*10.7%*
%H (All HH)		*100.0%*	*50.4%*	*12.3%*	*86.6%*	*48.5%*	*38.1%*	*90.3%*
%H (TV HH)			*50.4%*	*12.3%*	*86.6%*	*48.5%*	*38.1%*	
Study/office	30	30	22	4	25	19	6	30
%V	*1.1%*	*1.1%*	*1.9%*	*1.2%*	*1.2%*	*2.0%*	*0.5%*	*1.3%*
%H (All HH)		*100.0%*	*73.3%*	*13.3%*	*83.3%*	*63.3%*	*20.0%*	*100.0%*
%H (TV HH)			*73.3%*	*13.3%*	*83.3%*	*63.3%*	*20.0%*	
TV room	9	9	9	2	8	8	0	9
%V	*0.3%*	*0.3%*	*0.8%*	*0.6%*	*0.4%*	*0.8%*	*0.0%*	*0.4%*
%H (All HH)		*100.0%*	*100.0%*	*22.2%*	*88.9%*	*88.9%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*22.2%*	*88.9%*	*88.9%*	*0.0%*	
Conservatory	94	94	53	8	77	44	33	82
%V	*3.4%*	*3.6%*	*4.7%*	*2.4%*	*3.7%*	*4.7%*	*2.9%*	*3.6%*
%H (All HH)		*100.0%*	*56.4%*	*8.5%*	*81.9%*	*46.8%*	*35.1%*	*87.2%*
%H (TV HH)			*56.4%*	*8.5%*	*81.9%*	*46.8%*	*35.1%*	
Attic or loft room	5	5	1	3	5	3	2	5
%V	*0.2%*	*0.2%*	*0.1%*	*0.9%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*20.0%*	*60.0%*	*100.0%*	*60.0%*	*40.0%*	*100.0%*
%H (TV HH)			*20.0%*	*60.0%*	*100.0%*	*60.0%*	*40.0%*	
No specific location	4	4	3	1	4	3	1	3
%V	*0.1%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*75.0%*	*25.0%*	*100.0%*	*75.0%*	*25.0%*	*75.0%*
%H (TV HH)			*75.0%*	*25.0%*	*100.0%*	*75.0%*	*25.0%*	
Other	26	26	12	3	23	12	10	25
%V	*0.9%*	*1.0%*	*1.1%*	*0.9%*	*1.1%*	*1.3%*	*0.9%*	*1.1%*
%H (All HH)		*100.0%*	*46.2%*	*11.5%*	*88.5%*	*46.2%*	*38.5%*	*96.2%*
%H (TV HH)			*46.2%*	*11.5%*	*88.5%*	*46.2%*	*38.5%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire

Household level data

Table 4.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2741	2613	1133	340	2088	944	1144	2255
%H (All HH)		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*
%H (TV HH)			*43.4%*	*13.0%*	*79.9%*	*36.1%*	*43.8%*	
Any DSAT provider	1133	1133	1133	40	765	765	0	1038
%V	*41.3%*	*43.4%*	*100.0%*	*11.8%*	*36.6%*	*81.0%*	*0.0%*	*46.0%*
%H (All HH)			*100.0%*	*3.5%*	*67.5%*	*67.5%*	*0.0%*	*91.6%*
%H (TV HH)			*100.0%*	*3.5%*	*67.5%*	*67.5%*	*0.0%*	
Sky with subcription	915	915	915	26	619	619	0	847
%V	*33.4%*	*35.0%*	*80.8%*	*7.6%*	*29.6%*	*65.6%*	*0.0%*	*37.6%*
%H (All HH)			*100.0%*	*2.8%*	*67.7%*	*67.7%*	*0.0%*	*92.6%*
%H (TV HH)			*100.0%*	*2.8%*	*67.7%*	*67.7%*	*0.0%*	
Sky without subscription	74	74	74	3	43	43	0	66
%V	*2.7%*	*2.8%*	*6.5%*	*0.9%*	*2.1%*	*4.6%*	*0.0%*	*2.9%*
%H (All HH)			*100.0%*	*4.1%*	*58.1%*	*58.1%*	*0.0%*	*89.2%*
%H (TV HH)			*100.0%*	*4.1%*	*58.1%*	*58.1%*	*0.0%*	
Freesat	155	155	155	10	121	121	0	139
%V	*5.7%*	*5.9%*	*13.7%*	*2.9%*	*5.8%*	*12.8%*	*0.0%*	*6.2%*
%H (All HH)			*100.0%*	*6.5%*	*78.1%*	*78.1%*	*0.0%*	*89.7%*
%H (TV HH)			*100.0%*	*6.5%*	*78.1%*	*78.1%*	*0.0%*	
Other satellite provider	53	53	53	6	30	30	0	49
%V	*1.9%*	*2.0%*	*4.7%*	*1.8%*	*1.4%*	*3.2%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*11.3%*	*56.6%*	*56.6%*	*0.0%*	*92.5%*
%H (TV HH)			*100.0%*	*11.3%*	*56.6%*	*56.6%*	*0.0%*	
DCAB	340	340	40	340	203	203	0	319
%V	*12.4%*	*13.0%*	*3.5%*	*100.0%*	*9.7%*	*21.5%*	*0.0%*	*14.1%*
%H (All HH)			*11.8%*	*100.0%*	*59.7%*	*59.7%*	*0.0%*	*93.8%*
%H (TV HH)			*11.8%*	*100.0%*	*59.7%*	*59.7%*	*0.0%*	
DTT	2088	2088	765	203	2088	944	1144	1673
%V	*76.2%*	*79.9%*	*67.5%*	*59.7%*	*100.0%*	*100.0%*	*100.0%*	*74.2%*
%H (All HH)		*100.0%*	*36.6%*	*9.7%*	*100.0%*	*45.2%*	*54.8%*	*80.1%*
%H (TV HH)			*36.6%*	*9.7%*	*100.0%*	*45.2%*	*54.8%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL

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ITV Yorkshire

Household level data

Table 4.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2741	2613	1133	340	2088	944	1144	2255
%H (All HH)		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*
%H (TV HH)			*43.4%*	*13.0%*	*79.9%*	*36.1%*	*43.8%*	
PVR	1557	1557	957	268	1160	792	368	1439
%V	*56.8%*	*59.6%*	*84.5%*	*78.8%*	*55.6%*	*83.9%*	*32.2%*	*63.8%*
%H (All HH)		*100.0%*	*61.5%*	*17.2%*	*74.5%*	*50.9%*	*23.6%*	*92.4%*
%H (TV HH)			*61.5%*	*17.2%*	*74.5%*	*50.9%*	*23.6%*	
DVDR	93	93	43	8	83	41	42	81
%V	*3.4%*	*3.6%*	*3.8%*	*2.4%*	*4.0%*	*4.3%*	*3.7%*	*3.6%*
%H (All HH)		*100.0%*	*46.2%*	*8.6%*	*89.2%*	*44.1%*	*45.2%*	*87.1%*
%H (TV HH)			*46.2%*	*8.6%*	*89.2%*	*44.1%*	*45.2%*	
VCR	112	112	42	10	92	31	61	82
%V	*4.1%*	*4.3%*	*3.7%*	*2.9%*	*4.4%*	*3.3%*	*5.3%*	*3.6%*
%H (All HH)		*100.0%*	*37.5%*	*8.9%*	*82.1%*	*27.7%*	*54.5%*	*73.2%*
%H (TV HH)			*37.5%*	*8.9%*	*82.1%*	*27.7%*	*54.5%*	
Any recorder	1635	1635	971	271	1229	801	428	1488
%V	*59.6%*	*62.6%*	*85.7%*	*79.7%*	*58.9%*	*84.9%*	*37.4%*	*66.0%*
%H (All HH)		*100.0%*	*59.4%*	*16.6%*	*75.2%*	*49.0%*	*26.2%*	*91.0%*
%H (TV HH)			*59.4%*	*16.6%*	*75.2%*	*49.0%*	*26.2%*	
Receives HDTV (via STB or built-in reception)	1511	1511	829	265	1154	704	450	1377
%V	*55.1%*	*57.8%*	*73.2%*	*77.9%*	*55.3%*	*74.6%*	*39.3%*	*61.1%*
%H (All HH)		*100.0%*	*54.9%*	*17.5%*	*76.4%*	*46.6%*	*29.8%*	*91.1%*
%H (TV HH)			*54.9%*	*17.5%*	*76.4%*	*46.6%*	*29.8%*	
DVD/Blu-ray player or recorder	1846	1846	851	247	1491	727	764	1597
%V	*67.3%*	*70.6%*	*75.1%*	*72.6%*	*71.4%*	*77.0%*	*66.8%*	*70.8%*
%H (All HH)		*100.0%*	*46.1%*	*13.4%*	*80.8%*	*39.4%*	*41.4%*	*86.5%*
%H (TV HH)			*46.1%*	*13.4%*	*80.8%*	*39.4%*	*41.4%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire

Household level data

Table 4.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2741	2613	1133	340	2088	944	1144	2255
%H (All HH)		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*
%H (TV HH)			*43.4%*	*13.0%*	*79.9%*	*36.1%*	*43.8%*	
Has broadband internet	2255	2156	1038	319	1673	866	807	2255
%V	*82.3%*	*82.5%*	*91.6%*	*93.8%*	*80.1%*	*91.7%*	*70.5%*	*100.0%*
%H (All HH)		*95.6%*	*46.0%*	*14.1%*	*74.2%*	*38.4%*	*35.8%*	*100.0%*
%H (TV HH)			*48.1%*	*14.8%*	*77.6%*	*40.2%*	*37.4%*	
Number of computers (PCs and laptops)								
0	533	502	119	26	442	91	352	84
%V	*19.4%*	*19.2%*	*10.5%*	*7.6%*	*21.2%*	*9.6%*	*30.8%*	*3.7%*
%H (All HH)		*94.2%*	*22.3%*	*4.9%*	*82.9%*	*17.1%*	*66.0%*	*15.8%*
%H (TV HH)			*23.7%*	*5.2%*	*88.0%*	*18.1%*	*70.1%*	
1	728	684	265	105	539	226	313	697
%V	*26.6%*	*26.2%*	*23.4%*	*30.9%*	*25.8%*	*23.9%*	*27.4%*	*30.9%*
%H (All HH)		*94.0%*	*36.4%*	*14.4%*	*74.0%*	*31.0%*	*43.0%*	*95.7%*
%H (TV HH)			*38.7%*	*15.4%*	*78.8%*	*33.0%*	*45.8%*	
2	646	613	291	83	499	256	243	643
%V	*23.6%*	*23.5%*	*25.7%*	*24.4%*	*23.9%*	*27.1%*	*21.2%*	*28.5%*
%H (All HH)		*94.9%*	*45.0%*	*12.8%*	*77.2%*	*39.6%*	*37.6%*	*99.5%*
%H (TV HH)			*47.5%*	*13.5%*	*81.4%*	*41.8%*	*39.6%*	
3	382	372	215	53	283	174	109	381
%V	*13.9%*	*14.2%*	*19.0%*	*15.6%*	*13.6%*	*18.4%*	*9.5%*	*16.9%*
%H (All HH)		*97.4%*	*56.3%*	*13.9%*	*74.1%*	*45.5%*	*28.5%*	*99.7%*
%H (TV HH)			*57.8%*	*14.2%*	*76.1%*	*46.8%*	*29.3%*	
4	229	223	120	37	165	97	67	229
%V	*8.4%*	*8.5%*	*10.6%*	*10.9%*	*7.9%*	*10.3%*	*5.9%*	*10.2%*
%H (All HH)		*97.4%*	*52.4%*	*16.2%*	*72.1%*	*42.4%*	*29.3%*	*100.0%*
%H (TV HH)			*53.8%*	*16.6%*	*74.0%*	*43.5%*	*30.0%*	
5+	224	220	124	36	160	100	60	221
%V	*8.2%*	*8.4%*	*10.9%*	*10.6%*	*7.7%*	*10.6%*	*5.2%*	*9.8%*
%H (All HH)		*98.2%*	*55.4%*	*16.1%*	*71.4%*	*44.6%*	*26.8%*	*98.7%*
%H (TV HH)			*56.4%*	*16.4%*	*72.7%*	*45.5%*	*27.3%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

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ITV Yorkshire

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5313	2588	721	4365	2311	2053	4647
%H		*48.7%*	*13.6%*	*82.2%*	*43.5%*	*38.6%*	*87.5%*
Under 20"	621	283	103	532	284	247	552
%V	*11.7%*	*10.9%*	*14.3%*	*12.2%*	*12.3%*	*12.0%*	*11.9%*
%H		*45.6%*	*16.6%*	*85.7%*	*45.7%*	*39.8%*	*88.9%*
20" - 29"	1153	524	125	1021	505	516	982
%V	*21.7%*	*20.2%*	*17.3%*	*23.4%*	*21.9%*	*25.1%*	*21.1%*
%H		*45.4%*	*10.8%*	*88.6%*	*43.8%*	*44.8%*	*85.2%*
30" - 39"	1576	755	194	1265	630	635	1345
%V	*29.7%*	*29.2%*	*26.9%*	*29.0%*	*27.3%*	*30.9%*	*28.9%*
%H		*47.9%*	*12.3%*	*80.3%*	*40.0%*	*40.3%*	*85.3%*
40" and over	1747	935	274	1352	795	556	1606
%V	*32.9%*	*36.1%*	*38.0%*	*31.0%*	*34.4%*	*27.1%*	*34.6%*
%H		*53.5%*	*15.7%*	*77.4%*	*45.5%*	*31.8%*	*91.9%*
Don't know	216	92	25	195	97	99	162
%V	*4.1%*	*3.6%*	*3.5%*	*4.5%*	*4.2%*	*4.8%*	*3.5%*
%H		*42.6%*	*11.6%*	*90.3%*	*44.9%*	*45.8%*	*75.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5313	2588	721	4365	2311	2053	4647
%H		*48.7%*	*13.6%*	*82.2%*	*43.5%*	*38.6%*	*87.5%*
Main living room	2600	1133	338	2080	943	1138	2148
%V	*48.9%*	*43.8%*	*46.9%*	*47.7%*	*40.8%*	*55.4%*	*46.2%*
%H		*43.6%*	*13.0%*	*80.0%*	*36.3%*	*43.8%*	*82.6%*
Kitchen	317	169	38	282	167	115	282
%V	*6.0%*	*6.5%*	*5.3%*	*6.5%*	*7.2%*	*5.6%*	*6.1%*
%H		*53.3%*	*12.0%*	*89.0%*	*52.7%*	*36.3%*	*89.0%*
Adult's bedroom	1378	716	203	1145	666	478	1253
%V	*25.9%*	*27.7%*	*28.2%*	*26.2%*	*28.8%*	*23.3%*	*27.0%*
%H		*52.0%*	*14.7%*	*83.1%*	*48.3%*	*34.7%*	*90.9%*
Child's bedroom	360	217	53	286	187	99	353
%V	*6.8%*	*8.4%*	*7.4%*	*6.6%*	*8.1%*	*4.8%*	*7.6%*
%H		*60.3%*	*14.7%*	*79.4%*	*51.9%*	*27.5%*	*98.1%*
Other bedroom	212	111	35	188	120	68	205
%V	*4.0%*	*4.3%*	*4.9%*	*4.3%*	*5.2%*	*3.3%*	*4.4%*
%H		*52.4%*	*16.5%*	*88.7%*	*56.6%*	*32.1%*	*96.7%*
Second living/dining room	272	136	35	235	132	103	246
%V	*5.1%*	*5.3%*	*4.9%*	*5.4%*	*5.7%*	*5.0%*	*5.3%*
%H		*50.0%*	*12.9%*	*86.4%*	*48.5%*	*37.9%*	*90.4%*
Study/office	33	25	4	28	22	6	33
%V	*0.6%*	*1.0%*	*0.6%*	*0.6%*	*1.0%*	*0.3%*	*0.7%*
%H		*75.8%*	*12.1%*	*84.8%*	*66.7%*	*18.2%*	*100.0%*
TV room	9	9	2	8	8	0	9
%V	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*
%H		*100.0%*	*22.2%*	*88.9%*	*88.9%*	*0.0%*	*100.0%*
Conservatory	95	54	8	78	45	33	83
%V	*1.8%*	*2.1%*	*1.1%*	*1.8%*	*1.9%*	*1.6%*	*1.8%*
%H		*56.8%*	*8.4%*	*82.1%*	*47.4%*	*34.7%*	*87.4%*
Attic or loft room	5	1	3	5	3	2	5
%V	*0.1%*	*0.0%*	*0.4%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*20.0%*	*60.0%*	*100.0%*	*60.0%*	*40.0%*	*100.0%*
No specific location	5	4	1	5	4	1	4
%V	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*80.0%*	*20.0%*	*100.0%*	*80.0%*	*20.0%*	*80.0%*
Other	27	14	3	24	14	10	26
%V	*0.5%*	*0.5%*	*0.4%*	*0.5%*	*0.6%*	*0.5%*	*0.6%*
%H		*51.9%*	*11.1%*	*88.9%*	*51.9%*	*37.0%*	*96.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5313	2588	721	4365	2311	2053	4647
%H		*48.7%*	*13.6%*	*82.2%*	*43.5%*	*38.6%*	*87.5%*
PVR	2014	1327	335	1466	1065	401	1888
%V	*37.9%*	*51.3%*	*46.5%*	*33.6%*	*46.1%*	*19.5%*	*40.6%*
%H		*65.9%*	*16.6%*	*72.8%*	*52.9%*	*19.9%*	*93.7%*
DVDR	99	44	9	87	42	45	85
%V	*1.9%*	*1.7%*	*1.2%*	*2.0%*	*1.8%*	*2.2%*	*1.8%*
%H		*44.4%*	*9.1%*	*87.9%*	*42.4%*	*45.5%*	*85.9%*
VCR	116	43	10	96	32	63	85
%V	*2.2%*	*1.7%*	*1.4%*	*2.2%*	*1.4%*	*3.1%*	*1.8%*
%H		*37.1%*	*8.6%*	*82.8%*	*27.6%*	*54.3%*	*73.3%*
Any recorder	2115	1351	341	1559	1087	472	1957
%V	*39.8%*	*52.2%*	*47.3%*	*35.7%*	*47.0%*	*23.0%*	*42.1%*
%H		*63.9%*	*16.1%*	*73.7%*	*51.4%*	*22.3%*	*92.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5313	2588	721	4365	2311	2053	4647
%H		*48.7%*	*13.6%*	*82.2%*	*43.5%*	*38.6%*	*87.5%*
Receives HDTV (via STB or built-in reception)	2180	1236	379	1692	1079	613	2023
%V	*41.0%*	*47.8%*	*52.6%*	*38.8%*	*46.7%*	*29.9%*	*43.5%*
%H		*56.7%*	*17.4%*	*77.6%*	*49.5%*	*28.1%*	*92.8%*
DVD/Blu-ray player or recorder	2666	1293	371	2190	1162	1028	2369
%V	*50.2%*	*50.0%*	*51.5%*	*50.2%*	*50.3%*	*50.1%*	*51.0%*
%H		*48.5%*	*13.9%*	*82.1%*	*43.6%*	*38.6%*	*88.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Yorkshire

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2609	1133	339	2088	944	1144	2153
%H		*43.4%*	*13.0%*	*80.0%*	*36.2%*	*43.8%*	*82.5%*
Under 20"	31	5	5	26	6	20	22
%V	*1.2%*	*0.4%*	*1.5%*	*1.2%*	*0.6%*	*1.7%*	*1.0%*
%H		*16.1%*	*16.1%*	*83.9%*	*19.4%*	*64.5%*	*71.0%*
20" - 29"	235	52	18	209	45	164	155
%V	*9.0%*	*4.6%*	*5.3%*	*10.0%*	*4.8%*	*14.3%*	*7.2%*
%H		*22.1%*	*7.7%*	*88.9%*	*19.1%*	*69.8%*	*66.0%*
30" - 39"	844	326	91	679	256	423	652
%V	*32.3%*	*28.8%*	*26.8%*	*32.5%*	*27.1%*	*37.0%*	*30.3%*
%H		*38.6%*	*10.8%*	*80.5%*	*30.3%*	*50.1%*	*77.3%*
40" and over	1377	703	215	1062	591	472	1244
%V	*52.8%*	*62.0%*	*63.4%*	*50.9%*	*62.6%*	*41.3%*	*57.8%*
%H		*51.1%*	*15.6%*	*77.1%*	*42.9%*	*34.3%*	*90.3%*
Don't know	122	46	11	112	46	65	80
%V	*4.7%*	*4.1%*	*3.2%*	*5.4%*	*4.9%*	*5.7%*	*3.7%*
%H		*37.7%*	*9.0%*	*91.8%*	*37.7%*	*53.3%*	*65.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Yorkshire

Set level data

Table 4.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2609	1133	339	2088	944	1144	2153
%H		*43.4%*	*13.0%*	*80.0%*	*36.2%*	*43.8%*	*82.5%*
PVR	1521	943	264	1128	778	350	1404
%V	*58.3%*	*83.2%*	*77.9%*	*54.0%*	*82.4%*	*30.6%*	*65.2%*
%H		*62.0%*	*17.4%*	*74.2%*	*51.2%*	*23.0%*	*92.3%*
DVDR	83	38	6	73	34	39	70
%V	*3.2%*	*3.4%*	*1.8%*	*3.5%*	*3.6%*	*3.4%*	*3.3%*
%H		*45.8%*	*7.2%*	*88.0%*	*41.0%*	*47.0%*	*84.3%*
VCR	90	31	7	73	21	52	64
%V	*3.4%*	*2.7%*	*2.1%*	*3.5%*	*2.2%*	*4.5%*	*3.0%*
%H		*34.4%*	*7.8%*	*81.1%*	*23.3%*	*57.8%*	*71.1%*
Any recorder	1594	957	266	1194	788	406	1450
%V	*61.1%*	*84.5%*	*78.5%*	*57.2%*	*83.5%*	*35.5%*	*67.3%*
%H		*60.0%*	*16.7%*	*74.9%*	*49.4%*	*25.5%*	*91.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2609	1133	339	2088	944	1144	2153
%H		*43.4%*	*13.0%*	*80.0%*	*36.2%*	*43.8%*	*82.5%*
Receives HDTV (via STB or built-in reception)	1470	809	261	1121	688	432	1339
%V	*56.3%*	*71.4%*	*77.0%*	*53.7%*	*72.9%*	*37.8%*	*62.2%*
%H		*55.0%*	*17.8%*	*76.3%*	*46.8%*	*29.4%*	*91.1%*
DVD/Blu-ray player or recorder	1686	775	219	1359	653	705	1452
%V	*64.6%*	*68.4%*	*64.6%*	*65.1%*	*69.2%*	*61.6%*	*67.4%*
%H		*46.0%*	*13.0%*	*80.6%*	*38.7%*	*41.8%*	*86.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Yorkshire

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2705	1455	382	2277	1367	910	2494
%H		*53.8%*	*14.1%*	*84.2%*	*50.5%*	*33.6%*	*92.2%*
Under 20"	590	277	98	506	278	228	530
%V	*21.8%*	*19.0%*	*25.7%*	*22.2%*	*20.3%*	*25.1%*	*21.3%*
%H		*46.9%*	*16.6%*	*85.8%*	*47.1%*	*38.6%*	*89.8%*
20" - 29"	918	472	107	812	461	352	827
%V	*33.9%*	*32.4%*	*28.0%*	*35.7%*	*33.7%*	*38.7%*	*33.2%*
%H		*51.4%*	*11.7%*	*88.5%*	*50.2%*	*38.3%*	*90.1%*
30" - 39"	732	429	103	586	374	212	693
%V	*27.1%*	*29.5%*	*27.0%*	*25.7%*	*27.4%*	*23.3%*	*27.8%*
%H		*58.6%*	*14.1%*	*80.1%*	*51.1%*	*29.0%*	*94.7%*
40" and over	370	231	59	289	205	85	362
%V	*13.7%*	*15.9%*	*15.4%*	*12.7%*	*15.0%*	*9.3%*	*14.5%*
%H		*62.4%*	*15.9%*	*78.1%*	*55.4%*	*23.0%*	*97.8%*
Don't know	94	46	15	84	50	33	82
%V	*3.5%*	*3.2%*	*3.9%*	*3.7%*	*3.7%*	*3.6%*	*3.3%*
%H		*48.9%*	*16.0%*	*89.4%*	*53.2%*	*35.1%*	*87.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Yorkshire

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2705	1455	382	2277	1367	910	2494
%H		*53.8%*	*14.1%*	*84.2%*	*50.5%*	*33.6%*	*92.2%*
PVR	493	385	71	339	287	52	483
%V	*18.2%*	*26.5%*	*18.6%*	*14.9%*	*21.0%*	*5.7%*	*19.4%*
%H		*78.1%*	*14.4%*	*68.8%*	*58.2%*	*10.5%*	*98.0%*
DVDR	16	6	3	14	8	7	15
%V	*0.6%*	*0.4%*	*0.8%*	*0.6%*	*0.6%*	*0.8%*	*0.6%*
%H		*37.5%*	*18.8%*	*87.5%*	*50.0%*	*43.8%*	*93.8%*
VCR	25	12	3	22	11	11	21
%V	*0.9%*	*0.8%*	*0.8%*	*1.0%*	*0.8%*	*1.2%*	*0.8%*
%H		*48.0%*	*12.0%*	*88.0%*	*44.0%*	*44.0%*	*84.0%*
Any recorder	521	394	75	365	299	66	507
%V	*19.3%*	*27.1%*	*19.6%*	*16.0%*	*21.9%*	*7.3%*	*20.3%*
%H		*75.6%*	*14.4%*	*70.1%*	*57.4%*	*12.7%*	*97.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2705	1455	382	2277	1367	910	2494
%H		*53.8%*	*14.1%*	*84.2%*	*50.5%*	*33.6%*	*92.2%*
Receives HDTV (via STB or built-in reception)	709	427	118	571	391	181	684
%V	*26.2%*	*29.3%*	*30.9%*	*25.1%*	*28.6%*	*19.9%*	*27.4%*
%H		*60.2%*	*16.6%*	*80.5%*	*55.1%*	*25.5%*	*96.5%*
DVD/Blu-ray player or recorder	980	517	152	832	509	323	917
%V	*36.2%*	*35.5%*	*39.8%*	*36.5%*	*37.2%*	*35.5%*	*36.8%*
%H		*52.8%*	*15.5%*	*84.9%*	*51.9%*	*33.0%*	*93.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Yorkshire

Individual level data

Table 4.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	6308	6042	2990	852	4674	2428	2246	5622
%H		*95.8%*	*47.4%*	*13.5%*	*74.1%*	*38.5%*	*35.6%*	*89.1%*
Total Children	1190	1152	671	177	825	503	322	1143
%V	*18.9%*	*19.1%*	*22.4%*	*20.8%*	*17.7%*	*20.7%*	*14.3%*	*20.3%*
%H		*96.8%*	*56.4%*	*14.9%*	*69.3%*	*42.3%*	*27.1%*	*96.1%*
0 - 3	296	281	161	33	196	110	86	280
%V	*4.7%*	*4.7%*	*5.4%*	*3.9%*	*4.2%*	*4.5%*	*3.8%*	*5.0%*
%H		*94.9%*	*54.4%*	*11.1%*	*66.2%*	*37.2%*	*29.1%*	*94.6%*
4 - 15	894	872	510	144	629	393	236	863
%V	*14.2%*	*14.4%*	*17.1%*	*16.9%*	*13.5%*	*16.2%*	*10.5%*	*15.4%*
%H		*97.5%*	*57.0%*	*16.1%*	*70.4%*	*44.0%*	*26.4%*	*96.5%*
4 - 9	473	458	274	71	324	197	127	456
%V	*7.5%*	*7.6%*	*9.2%*	*8.3%*	*6.9%*	*8.1%*	*5.7%*	*8.1%*
%H		*96.8%*	*57.9%*	*15.0%*	*68.5%*	*41.6%*	*26.8%*	*96.4%*
10 - 15	421	414	236	73	305	196	109	407
%V	*6.7%*	*6.9%*	*7.9%*	*8.6%*	*6.5%*	*8.1%*	*4.9%*	*7.2%*
%H		*98.3%*	*56.1%*	*17.3%*	*72.4%*	*46.6%*	*25.9%*	*96.7%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Yorkshire

Individual level data

Table 4.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	6308	6042	2990	852	4674	2428	2246	5622
%H		*95.8%*	*47.4%*	*13.5%*	*74.1%*	*38.5%*	*35.6%*	*89.1%*
Total Adults (16+)	5119	4890	2318	675	3849	1925	1924	4479
%V	*81.2%*	*80.9%*	*77.5%*	*79.2%*	*82.3%*	*79.3%*	*85.7%*	*79.7%*
%H		*95.5%*	*45.3%*	*13.2%*	*75.2%*	*37.6%*	*37.6%*	*87.5%*
16 - 19	307	292	161	48	213	128	85	298
%V	*4.9%*	*4.8%*	*5.4%*	*5.6%*	*4.6%*	*5.3%*	*3.8%*	*5.3%*
%H		*95.1%*	*52.4%*	*15.6%*	*69.4%*	*41.7%*	*27.7%*	*97.1%*
20 - 24	419	373	170	52	284	140	144	392
%V	*6.6%*	*6.2%*	*5.7%*	*6.1%*	*6.1%*	*5.8%*	*6.4%*	*7.0%*
%H		*89.0%*	*40.6%*	*12.4%*	*67.8%*	*33.4%*	*34.4%*	*93.6%*
25 - 34	816	747	385	119	543	298	245	780
%V	*12.9%*	*12.4%*	*12.9%*	*14.0%*	*11.6%*	*12.3%*	*10.9%*	*13.9%*
%H		*91.5%*	*47.2%*	*14.6%*	*66.5%*	*36.5%*	*30.0%*	*95.6%*
35 - 44	772	737	417	122	523	323	200	751
%V	*12.2%*	*12.2%*	*13.9%*	*14.3%*	*11.2%*	*13.3%*	*8.9%*	*13.4%*
%H		*95.5%*	*54.0%*	*15.8%*	*67.7%*	*41.8%*	*25.9%*	*97.3%*
45 - 54	909	888	462	133	696	393	302	865
%V	*14.4%*	*14.7%*	*15.5%*	*15.6%*	*14.9%*	*16.2%*	*13.4%*	*15.4%*
%H		*97.7%*	*50.8%*	*14.6%*	*76.6%*	*43.2%*	*33.2%*	*95.2%*
55 - 64	758	743	342	100	595	287	309	679
%V	*12.0%*	*12.3%*	*11.4%*	*11.7%*	*12.7%*	*11.8%*	*13.8%*	*12.1%*
%H		*98.0%*	*45.1%*	*13.2%*	*78.5%*	*37.9%*	*40.8%*	*89.6%*
65+	1137	1110	380	101	994	355	639	714
%V	*18.0%*	*18.4%*	*12.7%*	*11.9%*	*21.3%*	*14.6%*	*28.5%*	*12.7%*
%H		*97.6%*	*33.4%*	*8.9%*	*87.4%*	*31.2%*	*56.2%*	*62.8%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Yorkshire

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5119	4890	2318	675	3849	1925	1924	4479
%H		*95.5%*	*45.3%*	*13.2%*	*75.2%*	*37.6%*	*37.6%*	*87.5%*
AB	1162	1135	592	157	844	440	404	1126
%V	*22.7%*	*23.2%*	*25.5%*	*23.3%*	*21.9%*	*22.9%*	*21.0%*	*25.1%*
%H		*97.7%*	*50.9%*	*13.5%*	*72.6%*	*37.9%*	*34.8%*	*96.9%*
C1	1457	1359	649	200	1094	569	525	1350
%V	*28.5%*	*27.8%*	*28.0%*	*29.6%*	*28.4%*	*29.6%*	*27.3%*	*30.1%*
%H		*93.3%*	*44.5%*	*13.7%*	*75.1%*	*39.1%*	*36.0%*	*92.7%*
C2	1185	1160	580	146	929	493	436	1041
%V	*23.1%*	*23.7%*	*25.0%*	*21.6%*	*24.1%*	*25.6%*	*22.7%*	*23.2%*
%H		*97.9%*	*48.9%*	*12.3%*	*78.4%*	*41.6%*	*36.8%*	*87.8%*
D	874	820	327	131	638	287	351	696
%V	*17.1%*	*16.8%*	*14.1%*	*19.4%*	*16.6%*	*14.9%*	*18.2%*	*15.5%*
%H		*93.8%*	*37.4%*	*15.0%*	*73.0%*	*32.8%*	*40.2%*	*79.6%*
E	441	415	170	41	343	136	207	266
%V	*8.6%*	*8.5%*	*7.3%*	*6.1%*	*8.9%*	*7.1%*	*10.8%*	*5.9%*
%H		*94.1%*	*38.5%*	*9.3%*	*77.8%*	*30.8%*	*46.9%*	*60.3%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Yorkshire

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5119	4890	2318	675	3849	1925	1924	4479
%H		*95.5%*	*45.3%*	*13.2%*	*75.2%*	*37.6%*	*37.6%*	*87.5%*
Working full time	2313	2224	1173	345	1648	934	713	2225
%V	*45.2%*	*45.5%*	*50.6%*	*51.1%*	*42.8%*	*48.5%*	*37.1%*	*49.7%*
%H		*96.2%*	*50.7%*	*14.9%*	*71.2%*	*40.4%*	*30.8%*	*96.2%*
Working part time	544	527	249	83	411	210	201	514
%V	*10.6%*	*10.8%*	*10.7%*	*12.3%*	*10.7%*	*10.9%*	*10.4%*	*11.5%*
%H		*96.9%*	*45.8%*	*15.3%*	*75.6%*	*38.6%*	*36.9%*	*94.5%*
Not working	2261	2139	897	247	1790	781	1009	1739
%V	*44.2%*	*43.7%*	*38.7%*	*36.6%*	*46.5%*	*40.6%*	*52.4%*	*38.8%*
%H		*94.6%*	*39.7%*	*10.9%*	*79.2%*	*34.5%*	*44.6%*	*76.9%*
Housewife/Houseperson	2741	2613	1133	340	2088	944	1144	2255
%V	*53.5%*	*53.4%*	*48.9%*	*50.4%*	*54.2%*	*49.0%*	*59.5%*	*50.3%*
%H		*95.3%*	*41.3%*	*12.4%*	*76.2%*	*34.4%*	*41.7%*	*82.3%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2503	2380	1155	331	1857	964	894	2230
%H		*95.1%*	*46.1%*	*13.2%*	*74.2%*	*38.5%*	*35.7%*	*89.1%*
16 - 19	158	150	89	27	107	72	34	156
%V	*6.3%*	*6.3%*	*7.7%*	*8.2%*	*5.8%*	*7.5%*	*3.8%*	*7.0%*
%H		*94.9%*	*56.3%*	*17.1%*	*67.7%*	*45.6%*	*21.5%*	*98.7%*
20 - 24	209	185	94	20	137	74	63	193
%V	*8.3%*	*7.8%*	*8.1%*	*6.0%*	*7.4%*	*7.7%*	*7.0%*	*8.7%*
%H		*88.5%*	*45.0%*	*9.6%*	*65.6%*	*35.4%*	*30.1%*	*92.3%*
25 - 34	409	371	186	58	270	143	127	390
%V	*16.3%*	*15.6%*	*16.1%*	*17.5%*	*14.5%*	*14.8%*	*14.2%*	*17.5%*
%H		*90.7%*	*45.5%*	*14.2%*	*66.0%*	*35.0%*	*31.1%*	*95.4%*
35 - 44	383	361	191	58	254	150	104	368
%V	*15.3%*	*15.2%*	*16.5%*	*17.5%*	*13.7%*	*15.6%*	*11.6%*	*16.5%*
%H		*94.3%*	*49.9%*	*15.1%*	*66.3%*	*39.2%*	*27.2%*	*96.1%*
45 - 54	449	438	232	68	336	198	138	433
%V	*17.9%*	*18.4%*	*20.1%*	*20.5%*	*18.1%*	*20.5%*	*15.4%*	*19.4%*
%H		*97.6%*	*51.7%*	*15.1%*	*74.8%*	*44.1%*	*30.7%*	*96.4%*
55 - 64	375	368	171	47	296	141	155	332
%V	*15.0%*	*15.5%*	*14.8%*	*14.2%*	*15.9%*	*14.6%*	*17.3%*	*14.9%*
%H		*98.1%*	*45.6%*	*12.5%*	*78.9%*	*37.6%*	*41.3%*	*88.5%*
65+	521	508	191	54	457	186	271	358
%V	*20.8%*	*21.3%*	*16.5%*	*16.3%*	*24.6%*	*19.3%*	*30.3%*	*16.1%*
%H		*97.5%*	*36.7%*	*10.4%*	*87.7%*	*35.7%*	*52.0%*	*68.7%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2503	2380	1155	331	1857	964	894	2230
%H		*95.1%*	*46.1%*	*13.2%*	*74.2%*	*38.5%*	*35.7%*	*89.1%*
AB	572	561	302	78	413	224	189	555
%V	*22.9%*	*23.6%*	*26.1%*	*23.6%*	*22.2%*	*23.2%*	*21.1%*	*24.9%*
%H		*98.1%*	*52.8%*	*13.6%*	*72.2%*	*39.2%*	*33.0%*	*97.0%*
C1	686	639	324	95	510	282	228	652
%V	*27.4%*	*26.8%*	*28.1%*	*28.7%*	*27.5%*	*29.3%*	*25.5%*	*29.2%*
%H		*93.1%*	*47.2%*	*13.8%*	*74.3%*	*41.1%*	*33.2%*	*95.0%*
C2	639	619	300	81	494	258	236	559
%V	*25.5%*	*26.0%*	*26.0%*	*24.5%*	*26.6%*	*26.8%*	*26.4%*	*25.1%*
%H		*96.9%*	*46.9%*	*12.7%*	*77.3%*	*40.4%*	*36.9%*	*87.5%*
D	431	401	162	65	309	147	162	351
%V	*17.2%*	*16.8%*	*14.0%*	*19.6%*	*16.6%*	*15.2%*	*18.1%*	*15.7%*
%H		*93.0%*	*37.6%*	*15.1%*	*71.7%*	*34.1%*	*37.6%*	*81.4%*
E	175	161	67	12	132	52	79	113
%V	*7.0%*	*6.8%*	*5.8%*	*3.6%*	*7.1%*	*5.4%*	*8.8%*	*5.1%*
%H		*92.0%*	*38.3%*	*6.9%*	*75.4%*	*29.7%*	*45.1%*	*64.6%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2503	2380	1155	331	1857	964	894	2230
%H		*95.1%*	*46.1%*	*13.2%*	*74.2%*	*38.5%*	*35.7%*	*89.1%*
Working full time	1447	1390	747	207	1029	593	436	1387
%V	*57.8%*	*58.4%*	*64.7%*	*62.5%*	*55.4%*	*61.5%*	*48.8%*	*62.2%*
%H		*96.1%*	*51.6%*	*14.3%*	*71.1%*	*41.0%*	*30.1%*	*95.9%*
Working part time	116	109	44	15	83	33	50	104
%V	*4.6%*	*4.6%*	*3.8%*	*4.5%*	*4.5%*	*3.4%*	*5.6%*	*4.7%*
%H		*94.0%*	*37.9%*	*12.9%*	*71.6%*	*28.4%*	*43.1%*	*89.7%*
Not working	940	881	364	109	745	338	407	738
%V	*37.6%*	*37.0%*	*31.5%*	*32.9%*	*40.1%*	*35.1%*	*45.5%*	*33.1%*
%H		*93.7%*	*38.7%*	*11.6%*	*79.3%*	*36.0%*	*43.3%*	*78.5%*
Housewife/Houseperson	591	538	189	66	441	172	269	443
%V	*23.6%*	*22.6%*	*16.4%*	*19.9%*	*23.7%*	*17.8%*	*30.1%*	*19.9%*
%H		*91.0%*	*32.0%*	*11.2%*	*74.6%*	*29.1%*	*45.5%*	*75.0%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2615	2510	1164	344	1991	961	1030	2249
%H		*96.0%*	*44.5%*	*13.2%*	*76.1%*	*36.7%*	*39.4%*	*86.0%*
16 - 19	149	142	73	21	106	56	50	141
%V	*5.7%*	*5.7%*	*6.3%*	*6.1%*	*5.3%*	*5.8%*	*4.9%*	*6.3%*
%H		*95.3%*	*49.0%*	*14.1%*	*71.1%*	*37.6%*	*33.6%*	*94.6%*
20 - 24	210	188	76	32	147	66	81	199
%V	*8.0%*	*7.5%*	*6.5%*	*9.3%*	*7.4%*	*6.9%*	*7.9%*	*8.8%*
%H		*89.5%*	*36.2%*	*15.2%*	*70.0%*	*31.4%*	*38.6%*	*94.8%*
25 - 34	407	376	199	61	274	155	118	390
%V	*15.6%*	*15.0%*	*17.1%*	*17.7%*	*13.8%*	*16.1%*	*11.5%*	*17.3%*
%H		*92.4%*	*48.9%*	*15.0%*	*67.3%*	*38.1%*	*29.0%*	*95.8%*
35 - 44	389	376	226	64	268	173	95	383
%V	*14.9%*	*15.0%*	*19.4%*	*18.6%*	*13.5%*	*18.0%*	*9.2%*	*17.0%*
%H		*96.7%*	*58.1%*	*16.5%*	*68.9%*	*44.5%*	*24.4%*	*98.5%*
45 - 54	460	451	230	65	360	196	164	432
%V	*17.6%*	*18.0%*	*19.8%*	*18.9%*	*18.1%*	*20.4%*	*15.9%*	*19.2%*
%H		*98.0%*	*50.0%*	*14.1%*	*78.3%*	*42.6%*	*35.7%*	*93.9%*
55 - 64	384	375	170	53	299	146	153	348
%V	*14.7%*	*14.9%*	*14.6%*	*15.4%*	*15.0%*	*15.2%*	*14.9%*	*15.5%*
%H		*97.7%*	*44.3%*	*13.8%*	*77.9%*	*38.0%*	*39.8%*	*90.6%*
65+	616	602	189	47	537	169	368	356
%V	*23.6%*	*24.0%*	*16.2%*	*13.7%*	*27.0%*	*17.6%*	*35.7%*	*15.8%*
%H		*97.7%*	*30.7%*	*7.6%*	*87.2%*	*27.4%*	*59.7%*	*57.8%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2615	2510	1164	344	1991	961	1030	2249
%H		*96.0%*	*44.5%*	*13.2%*	*76.1%*	*36.7%*	*39.4%*	*86.0%*
AB	590	575	290	79	431	215	216	571
%V	*22.6%*	*22.9%*	*24.9%*	*23.0%*	*21.6%*	*22.4%*	*21.0%*	*25.4%*
%H		*97.5%*	*49.2%*	*13.4%*	*73.1%*	*36.4%*	*36.6%*	*96.8%*
C1	771	720	325	105	584	287	297	697
%V	*29.5%*	*28.7%*	*27.9%*	*30.5%*	*29.3%*	*29.9%*	*28.8%*	*31.0%*
%H		*93.4%*	*42.2%*	*13.6%*	*75.7%*	*37.2%*	*38.5%*	*90.4%*
C2	546	541	280	65	435	235	200	482
%V	*20.9%*	*21.6%*	*24.1%*	*18.9%*	*21.8%*	*24.5%*	*19.4%*	*21.4%*
%H		*99.1%*	*51.3%*	*11.9%*	*79.7%*	*43.0%*	*36.6%*	*88.3%*
D	443	419	165	67	329	140	189	345
%V	*16.9%*	*16.7%*	*14.2%*	*19.5%*	*16.5%*	*14.6%*	*18.3%*	*15.3%*
%H		*94.6%*	*37.2%*	*15.1%*	*74.3%*	*31.6%*	*42.7%*	*77.9%*
E	265	254	104	28	211	84	128	154
%V	*10.1%*	*10.1%*	*8.9%*	*8.1%*	*10.6%*	*8.7%*	*12.4%*	*6.8%*
%H		*95.8%*	*39.2%*	*10.6%*	*79.6%*	*31.7%*	*48.3%*	*58.1%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2615	2510	1164	344	1991	961	1030	2249
%H		*96.0%*	*44.5%*	*13.2%*	*76.1%*	*36.7%*	*39.4%*	*86.0%*
Working full time	865	834	426	138	619	342	277	838
%V	*33.1%*	*33.2%*	*36.6%*	*40.1%*	*31.1%*	*35.6%*	*26.9%*	*37.3%*
%H		*96.4%*	*49.2%*	*16.0%*	*71.6%*	*39.5%*	*32.0%*	*96.9%*
Working part time	429	418	205	68	328	177	151	410
%V	*16.4%*	*16.7%*	*17.6%*	*19.8%*	*16.5%*	*18.4%*	*14.7%*	*18.2%*
%H		*97.4%*	*47.8%*	*15.9%*	*76.5%*	*41.3%*	*35.2%*	*95.6%*
Not working	1321	1257	533	138	1045	443	602	1001
%V	*50.5%*	*50.1%*	*45.8%*	*40.1%*	*52.5%*	*46.1%*	*58.4%*	*44.5%*
%H		*95.2%*	*40.3%*	*10.4%*	*79.1%*	*33.5%*	*45.6%*	*75.8%*
Housewife/Houseperson	2151	2075	944	274	1647	772	875	1813
%V	*82.3%*	*82.7%*	*81.1%*	*79.7%*	*82.7%*	*80.3%*	*85.0%*	*80.6%*
%H		*96.5%*	*43.9%*	*12.7%*	*76.6%*	*35.9%*	*40.7%*	*84.3%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North East

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 5.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1225	1182	470	204	857	362	496	958
%H (All HH)		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*
%H (TV HH)			*39.8%*	*17.3%*	*72.5%*	*30.6%*	*42.0%*	
AB	251	244	114	43	178	91	86	232
%V	*20.5%*	*20.6%*	*24.3%*	*21.1%*	*20.8%*	*25.1%*	*17.3%*	*24.2%*
%H (All HH)		*97.2%*	*45.4%*	*17.1%*	*70.9%*	*36.3%*	*34.3%*	*92.4%*
%H (TV HH)			*46.7%*	*17.6%*	*73.0%*	*37.3%*	*35.2%*	
C1	298	282	120	49	203	92	112	261
%V	*24.3%*	*23.9%*	*25.5%*	*24.0%*	*23.7%*	*25.4%*	*22.6%*	*27.2%*
%H (All HH)		*94.6%*	*40.3%*	*16.4%*	*68.1%*	*30.9%*	*37.6%*	*87.6%*
%H (TV HH)			*42.6%*	*17.4%*	*72.0%*	*32.6%*	*39.7%*	
C2	253	248	106	48	180	86	94	204
%V	*20.7%*	*21.0%*	*22.6%*	*23.5%*	*21.0%*	*23.8%*	*19.0%*	*21.3%*
%H (All HH)		*98.0%*	*41.9%*	*19.0%*	*71.1%*	*34.0%*	*37.2%*	*80.6%*
%H (TV HH)			*42.7%*	*19.4%*	*72.6%*	*34.7%*	*37.9%*	
D	223	217	78	35	149	51	98	151
%V	*18.2%*	*18.4%*	*16.6%*	*17.2%*	*17.4%*	*14.1%*	*19.8%*	*15.8%*
%H (All HH)		*97.3%*	*35.0%*	*15.7%*	*66.8%*	*22.9%*	*43.9%*	*67.7%*
%H (TV HH)			*35.9%*	*16.1%*	*68.7%*	*23.5%*	*45.2%*	
E	201	191	51	29	147	42	105	110
%V	*16.4%*	*16.2%*	*10.9%*	*14.2%*	*17.2%*	*11.6%*	*21.2%*	*11.5%*
%H (All HH)		*95.0%*	*25.4%*	*14.4%*	*73.1%*	*20.9%*	*52.2%*	*54.7%*
%H (TV HH)			*26.7%*	*15.2%*	*77.0%*	*22.0%*	*55.0%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North East

Household level data

Table 5.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1225	1182	470	204	857	362	496	958
%H (All HH)		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*
%H (TV HH)			*39.8%*	*17.3%*	*72.5%*	*30.6%*	*42.0%*	
Under 25	59	50	24	6	30	13	16	53
%V	*4.8%*	*4.2%*	*5.1%*	*2.9%*	*3.5%*	*3.6%*	*3.2%*	*5.5%*
%H (All HH)		*84.7%*	*40.7%*	*10.2%*	*50.8%*	*22.0%*	*27.1%*	*89.8%*
%H (TV HH)			*48.0%*	*12.0%*	*60.0%*	*26.0%*	*32.0%*	
25 - 34	183	173	79	30	100	43	57	171
%V	*14.9%*	*14.6%*	*16.8%*	*14.7%*	*11.7%*	*11.9%*	*11.5%*	*17.8%*
%H (All HH)		*94.5%*	*43.2%*	*16.4%*	*54.6%*	*23.5%*	*31.1%*	*93.4%*
%H (TV HH)			*45.7%*	*17.3%*	*57.8%*	*24.9%*	*32.9%*	
35 - 44	177	170	87	29	112	60	52	161
%V	*14.4%*	*14.4%*	*18.5%*	*14.2%*	*13.1%*	*16.6%*	*10.5%*	*16.8%*
%H (All HH)		*96.0%*	*49.2%*	*16.4%*	*63.3%*	*33.9%*	*29.4%*	*91.0%*
%H (TV HH)			*51.2%*	*17.1%*	*65.9%*	*35.3%*	*30.6%*	
45 - 54	233	225	103	42	162	80	81	207
%V	*19.0%*	*19.0%*	*21.9%*	*20.6%*	*18.9%*	*22.1%*	*16.3%*	*21.6%*
%H (All HH)		*96.6%*	*44.2%*	*18.0%*	*69.5%*	*34.3%*	*34.8%*	*88.8%*
%H (TV HH)			*45.8%*	*18.7%*	*72.0%*	*35.6%*	*36.0%*	
55 - 64	219	217	83	36	170	71	99	180
%V	*17.9%*	*18.4%*	*17.7%*	*17.6%*	*19.8%*	*19.6%*	*20.0%*	*18.8%*
%H (All HH)		*99.1%*	*37.9%*	*16.4%*	*77.6%*	*32.4%*	*45.2%*	*82.2%*
%H (TV HH)			*38.2%*	*16.6%*	*78.3%*	*32.7%*	*45.6%*	
65 +	354	347	96	61	284	95	190	186
%V	*28.9%*	*29.4%*	*20.4%*	*29.9%*	*33.1%*	*26.2%*	*38.3%*	*19.4%*
%H (All HH)		*98.0%*	*27.1%*	*17.2%*	*80.2%*	*26.8%*	*53.7%*	*52.5%*
%H (TV HH)			*27.7%*	*17.6%*	*81.8%*	*27.4%*	*54.8%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North East

Household level data

Table 5.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1225	1182	470	204	857	362	496	958
%H (All HH)		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*
%H (TV HH)			*39.8%*	*17.3%*	*72.5%*	*30.6%*	*42.0%*	
1	398	381	98	50	304	78	226	211
%V	*32.5%*	*32.2%*	*20.9%*	*24.5%*	*35.5%*	*21.5%*	*45.6%*	*22.0%*
%H (All HH)		*95.7%*	*24.6%*	*12.6%*	*76.4%*	*19.6%*	*56.8%*	*53.0%*
%H (TV HH)			*25.7%*	*13.1%*	*79.8%*	*20.5%*	*59.3%*	
2	440	428	183	73	304	138	167	375
%V	*35.9%*	*36.2%*	*38.9%*	*35.8%*	*35.5%*	*38.1%*	*33.7%*	*39.1%*
%H (All HH)		*97.3%*	*41.6%*	*16.6%*	*69.1%*	*31.4%*	*38.0%*	*85.2%*
%H (TV HH)			*42.8%*	*17.1%*	*71.0%*	*32.2%*	*39.0%*	
3	197	190	82	46	132	70	62	187
%V	*16.1%*	*16.1%*	*17.4%*	*22.5%*	*15.4%*	*19.3%*	*12.5%*	*19.5%*
%H (All HH)		*96.4%*	*41.6%*	*23.4%*	*67.0%*	*35.5%*	*31.5%*	*94.9%*
%H (TV HH)			*43.2%*	*24.2%*	*69.5%*	*36.8%*	*32.6%*	
4	129	128	71	28	82	56	27	127
%V	*10.5%*	*10.8%*	*15.1%*	*13.7%*	*9.6%*	*15.5%*	*5.4%*	*13.3%*
%H (All HH)		*99.2%*	*55.0%*	*21.7%*	*63.6%*	*43.4%*	*20.9%*	*98.4%*
%H (TV HH)			*55.5%*	*21.9%*	*64.1%*	*43.8%*	*21.1%*	
5+	60	56	37	6	35	21	13	57
%V	*4.9%*	*4.7%*	*7.9%*	*2.9%*	*4.1%*	*5.8%*	*2.6%*	*5.9%*
%H (All HH)		*93.3%*	*61.7%*	*10.0%*	*58.3%*	*35.0%*	*21.7%*	*95.0%*
%H (TV HH)			*66.1%*	*10.7%*	*62.5%*	*37.5%*	*23.2%*	
Average HH size	2.21	2.21	2.52	2.35	2.12	2.47	1.86	2.43

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV North East

Household level data

Table 5.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1225	1182	470	204	857	362	496	958
%H (All HH)		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*
%H (TV HH)			*39.8%*	*17.3%*	*72.5%*	*30.6%*	*42.0%*	
Without	937	901	323	152	681	263	418	686
%V	*76.5%*	*76.2%*	*68.7%*	*74.5%*	*79.5%*	*72.7%*	*84.3%*	*71.6%*
%H (All HH)		*96.2%*	*34.5%*	*16.2%*	*72.7%*	*28.1%*	*44.6%*	*73.2%*
%H (TV HH)			*35.8%*	*16.9%*	*75.6%*	*29.2%*	*46.4%*	
With	289	281	147	52	177	99	78	273
%V	*23.6%*	*23.8%*	*31.3%*	*25.5%*	*20.7%*	*27.3%*	*15.7%*	*28.5%*
%H (All HH)		*97.2%*	*50.9%*	*18.0%*	*61.2%*	*34.3%*	*27.0%*	*94.5%*
%H (TV HH)			*52.3%*	*18.5%*	*63.0%*	*35.2%*	*27.8%*	
0 - 3	110	106	59	18	60	33	27	103
%V	*9.0%*	*9.0%*	*12.6%*	*8.8%*	*7.0%*	*9.1%*	*5.4%*	*10.8%*
%H (All HH)		*96.4%*	*53.6%*	*16.4%*	*54.5%*	*30.0%*	*24.5%*	*93.6%*
%H (TV HH)			*55.7%*	*17.0%*	*56.6%*	*31.1%*	*25.5%*	
4 - 9	146	141	76	25	89	49	39	135
%V	*11.9%*	*11.9%*	*16.2%*	*12.3%*	*10.4%*	*13.5%*	*7.9%*	*14.1%*
%H (All HH)		*96.6%*	*52.1%*	*17.1%*	*61.0%*	*33.6%*	*26.7%*	*92.5%*
%H (TV HH)			*53.9%*	*17.7%*	*63.1%*	*34.8%*	*27.7%*	
10 - 15	133	128	71	24	82	53	30	129
%V	*10.9%*	*10.8%*	*15.1%*	*11.8%*	*9.6%*	*14.6%*	*6.0%*	*13.5%*
%H (All HH)		*96.2%*	*53.4%*	*18.0%*	*61.7%*	*39.8%*	*22.6%*	*97.0%*
%H (TV HH)			*55.5%*	*18.8%*	*64.1%*	*41.4%*	*23.4%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North East

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1225	1182	470	204	857	362	496	958
%H (All HH)		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*
%H (TV HH)			*39.8%*	*17.3%*	*72.5%*	*30.6%*	*42.0%*	
1	430	430	134	57	281	59	222	282
%V	*35.1%*	*36.4%*	*28.5%*	*27.9%*	*32.8%*	*16.3%*	*44.8%*	*29.4%*
%H (All HH)		*100.0%*	*31.2%*	*13.3%*	*65.3%*	*13.7%*	*51.6%*	*65.6%*
%H (TV HH)			*31.2%*	*13.3%*	*65.3%*	*13.7%*	*51.6%*	
2	417	417	167	73	311	135	176	333
%V	*34.0%*	*35.3%*	*35.5%*	*35.8%*	*36.3%*	*37.3%*	*35.5%*	*34.8%*
%H (All HH)		*100.0%*	*40.0%*	*17.5%*	*74.6%*	*32.4%*	*42.2%*	*79.9%*
%H (TV HH)			*40.0%*	*17.5%*	*74.6%*	*32.4%*	*42.2%*	
3	210	210	98	46	162	93	69	191
%V	*17.1%*	*17.8%*	*20.9%*	*22.5%*	*18.9%*	*25.7%*	*13.9%*	*19.9%*
%H (All HH)		*100.0%*	*46.7%*	*21.9%*	*77.1%*	*44.3%*	*32.9%*	*91.0%*
%H (TV HH)			*46.7%*	*21.9%*	*77.1%*	*44.3%*	*32.9%*	
4	85	85	44	19	69	46	23	84
%V	*6.9%*	*7.2%*	*9.4%*	*9.3%*	*8.1%*	*12.7%*	*4.6%*	*8.8%*
%H (All HH)		*100.0%*	*51.8%*	*22.4%*	*81.2%*	*54.1%*	*27.1%*	*98.8%*
%H (TV HH)			*51.8%*	*22.4%*	*81.2%*	*54.1%*	*27.1%*	
5+	40	40	28	8	34	29	6	40
%V	*3.3%*	*3.4%*	*6.0%*	*3.9%*	*4.0%*	*8.0%*	*1.2%*	*4.2%*
%H (All HH)		*100.0%*	*70.0%*	*20.0%*	*85.0%*	*72.5%*	*15.0%*	*100.0%*
%H (TV HH)			*70.0%*	*20.0%*	*85.0%*	*72.5%*	*15.0%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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Household level data

Table 5.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1225	1182	470	204	857	362	496	958
%H (All HH)		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*
%H (TV HH)			*39.8%*	*17.3%*	*72.5%*	*30.6%*	*42.0%*	
Under 20"	206	206	79	35	171	80	91	170
%V	*16.8%*	*17.4%*	*16.8%*	*17.2%*	*20.0%*	*22.1%*	*18.3%*	*17.7%*
%H (All HH)		*100.0%*	*38.3%*	*17.0%*	*83.0%*	*38.8%*	*44.2%*	*82.5%*
%H (TV HH)			*38.3%*	*17.0%*	*83.0%*	*38.8%*	*44.2%*	
20" - 29"	369	369	149	68	291	138	154	287
%V	*30.1%*	*31.2%*	*31.7%*	*33.3%*	*34.0%*	*38.1%*	*31.0%*	*30.0%*
%H (All HH)		*100.0%*	*40.4%*	*18.4%*	*78.9%*	*37.4%*	*41.7%*	*77.8%*
%H (TV HH)			*40.4%*	*18.4%*	*78.9%*	*37.4%*	*41.7%*	
30" - 39"	614	614	245	102	465	204	262	493
%V	*50.1%*	*51.9%*	*52.1%*	*50.0%*	*54.3%*	*56.4%*	*52.8%*	*51.5%*
%H (All HH)		*100.0%*	*39.9%*	*16.6%*	*75.7%*	*33.2%*	*42.7%*	*80.3%*
%H (TV HH)			*39.9%*	*16.6%*	*75.7%*	*33.2%*	*42.7%*	
40" and over	734	734	347	146	510	270	240	634
%V	*59.9%*	*62.1%*	*73.8%*	*71.6%*	*59.5%*	*74.6%*	*48.4%*	*66.2%*
%H (All HH)		*100.0%*	*47.3%*	*19.9%*	*69.5%*	*36.8%*	*32.7%*	*86.4%*
%H (TV HH)			*47.3%*	*19.9%*	*69.5%*	*36.8%*	*32.7%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1225	1182	470	204	857	362	496	958
%H (All HH)		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*
%H (TV HH)			*39.8%*	*17.3%*	*72.5%*	*30.6%*	*42.0%*	
Main living room	1163	1163	467	203	847	361	486	915
%V	*94.9%*	*98.4%*	*99.4%*	*99.5%*	*98.8%*	*99.7%*	*98.0%*	*95.5%*
%H (All HH)		*100.0%*	*40.2%*	*17.5%*	*72.8%*	*31.0%*	*41.8%*	*78.7%*
%H (TV HH)			*40.2%*	*17.5%*	*72.8%*	*31.0%*	*41.8%*	
Kitchen	120	120	57	20	106	63	44	101
%V	*9.8%*	*10.2%*	*12.1%*	*9.8%*	*12.4%*	*17.4%*	*8.9%*	*10.5%*
%H (All HH)		*100.0%*	*47.5%*	*16.7%*	*88.3%*	*52.5%*	*36.7%*	*84.2%*
%H (TV HH)			*47.5%*	*16.7%*	*88.3%*	*52.5%*	*36.7%*	
Adult's bedroom	576	576	255	114	454	243	210	498
%V	*47.0%*	*48.7%*	*54.3%*	*55.9%*	*53.0%*	*67.1%*	*42.3%*	*52.0%*
%H (All HH)		*100.0%*	*44.3%*	*19.8%*	*78.8%*	*42.2%*	*36.5%*	*86.5%*
%H (TV HH)			*44.3%*	*19.8%*	*78.8%*	*42.2%*	*36.5%*	
Child's bedroom	153	153	84	32	101	62	39	144
%V	*12.5%*	*12.9%*	*17.9%*	*15.7%*	*11.8%*	*17.1%*	*7.9%*	*15.0%*
%H (All HH)		*100.0%*	*54.9%*	*20.9%*	*66.0%*	*40.5%*	*25.5%*	*94.1%*
%H (TV HH)			*54.9%*	*20.9%*	*66.0%*	*40.5%*	*25.5%*	
Other bedroom	119	119	57	23	97	58	39	110
%V	*9.7%*	*10.1%*	*12.1%*	*11.3%*	*11.3%*	*16.0%*	*7.9%*	*11.5%*
%H (All HH)		*100.0%*	*47.9%*	*19.3%*	*81.5%*	*48.7%*	*32.8%*	*92.4%*
%H (TV HH)			*47.9%*	*19.3%*	*81.5%*	*48.7%*	*32.8%*	
Second living/dining room	100	100	44	26	74	43	31	93
%V	*8.2%*	*8.5%*	*9.4%*	*12.7%*	*8.6%*	*11.9%*	*6.3%*	*9.7%*
%H (All HH)		*100.0%*	*44.0%*	*26.0%*	*74.0%*	*43.0%*	*31.0%*	*93.0%*
%H (TV HH)			*44.0%*	*26.0%*	*74.0%*	*43.0%*	*31.0%*	
Study/office	14	14	8	2	13	9	4	13
%V	*1.1%*	*1.2%*	*1.7%*	*1.0%*	*1.5%*	*2.5%*	*0.8%*	*1.4%*
%H (All HH)		*100.0%*	*57.1%*	*14.3%*	*92.9%*	*64.3%*	*28.6%*	*92.9%*
%H (TV HH)			*57.1%*	*14.3%*	*92.9%*	*64.3%*	*28.6%*	
TV room	4	4	3	1	4	3	1	4
%V	*0.3%*	*0.3%*	*0.6%*	*0.5%*	*0.5%*	*0.8%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*75.0%*	*25.0%*	*100.0%*	*75.0%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*25.0%*	*100.0%*	*75.0%*	*25.0%*	
Conservatory	33	33	19	5	25	17	9	31
%V	*2.7%*	*2.8%*	*4.0%*	*2.5%*	*2.9%*	*4.7%*	*1.8%*	*3.2%*
%H (All HH)		*100.0%*	*57.6%*	*15.2%*	*75.8%*	*51.5%*	*27.3%*	*93.9%*
%H (TV HH)			*57.6%*	*15.2%*	*75.8%*	*51.5%*	*27.3%*	
Attic or loft room	3	3	2	1	2	2	0	3
%V	*0.2%*	*0.3%*	*0.4%*	*0.5%*	*0.2%*	*0.6%*	*0.0%*	*0.3%*
%H (All HH)		*100.0%*	*66.7%*	*33.3%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
%H (TV HH)			*66.7%*	*33.3%*	*66.7%*	*66.7%*	*0.0%*	
No specific location	2	2	1	0	2	1	1	2
%V	*0.2%*	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	
Other	13	13	7	2	12	7	5	12
%V	*1.1%*	*1.1%*	*1.5%*	*1.0%*	*1.4%*	*1.9%*	*1.0%*	*1.3%*
%H (All HH)		*100.0%*	*53.8%*	*15.4%*	*92.3%*	*53.8%*	*38.5%*	*92.3%*
%H (TV HH)			*53.8%*	*15.4%*	*92.3%*	*53.8%*	*38.5%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North East

Household level data

Table 5.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1225	1182	470	204	857	362	496	958
%H (All HH)		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*
%H (TV HH)			*39.8%*	*17.3%*	*72.5%*	*30.6%*	*42.0%*	
Any DSAT provider	470	470	470	9	268	268	0	422
%V	*38.4%*	*39.8%*	*100.0%*	*4.4%*	*31.3%*	*74.0%*	*0.0%*	*44.1%*
%H (All HH)			*100.0%*	*1.9%*	*57.0%*	*57.0%*	*0.0%*	*89.8%*
%H (TV HH)			*100.0%*	*1.9%*	*57.0%*	*57.0%*	*0.0%*	
Sky with subcription	396	396	396	6	223	223	0	361
%V	*32.3%*	*33.5%*	*84.3%*	*2.9%*	*26.0%*	*61.6%*	*0.0%*	*37.7%*
%H (All HH)			*100.0%*	*1.5%*	*56.3%*	*56.3%*	*0.0%*	*91.2%*
%H (TV HH)			*100.0%*	*1.5%*	*56.3%*	*56.3%*	*0.0%*	
Sky without subscription	40	40	40	2	25	25	0	33
%V	*3.3%*	*3.4%*	*8.5%*	*1.0%*	*2.9%*	*6.9%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*5.0%*	*62.5%*	*62.5%*	*0.0%*	*82.5%*
%H (TV HH)			*100.0%*	*5.0%*	*62.5%*	*62.5%*	*0.0%*	
Freesat	39	39	39	0	23	23	0	33
%V	*3.2%*	*3.3%*	*8.3%*	*0.0%*	*2.7%*	*6.4%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*0.0%*	*59.0%*	*59.0%*	*0.0%*	*84.6%*
%H (TV HH)			*100.0%*	*0.0%*	*59.0%*	*59.0%*	*0.0%*	
Other satellite provider	13	13	13	1	9	9	0	12
%V	*1.1%*	*1.1%*	*2.8%*	*0.5%*	*1.1%*	*2.5%*	*0.0%*	*1.3%*
%H (All HH)			*100.0%*	*7.7%*	*69.2%*	*69.2%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*7.7%*	*69.2%*	*69.2%*	*0.0%*	
DCAB	204	204	9	204	100	100	0	183
%V	*16.7%*	*17.3%*	*1.9%*	*100.0%*	*11.7%*	*27.6%*	*0.0%*	*19.1%*
%H (All HH)			*4.4%*	*100.0%*	*49.0%*	*49.0%*	*0.0%*	*89.7%*
%H (TV HH)			*4.4%*	*100.0%*	*49.0%*	*49.0%*	*0.0%*	
DTT	857	857	268	100	857	362	496	643
%V	*70.0%*	*72.5%*	*57.0%*	*49.0%*	*100.0%*	*100.0%*	*100.0%*	*67.1%*
%H (All HH)		*100.0%*	*31.3%*	*11.7%*	*100.0%*	*42.2%*	*57.9%*	*75.0%*
%H (TV HH)			*31.3%*	*11.7%*	*100.0%*	*42.2%*	*57.9%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 5.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1225	1182	470	204	857	362	496	958
%H (All HH)		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*
%H (TV HH)			*39.8%*	*17.3%*	*72.5%*	*30.6%*	*42.0%*	
PVR	729	729	418	175	458	313	145	645
%V	*59.5%*	*61.7%*	*88.9%*	*85.8%*	*53.4%*	*86.5%*	*29.2%*	*67.3%*
%H (All HH)		*100.0%*	*57.3%*	*24.0%*	*62.8%*	*42.9%*	*19.9%*	*88.5%*
%H (TV HH)			*57.3%*	*24.0%*	*62.8%*	*42.9%*	*19.9%*	
DVDR	40	40	16	11	34	21	13	35
%V	*3.3%*	*3.4%*	*3.4%*	*5.4%*	*4.0%*	*5.8%*	*2.6%*	*3.7%*
%H (All HH)		*100.0%*	*40.0%*	*27.5%*	*85.0%*	*52.5%*	*32.5%*	*87.5%*
%H (TV HH)			*40.0%*	*27.5%*	*85.0%*	*52.5%*	*32.5%*	
VCR	14	14	4	3	14	7	7	10
%V	*1.1%*	*1.2%*	*0.9%*	*1.5%*	*1.6%*	*1.9%*	*1.4%*	*1.0%*
%H (All HH)		*100.0%*	*28.6%*	*21.4%*	*100.0%*	*50.0%*	*50.0%*	*71.4%*
%H (TV HH)			*28.6%*	*21.4%*	*100.0%*	*50.0%*	*50.0%*	
Any recorder	747	747	421	177	475	317	158	658
%V	*61.0%*	*63.2%*	*89.6%*	*86.8%*	*55.4%*	*87.6%*	*31.9%*	*68.7%*
%H (All HH)		*100.0%*	*56.4%*	*23.7%*	*63.6%*	*42.4%*	*21.2%*	*88.1%*
%H (TV HH)			*56.4%*	*23.7%*	*63.6%*	*42.4%*	*21.2%*	
Receives HDTV (via STB or built-in reception)	710	710	362	172	473	288	185	616
%V	*58.0%*	*60.1%*	*77.0%*	*84.3%*	*55.2%*	*79.6%*	*37.3%*	*64.3%*
%H (All HH)		*100.0%*	*51.0%*	*24.2%*	*66.6%*	*40.6%*	*26.1%*	*86.8%*
%H (TV HH)			*51.0%*	*24.2%*	*66.6%*	*40.6%*	*26.1%*	
DVD/Blu-ray player or recorder	864	864	360	158	636	294	342	704
%V	*70.5%*	*73.1%*	*76.6%*	*77.5%*	*74.2%*	*81.2%*	*69.0%*	*73.5%*
%H (All HH)		*100.0%*	*41.7%*	*18.3%*	*73.6%*	*34.0%*	*39.6%*	*81.5%*
%H (TV HH)			*41.7%*	*18.3%*	*73.6%*	*34.0%*	*39.6%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

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Table 5.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1225	1182	470	204	857	362	496	958
%H (All HH)		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*
%H (TV HH)			*39.8%*	*17.3%*	*72.5%*	*30.6%*	*42.0%*	
Has broadband internet	958	931	422	183	643	327	316	958
%V	*78.2%*	*78.8%*	*89.8%*	*89.7%*	*75.0%*	*90.3%*	*63.7%*	*100.0%*
%H (All HH)		*97.2%*	*44.1%*	*19.1%*	*67.1%*	*34.1%*	*33.0%*	*100.0%*
%H (TV HH)			*45.3%*	*19.7%*	*69.1%*	*35.1%*	*33.9%*	
Number of computers (PCs and laptops)								
0	298	283	62	27	234	45	190	57
%V	*24.3%*	*23.9%*	*13.2%*	*13.2%*	*27.3%*	*12.4%*	*38.3%*	*5.9%*
%H (All HH)		*95.0%*	*20.8%*	*9.1%*	*78.5%*	*15.1%*	*63.8%*	*19.1%*
%H (TV HH)			*21.9%*	*9.5%*	*82.7%*	*15.9%*	*67.1%*	
1	334	322	119	53	225	79	145	311
%V	*27.3%*	*27.2%*	*25.3%*	*26.0%*	*26.3%*	*21.8%*	*29.2%*	*32.5%*
%H (All HH)		*96.4%*	*35.6%*	*15.9%*	*67.4%*	*23.7%*	*43.4%*	*93.1%*
%H (TV HH)			*37.0%*	*16.5%*	*69.9%*	*24.5%*	*45.0%*	
2	271	260	119	54	177	93	84	268
%V	*22.1%*	*22.0%*	*25.3%*	*26.5%*	*20.7%*	*25.7%*	*16.9%*	*28.0%*
%H (All HH)		*95.9%*	*43.9%*	*19.9%*	*65.3%*	*34.3%*	*31.0%*	*98.9%*
%H (TV HH)			*45.8%*	*20.8%*	*68.1%*	*35.8%*	*32.3%*	
3	144	143	68	33	98	58	40	144
%V	*11.8%*	*12.1%*	*14.5%*	*16.2%*	*11.4%*	*16.0%*	*8.1%*	*15.0%*
%H (All HH)		*99.3%*	*47.2%*	*22.9%*	*68.1%*	*40.3%*	*27.8%*	*100.0%*
%H (TV HH)			*47.6%*	*23.1%*	*68.5%*	*40.6%*	*28.0%*	
4	94	92	54	22	63	45	18	94
%V	*7.7%*	*7.8%*	*11.5%*	*10.8%*	*7.4%*	*12.4%*	*3.6%*	*9.8%*
%H (All HH)		*97.9%*	*57.4%*	*23.4%*	*67.0%*	*47.9%*	*19.1%*	*100.0%*
%H (TV HH)			*58.7%*	*23.9%*	*68.5%*	*48.9%*	*19.6%*	
5+	84	82	47	16	61	42	19	84
%V	*6.9%*	*6.9%*	*10.0%*	*7.8%*	*7.1%*	*11.6%*	*3.8%*	*8.8%*
%H (All HH)		*97.6%*	*56.0%*	*19.0%*	*72.6%*	*50.0%*	*22.6%*	*100.0%*
%H (TV HH)			*57.3%*	*19.5%*	*74.4%*	*51.2%*	*23.2%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

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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	2446	1084	460	1845	943	903	2069
%H		*44.3%*	*18.8%*	*75.4%*	*38.6%*	*36.9%*	*84.6%*
Under 20"	258	100	46	215	102	113	219
%V	*10.5%*	*9.2%*	*10.0%*	*11.7%*	*10.8%*	*12.5%*	*10.6%*
%H		*38.8%*	*17.8%*	*83.3%*	*39.5%*	*43.8%*	*84.9%*
20" - 29"	464	198	92	368	191	177	373
%V	*19.0%*	*18.3%*	*20.0%*	*19.9%*	*20.3%*	*19.6%*	*18.0%*
%H		*42.7%*	*19.8%*	*79.3%*	*41.2%*	*38.1%*	*80.4%*
30" - 39"	753	314	121	581	268	314	621
%V	*30.8%*	*29.0%*	*26.3%*	*31.5%*	*28.4%*	*34.8%*	*30.0%*
%H		*41.7%*	*16.1%*	*77.2%*	*35.6%*	*41.7%*	*82.5%*
40" and over	960	469	195	671	375	296	846
%V	*39.2%*	*43.3%*	*42.4%*	*36.4%*	*39.8%*	*32.8%*	*40.9%*
%H		*48.9%*	*20.3%*	*69.9%*	*39.1%*	*30.8%*	*88.1%*
Don't know	11	3	6	9	7	2	9
%V	*0.4%*	*0.3%*	*1.3%*	*0.5%*	*0.7%*	*0.2%*	*0.4%*
%H		*27.3%*	*54.5%*	*81.8%*	*63.6%*	*18.2%*	*81.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2446	1084	460	1845	943	903	2069
%H		*44.3%*	*18.8%*	*75.4%*	*38.6%*	*36.9%*	*84.6%*
Main living room	1170	470	204	851	363	489	922
%V	*47.8%*	*43.4%*	*44.3%*	*46.1%*	*38.5%*	*54.2%*	*44.6%*
%H		*40.2%*	*17.4%*	*72.7%*	*31.0%*	*41.8%*	*78.8%*
Kitchen	121	58	20	106	63	44	102
%V	*4.9%*	*5.4%*	*4.3%*	*5.7%*	*6.7%*	*4.9%*	*4.9%*
%H		*47.9%*	*16.5%*	*87.6%*	*52.1%*	*36.4%*	*84.3%*
Adult's bedroom	636	284	130	504	278	226	556
%V	*26.0%*	*26.2%*	*28.3%*	*27.3%*	*29.5%*	*25.0%*	*26.9%*
%H		*44.7%*	*20.4%*	*79.2%*	*43.7%*	*35.5%*	*87.4%*
Child's bedroom	205	116	42	133	85	48	195
%V	*8.4%*	*10.7%*	*9.1%*	*7.2%*	*9.0%*	*5.3%*	*9.4%*
%H		*56.6%*	*20.5%*	*64.9%*	*41.5%*	*23.4%*	*95.1%*
Other bedroom	140	70	27	114	70	43	131
%V	*5.7%*	*6.5%*	*5.9%*	*6.2%*	*7.4%*	*4.8%*	*6.3%*
%H		*50.0%*	*19.3%*	*81.4%*	*50.0%*	*30.7%*	*93.6%*
Second living/dining room	102	46	26	77	45	32	95
%V	*4.2%*	*4.2%*	*5.7%*	*4.2%*	*4.8%*	*3.5%*	*4.6%*
%H		*45.1%*	*25.5%*	*75.5%*	*44.1%*	*31.4%*	*93.1%*
Study/office	14	8	2	13	9	4	13
%V	*0.6%*	*0.7%*	*0.4%*	*0.7%*	*1.0%*	*0.4%*	*0.6%*
%H		*57.1%*	*14.3%*	*92.9%*	*64.3%*	*28.6%*	*92.9%*
TV room	5	4	1	4	4	1	5
%V	*0.2%*	*0.4%*	*0.2%*	*0.2%*	*0.4%*	*0.1%*	*0.2%*
%H		*80.0%*	*20.0%*	*80.0%*	*80.0%*	*20.0%*	*100.0%*
Conservatory	33	19	5	25	17	9	31
%V	*1.3%*	*1.8%*	*1.1%*	*1.4%*	*1.8%*	*1.0%*	*1.5%*
%H		*57.6%*	*15.2%*	*75.8%*	*51.5%*	*27.3%*	*93.9%*
Attic or loft room	3	2	1	2	2	0	3
%V	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*66.7%*	*33.3%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
No specific location	3	1	0	3	1	2	3
%V	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*
%H		*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	*100.0%*
Other	14	7	2	13	8	5	13
%V	*0.6%*	*0.6%*	*0.4%*	*0.7%*	*0.8%*	*0.6%*	*0.6%*
%H		*50.0%*	*14.3%*	*92.9%*	*57.1%*	*35.7%*	*92.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2446	1084	460	1845	943	903	2069
%H		*44.3%*	*18.8%*	*75.4%*	*38.6%*	*36.9%*	*84.6%*
PVR	978	593	234	608	444	164	881
%V	*40.0%*	*54.7%*	*50.9%*	*33.0%*	*47.1%*	*18.2%*	*42.6%*
%H		*60.6%*	*23.9%*	*62.2%*	*45.4%*	*16.8%*	*90.1%*
DVDR	44	18	12	37	23	14	39
%V	*1.8%*	*1.7%*	*2.6%*	*2.0%*	*2.4%*	*1.6%*	*1.9%*
%H		*40.9%*	*27.3%*	*84.1%*	*52.3%*	*31.8%*	*88.6%*
VCR	15	4	4	15	8	7	11
%V	*0.6%*	*0.4%*	*0.9%*	*0.8%*	*0.8%*	*0.8%*	*0.5%*
%H		*26.7%*	*26.7%*	*100.0%*	*53.3%*	*46.7%*	*73.3%*
Any recorder	1006	598	241	636	456	180	904
%V	*41.1%*	*55.2%*	*52.4%*	*34.5%*	*48.4%*	*19.9%*	*43.7%*
%H		*59.4%*	*24.0%*	*63.2%*	*45.3%*	*17.9%*	*89.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: 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	2446	1084	460	1845	943	903	2069
%H		*44.3%*	*18.8%*	*75.4%*	*38.6%*	*36.9%*	*84.6%*
Receives HDTV (via STB or built-in reception)	1060	549	257	735	463	272	947
%V	*43.3%*	*50.6%*	*55.9%*	*39.8%*	*49.1%*	*30.1%*	*45.8%*
%H		*51.8%*	*24.2%*	*69.3%*	*43.7%*	*25.7%*	*89.3%*
DVD/Blu-ray player or recorder	1260	559	239	961	496	465	1073
%V	*51.5%*	*51.6%*	*52.0%*	*52.1%*	*52.6%*	*51.5%*	*51.9%*
%H		*44.4%*	*19.0%*	*76.3%*	*39.4%*	*36.9%*	*85.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	1179	470	204	857	362	495	928
%H		*39.9%*	*17.3%*	*72.7%*	*30.7%*	*42.0%*	*78.7%*
Under 20"	10	1	1	8	1	7	6
%V	*0.8%*	*0.2%*	*0.5%*	*0.9%*	*0.3%*	*1.4%*	*0.6%*
%H		*10.0%*	*10.0%*	*80.0%*	*10.0%*	*70.0%*	*60.0%*
20" - 29"	91	20	11	72	15	57	42
%V	*7.7%*	*4.3%*	*5.4%*	*8.4%*	*4.1%*	*11.5%*	*4.5%*
%H		*22.0%*	*12.1%*	*79.1%*	*16.5%*	*62.6%*	*46.2%*
30" - 39"	358	107	47	276	78	198	257
%V	*30.4%*	*22.8%*	*23.0%*	*32.2%*	*21.5%*	*40.0%*	*27.7%*
%H		*29.9%*	*13.1%*	*77.1%*	*21.8%*	*55.3%*	*71.8%*
40" and over	717	341	142	498	264	233	618
%V	*60.8%*	*72.6%*	*69.6%*	*58.1%*	*72.9%*	*47.1%*	*66.6%*
%H		*47.6%*	*19.8%*	*69.5%*	*36.8%*	*32.5%*	*86.2%*
Don't know	4	1	3	4	3	1	4
%V	*0.3%*	*0.2%*	*1.5%*	*0.5%*	*0.8%*	*0.2%*	*0.4%*
%H		*25.0%*	*75.0%*	*100.0%*	*75.0%*	*25.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North East

Set level data

Table 5.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1179	470	204	857	362	495	928
%H		*39.9%*	*17.3%*	*72.7%*	*30.7%*	*42.0%*	*78.7%*
PVR	709	411	171	442	305	136	626
%V	*60.1%*	*87.4%*	*83.8%*	*51.6%*	*84.3%*	*27.5%*	*67.5%*
%H		*58.0%*	*24.1%*	*62.3%*	*43.0%*	*19.2%*	*88.3%*
DVDR	29	13	5	23	12	11	24
%V	*2.5%*	*2.8%*	*2.5%*	*2.7%*	*3.3%*	*2.2%*	*2.6%*
%H		*44.8%*	*17.2%*	*79.3%*	*41.4%*	*37.9%*	*82.8%*
VCR	12	3	2	12	5	7	9
%V	*1.0%*	*0.6%*	*1.0%*	*1.4%*	*1.4%*	*1.4%*	*1.0%*
%H		*25.0%*	*16.7%*	*100.0%*	*41.7%*	*58.3%*	*75.0%*
Any recorder	726	413	172	458	309	149	638
%V	*61.6%*	*87.9%*	*84.3%*	*53.4%*	*85.4%*	*30.1%*	*68.8%*
%H		*56.9%*	*23.7%*	*63.1%*	*42.6%*	*20.5%*	*87.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1179	470	204	857	362	495	928
%H		*39.9%*	*17.3%*	*72.7%*	*30.7%*	*42.0%*	*78.7%*
Receives HDTV (via STB or built-in reception)	686	353	170	453	281	173	595
%V	*58.2%*	*75.1%*	*83.3%*	*52.9%*	*77.6%*	*34.9%*	*64.1%*
%H		*51.5%*	*24.8%*	*66.0%*	*41.0%*	*25.2%*	*86.7%*
DVD/Blu-ray player or recorder	765	316	136	558	251	307	618
%V	*64.9%*	*67.2%*	*66.7%*	*65.1%*	*69.3%*	*62.0%*	*66.6%*
%H		*41.3%*	*17.8%*	*72.9%*	*32.8%*	*40.1%*	*80.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North East

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1267	614	256	988	581	407	1141
%H		*48.5%*	*20.2%*	*78.0%*	*45.9%*	*32.1%*	*90.1%*
Under 20"	249	99	45	207	101	106	213
%V	*19.7%*	*16.1%*	*17.6%*	*21.0%*	*17.4%*	*26.0%*	*18.7%*
%H		*39.8%*	*18.1%*	*83.1%*	*40.6%*	*42.6%*	*85.5%*
20" - 29"	373	178	82	296	176	121	331
%V	*29.4%*	*29.0%*	*32.0%*	*30.0%*	*30.3%*	*29.7%*	*29.0%*
%H		*47.7%*	*22.0%*	*79.4%*	*47.2%*	*32.4%*	*88.7%*
30" - 39"	396	207	74	306	190	116	364
%V	*31.3%*	*33.7%*	*28.9%*	*31.0%*	*32.7%*	*28.5%*	*31.9%*
%H		*52.3%*	*18.7%*	*77.3%*	*48.0%*	*29.3%*	*91.9%*
40" and over	243	128	53	174	110	63	228
%V	*19.2%*	*20.8%*	*20.7%*	*17.6%*	*18.9%*	*15.5%*	*20.0%*
%H		*52.7%*	*21.8%*	*71.6%*	*45.3%*	*25.9%*	*93.8%*
Don't know	7	3	3	5	4	1	5
%V	*0.6%*	*0.5%*	*1.2%*	*0.5%*	*0.7%*	*0.2%*	*0.4%*
%H		*42.9%*	*42.9%*	*71.4%*	*57.1%*	*14.3%*	*71.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North East

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1267	614	256	988	581	407	1141
%H		*48.5%*	*20.2%*	*78.0%*	*45.9%*	*32.1%*	*90.1%*
PVR	269	182	63	167	139	28	255
%V	*21.2%*	*29.6%*	*24.6%*	*16.9%*	*23.9%*	*6.9%*	*22.3%*
%H		*67.7%*	*23.4%*	*62.1%*	*51.7%*	*10.4%*	*94.8%*
DVDR	15	6	6	14	11	3	15
%V	*1.2%*	*1.0%*	*2.3%*	*1.4%*	*1.9%*	*0.7%*	*1.3%*
%H		*40.0%*	*40.0%*	*93.3%*	*73.3%*	*20.0%*	*100.0%*
VCR	4	1	3	4	3	0	3
%V	*0.3%*	*0.2%*	*1.2%*	*0.4%*	*0.5%*	*0.0%*	*0.3%*
%H		*25.0%*	*75.0%*	*100.0%*	*75.0%*	*0.0%*	*75.0%*
Any recorder	281	185	69	178	147	31	265
%V	*22.2%*	*30.1%*	*27.0%*	*18.0%*	*25.3%*	*7.6%*	*23.2%*
%H		*65.8%*	*24.6%*	*63.3%*	*52.3%*	*11.0%*	*94.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1267	614	256	988	581	407	1141
%H		*48.5%*	*20.2%*	*78.0%*	*45.9%*	*32.1%*	*90.1%*
Receives HDTV (via STB or built-in reception)	374	196	87	281	182	99	352
%V	*29.5%*	*31.9%*	*34.0%*	*28.4%*	*31.3%*	*24.3%*	*30.9%*
%H		*52.4%*	*23.3%*	*75.1%*	*48.7%*	*26.5%*	*94.1%*
DVD/Blu-ray player or recorder	495	242	104	403	245	158	456
%V	*39.1%*	*39.4%*	*40.6%*	*40.8%*	*42.2%*	*38.8%*	*40.0%*
%H		*48.9%*	*21.0%*	*81.4%*	*49.5%*	*31.9%*	*92.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 5.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2707	2609	1187	480	1817	894	924	2332
%H		*96.4%*	*43.8%*	*17.7%*	*67.1%*	*33.0%*	*34.1%*	*86.1%*
Total Children	488	470	257	82	287	165	123	461
%V	*18.0%*	*18.0%*	*21.7%*	*17.1%*	*15.8%*	*18.5%*	*13.3%*	*19.8%*
%H		*96.3%*	*52.7%*	*16.8%*	*58.8%*	*33.8%*	*25.2%*	*94.5%*
0 - 3	122	118	65	20	65	34	31	115
%V	*4.5%*	*4.5%*	*5.5%*	*4.2%*	*3.6%*	*3.8%*	*3.4%*	*4.9%*
%H		*96.7%*	*53.3%*	*16.4%*	*53.3%*	*27.9%*	*25.4%*	*94.3%*
4 - 15	367	352	192	61	222	130	92	347
%V	*13.6%*	*13.5%*	*16.2%*	*12.7%*	*12.2%*	*14.5%*	*10.0%*	*14.9%*
%H		*95.9%*	*52.3%*	*16.6%*	*60.5%*	*35.4%*	*25.1%*	*94.6%*
4 - 9	191	184	101	30	114	62	51	177
%V	*7.1%*	*7.1%*	*8.5%*	*6.3%*	*6.3%*	*6.9%*	*5.5%*	*7.6%*
%H		*96.3%*	*52.9%*	*15.7%*	*59.7%*	*32.5%*	*26.7%*	*92.7%*
10 - 15	175	168	91	32	108	68	40	169
%V	*6.5%*	*6.4%*	*7.7%*	*6.7%*	*5.9%*	*7.6%*	*4.3%*	*7.2%*
%H		*96.0%*	*52.0%*	*18.3%*	*61.7%*	*38.9%*	*22.9%*	*96.6%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV North East

Individual level data

Table 5.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2707	2609	1187	480	1817	894	924	2332
%H		*96.4%*	*43.8%*	*17.7%*	*67.1%*	*33.0%*	*34.1%*	*86.1%*
Total Adults (16+)	2219	2139	930	398	1530	729	801	1871
%V	*82.0%*	*82.0%*	*78.3%*	*82.9%*	*84.2%*	*81.5%*	*86.7%*	*80.2%*
%H		*96.4%*	*41.9%*	*17.9%*	*68.9%*	*32.9%*	*36.1%*	*84.3%*
16 - 19	111	106	54	22	74	44	30	105
%V	*4.1%*	*4.1%*	*4.5%*	*4.6%*	*4.1%*	*4.9%*	*3.2%*	*4.5%*
%H		*95.5%*	*48.6%*	*19.8%*	*66.7%*	*39.6%*	*27.0%*	*94.6%*
20 - 24	186	163	73	27	116	58	58	174
%V	*6.9%*	*6.2%*	*6.1%*	*5.6%*	*6.4%*	*6.5%*	*6.3%*	*7.5%*
%H		*87.6%*	*39.2%*	*14.5%*	*62.4%*	*31.2%*	*31.2%*	*93.5%*
25 - 34	340	323	158	63	188	93	95	323
%V	*12.6%*	*12.4%*	*13.3%*	*13.1%*	*10.3%*	*10.4%*	*10.3%*	*13.9%*
%H		*95.0%*	*46.5%*	*18.5%*	*55.3%*	*27.4%*	*27.9%*	*95.0%*
35 - 44	314	303	155	58	196	108	88	289
%V	*11.6%*	*11.6%*	*13.1%*	*12.1%*	*10.8%*	*12.1%*	*9.5%*	*12.4%*
%H		*96.5%*	*49.4%*	*18.5%*	*62.4%*	*34.4%*	*28.0%*	*92.0%*
45 - 54	393	381	184	80	272	150	122	356
%V	*14.5%*	*14.6%*	*15.5%*	*16.7%*	*15.0%*	*16.8%*	*13.2%*	*15.3%*
%H		*96.9%*	*46.8%*	*20.4%*	*69.2%*	*38.2%*	*31.0%*	*90.6%*
55 - 64	349	346	145	58	265	121	144	299
%V	*12.9%*	*13.3%*	*12.2%*	*12.1%*	*14.6%*	*13.5%*	*15.6%*	*12.8%*
%H		*99.1%*	*41.5%*	*16.6%*	*75.9%*	*34.7%*	*41.3%*	*85.7%*
65+	526	517	161	91	419	155	264	324
%V	*19.4%*	*19.8%*	*13.6%*	*19.0%*	*23.1%*	*17.3%*	*28.6%*	*13.9%*
%H		*98.3%*	*30.6%*	*17.3%*	*79.7%*	*29.5%*	*50.2%*	*61.6%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2219	2139	930	398	1530	729	801	1871
%H		*96.4%*	*41.9%*	*17.9%*	*68.9%*	*32.9%*	*36.1%*	*84.3%*
AB	495	482	235	86	350	187	162	467
%V	*22.3%*	*22.5%*	*25.3%*	*21.6%*	*22.9%*	*25.7%*	*20.2%*	*25.0%*
%H		*97.4%*	*47.5%*	*17.4%*	*70.7%*	*37.8%*	*32.7%*	*94.3%*
C1	557	520	237	101	374	191	182	507
%V	*25.1%*	*24.3%*	*25.5%*	*25.4%*	*24.4%*	*26.2%*	*22.7%*	*27.1%*
%H		*93.4%*	*42.5%*	*18.1%*	*67.1%*	*34.3%*	*32.7%*	*91.0%*
C2	491	484	226	99	348	187	161	424
%V	*22.1%*	*22.6%*	*24.3%*	*24.9%*	*22.7%*	*25.7%*	*20.1%*	*22.7%*
%H		*98.6%*	*46.0%*	*20.2%*	*70.9%*	*38.1%*	*32.8%*	*86.4%*
D	385	375	151	67	245	95	150	296
%V	*17.4%*	*17.5%*	*16.2%*	*16.8%*	*16.0%*	*13.0%*	*18.7%*	*15.8%*
%H		*97.4%*	*39.2%*	*17.4%*	*63.6%*	*24.7%*	*39.0%*	*76.9%*
E	292	278	80	46	214	68	145	177
%V	*13.2%*	*13.0%*	*8.6%*	*11.6%*	*14.0%*	*9.3%*	*18.1%*	*9.5%*
%H		*95.2%*	*27.4%*	*15.8%*	*73.3%*	*23.3%*	*49.7%*	*60.6%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2219	2139	930	398	1530	729	801	1871
%H		*96.4%*	*41.9%*	*17.9%*	*68.9%*	*32.9%*	*36.1%*	*84.3%*
Working full time	921	896	456	182	599	340	258	867
%V	*41.5%*	*41.9%*	*49.0%*	*45.7%*	*39.2%*	*46.6%*	*32.2%*	*46.3%*
%H		*97.3%*	*49.5%*	*19.8%*	*65.0%*	*36.9%*	*28.0%*	*94.1%*
Working part time	205	201	96	30	144	70	74	187
%V	*9.2%*	*9.4%*	*10.3%*	*7.5%*	*9.4%*	*9.6%*	*9.2%*	*10.0%*
%H		*98.0%*	*46.8%*	*14.6%*	*70.2%*	*34.1%*	*36.1%*	*91.2%*
Not working	1093	1042	378	186	787	319	468	816
%V	*49.3%*	*48.7%*	*40.6%*	*46.7%*	*51.4%*	*43.8%*	*58.4%*	*43.6%*
%H		*95.3%*	*34.6%*	*17.0%*	*72.0%*	*29.2%*	*42.8%*	*74.7%*
Housewife/Houseperson	1225	1182	470	204	857	362	496	958
%V	*55.2%*	*55.3%*	*50.5%*	*51.3%*	*56.0%*	*49.7%*	*61.9%*	*51.2%*
%H		*96.5%*	*38.4%*	*16.7%*	*70.0%*	*29.6%*	*40.5%*	*78.2%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 5.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1073	1033	472	195	727	366	360	910
%H		*96.3%*	*44.0%*	*18.2%*	*67.8%*	*34.1%*	*33.6%*	*84.8%*
16 - 19	60	57	29	14	37	23	14	59
%V	*5.6%*	*5.5%*	*6.1%*	*7.2%*	*5.1%*	*6.3%*	*3.9%*	*6.5%*
%H		*95.0%*	*48.3%*	*23.3%*	*61.7%*	*38.3%*	*23.3%*	*98.3%*
20 - 24	86	78	29	12	56	24	32	79
%V	*8.0%*	*7.6%*	*6.1%*	*6.2%*	*7.7%*	*6.6%*	*8.9%*	*8.7%*
%H		*90.7%*	*33.7%*	*14.0%*	*65.1%*	*27.9%*	*37.2%*	*91.9%*
25 - 34	170	162	82	31	96	49	47	161
%V	*15.8%*	*15.7%*	*17.4%*	*15.9%*	*13.2%*	*13.4%*	*13.1%*	*17.7%*
%H		*95.3%*	*48.2%*	*18.2%*	*56.5%*	*28.8%*	*27.6%*	*94.7%*
35 - 44	153	145	73	27	93	49	43	138
%V	*14.3%*	*14.0%*	*15.5%*	*13.8%*	*12.8%*	*13.4%*	*11.9%*	*15.2%*
%H		*94.8%*	*47.7%*	*17.6%*	*60.8%*	*32.0%*	*28.1%*	*90.2%*
45 - 54	191	184	95	37	132	77	55	168
%V	*17.8%*	*17.8%*	*20.1%*	*19.0%*	*18.2%*	*21.0%*	*15.3%*	*18.5%*
%H		*96.3%*	*49.7%*	*19.4%*	*69.1%*	*40.3%*	*28.8%*	*88.0%*
55 - 64	170	168	78	29	122	61	61	143
%V	*15.8%*	*16.3%*	*16.5%*	*14.9%*	*16.8%*	*16.7%*	*16.9%*	*15.7%*
%H		*98.8%*	*45.9%*	*17.1%*	*71.8%*	*35.9%*	*35.9%*	*84.1%*
65+	243	239	85	45	191	83	109	161
%V	*22.6%*	*23.1%*	*18.0%*	*23.1%*	*26.3%*	*22.7%*	*30.3%*	*17.7%*
%H		*98.4%*	*35.0%*	*18.5%*	*78.6%*	*34.2%*	*44.9%*	*66.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North East

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1073	1033	472	195	727	366	360	910
%H		*96.3%*	*44.0%*	*18.2%*	*67.8%*	*34.1%*	*33.6%*	*84.8%*
AB	244	238	118	44	170	94	76	230
%V	*22.7%*	*23.0%*	*25.0%*	*22.6%*	*23.4%*	*25.7%*	*21.1%*	*25.3%*
%H		*97.5%*	*48.4%*	*18.0%*	*69.7%*	*38.5%*	*31.1%*	*94.3%*
C1	255	239	122	46	168	95	72	238
%V	*23.8%*	*23.1%*	*25.8%*	*23.6%*	*23.1%*	*26.0%*	*20.0%*	*26.2%*
%H		*93.7%*	*47.8%*	*18.0%*	*65.9%*	*37.3%*	*28.2%*	*93.3%*
C2	266	262	121	51	190	100	90	220
%V	*24.8%*	*25.4%*	*25.6%*	*26.2%*	*26.1%*	*27.3%*	*25.0%*	*24.2%*
%H		*98.5%*	*45.5%*	*19.2%*	*71.4%*	*37.6%*	*33.8%*	*82.7%*
D	177	172	75	32	108	46	62	142
%V	*16.5%*	*16.7%*	*15.9%*	*16.4%*	*14.9%*	*12.6%*	*17.2%*	*15.6%*
%H		*97.2%*	*42.4%*	*18.1%*	*61.0%*	*26.0%*	*35.0%*	*80.2%*
E	130	122	35	22	91	30	60	80
%V	*12.1%*	*11.8%*	*7.4%*	*11.3%*	*12.5%*	*8.2%*	*16.7%*	*8.8%*
%H		*93.8%*	*26.9%*	*16.9%*	*70.0%*	*23.1%*	*46.2%*	*61.5%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North East

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1073	1033	472	195	727	366	360	910
%H		*96.3%*	*44.0%*	*18.2%*	*67.8%*	*34.1%*	*33.6%*	*84.8%*
Working full time	551	534	281	100	354	200	154	515
%V	*51.4%*	*51.7%*	*59.5%*	*51.3%*	*48.7%*	*54.6%*	*42.8%*	*56.6%*
%H		*96.9%*	*51.0%*	*18.1%*	*64.2%*	*36.3%*	*27.9%*	*93.5%*
Working part time	39	37	17	5	26	11	15	32
%V	*3.6%*	*3.6%*	*3.6%*	*2.6%*	*3.6%*	*3.0%*	*4.2%*	*3.5%*
%H		*94.9%*	*43.6%*	*12.8%*	*66.7%*	*28.2%*	*38.5%*	*82.1%*
Not working	483	462	174	90	346	155	191	362
%V	*45.0%*	*44.7%*	*36.9%*	*46.2%*	*47.6%*	*42.3%*	*53.1%*	*39.8%*
%H		*95.7%*	*36.0%*	*18.6%*	*71.6%*	*32.1%*	*39.5%*	*74.9%*
Housewife/Houseperson	270	254	92	38	191	73	119	171
%V	*25.2%*	*24.6%*	*19.5%*	*19.5%*	*26.3%*	*19.9%*	*33.1%*	*18.8%*
%H		*94.1%*	*34.1%*	*14.1%*	*70.7%*	*27.0%*	*44.1%*	*63.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North East

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1147	1106	458	203	804	363	441	961
%H		*96.4%*	*39.9%*	*17.7%*	*70.1%*	*31.6%*	*38.4%*	*83.8%*
16 - 19	51	49	25	8	37	21	16	46
%V	*4.4%*	*4.4%*	*5.5%*	*3.9%*	*4.6%*	*5.8%*	*3.6%*	*4.8%*
%H		*96.1%*	*49.0%*	*15.7%*	*72.5%*	*41.2%*	*31.4%*	*90.2%*
20 - 24	100	85	44	15	60	34	26	95
%V	*8.7%*	*7.7%*	*9.6%*	*7.4%*	*7.5%*	*9.4%*	*5.9%*	*9.9%*
%H		*85.0%*	*44.0%*	*15.0%*	*60.0%*	*34.0%*	*26.0%*	*95.0%*
25 - 34	169	161	76	31	92	44	48	162
%V	*14.7%*	*14.6%*	*16.6%*	*15.3%*	*11.4%*	*12.1%*	*10.9%*	*16.9%*
%H		*95.3%*	*45.0%*	*18.3%*	*54.4%*	*26.0%*	*28.4%*	*95.9%*
35 - 44	161	158	82	31	104	59	45	151
%V	*14.0%*	*14.3%*	*17.9%*	*15.3%*	*12.9%*	*16.3%*	*10.2%*	*15.7%*
%H		*98.1%*	*50.9%*	*19.3%*	*64.6%*	*36.6%*	*28.0%*	*93.8%*
45 - 54	202	197	89	43	141	73	68	188
%V	*17.6%*	*17.8%*	*19.4%*	*21.2%*	*17.5%*	*20.1%*	*15.4%*	*19.6%*
%H		*97.5%*	*44.1%*	*21.3%*	*69.8%*	*36.1%*	*33.7%*	*93.1%*
55 - 64	179	178	66	29	143	60	83	156
%V	*15.6%*	*16.1%*	*14.4%*	*14.3%*	*17.8%*	*16.5%*	*18.8%*	*16.2%*
%H		*99.4%*	*36.9%*	*16.2%*	*79.9%*	*33.5%*	*46.4%*	*87.2%*
65+	284	278	75	47	228	73	155	163
%V	*24.8%*	*25.1%*	*16.4%*	*23.2%*	*28.4%*	*20.1%*	*35.1%*	*17.0%*
%H		*97.9%*	*26.4%*	*16.5%*	*80.3%*	*25.7%*	*54.6%*	*57.4%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North East

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1147	1106	458	203	804	363	441	961
%H		*96.4%*	*39.9%*	*17.7%*	*70.1%*	*31.6%*	*38.4%*	*83.8%*
AB	250	244	117	42	179	93	86	238
%V	*21.8%*	*22.1%*	*25.5%*	*20.7%*	*22.3%*	*25.6%*	*19.5%*	*24.8%*
%H		*97.6%*	*46.8%*	*16.8%*	*71.6%*	*37.2%*	*34.4%*	*95.2%*
C1	302	281	115	54	206	96	110	269
%V	*26.3%*	*25.4%*	*25.1%*	*26.6%*	*25.6%*	*26.4%*	*24.9%*	*28.0%*
%H		*93.0%*	*38.1%*	*17.9%*	*68.2%*	*31.8%*	*36.4%*	*89.1%*
C2	225	222	105	47	158	87	71	204
%V	*19.6%*	*20.1%*	*22.9%*	*23.2%*	*19.7%*	*24.0%*	*16.1%*	*21.2%*
%H		*98.7%*	*46.7%*	*20.9%*	*70.2%*	*38.7%*	*31.6%*	*90.7%*
D	208	204	76	35	137	49	88	154
%V	*18.1%*	*18.4%*	*16.6%*	*17.2%*	*17.0%*	*13.5%*	*20.0%*	*16.0%*
%H		*98.1%*	*36.5%*	*16.8%*	*65.9%*	*23.6%*	*42.3%*	*74.0%*
E	162	156	45	24	123	38	85	97
%V	*14.1%*	*14.1%*	*9.8%*	*11.8%*	*15.3%*	*10.5%*	*19.3%*	*10.1%*
%H		*96.3%*	*27.8%*	*14.8%*	*75.9%*	*23.5%*	*52.5%*	*59.9%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North East

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1147	1106	458	203	804	363	441	961
%H		*96.4%*	*39.9%*	*17.7%*	*70.1%*	*31.6%*	*38.4%*	*83.8%*
Working full time	370	362	175	82	244	140	104	352
%V	*32.3%*	*32.7%*	*38.2%*	*40.4%*	*30.3%*	*38.6%*	*23.6%*	*36.6%*
%H		*97.8%*	*47.3%*	*22.2%*	*65.9%*	*37.8%*	*28.1%*	*95.1%*
Working part time	167	164	79	25	118	59	59	155
%V	*14.6%*	*14.8%*	*17.2%*	*12.3%*	*14.7%*	*16.3%*	*13.4%*	*16.1%*
%H		*98.2%*	*47.3%*	*15.0%*	*70.7%*	*35.3%*	*35.3%*	*92.8%*
Not working	610	581	204	96	442	164	277	454
%V	*53.2%*	*52.5%*	*44.5%*	*47.3%*	*55.0%*	*45.2%*	*62.8%*	*47.2%*
%H		*95.2%*	*33.4%*	*15.7%*	*72.5%*	*26.9%*	*45.4%*	*74.4%*
Housewife/Houseperson	956	928	378	166	666	289	377	787
%V	*83.3%*	*83.9%*	*82.5%*	*81.8%*	*82.8%*	*79.6%*	*85.5%*	*81.9%*
%H		*97.1%*	*39.5%*	*17.4%*	*69.7%*	*30.2%*	*39.4%*	*82.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 6.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1744	1644	689	335	1147	558	589	1433
%H (All HH)		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*
%H (TV HH)			*41.9%*	*20.4%*	*69.8%*	*33.9%*	*35.8%*	
AB	408	387	170	93	263	142	122	388
%V	*23.4%*	*23.5%*	*24.7%*	*27.8%*	*22.9%*	*25.4%*	*20.7%*	*27.1%*
%H (All HH)		*94.9%*	*41.7%*	*22.8%*	*64.5%*	*34.8%*	*29.9%*	*95.1%*
%H (TV HH)			*43.9%*	*24.0%*	*68.0%*	*36.7%*	*31.5%*	
C1	486	446	198	97	292	155	137	440
%V	*27.9%*	*27.1%*	*28.7%*	*29.0%*	*25.5%*	*27.8%*	*23.3%*	*30.7%*
%H (All HH)		*91.8%*	*40.7%*	*20.0%*	*60.1%*	*31.9%*	*28.2%*	*90.5%*
%H (TV HH)			*44.4%*	*21.7%*	*65.5%*	*34.8%*	*30.7%*	
C2	306	296	139	59	210	116	95	263
%V	*17.5%*	*18.0%*	*20.2%*	*17.6%*	*18.3%*	*20.8%*	*16.1%*	*18.4%*
%H (All HH)		*96.7%*	*45.4%*	*19.3%*	*68.6%*	*37.9%*	*31.0%*	*85.9%*
%H (TV HH)			*47.0%*	*19.9%*	*70.9%*	*39.2%*	*32.1%*	
D	298	285	114	51	203	90	114	216
%V	*17.1%*	*17.3%*	*16.5%*	*15.2%*	*17.7%*	*16.1%*	*19.4%*	*15.1%*
%H (All HH)		*95.6%*	*38.3%*	*17.1%*	*68.1%*	*30.2%*	*38.3%*	*72.5%*
%H (TV HH)			*40.0%*	*17.9%*	*71.2%*	*31.6%*	*40.0%*	
E	247	229	68	34	178	56	121	126
%V	*14.2%*	*13.9%*	*9.9%*	*10.1%*	*15.5%*	*10.0%*	*20.5%*	*8.8%*
%H (All HH)		*92.7%*	*27.5%*	*13.8%*	*72.1%*	*22.7%*	*49.0%*	*51.0%*
%H (TV HH)			*29.7%*	*14.8%*	*77.7%*	*24.5%*	*52.8%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Central Scotland

Household level data

Table 6.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1744	1644	689	335	1147	558	589	1433
%H (All HH)		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*
%H (TV HH)			*41.9%*	*20.4%*	*69.8%*	*33.9%*	*35.8%*	
Under 25	89	66	18	9	38	11	27	83
%V	*5.1%*	*4.0%*	*2.6%*	*2.7%*	*3.3%*	*2.0%*	*4.6%*	*5.8%*
%H (All HH)		*74.2%*	*20.2%*	*10.1%*	*42.7%*	*12.4%*	*30.3%*	*93.3%*
%H (TV HH)			*27.3%*	*13.6%*	*57.6%*	*16.7%*	*40.9%*	
25 - 34	262	227	106	46	135	73	62	248
%V	*15.0%*	*13.8%*	*15.4%*	*13.7%*	*11.8%*	*13.1%*	*10.5%*	*17.3%*
%H (All HH)		*86.6%*	*40.5%*	*17.6%*	*51.5%*	*27.9%*	*23.7%*	*94.7%*
%H (TV HH)			*46.7%*	*20.3%*	*59.5%*	*32.2%*	*27.3%*	
35 - 44	287	272	143	51	170	95	74	272
%V	*16.5%*	*16.5%*	*20.8%*	*15.2%*	*14.8%*	*17.0%*	*12.6%*	*19.0%*
%H (All HH)		*94.8%*	*49.8%*	*17.8%*	*59.2%*	*33.1%*	*25.8%*	*94.8%*
%H (TV HH)			*52.6%*	*18.8%*	*62.5%*	*34.9%*	*27.2%*	
45 - 54	362	349	162	75	242	135	107	321
%V	*20.8%*	*21.2%*	*23.5%*	*22.4%*	*21.1%*	*24.2%*	*18.2%*	*22.4%*
%H (All HH)		*96.4%*	*44.8%*	*20.7%*	*66.9%*	*37.3%*	*29.6%*	*88.7%*
%H (TV HH)			*46.4%*	*21.5%*	*69.3%*	*38.7%*	*30.7%*	
55 - 64	304	295	118	67	220	110	111	253
%V	*17.4%*	*17.9%*	*17.1%*	*20.0%*	*19.2%*	*19.7%*	*18.8%*	*17.7%*
%H (All HH)		*97.0%*	*38.8%*	*22.0%*	*72.4%*	*36.2%*	*36.5%*	*83.2%*
%H (TV HH)			*40.0%*	*22.7%*	*74.6%*	*37.3%*	*37.6%*	
65 +	442	435	142	87	341	134	207	257
%V	*25.3%*	*26.5%*	*20.6%*	*26.0%*	*29.7%*	*24.0%*	*35.1%*	*17.9%*
%H (All HH)		*98.4%*	*32.1%*	*19.7%*	*77.1%*	*30.3%*	*46.8%*	*58.1%*
%H (TV HH)			*32.6%*	*20.0%*	*78.4%*	*30.8%*	*47.6%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Central Scotland

Household level data

Table 6.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1744	1644	689	335	1147	558	589	1433
%H (All HH)		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*
%H (TV HH)			*41.9%*	*20.4%*	*69.8%*	*33.9%*	*35.8%*	
1	640	594	162	108	456	144	312	399
%V	*36.7%*	*36.1%*	*23.5%*	*32.2%*	*39.8%*	*25.8%*	*53.0%*	*27.8%*
%H (All HH)		*92.8%*	*25.3%*	*16.9%*	*71.3%*	*22.5%*	*48.8%*	*62.3%*
%H (TV HH)			*27.3%*	*18.2%*	*76.8%*	*24.2%*	*52.5%*	
2	582	550	244	123	372	199	173	523
%V	*33.4%*	*33.5%*	*35.4%*	*36.7%*	*32.4%*	*35.7%*	*29.4%*	*36.5%*
%H (All HH)		*94.5%*	*41.9%*	*21.1%*	*63.9%*	*34.2%*	*29.7%*	*89.9%*
%H (TV HH)			*44.4%*	*22.4%*	*67.6%*	*36.2%*	*31.5%*	
3	264	253	137	55	162	106	56	257
%V	*15.1%*	*15.4%*	*19.9%*	*16.4%*	*14.1%*	*19.0%*	*9.5%*	*17.9%*
%H (All HH)		*95.8%*	*51.9%*	*20.8%*	*61.4%*	*40.2%*	*21.2%*	*97.3%*
%H (TV HH)			*54.2%*	*21.7%*	*64.0%*	*41.9%*	*22.1%*	
4	192	183	109	35	116	79	36	188
%V	*11.0%*	*11.1%*	*15.8%*	*10.4%*	*10.1%*	*14.2%*	*6.1%*	*13.1%*
%H (All HH)		*95.3%*	*56.8%*	*18.2%*	*60.4%*	*41.1%*	*18.8%*	*97.9%*
%H (TV HH)			*59.6%*	*19.1%*	*63.4%*	*43.2%*	*19.7%*	
5+	67	64	37	15	42	30	11	67
%V	*3.8%*	*3.9%*	*5.4%*	*4.5%*	*3.7%*	*5.4%*	*1.9%*	*4.7%*
%H (All HH)		*95.5%*	*55.2%*	*22.4%*	*62.7%*	*44.8%*	*16.4%*	*100.0%*
%H (TV HH)			*57.8%*	*23.4%*	*65.6%*	*46.9%*	*17.2%*	
Average HH size	2.13	2.14	2.46	2.19	2.07	2.39	1.75	2.32

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Central Scotland

Household level data

Table 6.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1744	1644	689	335	1147	558	589	1433
%H (All HH)		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*
%H (TV HH)			*41.9%*	*20.4%*	*69.8%*	*33.9%*	*35.8%*	
Without	1349	1263	469	264	914	405	509	1049
%V	*77.4%*	*76.8%*	*68.1%*	*78.8%*	*79.7%*	*72.6%*	*86.4%*	*73.2%*
%H (All HH)		*93.6%*	*34.8%*	*19.6%*	*67.8%*	*30.0%*	*37.7%*	*77.8%*
%H (TV HH)			*37.1%*	*20.9%*	*72.4%*	*32.1%*	*40.3%*	
With	395	381	220	71	233	154	79	384
%V	*22.6%*	*23.2%*	*31.9%*	*21.2%*	*20.3%*	*27.6%*	*13.4%*	*26.8%*
%H (All HH)		*96.5%*	*55.7%*	*18.0%*	*59.0%*	*39.0%*	*20.0%*	*97.2%*
%H (TV HH)			*57.7%*	*18.6%*	*61.2%*	*40.4%*	*20.7%*	
0 - 3	135	127	67	23	74	42	32	130
%V	*7.7%*	*7.7%*	*9.7%*	*6.9%*	*6.5%*	*7.5%*	*5.4%*	*9.1%*
%H (All HH)		*94.1%*	*49.6%*	*17.0%*	*54.8%*	*31.1%*	*23.7%*	*96.3%*
%H (TV HH)			*52.8%*	*18.1%*	*58.3%*	*33.1%*	*25.2%*	
4 - 9	199	192	114	35	112	75	37	195
%V	*11.4%*	*11.7%*	*16.5%*	*10.4%*	*9.8%*	*13.4%*	*6.3%*	*13.6%*
%H (All HH)		*96.5%*	*57.3%*	*17.6%*	*56.3%*	*37.7%*	*18.6%*	*98.0%*
%H (TV HH)			*59.4%*	*18.2%*	*58.3%*	*39.1%*	*19.3%*	
10 - 15	186	182	110	33	121	86	35	182
%V	*10.7%*	*11.1%*	*16.0%*	*9.9%*	*10.5%*	*15.4%*	*5.9%*	*12.7%*
%H (All HH)		*97.8%*	*59.1%*	*17.7%*	*65.1%*	*46.2%*	*18.8%*	*97.8%*
%H (TV HH)			*60.4%*	*18.1%*	*66.5%*	*47.3%*	*19.2%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Central Scotland

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1744	1644	689	335	1147	558	589	1433
%H (All HH)		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*
%H (TV HH)			*41.9%*	*20.4%*	*69.8%*	*33.9%*	*35.8%*	
1	610	610	182	111	382	94	288	437
%V	*35.0%*	*37.1%*	*26.4%*	*33.1%*	*33.3%*	*16.8%*	*48.9%*	*30.5%*
%H (All HH)		*100.0%*	*29.8%*	*18.2%*	*62.6%*	*15.4%*	*47.2%*	*71.6%*
%H (TV HH)			*29.8%*	*18.2%*	*62.6%*	*15.4%*	*47.2%*	
2	569	569	253	123	403	212	192	474
%V	*32.6%*	*34.6%*	*36.7%*	*36.7%*	*35.1%*	*38.0%*	*32.6%*	*33.1%*
%H (All HH)		*100.0%*	*44.5%*	*21.6%*	*70.8%*	*37.3%*	*33.7%*	*83.3%*
%H (TV HH)			*44.5%*	*21.6%*	*70.8%*	*37.3%*	*33.7%*	
3	297	297	153	62	230	149	81	277
%V	*17.0%*	*18.1%*	*22.2%*	*18.5%*	*20.1%*	*26.7%*	*13.8%*	*19.3%*
%H (All HH)		*100.0%*	*51.5%*	*20.9%*	*77.4%*	*50.2%*	*27.3%*	*93.3%*
%H (TV HH)			*51.5%*	*20.9%*	*77.4%*	*50.2%*	*27.3%*	
4	116	116	67	28	89	68	21	114
%V	*6.7%*	*7.1%*	*9.7%*	*8.4%*	*7.8%*	*12.2%*	*3.6%*	*8.0%*
%H (All HH)		*100.0%*	*57.8%*	*24.1%*	*76.7%*	*58.6%*	*18.1%*	*98.3%*
%H (TV HH)			*57.8%*	*24.1%*	*76.7%*	*58.6%*	*18.1%*	
5+	51	51	34	11	43	36	7	51
%V	*2.9%*	*3.1%*	*4.9%*	*3.3%*	*3.7%*	*6.5%*	*1.2%*	*3.6%*
%H (All HH)		*100.0%*	*66.7%*	*21.6%*	*84.3%*	*70.6%*	*13.7%*	*100.0%*
%H (TV HH)			*66.7%*	*21.6%*	*84.3%*	*70.6%*	*13.7%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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Household level data

Table 6.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1744	1644	689	335	1147	558	589	1433
%H (All HH)		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*
%H (TV HH)			*41.9%*	*20.4%*	*69.8%*	*33.9%*	*35.8%*	
Under 20"	287	287	129	53	228	125	103	248
%V	*16.5%*	*17.5%*	*18.7%*	*15.8%*	*19.9%*	*22.4%*	*17.5%*	*17.3%*
%H (All HH)		*100.0%*	*44.9%*	*18.5%*	*79.4%*	*43.6%*	*35.9%*	*86.4%*
%H (TV HH)			*44.9%*	*18.5%*	*79.4%*	*43.6%*	*35.9%*	
20" - 29"	514	514	218	107	386	203	183	422
%V	*29.5%*	*31.3%*	*31.6%*	*31.9%*	*33.7%*	*36.4%*	*31.1%*	*29.4%*
%H (All HH)		*100.0%*	*42.4%*	*20.8%*	*75.1%*	*39.5%*	*35.6%*	*82.1%*
%H (TV HH)			*42.4%*	*20.8%*	*75.1%*	*39.5%*	*35.6%*	
30" - 39"	887	887	371	190	644	329	315	722
%V	*50.9%*	*54.0%*	*53.8%*	*56.7%*	*56.1%*	*59.0%*	*53.5%*	*50.4%*
%H (All HH)		*100.0%*	*41.8%*	*21.4%*	*72.6%*	*37.1%*	*35.5%*	*81.4%*
%H (TV HH)			*41.8%*	*21.4%*	*72.6%*	*37.1%*	*35.5%*	
40" and over	956	956	480	210	648	397	251	866
%V	*54.8%*	*58.2%*	*69.7%*	*62.7%*	*56.5%*	*71.1%*	*42.6%*	*60.4%*
%H (All HH)		*100.0%*	*50.2%*	*22.0%*	*67.8%*	*41.5%*	*26.3%*	*90.6%*
%H (TV HH)			*50.2%*	*22.0%*	*67.8%*	*41.5%*	*26.3%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1744	1644	689	335	1147	558	589	1433
%H (All HH)		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*
%H (TV HH)			*41.9%*	*20.4%*	*69.8%*	*33.9%*	*35.8%*	
Main living room	1622	1622	683	332	1132	555	577	1331
%V	*93.0%*	*98.7%*	*99.1%*	*99.1%*	*98.7%*	*99.5%*	*98.0%*	*92.9%*
%H (All HH)		*100.0%*	*42.1%*	*20.5%*	*69.8%*	*34.2%*	*35.6%*	*82.1%*
%H (TV HH)			*42.1%*	*20.5%*	*69.8%*	*34.2%*	*35.6%*	
Kitchen	150	150	80	32	121	82	39	134
%V	*8.6%*	*9.1%*	*11.6%*	*9.6%*	*10.5%*	*14.7%*	*6.6%*	*9.4%*
%H (All HH)		*100.0%*	*53.3%*	*21.3%*	*80.7%*	*54.7%*	*26.0%*	*89.3%*
%H (TV HH)			*53.3%*	*21.3%*	*80.7%*	*54.7%*	*26.0%*	
Adult's bedroom	821	821	399	176	620	376	244	723
%V	*47.1%*	*49.9%*	*57.9%*	*52.5%*	*54.1%*	*67.4%*	*41.4%*	*50.5%*
%H (All HH)		*100.0%*	*48.6%*	*21.4%*	*75.5%*	*45.8%*	*29.7%*	*88.1%*
%H (TV HH)			*48.6%*	*21.4%*	*75.5%*	*45.8%*	*29.7%*	
Child's bedroom	209	209	129	44	139	106	32	205
%V	*12.0%*	*12.7%*	*18.7%*	*13.1%*	*12.1%*	*19.0%*	*5.4%*	*14.3%*
%H (All HH)		*100.0%*	*61.7%*	*21.1%*	*66.5%*	*50.7%*	*15.3%*	*98.1%*
%H (TV HH)			*61.7%*	*21.1%*	*66.5%*	*50.7%*	*15.3%*	
Other bedroom	69	69	39	10	58	39	19	66
%V	*4.0%*	*4.2%*	*5.7%*	*3.0%*	*5.1%*	*7.0%*	*3.2%*	*4.6%*
%H (All HH)		*100.0%*	*56.5%*	*14.5%*	*84.1%*	*56.5%*	*27.5%*	*95.7%*
%H (TV HH)			*56.5%*	*14.5%*	*84.1%*	*56.5%*	*27.5%*	
Second living/dining room	117	117	54	30	89	56	33	109
%V	*6.7%*	*7.1%*	*7.8%*	*9.0%*	*7.8%*	*10.0%*	*5.6%*	*7.6%*
%H (All HH)		*100.0%*	*46.2%*	*25.6%*	*76.1%*	*47.9%*	*28.2%*	*93.2%*
%H (TV HH)			*46.2%*	*25.6%*	*76.1%*	*47.9%*	*28.2%*	
Study/office	17	17	6	7	12	8	4	16
%V	*1.0%*	*1.0%*	*0.9%*	*2.1%*	*1.0%*	*1.4%*	*0.7%*	*1.1%*
%H (All HH)		*100.0%*	*35.3%*	*41.2%*	*70.6%*	*47.1%*	*23.5%*	*94.1%*
%H (TV HH)			*35.3%*	*41.2%*	*70.6%*	*47.1%*	*23.5%*	
TV room	21	21	13	2	16	10	6	21
%V	*1.2%*	*1.3%*	*1.9%*	*0.6%*	*1.4%*	*1.8%*	*1.0%*	*1.5%*
%H (All HH)		*100.0%*	*61.9%*	*9.5%*	*76.2%*	*47.6%*	*28.6%*	*100.0%*
%H (TV HH)			*61.9%*	*9.5%*	*76.2%*	*47.6%*	*28.6%*	
Conservatory	31	31	17	7	25	19	6	28
%V	*1.8%*	*1.9%*	*2.5%*	*2.1%*	*2.2%*	*3.4%*	*1.0%*	*2.0%*
%H (All HH)		*100.0%*	*54.8%*	*22.6%*	*80.6%*	*61.3%*	*19.4%*	*90.3%*
%H (TV HH)			*54.8%*	*22.6%*	*80.6%*	*61.3%*	*19.4%*	
Attic or loft room	4	4	2	1	4	3	0	4
%V	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.0%*	*0.3%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*100.0%*	*75.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*25.0%*	*100.0%*	*75.0%*	*0.0%*	
No specific location	2	2	1	0	2	1	1	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*	*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	13	13	7	3	9	6	3	12
%V	*0.7%*	*0.8%*	*1.0%*	*0.9%*	*0.8%*	*1.1%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*53.8%*	*23.1%*	*69.2%*	*46.2%*	*23.1%*	*92.3%*
%H (TV HH)			*53.8%*	*23.1%*	*69.2%*	*46.2%*	*23.1%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

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Table 6.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1744	1644	689	335	1147	558	589	1433
%H (All HH)		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*
%H (TV HH)			*41.9%*	*20.4%*	*69.8%*	*33.9%*	*35.8%*	
Any DSAT provider	689	689	689	6	393	393	0	627
%V	*39.5%*	*41.9%*	*100.0%*	*1.8%*	*34.3%*	*70.4%*	*0.0%*	*43.8%*
%H (All HH)			*100.0%*	*0.9%*	*57.0%*	*57.0%*	*0.0%*	*91.0%*
%H (TV HH)			*100.0%*	*0.9%*	*57.0%*	*57.0%*	*0.0%*	
Sky with subcription	609	609	609	1	350	350	0	559
%V	*34.9%*	*37.0%*	*88.4%*	*0.3%*	*30.5%*	*62.7%*	*0.0%*	*39.0%*
%H (All HH)			*100.0%*	*0.2%*	*57.5%*	*57.5%*	*0.0%*	*91.8%*
%H (TV HH)			*100.0%*	*0.2%*	*57.5%*	*57.5%*	*0.0%*	
Sky without subscription	24	24	24	0	15	15	0	20
%V	*1.4%*	*1.5%*	*3.5%*	*0.0%*	*1.3%*	*2.7%*	*0.0%*	*1.4%*
%H (All HH)			*100.0%*	*0.0%*	*62.5%*	*62.5%*	*0.0%*	*83.3%*
%H (TV HH)			*100.0%*	*0.0%*	*62.5%*	*62.5%*	*0.0%*	
Freesat	51	51	51	4	26	26	0	46
%V	*2.9%*	*3.1%*	*7.4%*	*1.2%*	*2.3%*	*4.7%*	*0.0%*	*3.2%*
%H (All HH)			*100.0%*	*7.8%*	*51.0%*	*51.0%*	*0.0%*	*90.2%*
%H (TV HH)			*100.0%*	*7.8%*	*51.0%*	*51.0%*	*0.0%*	
Other satellite provider	23	23	23	0	10	10	0	21
%V	*1.3%*	*1.4%*	*3.3%*	*0.0%*	*0.9%*	*1.8%*	*0.0%*	*1.5%*
%H (All HH)			*100.0%*	*0.0%*	*43.5%*	*43.5%*	*0.0%*	*91.3%*
%H (TV HH)			*100.0%*	*0.0%*	*43.5%*	*43.5%*	*0.0%*	
DCAB	335	335	6	335	169	169	0	301
%V	*19.2%*	*20.4%*	*0.9%*	*100.0%*	*14.7%*	*30.3%*	*0.0%*	*21.0%*
%H (All HH)			*1.8%*	*100.0%*	*50.4%*	*50.4%*	*0.0%*	*89.9%*
%H (TV HH)			*1.8%*	*100.0%*	*50.4%*	*50.4%*	*0.0%*	
DTT	1147	1147	393	169	1147	558	589	907
%V	*65.8%*	*69.8%*	*57.0%*	*50.4%*	*100.0%*	*100.0%*	*100.0%*	*63.3%*
%H (All HH)		*100.0%*	*34.3%*	*14.7%*	*100.0%*	*48.6%*	*51.4%*	*79.1%*
%H (TV HH)			*34.3%*	*14.7%*	*100.0%*	*48.6%*	*51.4%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Central Scotland

Household level data

Table 6.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1744	1644	689	335	1147	558	589	1433
%H (All HH)		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*
%H (TV HH)			*41.9%*	*20.4%*	*69.8%*	*33.9%*	*35.8%*	
PVR	1019	1019	613	271	629	488	140	935
%V	*58.4%*	*62.0%*	*89.0%*	*80.9%*	*54.8%*	*87.5%*	*23.8%*	*65.2%*
%H (All HH)		*100.0%*	*60.2%*	*26.6%*	*61.7%*	*47.9%*	*13.7%*	*91.8%*
%H (TV HH)			*60.2%*	*26.6%*	*61.7%*	*47.9%*	*13.7%*	
DVDR	38	38	14	8	26	11	15	34
%V	*2.2%*	*2.3%*	*2.0%*	*2.4%*	*2.3%*	*2.0%*	*2.5%*	*2.4%*
%H (All HH)		*100.0%*	*36.8%*	*21.1%*	*68.4%*	*28.9%*	*39.5%*	*89.5%*
%H (TV HH)			*36.8%*	*21.1%*	*68.4%*	*28.9%*	*39.5%*	
VCR	12	12	5	2	9	4	5	7
%V	*0.7%*	*0.7%*	*0.7%*	*0.6%*	*0.8%*	*0.7%*	*0.8%*	*0.5%*
%H (All HH)		*100.0%*	*41.7%*	*16.7%*	*75.0%*	*33.3%*	*41.7%*	*58.3%*
%H (TV HH)			*41.7%*	*16.7%*	*75.0%*	*33.3%*	*41.7%*	
Any recorder	1038	1038	614	272	644	489	155	948
%V	*59.5%*	*63.1%*	*89.1%*	*81.2%*	*56.1%*	*87.6%*	*26.3%*	*66.2%*
%H (All HH)		*100.0%*	*59.2%*	*26.2%*	*62.0%*	*47.1%*	*14.9%*	*91.3%*
%H (TV HH)			*59.2%*	*26.2%*	*62.0%*	*47.1%*	*14.9%*	
Receives HDTV (via STB or built-in reception)	1079	1079	546	269	724	456	269	960
%V	*61.9%*	*65.6%*	*79.2%*	*80.3%*	*63.1%*	*81.7%*	*45.7%*	*67.0%*
%H (All HH)		*100.0%*	*50.6%*	*24.9%*	*67.1%*	*42.3%*	*24.9%*	*89.0%*
%H (TV HH)			*50.6%*	*24.9%*	*67.1%*	*42.3%*	*24.9%*	
DVD/Blu-ray player or recorder	1289	1289	570	277	922	490	432	1102
%V	*73.9%*	*78.4%*	*82.7%*	*82.7%*	*80.4%*	*87.8%*	*73.3%*	*76.9%*
%H (All HH)		*100.0%*	*44.2%*	*21.5%*	*71.5%*	*38.0%*	*33.5%*	*85.5%*
%H (TV HH)			*44.2%*	*21.5%*	*71.5%*	*38.0%*	*33.5%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Central Scotland

Household level data

Table 6.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1744	1644	689	335	1147	558	589	1433
%H (All HH)		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*
%H (TV HH)			*41.9%*	*20.4%*	*69.8%*	*33.9%*	*35.8%*	
Has broadband internet	1433	1352	627	301	907	513	395	1433
%V	*82.2%*	*82.2%*	*91.0%*	*89.9%*	*79.1%*	*91.9%*	*67.1%*	*100.0%*
%H (All HH)		*94.3%*	*43.8%*	*21.0%*	*63.3%*	*35.8%*	*27.6%*	*100.0%*
%H (TV HH)			*46.4%*	*22.3%*	*67.1%*	*37.9%*	*29.2%*	
Number of computers (PCs and laptops)								
0	365	346	80	47	276	62	214	70
%V	*20.9%*	*21.0%*	*11.6%*	*14.0%*	*24.1%*	*11.1%*	*36.3%*	*4.9%*
%H (All HH)		*94.8%*	*21.9%*	*12.9%*	*75.6%*	*17.0%*	*58.6%*	*19.2%*
%H (TV HH)			*23.1%*	*13.6%*	*79.8%*	*17.9%*	*61.8%*	
1	430	399	152	91	281	132	150	415
%V	*24.7%*	*24.3%*	*22.1%*	*27.2%*	*24.5%*	*23.7%*	*25.5%*	*29.0%*
%H (All HH)		*92.8%*	*35.3%*	*21.2%*	*65.3%*	*30.7%*	*34.9%*	*96.5%*
%H (TV HH)			*38.1%*	*22.8%*	*70.4%*	*33.1%*	*37.6%*	
2	409	383	180	81	253	140	113	409
%V	*23.5%*	*23.3%*	*26.1%*	*24.2%*	*22.1%*	*25.1%*	*19.2%*	*28.5%*
%H (All HH)		*93.6%*	*44.0%*	*19.8%*	*61.9%*	*34.2%*	*27.6%*	*100.0%*
%H (TV HH)			*47.0%*	*21.1%*	*66.1%*	*36.6%*	*29.5%*	
3	247	237	125	50	151	92	58	246
%V	*14.2%*	*14.4%*	*18.1%*	*14.9%*	*13.2%*	*16.5%*	*9.8%*	*17.2%*
%H (All HH)		*96.0%*	*50.6%*	*20.2%*	*61.1%*	*37.2%*	*23.5%*	*99.6%*
%H (TV HH)			*52.7%*	*21.1%*	*63.7%*	*38.8%*	*24.5%*	
4	148	139	73	34	96	67	29	148
%V	*8.5%*	*8.5%*	*10.6%*	*10.1%*	*8.4%*	*12.0%*	*4.9%*	*10.3%*
%H (All HH)		*93.9%*	*49.3%*	*23.0%*	*64.9%*	*45.3%*	*19.6%*	*100.0%*
%H (TV HH)			*52.5%*	*24.5%*	*69.1%*	*48.2%*	*20.9%*	
5+	144	140	78	34	91	65	26	144
%V	*8.3%*	*8.5%*	*11.3%*	*10.1%*	*7.9%*	*11.6%*	*4.4%*	*10.0%*
%H (All HH)		*97.2%*	*54.2%*	*23.6%*	*63.2%*	*45.1%*	*18.1%*	*100.0%*
%H (TV HH)			*55.7%*	*24.3%*	*65.0%*	*46.4%*	*18.6%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Central Scotland

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3377	1597	712	2465	1429	1035	2940
%H		*47.3%*	*21.1%*	*73.0%*	*42.3%*	*30.6%*	*87.1%*
Under 20"	348	156	62	281	154	128	303
%V	*10.3%*	*9.8%*	*8.7%*	*11.4%*	*10.8%*	*12.4%*	*10.3%*
%H		*44.8%*	*17.8%*	*80.7%*	*44.3%*	*36.8%*	*87.1%*
20" - 29"	649	287	134	499	274	224	544
%V	*19.2%*	*18.0%*	*18.8%*	*20.2%*	*19.2%*	*21.6%*	*18.5%*
%H		*44.2%*	*20.6%*	*76.9%*	*42.2%*	*34.5%*	*83.8%*
30" - 39"	1094	479	234	807	437	370	917
%V	*32.4%*	*30.0%*	*32.9%*	*32.7%*	*30.6%*	*35.7%*	*31.2%*
%H		*43.8%*	*21.4%*	*73.8%*	*39.9%*	*33.8%*	*83.8%*
40" and over	1221	651	267	833	544	289	1126
%V	*36.2%*	*40.8%*	*37.5%*	*33.8%*	*38.1%*	*27.9%*	*38.3%*
%H		*53.3%*	*21.9%*	*68.2%*	*44.6%*	*23.7%*	*92.2%*
Don't know	65	24	15	45	20	25	50
%V	*1.9%*	*1.5%*	*2.1%*	*1.8%*	*1.4%*	*2.4%*	*1.7%*
%H		*36.9%*	*23.1%*	*69.2%*	*30.8%*	*38.5%*	*76.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Central Scotland

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3377	1597	712	2465	1429	1035	2940
%H		*47.3%*	*21.1%*	*73.0%*	*42.3%*	*30.6%*	*87.1%*
Main living room	1629	687	333	1137	558	578	1338
%V	*48.2%*	*43.0%*	*46.8%*	*46.1%*	*39.0%*	*55.8%*	*45.5%*
%H		*42.2%*	*20.4%*	*69.8%*	*34.3%*	*35.5%*	*82.1%*
Kitchen	151	81	32	122	83	39	135
%V	*4.5%*	*5.1%*	*4.5%*	*4.9%*	*5.8%*	*3.8%*	*4.6%*
%H		*53.6%*	*21.2%*	*80.8%*	*55.0%*	*25.8%*	*89.4%*
Adult's bedroom	1043	512	228	803	500	303	933
%V	*30.9%*	*32.1%*	*32.0%*	*32.6%*	*35.0%*	*29.3%*	*31.7%*
%H		*49.1%*	*21.9%*	*77.0%*	*47.9%*	*29.1%*	*89.5%*
Child's bedroom	269	171	55	180	141	38	264
%V	*8.0%*	*10.7%*	*7.7%*	*7.3%*	*9.9%*	*3.7%*	*9.0%*
%H		*63.6%*	*20.4%*	*66.9%*	*52.4%*	*14.1%*	*98.1%*
Other bedroom	75	41	12	62	42	21	72
%V	*2.2%*	*2.6%*	*1.7%*	*2.5%*	*2.9%*	*2.0%*	*2.4%*
%H		*54.7%*	*16.0%*	*82.7%*	*56.0%*	*28.0%*	*96.0%*
Second living/dining room	121	55	31	92	57	35	113
%V	*3.6%*	*3.4%*	*4.4%*	*3.7%*	*4.0%*	*3.4%*	*3.8%*
%H		*45.5%*	*25.6%*	*76.0%*	*47.1%*	*28.9%*	*93.4%*
Study/office	18	7	7	13	8	4	16
%V	*0.5%*	*0.4%*	*1.0%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*38.9%*	*38.9%*	*72.2%*	*44.4%*	*22.2%*	*88.9%*
TV room	22	13	2	17	11	6	22
%V	*0.7%*	*0.8%*	*0.3%*	*0.7%*	*0.8%*	*0.6%*	*0.7%*
%H		*59.1%*	*9.1%*	*77.3%*	*50.0%*	*27.3%*	*100.0%*
Conservatory	31	17	7	25	19	6	28
%V	*0.9%*	*1.1%*	*1.0%*	*1.0%*	*1.3%*	*0.6%*	*1.0%*
%H		*54.8%*	*22.6%*	*80.6%*	*61.3%*	*19.4%*	*90.3%*
Attic or loft room	4	3	1	4	4	0	4
%V	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.0%*	*0.1%*
%H		*75.0%*	*25.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
No specific location	2	1	0	2	1	1	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Other	14	8	3	9	6	3	12
%V	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H		*57.1%*	*21.4%*	*64.3%*	*42.9%*	*21.4%*	*85.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Central Scotland

Set level data

Table 6.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3377	1597	712	2465	1429	1035	2940
%H		*47.3%*	*21.1%*	*73.0%*	*42.3%*	*30.6%*	*87.1%*
PVR	1404	874	373	829	667	162	1307
%V	*41.6%*	*54.7%*	*52.4%*	*33.6%*	*46.7%*	*15.7%*	*44.5%*
%H		*62.3%*	*26.6%*	*59.0%*	*47.5%*	*11.5%*	*93.1%*
DVDR	42	15	9	29	12	17	38
%V	*1.2%*	*0.9%*	*1.3%*	*1.2%*	*0.8%*	*1.6%*	*1.3%*
%H		*35.7%*	*21.4%*	*69.0%*	*28.6%*	*40.5%*	*90.5%*
VCR	12	5	2	9	4	5	7
%V	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.5%*	*0.2%*
%H		*41.7%*	*16.7%*	*75.0%*	*33.3%*	*41.7%*	*58.3%*
Any recorder	1430	880	376	850	671	178	1326
%V	*42.3%*	*55.1%*	*52.8%*	*34.5%*	*47.0%*	*17.2%*	*45.1%*
%H		*61.5%*	*26.3%*	*59.4%*	*46.9%*	*12.4%*	*92.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3377	1597	712	2465	1429	1035	2940
%H		*47.3%*	*21.1%*	*73.0%*	*42.3%*	*30.6%*	*87.1%*
Receives HDTV (via STB or built-in reception)	1672	867	423	1142	754	389	1519
%V	*49.5%*	*54.3%*	*59.4%*	*46.3%*	*52.8%*	*37.6%*	*51.7%*
%H		*51.9%*	*25.3%*	*68.3%*	*45.1%*	*23.3%*	*90.8%*
DVD/Blu-ray player or recorder	1997	943	440	1482	879	602	1777
%V	*59.1%*	*59.0%*	*61.8%*	*60.1%*	*61.5%*	*58.2%*	*60.4%*
%H		*47.2%*	*22.0%*	*74.2%*	*44.0%*	*30.1%*	*89.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Central Scotland

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1641	688	335	1146	558	587	1349
%H		*41.9%*	*20.4%*	*69.8%*	*34.0%*	*35.8%*	*82.2%*
Under 20"	25	3	2	20	3	17	20
%V	*1.5%*	*0.4%*	*0.6%*	*1.7%*	*0.5%*	*2.9%*	*1.5%*
%H		*12.0%*	*8.0%*	*80.0%*	*12.0%*	*68.0%*	*80.0%*
20" - 29"	120	27	16	83	11	73	72
%V	*7.3%*	*3.9%*	*4.8%*	*7.2%*	*2.0%*	*12.4%*	*5.3%*
%H		*22.5%*	*13.3%*	*69.2%*	*9.2%*	*60.8%*	*60.0%*
30" - 39"	525	174	106	387	149	237	382
%V	*32.0%*	*25.3%*	*31.6%*	*33.8%*	*26.7%*	*40.4%*	*28.3%*
%H		*33.1%*	*20.2%*	*73.7%*	*28.4%*	*45.1%*	*72.8%*
40" and over	938	474	205	635	391	244	851
%V	*57.2%*	*68.9%*	*61.2%*	*55.4%*	*70.1%*	*41.6%*	*63.1%*
%H		*50.5%*	*21.9%*	*67.7%*	*41.7%*	*26.0%*	*90.7%*
Don't know	33	10	6	20	4	16	23
%V	*2.0%*	*1.5%*	*1.8%*	*1.7%*	*0.7%*	*2.7%*	*1.7%*
%H		*30.3%*	*18.2%*	*60.6%*	*12.1%*	*48.5%*	*69.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Central Scotland

Set level data

Table 6.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1641	688	335	1146	558	587	1349
%H		*41.9%*	*20.4%*	*69.8%*	*34.0%*	*35.8%*	*82.2%*
PVR	998	603	266	614	481	133	916
%V	*60.8%*	*87.6%*	*79.4%*	*53.6%*	*86.2%*	*22.7%*	*67.9%*
%H		*60.4%*	*26.7%*	*61.5%*	*48.2%*	*13.3%*	*91.8%*
DVDR	32	11	8	23	10	13	29
%V	*2.0%*	*1.6%*	*2.4%*	*2.0%*	*1.8%*	*2.2%*	*2.1%*
%H		*34.4%*	*25.0%*	*71.9%*	*31.3%*	*40.6%*	*90.6%*
VCR	9	3	2	6	2	4	5
%V	*0.5%*	*0.4%*	*0.6%*	*0.5%*	*0.4%*	*0.7%*	*0.4%*
%H		*33.3%*	*22.2%*	*66.7%*	*22.2%*	*44.4%*	*55.6%*
Any recorder	1016	605	268	628	482	146	927
%V	*61.9%*	*87.9%*	*80.0%*	*54.8%*	*86.4%*	*24.9%*	*68.7%*
%H		*59.5%*	*26.4%*	*61.8%*	*47.4%*	*14.4%*	*91.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1641	688	335	1146	558	587	1349
%H		*41.9%*	*20.4%*	*69.8%*	*34.0%*	*35.8%*	*82.2%*
Receives HDTV (via STB or built-in reception)	1052	536	266	702	447	256	937
%V	*64.1%*	*77.9%*	*79.4%*	*61.3%*	*80.1%*	*43.6%*	*69.5%*
%H		*51.0%*	*25.3%*	*66.7%*	*42.5%*	*24.3%*	*89.1%*
DVD/Blu-ray player or recorder	1139	493	240	819	423	395	965
%V	*69.4%*	*71.7%*	*71.6%*	*71.5%*	*75.8%*	*67.3%*	*71.5%*
%H		*43.3%*	*21.1%*	*71.9%*	*37.1%*	*34.7%*	*84.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Central Scotland

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1736	909	377	1319	871	448	1591
%H		*52.4%*	*21.7%*	*76.0%*	*50.2%*	*25.8%*	*91.6%*
Under 20"	323	153	60	261	151	110	283
%V	*18.6%*	*16.8%*	*15.9%*	*19.8%*	*17.3%*	*24.6%*	*17.8%*
%H		*47.4%*	*18.6%*	*80.8%*	*46.7%*	*34.1%*	*87.6%*
20" - 29"	529	260	118	415	264	152	472
%V	*30.5%*	*28.6%*	*31.3%*	*31.5%*	*30.3%*	*33.9%*	*29.7%*
%H		*49.1%*	*22.3%*	*78.4%*	*49.9%*	*28.7%*	*89.2%*
30" - 39"	569	305	128	420	288	133	534
%V	*32.8%*	*33.6%*	*34.0%*	*31.8%*	*33.1%*	*29.7%*	*33.6%*
%H		*53.6%*	*22.5%*	*73.8%*	*50.6%*	*23.4%*	*93.8%*
40" and over	283	177	62	198	154	44	275
%V	*16.3%*	*19.5%*	*16.4%*	*15.0%*	*17.7%*	*9.8%*	*17.3%*
%H		*62.5%*	*21.9%*	*70.0%*	*54.4%*	*15.5%*	*97.2%*
Don't know	32	15	9	25	15	9	27
%V	*1.8%*	*1.7%*	*2.4%*	*1.9%*	*1.7%*	*2.0%*	*1.7%*
%H		*46.9%*	*28.1%*	*78.1%*	*46.9%*	*28.1%*	*84.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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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	1736	909	377	1319	871	448	1591
%H		*52.4%*	*21.7%*	*76.0%*	*50.2%*	*25.8%*	*91.6%*
PVR	406	271	107	215	187	29	391
%V	*23.4%*	*29.8%*	*28.4%*	*16.3%*	*21.5%*	*6.5%*	*24.6%*
%H		*66.7%*	*26.4%*	*53.0%*	*46.1%*	*7.1%*	*96.3%*
DVDR	10	4	2	6	2	4	9
%V	*0.6%*	*0.4%*	*0.5%*	*0.5%*	*0.2%*	*0.9%*	*0.6%*
%H		*40.0%*	*20.0%*	*60.0%*	*20.0%*	*40.0%*	*90.0%*
VCR	3	2	0	3	1	2	2
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.1%*	*0.4%*	*0.1%*
%H		*66.7%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	*66.7%*
Any recorder	414	275	108	222	189	33	398
%V	*23.8%*	*30.3%*	*28.6%*	*16.8%*	*21.7%*	*7.4%*	*25.0%*
%H		*66.4%*	*26.1%*	*53.6%*	*45.7%*	*8.0%*	*96.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1736	909	377	1319	871	448	1591
%H		*52.4%*	*21.7%*	*76.0%*	*50.2%*	*25.8%*	*91.6%*
Receives HDTV (via STB or built-in reception)	620	332	157	440	307	133	582
%V	*35.7%*	*36.5%*	*41.6%*	*33.4%*	*35.2%*	*29.7%*	*36.6%*
%H		*53.5%*	*25.3%*	*71.0%*	*49.5%*	*21.5%*	*93.9%*
DVD/Blu-ray player or recorder	858	450	200	663	456	207	812
%V	*49.4%*	*49.5%*	*53.1%*	*50.3%*	*52.4%*	*46.2%*	*51.0%*
%H		*52.4%*	*23.3%*	*77.3%*	*53.1%*	*24.1%*	*94.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 6.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3717	3525	1694	732	2368	1337	1031	3320
%H		*94.8%*	*45.6%*	*19.7%*	*63.7%*	*36.0%*	*27.7%*	*89.3%*
Total Children	636	613	360	111	369	245	124	620
%V	*17.1%*	*17.4%*	*21.3%*	*15.2%*	*15.6%*	*18.3%*	*12.0%*	*18.7%*
%H		*96.4%*	*56.6%*	*17.5%*	*58.0%*	*38.5%*	*19.5%*	*97.5%*
0 - 3	155	146	75	27	85	46	38	148
%V	*4.2%*	*4.1%*	*4.4%*	*3.7%*	*3.6%*	*3.4%*	*3.7%*	*4.5%*
%H		*94.2%*	*48.4%*	*17.4%*	*54.8%*	*29.7%*	*24.5%*	*95.5%*
4 - 15	481	467	285	85	285	199	86	472
%V	*12.9%*	*13.2%*	*16.8%*	*11.6%*	*12.0%*	*14.9%*	*8.3%*	*14.2%*
%H		*97.1%*	*59.3%*	*17.7%*	*59.3%*	*41.4%*	*17.9%*	*98.1%*
4 - 9	250	241	142	47	137	93	44	244
%V	*6.7%*	*6.8%*	*8.4%*	*6.4%*	*5.8%*	*7.0%*	*4.3%*	*7.3%*
%H		*96.4%*	*56.8%*	*18.8%*	*54.8%*	*37.2%*	*17.6%*	*97.6%*
10 - 15	231	226	143	37	148	106	42	228
%V	*6.2%*	*6.4%*	*8.4%*	*5.1%*	*6.3%*	*7.9%*	*4.1%*	*6.9%*
%H		*97.8%*	*61.9%*	*16.0%*	*64.1%*	*45.9%*	*18.2%*	*98.7%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 6.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3717	3525	1694	732	2368	1337	1031	3320
%H		*94.8%*	*45.6%*	*19.7%*	*63.7%*	*36.0%*	*27.7%*	*89.3%*
Total Adults (16+)	3081	2912	1334	620	1999	1092	907	2701
%V	*82.9%*	*82.6%*	*78.7%*	*84.7%*	*84.4%*	*81.7%*	*88.0%*	*81.4%*
%H		*94.5%*	*43.3%*	*20.1%*	*64.9%*	*35.4%*	*29.4%*	*87.7%*
16 - 19	168	156	73	38	102	65	38	164
%V	*4.5%*	*4.4%*	*4.3%*	*5.2%*	*4.3%*	*4.9%*	*3.7%*	*4.9%*
%H		*92.9%*	*43.5%*	*22.6%*	*60.7%*	*38.7%*	*22.6%*	*97.6%*
20 - 24	252	216	93	42	141	76	65	244
%V	*6.8%*	*6.1%*	*5.5%*	*5.7%*	*6.0%*	*5.7%*	*6.3%*	*7.3%*
%H		*85.7%*	*36.9%*	*16.7%*	*56.0%*	*30.2%*	*25.8%*	*96.8%*
25 - 34	491	430	213	93	251	148	104	468
%V	*13.2%*	*12.2%*	*12.6%*	*12.7%*	*10.6%*	*11.1%*	*10.1%*	*14.1%*
%H		*87.6%*	*43.4%*	*18.9%*	*51.1%*	*30.1%*	*21.2%*	*95.3%*
35 - 44	476	454	253	87	278	171	106	456
%V	*12.8%*	*12.9%*	*14.9%*	*11.9%*	*11.7%*	*12.8%*	*10.3%*	*13.7%*
%H		*95.4%*	*53.2%*	*18.3%*	*58.4%*	*35.9%*	*22.3%*	*95.8%*
45 - 54	590	571	282	126	395	238	157	540
%V	*15.9%*	*16.2%*	*16.6%*	*17.2%*	*16.7%*	*17.8%*	*15.2%*	*16.3%*
%H		*96.8%*	*47.8%*	*21.4%*	*66.9%*	*40.3%*	*26.6%*	*91.5%*
55 - 64	480	470	201	106	349	185	163	422
%V	*12.9%*	*13.3%*	*11.9%*	*14.5%*	*14.7%*	*13.8%*	*15.8%*	*12.7%*
%H		*97.9%*	*41.9%*	*22.1%*	*72.7%*	*38.5%*	*34.0%*	*87.9%*
65+	625	616	218	127	483	209	274	408
%V	*16.8%*	*17.5%*	*12.9%*	*17.3%*	*20.4%*	*15.6%*	*26.6%*	*12.3%*
%H		*98.6%*	*34.9%*	*20.3%*	*77.3%*	*33.4%*	*43.8%*	*65.3%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3081	2912	1334	620	1999	1092	907	2701
%H		*94.5%*	*43.3%*	*20.1%*	*64.9%*	*35.4%*	*29.4%*	*87.7%*
AB	779	746	343	188	502	290	212	756
%V	*25.3%*	*25.6%*	*25.7%*	*30.3%*	*25.1%*	*26.6%*	*23.4%*	*28.0%*
%H		*95.8%*	*44.0%*	*24.1%*	*64.4%*	*37.2%*	*27.2%*	*97.0%*
C1	890	816	392	182	535	318	217	836
%V	*28.9%*	*28.0%*	*29.4%*	*29.4%*	*26.8%*	*29.1%*	*23.9%*	*31.0%*
%H		*91.7%*	*44.0%*	*20.4%*	*60.1%*	*35.7%*	*24.4%*	*93.9%*
C2	588	574	282	118	406	240	167	526
%V	*19.1%*	*19.7%*	*21.1%*	*19.0%*	*20.3%*	*22.0%*	*18.4%*	*19.5%*
%H		*97.6%*	*48.0%*	*20.1%*	*69.0%*	*40.8%*	*28.4%*	*89.5%*
D	504	478	221	82	330	166	165	402
%V	*16.4%*	*16.4%*	*16.6%*	*13.2%*	*16.5%*	*15.2%*	*18.2%*	*14.9%*
%H		*94.8%*	*43.8%*	*16.3%*	*65.5%*	*32.9%*	*32.7%*	*79.8%*
E	319	298	95	50	226	79	147	181
%V	*10.4%*	*10.2%*	*7.1%*	*8.1%*	*11.3%*	*7.2%*	*16.2%*	*6.7%*
%H		*93.4%*	*29.8%*	*15.7%*	*70.8%*	*24.8%*	*46.1%*	*56.7%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3081	2912	1334	620	1999	1092	907	2701
%H		*94.5%*	*43.3%*	*20.1%*	*64.9%*	*35.4%*	*29.4%*	*87.7%*
Working full time	1438	1371	706	302	894	557	337	1387
%V	*46.7%*	*47.1%*	*52.9%*	*48.7%*	*44.7%*	*51.0%*	*37.2%*	*51.4%*
%H		*95.3%*	*49.1%*	*21.0%*	*62.2%*	*38.7%*	*23.4%*	*96.5%*
Working part time	268	260	137	57	172	107	65	255
%V	*8.7%*	*8.9%*	*10.3%*	*9.2%*	*8.6%*	*9.8%*	*7.2%*	*9.4%*
%H		*97.0%*	*51.1%*	*21.3%*	*64.2%*	*39.9%*	*24.3%*	*95.1%*
Not working	1374	1281	491	262	933	429	505	1059
%V	*44.6%*	*44.0%*	*36.8%*	*42.3%*	*46.7%*	*39.3%*	*55.7%*	*39.2%*
%H		*93.2%*	*35.7%*	*19.1%*	*67.9%*	*31.2%*	*36.8%*	*77.1%*
Housewife/Houseperson	1744	1644	689	335	1147	558	589	1433
%V	*56.6%*	*56.5%*	*51.6%*	*54.0%*	*57.4%*	*51.1%*	*64.9%*	*53.1%*
%H		*94.3%*	*39.5%*	*19.2%*	*65.8%*	*32.0%*	*33.8%*	*82.2%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 6.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1466	1377	641	301	935	530	405	1297
%H		*93.9%*	*43.7%*	*20.5%*	*63.8%*	*36.2%*	*27.6%*	*88.5%*
16 - 19	88	81	36	25	51	34	18	87
%V	*6.0%*	*5.9%*	*5.6%*	*8.3%*	*5.5%*	*6.4%*	*4.4%*	*6.7%*
%H		*92.0%*	*40.9%*	*28.4%*	*58.0%*	*38.6%*	*20.5%*	*98.9%*
20 - 24	129	113	48	24	74	41	33	123
%V	*8.8%*	*8.2%*	*7.5%*	*8.0%*	*7.9%*	*7.7%*	*8.1%*	*9.5%*
%H		*87.6%*	*37.2%*	*18.6%*	*57.4%*	*31.8%*	*25.6%*	*95.3%*
25 - 34	235	202	100	45	116	70	46	221
%V	*16.0%*	*14.7%*	*15.6%*	*15.0%*	*12.4%*	*13.2%*	*11.4%*	*17.0%*
%H		*86.0%*	*42.6%*	*19.1%*	*49.4%*	*29.8%*	*19.6%*	*94.0%*
35 - 44	227	214	122	36	131	80	50	216
%V	*15.5%*	*15.5%*	*19.0%*	*12.0%*	*14.0%*	*15.1%*	*12.3%*	*16.7%*
%H		*94.3%*	*53.7%*	*15.9%*	*57.7%*	*35.2%*	*22.0%*	*95.2%*
45 - 54	285	275	137	59	190	115	75	257
%V	*19.4%*	*20.0%*	*21.4%*	*19.6%*	*20.3%*	*21.7%*	*18.5%*	*19.8%*
%H		*96.5%*	*48.1%*	*20.7%*	*66.7%*	*40.4%*	*26.3%*	*90.2%*
55 - 64	234	229	99	50	170	90	80	201
%V	*16.0%*	*16.6%*	*15.4%*	*16.6%*	*18.2%*	*17.0%*	*19.8%*	*15.5%*
%H		*97.9%*	*42.3%*	*21.4%*	*72.6%*	*38.5%*	*34.2%*	*85.9%*
65+	267	264	99	62	203	99	104	192
%V	*18.2%*	*19.2%*	*15.4%*	*20.6%*	*21.7%*	*18.7%*	*25.7%*	*14.8%*
%H		*98.9%*	*37.1%*	*23.2%*	*76.0%*	*37.1%*	*39.0%*	*71.9%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1466	1377	641	301	935	530	405	1297
%H		*93.9%*	*43.7%*	*20.5%*	*63.8%*	*36.2%*	*27.6%*	*88.5%*
AB	378	362	170	94	240	146	94	367
%V	*25.8%*	*26.3%*	*26.5%*	*31.2%*	*25.7%*	*27.5%*	*23.2%*	*28.3%*
%H		*95.8%*	*45.0%*	*24.9%*	*63.5%*	*38.6%*	*24.9%*	*97.1%*
C1	417	376	185	87	243	151	92	393
%V	*28.4%*	*27.3%*	*28.9%*	*28.9%*	*26.0%*	*28.5%*	*22.7%*	*30.3%*
%H		*90.2%*	*44.4%*	*20.9%*	*58.3%*	*36.2%*	*22.1%*	*94.2%*
C2	312	303	148	61	214	125	90	278
%V	*21.3%*	*22.0%*	*23.1%*	*20.3%*	*22.9%*	*23.6%*	*22.2%*	*21.4%*
%H		*97.1%*	*47.4%*	*19.6%*	*68.6%*	*40.1%*	*28.8%*	*89.1%*
D	221	209	97	37	142	74	68	178
%V	*15.1%*	*15.2%*	*15.1%*	*12.3%*	*15.2%*	*14.0%*	*16.8%*	*13.7%*
%H		*94.6%*	*43.9%*	*16.7%*	*64.3%*	*33.5%*	*30.8%*	*80.5%*
E	138	127	41	22	96	35	62	81
%V	*9.4%*	*9.2%*	*6.4%*	*7.3%*	*10.3%*	*6.6%*	*15.3%*	*6.2%*
%H		*92.0%*	*29.7%*	*15.9%*	*69.6%*	*25.4%*	*44.9%*	*58.7%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Central Scotland

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1466	1377	641	301	935	530	405	1297
%H		*93.9%*	*43.7%*	*20.5%*	*63.8%*	*36.2%*	*27.6%*	*88.5%*
Working full time	825	788	411	167	516	325	191	793
%V	*56.3%*	*57.2%*	*64.1%*	*55.5%*	*55.2%*	*61.3%*	*47.2%*	*61.1%*
%H		*95.5%*	*49.8%*	*20.2%*	*62.5%*	*39.4%*	*23.2%*	*96.1%*
Working part time	44	41	20	10	26	15	11	39
%V	*3.0%*	*3.0%*	*3.1%*	*3.3%*	*2.8%*	*2.8%*	*2.7%*	*3.0%*
%H		*93.2%*	*45.5%*	*22.7%*	*59.1%*	*34.1%*	*25.0%*	*88.6%*
Not working	597	548	210	125	392	190	202	466
%V	*40.7%*	*39.8%*	*32.8%*	*41.5%*	*41.9%*	*35.8%*	*49.9%*	*35.9%*
%H		*91.8%*	*35.2%*	*20.9%*	*65.7%*	*31.8%*	*33.8%*	*78.1%*
Housewife/Houseperson	420	386	137	73	270	109	161	307
%V	*28.6%*	*28.0%*	*21.4%*	*24.3%*	*28.9%*	*20.6%*	*39.8%*	*23.7%*
%H		*91.9%*	*32.6%*	*17.4%*	*64.3%*	*26.0%*	*38.3%*	*73.1%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Central Scotland

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1615	1535	693	319	1064	562	502	1403
%H		*95.0%*	*42.9%*	*19.8%*	*65.9%*	*34.8%*	*31.1%*	*86.9%*
16 - 19	79	75	38	13	51	31	20	77
%V	*4.9%*	*4.9%*	*5.5%*	*4.1%*	*4.8%*	*5.5%*	*4.0%*	*5.5%*
%H		*94.9%*	*48.1%*	*16.5%*	*64.6%*	*39.2%*	*25.3%*	*97.5%*
20 - 24	124	103	45	18	67	34	32	121
%V	*7.7%*	*6.7%*	*6.5%*	*5.6%*	*6.3%*	*6.0%*	*6.4%*	*8.6%*
%H		*83.1%*	*36.3%*	*14.5%*	*54.0%*	*27.4%*	*25.8%*	*97.6%*
25 - 34	256	228	113	48	135	77	58	247
%V	*15.9%*	*14.9%*	*16.3%*	*15.0%*	*12.7%*	*13.7%*	*11.6%*	*17.6%*
%H		*89.1%*	*44.1%*	*18.8%*	*52.7%*	*30.1%*	*22.7%*	*96.5%*
35 - 44	248	239	132	51	147	91	56	240
%V	*15.4%*	*15.6%*	*19.0%*	*16.0%*	*13.8%*	*16.2%*	*11.2%*	*17.1%*
%H		*96.4%*	*53.2%*	*20.6%*	*59.3%*	*36.7%*	*22.6%*	*96.8%*
45 - 54	305	297	145	67	205	123	82	283
%V	*18.9%*	*19.3%*	*20.9%*	*21.0%*	*19.3%*	*21.9%*	*16.3%*	*20.2%*
%H		*97.4%*	*47.5%*	*22.0%*	*67.2%*	*40.3%*	*26.9%*	*92.8%*
55 - 64	246	241	102	56	179	96	84	221
%V	*15.2%*	*15.7%*	*14.7%*	*17.6%*	*16.8%*	*17.1%*	*16.7%*	*15.8%*
%H		*98.0%*	*41.5%*	*22.8%*	*72.8%*	*39.0%*	*34.1%*	*89.8%*
65+	357	352	119	65	280	110	170	216
%V	*22.1%*	*22.9%*	*17.2%*	*20.4%*	*26.3%*	*19.6%*	*33.9%*	*15.4%*
%H		*98.6%*	*33.3%*	*18.2%*	*78.4%*	*30.8%*	*47.6%*	*60.5%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Central Scotland

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1615	1535	693	319	1064	562	502	1403
%H		*95.0%*	*42.9%*	*19.8%*	*65.9%*	*34.8%*	*31.1%*	*86.9%*
AB	401	385	172	94	262	144	118	390
%V	*24.8%*	*25.1%*	*24.8%*	*29.5%*	*24.6%*	*25.6%*	*23.5%*	*27.8%*
%H		*96.0%*	*42.9%*	*23.4%*	*65.3%*	*35.9%*	*29.4%*	*97.3%*
C1	474	439	207	96	292	167	125	443
%V	*29.3%*	*28.6%*	*29.9%*	*30.1%*	*27.4%*	*29.7%*	*24.9%*	*31.6%*
%H		*92.6%*	*43.7%*	*20.3%*	*61.6%*	*35.2%*	*26.4%*	*93.5%*
C2	276	270	134	58	192	115	77	248
%V	*17.1%*	*17.6%*	*19.3%*	*18.2%*	*18.0%*	*20.5%*	*15.3%*	*17.7%*
%H		*97.8%*	*48.6%*	*21.0%*	*69.6%*	*41.7%*	*27.9%*	*89.9%*
D	283	270	124	44	189	92	97	223
%V	*17.5%*	*17.6%*	*17.9%*	*13.8%*	*17.8%*	*16.4%*	*19.3%*	*15.9%*
%H		*95.4%*	*43.8%*	*15.5%*	*66.8%*	*32.5%*	*34.3%*	*78.8%*
E	181	171	55	28	130	44	85	100
%V	*11.2%*	*11.1%*	*7.9%*	*8.8%*	*12.2%*	*7.8%*	*16.9%*	*7.1%*
%H		*94.5%*	*30.4%*	*15.5%*	*71.8%*	*24.3%*	*47.0%*	*55.2%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Central Scotland

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1615	1535	693	319	1064	562	502	1403
%H		*95.0%*	*42.9%*	*19.8%*	*65.9%*	*34.8%*	*31.1%*	*86.9%*
Working full time	613	583	295	135	378	232	146	594
%V	*38.0%*	*38.0%*	*42.6%*	*42.3%*	*35.5%*	*41.3%*	*29.1%*	*42.3%*
%H		*95.1%*	*48.1%*	*22.0%*	*61.7%*	*37.8%*	*23.8%*	*96.9%*
Working part time	225	219	117	47	145	92	53	216
%V	*13.9%*	*14.3%*	*16.9%*	*14.7%*	*13.6%*	*16.4%*	*10.6%*	*15.4%*
%H		*97.3%*	*52.0%*	*20.9%*	*64.4%*	*40.9%*	*23.6%*	*96.0%*
Not working	778	733	281	137	541	238	302	594
%V	*48.2%*	*47.8%*	*40.5%*	*42.9%*	*50.8%*	*42.3%*	*60.2%*	*42.3%*
%H		*94.2%*	*36.1%*	*17.6%*	*69.5%*	*30.6%*	*38.8%*	*76.3%*
Housewife/Houseperson	1324	1258	551	261	877	449	427	1126
%V	*82.0%*	*82.0%*	*79.5%*	*81.8%*	*82.4%*	*79.9%*	*85.1%*	*80.3%*
%H		*95.0%*	*41.6%*	*19.7%*	*66.2%*	*33.9%*	*32.3%*	*85.0%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Scotland

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	611	582	306	44	449	226	223	500
%H (All HH)		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*
%H (TV HH)			*52.6%*	*7.6%*	*77.1%*	*38.8%*	*38.3%*	
AB	157	147	83	9	113	60	53	143
%V	*25.7%*	*25.3%*	*27.1%*	*20.5%*	*25.2%*	*26.5%*	*23.8%*	*28.6%*
%H (All HH)		*93.6%*	*52.9%*	*5.7%*	*72.0%*	*38.2%*	*33.8%*	*91.1%*
%H (TV HH)			*56.5%*	*6.1%*	*76.9%*	*40.8%*	*36.1%*	
C1	161	153	77	14	119	57	63	137
%V	*26.4%*	*26.3%*	*25.2%*	*31.8%*	*26.5%*	*25.2%*	*28.3%*	*27.4%*
%H (All HH)		*95.0%*	*47.8%*	*8.7%*	*73.9%*	*35.4%*	*39.1%*	*85.1%*
%H (TV HH)			*50.3%*	*9.2%*	*77.8%*	*37.3%*	*41.2%*	
C2	133	130	75	8	102	58	45	110
%V	*21.8%*	*22.3%*	*24.5%*	*18.2%*	*22.7%*	*25.7%*	*20.2%*	*22.0%*
%H (All HH)		*97.7%*	*56.4%*	*6.0%*	*76.7%*	*43.6%*	*33.8%*	*82.7%*
%H (TV HH)			*57.7%*	*6.2%*	*78.5%*	*44.6%*	*34.6%*	
D	100	94	47	10	70	35	35	79
%V	*16.4%*	*16.2%*	*15.4%*	*22.7%*	*15.6%*	*15.5%*	*15.7%*	*15.8%*
%H (All HH)		*94.0%*	*47.0%*	*10.0%*	*70.0%*	*35.0%*	*35.0%*	*79.0%*
%H (TV HH)			*50.0%*	*10.6%*	*74.5%*	*37.2%*	*37.2%*	
E	60	58	25	4	45	18	27	31
%V	*9.8%*	*10.0%*	*8.2%*	*9.1%*	*10.0%*	*8.0%*	*12.1%*	*6.2%*
%H (All HH)		*96.7%*	*41.7%*	*6.7%*	*75.0%*	*30.0%*	*45.0%*	*51.7%*
%H (TV HH)			*43.1%*	*6.9%*	*77.6%*	*31.0%*	*46.6%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Scotland

Household level data

Table 7.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	611	582	306	44	449	226	223	500
%H (All HH)		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*
%H (TV HH)			*52.6%*	*7.6%*	*77.1%*	*38.8%*	*38.3%*	
Under 25	39	33	16	3	23	10	13	35
%V	*6.4%*	*5.7%*	*5.2%*	*6.8%*	*5.1%*	*4.4%*	*5.8%*	*7.0%*
%H (All HH)		*84.6%*	*41.0%*	*7.7%*	*59.0%*	*25.6%*	*33.3%*	*89.7%*
%H (TV HH)			*48.5%*	*9.1%*	*69.7%*	*30.3%*	*39.4%*	
25 - 34	99	89	52	6	65	40	25	96
%V	*16.2%*	*15.3%*	*17.0%*	*13.6%*	*14.5%*	*17.7%*	*11.2%*	*19.2%*
%H (All HH)		*89.9%*	*52.5%*	*6.1%*	*65.7%*	*40.4%*	*25.3%*	*97.0%*
%H (TV HH)			*58.4%*	*6.7%*	*73.0%*	*44.9%*	*28.1%*	
35 - 44	91	89	53	10	68	43	25	87
%V	*14.9%*	*15.3%*	*17.3%*	*22.7%*	*15.1%*	*19.0%*	*11.2%*	*17.4%*
%H (All HH)		*97.8%*	*58.2%*	*11.0%*	*74.7%*	*47.3%*	*27.5%*	*95.6%*
%H (TV HH)			*59.6%*	*11.2%*	*76.4%*	*48.3%*	*28.1%*	
45 - 54	107	105	61	9	72	40	32	99
%V	*17.5%*	*18.0%*	*19.9%*	*20.5%*	*16.0%*	*17.7%*	*14.3%*	*19.8%*
%H (All HH)		*98.1%*	*57.0%*	*8.4%*	*67.3%*	*37.4%*	*29.9%*	*92.5%*
%H (TV HH)			*58.1%*	*8.6%*	*68.6%*	*38.1%*	*30.5%*	
55 - 64	96	93	54	5	74	41	34	84
%V	*15.7%*	*16.0%*	*17.6%*	*11.4%*	*16.5%*	*18.1%*	*15.2%*	*16.8%*
%H (All HH)		*96.9%*	*56.3%*	*5.2%*	*77.1%*	*42.7%*	*35.4%*	*87.5%*
%H (TV HH)			*58.1%*	*5.4%*	*79.6%*	*44.1%*	*36.6%*	
65 +	179	173	69	11	146	52	94	99
%V	*29.3%*	*29.7%*	*22.5%*	*25.0%*	*32.5%*	*23.0%*	*42.2%*	*19.8%*
%H (All HH)		*96.6%*	*38.5%*	*6.1%*	*81.6%*	*29.1%*	*52.5%*	*55.3%*
%H (TV HH)			*39.9%*	*6.4%*	*84.4%*	*30.1%*	*54.3%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

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April 2015 - March 2016

ITV North Scotland

Household level data

Table 7.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	611	582	306	44	449	226	223	500
%H (All HH)		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*
%H (TV HH)			*52.6%*	*7.6%*	*77.1%*	*38.8%*	*38.3%*	
1	208	191	77	10	151	50	101	126
%V	*34.0%*	*32.8%*	*25.2%*	*22.7%*	*33.6%*	*22.1%*	*45.3%*	*25.2%*
%H (All HH)		*91.8%*	*37.0%*	*4.8%*	*72.6%*	*24.0%*	*48.6%*	*60.6%*
%H (TV HH)			*40.3%*	*5.2%*	*79.1%*	*26.2%*	*52.9%*	
2	229	223	116	18	172	85	87	205
%V	*37.5%*	*38.3%*	*37.9%*	*40.9%*	*38.3%*	*37.6%*	*39.0%*	*41.0%*
%H (All HH)		*97.4%*	*50.7%*	*7.9%*	*75.1%*	*37.1%*	*38.0%*	*89.5%*
%H (TV HH)			*52.0%*	*8.1%*	*77.1%*	*38.1%*	*39.0%*	
3	84	81	51	11	56	41	15	81
%V	*13.7%*	*13.9%*	*16.7%*	*25.0%*	*12.5%*	*18.1%*	*6.7%*	*16.2%*
%H (All HH)		*96.4%*	*60.7%*	*13.1%*	*66.7%*	*48.8%*	*17.9%*	*96.4%*
%H (TV HH)			*63.0%*	*13.6%*	*69.1%*	*50.6%*	*18.5%*	
4	60	59	42	4	49	35	14	60
%V	*9.8%*	*10.1%*	*13.7%*	*9.1%*	*10.9%*	*15.5%*	*6.3%*	*12.0%*
%H (All HH)		*98.3%*	*70.0%*	*6.7%*	*81.7%*	*58.3%*	*23.3%*	*100.0%*
%H (TV HH)			*71.2%*	*6.8%*	*83.1%*	*59.3%*	*23.7%*	
5+	28	28	20	3	22	15	6	28
%V	*4.6%*	*4.8%*	*6.5%*	*6.8%*	*4.9%*	*6.6%*	*2.7%*	*5.6%*
%H (All HH)		*100.0%*	*71.4%*	*10.7%*	*78.6%*	*53.6%*	*21.4%*	*100.0%*
%H (TV HH)			*71.4%*	*10.7%*	*78.6%*	*53.6%*	*21.4%*	
Average HH size	2.15	2.18	2.41	2.42	2.17	2.50	1.84	2.34

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Scotland

Household level data

Table 7.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	611	582	306	44	449	226	223	500
%H (All HH)		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*
%H (TV HH)			*52.6%*	*7.6%*	*77.1%*	*38.8%*	*38.3%*	
Without	474	449	216	31	351	157	194	367
%V	*77.6%*	*77.1%*	*70.6%*	*70.5%*	*78.2%*	*69.5%*	*87.0%*	*73.4%*
%H (All HH)		*94.7%*	*45.6%*	*6.5%*	*74.1%*	*33.1%*	*40.9%*	*77.4%*
%H (TV HH)			*48.1%*	*6.9%*	*78.2%*	*35.0%*	*43.2%*	
With	137	133	90	13	97	69	28	133
%V	*22.4%*	*22.9%*	*29.4%*	*29.5%*	*21.6%*	*30.5%*	*12.6%*	*26.6%*
%H (All HH)		*97.1%*	*65.7%*	*9.5%*	*70.8%*	*50.4%*	*20.4%*	*97.1%*
%H (TV HH)			*67.7%*	*9.8%*	*72.9%*	*51.9%*	*21.1%*	
0 - 3	54	52	35	4	39	27	11	51
%V	*8.8%*	*8.9%*	*11.4%*	*9.1%*	*8.7%*	*11.9%*	*4.9%*	*10.2%*
%H (All HH)		*96.3%*	*64.8%*	*7.4%*	*72.2%*	*50.0%*	*20.4%*	*94.4%*
%H (TV HH)			*67.3%*	*7.7%*	*75.0%*	*51.9%*	*21.2%*	
4 - 9	71	70	49	6	51	36	15	70
%V	*11.6%*	*12.0%*	*16.0%*	*13.6%*	*11.4%*	*15.9%*	*6.7%*	*14.0%*
%H (All HH)		*98.6%*	*69.0%*	*8.5%*	*71.8%*	*50.7%*	*21.1%*	*98.6%*
%H (TV HH)			*70.0%*	*8.6%*	*72.9%*	*51.4%*	*21.4%*	
10 - 15	54	52	34	6	40	28	12	54
%V	*8.8%*	*8.9%*	*11.1%*	*13.6%*	*8.9%*	*12.4%*	*5.4%*	*10.8%*
%H (All HH)		*96.3%*	*63.0%*	*11.1%*	*74.1%*	*51.9%*	*22.2%*	*100.0%*
%H (TV HH)			*65.4%*	*11.5%*	*76.9%*	*53.8%*	*23.1%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Scotland

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	611	582	306	44	449	226	223	500
%H (All HH)		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*
%H (TV HH)			*52.6%*	*7.6%*	*77.1%*	*38.8%*	*38.3%*	
1	227	227	95	13	165	55	110	164
%V	*37.2%*	*39.0%*	*31.0%*	*29.5%*	*36.7%*	*24.3%*	*49.3%*	*32.8%*
%H (All HH)		*100.0%*	*41.9%*	*5.7%*	*72.7%*	*24.2%*	*48.5%*	*72.2%*
%H (TV HH)			*41.9%*	*5.7%*	*72.7%*	*24.2%*	*48.5%*	
2	198	198	111	13	154	80	74	167
%V	*32.4%*	*34.0%*	*36.3%*	*29.5%*	*34.3%*	*35.4%*	*33.2%*	*33.4%*
%H (All HH)		*100.0%*	*56.1%*	*6.6%*	*77.8%*	*40.4%*	*37.4%*	*84.3%*
%H (TV HH)			*56.1%*	*6.6%*	*77.8%*	*40.4%*	*37.4%*	
3	93	93	60	10	74	51	24	85
%V	*15.2%*	*16.0%*	*19.6%*	*22.7%*	*16.5%*	*22.6%*	*10.8%*	*17.0%*
%H (All HH)		*100.0%*	*64.5%*	*10.8%*	*79.6%*	*54.8%*	*25.8%*	*91.4%*
%H (TV HH)			*64.5%*	*10.8%*	*79.6%*	*54.8%*	*25.8%*	
4	36	36	22	5	31	22	9	34
%V	*5.9%*	*6.2%*	*7.2%*	*11.4%*	*6.9%*	*9.7%*	*4.0%*	*6.8%*
%H (All HH)		*100.0%*	*61.1%*	*13.9%*	*86.1%*	*61.1%*	*25.0%*	*94.4%*
%H (TV HH)			*61.1%*	*13.9%*	*86.1%*	*61.1%*	*25.0%*	
5+	27	27	18	3	24	18	6	27
%V	*4.4%*	*4.6%*	*5.9%*	*6.8%*	*5.3%*	*8.0%*	*2.7%*	*5.4%*
%H (All HH)		*100.0%*	*66.7%*	*11.1%*	*88.9%*	*66.7%*	*22.2%*	*100.0%*
%H (TV HH)			*66.7%*	*11.1%*	*88.9%*	*66.7%*	*22.2%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Scotland

Household level data

Table 7.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	611	582	306	44	449	226	223	500
%H (All HH)		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*
%H (TV HH)			*52.6%*	*7.6%*	*77.1%*	*38.8%*	*38.3%*	
Under 20"	103	103	57	5	82	43	39	88
%V	*16.9%*	*17.7%*	*18.6%*	*11.4%*	*18.3%*	*19.0%*	*17.5%*	*17.6%*
%H (All HH)		*100.0%*	*55.3%*	*4.9%*	*79.6%*	*41.7%*	*37.9%*	*85.4%*
%H (TV HH)			*55.3%*	*4.9%*	*79.6%*	*41.7%*	*37.9%*	
20" - 29"	200	200	99	14	164	78	86	157
%V	*32.7%*	*34.4%*	*32.4%*	*31.8%*	*36.5%*	*34.5%*	*38.6%*	*31.4%*
%H (All HH)		*100.0%*	*49.5%*	*7.0%*	*82.0%*	*39.0%*	*43.0%*	*78.5%*
%H (TV HH)			*49.5%*	*7.0%*	*82.0%*	*39.0%*	*43.0%*	
30" - 39"	333	333	179	27	257	138	120	272
%V	*54.5%*	*57.2%*	*58.5%*	*61.4%*	*57.2%*	*61.1%*	*53.8%*	*54.4%*
%H (All HH)		*100.0%*	*53.8%*	*8.1%*	*77.2%*	*41.4%*	*36.0%*	*81.7%*
%H (TV HH)			*53.8%*	*8.1%*	*77.2%*	*41.4%*	*36.0%*	
40" and over	312	312	198	28	242	157	85	290
%V	*51.1%*	*53.6%*	*64.7%*	*63.6%*	*53.9%*	*69.5%*	*38.1%*	*58.0%*
%H (All HH)		*100.0%*	*63.5%*	*9.0%*	*77.6%*	*50.3%*	*27.2%*	*92.9%*
%H (TV HH)			*63.5%*	*9.0%*	*77.6%*	*50.3%*	*27.2%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV North Scotland

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	611	582	306	44	449	226	223	500
%H (All HH)		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*
%H (TV HH)			*52.6%*	*7.6%*	*77.1%*	*38.8%*	*38.3%*	
Main living room	573	573	303	44	444	225	219	469
%V	*93.8%*	*98.5%*	*99.0%*	*100.0%*	*98.9%*	*99.6%*	*98.2%*	*93.8%*
%H (All HH)		*100.0%*	*52.9%*	*7.7%*	*77.5%*	*39.3%*	*38.2%*	*81.8%*
%H (TV HH)			*52.9%*	*7.7%*	*77.5%*	*39.3%*	*38.2%*	
Kitchen	99	99	58	7	83	50	34	86
%V	*16.2%*	*17.0%*	*19.0%*	*15.9%*	*18.5%*	*22.1%*	*15.2%*	*17.2%*
%H (All HH)		*100.0%*	*58.6%*	*7.1%*	*83.8%*	*50.5%*	*34.3%*	*86.9%*
%H (TV HH)			*58.6%*	*7.1%*	*83.8%*	*50.5%*	*34.3%*	
Adult's bedroom	250	250	152	23	200	125	75	219
%V	*40.9%*	*43.0%*	*49.7%*	*52.3%*	*44.5%*	*55.3%*	*33.6%*	*43.8%*
%H (All HH)		*100.0%*	*60.8%*	*9.2%*	*80.0%*	*50.0%*	*30.0%*	*87.6%*
%H (TV HH)			*60.8%*	*9.2%*	*80.0%*	*50.0%*	*30.0%*	
Child's bedroom	62	62	41	8	51	38	14	62
%V	*10.1%*	*10.7%*	*13.4%*	*18.2%*	*11.4%*	*16.8%*	*6.3%*	*12.4%*
%H (All HH)		*100.0%*	*66.1%*	*12.9%*	*82.3%*	*61.3%*	*22.6%*	*100.0%*
%H (TV HH)			*66.1%*	*12.9%*	*82.3%*	*61.3%*	*22.6%*	
Other bedroom	42	42	29	3	33	23	10	40
%V	*6.9%*	*7.2%*	*9.5%*	*6.8%*	*7.3%*	*10.2%*	*4.5%*	*8.0%*
%H (All HH)		*100.0%*	*69.0%*	*7.1%*	*78.6%*	*54.8%*	*23.8%*	*95.2%*
%H (TV HH)			*69.0%*	*7.1%*	*78.6%*	*54.8%*	*23.8%*	
Second living/dining room	48	48	30	5	36	21	15	45
%V	*7.9%*	*8.2%*	*9.8%*	*11.4%*	*8.0%*	*9.3%*	*6.7%*	*9.0%*
%H (All HH)		*100.0%*	*62.5%*	*10.4%*	*75.0%*	*43.8%*	*31.3%*	*93.8%*
%H (TV HH)			*62.5%*	*10.4%*	*75.0%*	*43.8%*	*31.3%*	
Study/office	10	10	7	1	8	6	3	10
%V	*1.6%*	*1.7%*	*2.3%*	*2.3%*	*1.8%*	*2.7%*	*1.3%*	*2.0%*
%H (All HH)		*100.0%*	*70.0%*	*10.0%*	*80.0%*	*60.0%*	*30.0%*	*100.0%*
%H (TV HH)			*70.0%*	*10.0%*	*80.0%*	*60.0%*	*30.0%*	
TV room	14	14	9	1	13	9	5	14
%V	*2.3%*	*2.4%*	*2.9%*	*2.3%*	*2.9%*	*4.0%*	*2.2%*	*2.8%*
%H (All HH)		*100.0%*	*64.3%*	*7.1%*	*92.9%*	*64.3%*	*35.7%*	*100.0%*
%H (TV HH)			*64.3%*	*7.1%*	*92.9%*	*64.3%*	*35.7%*	
Conservatory	13	13	6	0	12	5	8	12
%V	*2.1%*	*2.2%*	*2.0%*	*0.0%*	*2.7%*	*2.2%*	*3.6%*	*2.4%*
%H (All HH)		*100.0%*	*46.2%*	*0.0%*	*92.3%*	*38.5%*	*61.5%*	*92.3%*
%H (TV HH)			*46.2%*	*0.0%*	*92.3%*	*38.5%*	*61.5%*	
Attic or loft room	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	5	5	4	0	4	3	1	5
%V	*0.8%*	*0.9%*	*1.3%*	*0.0%*	*0.9%*	*1.3%*	*0.4%*	*1.0%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
%H (TV HH)			*80.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL

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Household level data

Table 7.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	611	582	306	44	449	226	223	500
%H (All HH)		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*
%H (TV HH)			*52.6%*	*7.6%*	*77.1%*	*38.8%*	*38.3%*	
Any DSAT provider	306	306	306	3	202	202	0	277
%V	*50.1%*	*52.6%*	*100.0%*	*6.8%*	*45.0%*	*89.4%*	*0.0%*	*55.4%*
%H (All HH)			*100.0%*	*1.0%*	*66.0%*	*66.0%*	*0.0%*	*90.5%*
%H (TV HH)			*100.0%*	*1.0%*	*66.0%*	*66.0%*	*0.0%*	
Sky with subcription	239	239	239	1	166	166	0	219
%V	*39.1%*	*41.1%*	*78.1%*	*2.3%*	*37.0%*	*73.5%*	*0.0%*	*43.8%*
%H (All HH)			*100.0%*	*0.4%*	*69.5%*	*69.5%*	*0.0%*	*91.6%*
%H (TV HH)			*100.0%*	*0.4%*	*69.5%*	*69.5%*	*0.0%*	
Sky without subscription	23	23	23	0	12	12	0	19
%V	*3.8%*	*4.0%*	*7.5%*	*0.0%*	*2.7%*	*5.3%*	*0.0%*	*3.8%*
%H (All HH)			*100.0%*	*0.0%*	*52.2%*	*52.2%*	*0.0%*	*82.6%*
%H (TV HH)			*100.0%*	*0.0%*	*52.2%*	*52.2%*	*0.0%*	
Freesat	46	46	46	1	25	25	0	41
%V	*7.5%*	*7.9%*	*15.0%*	*2.3%*	*5.6%*	*11.1%*	*0.0%*	*8.2%*
%H (All HH)			*100.0%*	*2.2%*	*54.3%*	*54.3%*	*0.0%*	*89.1%*
%H (TV HH)			*100.0%*	*2.2%*	*54.3%*	*54.3%*	*0.0%*	
Other satellite provider	17	17	17	0	10	10	0	16
%V	*2.8%*	*2.9%*	*5.6%*	*0.0%*	*2.2%*	*4.4%*	*0.0%*	*3.2%*
%H (All HH)			*100.0%*	*0.0%*	*58.8%*	*58.8%*	*0.0%*	*94.1%*
%H (TV HH)			*100.0%*	*0.0%*	*58.8%*	*58.8%*	*0.0%*	
DCAB	44	44	3	44	27	27	0	41
%V	*7.2%*	*7.6%*	*1.0%*	*100.0%*	*6.0%*	*11.9%*	*0.0%*	*8.2%*
%H (All HH)			*6.8%*	*100.0%*	*61.4%*	*61.4%*	*0.0%*	*93.2%*
%H (TV HH)			*6.8%*	*100.0%*	*61.4%*	*61.4%*	*0.0%*	
DTT	449	449	202	27	449	226	223	354
%V	*73.5%*	*77.1%*	*66.0%*	*61.4%*	*100.0%*	*100.0%*	*100.0%*	*70.8%*
%H (All HH)		*100.0%*	*45.0%*	*6.0%*	*100.0%*	*50.3%*	*49.7%*	*78.8%*
%H (TV HH)			*45.0%*	*6.0%*	*100.0%*	*50.3%*	*49.7%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North Scotland

Household level data

Table 7.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	611	582	306	44	449	226	223	500
%H (All HH)		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*
%H (TV HH)			*52.6%*	*7.6%*	*77.1%*	*38.8%*	*38.3%*	
PVR	358	358	253	43	261	197	64	327
%V	*58.6%*	*61.5%*	*82.7%*	*97.7%*	*58.1%*	*87.2%*	*28.7%*	*65.4%*
%H (All HH)		*100.0%*	*70.7%*	*12.0%*	*72.9%*	*55.0%*	*17.9%*	*91.3%*
%H (TV HH)			*70.7%*	*12.0%*	*72.9%*	*55.0%*	*17.9%*	
DVDR	20	20	11	2	13	7	7	18
%V	*3.3%*	*3.4%*	*3.6%*	*4.5%*	*2.9%*	*3.1%*	*3.1%*	*3.6%*
%H (All HH)		*100.0%*	*55.0%*	*10.0%*	*65.0%*	*35.0%*	*35.0%*	*90.0%*
%H (TV HH)			*55.0%*	*10.0%*	*65.0%*	*35.0%*	*35.0%*	
VCR	21	21	13	2	14	8	6	18
%V	*3.4%*	*3.6%*	*4.2%*	*4.5%*	*3.1%*	*3.5%*	*2.7%*	*3.6%*
%H (All HH)		*100.0%*	*61.9%*	*9.5%*	*66.7%*	*38.1%*	*28.6%*	*85.7%*
%H (TV HH)			*61.9%*	*9.5%*	*66.7%*	*38.1%*	*28.6%*	
Any recorder	368	368	256	44	267	197	70	333
%V	*60.2%*	*63.2%*	*83.7%*	*100.0%*	*59.5%*	*87.2%*	*31.4%*	*66.6%*
%H (All HH)		*100.0%*	*69.6%*	*12.0%*	*72.6%*	*53.5%*	*19.0%*	*90.5%*
%H (TV HH)			*69.6%*	*12.0%*	*72.6%*	*53.5%*	*19.0%*	
Receives HDTV (via STB or built-in reception)	343	343	216	41	262	173	89	316
%V	*56.1%*	*58.9%*	*70.6%*	*93.2%*	*58.4%*	*76.5%*	*39.9%*	*63.2%*
%H (All HH)		*100.0%*	*63.0%*	*12.0%*	*76.4%*	*50.4%*	*25.9%*	*92.1%*
%H (TV HH)			*63.0%*	*12.0%*	*76.4%*	*50.4%*	*25.9%*	
DVD/Blu-ray player or recorder	437	437	244	35	340	184	156	371
%V	*71.5%*	*75.1%*	*79.7%*	*79.5%*	*75.7%*	*81.4%*	*70.0%*	*74.2%*
%H (All HH)		*100.0%*	*55.8%*	*8.0%*	*77.8%*	*42.1%*	*35.7%*	*84.9%*
%H (TV HH)			*55.8%*	*8.0%*	*77.8%*	*42.1%*	*35.7%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Scotland

Household level data

Table 7.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	611	582	306	44	449	226	223	500
%H (All HH)		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*
%H (TV HH)			*52.6%*	*7.6%*	*77.1%*	*38.8%*	*38.3%*	
Has broadband internet	500	477	277	41	354	203	151	500
%V	*81.8%*	*82.0%*	*90.5%*	*93.2%*	*78.8%*	*89.8%*	*67.7%*	*100.0%*
%H (All HH)		*95.4%*	*55.4%*	*8.2%*	*70.8%*	*40.6%*	*30.2%*	*100.0%*
%H (TV HH)			*58.1%*	*8.6%*	*74.2%*	*42.6%*	*31.7%*	
Number of computers (PCs and laptops)								
0	121	115	34	5	99	24	75	14
%V	*19.8%*	*19.8%*	*11.1%*	*11.4%*	*22.0%*	*10.6%*	*33.6%*	*2.8%*
%H (All HH)		*95.0%*	*28.1%*	*4.1%*	*81.8%*	*19.8%*	*62.0%*	*11.6%*
%H (TV HH)			*29.6%*	*4.3%*	*86.1%*	*20.9%*	*65.2%*	
1	161	152	77	12	117	57	61	157
%V	*26.4%*	*26.1%*	*25.2%*	*27.3%*	*26.1%*	*25.2%*	*27.4%*	*31.4%*
%H (All HH)		*94.4%*	*47.8%*	*7.5%*	*72.7%*	*35.4%*	*37.9%*	*97.5%*
%H (TV HH)			*50.7%*	*7.9%*	*77.0%*	*37.5%*	*40.1%*	
2	146	136	74	12	102	56	46	145
%V	*23.9%*	*23.4%*	*24.2%*	*27.3%*	*22.7%*	*24.8%*	*20.6%*	*29.0%*
%H (All HH)		*93.2%*	*50.7%*	*8.2%*	*69.9%*	*38.4%*	*31.5%*	*99.3%*
%H (TV HH)			*54.4%*	*8.8%*	*75.0%*	*41.2%*	*33.8%*	
3	84	82	54	7	57	38	19	84
%V	*13.7%*	*14.1%*	*17.6%*	*15.9%*	*12.7%*	*16.8%*	*8.5%*	*16.8%*
%H (All HH)		*97.6%*	*64.3%*	*8.3%*	*67.9%*	*45.2%*	*22.6%*	*100.0%*
%H (TV HH)			*65.9%*	*8.5%*	*69.5%*	*46.3%*	*23.2%*	
4	46	45	29	5	34	23	11	46
%V	*7.5%*	*7.7%*	*9.5%*	*11.4%*	*7.6%*	*10.2%*	*4.9%*	*9.2%*
%H (All HH)		*97.8%*	*63.0%*	*10.9%*	*73.9%*	*50.0%*	*23.9%*	*100.0%*
%H (TV HH)			*64.4%*	*11.1%*	*75.6%*	*51.1%*	*24.4%*	
5+	53	53	38	4	39	27	11	53
%V	*8.7%*	*9.1%*	*12.4%*	*9.1%*	*8.7%*	*11.9%*	*4.9%*	*10.6%*
%H (All HH)		*100.0%*	*71.7%*	*7.5%*	*73.6%*	*50.9%*	*20.8%*	*100.0%*
%H (TV HH)			*71.7%*	*7.5%*	*73.6%*	*50.9%*	*20.8%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Scotland

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1198	688	105	955	556	399	1039
%H		*57.4%*	*8.8%*	*79.7%*	*46.4%*	*33.3%*	*86.7%*
Under 20"	127	69	6	104	54	51	109
%V	*10.6%*	*10.0%*	*5.7%*	*10.9%*	*9.7%*	*12.8%*	*10.5%*
%H		*54.3%*	*4.7%*	*81.9%*	*42.5%*	*40.2%*	*85.8%*
20" - 29"	253	128	18	209	102	107	200
%V	*21.1%*	*18.6%*	*17.1%*	*21.9%*	*18.3%*	*26.8%*	*19.2%*
%H		*50.6%*	*7.1%*	*82.6%*	*40.3%*	*42.3%*	*79.1%*
30" - 39"	410	225	43	320	184	136	347
%V	*34.2%*	*32.7%*	*41.0%*	*33.5%*	*33.1%*	*34.1%*	*33.4%*
%H		*54.9%*	*10.5%*	*78.0%*	*44.9%*	*33.2%*	*84.6%*
40" and over	403	262	38	319	215	104	379
%V	*33.6%*	*38.1%*	*36.2%*	*33.4%*	*38.7%*	*26.1%*	*36.5%*
%H		*65.0%*	*9.4%*	*79.2%*	*53.3%*	*25.8%*	*94.0%*
Don't know	6	4	0	3	1	2	4
%V	*0.5%*	*0.6%*	*0.0%*	*0.3%*	*0.2%*	*0.5%*	*0.4%*
%H		*66.7%*	*0.0%*	*50.0%*	*16.7%*	*33.3%*	*66.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Scotland

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1198	688	105	955	556	399	1039
%H		*57.4%*	*8.8%*	*79.7%*	*46.4%*	*33.3%*	*86.7%*
Main living room	578	305	45	447	228	219	474
%V	*48.2%*	*44.3%*	*42.9%*	*46.8%*	*41.0%*	*54.9%*	*45.6%*
%H		*52.8%*	*7.8%*	*77.3%*	*39.4%*	*37.9%*	*82.0%*
Kitchen	99	59	7	84	50	34	86
%V	*8.3%*	*8.6%*	*6.7%*	*8.8%*	*9.0%*	*8.5%*	*8.3%*
%H		*59.6%*	*7.1%*	*84.8%*	*50.5%*	*34.3%*	*86.9%*
Adult's bedroom	292	176	32	238	154	85	259
%V	*24.4%*	*25.6%*	*30.5%*	*24.9%*	*27.7%*	*21.3%*	*24.9%*
%H		*60.3%*	*11.0%*	*81.5%*	*52.7%*	*29.1%*	*88.7%*
Child's bedroom	79	52	12	65	48	17	78
%V	*6.6%*	*7.6%*	*11.4%*	*6.8%*	*8.6%*	*4.3%*	*7.5%*
%H		*65.8%*	*15.2%*	*82.3%*	*60.8%*	*21.5%*	*98.7%*
Other bedroom	57	40	3	46	33	13	54
%V	*4.8%*	*5.8%*	*2.9%*	*4.8%*	*5.9%*	*3.3%*	*5.2%*
%H		*70.2%*	*5.3%*	*80.7%*	*57.9%*	*22.8%*	*94.7%*
Second living/dining room	49	30	5	36	21	15	46
%V	*4.1%*	*4.4%*	*4.8%*	*3.8%*	*3.8%*	*3.8%*	*4.4%*
%H		*61.2%*	*10.2%*	*73.5%*	*42.9%*	*30.6%*	*93.9%*
Study/office	10	7	1	8	6	3	10
%V	*0.8%*	*1.0%*	*1.0%*	*0.8%*	*1.1%*	*0.8%*	*1.0%*
%H		*70.0%*	*10.0%*	*80.0%*	*60.0%*	*30.0%*	*100.0%*
TV room	14	9	1	13	9	5	14
%V	*1.2%*	*1.3%*	*1.0%*	*1.4%*	*1.6%*	*1.3%*	*1.3%*
%H		*64.3%*	*7.1%*	*92.9%*	*64.3%*	*35.7%*	*100.0%*
Conservatory	13	6	0	12	5	8	12
%V	*1.1%*	*0.9%*	*0.0%*	*1.3%*	*0.9%*	*2.0%*	*1.2%*
%H		*46.2%*	*0.0%*	*92.3%*	*38.5%*	*61.5%*	*92.3%*
Attic or loft room	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	6	4	0	4	3	2	6
%V	*0.5%*	*0.6%*	*0.0%*	*0.4%*	*0.5%*	*0.5%*	*0.6%*
%H		*66.7%*	*0.0%*	*66.7%*	*50.0%*	*33.3%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Scotland

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1198	688	105	955	556	399	1039
%H		*57.4%*	*8.8%*	*79.7%*	*46.4%*	*33.3%*	*86.7%*
PVR	474	344	63	338	267	71	439
%V	*39.6%*	*50.0%*	*60.0%*	*35.4%*	*48.0%*	*17.8%*	*42.3%*
%H		*72.6%*	*13.3%*	*71.3%*	*56.3%*	*15.0%*	*92.6%*
DVDR	22	13	2	15	8	7	20
%V	*1.8%*	*1.9%*	*1.9%*	*1.6%*	*1.4%*	*1.8%*	*1.9%*
%H		*59.1%*	*9.1%*	*68.2%*	*36.4%*	*31.8%*	*90.9%*
VCR	21	13	2	14	8	7	19
%V	*1.8%*	*1.9%*	*1.9%*	*1.5%*	*1.4%*	*1.8%*	*1.8%*
%H		*61.9%*	*9.5%*	*66.7%*	*38.1%*	*33.3%*	*90.5%*
Any recorder	489	350	65	349	270	78	451
%V	*40.8%*	*50.9%*	*61.9%*	*36.5%*	*48.6%*	*19.5%*	*43.4%*
%H		*71.6%*	*13.3%*	*71.4%*	*55.2%*	*16.0%*	*92.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: 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	1198	688	105	955	556	399	1039
%H		*57.4%*	*8.8%*	*79.7%*	*46.4%*	*33.3%*	*86.7%*
Receives HDTV (via STB or built-in reception)	501	320	64	387	265	121	469
%V	*41.8%*	*46.5%*	*61.0%*	*40.5%*	*47.7%*	*30.3%*	*45.1%*
%H		*63.9%*	*12.8%*	*77.2%*	*52.9%*	*24.2%*	*93.6%*
DVD/Blu-ray player or recorder	630	364	55	501	289	212	553
%V	*52.6%*	*52.9%*	*52.4%*	*52.5%*	*52.0%*	*53.1%*	*53.2%*
%H		*57.8%*	*8.7%*	*79.5%*	*45.9%*	*33.7%*	*87.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Scotland

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	581	306	44	449	226	223	476
%H		*52.7%*	*7.6%*	*77.3%*	*38.9%*	*38.4%*	*81.9%*
Under 20"	5	1	0	4	0	3	4
%V	*0.9%*	*0.3%*	*0.0%*	*0.9%*	*0.0%*	*1.3%*	*0.8%*
%H		*20.0%*	*0.0%*	*80.0%*	*0.0%*	*60.0%*	*80.0%*
20" - 29"	61	15	1	50	7	43	34
%V	*10.5%*	*4.9%*	*2.3%*	*11.1%*	*3.1%*	*19.3%*	*7.1%*
%H		*24.6%*	*1.6%*	*82.0%*	*11.5%*	*70.5%*	*55.7%*
30" - 39"	214	98	15	163	67	95	159
%V	*36.8%*	*32.0%*	*34.1%*	*36.3%*	*29.6%*	*42.6%*	*33.4%*
%H		*45.8%*	*7.0%*	*76.2%*	*31.3%*	*44.4%*	*74.3%*
40" and over	299	190	28	232	152	80	277
%V	*51.5%*	*62.1%*	*63.6%*	*51.7%*	*67.3%*	*35.9%*	*58.2%*
%H		*63.5%*	*9.4%*	*77.6%*	*50.8%*	*26.8%*	*92.6%*
Don't know	2	1	0	1	0	1	2
%V	*0.3%*	*0.3%*	*0.0%*	*0.2%*	*0.0%*	*0.4%*	*0.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Scotland

Set level data

Table 7.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	581	306	44	449	226	223	476
%H		*52.7%*	*7.6%*	*77.3%*	*38.9%*	*38.4%*	*81.9%*
PVR	350	250	41	255	194	61	318
%V	*60.2%*	*81.7%*	*93.2%*	*56.8%*	*85.8%*	*27.4%*	*66.8%*
%H		*71.4%*	*11.7%*	*72.9%*	*55.4%*	*17.4%*	*90.9%*
DVDR	18	10	2	12	6	6	16
%V	*3.1%*	*3.3%*	*4.5%*	*2.7%*	*2.7%*	*2.7%*	*3.4%*
%H		*55.6%*	*11.1%*	*66.7%*	*33.3%*	*33.3%*	*88.9%*
VCR	16	10	2	11	6	4	14
%V	*2.8%*	*3.3%*	*4.5%*	*2.4%*	*2.7%*	*1.8%*	*2.9%*
%H		*62.5%*	*12.5%*	*68.8%*	*37.5%*	*25.0%*	*87.5%*
Any recorder	360	253	43	261	195	66	325
%V	*62.0%*	*82.7%*	*97.7%*	*58.1%*	*86.3%*	*29.6%*	*68.3%*
%H		*70.3%*	*11.9%*	*72.5%*	*54.2%*	*18.3%*	*90.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	581	306	44	449	226	223	476
%H		*52.7%*	*7.6%*	*77.3%*	*38.9%*	*38.4%*	*81.9%*
Receives HDTV (via STB or built-in reception)	332	212	40	253	170	83	305
%V	*57.1%*	*69.3%*	*90.9%*	*56.3%*	*75.2%*	*37.2%*	*64.1%*
%H		*63.9%*	*12.0%*	*76.2%*	*51.2%*	*25.0%*	*91.9%*
DVD/Blu-ray player or recorder	391	217	32	302	161	141	329
%V	*67.3%*	*70.9%*	*72.7%*	*67.3%*	*71.2%*	*63.2%*	*69.1%*
%H		*55.5%*	*8.2%*	*77.2%*	*41.2%*	*36.1%*	*84.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Scotland

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	616	381	61	506	330	176	563
%H		*61.9%*	*9.9%*	*82.1%*	*53.6%*	*28.6%*	*91.4%*
Under 20"	121	68	6	101	53	47	104
%V	*19.6%*	*17.8%*	*9.8%*	*20.0%*	*16.1%*	*26.7%*	*18.5%*
%H		*56.2%*	*5.0%*	*83.5%*	*43.8%*	*38.8%*	*86.0%*
20" - 29"	192	113	17	159	95	64	166
%V	*31.2%*	*29.7%*	*27.9%*	*31.4%*	*28.8%*	*36.4%*	*29.5%*
%H		*58.9%*	*8.9%*	*82.8%*	*49.5%*	*33.3%*	*86.5%*
30" - 39"	195	127	28	157	117	41	188
%V	*31.7%*	*33.3%*	*45.9%*	*31.0%*	*35.5%*	*23.3%*	*33.4%*
%H		*65.1%*	*14.4%*	*80.5%*	*60.0%*	*21.0%*	*96.4%*
40" and over	104	71	10	88	64	24	102
%V	*16.9%*	*18.6%*	*16.4%*	*17.4%*	*19.4%*	*13.6%*	*18.1%*
%H		*68.3%*	*9.6%*	*84.6%*	*61.5%*	*23.1%*	*98.1%*
Don't know	4	3	0	2	1	1	3
%V	*0.6%*	*0.8%*	*0.0%*	*0.4%*	*0.3%*	*0.6%*	*0.5%*
%H		*75.0%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	*75.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Scotland

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	616	381	61	506	330	176	563
%H		*61.9%*	*9.9%*	*82.1%*	*53.6%*	*28.6%*	*91.4%*
PVR	124	94	22	83	73	10	121
%V	*20.1%*	*24.7%*	*36.1%*	*16.4%*	*22.1%*	*5.7%*	*21.5%*
%H		*75.8%*	*17.7%*	*66.9%*	*58.9%*	*8.1%*	*97.6%*
DVDR	4	3	1	3	2	1	4
%V	*0.6%*	*0.8%*	*1.6%*	*0.6%*	*0.6%*	*0.6%*	*0.7%*
%H		*75.0%*	*25.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
VCR	5	3	0	4	1	2	5
%V	*0.8%*	*0.8%*	*0.0%*	*0.8%*	*0.3%*	*1.1%*	*0.9%*
%H		*60.0%*	*0.0%*	*80.0%*	*20.0%*	*40.0%*	*100.0%*
Any recorder	129	96	22	87	75	12	126
%V	*20.9%*	*25.2%*	*36.1%*	*17.2%*	*22.7%*	*6.8%*	*22.4%*
%H		*74.4%*	*17.1%*	*67.4%*	*58.1%*	*9.3%*	*97.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	616	381	61	506	330	176	563
%H		*61.9%*	*9.9%*	*82.1%*	*53.6%*	*28.6%*	*91.4%*
Receives HDTV (via STB or built-in reception)	168	108	24	134	96	38	164
%V	*27.3%*	*28.3%*	*39.3%*	*26.5%*	*29.1%*	*21.6%*	*29.1%*
%H		*64.3%*	*14.3%*	*79.8%*	*57.1%*	*22.6%*	*97.6%*
DVD/Blu-ray player or recorder	239	147	23	199	129	71	224
%V	*38.8%*	*38.6%*	*37.7%*	*39.3%*	*39.1%*	*40.3%*	*39.8%*
%H		*61.5%*	*9.6%*	*83.3%*	*54.0%*	*29.7%*	*93.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Scotland

Individual level data

Table 7.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1315	1269	738	107	975	567	409	1172
%H		*96.5%*	*56.1%*	*8.1%*	*74.1%*	*43.1%*	*31.1%*	*89.1%*
Total Children	232	226	153	23	169	119	50	227
%V	*17.6%*	*17.8%*	*20.7%*	*21.5%*	*17.3%*	*21.0%*	*12.2%*	*19.4%*
%H		*97.4%*	*65.9%*	*9.9%*	*72.8%*	*51.3%*	*21.6%*	*97.8%*
0 - 3	64	62	42	4	47	33	14	60
%V	*4.9%*	*4.9%*	*5.7%*	*3.7%*	*4.8%*	*5.8%*	*3.4%*	*5.1%*
%H		*96.9%*	*65.6%*	*6.3%*	*73.4%*	*51.6%*	*21.9%*	*93.8%*
4 - 15	168	164	111	19	122	87	36	166
%V	*12.8%*	*12.9%*	*15.0%*	*17.8%*	*12.5%*	*15.3%*	*8.8%*	*14.2%*
%H		*97.6%*	*66.1%*	*11.3%*	*72.6%*	*51.8%*	*21.4%*	*98.8%*
4 - 9	93	92	63	10	66	47	19	92
%V	*7.1%*	*7.2%*	*8.5%*	*9.3%*	*6.8%*	*8.3%*	*4.6%*	*7.8%*
%H		*98.9%*	*67.7%*	*10.8%*	*71.0%*	*50.5%*	*20.4%*	*98.9%*
10 - 15	74	72	48	9	56	39	17	74
%V	*5.6%*	*5.7%*	*6.5%*	*8.4%*	*5.7%*	*6.9%*	*4.2%*	*6.3%*
%H		*97.3%*	*64.9%*	*12.2%*	*75.7%*	*52.7%*	*23.0%*	*100.0%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Scotland

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1315	1269	738	107	975	567	409	1172
%H		*96.5%*	*56.1%*	*8.1%*	*74.1%*	*43.1%*	*31.1%*	*89.1%*
Total Adults (16+)	1083	1043	585	84	806	447	359	945
%V	*82.4%*	*82.2%*	*79.3%*	*78.5%*	*82.7%*	*78.8%*	*87.8%*	*80.6%*
%H		*96.3%*	*54.0%*	*7.8%*	*74.4%*	*41.3%*	*33.1%*	*87.3%*
16 - 19	52	51	35	4	40	29	12	50
%V	*4.0%*	*4.0%*	*4.7%*	*3.7%*	*4.1%*	*5.1%*	*2.9%*	*4.3%*
%H		*98.1%*	*67.3%*	*7.7%*	*76.9%*	*55.8%*	*23.1%*	*96.2%*
20 - 24	88	79	40	10	60	33	27	84
%V	*6.7%*	*6.2%*	*5.4%*	*9.3%*	*6.2%*	*5.8%*	*6.6%*	*7.2%*
%H		*89.8%*	*45.5%*	*11.4%*	*68.2%*	*37.5%*	*30.7%*	*95.5%*
25 - 34	183	170	99	11	121	75	46	178
%V	*13.9%*	*13.4%*	*13.4%*	*10.3%*	*12.4%*	*13.2%*	*11.2%*	*15.2%*
%H		*92.9%*	*54.1%*	*6.0%*	*66.1%*	*41.0%*	*25.1%*	*97.3%*
35 - 44	162	157	102	15	120	81	39	157
%V	*12.3%*	*12.4%*	*13.8%*	*14.0%*	*12.3%*	*14.3%*	*9.5%*	*13.4%*
%H		*96.9%*	*63.0%*	*9.3%*	*74.1%*	*50.0%*	*24.1%*	*96.9%*
45 - 54	169	167	103	15	121	72	50	161
%V	*12.9%*	*13.2%*	*14.0%*	*14.0%*	*12.4%*	*12.7%*	*12.2%*	*13.7%*
%H		*98.8%*	*60.9%*	*8.9%*	*71.6%*	*42.6%*	*29.6%*	*95.3%*
55 - 64	167	162	97	10	127	71	56	150
%V	*12.7%*	*12.8%*	*13.1%*	*9.3%*	*13.0%*	*12.5%*	*13.7%*	*12.8%*
%H		*97.0%*	*58.1%*	*6.0%*	*76.0%*	*42.5%*	*33.5%*	*89.8%*
65+	263	257	109	20	217	87	130	164
%V	*20.0%*	*20.3%*	*14.8%*	*18.7%*	*22.3%*	*15.3%*	*31.8%*	*14.0%*
%H		*97.7%*	*41.4%*	*7.6%*	*82.5%*	*33.1%*	*49.4%*	*62.4%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Scotland

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1083	1043	585	84	806	447	359	945
%H		*96.3%*	*54.0%*	*7.8%*	*74.4%*	*41.3%*	*33.1%*	*87.3%*
AB	281	268	158	16	208	119	89	266
%V	*25.9%*	*25.7%*	*27.0%*	*19.0%*	*25.8%*	*26.6%*	*24.8%*	*28.1%*
%H		*95.4%*	*56.2%*	*5.7%*	*74.0%*	*42.3%*	*31.7%*	*94.7%*
C1	292	281	150	28	220	117	103	260
%V	*27.0%*	*26.9%*	*25.6%*	*33.3%*	*27.3%*	*26.2%*	*28.7%*	*27.5%*
%H		*96.2%*	*51.4%*	*9.6%*	*75.3%*	*40.1%*	*35.3%*	*89.0%*
C2	257	252	154	12	202	120	83	222
%V	*23.7%*	*24.2%*	*26.3%*	*14.3%*	*25.1%*	*26.8%*	*23.1%*	*23.5%*
%H		*98.1%*	*59.9%*	*4.7%*	*78.6%*	*46.7%*	*32.3%*	*86.4%*
D	173	163	88	18	117	66	51	147
%V	*16.0%*	*15.6%*	*15.0%*	*21.4%*	*14.5%*	*14.8%*	*14.2%*	*15.6%*
%H		*94.2%*	*50.9%*	*10.4%*	*67.6%*	*38.2%*	*29.5%*	*85.0%*
E	81	79	34	9	58	26	32	50
%V	*7.5%*	*7.6%*	*5.8%*	*10.7%*	*7.2%*	*5.8%*	*8.9%*	*5.3%*
%H		*97.5%*	*42.0%*	*11.1%*	*71.6%*	*32.1%*	*39.5%*	*61.7%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Scotland

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1083	1043	585	84	806	447	359	945
%H		*96.3%*	*54.0%*	*7.8%*	*74.4%*	*41.3%*	*33.1%*	*87.3%*
Working full time	482	462	287	30	343	212	131	467
%V	*44.5%*	*44.3%*	*49.1%*	*35.7%*	*42.6%*	*47.4%*	*36.5%*	*49.4%*
%H		*95.9%*	*59.5%*	*6.2%*	*71.2%*	*44.0%*	*27.2%*	*96.9%*
Working part time	123	119	69	13	89	51	37	120
%V	*11.4%*	*11.4%*	*11.8%*	*15.5%*	*11.0%*	*11.4%*	*10.3%*	*12.7%*
%H		*96.7%*	*56.1%*	*10.6%*	*72.4%*	*41.5%*	*30.1%*	*97.6%*
Not working	479	463	229	41	374	184	190	358
%V	*44.2%*	*44.4%*	*39.1%*	*48.8%*	*46.4%*	*41.2%*	*52.9%*	*37.9%*
%H		*96.7%*	*47.8%*	*8.6%*	*78.1%*	*38.4%*	*39.7%*	*74.7%*
Housewife/Houseperson	611	582	306	44	449	226	223	500
%V	*56.4%*	*55.8%*	*52.3%*	*52.4%*	*55.7%*	*50.6%*	*62.1%*	*52.9%*
%H		*95.3%*	*50.1%*	*7.2%*	*73.5%*	*37.0%*	*36.5%*	*81.8%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Scotland

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	534	513	298	40	394	228	166	472
%H		*96.1%*	*55.8%*	*7.5%*	*73.8%*	*42.7%*	*31.1%*	*88.4%*
16 - 19	24	23	14	2	20	13	7	24
%V	*4.5%*	*4.5%*	*4.7%*	*5.0%*	*5.1%*	*5.7%*	*4.2%*	*5.1%*
%H		*95.8%*	*58.3%*	*8.3%*	*83.3%*	*54.2%*	*29.2%*	*100.0%*
20 - 24	37	34	19	7	23	16	7	35
%V	*6.9%*	*6.6%*	*6.4%*	*17.5%*	*5.8%*	*7.0%*	*4.2%*	*7.4%*
%H		*91.9%*	*51.4%*	*18.9%*	*62.2%*	*43.2%*	*18.9%*	*94.6%*
25 - 34	96	88	51	4	62	38	24	93
%V	*18.0%*	*17.2%*	*17.1%*	*10.0%*	*15.7%*	*16.7%*	*14.5%*	*19.7%*
%H		*91.7%*	*53.1%*	*4.2%*	*64.6%*	*39.6%*	*25.0%*	*96.9%*
35 - 44	84	79	55	6	62	44	18	79
%V	*15.7%*	*15.4%*	*18.5%*	*15.0%*	*15.7%*	*19.3%*	*10.8%*	*16.7%*
%H		*94.0%*	*65.5%*	*7.1%*	*73.8%*	*52.4%*	*21.4%*	*94.0%*
45 - 54	83	82	52	6	59	35	24	79
%V	*15.5%*	*16.0%*	*17.4%*	*15.0%*	*15.0%*	*15.4%*	*14.5%*	*16.7%*
%H		*98.8%*	*62.7%*	*7.2%*	*71.1%*	*42.2%*	*28.9%*	*95.2%*
55 - 64	81	79	47	5	62	35	27	73
%V	*15.2%*	*15.4%*	*15.8%*	*12.5%*	*15.7%*	*15.4%*	*16.3%*	*15.5%*
%H		*97.5%*	*58.0%*	*6.2%*	*76.5%*	*43.2%*	*33.3%*	*90.1%*
65+	131	128	60	10	105	47	58	89
%V	*24.5%*	*25.0%*	*20.1%*	*25.0%*	*26.6%*	*20.6%*	*34.9%*	*18.9%*
%H		*97.7%*	*45.8%*	*7.6%*	*80.2%*	*35.9%*	*44.3%*	*67.9%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Scotland

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	534	513	298	40	394	228	166	472
%H		*96.1%*	*55.8%*	*7.5%*	*73.8%*	*42.7%*	*31.1%*	*88.4%*
AB	137	130	78	8	102	61	41	132
%V	*25.7%*	*25.3%*	*26.2%*	*20.0%*	*25.9%*	*26.8%*	*24.7%*	*28.0%*
%H		*94.9%*	*56.9%*	*5.8%*	*74.5%*	*44.5%*	*29.9%*	*96.4%*
C1	133	130	74	15	99	58	41	120
%V	*24.9%*	*25.3%*	*24.8%*	*37.5%*	*25.1%*	*25.4%*	*24.7%*	*25.4%*
%H		*97.7%*	*55.6%*	*11.3%*	*74.4%*	*43.6%*	*30.8%*	*90.2%*
C2	138	134	83	5	108	64	44	120
%V	*25.8%*	*26.1%*	*27.9%*	*12.5%*	*27.4%*	*28.1%*	*26.5%*	*25.4%*
%H		*97.1%*	*60.1%*	*3.6%*	*78.3%*	*46.4%*	*31.9%*	*87.0%*
D	84	79	47	6	57	33	23	73
%V	*15.7%*	*15.4%*	*15.8%*	*15.0%*	*14.5%*	*14.5%*	*13.9%*	*15.5%*
%H		*94.0%*	*56.0%*	*7.1%*	*67.9%*	*39.3%*	*27.4%*	*86.9%*
E	42	41	17	5	29	12	17	26
%V	*7.9%*	*8.0%*	*5.7%*	*12.5%*	*7.4%*	*5.3%*	*10.2%*	*5.5%*
%H		*97.6%*	*40.5%*	*11.9%*	*69.0%*	*28.6%*	*40.5%*	*61.9%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Scotland

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	534	513	298	40	394	228	166	472
%H		*96.1%*	*55.8%*	*7.5%*	*73.8%*	*42.7%*	*31.1%*	*88.4%*
Working full time	304	290	185	18	218	138	80	295
%V	*56.9%*	*56.5%*	*62.1%*	*45.0%*	*55.3%*	*60.5%*	*48.2%*	*62.5%*
%H		*95.4%*	*60.9%*	*5.9%*	*71.7%*	*45.4%*	*26.3%*	*97.0%*
Working part time	22	22	12	1	15	8	7	21
%V	*4.1%*	*4.3%*	*4.0%*	*2.5%*	*3.8%*	*3.5%*	*4.2%*	*4.4%*
%H		*100.0%*	*54.5%*	*4.5%*	*68.2%*	*36.4%*	*31.8%*	*95.5%*
Not working	208	201	101	21	161	82	79	155
%V	*39.0%*	*39.2%*	*33.9%*	*52.5%*	*40.9%*	*36.0%*	*47.6%*	*32.8%*
%H		*96.6%*	*48.6%*	*10.1%*	*77.4%*	*39.4%*	*38.0%*	*74.5%*
Housewife/Houseperson	155	144	73	9	108	50	58	116
%V	*29.0%*	*28.1%*	*24.5%*	*22.5%*	*27.4%*	*21.9%*	*34.9%*	*24.6%*
%H		*92.9%*	*47.1%*	*5.8%*	*69.7%*	*32.3%*	*37.4%*	*74.8%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Scotland

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	549	530	287	44	412	219	193	473
%H		*96.5%*	*52.3%*	*8.0%*	*75.0%*	*39.9%*	*35.2%*	*86.2%*
16 - 19	28	28	21	2	21	16	5	26
%V	*5.1%*	*5.3%*	*7.3%*	*4.5%*	*5.1%*	*7.3%*	*2.6%*	*5.5%*
%H		*100.0%*	*75.0%*	*7.1%*	*75.0%*	*57.1%*	*17.9%*	*92.9%*
20 - 24	51	45	21	3	36	16	20	49
%V	*9.3%*	*8.5%*	*7.3%*	*6.8%*	*8.7%*	*7.3%*	*10.4%*	*10.4%*
%H		*88.2%*	*41.2%*	*5.9%*	*70.6%*	*31.4%*	*39.2%*	*96.1%*
25 - 34	87	82	48	7	59	37	21	86
%V	*15.8%*	*15.5%*	*16.7%*	*15.9%*	*14.3%*	*16.9%*	*10.9%*	*18.2%*
%H		*94.3%*	*55.2%*	*8.0%*	*67.8%*	*42.5%*	*24.1%*	*98.9%*
35 - 44	78	78	47	10	58	37	21	78
%V	*14.2%*	*14.7%*	*16.4%*	*22.7%*	*14.1%*	*16.9%*	*10.9%*	*16.5%*
%H		*100.0%*	*60.3%*	*12.8%*	*74.4%*	*47.4%*	*26.9%*	*100.0%*
45 - 54	87	85	51	9	62	36	25	82
%V	*15.8%*	*16.0%*	*17.8%*	*20.5%*	*15.0%*	*16.4%*	*13.0%*	*17.3%*
%H		*97.7%*	*58.6%*	*10.3%*	*71.3%*	*41.4%*	*28.7%*	*94.3%*
55 - 64	86	83	50	4	65	36	28	77
%V	*15.7%*	*15.7%*	*17.4%*	*9.1%*	*15.8%*	*16.4%*	*14.5%*	*16.3%*
%H		*96.5%*	*58.1%*	*4.7%*	*75.6%*	*41.9%*	*32.6%*	*89.5%*
65+	132	129	49	10	112	40	71	76
%V	*24.0%*	*24.3%*	*17.1%*	*22.7%*	*27.2%*	*18.3%*	*36.8%*	*16.1%*
%H		*97.7%*	*37.1%*	*7.6%*	*84.8%*	*30.3%*	*53.8%*	*57.6%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	549	530	287	44	412	219	193	473
%H		*96.5%*	*52.3%*	*8.0%*	*75.0%*	*39.9%*	*35.2%*	*86.2%*
AB	144	139	81	8	106	58	48	133
%V	*26.2%*	*26.2%*	*28.2%*	*18.2%*	*25.7%*	*26.5%*	*24.9%*	*28.1%*
%H		*96.5%*	*56.3%*	*5.6%*	*73.6%*	*40.3%*	*33.3%*	*92.4%*
C1	158	151	76	13	122	60	62	140
%V	*28.8%*	*28.5%*	*26.5%*	*29.5%*	*29.6%*	*27.4%*	*32.1%*	*29.6%*
%H		*95.6%*	*48.1%*	*8.2%*	*77.2%*	*38.0%*	*39.2%*	*88.6%*
C2	120	117	71	7	94	56	39	103
%V	*21.9%*	*22.1%*	*24.7%*	*15.9%*	*22.8%*	*25.6%*	*20.2%*	*21.8%*
%H		*97.5%*	*59.2%*	*5.8%*	*78.3%*	*46.7%*	*32.5%*	*85.8%*
D	89	84	41	12	60	32	28	73
%V	*16.2%*	*15.8%*	*14.3%*	*27.3%*	*14.6%*	*14.6%*	*14.5%*	*15.4%*
%H		*94.4%*	*46.1%*	*13.5%*	*67.4%*	*36.0%*	*31.5%*	*82.0%*
E	39	39	18	4	29	14	15	24
%V	*7.1%*	*7.4%*	*6.3%*	*9.1%*	*7.0%*	*6.4%*	*7.8%*	*5.1%*
%H		*100.0%*	*46.2%*	*10.3%*	*74.4%*	*35.9%*	*38.5%*	*61.5%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North Scotland

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	549	530	287	44	412	219	193	473
%H		*96.5%*	*52.3%*	*8.0%*	*75.0%*	*39.9%*	*35.2%*	*86.2%*
Working full time	178	171	102	12	125	74	52	172
%V	*32.4%*	*32.3%*	*35.5%*	*27.3%*	*30.3%*	*33.8%*	*26.9%*	*36.4%*
%H		*96.1%*	*57.3%*	*6.7%*	*70.2%*	*41.6%*	*29.2%*	*96.6%*
Working part time	100	97	57	11	74	43	30	99
%V	*18.2%*	*18.3%*	*19.9%*	*25.0%*	*18.0%*	*19.6%*	*15.5%*	*20.9%*
%H		*97.0%*	*57.0%*	*11.0%*	*74.0%*	*43.0%*	*30.0%*	*99.0%*
Not working	271	262	128	21	213	102	111	203
%V	*49.4%*	*49.4%*	*44.6%*	*47.7%*	*51.7%*	*46.6%*	*57.5%*	*42.9%*
%H		*96.7%*	*47.2%*	*7.7%*	*78.6%*	*37.6%*	*41.0%*	*74.9%*
Housewife/Houseperson	456	438	234	35	341	176	164	384
%V	*83.1%*	*82.6%*	*81.5%*	*79.5%*	*82.8%*	*80.4%*	*85.0%*	*81.2%*
%H		*96.1%*	*51.3%*	*7.7%*	*74.8%*	*38.6%*	*36.0%*	*84.2%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South, South East and Channel Islands

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Table 8.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3130	2959	1247	449	2102	861	1241	2663
%H (All HH)		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*
%H (TV HH)			*42.1%*	*15.2%*	*71.0%*	*29.1%*	*41.9%*	
AB	970	921	396	143	665	285	380	924
%V	*31.0%*	*31.1%*	*31.8%*	*31.8%*	*31.6%*	*33.1%*	*30.6%*	*34.7%*
%H (All HH)		*94.9%*	*40.8%*	*14.7%*	*68.6%*	*29.4%*	*39.2%*	*95.3%*
%H (TV HH)			*43.0%*	*15.5%*	*72.2%*	*30.9%*	*41.3%*	
C1	914	850	371	114	590	241	350	799
%V	*29.2%*	*28.7%*	*29.8%*	*25.4%*	*28.1%*	*28.0%*	*28.2%*	*30.0%*
%H (All HH)		*93.0%*	*40.6%*	*12.5%*	*64.6%*	*26.4%*	*38.3%*	*87.4%*
%H (TV HH)			*43.6%*	*13.4%*	*69.4%*	*28.4%*	*41.2%*	
C2	586	567	254	108	398	195	203	501
%V	*18.7%*	*19.2%*	*20.4%*	*24.1%*	*18.9%*	*22.6%*	*16.4%*	*18.8%*
%H (All HH)		*96.8%*	*43.3%*	*18.4%*	*67.9%*	*33.3%*	*34.6%*	*85.5%*
%H (TV HH)			*44.8%*	*19.0%*	*70.2%*	*34.4%*	*35.8%*	
D	403	377	151	52	269	96	174	301
%V	*12.9%*	*12.7%*	*12.1%*	*11.6%*	*12.8%*	*11.1%*	*14.0%*	*11.3%*
%H (All HH)		*93.5%*	*37.5%*	*12.9%*	*66.7%*	*23.8%*	*43.2%*	*74.7%*
%H (TV HH)			*40.1%*	*13.8%*	*71.4%*	*25.5%*	*46.2%*	
E	257	244	75	32	180	45	135	138
%V	*8.2%*	*8.2%*	*6.0%*	*7.1%*	*8.6%*	*5.2%*	*10.9%*	*5.2%*
%H (All HH)		*94.9%*	*29.2%*	*12.5%*	*70.0%*	*17.5%*	*52.5%*	*53.7%*
%H (TV HH)			*30.7%*	*13.1%*	*73.8%*	*18.4%*	*55.3%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV South, South East and Channel Islands

Household level data

Table 8.2: Housewife Age — Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3130	2959	1247	449	2102	861	1241	2663
%H (All HH)		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*
%H (TV HH)			*42.1%*	*15.2%*	*71.0%*	*29.1%*	*41.9%*	
Under 25	113	84	29	9	49	11	38	106
%V	*3.6%*	*2.8%*	*2.3%*	*2.0%*	*2.3%*	*1.3%*	*3.1%*	*4.0%*
%H (All HH)		*74.3%*	*25.7%*	*8.0%*	*43.4%*	*9.7%*	*33.6%*	*93.8%*
%H (TV HH)			*34.5%*	*10.7%*	*58.3%*	*13.1%*	*45.2%*	
25 - 34	419	381	183	61	211	90	121	402
%V	*13.4%*	*12.9%*	*14.7%*	*13.6%*	*10.0%*	*10.5%*	*9.8%*	*15.1%*
%H (All HH)		*90.9%*	*43.7%*	*14.6%*	*50.4%*	*21.5%*	*28.9%*	*95.9%*
%H (TV HH)			*48.0%*	*16.0%*	*55.4%*	*23.6%*	*31.8%*	
35 - 44	506	468	228	87	293	147	146	490
%V	*16.2%*	*15.8%*	*18.3%*	*19.4%*	*13.9%*	*17.1%*	*11.8%*	*18.4%*
%H (All HH)		*92.5%*	*45.1%*	*17.2%*	*57.9%*	*29.1%*	*28.9%*	*96.8%*
%H (TV HH)			*48.7%*	*18.6%*	*62.6%*	*31.4%*	*31.2%*	
45 - 54	614	595	274	111	419	207	212	578
%V	*19.6%*	*20.1%*	*22.0%*	*24.7%*	*19.9%*	*24.0%*	*17.1%*	*21.7%*
%H (All HH)		*96.9%*	*44.6%*	*18.1%*	*68.2%*	*33.7%*	*34.5%*	*94.1%*
%H (TV HH)			*46.1%*	*18.7%*	*70.4%*	*34.8%*	*35.6%*	
55 - 64	536	522	216	89	384	166	218	488
%V	*17.1%*	*17.6%*	*17.3%*	*19.8%*	*18.3%*	*19.3%*	*17.6%*	*18.3%*
%H (All HH)		*97.4%*	*40.3%*	*16.6%*	*71.6%*	*31.0%*	*40.7%*	*91.0%*
%H (TV HH)			*41.4%*	*17.0%*	*73.6%*	*31.8%*	*41.8%*	
65 +	941	911	317	91	747	240	506	598
%V	*30.1%*	*30.8%*	*25.4%*	*20.3%*	*35.5%*	*27.9%*	*40.8%*	*22.5%*
%H (All HH)		*96.8%*	*33.7%*	*9.7%*	*79.4%*	*25.5%*	*53.8%*	*63.5%*
%H (TV HH)			*34.8%*	*10.0%*	*82.0%*	*26.3%*	*55.5%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 8.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3130	2959	1247	449	2102	861	1241	2663
%H (All HH)		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*
%H (TV HH)			*42.1%*	*15.2%*	*71.0%*	*29.1%*	*41.9%*	
1	943	857	246	97	659	154	505	607
%V	*30.1%*	*29.0%*	*19.7%*	*21.6%*	*31.4%*	*17.9%*	*40.7%*	*22.8%*
%H (All HH)		*90.9%*	*26.1%*	*10.3%*	*69.9%*	*16.3%*	*53.6%*	*64.4%*
%H (TV HH)			*28.7%*	*11.3%*	*76.9%*	*18.0%*	*58.9%*	
2	1084	1046	447	144	755	308	448	977
%V	*34.6%*	*35.3%*	*35.8%*	*32.1%*	*35.9%*	*35.8%*	*36.1%*	*36.7%*
%H (All HH)		*96.5%*	*41.2%*	*13.3%*	*69.6%*	*28.4%*	*41.3%*	*90.1%*
%H (TV HH)			*42.7%*	*13.8%*	*72.2%*	*29.4%*	*42.8%*	
3	482	460	227	85	304	157	147	463
%V	*15.4%*	*15.5%*	*18.2%*	*18.9%*	*14.5%*	*18.2%*	*11.8%*	*17.4%*
%H (All HH)		*95.4%*	*47.1%*	*17.6%*	*63.1%*	*32.6%*	*30.5%*	*96.1%*
%H (TV HH)			*49.3%*	*18.5%*	*66.1%*	*34.1%*	*32.0%*	
4	427	416	226	91	273	177	96	424
%V	*13.6%*	*14.1%*	*18.1%*	*20.3%*	*13.0%*	*20.6%*	*7.7%*	*15.9%*
%H (All HH)		*97.4%*	*52.9%*	*21.3%*	*63.9%*	*41.5%*	*22.5%*	*99.3%*
%H (TV HH)			*54.3%*	*21.9%*	*65.6%*	*42.5%*	*23.1%*	
5+	193	181	101	32	110	66	45	191
%V	*6.2%*	*6.1%*	*8.1%*	*7.1%*	*5.2%*	*7.7%*	*3.6%*	*7.2%*
%H (All HH)		*93.8%*	*52.3%*	*16.6%*	*57.0%*	*34.2%*	*23.3%*	*99.0%*
%H (TV HH)			*55.8%*	*17.7%*	*60.8%*	*36.5%*	*24.9%*	
Average HH size	2.33	2.35	2.62	2.62	2.27	2.67	1.99	2.51

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV South, South East and Channel Islands

Household level data

Table 8.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3130	2959	1247	449	2102	861	1241	2663
%H (All HH)		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*
%H (TV HH)			*42.1%*	*15.2%*	*71.0%*	*29.1%*	*41.9%*	
Without	2333	2190	836	304	1620	588	1031	1888
%V	*74.5%*	*74.0%*	*67.0%*	*67.7%*	*77.1%*	*68.3%*	*83.1%*	*70.9%*
%H (All HH)		*93.9%*	*35.8%*	*13.0%*	*69.4%*	*25.2%*	*44.2%*	*80.9%*
%H (TV HH)			*38.2%*	*13.9%*	*74.0%*	*26.8%*	*47.1%*	
With	797	770	411	145	482	272	210	775
%V	*25.5%*	*26.0%*	*33.0%*	*32.3%*	*22.9%*	*31.6%*	*16.9%*	*29.1%*
%H (All HH)		*96.6%*	*51.6%*	*18.2%*	*60.5%*	*34.1%*	*26.3%*	*97.2%*
%H (TV HH)			*53.4%*	*18.8%*	*62.6%*	*35.3%*	*27.3%*	
0 - 3	299	284	149	50	169	89	81	289
%V	*9.6%*	*9.6%*	*11.9%*	*11.1%*	*8.0%*	*10.3%*	*6.5%*	*10.9%*
%H (All HH)		*95.0%*	*49.8%*	*16.7%*	*56.5%*	*29.8%*	*27.1%*	*96.7%*
%H (TV HH)			*52.5%*	*17.6%*	*59.5%*	*31.3%*	*28.5%*	
4 - 9	405	390	217	68	227	127	100	393
%V	*12.9%*	*13.2%*	*17.4%*	*15.1%*	*10.8%*	*14.8%*	*8.1%*	*14.8%*
%H (All HH)		*96.3%*	*53.6%*	*16.8%*	*56.0%*	*31.4%*	*24.7%*	*97.0%*
%H (TV HH)			*55.6%*	*17.4%*	*58.2%*	*32.6%*	*25.6%*	
10 - 15	356	349	186	74	233	143	90	348
%V	*11.4%*	*11.8%*	*14.9%*	*16.5%*	*11.1%*	*16.6%*	*7.3%*	*13.1%*
%H (All HH)		*98.0%*	*52.2%*	*20.8%*	*65.4%*	*40.2%*	*25.3%*	*97.8%*
%H (TV HH)			*53.3%*	*21.2%*	*66.8%*	*41.0%*	*25.8%*	

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

%V = percentage of vertical total

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

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

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Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3130	2959	1247	449	2102	861	1241	2663
%H (All HH)		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*
%H (TV HH)			*42.1%*	*15.2%*	*71.0%*	*29.1%*	*41.9%*	
1	1167	1167	388	151	757	158	599	907
%V	*37.3%*	*39.4%*	*31.1%*	*33.6%*	*36.0%*	*18.4%*	*48.3%*	*34.1%*
%H (All HH)		*100.0%*	*33.2%*	*12.9%*	*64.9%*	*13.5%*	*51.3%*	*77.7%*
%H (TV HH)			*33.2%*	*12.9%*	*64.9%*	*13.5%*	*51.3%*	
2	982	982	425	141	705	289	417	853
%V	*31.4%*	*33.2%*	*34.1%*	*31.4%*	*33.5%*	*33.6%*	*33.6%*	*32.0%*
%H (All HH)		*100.0%*	*43.3%*	*14.4%*	*71.8%*	*29.4%*	*42.5%*	*86.9%*
%H (TV HH)			*43.3%*	*14.4%*	*71.8%*	*29.4%*	*42.5%*	
3	502	502	245	96	391	228	163	464
%V	*16.0%*	*17.0%*	*19.6%*	*21.4%*	*18.6%*	*26.5%*	*13.1%*	*17.4%*
%H (All HH)		*100.0%*	*48.8%*	*19.1%*	*77.9%*	*45.4%*	*32.5%*	*92.4%*
%H (TV HH)			*48.8%*	*19.1%*	*77.9%*	*45.4%*	*32.5%*	
4	213	213	129	45	171	129	42	209
%V	*6.8%*	*7.2%*	*10.3%*	*10.0%*	*8.1%*	*15.0%*	*3.4%*	*7.8%*
%H (All HH)		*100.0%*	*60.6%*	*21.1%*	*80.3%*	*60.6%*	*19.7%*	*98.1%*
%H (TV HH)			*60.6%*	*21.1%*	*80.3%*	*60.6%*	*19.7%*	
5+	94	94	60	16	78	58	20	93
%V	*3.0%*	*3.2%*	*4.8%*	*3.6%*	*3.7%*	*6.7%*	*1.6%*	*3.5%*
%H (All HH)		*100.0%*	*63.8%*	*17.0%*	*83.0%*	*61.7%*	*21.3%*	*98.9%*
%H (TV HH)			*63.8%*	*17.0%*	*83.0%*	*61.7%*	*21.3%*	

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

%V = percentage of vertical total

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

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

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Table 8.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3130	2959	1247	449	2102	861	1241	2663
%H (All HH)		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*
%H (TV HH)			*42.1%*	*15.2%*	*71.0%*	*29.1%*	*41.9%*	
Under 20"	665	665	277	92	551	259	292	569
%V	*21.2%*	*22.5%*	*22.2%*	*20.5%*	*26.2%*	*30.1%*	*23.5%*	*21.4%*
%H (All HH)		*100.0%*	*41.7%*	*13.8%*	*82.9%*	*38.9%*	*43.9%*	*85.6%*
%H (TV HH)			*41.7%*	*13.8%*	*82.9%*	*38.9%*	*43.9%*	
20" - 29"	1102	1102	444	166	863	373	490	926
%V	*35.2%*	*37.2%*	*35.6%*	*37.0%*	*41.1%*	*43.3%*	*39.5%*	*34.8%*
%H (All HH)		*100.0%*	*40.3%*	*15.1%*	*78.3%*	*33.8%*	*44.5%*	*84.0%*
%H (TV HH)			*40.3%*	*15.1%*	*78.3%*	*33.8%*	*44.5%*	
30" - 39"	1543	1543	665	250	1110	487	623	1345
%V	*49.3%*	*52.1%*	*53.3%*	*55.7%*	*52.8%*	*56.6%*	*50.2%*	*50.5%*
%H (All HH)		*100.0%*	*43.1%*	*16.2%*	*71.9%*	*31.6%*	*40.4%*	*87.2%*
%H (TV HH)			*43.1%*	*16.2%*	*71.9%*	*31.6%*	*40.4%*	
40" and over	1452	1452	777	249	972	544	428	1354
%V	*46.4%*	*49.1%*	*62.3%*	*55.5%*	*46.2%*	*63.2%*	*34.5%*	*50.8%*
%H (All HH)		*100.0%*	*53.5%*	*17.1%*	*66.9%*	*37.5%*	*29.5%*	*93.3%*
%H (TV HH)			*53.5%*	*17.1%*	*66.9%*	*37.5%*	*29.5%*	

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

%V = percentage of vertical total

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

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

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3130	2959	1247	449	2102	861	1241	2663
%H (All HH)		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*
%H (TV HH)			*42.1%*	*15.2%*	*71.0%*	*29.1%*	*41.9%*	
Main living room	2919	2919	1241	444	2075	856	1219	2492
%V	*93.3%*	*98.6%*	*99.5%*	*98.9%*	*98.7%*	*99.4%*	*98.2%*	*93.6%*
%H (All HH)		*100.0%*	*42.5%*	*15.2%*	*71.1%*	*29.3%*	*41.8%*	*85.4%*
%H (TV HH)			*42.5%*	*15.2%*	*71.1%*	*29.3%*	*41.8%*	
Kitchen	399	399	221	48	326	193	133	359
%V	*12.7%*	*13.5%*	*17.7%*	*10.7%*	*15.5%*	*22.4%*	*10.7%*	*13.5%*
%H (All HH)		*100.0%*	*55.4%*	*12.0%*	*81.7%*	*48.4%*	*33.3%*	*90.0%*
%H (TV HH)			*55.4%*	*12.0%*	*81.7%*	*48.4%*	*33.3%*	
Adult's bedroom	1356	1356	644	239	1030	554	476	1225
%V	*43.3%*	*45.8%*	*51.6%*	*53.2%*	*49.0%*	*64.3%*	*38.4%*	*46.0%*
%H (All HH)		*100.0%*	*47.5%*	*17.6%*	*76.0%*	*40.9%*	*35.1%*	*90.3%*
%H (TV HH)			*47.5%*	*17.6%*	*76.0%*	*40.9%*	*35.1%*	
Child's bedroom	247	247	137	62	174	124	49	242
%V	*7.9%*	*8.3%*	*11.0%*	*13.8%*	*8.3%*	*14.4%*	*3.9%*	*9.1%*
%H (All HH)		*100.0%*	*55.5%*	*25.1%*	*70.4%*	*50.2%*	*19.8%*	*98.0%*
%H (TV HH)			*55.5%*	*25.1%*	*70.4%*	*50.2%*	*19.8%*	
Other bedroom	217	217	121	39	167	110	57	209
%V	*6.9%*	*7.3%*	*9.7%*	*8.7%*	*7.9%*	*12.8%*	*4.6%*	*7.8%*
%H (All HH)		*100.0%*	*55.8%*	*18.0%*	*77.0%*	*50.7%*	*26.3%*	*96.3%*
%H (TV HH)			*55.8%*	*18.0%*	*77.0%*	*50.7%*	*26.3%*	
Second living/dining room	255	255	133	42	198	116	82	234
%V	*8.1%*	*8.6%*	*10.7%*	*9.4%*	*9.4%*	*13.5%*	*6.6%*	*8.8%*
%H (All HH)		*100.0%*	*52.2%*	*16.5%*	*77.6%*	*45.5%*	*32.2%*	*91.8%*
%H (TV HH)			*52.2%*	*16.5%*	*77.6%*	*45.5%*	*32.2%*	
Study/office	67	67	37	6	52	27	25	65
%V	*2.1%*	*2.3%*	*3.0%*	*1.3%*	*2.5%*	*3.1%*	*2.0%*	*2.4%*
%H (All HH)		*100.0%*	*55.2%*	*9.0%*	*77.6%*	*40.3%*	*37.3%*	*97.0%*
%H (TV HH)			*55.2%*	*9.0%*	*77.6%*	*40.3%*	*37.3%*	
TV room	23	23	12	4	13	7	7	23
%V	*0.7%*	*0.8%*	*1.0%*	*0.9%*	*0.6%*	*0.8%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*52.2%*	*17.4%*	*56.5%*	*30.4%*	*30.4%*	*100.0%*
%H (TV HH)			*52.2%*	*17.4%*	*56.5%*	*30.4%*	*30.4%*	
Conservatory	62	62	26	14	54	32	21	55
%V	*2.0%*	*2.1%*	*2.1%*	*3.1%*	*2.6%*	*3.7%*	*1.7%*	*2.1%*
%H (All HH)		*100.0%*	*41.9%*	*22.6%*	*87.1%*	*51.6%*	*33.9%*	*88.7%*
%H (TV HH)			*41.9%*	*22.6%*	*87.1%*	*51.6%*	*33.9%*	
Attic or loft room	8	8	3	1	5	1	4	7
%V	*0.3%*	*0.3%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.3%*
%H (All HH)		*100.0%*	*37.5%*	*12.5%*	*62.5%*	*12.5%*	*50.0%*	*87.5%*
%H (TV HH)			*37.5%*	*12.5%*	*62.5%*	*12.5%*	*50.0%*	
No specific location	5	5	1	1	4	1	3	5
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*20.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	*100.0%*
%H (TV HH)			*20.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	
Other	36	36	21	4	29	18	11	35
%V	*1.2%*	*1.2%*	*1.7%*	*0.9%*	*1.4%*	*2.1%*	*0.9%*	*1.3%*
%H (All HH)		*100.0%*	*58.3%*	*11.1%*	*80.6%*	*50.0%*	*30.6%*	*97.2%*
%H (TV HH)			*58.3%*	*11.1%*	*80.6%*	*50.0%*	*30.6%*	

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

%V = percentage of vertical total

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

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

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Table 8.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3130	2959	1247	449	2102	861	1241	2663
%H (All HH)		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*
%H (TV HH)			*42.1%*	*15.2%*	*71.0%*	*29.1%*	*41.9%*	
Any DSAT provider	1247	1247	1247	20	675	675	0	1151
%V	*39.8%*	*42.1%*	*100.0%*	*4.5%*	*32.1%*	*78.4%*	*0.0%*	*43.2%*
%H (All HH)			*100.0%*	*1.6%*	*54.1%*	*54.1%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*1.6%*	*54.1%*	*54.1%*	*0.0%*	
Sky with subcription	1002	1002	1002	12	539	539	0	944
%V	*32.0%*	*33.9%*	*80.4%*	*2.7%*	*25.6%*	*62.6%*	*0.0%*	*35.4%*
%H (All HH)			*100.0%*	*1.2%*	*53.8%*	*53.8%*	*0.0%*	*94.2%*
%H (TV HH)			*100.0%*	*1.2%*	*53.8%*	*53.8%*	*0.0%*	
Sky without subscription	51	51	51	1	30	30	0	39
%V	*1.6%*	*1.7%*	*4.1%*	*0.2%*	*1.4%*	*3.5%*	*0.0%*	*1.5%*
%H (All HH)			*100.0%*	*2.0%*	*58.8%*	*58.8%*	*0.0%*	*76.5%*
%H (TV HH)			*100.0%*	*2.0%*	*58.8%*	*58.8%*	*0.0%*	
Freesat	195	195	195	5	102	102	0	176
%V	*6.2%*	*6.6%*	*15.6%*	*1.1%*	*4.9%*	*11.8%*	*0.0%*	*6.6%*
%H (All HH)			*100.0%*	*2.6%*	*52.3%*	*52.3%*	*0.0%*	*90.3%*
%H (TV HH)			*100.0%*	*2.6%*	*52.3%*	*52.3%*	*0.0%*	
Other satellite provider	48	48	48	3	29	29	0	44
%V	*1.5%*	*1.6%*	*3.8%*	*0.7%*	*1.4%*	*3.4%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*6.3%*	*60.4%*	*60.4%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*6.3%*	*60.4%*	*60.4%*	*0.0%*	
DCAB	449	449	20	449	199	199	0	427
%V	*14.3%*	*15.2%*	*1.6%*	*100.0%*	*9.5%*	*23.1%*	*0.0%*	*16.0%*
%H (All HH)			*4.5%*	*100.0%*	*44.3%*	*44.3%*	*0.0%*	*95.1%*
%H (TV HH)			*4.5%*	*100.0%*	*44.3%*	*44.3%*	*0.0%*	
DTT	2102	2102	675	199	2102	861	1241	1729
%V	*67.2%*	*71.0%*	*54.1%*	*44.3%*	*100.0%*	*100.0%*	*100.0%*	*64.9%*
%H (All HH)		*100.0%*	*32.1%*	*9.5%*	*100.0%*	*41.0%*	*59.0%*	*82.3%*
%H (TV HH)			*32.1%*	*9.5%*	*100.0%*	*41.0%*	*59.0%*	

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

%V = percentage of vertical total

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

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

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Table 8.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3130	2959	1247	449	2102	861	1241	2663
%H (All HH)		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*
%H (TV HH)			*42.1%*	*15.2%*	*71.0%*	*29.1%*	*41.9%*	
PVR	1922	1922	1082	388	1240	770	470	1788
%V	*61.4%*	*65.0%*	*86.8%*	*86.4%*	*59.0%*	*89.4%*	*37.9%*	*67.1%*
%H (All HH)		*100.0%*	*56.3%*	*20.2%*	*64.5%*	*40.1%*	*24.5%*	*93.0%*
%H (TV HH)			*56.3%*	*20.2%*	*64.5%*	*40.1%*	*24.5%*	
DVDR	117	117	43	15	96	38	59	96
%V	*3.7%*	*4.0%*	*3.4%*	*3.3%*	*4.6%*	*4.4%*	*4.8%*	*3.6%*
%H (All HH)		*100.0%*	*36.8%*	*12.8%*	*82.1%*	*32.5%*	*50.4%*	*82.1%*
%H (TV HH)			*36.8%*	*12.8%*	*82.1%*	*32.5%*	*50.4%*	
VCR	64	64	17	8	58	18	40	42
%V	*2.0%*	*2.2%*	*1.4%*	*1.8%*	*2.8%*	*2.1%*	*3.2%*	*1.6%*
%H (All HH)		*100.0%*	*26.6%*	*12.5%*	*90.6%*	*28.1%*	*62.5%*	*65.6%*
%H (TV HH)			*26.6%*	*12.5%*	*90.6%*	*28.1%*	*62.5%*	
Any recorder	1983	1983	1088	391	1298	777	521	1826
%V	*63.4%*	*67.0%*	*87.2%*	*87.1%*	*61.8%*	*90.2%*	*42.0%*	*68.6%*
%H (All HH)		*100.0%*	*54.9%*	*19.7%*	*65.5%*	*39.2%*	*26.3%*	*92.1%*
%H (TV HH)			*54.9%*	*19.7%*	*65.5%*	*39.2%*	*26.3%*	
Receives HDTV (via STB or built-in reception)	1937	1937	974	382	1323	723	600	1803
%V	*61.9%*	*65.5%*	*78.1%*	*85.1%*	*62.9%*	*84.0%*	*48.3%*	*67.7%*
%H (All HH)		*100.0%*	*50.3%*	*19.7%*	*68.3%*	*37.3%*	*31.0%*	*93.1%*
%H (TV HH)			*50.3%*	*19.7%*	*68.3%*	*37.3%*	*31.0%*	
DVD/Blu-ray player or recorder	2249	2249	982	358	1629	718	911	1984
%V	*71.9%*	*76.0%*	*78.7%*	*79.7%*	*77.5%*	*83.4%*	*73.4%*	*74.5%*
%H (All HH)		*100.0%*	*43.7%*	*15.9%*	*72.4%*	*31.9%*	*40.5%*	*88.2%*
%H (TV HH)			*43.7%*	*15.9%*	*72.4%*	*31.9%*	*40.5%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Household level data

Table 8.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3130	2959	1247	449	2102	861	1241	2663
%H (All HH)		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*
%H (TV HH)			*42.1%*	*15.2%*	*71.0%*	*29.1%*	*41.9%*	
Has broadband internet	2663	2527	1151	427	1729	804	925	2663
%V	*85.1%*	*85.4%*	*92.3%*	*95.1%*	*82.3%*	*93.4%*	*74.5%*	*100.0%*
%H (All HH)		*94.9%*	*43.2%*	*16.0%*	*64.9%*	*30.2%*	*34.7%*	*100.0%*
%H (TV HH)			*45.5%*	*16.9%*	*68.4%*	*31.8%*	*36.6%*	
Number of computers (PCs and laptops)								
0	500	463	115	34	384	70	314	70
%V	*16.0%*	*15.6%*	*9.2%*	*7.6%*	*18.3%*	*8.1%*	*25.3%*	*2.6%*
%H (All HH)		*92.6%*	*23.0%*	*6.8%*	*76.8%*	*14.0%*	*62.8%*	*14.0%*
%H (TV HH)			*24.8%*	*7.3%*	*82.9%*	*15.1%*	*67.8%*	
1	701	648	237	93	448	140	307	675
%V	*22.4%*	*21.9%*	*19.0%*	*20.7%*	*21.3%*	*16.3%*	*24.7%*	*25.3%*
%H (All HH)		*92.4%*	*33.8%*	*13.3%*	*63.9%*	*20.0%*	*43.8%*	*96.3%*
%H (TV HH)			*36.6%*	*14.4%*	*69.1%*	*21.6%*	*47.4%*	
2	748	710	326	111	491	222	270	744
%V	*23.9%*	*24.0%*	*26.1%*	*24.7%*	*23.4%*	*25.8%*	*21.8%*	*27.9%*
%H (All HH)		*94.9%*	*43.6%*	*14.8%*	*65.6%*	*29.7%*	*36.1%*	*99.5%*
%H (TV HH)			*45.9%*	*15.6%*	*69.2%*	*31.3%*	*38.0%*	
3	474	461	213	82	326	161	165	469
%V	*15.1%*	*15.6%*	*17.1%*	*18.3%*	*15.5%*	*18.7%*	*13.3%*	*17.6%*
%H (All HH)		*97.3%*	*44.9%*	*17.3%*	*68.8%*	*34.0%*	*34.8%*	*98.9%*
%H (TV HH)			*46.2%*	*17.8%*	*70.7%*	*34.9%*	*35.8%*	
4	320	304	156	56	191	106	85	320
%V	*10.2%*	*10.3%*	*12.5%*	*12.5%*	*9.1%*	*12.3%*	*6.8%*	*12.0%*
%H (All HH)		*95.0%*	*48.8%*	*17.5%*	*59.7%*	*33.1%*	*26.6%*	*100.0%*
%H (TV HH)			*51.3%*	*18.4%*	*62.8%*	*34.9%*	*28.0%*	
5+	387	373	200	73	261	162	99	385
%V	*12.4%*	*12.6%*	*16.0%*	*16.3%*	*12.4%*	*18.8%*	*8.0%*	*14.5%*
%H (All HH)		*96.4%*	*51.7%*	*18.9%*	*67.4%*	*41.9%*	*25.6%*	*99.5%*
%H (TV HH)			*53.6%*	*19.6%*	*70.0%*	*43.4%*	*26.5%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5999	2816	986	4443	2249	2194	5343
%H		*46.9%*	*16.4%*	*74.1%*	*37.5%*	*36.6%*	*89.1%*
Under 20"	845	358	121	705	343	362	735
%V	*14.1%*	*12.7%*	*12.3%*	*15.9%*	*15.3%*	*16.5%*	*13.8%*
%H		*42.4%*	*14.3%*	*83.4%*	*40.6%*	*42.8%*	*87.0%*
20" - 29"	1410	598	213	1118	520	599	1205
%V	*23.5%*	*21.2%*	*21.6%*	*25.2%*	*23.1%*	*27.3%*	*22.6%*
%H		*42.4%*	*15.1%*	*79.3%*	*36.9%*	*42.5%*	*85.5%*
30" - 39"	1886	846	322	1374	661	713	1663
%V	*31.4%*	*30.0%*	*32.7%*	*30.9%*	*29.4%*	*32.5%*	*31.1%*
%H		*44.9%*	*17.1%*	*72.9%*	*35.0%*	*37.8%*	*88.2%*
40" and over	1813	995	325	1217	715	502	1705
%V	*30.2%*	*35.3%*	*33.0%*	*27.4%*	*31.8%*	*22.9%*	*31.9%*
%H		*54.9%*	*17.9%*	*67.1%*	*39.4%*	*27.7%*	*94.0%*
Don't know	46	19	4	29	10	18	35
%V	*0.8%*	*0.7%*	*0.4%*	*0.7%*	*0.4%*	*0.8%*	*0.7%*
%H		*41.3%*	*8.7%*	*63.0%*	*21.7%*	*39.1%*	*76.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5999	2816	986	4443	2249	2194	5343
%H		*46.9%*	*16.4%*	*74.1%*	*37.5%*	*36.6%*	*89.1%*
Main living room	2942	1251	451	2089	865	1224	2514
%V	*49.0%*	*44.4%*	*45.7%*	*47.0%*	*38.5%*	*55.8%*	*47.1%*
%H		*42.5%*	*15.3%*	*71.0%*	*29.4%*	*41.6%*	*85.5%*
Kitchen	400	222	48	327	194	133	360
%V	*6.7%*	*7.9%*	*4.9%*	*7.4%*	*8.6%*	*6.1%*	*6.7%*
%H		*55.5%*	*12.0%*	*81.8%*	*48.5%*	*33.3%*	*90.0%*
Adult's bedroom	1606	772	289	1231	684	547	1466
%V	*26.8%*	*27.4%*	*29.3%*	*27.7%*	*30.4%*	*24.9%*	*27.4%*
%H		*48.1%*	*18.0%*	*76.7%*	*42.6%*	*34.1%*	*91.3%*
Child's bedroom	317	178	76	224	160	64	310
%V	*5.3%*	*6.3%*	*7.7%*	*5.0%*	*7.1%*	*2.9%*	*5.8%*
%H		*56.2%*	*24.0%*	*70.7%*	*50.5%*	*20.2%*	*97.8%*
Other bedroom	260	149	45	203	136	66	252
%V	*4.3%*	*5.3%*	*4.6%*	*4.6%*	*6.0%*	*3.0%*	*4.7%*
%H		*57.3%*	*17.3%*	*78.1%*	*52.3%*	*25.4%*	*96.9%*
Second living/dining room	264	138	45	205	121	85	243
%V	*4.4%*	*4.9%*	*4.6%*	*4.6%*	*5.4%*	*3.9%*	*4.5%*
%H		*52.3%*	*17.0%*	*77.7%*	*45.8%*	*32.2%*	*92.0%*
Study/office	71	39	8	55	29	26	68
%V	*1.2%*	*1.4%*	*0.8%*	*1.2%*	*1.3%*	*1.2%*	*1.3%*
%H		*54.9%*	*11.3%*	*77.5%*	*40.8%*	*36.6%*	*95.8%*
TV room	23	12	4	13	7	7	23
%V	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.3%*	*0.3%*	*0.4%*
%H		*52.2%*	*17.4%*	*56.5%*	*30.4%*	*30.4%*	*100.0%*
Conservatory	63	27	14	54	33	21	56
%V	*1.1%*	*1.0%*	*1.4%*	*1.2%*	*1.5%*	*1.0%*	*1.0%*
%H		*42.9%*	*22.2%*	*85.7%*	*52.4%*	*33.3%*	*88.9%*
Attic or loft room	8	3	1	5	1	4	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H		*37.5%*	*12.5%*	*62.5%*	*12.5%*	*50.0%*	*87.5%*
No specific location	5	1	1	4	1	3	5
%V	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*
%H		*20.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	*100.0%*
Other	40	23	4	32	19	14	39
%V	*0.7%*	*0.8%*	*0.4%*	*0.7%*	*0.8%*	*0.6%*	*0.7%*
%H		*57.5%*	*10.0%*	*80.0%*	*47.5%*	*35.0%*	*97.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5999	2816	986	4443	2249	2194	5343
%H		*46.9%*	*16.4%*	*74.1%*	*37.5%*	*36.6%*	*89.1%*
PVR	2539	1506	539	1597	1069	528	2390
%V	*42.3%*	*53.5%*	*54.7%*	*35.9%*	*47.5%*	*24.1%*	*44.7%*
%H		*59.3%*	*21.2%*	*62.9%*	*42.1%*	*20.8%*	*94.1%*
DVDR	127	47	15	106	42	64	104
%V	*2.1%*	*1.7%*	*1.5%*	*2.4%*	*1.9%*	*2.9%*	*1.9%*
%H		*37.0%*	*11.8%*	*83.5%*	*33.1%*	*50.4%*	*81.9%*
VCR	68	17	8	62	18	43	45
%V	*1.1%*	*0.6%*	*0.8%*	*1.4%*	*0.8%*	*2.0%*	*0.8%*
%H		*25.0%*	*11.8%*	*91.2%*	*26.5%*	*63.2%*	*66.2%*
Any recorder	2625	1524	544	1677	1087	590	2449
%V	*43.8%*	*54.1%*	*55.2%*	*37.7%*	*48.3%*	*26.9%*	*45.8%*
%H		*58.1%*	*20.7%*	*63.9%*	*41.4%*	*22.5%*	*93.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5999	2816	986	4443	2249	2194	5343
%H		*46.9%*	*16.4%*	*74.1%*	*37.5%*	*36.6%*	*89.1%*
Receives HDTV (via STB or built-in reception)	2808	1445	602	1959	1166	793	2651
%V	*46.8%*	*51.3%*	*61.1%*	*44.1%*	*51.8%*	*36.1%*	*49.6%*
%H		*51.5%*	*21.4%*	*69.8%*	*41.5%*	*28.2%*	*94.4%*
DVD/Blu-ray player or recorder	3273	1525	552	2414	1209	1205	2958
%V	*54.6%*	*54.2%*	*56.0%*	*54.3%*	*53.8%*	*54.9%*	*55.4%*
%H		*46.6%*	*16.9%*	*73.8%*	*36.9%*	*36.8%*	*90.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2954	1247	449	2100	861	1240	2521
%H		*42.2%*	*15.2%*	*71.1%*	*29.1%*	*42.0%*	*85.3%*
Under 20"	50	4	1	42	1	41	32
%V	*1.7%*	*0.3%*	*0.2%*	*2.0%*	*0.1%*	*3.3%*	*1.3%*
%H		*8.0%*	*2.0%*	*84.0%*	*2.0%*	*82.0%*	*64.0%*
20" - 29"	392	89	49	310	61	249	268
%V	*13.3%*	*7.1%*	*10.9%*	*14.8%*	*7.1%*	*20.1%*	*10.6%*
%H		*22.7%*	*12.5%*	*79.1%*	*15.6%*	*63.5%*	*68.4%*
30" - 39"	1080	394	155	792	270	521	891
%V	*36.6%*	*31.6%*	*34.5%*	*37.7%*	*31.4%*	*42.0%*	*35.3%*
%H		*36.5%*	*14.4%*	*73.3%*	*25.0%*	*48.2%*	*82.5%*
40" and over	1410	753	241	944	527	417	1315
%V	*47.7%*	*60.4%*	*53.7%*	*45.0%*	*61.2%*	*33.6%*	*52.2%*
%H		*53.4%*	*17.1%*	*67.0%*	*37.4%*	*29.6%*	*93.3%*
Don't know	22	7	1	13	2	11	16
%V	*0.7%*	*0.6%*	*0.2%*	*0.6%*	*0.2%*	*0.9%*	*0.6%*
%H		*31.8%*	*4.5%*	*59.1%*	*9.1%*	*50.0%*	*72.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Set level data

Table 8.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2954	1247	449	2100	861	1240	2521
%H		*42.2%*	*15.2%*	*71.1%*	*29.1%*	*42.0%*	*85.3%*
PVR	1894	1073	385	1215	760	455	1767
%V	*64.1%*	*86.0%*	*85.7%*	*57.9%*	*88.3%*	*36.7%*	*70.1%*
%H		*56.7%*	*20.3%*	*64.1%*	*40.1%*	*24.0%*	*93.3%*
DVDR	96	32	13	78	28	50	77
%V	*3.2%*	*2.6%*	*2.9%*	*3.7%*	*3.3%*	*4.0%*	*3.1%*
%H		*33.3%*	*13.5%*	*81.3%*	*29.2%*	*52.1%*	*80.2%*
VCR	55	15	6	50	16	34	36
%V	*1.9%*	*1.2%*	*1.3%*	*2.4%*	*1.9%*	*2.7%*	*1.4%*
%H		*27.3%*	*10.9%*	*90.9%*	*29.1%*	*61.8%*	*65.5%*
Any recorder	1951	1079	387	1268	766	503	1802
%V	*66.0%*	*86.5%*	*86.2%*	*60.4%*	*89.0%*	*40.6%*	*71.5%*
%H		*55.3%*	*19.8%*	*65.0%*	*39.3%*	*25.8%*	*92.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2954	1247	449	2100	861	1240	2521
%H		*42.2%*	*15.2%*	*71.1%*	*29.1%*	*42.0%*	*85.3%*
Receives HDTV (via STB or built-in reception)	1901	960	377	1292	711	581	1771
%V	*64.4%*	*77.0%*	*84.0%*	*61.5%*	*82.6%*	*46.9%*	*70.2%*
%H		*50.5%*	*19.8%*	*68.0%*	*37.4%*	*30.6%*	*93.2%*
DVD/Blu-ray player or recorder	2100	910	332	1517	660	856	1846
%V	*71.1%*	*73.0%*	*73.9%*	*72.2%*	*76.7%*	*69.0%*	*73.2%*
%H		*43.3%*	*15.8%*	*72.2%*	*31.4%*	*40.8%*	*87.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3046	1569	538	2342	1388	954	2822
%H		*51.5%*	*17.7%*	*76.9%*	*45.6%*	*31.3%*	*92.6%*
Under 20"	795	353	120	664	342	322	703
%V	*26.1%*	*22.5%*	*22.3%*	*28.4%*	*24.6%*	*33.8%*	*24.9%*
%H		*44.4%*	*15.1%*	*83.5%*	*43.0%*	*40.5%*	*88.4%*
20" - 29"	1018	509	164	808	459	349	938
%V	*33.4%*	*32.4%*	*30.5%*	*34.5%*	*33.1%*	*36.6%*	*33.2%*
%H		*50.0%*	*16.1%*	*79.4%*	*45.1%*	*34.3%*	*92.1%*
30" - 39"	806	452	167	582	391	192	772
%V	*26.5%*	*28.8%*	*31.0%*	*24.9%*	*28.2%*	*20.1%*	*27.4%*
%H		*56.1%*	*20.7%*	*72.2%*	*48.5%*	*23.8%*	*95.8%*
40" and over	403	242	84	273	188	85	390
%V	*13.2%*	*15.4%*	*15.6%*	*11.7%*	*13.5%*	*8.9%*	*13.8%*
%H		*60.0%*	*20.8%*	*67.7%*	*46.7%*	*21.1%*	*96.8%*
Don't know	23	13	3	15	8	7	19
%V	*0.8%*	*0.8%*	*0.6%*	*0.6%*	*0.6%*	*0.7%*	*0.7%*
%H		*56.5%*	*13.0%*	*65.2%*	*34.8%*	*30.4%*	*82.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3046	1569	538	2342	1388	954	2822
%H		*51.5%*	*17.7%*	*76.9%*	*45.6%*	*31.3%*	*92.6%*
PVR	645	433	154	382	309	73	623
%V	*21.2%*	*27.6%*	*28.6%*	*16.3%*	*22.3%*	*7.7%*	*22.1%*
%H		*67.1%*	*23.9%*	*59.2%*	*47.9%*	*11.3%*	*96.6%*
DVDR	31	15	2	28	14	14	27
%V	*1.0%*	*1.0%*	*0.4%*	*1.2%*	*1.0%*	*1.5%*	*1.0%*
%H		*48.4%*	*6.5%*	*90.3%*	*45.2%*	*45.2%*	*87.1%*
VCR	13	3	2	12	3	9	9
%V	*0.4%*	*0.2%*	*0.4%*	*0.5%*	*0.2%*	*0.9%*	*0.3%*
%H		*23.1%*	*15.4%*	*92.3%*	*23.1%*	*69.2%*	*69.2%*
Any recorder	674	445	156	408	321	87	647
%V	*22.1%*	*28.4%*	*29.0%*	*17.4%*	*23.1%*	*9.1%*	*22.9%*
%H		*66.0%*	*23.1%*	*60.5%*	*47.6%*	*12.9%*	*96.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: 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	3046	1569	538	2342	1388	954	2822
%H		*51.5%*	*17.7%*	*76.9%*	*45.6%*	*31.3%*	*92.6%*
Receives HDTV (via STB or built-in reception)	906	485	225	668	455	212	880
%V	*29.7%*	*30.9%*	*41.8%*	*28.5%*	*32.8%*	*22.2%*	*31.2%*
%H		*53.5%*	*24.8%*	*73.7%*	*50.2%*	*23.4%*	*97.1%*
DVD/Blu-ray player or recorder	1173	614	220	898	549	349	1112
%V	*38.5%*	*39.1%*	*40.9%*	*38.3%*	*39.6%*	*36.6%*	*39.4%*
%H		*52.3%*	*18.8%*	*76.6%*	*46.8%*	*29.8%*	*94.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South, South East and Channel Islands

Individual level data

Table 8.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7303	6965	3270	1174	4769	2301	2468	6675
%H		*95.4%*	*44.8%*	*16.1%*	*65.3%*	*31.5%*	*33.8%*	*91.4%*
Total Children	1366	1319	714	246	809	459	350	1332
%V	*18.7%*	*18.9%*	*21.8%*	*21.0%*	*17.0%*	*19.9%*	*14.2%*	*20.0%*
%H		*96.6%*	*52.3%*	*18.0%*	*59.2%*	*33.6%*	*25.6%*	*97.5%*
0 - 3	349	332	174	60	197	105	92	339
%V	*4.8%*	*4.8%*	*5.3%*	*5.1%*	*4.1%*	*4.6%*	*3.7%*	*5.1%*
%H		*95.1%*	*49.9%*	*17.2%*	*56.4%*	*30.1%*	*26.4%*	*97.1%*
4 - 15	1017	988	540	186	612	354	258	993
%V	*13.9%*	*14.2%*	*16.5%*	*15.8%*	*12.8%*	*15.4%*	*10.5%*	*14.9%*
%H		*97.1%*	*53.1%*	*18.3%*	*60.2%*	*34.8%*	*25.4%*	*97.6%*
4 - 9	548	528	297	90	308	171	137	532
%V	*7.5%*	*7.6%*	*9.1%*	*7.7%*	*6.5%*	*7.4%*	*5.6%*	*8.0%*
%H		*96.4%*	*54.2%*	*16.4%*	*56.2%*	*31.2%*	*25.0%*	*97.1%*
10 - 15	469	460	243	97	304	182	121	461
%V	*6.4%*	*6.6%*	*7.4%*	*8.3%*	*6.4%*	*7.9%*	*4.9%*	*6.9%*
%H		*98.1%*	*51.8%*	*20.7%*	*64.8%*	*38.8%*	*25.8%*	*98.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South, South East and Channel Islands

Individual level data

Table 8.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7303	6965	3270	1174	4769	2301	2468	6675
%H		*95.4%*	*44.8%*	*16.1%*	*65.3%*	*31.5%*	*33.8%*	*91.4%*
Total Adults (16+)	5938	5645	2556	928	3960	1842	2118	5343
%V	*81.3%*	*81.0%*	*78.2%*	*79.0%*	*83.0%*	*80.1%*	*85.8%*	*80.0%*
%H		*95.1%*	*43.0%*	*15.6%*	*66.7%*	*31.0%*	*35.7%*	*90.0%*
16 - 19	337	318	159	66	214	127	88	328
%V	*4.6%*	*4.6%*	*4.9%*	*5.6%*	*4.5%*	*5.5%*	*3.6%*	*4.9%*
%H		*94.4%*	*47.2%*	*19.6%*	*63.5%*	*37.7%*	*26.1%*	*97.3%*
20 - 24	414	360	167	62	230	116	114	406
%V	*5.7%*	*5.2%*	*5.1%*	*5.3%*	*4.8%*	*5.0%*	*4.6%*	*6.1%*
%H		*87.0%*	*40.3%*	*15.0%*	*55.6%*	*28.0%*	*27.5%*	*98.1%*
25 - 34	875	803	391	132	480	223	257	845
%V	*12.0%*	*11.5%*	*12.0%*	*11.2%*	*10.1%*	*9.7%*	*10.4%*	*12.7%*
%H		*91.8%*	*44.7%*	*15.1%*	*54.9%*	*25.5%*	*29.4%*	*96.6%*
35 - 44	910	851	431	165	524	277	247	885
%V	*12.5%*	*12.2%*	*13.2%*	*14.1%*	*11.0%*	*12.0%*	*10.0%*	*13.3%*
%H		*93.5%*	*47.4%*	*18.1%*	*57.6%*	*30.4%*	*27.1%*	*97.3%*
45 - 54	1069	1039	500	198	727	384	343	1025
%V	*14.6%*	*14.9%*	*15.3%*	*16.9%*	*15.2%*	*16.7%*	*13.9%*	*15.4%*
%H		*97.2%*	*46.8%*	*18.5%*	*68.0%*	*35.9%*	*32.1%*	*95.9%*
55 - 64	897	876	384	155	645	303	342	838
%V	*12.3%*	*12.6%*	*11.7%*	*13.2%*	*13.5%*	*13.2%*	*13.9%*	*12.6%*
%H		*97.7%*	*42.8%*	*17.3%*	*71.9%*	*33.8%*	*38.1%*	*93.4%*
65+	1436	1398	524	150	1139	411	728	1016
%V	*19.7%*	*20.1%*	*16.0%*	*12.8%*	*23.9%*	*17.9%*	*29.5%*	*15.2%*
%H		*97.4%*	*36.5%*	*10.4%*	*79.3%*	*28.6%*	*50.7%*	*70.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5938	5645	2556	928	3960	1842	2118	5343
%H		*95.1%*	*43.0%*	*15.6%*	*66.7%*	*31.0%*	*35.7%*	*90.0%*
AB	1937	1853	851	296	1321	617	703	1875
%V	*32.6%*	*32.8%*	*33.3%*	*31.9%*	*33.4%*	*33.5%*	*33.2%*	*35.1%*
%H		*95.7%*	*43.9%*	*15.3%*	*68.2%*	*31.9%*	*36.3%*	*96.8%*
C1	1741	1629	744	236	1114	503	610	1601
%V	*29.3%*	*28.9%*	*29.1%*	*25.4%*	*28.1%*	*27.3%*	*28.8%*	*30.0%*
%H		*93.6%*	*42.7%*	*13.6%*	*64.0%*	*28.9%*	*35.0%*	*92.0%*
C2	1170	1136	538	246	794	442	353	1055
%V	*19.7%*	*20.1%*	*21.0%*	*26.5%*	*20.1%*	*24.0%*	*16.7%*	*19.7%*
%H		*97.1%*	*46.0%*	*21.0%*	*67.9%*	*37.8%*	*30.2%*	*90.2%*
D	755	709	321	103	502	216	285	616
%V	*12.7%*	*12.6%*	*12.6%*	*11.1%*	*12.7%*	*11.7%*	*13.5%*	*11.5%*
%H		*93.9%*	*42.5%*	*13.6%*	*66.5%*	*28.6%*	*37.7%*	*81.6%*
E	334	319	102	47	230	63	167	196
%V	*5.6%*	*5.7%*	*4.0%*	*5.1%*	*5.8%*	*3.4%*	*7.9%*	*3.7%*
%H		*95.5%*	*30.5%*	*14.1%*	*68.9%*	*18.9%*	*50.0%*	*58.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5938	5645	2556	928	3960	1842	2118	5343
%H		*95.1%*	*43.0%*	*15.6%*	*66.7%*	*31.0%*	*35.7%*	*90.0%*
Working full time	2814	2668	1312	493	1757	917	840	2741
%V	*47.4%*	*47.3%*	*51.3%*	*53.1%*	*44.4%*	*49.8%*	*39.7%*	*51.3%*
%H		*94.8%*	*46.6%*	*17.5%*	*62.4%*	*32.6%*	*29.9%*	*97.4%*
Working part time	684	660	331	105	461	241	220	654
%V	*11.5%*	*11.7%*	*12.9%*	*11.3%*	*11.6%*	*13.1%*	*10.4%*	*12.2%*
%H		*96.5%*	*48.4%*	*15.4%*	*67.4%*	*35.2%*	*32.2%*	*95.6%*
Not working	2440	2317	913	330	1742	684	1058	1948
%V	*41.1%*	*41.0%*	*35.7%*	*35.6%*	*44.0%*	*37.1%*	*50.0%*	*36.5%*
%H		*95.0%*	*37.4%*	*13.5%*	*71.4%*	*28.0%*	*43.4%*	*79.8%*
Housewife/Houseperson	3130	2959	1247	449	2102	861	1241	2663
%V	*52.7%*	*52.4%*	*48.8%*	*48.4%*	*53.1%*	*46.7%*	*58.6%*	*49.8%*
%H		*94.5%*	*39.8%*	*14.3%*	*67.2%*	*27.5%*	*39.6%*	*85.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South, South East and Channel Islands

Individual level data

Table 8.25: Males - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2899	2744	1274	464	1914	935	978	2644
%H		*94.7%*	*43.9%*	*16.0%*	*66.0%*	*32.3%*	*33.7%*	*91.2%*
16 - 19	181	169	85	38	115	72	43	176
%V	*6.2%*	*6.2%*	*6.7%*	*8.2%*	*6.0%*	*7.7%*	*4.4%*	*6.7%*
%H		*93.4%*	*47.0%*	*21.0%*	*63.5%*	*39.8%*	*23.8%*	*97.2%*
20 - 24	211	184	81	32	118	62	56	207
%V	*7.3%*	*6.7%*	*6.4%*	*6.9%*	*6.2%*	*6.6%*	*5.7%*	*7.8%*
%H		*87.2%*	*38.4%*	*15.2%*	*55.9%*	*29.4%*	*26.5%*	*98.1%*
25 - 34	436	395	190	69	237	114	124	423
%V	*15.0%*	*14.4%*	*14.9%*	*14.9%*	*12.4%*	*12.2%*	*12.7%*	*16.0%*
%H		*90.6%*	*43.6%*	*15.8%*	*54.4%*	*26.1%*	*28.4%*	*97.0%*
35 - 44	440	409	210	82	242	129	112	428
%V	*15.2%*	*14.9%*	*16.5%*	*17.7%*	*12.6%*	*13.8%*	*11.5%*	*16.2%*
%H		*93.0%*	*47.7%*	*18.6%*	*55.0%*	*29.3%*	*25.5%*	*97.3%*
45 - 54	524	508	246	96	357	190	166	499
%V	*18.1%*	*18.5%*	*19.3%*	*20.7%*	*18.7%*	*20.3%*	*17.0%*	*18.9%*
%H		*96.9%*	*46.9%*	*18.3%*	*68.1%*	*36.3%*	*31.7%*	*95.2%*
55 - 64	439	430	196	74	319	155	164	407
%V	*15.1%*	*15.7%*	*15.4%*	*15.9%*	*16.7%*	*16.6%*	*16.8%*	*15.4%*
%H		*97.9%*	*44.6%*	*16.9%*	*72.7%*	*35.3%*	*37.4%*	*92.7%*
65+	668	649	265	73	526	214	313	505
%V	*23.0%*	*23.7%*	*20.8%*	*15.7%*	*27.5%*	*22.9%*	*32.0%*	*19.1%*
%H		*97.2%*	*39.7%*	*10.9%*	*78.7%*	*32.0%*	*46.9%*	*75.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2899	2744	1274	464	1914	935	978	2644
%H		*94.7%*	*43.9%*	*16.0%*	*66.0%*	*32.3%*	*33.7%*	*91.2%*
AB	972	928	432	152	661	317	344	943
%V	*33.5%*	*33.8%*	*33.9%*	*32.8%*	*34.5%*	*33.9%*	*35.2%*	*35.7%*
%H		*95.5%*	*44.4%*	*15.6%*	*68.0%*	*32.6%*	*35.4%*	*97.0%*
C1	822	765	363	115	516	253	263	775
%V	*28.4%*	*27.9%*	*28.5%*	*24.8%*	*27.0%*	*27.1%*	*26.9%*	*29.3%*
%H		*93.1%*	*44.2%*	*14.0%*	*62.8%*	*30.8%*	*32.0%*	*94.3%*
C2	612	592	271	134	419	230	189	547
%V	*21.1%*	*21.6%*	*21.3%*	*28.9%*	*21.9%*	*24.6%*	*19.3%*	*20.7%*
%H		*96.7%*	*44.3%*	*21.9%*	*68.5%*	*37.6%*	*30.9%*	*89.4%*
D	365	336	166	48	232	111	121	303
%V	*12.6%*	*12.2%*	*13.0%*	*10.3%*	*12.1%*	*11.9%*	*12.4%*	*11.5%*
%H		*92.1%*	*45.5%*	*13.2%*	*63.6%*	*30.4%*	*33.2%*	*83.0%*
E	129	122	43	16	85	24	61	77
%V	*4.4%*	*4.4%*	*3.4%*	*3.4%*	*4.4%*	*2.6%*	*6.2%*	*2.9%*
%H		*94.6%*	*33.3%*	*12.4%*	*65.9%*	*18.6%*	*47.3%*	*59.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2899	2744	1274	464	1914	935	978	2644
%H		*94.7%*	*43.9%*	*16.0%*	*66.0%*	*32.3%*	*33.7%*	*91.2%*
Working full time	1729	1642	814	315	1086	584	502	1684
%V	*59.6%*	*59.8%*	*63.9%*	*67.9%*	*56.7%*	*62.5%*	*51.3%*	*63.7%*
%H		*95.0%*	*47.1%*	*18.2%*	*62.8%*	*33.8%*	*29.0%*	*97.4%*
Working part time	143	130	69	19	92	51	41	131
%V	*4.9%*	*4.7%*	*5.4%*	*4.1%*	*4.8%*	*5.5%*	*4.2%*	*5.0%*
%H		*90.9%*	*48.3%*	*13.3%*	*64.3%*	*35.7%*	*28.7%*	*91.6%*
Not working	1027	971	391	130	735	301	435	830
%V	*35.4%*	*35.4%*	*30.7%*	*28.0%*	*38.4%*	*32.2%*	*44.5%*	*31.4%*
%H		*94.5%*	*38.1%*	*12.7%*	*71.6%*	*29.3%*	*42.4%*	*80.8%*
Housewife/Houseperson	628	567	220	74	412	148	265	480
%V	*21.7%*	*20.7%*	*17.3%*	*15.9%*	*21.5%*	*15.8%*	*27.1%*	*18.2%*
%H		*90.3%*	*35.0%*	*11.8%*	*65.6%*	*23.6%*	*42.2%*	*76.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South, South East and Channel Islands

Individual level data

Table 8.28: Females - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3039	2901	1281	463	2047	906	1140	2699
%H		*95.5%*	*42.2%*	*15.2%*	*67.4%*	*29.8%*	*37.5%*	*88.8%*
16 - 19	156	149	74	28	99	55	44	152
%V	*5.1%*	*5.1%*	*5.8%*	*6.0%*	*4.8%*	*6.1%*	*3.9%*	*5.6%*
%H		*95.5%*	*47.4%*	*17.9%*	*63.5%*	*35.3%*	*28.2%*	*97.4%*
20 - 24	204	176	85	29	112	54	58	198
%V	*6.7%*	*6.1%*	*6.6%*	*6.3%*	*5.5%*	*6.0%*	*5.1%*	*7.3%*
%H		*86.3%*	*41.7%*	*14.2%*	*54.9%*	*26.5%*	*28.4%*	*97.1%*
25 - 34	439	408	200	63	243	110	133	422
%V	*14.4%*	*14.1%*	*15.6%*	*13.6%*	*11.9%*	*12.1%*	*11.7%*	*15.6%*
%H		*92.9%*	*45.6%*	*14.4%*	*55.4%*	*25.1%*	*30.3%*	*96.1%*
35 - 44	470	443	221	83	282	148	135	457
%V	*15.5%*	*15.3%*	*17.3%*	*17.9%*	*13.8%*	*16.3%*	*11.8%*	*16.9%*
%H		*94.3%*	*47.0%*	*17.7%*	*60.0%*	*31.5%*	*28.7%*	*97.2%*
45 - 54	545	531	254	102	371	194	177	526
%V	*17.9%*	*18.3%*	*19.8%*	*22.0%*	*18.1%*	*21.4%*	*15.5%*	*19.5%*
%H		*97.4%*	*46.6%*	*18.7%*	*68.1%*	*35.6%*	*32.5%*	*96.5%*
55 - 64	458	446	188	80	327	148	178	431
%V	*15.1%*	*15.4%*	*14.7%*	*17.3%*	*16.0%*	*16.3%*	*15.6%*	*16.0%*
%H		*97.4%*	*41.0%*	*17.5%*	*71.4%*	*32.3%*	*38.9%*	*94.1%*
65+	768	749	259	77	613	197	415	511
%V	*25.3%*	*25.8%*	*20.2%*	*16.6%*	*29.9%*	*21.7%*	*36.4%*	*18.9%*
%H		*97.5%*	*33.7%*	*10.0%*	*79.8%*	*25.7%*	*54.0%*	*66.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3039	2901	1281	463	2047	906	1140	2699
%H		*95.5%*	*42.2%*	*15.2%*	*67.4%*	*29.8%*	*37.5%*	*88.8%*
AB	965	925	419	144	660	300	359	932
%V	*31.8%*	*31.9%*	*32.7%*	*31.1%*	*32.2%*	*33.1%*	*31.5%*	*34.5%*
%H		*95.9%*	*43.4%*	*14.9%*	*68.4%*	*31.1%*	*37.2%*	*96.6%*
C1	919	864	381	121	597	250	347	825
%V	*30.2%*	*29.8%*	*29.7%*	*26.1%*	*29.2%*	*27.6%*	*30.4%*	*30.6%*
%H		*94.0%*	*41.5%*	*13.2%*	*65.0%*	*27.2%*	*37.8%*	*89.8%*
C2	558	544	267	112	375	212	163	508
%V	*18.4%*	*18.8%*	*20.8%*	*24.2%*	*18.3%*	*23.4%*	*14.3%*	*18.8%*
%H		*97.5%*	*47.8%*	*20.1%*	*67.2%*	*38.0%*	*29.2%*	*91.0%*
D	390	372	155	55	269	105	164	313
%V	*12.8%*	*12.8%*	*12.1%*	*11.9%*	*13.1%*	*11.6%*	*14.4%*	*11.6%*
%H		*95.4%*	*39.7%*	*14.1%*	*69.0%*	*26.9%*	*42.1%*	*80.3%*
E	206	197	59	32	145	39	106	120
%V	*6.8%*	*6.8%*	*4.6%*	*6.9%*	*7.1%*	*4.3%*	*9.3%*	*4.4%*
%H		*95.6%*	*28.6%*	*15.5%*	*70.4%*	*18.9%*	*51.5%*	*58.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South, South East and Channel Islands

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3039	2901	1281	463	2047	906	1140	2699
%H		*95.5%*	*42.2%*	*15.2%*	*67.4%*	*29.8%*	*37.5%*	*88.8%*
Working full time	1085	1026	498	178	671	333	338	1058
%V	*35.7%*	*35.4%*	*38.9%*	*38.4%*	*32.8%*	*36.8%*	*29.6%*	*39.2%*
%H		*94.6%*	*45.9%*	*16.4%*	*61.8%*	*30.7%*	*31.2%*	*97.5%*
Working part time	541	530	262	86	369	190	179	523
%V	*17.8%*	*18.3%*	*20.5%*	*18.6%*	*18.0%*	*21.0%*	*15.7%*	*19.4%*
%H		*98.0%*	*48.4%*	*15.9%*	*68.2%*	*35.1%*	*33.1%*	*96.7%*
Not working	1413	1346	521	199	1007	384	623	1118
%V	*46.5%*	*46.4%*	*40.7%*	*43.0%*	*49.2%*	*42.4%*	*54.6%*	*41.4%*
%H		*95.3%*	*36.9%*	*14.1%*	*71.3%*	*27.2%*	*44.1%*	*79.1%*
Housewife/Houseperson	2502	2393	1027	374	1689	713	976	2183
%V	*82.3%*	*82.5%*	*80.2%*	*80.8%*	*82.5%*	*78.7%*	*85.6%*	*80.9%*
%H		*95.6%*	*41.0%*	*14.9%*	*67.5%*	*28.5%*	*39.0%*	*87.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV East of England

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 9.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2041	1962	943	245	1461	696	765	1760
%H (All HH)		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*
%H (TV HH)			*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	
AB	590	574	287	79	428	220	208	569
%V	*28.9%*	*29.3%*	*30.4%*	*32.2%*	*29.3%*	*31.6%*	*27.2%*	*32.3%*
%H (All HH)		*97.3%*	*48.6%*	*13.4%*	*72.5%*	*37.3%*	*35.3%*	*96.4%*
%H (TV HH)			*50.0%*	*13.8%*	*74.6%*	*38.3%*	*36.2%*	
C1	569	546	250	65	423	195	227	510
%V	*27.9%*	*27.8%*	*26.5%*	*26.5%*	*29.0%*	*28.0%*	*29.7%*	*29.0%*
%H (All HH)		*96.0%*	*43.9%*	*11.4%*	*74.3%*	*34.3%*	*39.9%*	*89.6%*
%H (TV HH)			*45.8%*	*11.9%*	*77.5%*	*35.7%*	*41.6%*	
C2	447	436	230	57	320	167	152	381
%V	*21.9%*	*22.2%*	*24.4%*	*23.3%*	*21.9%*	*24.0%*	*19.9%*	*21.6%*
%H (All HH)		*97.5%*	*51.5%*	*12.8%*	*71.6%*	*37.4%*	*34.0%*	*85.2%*
%H (TV HH)			*52.8%*	*13.1%*	*73.4%*	*38.3%*	*34.9%*	
D	266	245	119	31	167	78	89	210
%V	*13.0%*	*12.5%*	*12.6%*	*12.7%*	*11.4%*	*11.2%*	*11.6%*	*11.9%*
%H (All HH)		*92.1%*	*44.7%*	*11.7%*	*62.8%*	*29.3%*	*33.5%*	*78.9%*
%H (TV HH)			*48.6%*	*12.7%*	*68.2%*	*31.8%*	*36.3%*	
E	168	162	58	12	124	36	89	88
%V	*8.2%*	*8.3%*	*6.2%*	*4.9%*	*8.5%*	*5.2%*	*11.6%*	*5.0%*
%H (All HH)		*96.4%*	*34.5%*	*7.1%*	*73.8%*	*21.4%*	*53.0%*	*52.4%*
%H (TV HH)			*35.8%*	*7.4%*	*76.5%*	*22.2%*	*54.9%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 9.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2041	1962	943	245	1461	696	765	1760
%H (All HH)		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*
%H (TV HH)			*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	
Under 25	64	55	28	6	32	14	18	60
%V	*3.1%*	*2.8%*	*3.0%*	*2.4%*	*2.2%*	*2.0%*	*2.4%*	*3.4%*
%H (All HH)		*85.9%*	*43.8%*	*9.4%*	*50.0%*	*21.9%*	*28.1%*	*93.8%*
%H (TV HH)			*50.9%*	*10.9%*	*58.2%*	*25.5%*	*32.7%*	
25 - 34	299	277	155	41	170	96	74	285
%V	*14.6%*	*14.1%*	*16.4%*	*16.7%*	*11.6%*	*13.8%*	*9.7%*	*16.2%*
%H (All HH)		*92.6%*	*51.8%*	*13.7%*	*56.9%*	*32.1%*	*24.7%*	*95.3%*
%H (TV HH)			*56.0%*	*14.8%*	*61.4%*	*34.7%*	*26.7%*	
35 - 44	356	340	185	52	235	131	104	346
%V	*17.4%*	*17.3%*	*19.6%*	*21.2%*	*16.1%*	*18.8%*	*13.6%*	*19.7%*
%H (All HH)		*95.5%*	*52.0%*	*14.6%*	*66.0%*	*36.8%*	*29.2%*	*97.2%*
%H (TV HH)			*54.4%*	*15.3%*	*69.1%*	*38.5%*	*30.6%*	
45 - 54	378	366	199	47	273	155	118	361
%V	*18.5%*	*18.7%*	*21.1%*	*19.2%*	*18.7%*	*22.3%*	*15.4%*	*20.5%*
%H (All HH)		*96.8%*	*52.6%*	*12.4%*	*72.2%*	*41.0%*	*31.2%*	*95.5%*
%H (TV HH)			*54.4%*	*12.8%*	*74.6%*	*42.3%*	*32.2%*	
55 - 64	346	339	168	45	265	138	127	322
%V	*17.0%*	*17.3%*	*17.8%*	*18.4%*	*18.1%*	*19.8%*	*16.6%*	*18.3%*
%H (All HH)		*98.0%*	*48.6%*	*13.0%*	*76.6%*	*39.9%*	*36.7%*	*93.1%*
%H (TV HH)			*49.6%*	*13.3%*	*78.2%*	*40.7%*	*37.5%*	
65 +	598	586	207	54	487	162	324	386
%V	*29.3%*	*29.9%*	*22.0%*	*22.0%*	*33.3%*	*23.3%*	*42.4%*	*21.9%*
%H (All HH)		*98.0%*	*34.6%*	*9.0%*	*81.4%*	*27.1%*	*54.2%*	*64.5%*
%H (TV HH)			*35.3%*	*9.2%*	*83.1%*	*27.6%*	*55.3%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV East of England

Household level data

Table 9.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2041	1962	943	245	1461	696	765	1760
%H (All HH)		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*
%H (TV HH)			*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	
1	586	555	178	61	418	110	308	393
%V	*28.7%*	*28.3%*	*18.9%*	*24.9%*	*28.6%*	*15.8%*	*40.3%*	*22.3%*
%H (All HH)		*94.7%*	*30.4%*	*10.4%*	*71.3%*	*18.8%*	*52.6%*	*67.1%*
%H (TV HH)			*32.1%*	*11.0%*	*75.3%*	*19.8%*	*55.5%*	
2	725	704	344	75	550	272	278	654
%V	*35.5%*	*35.9%*	*36.5%*	*30.6%*	*37.6%*	*39.1%*	*36.3%*	*37.2%*
%H (All HH)		*97.1%*	*47.4%*	*10.3%*	*75.9%*	*37.5%*	*38.3%*	*90.2%*
%H (TV HH)			*48.9%*	*10.7%*	*78.1%*	*38.6%*	*39.5%*	
3	290	279	165	43	201	127	74	280
%V	*14.2%*	*14.2%*	*17.5%*	*17.6%*	*13.8%*	*18.2%*	*9.7%*	*15.9%*
%H (All HH)		*96.2%*	*56.9%*	*14.8%*	*69.3%*	*43.8%*	*25.5%*	*96.6%*
%H (TV HH)			*59.1%*	*15.4%*	*72.0%*	*45.5%*	*26.5%*	
4	312	302	176	43	214	134	80	307
%V	*15.3%*	*15.4%*	*18.7%*	*17.6%*	*14.6%*	*19.3%*	*10.5%*	*17.4%*
%H (All HH)		*96.8%*	*56.4%*	*13.8%*	*68.6%*	*42.9%*	*25.6%*	*98.4%*
%H (TV HH)			*58.3%*	*14.2%*	*70.9%*	*44.4%*	*26.5%*	
5+	128	123	80	24	79	54	25	126
%V	*6.3%*	*6.3%*	*8.5%*	*9.8%*	*5.4%*	*7.8%*	*3.3%*	*7.2%*
%H (All HH)		*96.1%*	*62.5%*	*18.8%*	*61.7%*	*42.2%*	*19.5%*	*98.4%*
%H (TV HH)			*65.0%*	*19.5%*	*64.2%*	*43.9%*	*20.3%*	
Average HH size	2.38	2.39	2.66	2.62	2.33	2.67	2.02	2.53

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV East of England

Household level data

Table 9.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2041	1962	943	245	1461	696	765	1760
%H (All HH)		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*
%H (TV HH)			*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	
Without	1496	1436	632	160	1105	472	633	1228
%V	*73.3%*	*73.2%*	*67.0%*	*65.3%*	*75.6%*	*67.8%*	*82.7%*	*69.8%*
%H (All HH)		*96.0%*	*42.2%*	*10.7%*	*73.9%*	*31.6%*	*42.3%*	*82.1%*
%H (TV HH)			*44.0%*	*11.1%*	*76.9%*	*32.9%*	*44.1%*	
With	545	526	311	85	356	224	132	532
%V	*26.7%*	*26.8%*	*33.0%*	*34.7%*	*24.4%*	*32.2%*	*17.3%*	*30.2%*
%H (All HH)		*96.5%*	*57.1%*	*15.6%*	*65.3%*	*41.1%*	*24.2%*	*97.6%*
%H (TV HH)			*59.1%*	*16.2%*	*67.7%*	*42.6%*	*25.1%*	
0 - 3	212	201	122	27	132	79	54	203
%V	*10.4%*	*10.2%*	*12.9%*	*11.0%*	*9.0%*	*11.4%*	*7.1%*	*11.5%*
%H (All HH)		*94.8%*	*57.5%*	*12.7%*	*62.3%*	*37.3%*	*25.5%*	*95.8%*
%H (TV HH)			*60.7%*	*13.4%*	*65.7%*	*39.3%*	*26.9%*	
4 - 9	284	277	164	41	186	112	73	279
%V	*13.9%*	*14.1%*	*17.4%*	*16.7%*	*12.7%*	*16.1%*	*9.5%*	*15.9%*
%H (All HH)		*97.5%*	*57.7%*	*14.4%*	*65.5%*	*39.4%*	*25.7%*	*98.2%*
%H (TV HH)			*59.2%*	*14.8%*	*67.1%*	*40.4%*	*26.4%*	
10 - 15	239	233	132	47	164	110	54	235
%V	*11.7%*	*11.9%*	*14.0%*	*19.2%*	*11.2%*	*15.8%*	*7.1%*	*13.4%*
%H (All HH)		*97.5%*	*55.2%*	*19.7%*	*68.6%*	*46.0%*	*22.6%*	*98.3%*
%H (TV HH)			*56.7%*	*20.2%*	*70.4%*	*47.2%*	*23.2%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2041	1962	943	245	1461	696	765	1760
%H (All HH)		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*
%H (TV HH)			*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	
1	709	709	276	87	456	126	329	552
%V	*34.7%*	*36.1%*	*29.3%*	*35.5%*	*31.2%*	*18.1%*	*43.0%*	*31.4%*
%H (All HH)		*100.0%*	*38.9%*	*12.3%*	*64.3%*	*17.8%*	*46.4%*	*77.9%*
%H (TV HH)			*38.9%*	*12.3%*	*64.3%*	*17.8%*	*46.4%*	
2	696	696	340	79	539	265	275	605
%V	*34.1%*	*35.5%*	*36.1%*	*32.2%*	*36.9%*	*38.1%*	*35.9%*	*34.4%*
%H (All HH)		*100.0%*	*48.9%*	*11.4%*	*77.4%*	*38.1%*	*39.5%*	*86.9%*
%H (TV HH)			*48.9%*	*11.4%*	*77.4%*	*38.1%*	*39.5%*	
3	341	341	189	46	282	175	107	327
%V	*16.7%*	*17.4%*	*20.0%*	*18.8%*	*19.3%*	*25.1%*	*14.0%*	*18.6%*
%H (All HH)		*100.0%*	*55.4%*	*13.5%*	*82.7%*	*51.3%*	*31.4%*	*95.9%*
%H (TV HH)			*55.4%*	*13.5%*	*82.7%*	*51.3%*	*31.4%*	
4	133	133	83	19	112	78	34	131
%V	*6.5%*	*6.8%*	*8.8%*	*7.8%*	*7.7%*	*11.2%*	*4.4%*	*7.4%*
%H (All HH)		*100.0%*	*62.4%*	*14.3%*	*84.2%*	*58.6%*	*25.6%*	*98.5%*
%H (TV HH)			*62.4%*	*14.3%*	*84.2%*	*58.6%*	*25.6%*	
5+	83	83	55	13	72	53	20	82
%V	*4.1%*	*4.2%*	*5.8%*	*5.3%*	*4.9%*	*7.6%*	*2.6%*	*4.7%*
%H (All HH)		*100.0%*	*66.3%*	*15.7%*	*86.7%*	*63.9%*	*24.1%*	*98.8%*
%H (TV HH)			*66.3%*	*15.7%*	*86.7%*	*63.9%*	*24.1%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 9.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2041	1962	943	245	1461	696	765	1760
%H (All HH)		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*
%H (TV HH)			*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	
Under 20"	473	473	219	47	408	198	210	409
%V	*23.2%*	*24.1%*	*23.2%*	*19.2%*	*27.9%*	*28.4%*	*27.5%*	*23.2%*
%H (All HH)		*100.0%*	*46.3%*	*9.9%*	*86.3%*	*41.9%*	*44.4%*	*86.5%*
%H (TV HH)			*46.3%*	*9.9%*	*86.3%*	*41.9%*	*44.4%*	
20" - 29"	716	716	334	91	578	288	290	605
%V	*35.1%*	*36.5%*	*35.4%*	*37.1%*	*39.6%*	*41.4%*	*37.9%*	*34.4%*
%H (All HH)		*100.0%*	*46.6%*	*12.7%*	*80.7%*	*40.2%*	*40.5%*	*84.5%*
%H (TV HH)			*46.6%*	*12.7%*	*80.7%*	*40.2%*	*40.5%*	
30" - 39"	1001	1001	496	135	764	395	369	892
%V	*49.0%*	*51.0%*	*52.6%*	*55.1%*	*52.3%*	*56.8%*	*48.2%*	*50.7%*
%H (All HH)		*100.0%*	*49.6%*	*13.5%*	*76.3%*	*39.5%*	*36.9%*	*89.1%*
%H (TV HH)			*49.6%*	*13.5%*	*76.3%*	*39.5%*	*36.9%*	
40" and over	1050	1050	602	138	762	447	315	988
%V	*51.4%*	*53.5%*	*63.8%*	*56.3%*	*52.2%*	*64.2%*	*41.2%*	*56.1%*
%H (All HH)		*100.0%*	*57.3%*	*13.1%*	*72.6%*	*42.6%*	*30.0%*	*94.1%*
%H (TV HH)			*57.3%*	*13.1%*	*72.6%*	*42.6%*	*30.0%*	

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

%V = percentage of vertical total

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

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

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2041	1962	943	245	1461	696	765	1760
%H (All HH)		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*
%H (TV HH)			*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	
Main living room	1933	1933	931	242	1440	689	751	1673
%V	*94.7%*	*98.5%*	*98.7%*	*98.8%*	*98.6%*	*99.0%*	*98.2%*	*95.1%*
%H (All HH)		*100.0%*	*48.2%*	*12.5%*	*74.5%*	*35.6%*	*38.9%*	*86.5%*
%H (TV HH)			*48.2%*	*12.5%*	*74.5%*	*35.6%*	*38.9%*	
Kitchen	284	284	154	25	247	140	108	261
%V	*13.9%*	*14.5%*	*16.3%*	*10.2%*	*16.9%*	*20.1%*	*14.1%*	*14.8%*
%H (All HH)		*100.0%*	*54.2%*	*8.8%*	*87.0%*	*49.3%*	*38.0%*	*91.9%*
%H (TV HH)			*54.2%*	*8.8%*	*87.0%*	*49.3%*	*38.0%*	
Adult's bedroom	919	919	510	116	746	444	301	846
%V	*45.0%*	*46.8%*	*54.1%*	*47.3%*	*51.1%*	*63.8%*	*39.3%*	*48.1%*
%H (All HH)		*100.0%*	*55.5%*	*12.6%*	*81.2%*	*48.3%*	*32.8%*	*92.1%*
%H (TV HH)			*55.5%*	*12.6%*	*81.2%*	*48.3%*	*32.8%*	
Child's bedroom	188	188	110	41	137	97	41	182
%V	*9.2%*	*9.6%*	*11.7%*	*16.7%*	*9.4%*	*13.9%*	*5.4%*	*10.3%*
%H (All HH)		*100.0%*	*58.5%*	*21.8%*	*72.9%*	*51.6%*	*21.8%*	*96.8%*
%H (TV HH)			*58.5%*	*21.8%*	*72.9%*	*51.6%*	*21.8%*	
Other bedroom	115	115	63	21	94	60	34	111
%V	*5.6%*	*5.9%*	*6.7%*	*8.6%*	*6.4%*	*8.6%*	*4.4%*	*6.3%*
%H (All HH)		*100.0%*	*54.8%*	*18.3%*	*81.7%*	*52.2%*	*29.6%*	*96.5%*
%H (TV HH)			*54.8%*	*18.3%*	*81.7%*	*52.2%*	*29.6%*	
Second living/dining room	200	200	109	23	163	93	70	190
%V	*9.8%*	*10.2%*	*11.6%*	*9.4%*	*11.2%*	*13.4%*	*9.2%*	*10.8%*
%H (All HH)		*100.0%*	*54.5%*	*11.5%*	*81.5%*	*46.5%*	*35.0%*	*95.0%*
%H (TV HH)			*54.5%*	*11.5%*	*81.5%*	*46.5%*	*35.0%*	
Study/office	48	48	29	5	42	29	14	47
%V	*2.4%*	*2.4%*	*3.1%*	*2.0%*	*2.9%*	*4.2%*	*1.8%*	*2.7%*
%H (All HH)		*100.0%*	*60.4%*	*10.4%*	*87.5%*	*60.4%*	*29.2%*	*97.9%*
%H (TV HH)			*60.4%*	*10.4%*	*87.5%*	*60.4%*	*29.2%*	
TV room	23	23	15	4	19	14	5	23
%V	*1.1%*	*1.2%*	*1.6%*	*1.6%*	*1.3%*	*2.0%*	*0.7%*	*1.3%*
%H (All HH)		*100.0%*	*65.2%*	*17.4%*	*82.6%*	*60.9%*	*21.7%*	*100.0%*
%H (TV HH)			*65.2%*	*17.4%*	*82.6%*	*60.9%*	*21.7%*	
Conservatory	56	56	28	7	52	29	23	53
%V	*2.7%*	*2.9%*	*3.0%*	*2.9%*	*3.6%*	*4.2%*	*3.0%*	*3.0%*
%H (All HH)		*100.0%*	*50.0%*	*12.5%*	*92.9%*	*51.8%*	*41.1%*	*94.6%*
%H (TV HH)			*50.0%*	*12.5%*	*92.9%*	*51.8%*	*41.1%*	
Attic or loft room	7	7	3	1	5	2	2	7
%V	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*42.9%*	*14.3%*	*71.4%*	*28.6%*	*28.6%*	*100.0%*
%H (TV HH)			*42.9%*	*14.3%*	*71.4%*	*28.6%*	*28.6%*	
No specific location	4	4	2	0	4	2	1	4
%V	*0.2%*	*0.2%*	*0.2%*	*0.0%*	*0.3%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*25.0%*	
Other	39	39	25	6	33	26	7	38
%V	*1.9%*	*2.0%*	*2.7%*	*2.4%*	*2.3%*	*3.7%*	*0.9%*	*2.2%*
%H (All HH)		*100.0%*	*64.1%*	*15.4%*	*84.6%*	*66.7%*	*17.9%*	*97.4%*
%H (TV HH)			*64.1%*	*15.4%*	*84.6%*	*66.7%*	*17.9%*	

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

%V = percentage of vertical total

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

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

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Table 9.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2041	1962	943	245	1461	696	765	1760
%H (All HH)		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*
%H (TV HH)			*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	
Any DSAT provider	943	943	943	18	592	592	0	874
%V	*46.2%*	*48.1%*	*100.0%*	*7.3%*	*40.5%*	*85.1%*	*0.0%*	*49.7%*
%H (All HH)			*100.0%*	*1.9%*	*62.8%*	*62.8%*	*0.0%*	*92.7%*
%H (TV HH)			*100.0%*	*1.9%*	*62.8%*	*62.8%*	*0.0%*	
Sky with subcription	735	735	735	6	473	473	0	686
%V	*36.0%*	*37.5%*	*77.9%*	*2.4%*	*32.4%*	*68.0%*	*0.0%*	*39.0%*
%H (All HH)			*100.0%*	*0.8%*	*64.4%*	*64.4%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*0.8%*	*64.4%*	*64.4%*	*0.0%*	
Sky without subscription	53	53	53	5	27	27	0	44
%V	*2.6%*	*2.7%*	*5.6%*	*2.0%*	*1.8%*	*3.9%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*9.4%*	*50.9%*	*50.9%*	*0.0%*	*83.0%*
%H (TV HH)			*100.0%*	*9.4%*	*50.9%*	*50.9%*	*0.0%*	
Freesat	143	143	143	3	93	93	0	132
%V	*7.0%*	*7.3%*	*15.2%*	*1.2%*	*6.4%*	*13.4%*	*0.0%*	*7.5%*
%H (All HH)			*100.0%*	*2.1%*	*65.0%*	*65.0%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*2.1%*	*65.0%*	*65.0%*	*0.0%*	
Other satellite provider	44	44	44	5	20	20	0	41
%V	*2.2%*	*2.2%*	*4.7%*	*2.0%*	*1.4%*	*2.9%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*11.4%*	*45.5%*	*45.5%*	*0.0%*	*93.2%*
%H (TV HH)			*100.0%*	*11.4%*	*45.5%*	*45.5%*	*0.0%*	
DCAB	245	245	18	245	115	115	0	230
%V	*12.0%*	*12.5%*	*1.9%*	*100.0%*	*7.9%*	*16.5%*	*0.0%*	*13.1%*
%H (All HH)			*7.3%*	*100.0%*	*46.9%*	*46.9%*	*0.0%*	*93.9%*
%H (TV HH)			*7.3%*	*100.0%*	*46.9%*	*46.9%*	*0.0%*	
DTT	1461	1461	592	115	1461	696	765	1243
%V	*71.6%*	*74.5%*	*62.8%*	*46.9%*	*100.0%*	*100.0%*	*100.0%*	*70.6%*
%H (All HH)		*100.0%*	*40.5%*	*7.9%*	*100.0%*	*47.6%*	*52.4%*	*85.1%*
%H (TV HH)			*40.5%*	*7.9%*	*100.0%*	*47.6%*	*52.4%*	

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

%V = percentage of vertical total

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

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

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Table 9.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2041	1962	943	245	1461	696	765	1760
%H (All HH)		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*
%H (TV HH)			*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	
PVR	1268	1268	803	213	874	608	267	1185
%V	*62.1%*	*64.6%*	*85.2%*	*86.9%*	*59.8%*	*87.4%*	*34.9%*	*67.3%*
%H (All HH)		*100.0%*	*63.3%*	*16.8%*	*68.9%*	*47.9%*	*21.1%*	*93.5%*
%H (TV HH)			*63.3%*	*16.8%*	*68.9%*	*47.9%*	*21.1%*	
DVDR	68	68	31	7	56	25	31	61
%V	*3.3%*	*3.5%*	*3.3%*	*2.9%*	*3.8%*	*3.6%*	*4.1%*	*3.5%*
%H (All HH)		*100.0%*	*45.6%*	*10.3%*	*82.4%*	*36.8%*	*45.6%*	*89.7%*
%H (TV HH)			*45.6%*	*10.3%*	*82.4%*	*36.8%*	*45.6%*	
VCR	53	53	22	8	39	16	23	38
%V	*2.6%*	*2.7%*	*2.3%*	*3.3%*	*2.7%*	*2.3%*	*3.0%*	*2.2%*
%H (All HH)		*100.0%*	*41.5%*	*15.1%*	*73.6%*	*30.2%*	*43.4%*	*71.7%*
%H (TV HH)			*41.5%*	*15.1%*	*73.6%*	*30.2%*	*43.4%*	
Any recorder	1301	1301	812	215	902	613	289	1208
%V	*63.7%*	*66.3%*	*86.1%*	*87.8%*	*61.7%*	*88.1%*	*37.8%*	*68.6%*
%H (All HH)		*100.0%*	*62.4%*	*16.5%*	*69.3%*	*47.1%*	*22.2%*	*92.9%*
%H (TV HH)			*62.4%*	*16.5%*	*69.3%*	*47.1%*	*22.2%*	
Receives HDTV (via STB or built-in reception)	1360	1360	733	215	1018	589	429	1256
%V	*66.6%*	*69.3%*	*77.7%*	*87.8%*	*69.7%*	*84.6%*	*56.1%*	*71.4%*
%H (All HH)		*100.0%*	*53.9%*	*15.8%*	*74.9%*	*43.3%*	*31.5%*	*92.4%*
%H (TV HH)			*53.9%*	*15.8%*	*74.9%*	*43.3%*	*31.5%*	
DVD/Blu-ray player or recorder	1382	1382	696	192	1025	536	490	1236
%V	*67.7%*	*70.4%*	*73.8%*	*78.4%*	*70.2%*	*77.0%*	*64.1%*	*70.2%*
%H (All HH)		*100.0%*	*50.4%*	*13.9%*	*74.2%*	*38.8%*	*35.5%*	*89.4%*
%H (TV HH)			*50.4%*	*13.9%*	*74.2%*	*38.8%*	*35.5%*	

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

%V = percentage of vertical total

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

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

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Table 9.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2041	1962	943	245	1461	696	765	1760
%H (All HH)		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*
%H (TV HH)			*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	
Has broadband internet	1760	1698	874	230	1243	654	588	1760
%V	*86.2%*	*86.5%*	*92.7%*	*93.9%*	*85.1%*	*94.0%*	*76.9%*	*100.0%*
%H (All HH)		*96.5%*	*49.7%*	*13.1%*	*70.6%*	*37.2%*	*33.4%*	*100.0%*
%H (TV HH)			*51.5%*	*13.5%*	*73.2%*	*38.5%*	*34.6%*	
Number of computers (PCs and laptops)								
0	289	272	72	17	225	42	183	39
%V	*14.2%*	*13.9%*	*7.6%*	*6.9%*	*15.4%*	*6.0%*	*23.9%*	*2.2%*
%H (All HH)		*94.1%*	*24.9%*	*5.9%*	*77.9%*	*14.5%*	*63.3%*	*13.5%*
%H (TV HH)			*26.5%*	*6.3%*	*82.7%*	*15.4%*	*67.3%*	
1	468	449	203	47	328	132	196	444
%V	*22.9%*	*22.9%*	*21.5%*	*19.2%*	*22.5%*	*19.0%*	*25.6%*	*25.2%*
%H (All HH)		*95.9%*	*43.4%*	*10.0%*	*70.1%*	*28.2%*	*41.9%*	*94.9%*
%H (TV HH)			*45.2%*	*10.5%*	*73.1%*	*29.4%*	*43.7%*	
2	478	456	220	64	339	168	171	474
%V	*23.4%*	*23.2%*	*23.3%*	*26.1%*	*23.2%*	*24.1%*	*22.4%*	*26.9%*
%H (All HH)		*95.4%*	*46.0%*	*13.4%*	*70.9%*	*35.1%*	*35.8%*	*99.2%*
%H (TV HH)			*48.2%*	*14.0%*	*74.3%*	*36.8%*	*37.5%*	
3	332	321	185	39	240	146	94	331
%V	*16.3%*	*16.4%*	*19.6%*	*15.9%*	*16.4%*	*21.0%*	*12.3%*	*18.8%*
%H (All HH)		*96.7%*	*55.7%*	*11.7%*	*72.3%*	*44.0%*	*28.3%*	*99.7%*
%H (TV HH)			*57.6%*	*12.1%*	*74.8%*	*45.5%*	*29.3%*	
4	208	204	117	37	149	97	53	208
%V	*10.2%*	*10.4%*	*12.4%*	*15.1%*	*10.2%*	*13.9%*	*6.9%*	*11.8%*
%H (All HH)		*98.1%*	*56.3%*	*17.8%*	*71.6%*	*46.6%*	*25.5%*	*100.0%*
%H (TV HH)			*57.4%*	*18.1%*	*73.0%*	*47.5%*	*26.0%*	
5+	265	259	146	40	180	111	69	263
%V	*13.0%*	*13.2%*	*15.5%*	*16.3%*	*12.3%*	*15.9%*	*9.0%*	*14.9%*
%H (All HH)		*97.7%*	*55.1%*	*15.1%*	*67.9%*	*41.9%*	*26.0%*	*99.2%*
%H (TV HH)			*56.4%*	*15.4%*	*69.5%*	*42.9%*	*26.6%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV East of England

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4102	2150	533	3213	1775	1438	3710
%H		*52.4%*	*13.0%*	*78.3%*	*43.3%*	*35.1%*	*90.4%*
Under 20"	606	277	60	522	249	273	536
%V	*14.8%*	*12.9%*	*11.3%*	*16.2%*	*14.0%*	*19.0%*	*14.4%*
%H		*45.7%*	*9.9%*	*86.1%*	*41.1%*	*45.0%*	*88.4%*
20" - 29"	932	457	123	757	402	355	805
%V	*22.7%*	*21.3%*	*23.1%*	*23.6%*	*22.6%*	*24.7%*	*21.7%*
%H		*49.0%*	*13.2%*	*81.2%*	*43.1%*	*38.1%*	*86.4%*
30" - 39"	1211	612	169	939	502	436	1094
%V	*29.5%*	*28.5%*	*31.7%*	*29.2%*	*28.3%*	*30.3%*	*29.5%*
%H		*50.5%*	*14.0%*	*77.5%*	*41.5%*	*36.0%*	*90.3%*
40" and over	1314	787	179	966	611	355	1246
%V	*32.0%*	*36.6%*	*33.6%*	*30.1%*	*34.4%*	*24.7%*	*33.6%*
%H		*59.9%*	*13.6%*	*73.5%*	*46.5%*	*27.0%*	*94.8%*
Don't know	38	17	2	29	10	19	29
%V	*0.9%*	*0.8%*	*0.4%*	*0.9%*	*0.6%*	*1.3%*	*0.8%*
%H		*44.7%*	*5.3%*	*76.3%*	*26.3%*	*50.0%*	*76.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV East of England

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4102	2150	533	3213	1775	1438	3710
%H		*52.4%*	*13.0%*	*78.3%*	*43.3%*	*35.1%*	*90.4%*
Main living room	1953	936	244	1455	693	762	1688
%V	*47.6%*	*43.5%*	*45.8%*	*45.3%*	*39.0%*	*53.0%*	*45.5%*
%H		*47.9%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	*86.4%*
Kitchen	285	156	25	249	141	108	262
%V	*6.9%*	*7.3%*	*4.7%*	*7.7%*	*7.9%*	*7.5%*	*7.1%*
%H		*54.7%*	*8.8%*	*87.4%*	*49.5%*	*37.9%*	*91.9%*
Adult's bedroom	1100	625	142	897	551	347	1023
%V	*26.8%*	*29.1%*	*26.6%*	*27.9%*	*31.0%*	*24.1%*	*27.6%*
%H		*56.8%*	*12.9%*	*81.5%*	*50.1%*	*31.5%*	*93.0%*
Child's bedroom	249	145	52	182	125	57	242
%V	*6.1%*	*6.7%*	*9.8%*	*5.7%*	*7.0%*	*4.0%*	*6.5%*
%H		*58.2%*	*20.9%*	*73.1%*	*50.2%*	*22.9%*	*97.2%*
Other bedroom	129	69	24	105	65	40	125
%V	*3.1%*	*3.2%*	*4.5%*	*3.3%*	*3.7%*	*2.8%*	*3.4%*
%H		*53.5%*	*18.6%*	*81.4%*	*50.4%*	*31.0%*	*96.9%*
Second living/dining room	202	112	23	165	95	70	192
%V	*4.9%*	*5.2%*	*4.3%*	*5.1%*	*5.4%*	*4.9%*	*5.2%*
%H		*55.4%*	*11.4%*	*81.7%*	*47.0%*	*34.7%*	*95.0%*
Study/office	48	29	5	43	29	14	47
%V	*1.2%*	*1.3%*	*0.9%*	*1.3%*	*1.6%*	*1.0%*	*1.3%*
%H		*60.4%*	*10.4%*	*89.6%*	*60.4%*	*29.2%*	*97.9%*
TV room	24	16	4	20	15	5	24
%V	*0.6%*	*0.7%*	*0.8%*	*0.6%*	*0.8%*	*0.3%*	*0.6%*
%H		*66.7%*	*16.7%*	*83.3%*	*62.5%*	*20.8%*	*100.0%*
Conservatory	56	28	7	52	29	23	53
%V	*1.4%*	*1.3%*	*1.3%*	*1.6%*	*1.6%*	*1.6%*	*1.4%*
%H		*50.0%*	*12.5%*	*92.9%*	*51.8%*	*41.1%*	*94.6%*
Attic or loft room	9	5	1	6	4	2	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*55.6%*	*11.1%*	*66.7%*	*44.4%*	*22.2%*	*100.0%*
No specific location	4	2	0	4	2	2	4
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Other	41	27	6	34	27	8	41
%V	*1.0%*	*1.3%*	*1.1%*	*1.1%*	*1.5%*	*0.6%*	*1.1%*
%H		*65.9%*	*14.6%*	*82.9%*	*65.9%*	*19.5%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV East of England

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4102	2150	533	3213	1775	1438	3710
%H		*52.4%*	*13.0%*	*78.3%*	*43.3%*	*35.1%*	*90.4%*
PVR	1722	1147	301	1167	872	295	1624
%V	*42.0%*	*53.3%*	*56.5%*	*36.3%*	*49.1%*	*20.5%*	*43.8%*
%H		*66.6%*	*17.5%*	*67.8%*	*50.6%*	*17.1%*	*94.3%*
DVDR	75	33	8	61	26	35	67
%V	*1.8%*	*1.5%*	*1.5%*	*1.9%*	*1.5%*	*2.4%*	*1.8%*
%H		*44.0%*	*10.7%*	*81.3%*	*34.7%*	*46.7%*	*89.3%*
VCR	57	25	8	41	17	24	42
%V	*1.4%*	*1.2%*	*1.5%*	*1.3%*	*1.0%*	*1.7%*	*1.1%*
%H		*43.9%*	*14.0%*	*71.9%*	*29.8%*	*42.1%*	*73.7%*
Any recorder	1775	1163	305	1212	884	328	1666
%V	*43.3%*	*54.1%*	*57.2%*	*37.7%*	*49.8%*	*22.8%*	*44.9%*
%H		*65.5%*	*17.2%*	*68.3%*	*49.8%*	*18.5%*	*93.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	4102	2150	533	3213	1775	1438	3710
%H		*52.4%*	*13.0%*	*78.3%*	*43.3%*	*35.1%*	*90.4%*
Receives HDTV (via STB or built-in reception)	2093	1154	342	1616	990	626	1962
%V	*51.0%*	*53.7%*	*64.2%*	*50.3%*	*55.8%*	*43.5%*	*52.9%*
%H		*55.1%*	*16.3%*	*77.2%*	*47.3%*	*29.9%*	*93.7%*
DVD/Blu-ray player or recorder	2036	1055	308	1551	873	679	1864
%V	*49.6%*	*49.1%*	*57.8%*	*48.3%*	*49.2%*	*47.2%*	*50.2%*
%H		*51.8%*	*15.1%*	*76.2%*	*42.9%*	*33.3%*	*91.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV East of England

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1961	943	245	1460	696	764	1697
%H		*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	*86.5%*
Under 20"	39	6	3	33	4	28	24
%V	*2.0%*	*0.6%*	*1.2%*	*2.3%*	*0.6%*	*3.7%*	*1.4%*
%H		*15.4%*	*7.7%*	*84.6%*	*10.3%*	*71.8%*	*61.5%*
20" - 29"	224	66	18	172	34	138	145
%V	*11.4%*	*7.0%*	*7.3%*	*11.8%*	*4.9%*	*18.1%*	*8.5%*
%H		*29.5%*	*8.0%*	*76.8%*	*15.2%*	*61.6%*	*64.7%*
30" - 39"	668	289	88	511	227	284	564
%V	*34.1%*	*30.6%*	*35.9%*	*35.0%*	*32.6%*	*37.2%*	*33.2%*
%H		*43.3%*	*13.2%*	*76.5%*	*34.0%*	*42.5%*	*84.4%*
40" and over	1014	577	134	733	428	306	952
%V	*51.7%*	*61.2%*	*54.7%*	*50.2%*	*61.5%*	*40.1%*	*56.1%*
%H		*56.9%*	*13.2%*	*72.3%*	*42.2%*	*30.2%*	*93.9%*
Don't know	16	6	2	11	3	8	11
%V	*0.8%*	*0.6%*	*0.8%*	*0.8%*	*0.4%*	*1.0%*	*0.6%*
%H		*37.5%*	*12.5%*	*68.8%*	*18.8%*	*50.0%*	*68.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV East of England

Set level data

Table 9.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1961	943	245	1460	696	764	1697
%H		*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	*86.5%*
PVR	1233	784	209	841	589	252	1152
%V	*62.9%*	*83.1%*	*85.3%*	*57.6%*	*84.6%*	*33.0%*	*67.9%*
%H		*63.6%*	*17.0%*	*68.2%*	*47.8%*	*20.4%*	*93.4%*
DVDR	54	25	5	43	18	25	48
%V	*2.8%*	*2.7%*	*2.0%*	*2.9%*	*2.6%*	*3.3%*	*2.8%*
%H		*46.3%*	*9.3%*	*79.6%*	*33.3%*	*46.3%*	*88.9%*
VCR	43	17	5	32	11	21	28
%V	*2.2%*	*1.8%*	*2.0%*	*2.2%*	*1.6%*	*2.7%*	*1.6%*
%H		*39.5%*	*11.6%*	*74.4%*	*25.6%*	*48.8%*	*65.1%*
Any recorder	1266	794	211	869	595	273	1175
%V	*64.6%*	*84.2%*	*86.1%*	*59.5%*	*85.5%*	*35.7%*	*69.2%*
%H		*62.7%*	*16.7%*	*68.6%*	*47.0%*	*21.6%*	*92.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1961	943	245	1460	696	764	1697
%H		*48.1%*	*12.5%*	*74.5%*	*35.5%*	*39.0%*	*86.5%*
Receives HDTV (via STB or built-in reception)	1318	706	211	982	568	414	1217
%V	*67.2%*	*74.9%*	*86.1%*	*67.3%*	*81.6%*	*54.2%*	*71.7%*
%H		*53.6%*	*16.0%*	*74.5%*	*43.1%*	*31.4%*	*92.3%*
DVD/Blu-ray player or recorder	1234	609	172	901	455	446	1093
%V	*62.9%*	*64.6%*	*70.2%*	*61.7%*	*65.4%*	*58.4%*	*64.4%*
%H		*49.4%*	*13.9%*	*73.0%*	*36.9%*	*36.1%*	*88.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV East of England

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2141	1207	288	1753	1079	674	2013
%H		*56.4%*	*13.5%*	*81.9%*	*50.4%*	*31.5%*	*94.0%*
Under 20"	567	271	57	490	245	245	512
%V	*26.5%*	*22.5%*	*19.8%*	*28.0%*	*22.7%*	*36.4%*	*25.4%*
%H		*47.8%*	*10.1%*	*86.4%*	*43.2%*	*43.2%*	*90.3%*
20" - 29"	708	392	105	585	368	217	659
%V	*33.1%*	*32.5%*	*36.5%*	*33.4%*	*34.1%*	*32.2%*	*32.7%*
%H		*55.4%*	*14.8%*	*82.6%*	*52.0%*	*30.6%*	*93.1%*
30" - 39"	542	323	82	427	275	152	530
%V	*25.3%*	*26.8%*	*28.5%*	*24.4%*	*25.5%*	*22.6%*	*26.3%*
%H		*59.6%*	*15.1%*	*78.8%*	*50.7%*	*28.0%*	*97.8%*
40" and over	301	211	45	232	183	49	294
%V	*14.1%*	*17.5%*	*15.6%*	*13.2%*	*17.0%*	*7.3%*	*14.6%*
%H		*70.1%*	*15.0%*	*77.1%*	*60.8%*	*16.3%*	*97.7%*
Don't know	22	11	0	18	7	11	18
%V	*1.0%*	*0.9%*	*0.0%*	*1.0%*	*0.6%*	*1.6%*	*0.9%*
%H		*50.0%*	*0.0%*	*81.8%*	*31.8%*	*50.0%*	*81.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV East of England

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2141	1207	288	1753	1079	674	2013
%H		*56.4%*	*13.5%*	*81.9%*	*50.4%*	*31.5%*	*94.0%*
PVR	489	363	92	326	283	43	472
%V	*22.8%*	*30.1%*	*31.9%*	*18.6%*	*26.2%*	*6.4%*	*23.4%*
%H		*74.2%*	*18.8%*	*66.7%*	*57.9%*	*8.8%*	*96.5%*
DVDR	20	8	2	18	8	10	19
%V	*0.9%*	*0.7%*	*0.7%*	*1.0%*	*0.7%*	*1.5%*	*0.9%*
%H		*40.0%*	*10.0%*	*90.0%*	*40.0%*	*50.0%*	*95.0%*
VCR	15	8	4	9	6	3	14
%V	*0.7%*	*0.7%*	*1.4%*	*0.5%*	*0.6%*	*0.4%*	*0.7%*
%H		*53.3%*	*26.7%*	*60.0%*	*40.0%*	*20.0%*	*93.3%*
Any recorder	509	369	94	343	289	54	491
%V	*23.8%*	*30.6%*	*32.6%*	*19.6%*	*26.8%*	*8.0%*	*24.4%*
%H		*72.5%*	*18.5%*	*67.4%*	*56.8%*	*10.6%*	*96.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2141	1207	288	1753	1079	674	2013
%H		*56.4%*	*13.5%*	*81.9%*	*50.4%*	*31.5%*	*94.0%*
Receives HDTV (via STB or built-in reception)	775	448	130	634	423	212	746
%V	*36.2%*	*37.1%*	*45.1%*	*36.2%*	*39.2%*	*31.5%*	*37.1%*
%H		*57.8%*	*16.8%*	*81.8%*	*54.6%*	*27.4%*	*96.3%*
DVD/Blu-ray player or recorder	802	446	137	651	418	233	770
%V	*37.5%*	*37.0%*	*47.6%*	*37.1%*	*38.7%*	*34.6%*	*38.3%*
%H		*55.6%*	*17.1%*	*81.2%*	*52.1%*	*29.1%*	*96.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV East of England

Individual level data

Table 9.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	4852	4679	2505	640	3404	1862	1542	4455
%H		*96.4%*	*51.6%*	*13.2%*	*70.2%*	*38.4%*	*31.8%*	*91.8%*
Total Children	963	933	556	148	618	385	233	938
%V	*19.8%*	*19.9%*	*22.2%*	*23.1%*	*18.2%*	*20.7%*	*15.1%*	*21.1%*
%H		*96.9%*	*57.7%*	*15.4%*	*64.2%*	*40.0%*	*24.2%*	*97.4%*
0 - 3	259	244	153	34	157	96	60	248
%V	*5.3%*	*5.2%*	*6.1%*	*5.3%*	*4.6%*	*5.2%*	*3.9%*	*5.6%*
%H		*94.2%*	*59.1%*	*13.1%*	*60.6%*	*37.1%*	*23.2%*	*95.8%*
4 - 15	705	689	403	114	461	289	172	691
%V	*14.5%*	*14.7%*	*16.1%*	*17.8%*	*13.5%*	*15.5%*	*11.2%*	*15.5%*
%H		*97.7%*	*57.2%*	*16.2%*	*65.4%*	*41.0%*	*24.4%*	*98.0%*
4 - 9	386	377	229	52	247	148	99	376
%V	*8.0%*	*8.1%*	*9.1%*	*8.1%*	*7.3%*	*7.9%*	*6.4%*	*8.4%*
%H		*97.7%*	*59.3%*	*13.5%*	*64.0%*	*38.3%*	*25.6%*	*97.4%*
10 - 15	319	311	175	62	215	141	73	315
%V	*6.6%*	*6.6%*	*7.0%*	*9.7%*	*6.3%*	*7.6%*	*4.7%*	*7.1%*
%H		*97.5%*	*54.9%*	*19.4%*	*67.4%*	*44.2%*	*22.9%*	*98.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV East of England

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	4852	4679	2505	640	3404	1862	1542	4455
%H		*96.4%*	*51.6%*	*13.2%*	*70.2%*	*38.4%*	*31.8%*	*91.8%*
Total Adults (16+)	3888	3746	1949	492	2786	1477	1309	3516
%V	*80.1%*	*80.1%*	*77.8%*	*76.9%*	*81.8%*	*79.3%*	*84.9%*	*78.9%*
%H		*96.3%*	*50.1%*	*12.7%*	*71.7%*	*38.0%*	*33.7%*	*90.4%*
16 - 19	202	196	122	27	139	91	47	199
%V	*4.2%*	*4.2%*	*4.9%*	*4.2%*	*4.1%*	*4.9%*	*3.0%*	*4.5%*
%H		*97.0%*	*60.4%*	*13.4%*	*68.8%*	*45.0%*	*23.3%*	*98.5%*
20 - 24	233	215	129	28	148	92	57	228
%V	*4.8%*	*4.6%*	*5.1%*	*4.4%*	*4.3%*	*4.9%*	*3.7%*	*5.1%*
%H		*92.3%*	*55.4%*	*12.0%*	*63.5%*	*39.5%*	*24.5%*	*97.9%*
25 - 34	636	591	336	96	385	226	158	615
%V	*13.1%*	*12.6%*	*13.4%*	*15.0%*	*11.3%*	*12.1%*	*10.2%*	*13.8%*
%H		*92.9%*	*52.8%*	*15.1%*	*60.5%*	*35.5%*	*24.8%*	*96.7%*
35 - 44	627	597	328	93	412	234	179	611
%V	*12.9%*	*12.8%*	*13.1%*	*14.5%*	*12.1%*	*12.6%*	*11.6%*	*13.7%*
%H		*95.2%*	*52.3%*	*14.8%*	*65.7%*	*37.3%*	*28.5%*	*97.4%*
45 - 54	685	669	394	82	496	305	191	662
%V	*14.1%*	*14.3%*	*15.7%*	*12.8%*	*14.6%*	*16.4%*	*12.4%*	*14.9%*
%H		*97.7%*	*57.5%*	*12.0%*	*72.4%*	*44.5%*	*27.9%*	*96.6%*
55 - 64	586	574	289	80	452	242	210	551
%V	*12.1%*	*12.3%*	*11.5%*	*12.5%*	*13.3%*	*13.0%*	*13.6%*	*12.4%*
%H		*98.0%*	*49.3%*	*13.7%*	*77.1%*	*41.3%*	*35.8%*	*94.0%*
65+	920	905	351	87	754	286	468	651
%V	*19.0%*	*19.3%*	*14.0%*	*13.6%*	*22.2%*	*15.4%*	*30.4%*	*14.6%*
%H		*98.4%*	*38.2%*	*9.5%*	*82.0%*	*31.1%*	*50.9%*	*70.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV East of England

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3888	3746	1949	492	2786	1477	1309	3516
%H		*96.3%*	*50.1%*	*12.7%*	*71.7%*	*38.0%*	*33.7%*	*90.4%*
AB	1172	1143	603	163	848	469	378	1147
%V	*30.1%*	*30.5%*	*30.9%*	*33.1%*	*30.4%*	*31.8%*	*28.9%*	*32.6%*
%H		*97.5%*	*51.5%*	*13.9%*	*72.4%*	*40.0%*	*32.3%*	*97.9%*
C1	1058	1018	516	129	780	404	376	982
%V	*27.2%*	*27.2%*	*26.5%*	*26.2%*	*28.0%*	*27.4%*	*28.7%*	*27.9%*
%H		*96.2%*	*48.8%*	*12.2%*	*73.7%*	*38.2%*	*35.5%*	*92.8%*
C2	913	892	489	124	659	369	290	821
%V	*23.5%*	*23.8%*	*25.1%*	*25.2%*	*23.7%*	*25.0%*	*22.2%*	*23.4%*
%H		*97.7%*	*53.6%*	*13.6%*	*72.2%*	*40.4%*	*31.8%*	*89.9%*
D	509	466	248	59	326	176	150	432
%V	*13.1%*	*12.4%*	*12.7%*	*12.0%*	*11.7%*	*11.9%*	*11.5%*	*12.3%*
%H		*91.6%*	*48.7%*	*11.6%*	*64.0%*	*34.6%*	*29.5%*	*84.9%*
E	235	227	92	17	174	59	115	134
%V	*6.0%*	*6.1%*	*4.7%*	*3.5%*	*6.2%*	*4.0%*	*8.8%*	*3.8%*
%H		*96.6%*	*39.1%*	*7.2%*	*74.0%*	*25.1%*	*48.9%*	*57.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV East of England

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3888	3746	1949	492	2786	1477	1309	3516
%H		*96.3%*	*50.1%*	*12.7%*	*71.7%*	*38.0%*	*33.7%*	*90.4%*
Working full time	1867	1782	992	254	1275	739	536	1811
%V	*48.0%*	*47.6%*	*50.9%*	*51.6%*	*45.8%*	*50.0%*	*40.9%*	*51.5%*
%H		*95.4%*	*53.1%*	*13.6%*	*68.3%*	*39.6%*	*28.7%*	*97.0%*
Working part time	435	427	246	61	312	185	127	415
%V	*11.2%*	*11.4%*	*12.6%*	*12.4%*	*11.2%*	*12.5%*	*9.7%*	*11.8%*
%H		*98.2%*	*56.6%*	*14.0%*	*71.7%*	*42.5%*	*29.2%*	*95.4%*
Not working	1587	1537	711	177	1199	552	646	1290
%V	*40.8%*	*41.0%*	*36.5%*	*36.0%*	*43.0%*	*37.4%*	*49.4%*	*36.7%*
%H		*96.8%*	*44.8%*	*11.2%*	*75.6%*	*34.8%*	*40.7%*	*81.3%*
Housewife/Houseperson	2041	1962	943	245	1461	696	765	1760
%V	*52.5%*	*52.4%*	*48.4%*	*49.8%*	*52.4%*	*47.1%*	*58.4%*	*50.1%*
%H		*96.1%*	*46.2%*	*12.0%*	*71.6%*	*34.1%*	*37.5%*	*86.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV East of England

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1904	1827	976	244	1341	729	612	1749
%H		*96.0%*	*51.3%*	*12.8%*	*70.4%*	*38.3%*	*32.1%*	*91.9%*
16 - 19	98	96	61	13	65	41	24	97
%V	*5.1%*	*5.3%*	*6.3%*	*5.3%*	*4.8%*	*5.6%*	*3.9%*	*5.5%*
%H		*98.0%*	*62.2%*	*13.3%*	*66.3%*	*41.8%*	*24.5%*	*99.0%*
20 - 24	115	103	65	13	70	47	23	115
%V	*6.0%*	*5.6%*	*6.7%*	*5.3%*	*5.2%*	*6.4%*	*3.8%*	*6.6%*
%H		*89.6%*	*56.5%*	*11.3%*	*60.9%*	*40.9%*	*20.0%*	*100.0%*
25 - 34	315	292	163	50	188	112	77	305
%V	*16.5%*	*16.0%*	*16.7%*	*20.5%*	*14.0%*	*15.4%*	*12.6%*	*17.4%*
%H		*92.7%*	*51.7%*	*15.9%*	*59.7%*	*35.6%*	*24.4%*	*96.8%*
35 - 44	308	289	154	48	196	106	90	296
%V	*16.2%*	*15.8%*	*15.8%*	*19.7%*	*14.6%*	*14.5%*	*14.7%*	*16.9%*
%H		*93.8%*	*50.0%*	*15.6%*	*63.6%*	*34.4%*	*29.2%*	*96.1%*
45 - 54	342	336	209	39	246	158	88	330
%V	*18.0%*	*18.4%*	*21.4%*	*16.0%*	*18.3%*	*21.7%*	*14.4%*	*18.9%*
%H		*98.2%*	*61.1%*	*11.4%*	*71.9%*	*46.2%*	*25.7%*	*96.5%*
55 - 64	279	270	139	32	214	111	103	260
%V	*14.7%*	*14.8%*	*14.2%*	*13.1%*	*16.0%*	*15.2%*	*16.8%*	*14.9%*
%H		*96.8%*	*49.8%*	*11.5%*	*76.7%*	*39.8%*	*36.9%*	*93.2%*
65+	446	442	185	48	361	154	208	346
%V	*23.4%*	*24.2%*	*19.0%*	*19.7%*	*26.9%*	*21.1%*	*34.0%*	*19.8%*
%H		*99.1%*	*41.5%*	*10.8%*	*80.9%*	*34.5%*	*46.6%*	*77.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV East of England

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1904	1827	976	244	1341	729	612	1749
%H		*96.0%*	*51.3%*	*12.8%*	*70.4%*	*38.3%*	*32.1%*	*91.9%*
AB	587	573	300	86	422	234	189	578
%V	*30.8%*	*31.4%*	*30.7%*	*35.2%*	*31.5%*	*32.1%*	*30.9%*	*33.0%*
%H		*97.6%*	*51.1%*	*14.7%*	*71.9%*	*39.9%*	*32.2%*	*98.5%*
C1	502	482	259	58	366	198	168	478
%V	*26.4%*	*26.4%*	*26.5%*	*23.8%*	*27.3%*	*27.2%*	*27.5%*	*27.3%*
%H		*96.0%*	*51.6%*	*11.6%*	*72.9%*	*39.4%*	*33.5%*	*95.2%*
C2	481	470	260	66	341	190	150	428
%V	*25.3%*	*25.7%*	*26.6%*	*27.0%*	*25.4%*	*26.1%*	*24.5%*	*24.5%*
%H		*97.7%*	*54.1%*	*13.7%*	*70.9%*	*39.5%*	*31.2%*	*89.0%*
D	241	215	117	28	148	84	64	210
%V	*12.7%*	*11.8%*	*12.0%*	*11.5%*	*11.0%*	*11.5%*	*10.5%*	*12.0%*
%H		*89.2%*	*48.5%*	*11.6%*	*61.4%*	*34.9%*	*26.6%*	*87.1%*
E	94	89	40	5	64	23	41	55
%V	*4.9%*	*4.9%*	*4.1%*	*2.0%*	*4.8%*	*3.2%*	*6.7%*	*3.1%*
%H		*94.7%*	*42.6%*	*5.3%*	*68.1%*	*24.5%*	*43.6%*	*58.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV East of England

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1904	1827	976	244	1341	729	612	1749
%H		*96.0%*	*51.3%*	*12.8%*	*70.4%*	*38.3%*	*32.1%*	*91.9%*
Working full time	1172	1117	634	157	793	462	331	1139
%V	*61.6%*	*61.1%*	*65.0%*	*64.3%*	*59.1%*	*63.4%*	*54.1%*	*65.1%*
%H		*95.3%*	*54.1%*	*13.4%*	*67.7%*	*39.4%*	*28.2%*	*97.2%*
Working part time	81	81	45	12	61	35	27	75
%V	*4.3%*	*4.4%*	*4.6%*	*4.9%*	*4.5%*	*4.8%*	*4.4%*	*4.3%*
%H		*100.0%*	*55.6%*	*14.8%*	*75.3%*	*43.2%*	*33.3%*	*92.6%*
Not working	651	629	298	75	486	232	254	535
%V	*34.2%*	*34.4%*	*30.5%*	*30.7%*	*36.2%*	*31.8%*	*41.5%*	*30.6%*
%H		*96.6%*	*45.8%*	*11.5%*	*74.7%*	*35.6%*	*39.0%*	*82.2%*
Housewife/Houseperson	395	369	154	48	259	101	158	320
%V	*20.7%*	*20.2%*	*15.8%*	*19.7%*	*19.3%*	*13.9%*	*25.8%*	*18.3%*
%H		*93.4%*	*39.0%*	*12.2%*	*65.6%*	*25.6%*	*40.0%*	*81.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV East of England

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1984	1919	973	248	1445	748	697	1768
%H		*96.7%*	*49.0%*	*12.5%*	*72.8%*	*37.7%*	*35.1%*	*89.1%*
16 - 19	104	100	61	13	74	50	23	102
%V	*5.2%*	*5.2%*	*6.3%*	*5.2%*	*5.1%*	*6.7%*	*3.3%*	*5.8%*
%H		*96.2%*	*58.7%*	*12.5%*	*71.2%*	*48.1%*	*22.1%*	*98.1%*
20 - 24	118	113	64	14	78	45	34	113
%V	*5.9%*	*5.9%*	*6.6%*	*5.6%*	*5.4%*	*6.0%*	*4.9%*	*6.4%*
%H		*95.8%*	*54.2%*	*11.9%*	*66.1%*	*38.1%*	*28.8%*	*95.8%*
25 - 34	321	299	173	46	196	115	82	310
%V	*16.2%*	*15.6%*	*17.8%*	*18.5%*	*13.6%*	*15.4%*	*11.8%*	*17.5%*
%H		*93.1%*	*53.9%*	*14.3%*	*61.1%*	*35.8%*	*25.5%*	*96.6%*
35 - 44	320	307	175	45	216	128	89	315
%V	*16.1%*	*16.0%*	*18.0%*	*18.1%*	*14.9%*	*17.1%*	*12.8%*	*17.8%*
%H		*95.9%*	*54.7%*	*14.1%*	*67.5%*	*40.0%*	*27.8%*	*98.4%*
45 - 54	342	333	185	43	250	147	103	332
%V	*17.2%*	*17.4%*	*19.0%*	*17.3%*	*17.3%*	*19.7%*	*14.8%*	*18.8%*
%H		*97.4%*	*54.1%*	*12.6%*	*73.1%*	*43.0%*	*30.1%*	*97.1%*
55 - 64	307	304	150	48	238	131	107	290
%V	*15.5%*	*15.8%*	*15.4%*	*19.4%*	*16.5%*	*17.5%*	*15.4%*	*16.4%*
%H		*99.0%*	*48.9%*	*15.6%*	*77.5%*	*42.7%*	*34.9%*	*94.5%*
65+	474	463	166	38	393	133	260	306
%V	*23.9%*	*24.1%*	*17.1%*	*15.3%*	*27.2%*	*17.8%*	*37.3%*	*17.3%*
%H		*97.7%*	*35.0%*	*8.0%*	*82.9%*	*28.1%*	*54.9%*	*64.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV East of England

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1984	1919	973	248	1445	748	697	1768
%H		*96.7%*	*49.0%*	*12.5%*	*72.8%*	*37.7%*	*35.1%*	*89.1%*
AB	586	570	303	77	425	236	190	568
%V	*29.5%*	*29.7%*	*31.1%*	*31.0%*	*29.4%*	*31.6%*	*27.3%*	*32.1%*
%H		*97.3%*	*51.7%*	*13.1%*	*72.5%*	*40.3%*	*32.4%*	*96.9%*
C1	556	537	257	71	414	205	208	504
%V	*28.0%*	*28.0%*	*26.4%*	*28.6%*	*28.7%*	*27.4%*	*29.8%*	*28.5%*
%H		*96.6%*	*46.2%*	*12.8%*	*74.5%*	*36.9%*	*37.4%*	*90.6%*
C2	433	422	230	57	318	178	140	394
%V	*21.8%*	*22.0%*	*23.6%*	*23.0%*	*22.0%*	*23.8%*	*20.1%*	*22.3%*
%H		*97.5%*	*53.1%*	*13.2%*	*73.4%*	*41.1%*	*32.3%*	*91.0%*
D	268	252	131	31	179	93	86	222
%V	*13.5%*	*13.1%*	*13.5%*	*12.5%*	*12.4%*	*12.4%*	*12.3%*	*12.6%*
%H		*94.0%*	*48.9%*	*11.6%*	*66.8%*	*34.7%*	*32.1%*	*82.8%*
E	141	138	53	11	109	36	74	79
%V	*7.1%*	*7.2%*	*5.4%*	*4.4%*	*7.5%*	*4.8%*	*10.6%*	*4.5%*
%H		*97.9%*	*37.6%*	*7.8%*	*77.3%*	*25.5%*	*52.5%*	*56.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV East of England

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1984	1919	973	248	1445	748	697	1768
%H		*96.7%*	*49.0%*	*12.5%*	*72.8%*	*37.7%*	*35.1%*	*89.1%*
Working full time	695	665	358	97	482	277	205	672
%V	*35.0%*	*34.7%*	*36.8%*	*39.1%*	*33.4%*	*37.0%*	*29.4%*	*38.0%*
%H		*95.7%*	*51.5%*	*14.0%*	*69.4%*	*39.9%*	*29.5%*	*96.7%*
Working part time	354	346	201	49	251	150	100	340
%V	*17.8%*	*18.0%*	*20.7%*	*19.8%*	*17.4%*	*20.1%*	*14.3%*	*19.2%*
%H		*97.7%*	*56.8%*	*13.8%*	*70.9%*	*42.4%*	*28.2%*	*96.0%*
Not working	936	907	413	102	713	321	392	756
%V	*47.2%*	*47.3%*	*42.4%*	*41.1%*	*49.3%*	*42.9%*	*56.2%*	*42.8%*
%H		*96.9%*	*44.1%*	*10.9%*	*76.2%*	*34.3%*	*41.9%*	*80.8%*
Housewife/Houseperson	1646	1594	789	197	1202	595	607	1440
%V	*83.0%*	*83.1%*	*81.1%*	*79.4%*	*83.2%*	*79.5%*	*87.1%*	*81.4%*
%H		*96.8%*	*47.9%*	*12.0%*	*73.0%*	*36.1%*	*36.9%*	*87.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South West

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV South West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	799	761	299	74	605	229	376	651
%H (All HH)		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*
%H (TV HH)			*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	
AB	204	196	82	18	150	57	93	180
%V	*25.5%*	*25.8%*	*27.4%*	*24.3%*	*24.8%*	*24.9%*	*24.7%*	*27.6%*
%H (All HH)		*96.1%*	*40.2%*	*8.8%*	*73.5%*	*27.9%*	*45.6%*	*88.2%*
%H (TV HH)			*41.8%*	*9.2%*	*76.5%*	*29.1%*	*47.4%*	
C1	226	216	87	19	168	60	109	196
%V	*28.3%*	*28.4%*	*29.1%*	*25.7%*	*27.8%*	*26.2%*	*29.0%*	*30.1%*
%H (All HH)		*95.6%*	*38.5%*	*8.4%*	*74.3%*	*26.5%*	*48.2%*	*86.7%*
%H (TV HH)			*40.3%*	*8.8%*	*77.8%*	*27.8%*	*50.5%*	
C2	198	191	75	21	159	65	93	170
%V	*24.8%*	*25.1%*	*25.1%*	*28.4%*	*26.3%*	*28.4%*	*24.7%*	*26.1%*
%H (All HH)		*96.5%*	*37.9%*	*10.6%*	*80.3%*	*32.8%*	*47.0%*	*85.9%*
%H (TV HH)			*39.3%*	*11.0%*	*83.2%*	*34.0%*	*48.7%*	
D	103	97	36	11	80	32	48	71
%V	*12.9%*	*12.7%*	*12.0%*	*14.9%*	*13.2%*	*14.0%*	*12.8%*	*10.9%*
%H (All HH)		*94.2%*	*35.0%*	*10.7%*	*77.7%*	*31.1%*	*46.6%*	*68.9%*
%H (TV HH)			*37.1%*	*11.3%*	*82.5%*	*33.0%*	*49.5%*	
E	68	61	19	5	48	16	33	33
%V	*8.5%*	*8.0%*	*6.4%*	*6.8%*	*7.9%*	*7.0%*	*8.8%*	*5.1%*
%H (All HH)		*89.7%*	*27.9%*	*7.4%*	*70.6%*	*23.5%*	*48.5%*	*48.5%*
%H (TV HH)			*31.1%*	*8.2%*	*78.7%*	*26.2%*	*54.1%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	799	761	299	74	605	229	376	651
%H (All HH)		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*
%H (TV HH)			*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	
Under 25	25	25	10	2	18	8	10	24
%V	*3.1%*	*3.3%*	*3.3%*	*2.7%*	*3.0%*	*3.5%*	*2.7%*	*3.7%*
%H (All HH)		*100.0%*	*40.0%*	*8.0%*	*72.0%*	*32.0%*	*40.0%*	*96.0%*
%H (TV HH)			*40.0%*	*8.0%*	*72.0%*	*32.0%*	*40.0%*	
25 - 34	100	92	38	12	62	24	38	95
%V	*12.5%*	*12.1%*	*12.7%*	*16.2%*	*10.2%*	*10.5%*	*10.1%*	*14.6%*
%H (All HH)		*92.0%*	*38.0%*	*12.0%*	*62.0%*	*24.0%*	*38.0%*	*95.0%*
%H (TV HH)			*41.3%*	*13.0%*	*67.4%*	*26.1%*	*41.3%*	
35 - 44	103	97	40	11	72	31	41	101
%V	*12.9%*	*12.7%*	*13.4%*	*14.9%*	*11.9%*	*13.5%*	*10.9%*	*15.5%*
%H (All HH)		*94.2%*	*38.8%*	*10.7%*	*69.9%*	*30.1%*	*39.8%*	*98.1%*
%H (TV HH)			*41.2%*	*11.3%*	*74.2%*	*32.0%*	*42.3%*	
45 - 54	144	137	68	18	98	50	48	134
%V	*18.0%*	*18.0%*	*22.7%*	*24.3%*	*16.2%*	*21.8%*	*12.8%*	*20.6%*
%H (All HH)		*95.1%*	*47.2%*	*12.5%*	*68.1%*	*34.7%*	*33.3%*	*93.1%*
%H (TV HH)			*49.6%*	*13.1%*	*71.5%*	*36.5%*	*35.0%*	
55 - 64	140	133	57	14	109	46	63	127
%V	*17.5%*	*17.5%*	*19.1%*	*18.9%*	*18.0%*	*20.1%*	*16.8%*	*19.5%*
%H (All HH)		*95.0%*	*40.7%*	*10.0%*	*77.9%*	*32.9%*	*45.0%*	*90.7%*
%H (TV HH)			*42.9%*	*10.5%*	*82.0%*	*34.6%*	*47.4%*	
65 +	286	278	85	18	246	71	176	168
%V	*35.8%*	*36.5%*	*28.4%*	*24.3%*	*40.7%*	*31.0%*	*46.8%*	*25.8%*
%H (All HH)		*97.2%*	*29.7%*	*6.3%*	*86.0%*	*24.8%*	*61.5%*	*58.7%*
%H (TV HH)			*30.6%*	*6.5%*	*88.5%*	*25.5%*	*63.3%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South West

Household level data

Table 10.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	799	761	299	74	605	229	376	651
%H (All HH)		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*
%H (TV HH)			*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	
1	251	234	63	15	195	45	150	144
%V	*31.4%*	*30.7%*	*21.1%*	*20.3%*	*32.2%*	*19.7%*	*39.9%*	*22.1%*
%H (All HH)		*93.2%*	*25.1%*	*6.0%*	*77.7%*	*17.9%*	*59.8%*	*57.4%*
%H (TV HH)			*26.9%*	*6.4%*	*83.3%*	*19.2%*	*64.1%*	
2	304	292	119	26	234	92	143	267
%V	*38.0%*	*38.4%*	*39.8%*	*35.1%*	*38.7%*	*40.2%*	*38.0%*	*41.0%*
%H (All HH)		*96.1%*	*39.1%*	*8.6%*	*77.0%*	*30.3%*	*47.0%*	*87.8%*
%H (TV HH)			*40.8%*	*8.9%*	*80.1%*	*31.5%*	*49.0%*	
3	109	103	51	13	73	36	37	107
%V	*13.6%*	*13.5%*	*17.1%*	*17.6%*	*12.1%*	*15.7%*	*9.8%*	*16.4%*
%H (All HH)		*94.5%*	*46.8%*	*11.9%*	*67.0%*	*33.0%*	*33.9%*	*98.2%*
%H (TV HH)			*49.5%*	*12.6%*	*70.9%*	*35.0%*	*35.9%*	
4	95	93	47	12	74	39	34	93
%V	*11.9%*	*12.2%*	*15.7%*	*16.2%*	*12.2%*	*17.0%*	*9.0%*	*14.3%*
%H (All HH)		*97.9%*	*49.5%*	*12.6%*	*77.9%*	*41.1%*	*35.8%*	*97.9%*
%H (TV HH)			*50.5%*	*12.9%*	*79.6%*	*41.9%*	*36.6%*	
5+	41	39	19	8	29	18	12	40
%V	*5.1%*	*5.1%*	*6.4%*	*10.8%*	*4.8%*	*7.9%*	*3.2%*	*6.1%*
%H (All HH)		*95.1%*	*46.3%*	*19.5%*	*70.7%*	*43.9%*	*29.3%*	*97.6%*
%H (TV HH)			*48.7%*	*20.5%*	*74.4%*	*46.2%*	*30.8%*	
Average HH size	2.24	2.26	2.50	2.64	2.21	2.56	1.99	2.45

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South West

Household level data

Table 10.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	799	761	299	74	605	229	376	651
%H (All HH)		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*
%H (TV HH)			*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	
Without	621	590	217	55	478	168	309	476
%V	*77.7%*	*77.5%*	*72.6%*	*74.3%*	*79.0%*	*73.4%*	*82.2%*	*73.1%*
%H (All HH)		*95.0%*	*34.9%*	*8.9%*	*77.0%*	*27.1%*	*49.8%*	*76.7%*
%H (TV HH)			*36.8%*	*9.3%*	*81.0%*	*28.5%*	*52.4%*	
With	178	171	82	19	127	61	67	174
%V	*22.3%*	*22.5%*	*27.4%*	*25.7%*	*21.0%*	*26.6%*	*17.8%*	*26.7%*
%H (All HH)		*96.1%*	*46.1%*	*10.7%*	*71.3%*	*34.3%*	*37.6%*	*97.8%*
%H (TV HH)			*48.0%*	*11.1%*	*74.3%*	*35.7%*	*39.2%*	
0 - 3	64	61	25	7	44	18	26	61
%V	*8.0%*	*8.0%*	*8.4%*	*9.5%*	*7.3%*	*7.9%*	*6.9%*	*9.4%*
%H (All HH)		*95.3%*	*39.1%*	*10.9%*	*68.8%*	*28.1%*	*40.6%*	*95.3%*
%H (TV HH)			*41.0%*	*11.5%*	*72.1%*	*29.5%*	*42.6%*	
4 - 9	86	82	38	11	62	30	31	84
%V	*10.8%*	*10.8%*	*12.7%*	*14.9%*	*10.2%*	*13.1%*	*8.2%*	*12.9%*
%H (All HH)		*95.3%*	*44.2%*	*12.8%*	*72.1%*	*34.9%*	*36.0%*	*97.7%*
%H (TV HH)			*46.3%*	*13.4%*	*75.6%*	*36.6%*	*37.8%*	
10 - 15	89	86	48	9	63	33	29	89
%V	*11.1%*	*11.3%*	*16.1%*	*12.2%*	*10.4%*	*14.4%*	*7.7%*	*13.7%*
%H (All HH)		*96.6%*	*53.9%*	*10.1%*	*70.8%*	*37.1%*	*32.6%*	*100.0%*
%H (TV HH)			*55.8%*	*10.5%*	*73.3%*	*38.4%*	*33.7%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South West

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	799	761	299	74	605	229	376	651
%H (All HH)		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*
%H (TV HH)			*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	
1	300	300	92	17	218	40	179	224
%V	*37.5%*	*39.4%*	*30.8%*	*23.0%*	*36.0%*	*17.5%*	*47.6%*	*34.4%*
%H (All HH)		*100.0%*	*30.7%*	*5.7%*	*72.7%*	*13.3%*	*59.7%*	*74.7%*
%H (TV HH)			*30.7%*	*5.7%*	*72.7%*	*13.3%*	*59.7%*	
2	277	277	112	32	232	99	133	230
%V	*34.7%*	*36.4%*	*37.5%*	*43.2%*	*38.3%*	*43.2%*	*35.4%*	*35.3%*
%H (All HH)		*100.0%*	*40.4%*	*11.6%*	*83.8%*	*35.7%*	*48.0%*	*83.0%*
%H (TV HH)			*40.4%*	*11.6%*	*83.8%*	*35.7%*	*48.0%*	
3	121	121	56	16	103	54	49	110
%V	*15.1%*	*15.9%*	*18.7%*	*21.6%*	*17.0%*	*23.6%*	*13.0%*	*16.9%*
%H (All HH)		*100.0%*	*46.3%*	*13.2%*	*85.1%*	*44.6%*	*40.5%*	*90.9%*
%H (TV HH)			*46.3%*	*13.2%*	*85.1%*	*44.6%*	*40.5%*	
4	45	45	28	6	37	26	12	44
%V	*5.6%*	*5.9%*	*9.4%*	*8.1%*	*6.1%*	*11.4%*	*3.2%*	*6.8%*
%H (All HH)		*100.0%*	*62.2%*	*13.3%*	*82.2%*	*57.8%*	*26.7%*	*97.8%*
%H (TV HH)			*62.2%*	*13.3%*	*82.2%*	*57.8%*	*26.7%*	
5+	17	17	10	3	15	11	4	17
%V	*2.1%*	*2.2%*	*3.3%*	*4.1%*	*2.5%*	*4.8%*	*1.1%*	*2.6%*
%H (All HH)		*100.0%*	*58.8%*	*17.6%*	*88.2%*	*64.7%*	*23.5%*	*100.0%*
%H (TV HH)			*58.8%*	*17.6%*	*88.2%*	*64.7%*	*23.5%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

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Table 10.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	799	761	299	74	605	229	376	651
%H (All HH)		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*
%H (TV HH)			*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	
Under 20"	166	166	62	19	151	64	86	137
%V	*20.8%*	*21.8%*	*20.7%*	*25.7%*	*25.0%*	*27.9%*	*22.9%*	*21.0%*
%H (All HH)		*100.0%*	*37.3%*	*11.4%*	*91.0%*	*38.6%*	*51.8%*	*82.5%*
%H (TV HH)			*37.3%*	*11.4%*	*91.0%*	*38.6%*	*51.8%*	
20" - 29"	290	290	116	23	251	101	150	229
%V	*36.3%*	*38.1%*	*38.8%*	*31.1%*	*41.5%*	*44.1%*	*39.9%*	*35.2%*
%H (All HH)		*100.0%*	*40.0%*	*7.9%*	*86.6%*	*34.8%*	*51.7%*	*79.0%*
%H (TV HH)			*40.0%*	*7.9%*	*86.6%*	*34.8%*	*51.7%*	
30" - 39"	413	413	156	45	331	127	204	343
%V	*51.7%*	*54.3%*	*52.2%*	*60.8%*	*54.7%*	*55.5%*	*54.3%*	*52.7%*
%H (All HH)		*100.0%*	*37.8%*	*10.9%*	*80.1%*	*30.8%*	*49.4%*	*83.1%*
%H (TV HH)			*37.8%*	*10.9%*	*80.1%*	*30.8%*	*49.4%*	
40" and over	357	357	181	46	266	138	127	328
%V	*44.7%*	*46.9%*	*60.5%*	*62.2%*	*44.0%*	*60.3%*	*33.8%*	*50.4%*
%H (All HH)		*100.0%*	*50.7%*	*12.9%*	*74.5%*	*38.7%*	*35.6%*	*91.9%*
%H (TV HH)			*50.7%*	*12.9%*	*74.5%*	*38.7%*	*35.6%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	799	761	299	74	605	229	376	651
%H (All HH)		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*
%H (TV HH)			*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	
Main living room	753	753	298	74	599	229	371	618
%V	*94.2%*	*98.9%*	*99.7%*	*100.0%*	*99.0%*	*100.0%*	*98.7%*	*94.9%*
%H (All HH)		*100.0%*	*39.6%*	*9.8%*	*79.5%*	*30.4%*	*49.3%*	*82.1%*
%H (TV HH)			*39.6%*	*9.8%*	*79.5%*	*30.4%*	*49.3%*	
Kitchen	107	107	41	11	95	38	56	89
%V	*13.4%*	*14.1%*	*13.7%*	*14.9%*	*15.7%*	*16.6%*	*14.9%*	*13.7%*
%H (All HH)		*100.0%*	*38.3%*	*10.3%*	*88.8%*	*35.5%*	*52.3%*	*83.2%*
%H (TV HH)			*38.3%*	*10.3%*	*88.8%*	*35.5%*	*52.3%*	
Adult's bedroom	337	337	158	44	283	148	135	296
%V	*42.2%*	*44.3%*	*52.8%*	*59.5%*	*46.8%*	*64.6%*	*35.9%*	*45.5%*
%H (All HH)		*100.0%*	*46.9%*	*13.1%*	*84.0%*	*43.9%*	*40.1%*	*87.8%*
%H (TV HH)			*46.9%*	*13.1%*	*84.0%*	*43.9%*	*40.1%*	
Child's bedroom	65	65	37	10	52	35	17	65
%V	*8.1%*	*8.5%*	*12.4%*	*13.5%*	*8.6%*	*15.3%*	*4.5%*	*10.0%*
%H (All HH)		*100.0%*	*56.9%*	*15.4%*	*80.0%*	*53.8%*	*26.2%*	*100.0%*
%H (TV HH)			*56.9%*	*15.4%*	*80.0%*	*53.8%*	*26.2%*	
Other bedroom	35	35	17	6	30	17	13	32
%V	*4.4%*	*4.6%*	*5.7%*	*8.1%*	*5.0%*	*7.4%*	*3.5%*	*4.9%*
%H (All HH)		*100.0%*	*48.6%*	*17.1%*	*85.7%*	*48.6%*	*37.1%*	*91.4%*
%H (TV HH)			*48.6%*	*17.1%*	*85.7%*	*48.6%*	*37.1%*	
Second living/dining room	63	63	25	5	56	23	33	53
%V	*7.9%*	*8.3%*	*8.4%*	*6.8%*	*9.3%*	*10.0%*	*8.8%*	*8.1%*
%H (All HH)		*100.0%*	*39.7%*	*7.9%*	*88.9%*	*36.5%*	*52.4%*	*84.1%*
%H (TV HH)			*39.7%*	*7.9%*	*88.9%*	*36.5%*	*52.4%*	
Study/office	12	12	8	1	9	6	3	12
%V	*1.5%*	*1.6%*	*2.7%*	*1.4%*	*1.5%*	*2.6%*	*0.8%*	*1.8%*
%H (All HH)		*100.0%*	*66.7%*	*8.3%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*66.7%*	*8.3%*	*75.0%*	*50.0%*	*25.0%*	
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%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
Conservatory	10	10	7	1	9	7	2	10
%V	*1.3%*	*1.3%*	*2.3%*	*1.4%*	*1.5%*	*3.1%*	*0.5%*	*1.5%*
%H (All HH)		*100.0%*	*70.0%*	*10.0%*	*90.0%*	*70.0%*	*20.0%*	*100.0%*
%H (TV HH)			*70.0%*	*10.0%*	*90.0%*	*70.0%*	*20.0%*	
Attic or loft room	2	2	1	0	2	1	1	2
%V	*0.3%*	*0.3%*	*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	*0.3%*	*0.3%*	*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	6	6	4	0	4	3	2	6
%V	*0.8%*	*0.8%*	*1.3%*	*0.0%*	*0.7%*	*1.3%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*50.0%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*50.0%*	*33.3%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

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Table 10.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	799	761	299	74	605	229	376	651
%H (All HH)		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*
%H (TV HH)			*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	
Any DSAT provider	299	299	299	3	187	187	0	267
%V	*37.4%*	*39.3%*	*100.0%*	*4.1%*	*30.9%*	*81.7%*	*0.0%*	*41.0%*
%H (All HH)			*100.0%*	*1.0%*	*62.5%*	*62.5%*	*0.0%*	*89.3%*
%H (TV HH)			*100.0%*	*1.0%*	*62.5%*	*62.5%*	*0.0%*	
Sky with subcription	235	235	235	2	143	143	0	213
%V	*29.4%*	*30.9%*	*78.6%*	*2.7%*	*23.6%*	*62.4%*	*0.0%*	*32.7%*
%H (All HH)			*100.0%*	*0.9%*	*60.9%*	*60.9%*	*0.0%*	*90.6%*
%H (TV HH)			*100.0%*	*0.9%*	*60.9%*	*60.9%*	*0.0%*	
Sky without subscription	18	18	18	1	14	14	0	13
%V	*2.3%*	*2.4%*	*6.0%*	*1.4%*	*2.3%*	*6.1%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*5.6%*	*77.8%*	*77.8%*	*0.0%*	*72.2%*
%H (TV HH)			*100.0%*	*5.6%*	*77.8%*	*77.8%*	*0.0%*	
Freesat	49	49	49	1	31	31	0	43
%V	*6.1%*	*6.4%*	*16.4%*	*1.4%*	*5.1%*	*13.5%*	*0.0%*	*6.6%*
%H (All HH)			*100.0%*	*2.0%*	*63.3%*	*63.3%*	*0.0%*	*87.8%*
%H (TV HH)			*100.0%*	*2.0%*	*63.3%*	*63.3%*	*0.0%*	
Other satellite provider	10	10	10	0	7	7	0	9
%V	*1.3%*	*1.3%*	*3.3%*	*0.0%*	*1.2%*	*3.1%*	*0.0%*	*1.4%*
%H (All HH)			*100.0%*	*0.0%*	*70.0%*	*70.0%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*0.0%*	*70.0%*	*70.0%*	*0.0%*	
DCAB	74	74	3	74	44	44	0	71
%V	*9.3%*	*9.7%*	*1.0%*	*100.0%*	*7.3%*	*19.2%*	*0.0%*	*10.9%*
%H (All HH)			*4.1%*	*100.0%*	*59.5%*	*59.5%*	*0.0%*	*95.9%*
%H (TV HH)			*4.1%*	*100.0%*	*59.5%*	*59.5%*	*0.0%*	
DTT	605	605	187	44	605	229	376	480
%V	*75.7%*	*79.5%*	*62.5%*	*59.5%*	*100.0%*	*100.0%*	*100.0%*	*73.7%*
%H (All HH)		*100.0%*	*30.9%*	*7.3%*	*100.0%*	*37.9%*	*62.1%*	*79.3%*
%H (TV HH)			*30.9%*	*7.3%*	*100.0%*	*37.9%*	*62.1%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

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Table 10.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	799	761	299	74	605	229	376	651
%H (All HH)		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*
%H (TV HH)			*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	
PVR	499	499	266	63	376	203	172	439
%V	*62.5%*	*65.6%*	*89.0%*	*85.1%*	*62.1%*	*88.6%*	*45.7%*	*67.4%*
%H (All HH)		*100.0%*	*53.3%*	*12.6%*	*75.4%*	*40.7%*	*34.5%*	*88.0%*
%H (TV HH)			*53.3%*	*12.6%*	*75.4%*	*40.7%*	*34.5%*	
DVDR	21	21	8	2	18	7	11	18
%V	*2.6%*	*2.8%*	*2.7%*	*2.7%*	*3.0%*	*3.1%*	*2.9%*	*2.8%*
%H (All HH)		*100.0%*	*38.1%*	*9.5%*	*85.7%*	*33.3%*	*52.4%*	*85.7%*
%H (TV HH)			*38.1%*	*9.5%*	*85.7%*	*33.3%*	*52.4%*	
VCR	5	5	2	1	5	3	2	4
%V	*0.6%*	*0.7%*	*0.7%*	*1.4%*	*0.8%*	*1.3%*	*0.5%*	*0.6%*
%H (All HH)		*100.0%*	*40.0%*	*20.0%*	*100.0%*	*60.0%*	*40.0%*	*80.0%*
%H (TV HH)			*40.0%*	*20.0%*	*100.0%*	*60.0%*	*40.0%*	
Any recorder	505	505	267	63	381	204	177	443
%V	*63.2%*	*66.4%*	*89.3%*	*85.1%*	*63.0%*	*89.1%*	*47.1%*	*68.0%*
%H (All HH)		*100.0%*	*52.9%*	*12.5%*	*75.4%*	*40.4%*	*35.0%*	*87.7%*
%H (TV HH)			*52.9%*	*12.5%*	*75.4%*	*40.4%*	*35.0%*	
Receives HDTV (via STB or built-in reception)	471	471	225	70	363	183	180	427
%V	*58.9%*	*61.9%*	*75.3%*	*94.6%*	*60.0%*	*79.9%*	*47.9%*	*65.6%*
%H (All HH)		*100.0%*	*47.8%*	*14.9%*	*77.1%*	*38.9%*	*38.2%*	*90.7%*
%H (TV HH)			*47.8%*	*14.9%*	*77.1%*	*38.9%*	*38.2%*	
DVD/Blu-ray player or recorder	633	633	260	64	502	199	303	539
%V	*79.2%*	*83.2%*	*87.0%*	*86.5%*	*83.0%*	*86.9%*	*80.6%*	*82.8%*
%H (All HH)		*100.0%*	*41.1%*	*10.1%*	*79.3%*	*31.4%*	*47.9%*	*85.2%*
%H (TV HH)			*41.1%*	*10.1%*	*79.3%*	*31.4%*	*47.9%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

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Table 10.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	799	761	299	74	605	229	376	651
%H (All HH)		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*
%H (TV HH)			*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	
Has broadband internet	651	625	267	71	480	204	276	651
%V	*81.5%*	*82.1%*	*89.3%*	*95.9%*	*79.3%*	*89.1%*	*73.4%*	*100.0%*
%H (All HH)		*96.0%*	*41.0%*	*10.9%*	*73.7%*	*31.3%*	*42.4%*	*100.0%*
%H (TV HH)			*42.7%*	*11.4%*	*76.8%*	*32.6%*	*44.2%*	
Number of computers (PCs and laptops)								
0	160	147	36	6	133	30	102	18
%V	*20.0%*	*19.3%*	*12.0%*	*8.1%*	*22.0%*	*13.1%*	*27.1%*	*2.8%*
%H (All HH)		*91.9%*	*22.5%*	*3.8%*	*83.1%*	*18.8%*	*63.8%*	*11.3%*
%H (TV HH)			*24.5%*	*4.1%*	*90.5%*	*20.4%*	*69.4%*	
1	208	198	66	16	162	50	112	202
%V	*26.0%*	*26.0%*	*22.1%*	*21.6%*	*26.8%*	*21.8%*	*29.8%*	*31.0%*
%H (All HH)		*95.2%*	*31.7%*	*7.7%*	*77.9%*	*24.0%*	*53.8%*	*97.1%*
%H (TV HH)			*33.3%*	*8.1%*	*81.8%*	*25.3%*	*56.6%*	
2	197	187	82	23	140	61	79	196
%V	*24.7%*	*24.6%*	*27.4%*	*31.1%*	*23.1%*	*26.6%*	*21.0%*	*30.1%*
%H (All HH)		*94.9%*	*41.6%*	*11.7%*	*71.1%*	*31.0%*	*40.1%*	*99.5%*
%H (TV HH)			*43.9%*	*12.3%*	*74.9%*	*32.6%*	*42.2%*	
3	93	91	42	8	69	32	37	93
%V	*11.6%*	*12.0%*	*14.0%*	*10.8%*	*11.4%*	*14.0%*	*9.8%*	*14.3%*
%H (All HH)		*97.8%*	*45.2%*	*8.6%*	*74.2%*	*34.4%*	*39.8%*	*100.0%*
%H (TV HH)			*46.2%*	*8.8%*	*75.8%*	*35.2%*	*40.7%*	
4	65	64	33	10	47	26	21	65
%V	*8.1%*	*8.4%*	*11.0%*	*13.5%*	*7.8%*	*11.4%*	*5.6%*	*10.0%*
%H (All HH)		*98.5%*	*50.8%*	*15.4%*	*72.3%*	*40.0%*	*32.3%*	*100.0%*
%H (TV HH)			*51.6%*	*15.6%*	*73.4%*	*40.6%*	*32.8%*	
5+	76	74	40	11	55	30	24	76
%V	*9.5%*	*9.7%*	*13.4%*	*14.9%*	*9.1%*	*13.1%*	*6.4%*	*11.7%*
%H (All HH)		*97.4%*	*52.6%*	*14.5%*	*72.4%*	*39.5%*	*31.6%*	*100.0%*
%H (TV HH)			*54.1%*	*14.9%*	*74.3%*	*40.5%*	*32.4%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1491	655	168	1220	561	659	1279
%H		*43.9%*	*11.3%*	*81.8%*	*37.6%*	*44.2%*	*85.8%*
Under 20"	209	74	27	192	83	109	173
%V	*14.0%*	*11.3%*	*16.1%*	*15.7%*	*14.8%*	*16.5%*	*13.5%*
%H		*35.4%*	*12.9%*	*91.9%*	*39.7%*	*52.2%*	*82.8%*
20" - 29"	362	152	28	313	132	181	290
%V	*24.3%*	*23.2%*	*16.7%*	*25.7%*	*23.5%*	*27.5%*	*22.7%*
%H		*42.0%*	*7.7%*	*86.5%*	*36.5%*	*50.0%*	*80.1%*
30" - 39"	485	195	54	387	157	230	412
%V	*32.5%*	*29.8%*	*32.1%*	*31.7%*	*28.0%*	*34.9%*	*32.2%*
%H		*40.2%*	*11.1%*	*79.8%*	*32.4%*	*47.4%*	*84.9%*
40" and over	430	228	60	323	184	139	399
%V	*28.8%*	*34.8%*	*35.7%*	*26.5%*	*32.8%*	*21.1%*	*31.2%*
%H		*53.0%*	*14.0%*	*75.1%*	*42.8%*	*32.3%*	*92.8%*
Don't know	6	6	0	6	6	0	6
%V	*0.4%*	*0.9%*	*0.0%*	*0.5%*	*1.1%*	*0.0%*	*0.5%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1491	655	168	1220	561	659	1279
%H		*43.9%*	*11.3%*	*81.8%*	*37.6%*	*44.2%*	*85.8%*
Main living room	756	300	74	602	231	371	621
%V	*50.7%*	*45.8%*	*44.0%*	*49.3%*	*41.2%*	*56.3%*	*48.6%*
%H		*39.7%*	*9.8%*	*79.6%*	*30.6%*	*49.1%*	*82.1%*
Kitchen	108	41	11	95	38	57	90
%V	*7.2%*	*6.3%*	*6.5%*	*7.8%*	*6.8%*	*8.6%*	*7.0%*
%H		*38.0%*	*10.2%*	*88.0%*	*35.2%*	*52.8%*	*83.3%*
Adult's bedroom	403	194	56	338	183	154	358
%V	*27.0%*	*29.6%*	*33.3%*	*27.7%*	*32.6%*	*23.4%*	*28.0%*
%H		*48.1%*	*13.9%*	*83.9%*	*45.4%*	*38.2%*	*88.8%*
Child's bedroom	86	51	14	68	48	20	86
%V	*5.8%*	*7.8%*	*8.3%*	*5.6%*	*8.6%*	*3.0%*	*6.7%*
%H		*59.3%*	*16.3%*	*79.1%*	*55.8%*	*23.3%*	*100.0%*
Other bedroom	42	22	6	34	19	15	38
%V	*2.8%*	*3.4%*	*3.6%*	*2.8%*	*3.4%*	*2.3%*	*3.0%*
%H		*52.4%*	*14.3%*	*81.0%*	*45.2%*	*35.7%*	*90.5%*
Second living/dining room	63	25	5	56	23	33	53
%V	*4.2%*	*3.8%*	*3.0%*	*4.6%*	*4.1%*	*5.0%*	*4.1%*
%H		*39.7%*	*7.9%*	*88.9%*	*36.5%*	*52.4%*	*84.1%*
Study/office	13	8	1	10	6	4	13
%V	*0.9%*	*1.2%*	*0.6%*	*0.8%*	*1.1%*	*0.6%*	*1.0%*
%H		*61.5%*	*7.7%*	*76.9%*	*46.2%*	*30.8%*	*100.0%*
TV room	1	1	0	1	1	0	1
%V	*0.1%*	*0.2%*	*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	7	1	9	7	2	10
%V	*0.7%*	*1.1%*	*0.6%*	*0.7%*	*1.2%*	*0.3%*	*0.8%*
%H		*70.0%*	*10.0%*	*90.0%*	*70.0%*	*20.0%*	*100.0%*
Attic or loft room	2	1	0	2	1	1	2
%V	*0.1%*	*0.2%*	*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	2	1	0	2	1	1	2
%V	*0.1%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Other	6	4	0	4	3	2	6
%V	*0.4%*	*0.6%*	*0.0%*	*0.3%*	*0.5%*	*0.3%*	*0.5%*
%H		*66.7%*	*0.0%*	*66.7%*	*50.0%*	*33.3%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1491	655	168	1220	561	659	1279
%H		*43.9%*	*11.3%*	*81.8%*	*37.6%*	*44.2%*	*85.8%*
PVR	625	351	84	453	260	193	558
%V	*41.9%*	*53.6%*	*50.0%*	*37.1%*	*46.3%*	*29.3%*	*43.6%*
%H		*56.2%*	*13.4%*	*72.5%*	*41.6%*	*30.9%*	*89.3%*
DVDR	23	8	2	20	8	12	20
%V	*1.5%*	*1.2%*	*1.2%*	*1.6%*	*1.4%*	*1.8%*	*1.6%*
%H		*34.8%*	*8.7%*	*87.0%*	*34.8%*	*52.2%*	*87.0%*
VCR	5	3	2	5	3	2	5
%V	*0.3%*	*0.5%*	*1.2%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*
%H		*60.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	*100.0%*
Any recorder	634	355	85	462	263	198	564
%V	*42.5%*	*54.2%*	*50.6%*	*37.9%*	*46.9%*	*30.0%*	*44.1%*
%H		*56.0%*	*13.4%*	*72.9%*	*41.5%*	*31.2%*	*89.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1491	655	168	1220	561	659	1279
%H		*43.9%*	*11.3%*	*81.8%*	*37.6%*	*44.2%*	*85.8%*
Receives HDTV (via STB or built-in reception)	646	309	105	500	266	235	592
%V	*43.3%*	*47.2%*	*62.5%*	*41.0%*	*47.4%*	*35.7%*	*46.3%*
%H		*47.8%*	*16.3%*	*77.4%*	*41.2%*	*36.4%*	*91.6%*
DVD/Blu-ray player or recorder	893	393	101	718	323	395	782
%V	*59.9%*	*60.0%*	*60.1%*	*58.9%*	*57.6%*	*59.9%*	*61.1%*
%H		*44.0%*	*11.3%*	*80.4%*	*36.2%*	*44.2%*	*87.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	761	299	74	605	229	376	625
%H		*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	*82.1%*
Under 20"	18	3	1	15	2	13	12
%V	*2.4%*	*1.0%*	*1.4%*	*2.5%*	*0.9%*	*3.5%*	*1.9%*
%H		*16.7%*	*5.6%*	*83.3%*	*11.1%*	*72.2%*	*66.7%*
20" - 29"	105	24	4	94	17	76	66
%V	*13.8%*	*8.0%*	*5.4%*	*15.5%*	*7.4%*	*20.2%*	*10.6%*
%H		*22.9%*	*3.8%*	*89.5%*	*16.2%*	*72.4%*	*62.9%*
30" - 39"	295	98	25	244	78	166	233
%V	*38.8%*	*32.8%*	*33.8%*	*40.3%*	*34.1%*	*44.1%*	*37.3%*
%H		*33.2%*	*8.5%*	*82.7%*	*26.4%*	*56.3%*	*79.0%*
40" and over	343	173	45	253	132	121	314
%V	*45.1%*	*57.9%*	*60.8%*	*41.8%*	*57.6%*	*32.2%*	*50.2%*
%H		*50.4%*	*13.1%*	*73.8%*	*38.5%*	*35.3%*	*91.5%*
Don't know	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South West

Set level data

Table 10.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	761	299	74	605	229	376	625
%H		*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	*82.1%*
PVR	488	262	63	365	200	165	430
%V	*64.1%*	*87.6%*	*85.1%*	*60.3%*	*87.3%*	*43.9%*	*68.8%*
%H		*53.7%*	*12.9%*	*74.8%*	*41.0%*	*33.8%*	*88.1%*
DVDR	19	7	2	16	6	10	16
%V	*2.5%*	*2.3%*	*2.7%*	*2.6%*	*2.6%*	*2.7%*	*2.6%*
%H		*36.8%*	*10.5%*	*84.2%*	*31.6%*	*52.6%*	*84.2%*
VCR	4	2	1	4	2	1	3
%V	*0.5%*	*0.7%*	*1.4%*	*0.7%*	*0.9%*	*0.3%*	*0.5%*
%H		*50.0%*	*25.0%*	*100.0%*	*50.0%*	*25.0%*	*75.0%*
Any recorder	493	263	63	370	201	169	433
%V	*64.8%*	*88.0%*	*85.1%*	*61.2%*	*87.8%*	*44.9%*	*69.3%*
%H		*53.3%*	*12.8%*	*75.1%*	*40.8%*	*34.3%*	*87.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	761	299	74	605	229	376	625
%H		*39.3%*	*9.7%*	*79.5%*	*30.1%*	*49.4%*	*82.1%*
Receives HDTV (via STB or built-in reception)	456	218	69	350	178	172	414
%V	*59.9%*	*72.9%*	*93.2%*	*57.9%*	*77.7%*	*45.7%*	*66.2%*
%H		*47.8%*	*15.1%*	*76.8%*	*39.0%*	*37.7%*	*90.8%*
DVD/Blu-ray player or recorder	584	237	56	462	176	286	498
%V	*76.7%*	*79.3%*	*75.7%*	*76.4%*	*76.9%*	*76.1%*	*79.7%*
%H		*40.6%*	*9.6%*	*79.1%*	*30.1%*	*49.0%*	*85.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South West

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	730	355	94	615	332	283	654
%H		*48.6%*	*12.9%*	*84.2%*	*45.5%*	*38.8%*	*89.6%*
Under 20"	191	71	26	177	81	96	161
%V	*26.2%*	*20.0%*	*27.7%*	*28.8%*	*24.4%*	*33.9%*	*24.6%*
%H		*37.2%*	*13.6%*	*92.7%*	*42.4%*	*50.3%*	*84.3%*
20" - 29"	256	127	24	219	115	105	224
%V	*35.1%*	*35.8%*	*25.5%*	*35.6%*	*34.6%*	*37.1%*	*34.3%*
%H		*49.6%*	*9.4%*	*85.5%*	*44.9%*	*41.0%*	*87.5%*
30" - 39"	190	97	29	143	79	64	179
%V	*26.0%*	*27.3%*	*30.9%*	*23.3%*	*23.8%*	*22.6%*	*27.4%*
%H		*51.1%*	*15.3%*	*75.3%*	*41.6%*	*33.7%*	*94.2%*
40" and over	87	55	15	70	52	18	85
%V	*11.9%*	*15.5%*	*16.0%*	*11.4%*	*15.7%*	*6.4%*	*13.0%*
%H		*63.2%*	*17.2%*	*80.5%*	*59.8%*	*20.7%*	*97.7%*
Don't know	6	6	0	6	6	0	6
%V	*0.8%*	*1.7%*	*0.0%*	*1.0%*	*1.8%*	*0.0%*	*0.9%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South West

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	730	355	94	615	332	283	654
%H		*48.6%*	*12.9%*	*84.2%*	*45.5%*	*38.8%*	*89.6%*
PVR	137	89	21	88	60	28	128
%V	*18.8%*	*25.1%*	*22.3%*	*14.3%*	*18.1%*	*9.9%*	*19.6%*
%H		*65.0%*	*15.3%*	*64.2%*	*43.8%*	*20.4%*	*93.4%*
DVDR	4	1	0	4	1	3	4
%V	*0.5%*	*0.3%*	*0.0%*	*0.7%*	*0.3%*	*1.1%*	*0.6%*
%H		*25.0%*	*0.0%*	*100.0%*	*25.0%*	*75.0%*	*100.0%*
VCR	2	1	1	2	1	0	2
%V	*0.3%*	*0.3%*	*1.1%*	*0.3%*	*0.3%*	*0.0%*	*0.3%*
%H		*50.0%*	*50.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
Any recorder	142	91	22	92	63	30	132
%V	*19.5%*	*25.6%*	*23.4%*	*15.0%*	*19.0%*	*10.6%*	*20.2%*
%H		*64.1%*	*15.5%*	*64.8%*	*44.4%*	*21.1%*	*93.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	730	355	94	615	332	283	654
%H		*48.6%*	*12.9%*	*84.2%*	*45.5%*	*38.8%*	*89.6%*
Receives HDTV (via STB or built-in reception)	190	91	36	150	88	62	178
%V	*26.0%*	*25.6%*	*38.3%*	*24.4%*	*26.5%*	*21.9%*	*27.2%*
%H		*47.9%*	*18.9%*	*78.9%*	*46.3%*	*32.6%*	*93.7%*
DVD/Blu-ray player or recorder	309	155	45	256	147	109	284
%V	*42.3%*	*43.7%*	*47.9%*	*41.6%*	*44.3%*	*38.5%*	*43.4%*
%H		*50.2%*	*14.6%*	*82.8%*	*47.6%*	*35.3%*	*91.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South West

Individual level data

Table 10.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1789	1717	747	196	1337	587	750	1592
%H		*96.0%*	*41.8%*	*11.0%*	*74.7%*	*32.8%*	*41.9%*	*89.0%*
Total Children	315	302	146	38	224	112	112	307
%V	*17.6%*	*17.6%*	*19.5%*	*19.4%*	*16.8%*	*19.1%*	*14.9%*	*19.3%*
%H		*95.9%*	*46.3%*	*12.1%*	*71.1%*	*35.6%*	*35.6%*	*97.5%*
0 - 3	74	71	30	8	52	22	30	71
%V	*4.1%*	*4.1%*	*4.0%*	*4.1%*	*3.9%*	*3.7%*	*4.0%*	*4.5%*
%H		*95.9%*	*40.5%*	*10.8%*	*70.3%*	*29.7%*	*40.5%*	*95.9%*
4 - 15	241	231	117	30	173	90	82	237
%V	*13.5%*	*13.5%*	*15.7%*	*15.3%*	*12.9%*	*15.3%*	*10.9%*	*14.9%*
%H		*95.9%*	*48.5%*	*12.4%*	*71.8%*	*37.3%*	*34.0%*	*98.3%*
4 - 9	121	115	55	16	87	44	43	117
%V	*6.8%*	*6.7%*	*7.4%*	*8.2%*	*6.5%*	*7.5%*	*5.7%*	*7.3%*
%H		*95.0%*	*45.5%*	*13.2%*	*71.9%*	*36.4%*	*35.5%*	*96.7%*
10 - 15	120	115	62	14	85	46	39	120
%V	*6.7%*	*6.7%*	*8.3%*	*7.1%*	*6.4%*	*7.8%*	*5.2%*	*7.5%*
%H		*95.8%*	*51.7%*	*11.7%*	*70.8%*	*38.3%*	*32.5%*	*100.0%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South West

Individual level data

Table 10.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1789	1717	747	196	1337	587	750	1592
%H		*96.0%*	*41.8%*	*11.0%*	*74.7%*	*32.8%*	*41.9%*	*89.0%*
Total Adults (16+)	1474	1415	601	157	1112	475	637	1285
%V	*82.4%*	*82.4%*	*80.5%*	*80.1%*	*83.2%*	*80.9%*	*84.9%*	*80.7%*
%H		*96.0%*	*40.8%*	*10.7%*	*75.4%*	*32.2%*	*43.2%*	*87.2%*
16 - 19	74	74	39	13	52	32	20	72
%V	*4.1%*	*4.3%*	*5.2%*	*6.6%*	*3.9%*	*5.5%*	*2.7%*	*4.5%*
%H		*100.0%*	*52.7%*	*17.6%*	*70.3%*	*43.2%*	*27.0%*	*97.3%*
20 - 24	89	86	40	12	63	33	30	89
%V	*5.0%*	*5.0%*	*5.4%*	*6.1%*	*4.7%*	*5.6%*	*4.0%*	*5.6%*
%H		*96.6%*	*44.9%*	*13.5%*	*70.8%*	*37.1%*	*33.7%*	*100.0%*
25 - 34	201	188	77	31	132	59	73	195
%V	*11.2%*	*10.9%*	*10.3%*	*15.8%*	*9.9%*	*10.1%*	*9.7%*	*12.2%*
%H		*93.5%*	*38.3%*	*15.4%*	*65.7%*	*29.4%*	*36.3%*	*97.0%*
35 - 44	191	178	77	22	135	61	74	188
%V	*10.7%*	*10.4%*	*10.3%*	*11.2%*	*10.1%*	*10.4%*	*9.9%*	*11.8%*
%H		*93.2%*	*40.3%*	*11.5%*	*70.7%*	*31.9%*	*38.7%*	*98.4%*
45 - 54	250	239	126	28	174	90	83	238
%V	*14.0%*	*13.9%*	*16.9%*	*14.3%*	*13.0%*	*15.3%*	*11.1%*	*14.9%*
%H		*95.6%*	*50.4%*	*11.2%*	*69.6%*	*36.0%*	*33.2%*	*95.2%*
55 - 64	234	225	101	22	182	82	100	217
%V	*13.1%*	*13.1%*	*13.5%*	*11.2%*	*13.6%*	*14.0%*	*13.3%*	*13.6%*
%H		*96.2%*	*43.2%*	*9.4%*	*77.8%*	*35.0%*	*42.7%*	*92.7%*
65+	436	425	141	29	374	118	256	287
%V	*24.4%*	*24.8%*	*18.9%*	*14.8%*	*28.0%*	*20.1%*	*34.1%*	*18.0%*
%H		*97.5%*	*32.3%*	*6.7%*	*85.8%*	*27.1%*	*58.7%*	*65.8%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1474	1415	601	157	1112	475	637	1285
%H		*96.0%*	*40.8%*	*10.7%*	*75.4%*	*32.2%*	*43.2%*	*87.2%*
AB	400	387	175	39	292	124	168	366
%V	*27.1%*	*27.3%*	*29.1%*	*24.8%*	*26.3%*	*26.1%*	*26.4%*	*28.5%*
%H		*96.8%*	*43.8%*	*9.8%*	*73.0%*	*31.0%*	*42.0%*	*91.5%*
C1	415	398	167	37	308	120	188	379
%V	*28.2%*	*28.1%*	*27.8%*	*23.6%*	*27.7%*	*25.3%*	*29.5%*	*29.5%*
%H		*95.9%*	*40.2%*	*8.9%*	*74.2%*	*28.9%*	*45.3%*	*91.3%*
C2	387	376	162	48	306	145	162	348
%V	*26.3%*	*26.6%*	*27.0%*	*30.6%*	*27.5%*	*30.5%*	*25.4%*	*27.1%*
%H		*97.2%*	*41.9%*	*12.4%*	*79.1%*	*37.5%*	*41.9%*	*89.9%*
D	179	169	68	23	141	64	77	140
%V	*12.1%*	*11.9%*	*11.3%*	*14.6%*	*12.7%*	*13.5%*	*12.1%*	*10.9%*
%H		*94.4%*	*38.0%*	*12.8%*	*78.8%*	*35.8%*	*43.0%*	*78.2%*
E	93	85	29	10	65	23	42	53
%V	*6.3%*	*6.0%*	*4.8%*	*6.4%*	*5.8%*	*4.8%*	*6.6%*	*4.1%*
%H		*91.4%*	*31.2%*	*10.8%*	*69.9%*	*24.7%*	*45.2%*	*57.0%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1474	1415	601	157	1112	475	637	1285
%H		*96.0%*	*40.8%*	*10.7%*	*75.4%*	*32.2%*	*43.2%*	*87.2%*
Working full time	622	598	282	76	448	219	229	602
%V	*42.2%*	*42.3%*	*46.9%*	*48.4%*	*40.3%*	*46.1%*	*35.9%*	*46.8%*
%H		*96.1%*	*45.3%*	*12.2%*	*72.0%*	*35.2%*	*36.8%*	*96.8%*
Working part time	189	181	80	22	139	61	78	181
%V	*12.8%*	*12.8%*	*13.3%*	*14.0%*	*12.5%*	*12.8%*	*12.2%*	*14.1%*
%H		*95.8%*	*42.3%*	*11.6%*	*73.5%*	*32.3%*	*41.3%*	*95.8%*
Not working	663	636	240	59	525	195	330	502
%V	*45.0%*	*44.9%*	*39.9%*	*37.6%*	*47.2%*	*41.1%*	*51.8%*	*39.1%*
%H		*95.9%*	*36.2%*	*8.9%*	*79.2%*	*29.4%*	*49.8%*	*75.7%*
Housewife/Houseperson	799	761	299	74	605	229	376	651
%V	*54.2%*	*53.8%*	*49.8%*	*47.1%*	*54.4%*	*48.2%*	*59.0%*	*50.7%*
%H		*95.2%*	*37.4%*	*9.3%*	*75.7%*	*28.7%*	*47.1%*	*81.5%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV South West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	706	673	291	80	524	235	289	633
%H		*95.3%*	*41.2%*	*11.3%*	*74.2%*	*33.3%*	*40.9%*	*89.7%*
16 - 19	33	33	18	6	22	14	8	33
%V	*4.7%*	*4.9%*	*6.2%*	*7.5%*	*4.2%*	*6.0%*	*2.8%*	*5.2%*
%H		*100.0%*	*54.5%*	*18.2%*	*66.7%*	*42.4%*	*24.2%*	*100.0%*
20 - 24	43	42	21	5	30	15	15	43
%V	*6.1%*	*6.2%*	*7.2%*	*6.3%*	*5.7%*	*6.4%*	*5.2%*	*6.8%*
%H		*97.7%*	*48.8%*	*11.6%*	*69.8%*	*34.9%*	*34.9%*	*100.0%*
25 - 34	101	95	35	19	67	32	36	97
%V	*14.3%*	*14.1%*	*12.0%*	*23.8%*	*12.8%*	*13.6%*	*12.5%*	*15.3%*
%H		*94.1%*	*34.7%*	*18.8%*	*66.3%*	*31.7%*	*35.6%*	*96.0%*
35 - 44	99	91	38	11	66	29	38	97
%V	*14.0%*	*13.5%*	*13.1%*	*13.8%*	*12.6%*	*12.3%*	*13.1%*	*15.3%*
%H		*91.9%*	*38.4%*	*11.1%*	*66.7%*	*29.3%*	*38.4%*	*98.0%*
45 - 54	122	115	63	13	82	45	37	115
%V	*17.3%*	*17.1%*	*21.6%*	*16.3%*	*15.6%*	*19.1%*	*12.8%*	*18.2%*
%H		*94.3%*	*51.6%*	*10.7%*	*67.2%*	*36.9%*	*30.3%*	*94.3%*
55 - 64	115	111	51	11	90	41	48	107
%V	*16.3%*	*16.5%*	*17.5%*	*13.8%*	*17.2%*	*17.4%*	*16.6%*	*16.9%*
%H		*96.5%*	*44.3%*	*9.6%*	*78.3%*	*35.7%*	*41.7%*	*93.0%*
65+	192	186	64	15	165	58	107	140
%V	*27.2%*	*27.6%*	*22.0%*	*18.8%*	*31.5%*	*24.7%*	*37.0%*	*22.1%*
%H		*96.9%*	*33.3%*	*7.8%*	*85.9%*	*30.2%*	*55.7%*	*72.9%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	706	673	291	80	524	235	289	633
%H		*95.3%*	*41.2%*	*11.3%*	*74.2%*	*33.3%*	*40.9%*	*89.7%*
AB	197	190	85	21	141	60	81	184
%V	*27.9%*	*28.2%*	*29.2%*	*26.3%*	*26.9%*	*25.5%*	*28.0%*	*29.1%*
%H		*96.4%*	*43.1%*	*10.7%*	*71.6%*	*30.5%*	*41.1%*	*93.4%*
C1	188	180	78	17	138	57	81	174
%V	*26.6%*	*26.7%*	*26.8%*	*21.3%*	*26.3%*	*24.3%*	*28.0%*	*27.5%*
%H		*95.7%*	*41.5%*	*9.0%*	*73.4%*	*30.3%*	*43.1%*	*92.6%*
C2	198	190	81	25	156	74	82	175
%V	*28.0%*	*28.2%*	*27.8%*	*31.3%*	*29.8%*	*31.5%*	*28.4%*	*27.6%*
%H		*96.0%*	*40.9%*	*12.6%*	*78.8%*	*37.4%*	*41.4%*	*88.4%*
D	87	81	35	12	68	34	33	74
%V	*12.3%*	*12.0%*	*12.0%*	*15.0%*	*13.0%*	*14.5%*	*11.4%*	*11.7%*
%H		*93.1%*	*40.2%*	*13.8%*	*78.2%*	*39.1%*	*37.9%*	*85.1%*
E	35	31	11	4	21	9	12	25
%V	*5.0%*	*4.6%*	*3.8%*	*5.0%*	*4.0%*	*3.8%*	*4.2%*	*3.9%*
%H		*88.6%*	*31.4%*	*11.4%*	*60.0%*	*25.7%*	*34.3%*	*71.4%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	706	673	291	80	524	235	289	633
%H		*95.3%*	*41.2%*	*11.3%*	*74.2%*	*33.3%*	*40.9%*	*89.7%*
Working full time	389	373	175	48	283	139	144	376
%V	*55.1%*	*55.4%*	*60.1%*	*60.0%*	*54.0%*	*59.1%*	*49.8%*	*59.4%*
%H		*95.9%*	*45.0%*	*12.3%*	*72.8%*	*35.7%*	*37.0%*	*96.7%*
Working part time	38	34	14	6	25	11	13	36
%V	*5.4%*	*5.1%*	*4.8%*	*7.5%*	*4.8%*	*4.7%*	*4.5%*	*5.7%*
%H		*89.5%*	*36.8%*	*15.8%*	*65.8%*	*28.9%*	*34.2%*	*94.7%*
Not working	279	265	102	25	216	84	132	221
%V	*39.5%*	*39.4%*	*35.1%*	*31.3%*	*41.2%*	*35.7%*	*45.7%*	*34.9%*
%H		*95.0%*	*36.6%*	*9.0%*	*77.4%*	*30.1%*	*47.3%*	*79.2%*
Housewife/Houseperson	172	155	53	14	122	41	82	134
%V	*24.4%*	*23.0%*	*18.2%*	*17.5%*	*23.3%*	*17.4%*	*28.4%*	*21.2%*
%H		*90.1%*	*30.8%*	*8.1%*	*70.9%*	*23.8%*	*47.7%*	*77.9%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	769	742	310	78	588	241	348	652
%H		*96.5%*	*40.3%*	*10.1%*	*76.5%*	*31.3%*	*45.3%*	*84.8%*
16 - 19	41	41	21	7	30	18	12	39
%V	*5.3%*	*5.5%*	*6.8%*	*9.0%*	*5.1%*	*7.5%*	*3.4%*	*6.0%*
%H		*100.0%*	*51.2%*	*17.1%*	*73.2%*	*43.9%*	*29.3%*	*95.1%*
20 - 24	46	44	20	7	33	18	15	46
%V	*6.0%*	*5.9%*	*6.5%*	*9.0%*	*5.6%*	*7.5%*	*4.3%*	*7.1%*
%H		*95.7%*	*43.5%*	*15.2%*	*71.7%*	*39.1%*	*32.6%*	*100.0%*
25 - 34	100	93	41	12	64	27	37	97
%V	*13.0%*	*12.5%*	*13.2%*	*15.4%*	*10.9%*	*11.2%*	*10.6%*	*14.9%*
%H		*93.0%*	*41.0%*	*12.0%*	*64.0%*	*27.0%*	*37.0%*	*97.0%*
35 - 44	92	87	39	11	69	32	36	91
%V	*12.0%*	*11.7%*	*12.6%*	*14.1%*	*11.7%*	*13.3%*	*10.3%*	*14.0%*
%H		*94.6%*	*42.4%*	*12.0%*	*75.0%*	*34.8%*	*39.1%*	*98.9%*
45 - 54	128	125	63	15	91	45	46	123
%V	*16.6%*	*16.8%*	*20.3%*	*19.2%*	*15.5%*	*18.7%*	*13.2%*	*18.9%*
%H		*97.7%*	*49.2%*	*11.7%*	*71.1%*	*35.2%*	*35.9%*	*96.1%*
55 - 64	118	114	50	11	93	41	52	110
%V	*15.3%*	*15.4%*	*16.1%*	*14.1%*	*15.8%*	*17.0%*	*14.9%*	*16.9%*
%H		*96.6%*	*42.4%*	*9.3%*	*78.8%*	*34.7%*	*44.1%*	*93.2%*
65+	244	239	77	14	209	60	149	147
%V	*31.7%*	*32.2%*	*24.8%*	*17.9%*	*35.5%*	*24.9%*	*42.8%*	*22.5%*
%H		*98.0%*	*31.6%*	*5.7%*	*85.7%*	*24.6%*	*61.1%*	*60.2%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	769	742	310	78	588	241	348	652
%H		*96.5%*	*40.3%*	*10.1%*	*76.5%*	*31.3%*	*45.3%*	*84.8%*
AB	203	197	90	18	151	64	88	182
%V	*26.4%*	*26.5%*	*29.0%*	*23.1%*	*25.7%*	*26.6%*	*25.3%*	*27.9%*
%H		*97.0%*	*44.3%*	*8.9%*	*74.4%*	*31.5%*	*43.3%*	*89.7%*
C1	227	217	89	19	170	62	107	205
%V	*29.5%*	*29.2%*	*28.7%*	*24.4%*	*28.9%*	*25.7%*	*30.7%*	*31.4%*
%H		*95.6%*	*39.2%*	*8.4%*	*74.9%*	*27.3%*	*47.1%*	*90.3%*
C2	189	186	81	24	150	71	80	172
%V	*24.6%*	*25.1%*	*26.1%*	*30.8%*	*25.5%*	*29.5%*	*23.0%*	*26.4%*
%H		*98.4%*	*42.9%*	*12.7%*	*79.4%*	*37.6%*	*42.3%*	*91.0%*
D	92	88	33	11	73	30	43	66
%V	*12.0%*	*11.9%*	*10.6%*	*14.1%*	*12.4%*	*12.4%*	*12.4%*	*10.1%*
%H		*95.7%*	*35.9%*	*12.0%*	*79.3%*	*32.6%*	*46.7%*	*71.7%*
E	57	54	18	5	44	14	30	27
%V	*7.4%*	*7.3%*	*5.8%*	*6.4%*	*7.5%*	*5.8%*	*8.6%*	*4.1%*
%H		*94.7%*	*31.6%*	*8.8%*	*77.2%*	*24.6%*	*52.6%*	*47.4%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	769	742	310	78	588	241	348	652
%H		*96.5%*	*40.3%*	*10.1%*	*76.5%*	*31.3%*	*45.3%*	*84.8%*
Working full time	233	225	107	28	166	80	86	226
%V	*30.3%*	*30.3%*	*34.5%*	*35.9%*	*28.2%*	*33.2%*	*24.7%*	*34.7%*
%H		*96.6%*	*45.9%*	*12.0%*	*71.2%*	*34.3%*	*36.9%*	*97.0%*
Working part time	151	147	65	16	114	50	64	145
%V	*19.6%*	*19.8%*	*21.0%*	*20.5%*	*19.4%*	*20.7%*	*18.4%*	*22.2%*
%H		*97.4%*	*43.0%*	*10.6%*	*75.5%*	*33.1%*	*42.4%*	*96.0%*
Not working	384	371	138	34	308	111	198	281
%V	*49.9%*	*50.0%*	*44.5%*	*43.6%*	*52.4%*	*46.1%*	*56.9%*	*43.1%*
%H		*96.6%*	*35.9%*	*8.9%*	*80.2%*	*28.9%*	*51.6%*	*73.2%*
Housewife/Houseperson	627	607	246	60	483	188	295	516
%V	*81.5%*	*81.8%*	*79.4%*	*76.9%*	*82.1%*	*78.0%*	*84.8%*	*79.1%*
%H		*96.8%*	*39.2%*	*9.6%*	*77.0%*	*30.0%*	*47.0%*	*82.3%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Ulster

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Household level data

Table 11.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Household level data

Table 11.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Household level data

Table 11.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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%*	
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: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Table 11.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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 subscription	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: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Table 11.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Table 11.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Set level data

Table 11.11: Screen Size

Platforms available in Household

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Ulster

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Ulster

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Ulster

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Ulster

Set level data

Table 11.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Ulster

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Ulster

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Ulster

Individual level data

Table 11.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Individual level data

Table 11.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Ulster

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Ulster

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Ulster

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Ulster

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Border

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	281	153	4	217	97	121	218
%H (All HH)		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*
%H (TV HH)			*54.4%*	*1.4%*	*77.2%*	*34.5%*	*43.1%*	
AB	61	57	31	1	44	20	25	53
%V	*21.0%*	*20.3%*	*20.3%*	*25.0%*	*20.3%*	*20.6%*	*20.7%*	*24.3%*
%H (All HH)		*93.4%*	*50.8%*	*1.6%*	*72.1%*	*32.8%*	*41.0%*	*86.9%*
%H (TV HH)			*54.4%*	*1.8%*	*77.2%*	*35.1%*	*43.9%*	
C1	76	76	37	1	60	23	37	66
%V	*26.2%*	*27.0%*	*24.2%*	*25.0%*	*27.6%*	*23.7%*	*30.6%*	*30.3%*
%H (All HH)		*100.0%*	*48.7%*	*1.3%*	*78.9%*	*30.3%*	*48.7%*	*86.8%*
%H (TV HH)			*48.7%*	*1.3%*	*78.9%*	*30.3%*	*48.7%*	
C2	72	70	45	1	54	30	24	55
%V	*24.8%*	*24.9%*	*29.4%*	*25.0%*	*24.9%*	*30.9%*	*19.8%*	*25.2%*
%H (All HH)		*97.2%*	*62.5%*	*1.4%*	*75.0%*	*41.7%*	*33.3%*	*76.4%*
%H (TV HH)			*64.3%*	*1.4%*	*77.1%*	*42.9%*	*34.3%*	
D	51	49	27	0	38	17	21	31
%V	*17.6%*	*17.4%*	*17.6%*	*0.0%*	*17.5%*	*17.5%*	*17.4%*	*14.2%*
%H (All HH)		*96.1%*	*52.9%*	*0.0%*	*74.5%*	*33.3%*	*41.2%*	*60.8%*
%H (TV HH)			*55.1%*	*0.0%*	*77.6%*	*34.7%*	*42.9%*	
E	30	29	14	1	21	7	14	13
%V	*10.3%*	*10.3%*	*9.2%*	*25.0%*	*9.7%*	*7.2%*	*11.6%*	*6.0%*
%H (All HH)		*96.7%*	*46.7%*	*3.3%*	*70.0%*	*23.3%*	*46.7%*	*43.3%*
%H (TV HH)			*48.3%*	*3.4%*	*72.4%*	*24.1%*	*48.3%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	281	153	4	217	97	121	218
%H (All HH)		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*
%H (TV HH)			*54.4%*	*1.4%*	*77.2%*	*34.5%*	*43.1%*	
Under 25	14	12	6	0	7	3	4	12
%V	*4.8%*	*4.3%*	*3.9%*	*0.0%*	*3.2%*	*3.1%*	*3.3%*	*5.5%*
%H (All HH)		*85.7%*	*42.9%*	*0.0%*	*50.0%*	*21.4%*	*28.6%*	*85.7%*
%H (TV HH)			*50.0%*	*0.0%*	*58.3%*	*25.0%*	*33.3%*	
25 - 34	33	32	22	0	20	11	9	29
%V	*11.4%*	*11.4%*	*14.4%*	*0.0%*	*9.2%*	*11.3%*	*7.4%*	*13.3%*
%H (All HH)		*97.0%*	*66.7%*	*0.0%*	*60.6%*	*33.3%*	*27.3%*	*87.9%*
%H (TV HH)			*68.8%*	*0.0%*	*62.5%*	*34.4%*	*28.1%*	
35 - 44	33	32	20	0	21	10	10	27
%V	*11.4%*	*11.4%*	*13.1%*	*0.0%*	*9.7%*	*10.3%*	*8.3%*	*12.4%*
%H (All HH)		*97.0%*	*60.6%*	*0.0%*	*63.6%*	*30.3%*	*30.3%*	*81.8%*
%H (TV HH)			*62.5%*	*0.0%*	*65.6%*	*31.3%*	*31.3%*	
45 - 54	52	51	28	1	43	22	21	48
%V	*17.9%*	*18.1%*	*18.3%*	*25.0%*	*19.8%*	*22.7%*	*17.4%*	*22.0%*
%H (All HH)		*98.1%*	*53.8%*	*1.9%*	*82.7%*	*42.3%*	*40.4%*	*92.3%*
%H (TV HH)			*54.9%*	*2.0%*	*84.3%*	*43.1%*	*41.2%*	
55 - 64	56	55	29	1	46	20	25	46
%V	*19.3%*	*19.6%*	*19.0%*	*25.0%*	*21.2%*	*20.6%*	*20.7%*	*21.1%*
%H (All HH)		*98.2%*	*51.8%*	*1.8%*	*82.1%*	*35.7%*	*44.6%*	*82.1%*
%H (TV HH)			*52.7%*	*1.8%*	*83.6%*	*36.4%*	*45.5%*	
65 +	102	100	48	1	81	30	51	55
%V	*35.2%*	*35.6%*	*31.4%*	*25.0%*	*37.3%*	*30.9%*	*42.1%*	*25.2%*
%H (All HH)		*98.0%*	*47.1%*	*1.0%*	*79.4%*	*29.4%*	*50.0%*	*53.9%*
%H (TV HH)			*48.0%*	*1.0%*	*81.0%*	*30.0%*	*51.0%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Household level data

Table 12.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	281	153	4	217	97	121	218
%H (All HH)		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*
%H (TV HH)			*54.4%*	*1.4%*	*77.2%*	*34.5%*	*43.1%*	
1	98	94	41	0	74	23	51	48
%V	*33.8%*	*33.5%*	*26.8%*	*0.0%*	*34.1%*	*23.7%*	*42.1%*	*22.0%*
%H (All HH)		*95.9%*	*41.8%*	*0.0%*	*75.5%*	*23.5%*	*52.0%*	*49.0%*
%H (TV HH)			*43.6%*	*0.0%*	*78.7%*	*24.5%*	*54.3%*	
2	115	112	65	1	88	43	45	97
%V	*39.7%*	*39.9%*	*42.5%*	*25.0%*	*40.6%*	*44.3%*	*37.2%*	*44.5%*
%H (All HH)		*97.4%*	*56.5%*	*0.9%*	*76.5%*	*37.4%*	*39.1%*	*84.3%*
%H (TV HH)			*58.0%*	*0.9%*	*78.6%*	*38.4%*	*40.2%*	
3	40	39	25	1	28	16	13	38
%V	*13.8%*	*13.9%*	*16.3%*	*25.0%*	*12.9%*	*16.5%*	*10.7%*	*17.4%*
%H (All HH)		*97.5%*	*62.5%*	*2.5%*	*70.0%*	*40.0%*	*32.5%*	*95.0%*
%H (TV HH)			*64.1%*	*2.6%*	*71.8%*	*41.0%*	*33.3%*	
4	23	23	16	1	17	10	7	23
%V	*7.9%*	*8.2%*	*10.5%*	*25.0%*	*7.8%*	*10.3%*	*5.8%*	*10.6%*
%H (All HH)		*100.0%*	*69.6%*	*4.3%*	*73.9%*	*43.5%*	*30.4%*	*100.0%*
%H (TV HH)			*69.6%*	*4.3%*	*73.9%*	*43.5%*	*30.4%*	
5+	12	12	7	0	10	5	5	11
%V	*4.1%*	*4.3%*	*4.6%*	*0.0%*	*4.6%*	*5.2%*	*4.1%*	*5.0%*
%H (All HH)		*100.0%*	*58.3%*	*0.0%*	*83.3%*	*41.7%*	*41.7%*	*91.7%*
%H (TV HH)			*58.3%*	*0.0%*	*83.3%*	*41.7%*	*41.7%*	
Average HH size	2.10	2.11	2.25	2.67	2.09	2.30	1.92	2.33

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Household level data

Table 12.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	281	153	4	217	97	121	218
%H (All HH)		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*
%H (TV HH)			*54.4%*	*1.4%*	*77.2%*	*34.5%*	*43.1%*	
Without	234	226	120	3	179	78	101	166
%V	*80.7%*	*80.4%*	*78.4%*	*75.0%*	*82.5%*	*80.4%*	*83.5%*	*76.1%*
%H (All HH)		*96.6%*	*51.3%*	*1.3%*	*76.5%*	*33.3%*	*43.2%*	*70.9%*
%H (TV HH)			*53.1%*	*1.3%*	*79.2%*	*34.5%*	*44.7%*	
With	56	55	33	1	38	18	20	52
%V	*19.3%*	*19.6%*	*21.6%*	*25.0%*	*17.5%*	*18.6%*	*16.5%*	*23.9%*
%H (All HH)		*98.2%*	*58.9%*	*1.8%*	*67.9%*	*32.1%*	*35.7%*	*92.9%*
%H (TV HH)			*60.0%*	*1.8%*	*69.1%*	*32.7%*	*36.4%*	
0 - 3	18	18	12	0	12	6	6	17
%V	*6.2%*	*6.4%*	*7.8%*	*0.0%*	*5.5%*	*6.2%*	*5.0%*	*7.8%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*94.4%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
4 - 9	28	28	17	1	19	9	9	26
%V	*9.7%*	*10.0%*	*11.1%*	*25.0%*	*8.8%*	*9.3%*	*7.4%*	*11.9%*
%H (All HH)		*100.0%*	*60.7%*	*3.6%*	*67.9%*	*32.1%*	*32.1%*	*92.9%*
%H (TV HH)			*60.7%*	*3.6%*	*67.9%*	*32.1%*	*32.1%*	
10 - 15	26	26	16	0	19	10	9	25
%V	*9.0%*	*9.3%*	*10.5%*	*0.0%*	*8.8%*	*10.3%*	*7.4%*	*11.5%*
%H (All HH)		*100.0%*	*61.5%*	*0.0%*	*73.1%*	*38.5%*	*34.6%*	*96.2%*
%H (TV HH)			*61.5%*	*0.0%*	*73.1%*	*38.5%*	*34.6%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	281	153	4	217	97	121	218
%H (All HH)		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*
%H (TV HH)			*54.4%*	*1.4%*	*77.2%*	*34.5%*	*43.1%*	
1	109	109	49	1	77	22	55	71
%V	*37.6%*	*38.8%*	*32.0%*	*25.0%*	*35.5%*	*22.7%*	*45.5%*	*32.6%*
%H (All HH)		*100.0%*	*45.0%*	*0.9%*	*70.6%*	*20.2%*	*50.5%*	*65.1%*
%H (TV HH)			*45.0%*	*0.9%*	*70.6%*	*20.2%*	*50.5%*	
2	101	101	57	1	81	39	43	78
%V	*34.8%*	*35.9%*	*37.3%*	*25.0%*	*37.3%*	*40.2%*	*35.5%*	*35.8%*
%H (All HH)		*100.0%*	*56.4%*	*1.0%*	*80.2%*	*38.6%*	*42.6%*	*77.2%*
%H (TV HH)			*56.4%*	*1.0%*	*80.2%*	*38.6%*	*42.6%*	
3	46	46	30	1	37	22	14	40
%V	*15.9%*	*16.4%*	*19.6%*	*25.0%*	*17.1%*	*22.7%*	*11.6%*	*18.3%*
%H (All HH)		*100.0%*	*65.2%*	*2.2%*	*80.4%*	*47.8%*	*30.4%*	*87.0%*
%H (TV HH)			*65.2%*	*2.2%*	*80.4%*	*47.8%*	*30.4%*	
4	17	17	11	0	14	8	6	15
%V	*5.9%*	*6.0%*	*7.2%*	*0.0%*	*6.5%*	*8.2%*	*5.0%*	*6.9%*
%H (All HH)		*100.0%*	*64.7%*	*0.0%*	*82.4%*	*47.1%*	*35.3%*	*88.2%*
%H (TV HH)			*64.7%*	*0.0%*	*82.4%*	*47.1%*	*35.3%*	
5+	9	9	6	0	8	6	2	8
%V	*3.1%*	*3.2%*	*3.9%*	*0.0%*	*3.7%*	*6.2%*	*1.7%*	*3.7%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*88.9%*	*66.7%*	*22.2%*	*88.9%*
%H (TV HH)			*66.7%*	*0.0%*	*88.9%*	*66.7%*	*22.2%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Household level data

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	281	153	4	217	97	121	218
%H (All HH)		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*
%H (TV HH)			*54.4%*	*1.4%*	*77.2%*	*34.5%*	*43.1%*	
Under 20"	62	62	35	0	54	28	26	46
%V	*21.4%*	*22.1%*	*22.9%*	*0.0%*	*24.9%*	*28.9%*	*21.5%*	*21.1%*
%H (All HH)		*100.0%*	*56.5%*	*0.0%*	*87.1%*	*45.2%*	*41.9%*	*74.2%*
%H (TV HH)			*56.5%*	*0.0%*	*87.1%*	*45.2%*	*41.9%*	
20" - 29"	98	98	49	2	81	35	47	74
%V	*33.8%*	*34.9%*	*32.0%*	*50.0%*	*37.3%*	*36.1%*	*38.8%*	*33.9%*
%H (All HH)		*100.0%*	*50.0%*	*2.0%*	*82.7%*	*35.7%*	*48.0%*	*75.5%*
%H (TV HH)			*50.0%*	*2.0%*	*82.7%*	*35.7%*	*48.0%*	
30" - 39"	163	163	89	2	128	56	71	123
%V	*56.2%*	*58.0%*	*58.2%*	*50.0%*	*59.0%*	*57.7%*	*58.7%*	*56.4%*
%H (All HH)		*100.0%*	*54.6%*	*1.2%*	*78.5%*	*34.4%*	*43.6%*	*75.5%*
%H (TV HH)			*54.6%*	*1.2%*	*78.5%*	*34.4%*	*43.6%*	
40" and over	124	124	85	1	90	54	37	107
%V	*42.8%*	*44.1%*	*55.6%*	*25.0%*	*41.5%*	*55.7%*	*30.6%*	*49.1%*
%H (All HH)		*100.0%*	*68.5%*	*0.8%*	*72.6%*	*43.5%*	*29.8%*	*86.3%*
%H (TV HH)			*68.5%*	*0.8%*	*72.6%*	*43.5%*	*29.8%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	281	153	4	217	97	121	218
%H (All HH)		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*
%H (TV HH)			*54.4%*	*1.4%*	*77.2%*	*34.5%*	*43.1%*	
Main living room	277	277	153	3	215	97	118	209
%V	*95.5%*	*98.6%*	*100.0%*	*75.0%*	*99.1%*	*100.0%*	*97.5%*	*95.9%*
%H (All HH)		*100.0%*	*55.2%*	*1.1%*	*77.6%*	*35.0%*	*42.6%*	*75.5%*
%H (TV HH)			*55.2%*	*1.1%*	*77.6%*	*35.0%*	*42.6%*	
Kitchen	45	45	28	1	36	20	16	35
%V	*15.5%*	*16.0%*	*18.3%*	*25.0%*	*16.6%*	*20.6%*	*13.2%*	*16.1%*
%H (All HH)		*100.0%*	*62.2%*	*2.2%*	*80.0%*	*44.4%*	*35.6%*	*77.8%*
%H (TV HH)			*62.2%*	*2.2%*	*80.0%*	*44.4%*	*35.6%*	
Adult's bedroom	117	117	74	2	98	57	40	96
%V	*40.3%*	*41.6%*	*48.4%*	*50.0%*	*45.2%*	*58.8%*	*33.1%*	*44.0%*
%H (All HH)		*100.0%*	*63.2%*	*1.7%*	*83.8%*	*48.7%*	*34.2%*	*82.1%*
%H (TV HH)			*63.2%*	*1.7%*	*83.8%*	*48.7%*	*34.2%*	
Child's bedroom	22	22	14	0	16	9	7	20
%V	*7.6%*	*7.8%*	*9.2%*	*0.0%*	*7.4%*	*9.3%*	*5.8%*	*9.2%*
%H (All HH)		*100.0%*	*63.6%*	*0.0%*	*72.7%*	*40.9%*	*31.8%*	*90.9%*
%H (TV HH)			*63.6%*	*0.0%*	*72.7%*	*40.9%*	*31.8%*	
Other bedroom	17	17	11	1	13	7	6	14
%V	*5.9%*	*6.0%*	*7.2%*	*25.0%*	*6.0%*	*7.2%*	*5.0%*	*6.4%*
%H (All HH)		*100.0%*	*64.7%*	*5.9%*	*76.5%*	*41.2%*	*35.3%*	*82.4%*
%H (TV HH)			*64.7%*	*5.9%*	*76.5%*	*41.2%*	*35.3%*	
Second living/dining room	29	29	15	0	26	12	14	25
%V	*10.0%*	*10.3%*	*9.8%*	*0.0%*	*12.0%*	*12.4%*	*11.6%*	*11.5%*
%H (All HH)		*100.0%*	*51.7%*	*0.0%*	*89.7%*	*41.4%*	*48.3%*	*86.2%*
%H (TV HH)			*51.7%*	*0.0%*	*89.7%*	*41.4%*	*48.3%*	
Study/office	4	4	2	0	3	1	2	3
%V	*1.4%*	*1.4%*	*1.3%*	*0.0%*	*1.4%*	*1.0%*	*1.7%*	*1.4%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*	*75.0%*
%H (TV HH)			*50.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*	
TV room	4	4	3	0	3	2	1	4
%V	*1.4%*	*1.4%*	*2.0%*	*0.0%*	*1.4%*	*2.1%*	*0.8%*	*1.8%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	
Conservatory	8	8	4	1	6	3	4	7
%V	*2.8%*	*2.8%*	*2.6%*	*25.0%*	*2.8%*	*3.1%*	*3.3%*	*3.2%*
%H (All HH)		*100.0%*	*50.0%*	*12.5%*	*75.0%*	*37.5%*	*50.0%*	*87.5%*
%H (TV HH)			*50.0%*	*12.5%*	*75.0%*	*37.5%*	*50.0%*	
Attic or loft room	2	2	1	0	2	1	1	2
%V	*0.7%*	*0.7%*	*0.7%*	*0.0%*	*0.9%*	*1.0%*	*0.8%*	*0.9%*
%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	3	3	3	0	2	2	1	3
%V	*1.0%*	*1.1%*	*2.0%*	*0.0%*	*0.9%*	*2.1%*	*0.8%*	*1.4%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*66.7%*	*66.7%*	*33.3%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*33.3%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

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Table 12.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	281	153	4	217	97	121	218
%H (All HH)		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*
%H (TV HH)			*54.4%*	*1.4%*	*77.2%*	*34.5%*	*43.1%*	
Any DSAT provider	153	153	153	1	95	95	0	124
%V	*52.8%*	*54.4%*	*100.0%*	*25.0%*	*43.8%*	*97.9%*	*0.0%*	*56.9%*
%H (All HH)			*100.0%*	*0.7%*	*62.1%*	*62.1%*	*0.0%*	*81.0%*
%H (TV HH)			*100.0%*	*0.7%*	*62.1%*	*62.1%*	*0.0%*	
Sky with subcription	111	111	111	0	71	71	0	92
%V	*38.3%*	*39.5%*	*72.5%*	*0.0%*	*32.7%*	*73.2%*	*0.0%*	*42.2%*
%H (All HH)			*100.0%*	*0.0%*	*64.0%*	*64.0%*	*0.0%*	*82.9%*
%H (TV HH)			*100.0%*	*0.0%*	*64.0%*	*64.0%*	*0.0%*	
Sky without subscription	21	21	21	0	12	12	0	14
%V	*7.2%*	*7.5%*	*13.7%*	*0.0%*	*5.5%*	*12.4%*	*0.0%*	*6.4%*
%H (All HH)			*100.0%*	*0.0%*	*57.1%*	*57.1%*	*0.0%*	*66.7%*
%H (TV HH)			*100.0%*	*0.0%*	*57.1%*	*57.1%*	*0.0%*	
Freesat	27	27	27	0	18	18	0	23
%V	*9.3%*	*9.6%*	*17.6%*	*0.0%*	*8.3%*	*18.6%*	*0.0%*	*10.6%*
%H (All HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*85.2%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	
Other satellite provider	4	4	4	0	3	3	0	3
%V	*1.4%*	*1.4%*	*2.6%*	*0.0%*	*1.4%*	*3.1%*	*0.0%*	*1.4%*
%H (All HH)			*100.0%*	*0.0%*	*75.0%*	*75.0%*	*0.0%*	*75.0%*
%H (TV HH)			*100.0%*	*0.0%*	*75.0%*	*75.0%*	*0.0%*	
DCAB	4	4	1	4	2	2	0	3
%V	*1.4%*	*1.4%*	*0.7%*	*100.0%*	*0.9%*	*2.1%*	*0.0%*	*1.4%*
%H (All HH)			*25.0%*	*100.0%*	*50.0%*	*50.0%*	*0.0%*	*75.0%*
%H (TV HH)			*25.0%*	*100.0%*	*50.0%*	*50.0%*	*0.0%*	
DTT	217	217	95	2	217	97	121	162
%V	*74.8%*	*77.2%*	*62.1%*	*50.0%*	*100.0%*	*100.0%*	*100.0%*	*74.3%*
%H (All HH)		*100.0%*	*43.8%*	*0.9%*	*100.0%*	*44.7%*	*55.8%*	*74.7%*
%H (TV HH)			*43.8%*	*0.9%*	*100.0%*	*44.7%*	*55.8%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

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Table 12.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	281	153	4	217	97	121	218
%H (All HH)		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*
%H (TV HH)			*54.4%*	*1.4%*	*77.2%*	*34.5%*	*43.1%*	
PVR	175	175	127	2	127	81	46	144
%V	*60.3%*	*62.3%*	*83.0%*	*50.0%*	*58.5%*	*83.5%*	*38.0%*	*66.1%*
%H (All HH)		*100.0%*	*72.6%*	*1.1%*	*72.6%*	*46.3%*	*26.3%*	*82.3%*
%H (TV HH)			*72.6%*	*1.1%*	*72.6%*	*46.3%*	*26.3%*	
DVDR	6	6	3	0	4	1	3	4
%V	*2.1%*	*2.1%*	*2.0%*	*0.0%*	*1.8%*	*1.0%*	*2.5%*	*1.8%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*66.7%*	*16.7%*	*50.0%*	*66.7%*
%H (TV HH)			*50.0%*	*0.0%*	*66.7%*	*16.7%*	*50.0%*	
VCR	5	5	2	0	4	1	3	2
%V	*1.7%*	*1.8%*	*1.3%*	*0.0%*	*1.8%*	*1.0%*	*2.5%*	*0.9%*
%H (All HH)		*100.0%*	*40.0%*	*0.0%*	*80.0%*	*20.0%*	*60.0%*	*40.0%*
%H (TV HH)			*40.0%*	*0.0%*	*80.0%*	*20.0%*	*60.0%*	
Any recorder	181	181	128	2	133	82	52	146
%V	*62.4%*	*64.4%*	*83.7%*	*50.0%*	*61.3%*	*84.5%*	*43.0%*	*67.0%*
%H (All HH)		*100.0%*	*70.7%*	*1.1%*	*73.5%*	*45.3%*	*28.7%*	*80.7%*
%H (TV HH)			*70.7%*	*1.1%*	*73.5%*	*45.3%*	*28.7%*	
Receives HDTV (via STB or built-in reception)	148	148	109	2	106	68	37	128
%V	*51.0%*	*52.7%*	*71.2%*	*50.0%*	*48.8%*	*70.1%*	*30.6%*	*58.7%*
%H (All HH)		*100.0%*	*73.6%*	*1.4%*	*71.6%*	*45.9%*	*25.0%*	*86.5%*
%H (TV HH)			*73.6%*	*1.4%*	*71.6%*	*45.9%*	*25.0%*	
DVD/Blu-ray player or recorder	212	212	119	3	168	78	90	167
%V	*73.1%*	*75.4%*	*77.8%*	*75.0%*	*77.4%*	*80.4%*	*74.4%*	*76.6%*
%H (All HH)		*100.0%*	*56.1%*	*1.4%*	*79.2%*	*36.8%*	*42.5%*	*78.8%*
%H (TV HH)			*56.1%*	*1.4%*	*79.2%*	*36.8%*	*42.5%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

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Table 12.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	281	153	4	217	97	121	218
%H (All HH)		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*
%H (TV HH)			*54.4%*	*1.4%*	*77.2%*	*34.5%*	*43.1%*	
Has broadband internet	218	212	124	3	162	80	82	218
%V	*75.2%*	*75.4%*	*81.0%*	*75.0%*	*74.7%*	*82.5%*	*67.8%*	*100.0%*
%H (All HH)		*97.2%*	*56.9%*	*1.4%*	*74.3%*	*36.7%*	*37.6%*	*100.0%*
%H (TV HH)			*58.5%*	*1.4%*	*76.4%*	*37.7%*	*38.7%*	
Number of computers (PCs and laptops)								
0	77	74	33	1	58	19	40	11
%V	*26.6%*	*26.3%*	*21.6%*	*25.0%*	*26.7%*	*19.6%*	*33.1%*	*5.0%*
%H (All HH)		*96.1%*	*42.9%*	*1.3%*	*75.3%*	*24.7%*	*51.9%*	*14.3%*
%H (TV HH)			*44.6%*	*1.4%*	*78.4%*	*25.7%*	*54.1%*	
1	79	76	40	0	63	28	35	75
%V	*27.2%*	*27.0%*	*26.1%*	*0.0%*	*29.0%*	*28.9%*	*28.9%*	*34.4%*
%H (All HH)		*96.2%*	*50.6%*	*0.0%*	*79.7%*	*35.4%*	*44.3%*	*94.9%*
%H (TV HH)			*52.6%*	*0.0%*	*82.9%*	*36.8%*	*46.1%*	
2	69	67	41	1	49	25	24	67
%V	*23.8%*	*23.8%*	*26.8%*	*25.0%*	*22.6%*	*25.8%*	*19.8%*	*30.7%*
%H (All HH)		*97.1%*	*59.4%*	*1.4%*	*71.0%*	*36.2%*	*34.8%*	*97.1%*
%H (TV HH)			*61.2%*	*1.5%*	*73.1%*	*37.3%*	*35.8%*	
3	32	31	17	0	24	11	12	32
%V	*11.0%*	*11.0%*	*11.1%*	*0.0%*	*11.1%*	*11.3%*	*9.9%*	*14.7%*
%H (All HH)		*96.9%*	*53.1%*	*0.0%*	*75.0%*	*34.4%*	*37.5%*	*100.0%*
%H (TV HH)			*54.8%*	*0.0%*	*77.4%*	*35.5%*	*38.7%*	
4	18	18	13	1	12	8	4	18
%V	*6.2%*	*6.4%*	*8.5%*	*25.0%*	*5.5%*	*8.2%*	*3.3%*	*8.3%*
%H (All HH)		*100.0%*	*72.2%*	*5.6%*	*66.7%*	*44.4%*	*22.2%*	*100.0%*
%H (TV HH)			*72.2%*	*5.6%*	*66.7%*	*44.4%*	*22.2%*	
5+	15	15	9	1	11	6	5	15
%V	*5.2%*	*5.3%*	*5.9%*	*25.0%*	*5.1%*	*6.2%*	*4.1%*	*6.9%*
%H (All HH)		*100.0%*	*60.0%*	*6.7%*	*73.3%*	*40.0%*	*33.3%*	*100.0%*
%H (TV HH)			*60.0%*	*6.7%*	*73.3%*	*40.0%*	*33.3%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

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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	564	331	10	451	229	221	453
%H		*58.7%*	*1.8%*	*80.0%*	*40.6%*	*39.2%*	*80.3%*
Under 20"	70	39	0	62	31	30	53
%V	*12.4%*	*11.8%*	*0.0%*	*13.7%*	*13.5%*	*13.6%*	*11.7%*
%H		*55.7%*	*0.0%*	*88.6%*	*44.3%*	*42.9%*	*75.7%*
20" - 29"	130	64	3	110	48	62	99
%V	*23.0%*	*19.3%*	*30.0%*	*24.4%*	*21.0%*	*28.1%*	*21.9%*
%H		*49.2%*	*2.3%*	*84.6%*	*36.9%*	*47.7%*	*76.2%*
30" - 39"	202	113	3	161	75	85	160
%V	*35.8%*	*34.1%*	*30.0%*	*35.7%*	*32.8%*	*38.5%*	*35.3%*
%H		*55.9%*	*1.5%*	*79.7%*	*37.1%*	*42.1%*	*79.2%*
40" and over	158	112	3	115	72	43	138
%V	*28.0%*	*33.8%*	*30.0%*	*25.5%*	*31.4%*	*19.5%*	*30.5%*
%H		*70.9%*	*1.9%*	*72.8%*	*45.6%*	*27.2%*	*87.3%*
Don't know	4	3	0	3	3	0	4
%V	*0.7%*	*0.9%*	*0.0%*	*0.7%*	*1.3%*	*0.0%*	*0.9%*
%H		*75.0%*	*0.0%*	*75.0%*	*75.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 12.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	564	331	10	451	229	221	453
%H		*58.7%*	*1.8%*	*80.0%*	*40.6%*	*39.2%*	*80.3%*
Main living room	279	154	3	216	97	119	210
%V	*49.5%*	*46.5%*	*30.0%*	*47.9%*	*42.4%*	*53.8%*	*46.4%*
%H		*55.2%*	*1.1%*	*77.4%*	*34.8%*	*42.7%*	*75.3%*
Kitchen	45	28	1	36	20	16	35
%V	*8.0%*	*8.5%*	*10.0%*	*8.0%*	*8.7%*	*7.2%*	*7.7%*
%H		*62.2%*	*2.2%*	*80.0%*	*44.4%*	*35.6%*	*77.8%*
Adult's bedroom	143	90	4	122	72	50	121
%V	*25.4%*	*27.2%*	*40.0%*	*27.1%*	*31.4%*	*22.6%*	*26.7%*
%H		*62.9%*	*2.8%*	*85.3%*	*50.3%*	*35.0%*	*84.6%*
Child's bedroom	28	18	0	20	11	9	26
%V	*5.0%*	*5.4%*	*0.0%*	*4.4%*	*4.8%*	*4.1%*	*5.7%*
%H		*64.3%*	*0.0%*	*71.4%*	*39.3%*	*32.1%*	*92.9%*
Other bedroom	20	14	1	15	9	6	16
%V	*3.5%*	*4.2%*	*10.0%*	*3.3%*	*3.9%*	*2.7%*	*3.5%*
%H		*70.0%*	*5.0%*	*75.0%*	*45.0%*	*30.0%*	*80.0%*
Second living/dining room	29	15	0	26	12	14	25
%V	*5.1%*	*4.5%*	*0.0%*	*5.8%*	*5.2%*	*6.3%*	*5.5%*
%H		*51.7%*	*0.0%*	*89.7%*	*41.4%*	*48.3%*	*86.2%*
Study/office	4	2	0	3	1	2	3
%V	*0.7%*	*0.6%*	*0.0%*	*0.7%*	*0.4%*	*0.9%*	*0.7%*
%H		*50.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*	*75.0%*
TV room	4	3	0	3	2	1	4
%V	*0.7%*	*0.9%*	*0.0%*	*0.7%*	*0.9%*	*0.5%*	*0.9%*
%H		*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
Conservatory	8	4	1	6	3	4	7
%V	*1.4%*	*1.2%*	*10.0%*	*1.3%*	*1.3%*	*1.8%*	*1.5%*
%H		*50.0%*	*12.5%*	*75.0%*	*37.5%*	*50.0%*	*87.5%*
Attic or loft room	2	1	0	2	1	1	2
%V	*0.4%*	*0.3%*	*0.0%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*
%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	4	3	0	3	2	1	4
%V	*0.7%*	*0.9%*	*0.0%*	*0.7%*	*0.9%*	*0.5%*	*0.9%*
%H		*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Border

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	564	331	10	451	229	221	453
%H		*58.7%*	*1.8%*	*80.0%*	*40.6%*	*39.2%*	*80.3%*
PVR	221	163	3	156	102	55	185
%V	*39.2%*	*49.2%*	*30.0%*	*34.6%*	*44.5%*	*24.9%*	*40.8%*
%H		*73.8%*	*1.4%*	*70.6%*	*46.2%*	*24.9%*	*83.7%*
DVDR	7	3	0	4	1	3	4
%V	*1.2%*	*0.9%*	*0.0%*	*0.9%*	*0.4%*	*1.4%*	*0.9%*
%H		*42.9%*	*0.0%*	*57.1%*	*14.3%*	*42.9%*	*57.1%*
VCR	5	2	0	4	1	3	2
%V	*0.9%*	*0.6%*	*0.0%*	*0.9%*	*0.4%*	*1.4%*	*0.4%*
%H		*40.0%*	*0.0%*	*80.0%*	*20.0%*	*60.0%*	*40.0%*
Any recorder	228	165	3	163	102	61	188
%V	*40.4%*	*49.8%*	*30.0%*	*36.1%*	*44.5%*	*27.6%*	*41.5%*
%H		*72.4%*	*1.3%*	*71.5%*	*44.7%*	*26.8%*	*82.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	564	331	10	451	229	221	453
%H		*58.7%*	*1.8%*	*80.0%*	*40.6%*	*39.2%*	*80.3%*
Receives HDTV (via STB or built-in reception)	199	147	4	145	95	49	175
%V	*35.3%*	*44.4%*	*40.0%*	*32.2%*	*41.5%*	*22.2%*	*38.6%*
%H		*73.9%*	*2.0%*	*72.9%*	*47.7%*	*24.6%*	*87.9%*
DVD/Blu-ray player or recorder	298	171	6	241	119	121	244
%V	*52.8%*	*51.7%*	*60.0%*	*53.4%*	*52.0%*	*54.8%*	*53.9%*
%H		*57.4%*	*2.0%*	*80.9%*	*39.9%*	*40.6%*	*81.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Border

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	281	153	4	217	97	120	211
%H		*54.4%*	*1.4%*	*77.2%*	*34.5%*	*42.7%*	*75.1%*
Under 20"	5	2	0	5	2	3	3
%V	*1.8%*	*1.3%*	*0.0%*	*2.3%*	*2.1%*	*2.5%*	*1.4%*
%H		*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*	*60.0%*
20" - 29"	33	10	0	28	6	22	19
%V	*11.7%*	*6.5%*	*0.0%*	*12.9%*	*6.2%*	*18.3%*	*9.0%*
%H		*30.3%*	*0.0%*	*84.8%*	*18.2%*	*66.7%*	*57.6%*
30" - 39"	120	59	2	95	36	59	83
%V	*42.7%*	*38.6%*	*50.0%*	*43.8%*	*37.1%*	*49.2%*	*39.3%*
%H		*49.2%*	*1.7%*	*79.2%*	*30.0%*	*49.2%*	*69.2%*
40" and over	120	82	1	87	51	36	104
%V	*42.7%*	*53.6%*	*25.0%*	*40.1%*	*52.6%*	*30.0%*	*49.3%*
%H		*68.3%*	*0.8%*	*72.5%*	*42.5%*	*30.0%*	*86.7%*
Don't know	2	1	0	1	1	0	2
%V	*0.7%*	*0.7%*	*0.0%*	*0.5%*	*1.0%*	*0.0%*	*0.9%*
%H		*50.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Border

Set level data

Table 12.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	281	153	4	217	97	120	211
%H		*54.4%*	*1.4%*	*77.2%*	*34.5%*	*42.7%*	*75.1%*
PVR	170	126	2	123	80	43	141
%V	*60.5%*	*82.4%*	*50.0%*	*56.7%*	*82.5%*	*35.8%*	*66.8%*
%H		*74.1%*	*1.2%*	*72.4%*	*47.1%*	*25.3%*	*82.9%*
DVDR	4	2	0	2	0	2	3
%V	*1.4%*	*1.3%*	*0.0%*	*0.9%*	*0.0%*	*1.7%*	*1.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*75.0%*
VCR	5	2	0	4	1	3	2
%V	*1.8%*	*1.3%*	*0.0%*	*1.8%*	*1.0%*	*2.5%*	*0.9%*
%H		*40.0%*	*0.0%*	*80.0%*	*20.0%*	*60.0%*	*40.0%*
Any recorder	176	127	2	128	80	48	143
%V	*62.6%*	*83.0%*	*50.0%*	*59.0%*	*82.5%*	*40.0%*	*67.8%*
%H		*72.2%*	*1.1%*	*72.7%*	*45.5%*	*27.3%*	*81.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	281	153	4	217	97	120	211
%H		*54.4%*	*1.4%*	*77.2%*	*34.5%*	*42.7%*	*75.1%*
Receives HDTV (via STB or built-in reception)	144	107	2	102	67	35	124
%V	*51.2%*	*69.9%*	*50.0%*	*47.0%*	*69.1%*	*29.2%*	*58.8%*
%H		*74.3%*	*1.4%*	*70.8%*	*46.5%*	*24.3%*	*86.1%*
DVD/Blu-ray player or recorder	195	111	3	152	72	81	153
%V	*69.4%*	*72.5%*	*75.0%*	*70.0%*	*74.2%*	*67.5%*	*72.5%*
%H		*56.9%*	*1.5%*	*77.9%*	*36.9%*	*41.5%*	*78.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Border

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	284	178	6	234	132	101	241
%H		*62.7%*	*2.1%*	*82.4%*	*46.5%*	*35.6%*	*84.9%*
Under 20"	64	37	0	57	29	27	49
%V	*22.5%*	*20.8%*	*0.0%*	*24.4%*	*22.0%*	*26.7%*	*20.3%*
%H		*57.8%*	*0.0%*	*89.1%*	*45.3%*	*42.2%*	*76.6%*
20" - 29"	97	55	3	81	42	40	80
%V	*34.2%*	*30.9%*	*50.0%*	*34.6%*	*31.8%*	*39.6%*	*33.2%*
%H		*56.7%*	*3.1%*	*83.5%*	*43.3%*	*41.2%*	*82.5%*
30" - 39"	82	54	2	66	39	27	77
%V	*28.9%*	*30.3%*	*33.3%*	*28.2%*	*29.5%*	*26.7%*	*32.0%*
%H		*65.9%*	*2.4%*	*80.5%*	*47.6%*	*32.9%*	*93.9%*
40" and over	38	30	1	28	20	7	34
%V	*13.4%*	*16.9%*	*16.7%*	*12.0%*	*15.2%*	*6.9%*	*14.1%*
%H		*78.9%*	*2.6%*	*73.7%*	*52.6%*	*18.4%*	*89.5%*
Don't know	2	2	0	2	2	0	2
%V	*0.7%*	*1.1%*	*0.0%*	*0.9%*	*1.5%*	*0.0%*	*0.8%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Border

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	284	178	6	234	132	101	241
%H		*62.7%*	*2.1%*	*82.4%*	*46.5%*	*35.6%*	*84.9%*
PVR	51	38	2	33	22	11	44
%V	*18.0%*	*21.3%*	*33.3%*	*14.1%*	*16.7%*	*10.9%*	*18.3%*
%H		*74.5%*	*3.9%*	*64.7%*	*43.1%*	*21.6%*	*86.3%*
DVDR	3	1	0	2	1	1	1
%V	*1.1%*	*0.6%*	*0.0%*	*0.9%*	*0.8%*	*1.0%*	*0.4%*
%H		*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*33.3%*
VCR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*
Any recorder	53	38	2	35	22	13	45
%V	*18.7%*	*21.3%*	*33.3%*	*15.0%*	*16.7%*	*12.9%*	*18.7%*
%H		*71.7%*	*3.8%*	*66.0%*	*41.5%*	*24.5%*	*84.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	284	178	6	234	132	101	241
%H		*62.7%*	*2.1%*	*82.4%*	*46.5%*	*35.6%*	*84.9%*
Receives HDTV (via STB or built-in reception)	55	40	2	43	28	14	52
%V	*19.4%*	*22.5%*	*33.3%*	*18.4%*	*21.2%*	*13.9%*	*21.6%*
%H		*72.7%*	*3.6%*	*78.2%*	*50.9%*	*25.5%*	*94.5%*
DVD/Blu-ray player or recorder	103	60	3	88	48	41	91
%V	*36.3%*	*33.7%*	*50.0%*	*37.6%*	*36.4%*	*40.6%*	*37.8%*
%H		*58.3%*	*2.9%*	*85.4%*	*46.6%*	*39.8%*	*88.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Individual level data

Table 12.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	607	594	345	10	454	223	231	507
%H		*97.9%*	*56.8%*	*1.6%*	*74.8%*	*36.7%*	*38.1%*	*83.5%*
Total Children	91	90	56	2	62	32	30	84
%V	*15.0%*	*15.2%*	*16.2%*	*20.0%*	*13.7%*	*14.3%*	*13.0%*	*16.6%*
%H		*98.9%*	*61.5%*	*2.2%*	*68.1%*	*35.2%*	*33.0%*	*92.3%*
0 - 3	22	21	14	1	14	7	7	20
%V	*3.6%*	*3.5%*	*4.1%*	*10.0%*	*3.1%*	*3.1%*	*3.0%*	*3.9%*
%H		*95.5%*	*63.6%*	*4.5%*	*63.6%*	*31.8%*	*31.8%*	*90.9%*
4 - 15	69	68	42	1	48	25	23	64
%V	*11.4%*	*11.4%*	*12.2%*	*10.0%*	*10.6%*	*11.2%*	*10.0%*	*12.6%*
%H		*98.6%*	*60.9%*	*1.4%*	*69.6%*	*36.2%*	*33.3%*	*92.8%*
4 - 9	34	33	22	1	22	11	11	31
%V	*5.6%*	*5.6%*	*6.4%*	*10.0%*	*4.8%*	*4.9%*	*4.8%*	*6.1%*
%H		*97.1%*	*64.7%*	*2.9%*	*64.7%*	*32.4%*	*32.4%*	*91.2%*
10 - 15	35	35	21	0	27	14	13	33
%V	*5.8%*	*5.9%*	*6.1%*	*0.0%*	*5.9%*	*6.3%*	*5.6%*	*6.5%*
%H		*100.0%*	*60.0%*	*0.0%*	*77.1%*	*40.0%*	*37.1%*	*94.3%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	607	594	345	10	454	223	231	507
%H		*97.9%*	*56.8%*	*1.6%*	*74.8%*	*36.7%*	*38.1%*	*83.5%*
Total Adults (16+)	517	504	289	8	392	191	201	423
%V	*85.2%*	*84.8%*	*83.8%*	*80.0%*	*86.3%*	*85.7%*	*87.0%*	*83.4%*
%H		*97.5%*	*55.9%*	*1.5%*	*75.8%*	*36.9%*	*38.9%*	*81.8%*
16 - 19	24	23	13	1	19	9	9	23
%V	*4.0%*	*3.9%*	*3.8%*	*10.0%*	*4.2%*	*4.0%*	*3.9%*	*4.5%*
%H		*95.8%*	*54.2%*	*4.2%*	*79.2%*	*37.5%*	*37.5%*	*95.8%*
20 - 24	35	33	18	1	23	12	11	32
%V	*5.8%*	*5.6%*	*5.2%*	*10.0%*	*5.1%*	*5.4%*	*4.8%*	*6.3%*
%H		*94.3%*	*51.4%*	*2.9%*	*65.7%*	*34.3%*	*31.4%*	*91.4%*
25 - 34	66	64	45	1	43	27	16	60
%V	*10.9%*	*10.8%*	*13.0%*	*10.0%*	*9.5%*	*12.1%*	*6.9%*	*11.8%*
%H		*97.0%*	*68.2%*	*1.5%*	*65.2%*	*40.9%*	*24.2%*	*90.9%*
35 - 44	55	53	36	0	36	21	15	49
%V	*9.1%*	*8.9%*	*10.4%*	*0.0%*	*7.9%*	*9.4%*	*6.5%*	*9.7%*
%H		*96.4%*	*65.5%*	*0.0%*	*65.5%*	*38.2%*	*27.3%*	*89.1%*
45 - 54	87	85	49	2	69	35	33	80
%V	*14.3%*	*14.3%*	*14.2%*	*20.0%*	*15.2%*	*15.7%*	*14.3%*	*15.8%*
%H		*97.7%*	*56.3%*	*2.3%*	*79.3%*	*40.2%*	*37.9%*	*92.0%*
55 - 64	89	89	49	1	71	33	38	79
%V	*14.7%*	*15.0%*	*14.2%*	*10.0%*	*15.6%*	*14.8%*	*16.5%*	*15.6%*
%H		*100.0%*	*55.1%*	*1.1%*	*79.8%*	*37.1%*	*42.7%*	*88.8%*
65+	161	158	79	2	131	53	78	99
%V	*26.5%*	*26.6%*	*22.9%*	*20.0%*	*28.9%*	*23.8%*	*33.8%*	*19.5%*
%H		*98.1%*	*49.1%*	*1.2%*	*81.4%*	*32.9%*	*48.4%*	*61.5%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	517	504	289	8	392	191	201	423
%H		*97.5%*	*55.9%*	*1.5%*	*75.8%*	*36.9%*	*38.9%*	*81.8%*
AB	114	108	61	2	82	39	44	103
%V	*22.1%*	*21.4%*	*21.1%*	*25.0%*	*20.9%*	*20.4%*	*21.9%*	*24.3%*
%H		*94.7%*	*53.5%*	*1.8%*	*71.9%*	*34.2%*	*38.6%*	*90.4%*
C1	134	133	69	2	105	44	61	122
%V	*25.9%*	*26.4%*	*23.9%*	*25.0%*	*26.8%*	*23.0%*	*30.3%*	*28.8%*
%H		*99.3%*	*51.5%*	*1.5%*	*78.4%*	*32.8%*	*45.5%*	*91.0%*
C2	140	137	91	2	108	63	44	115
%V	*27.1%*	*27.2%*	*31.5%*	*25.0%*	*27.6%*	*33.0%*	*21.9%*	*27.2%*
%H		*97.9%*	*65.0%*	*1.4%*	*77.1%*	*45.0%*	*31.4%*	*82.1%*
D	87	84	46	1	67	32	35	61
%V	*16.8%*	*16.7%*	*15.9%*	*12.5%*	*17.1%*	*16.8%*	*17.4%*	*14.4%*
%H		*96.6%*	*52.9%*	*1.1%*	*77.0%*	*36.8%*	*40.2%*	*70.1%*
E	43	42	23	1	30	13	18	21
%V	*8.3%*	*8.3%*	*8.0%*	*12.5%*	*7.7%*	*6.8%*	*9.0%*	*5.0%*
%H		*97.7%*	*53.5%*	*2.3%*	*69.8%*	*30.2%*	*41.9%*	*48.8%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Border

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	517	504	289	8	392	191	201	423
%H		*97.5%*	*55.9%*	*1.5%*	*75.8%*	*36.9%*	*38.9%*	*81.8%*
Working full time	213	208	130	2	158	86	71	196
%V	*41.2%*	*41.3%*	*45.0%*	*25.0%*	*40.3%*	*45.0%*	*35.3%*	*46.3%*
%H		*97.7%*	*61.0%*	*0.9%*	*74.2%*	*40.4%*	*33.3%*	*92.0%*
Working part time	62	60	38	2	44	24	20	58
%V	*12.0%*	*11.9%*	*13.1%*	*25.0%*	*11.2%*	*12.6%*	*10.0%*	*13.7%*
%H		*96.8%*	*61.3%*	*3.2%*	*71.0%*	*38.7%*	*32.3%*	*93.5%*
Not working	241	236	121	4	190	80	110	169
%V	*46.6%*	*46.8%*	*41.9%*	*50.0%*	*48.5%*	*41.9%*	*54.7%*	*40.0%*
%H		*97.9%*	*50.2%*	*1.7%*	*78.8%*	*33.2%*	*45.6%*	*70.1%*
Housewife/Houseperson	290	281	153	4	217	97	121	218
%V	*56.1%*	*55.8%*	*52.9%*	*50.0%*	*55.4%*	*50.8%*	*60.2%*	*51.5%*
%H		*96.9%*	*52.8%*	*1.4%*	*74.8%*	*33.4%*	*41.7%*	*75.2%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	259	252	151	4	198	104	93	213
%H		*97.3%*	*58.3%*	*1.5%*	*76.4%*	*40.2%*	*35.9%*	*82.2%*
16 - 19	15	15	10	0	12	7	5	15
%V	*5.8%*	*6.0%*	*6.6%*	*0.0%*	*6.1%*	*6.7%*	*5.4%*	*7.0%*
%H		*100.0%*	*66.7%*	*0.0%*	*80.0%*	*46.7%*	*33.3%*	*100.0%*
20 - 24	18	17	8	1	13	6	6	18
%V	*6.9%*	*6.7%*	*5.3%*	*25.0%*	*6.6%*	*5.8%*	*6.5%*	*8.5%*
%H		*94.4%*	*44.4%*	*5.6%*	*72.2%*	*33.3%*	*33.3%*	*100.0%*
25 - 34	33	32	24	1	21	15	6	30
%V	*12.7%*	*12.7%*	*15.9%*	*25.0%*	*10.6%*	*14.4%*	*6.5%*	*14.1%*
%H		*97.0%*	*72.7%*	*3.0%*	*63.6%*	*45.5%*	*18.2%*	*90.9%*
35 - 44	29	29	20	0	21	13	8	24
%V	*11.2%*	*11.5%*	*13.2%*	*0.0%*	*10.6%*	*12.5%*	*8.6%*	*11.3%*
%H		*100.0%*	*69.0%*	*0.0%*	*72.4%*	*44.8%*	*27.6%*	*82.8%*
45 - 54	42	41	23	1	33	17	16	38
%V	*16.2%*	*16.3%*	*15.2%*	*25.0%*	*16.7%*	*16.3%*	*17.2%*	*17.8%*
%H		*97.6%*	*54.8%*	*2.4%*	*78.6%*	*40.5%*	*38.1%*	*90.5%*
55 - 64	43	42	24	0	35	17	18	37
%V	*16.6%*	*16.7%*	*15.9%*	*0.0%*	*17.7%*	*16.3%*	*19.4%*	*17.4%*
%H		*97.7%*	*55.8%*	*0.0%*	*81.4%*	*39.5%*	*41.9%*	*86.0%*
65+	78	76	42	1	64	29	34	50
%V	*30.1%*	*30.2%*	*27.8%*	*25.0%*	*32.3%*	*27.9%*	*36.6%*	*23.5%*
%H		*97.4%*	*53.8%*	*1.3%*	*82.1%*	*37.2%*	*43.6%*	*64.1%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	259	252	151	4	198	104	93	213
%H		*97.3%*	*58.3%*	*1.5%*	*76.4%*	*40.2%*	*35.9%*	*82.2%*
AB	58	55	33	1	42	22	21	53
%V	*22.4%*	*21.8%*	*21.9%*	*25.0%*	*21.2%*	*21.2%*	*22.6%*	*24.9%*
%H		*94.8%*	*56.9%*	*1.7%*	*72.4%*	*37.9%*	*36.2%*	*91.4%*
C1	60	59	33	0	47	22	25	58
%V	*23.2%*	*23.4%*	*21.9%*	*0.0%*	*23.7%*	*21.2%*	*26.9%*	*27.2%*
%H		*98.3%*	*55.0%*	*0.0%*	*78.3%*	*36.7%*	*41.7%*	*96.7%*
C2	78	76	50	1	60	35	25	63
%V	*30.1%*	*30.2%*	*33.1%*	*25.0%*	*30.3%*	*33.7%*	*26.9%*	*29.6%*
%H		*97.4%*	*64.1%*	*1.3%*	*76.9%*	*44.9%*	*32.1%*	*80.8%*
D	42	41	24	1	33	18	15	29
%V	*16.2%*	*16.3%*	*15.9%*	*25.0%*	*16.7%*	*17.3%*	*16.1%*	*13.6%*
%H		*97.6%*	*57.1%*	*2.4%*	*78.6%*	*42.9%*	*35.7%*	*69.0%*
E	20	20	12	1	15	7	8	10
%V	*7.7%*	*7.9%*	*7.9%*	*25.0%*	*7.6%*	*6.7%*	*8.6%*	*4.7%*
%H		*100.0%*	*60.0%*	*5.0%*	*75.0%*	*35.0%*	*40.0%*	*50.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Border

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	259	252	151	4	198	104	93	213
%H		*97.3%*	*58.3%*	*1.5%*	*76.4%*	*40.2%*	*35.9%*	*82.2%*
Working full time	133	130	81	2	99	55	44	122
%V	*51.4%*	*51.6%*	*53.6%*	*50.0%*	*50.0%*	*52.9%*	*47.3%*	*57.3%*
%H		*97.7%*	*60.9%*	*1.5%*	*74.4%*	*41.4%*	*33.1%*	*91.7%*
Working part time	16	15	9	0	13	7	6	13
%V	*6.2%*	*6.0%*	*6.0%*	*0.0%*	*6.6%*	*6.7%*	*6.5%*	*6.1%*
%H		*93.8%*	*56.3%*	*0.0%*	*81.3%*	*43.8%*	*37.5%*	*81.3%*
Not working	110	107	61	2	85	42	43	78
%V	*42.5%*	*42.5%*	*40.4%*	*50.0%*	*42.9%*	*40.4%*	*46.2%*	*36.6%*
%H		*97.3%*	*55.5%*	*1.8%*	*77.3%*	*38.2%*	*39.1%*	*70.9%*
Housewife/Houseperson	66	62	35	0	47	22	25	37
%V	*25.5%*	*24.6%*	*23.2%*	*0.0%*	*23.7%*	*21.2%*	*26.9%*	*17.4%*
%H		*93.9%*	*53.0%*	*0.0%*	*71.2%*	*33.3%*	*37.9%*	*56.1%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	257	252	138	4	194	87	108	210
%H		*98.1%*	*53.7%*	*1.6%*	*75.5%*	*33.9%*	*42.0%*	*81.7%*
16 - 19	9	8	3	0	7	2	5	9
%V	*3.5%*	*3.2%*	*2.2%*	*0.0%*	*3.6%*	*2.3%*	*4.6%*	*4.3%*
%H		*88.9%*	*33.3%*	*0.0%*	*77.8%*	*22.2%*	*55.6%*	*100.0%*
20 - 24	17	17	10	1	10	6	5	14
%V	*6.6%*	*6.7%*	*7.2%*	*25.0%*	*5.2%*	*6.9%*	*4.6%*	*6.7%*
%H		*100.0%*	*58.8%*	*5.9%*	*58.8%*	*35.3%*	*29.4%*	*82.4%*
25 - 34	32	32	21	0	22	12	10	30
%V	*12.5%*	*12.7%*	*15.2%*	*0.0%*	*11.3%*	*13.8%*	*9.3%*	*14.3%*
%H		*100.0%*	*65.6%*	*0.0%*	*68.8%*	*37.5%*	*31.3%*	*93.8%*
35 - 44	26	25	16	0	15	8	8	24
%V	*10.1%*	*9.9%*	*11.6%*	*0.0%*	*7.7%*	*9.2%*	*7.4%*	*11.4%*
%H		*96.2%*	*61.5%*	*0.0%*	*57.7%*	*30.8%*	*30.8%*	*92.3%*
45 - 54	45	44	25	1	36	18	17	43
%V	*17.5%*	*17.5%*	*18.1%*	*25.0%*	*18.6%*	*20.7%*	*15.7%*	*20.5%*
%H		*97.8%*	*55.6%*	*2.2%*	*80.0%*	*40.0%*	*37.8%*	*95.6%*
55 - 64	46	46	25	1	36	16	20	42
%V	*17.9%*	*18.3%*	*18.1%*	*25.0%*	*18.6%*	*18.4%*	*18.5%*	*20.0%*
%H		*100.0%*	*54.3%*	*2.2%*	*78.3%*	*34.8%*	*43.5%*	*91.3%*
65+	83	81	37	1	68	24	43	49
%V	*32.3%*	*32.1%*	*26.8%*	*25.0%*	*35.1%*	*27.6%*	*39.8%*	*23.3%*
%H		*97.6%*	*44.6%*	*1.2%*	*81.9%*	*28.9%*	*51.8%*	*59.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Border

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	257	252	138	4	194	87	108	210
%H		*98.1%*	*53.7%*	*1.6%*	*75.5%*	*33.9%*	*42.0%*	*81.7%*
AB	55	53	28	1	40	17	23	50
%V	*21.4%*	*21.0%*	*20.3%*	*25.0%*	*20.6%*	*19.5%*	*21.3%*	*23.8%*
%H		*96.4%*	*50.9%*	*1.8%*	*72.7%*	*30.9%*	*41.8%*	*90.9%*
C1	73	73	36	1	58	21	36	65
%V	*28.4%*	*29.0%*	*26.1%*	*25.0%*	*29.9%*	*24.1%*	*33.3%*	*31.0%*
%H		*100.0%*	*49.3%*	*1.4%*	*79.5%*	*28.8%*	*49.3%*	*89.0%*
C2	62	61	41	1	48	28	19	53
%V	*24.1%*	*24.2%*	*29.7%*	*25.0%*	*24.7%*	*32.2%*	*17.6%*	*25.2%*
%H		*98.4%*	*66.1%*	*1.6%*	*77.4%*	*45.2%*	*30.6%*	*85.5%*
D	45	44	23	0	34	14	19	32
%V	*17.5%*	*17.5%*	*16.7%*	*0.0%*	*17.5%*	*16.1%*	*17.6%*	*15.2%*
%H		*97.8%*	*51.1%*	*0.0%*	*75.6%*	*31.1%*	*42.2%*	*71.1%*
E	22	22	11	0	15	5	10	11
%V	*8.6%*	*8.7%*	*8.0%*	*0.0%*	*7.7%*	*5.7%*	*9.3%*	*5.2%*
%H		*100.0%*	*50.0%*	*0.0%*	*68.2%*	*22.7%*	*45.5%*	*50.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Border

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	257	252	138	4	194	87	108	210
%H		*98.1%*	*53.7%*	*1.6%*	*75.5%*	*33.9%*	*42.0%*	*81.7%*
Working full time	80	78	49	0	58	31	27	74
%V	*31.1%*	*31.0%*	*35.5%*	*0.0%*	*29.9%*	*35.6%*	*25.0%*	*35.2%*
%H		*97.5%*	*61.3%*	*0.0%*	*72.5%*	*38.8%*	*33.8%*	*92.5%*
Working part time	46	45	29	1	31	17	14	45
%V	*17.9%*	*17.9%*	*21.0%*	*25.0%*	*16.0%*	*19.5%*	*13.0%*	*21.4%*
%H		*97.8%*	*63.0%*	*2.2%*	*67.4%*	*37.0%*	*30.4%*	*97.8%*
Not working	131	129	60	2	105	38	66	91
%V	*51.0%*	*51.2%*	*43.5%*	*50.0%*	*54.1%*	*43.7%*	*61.1%*	*43.3%*
%H		*98.5%*	*45.8%*	*1.5%*	*80.2%*	*29.0%*	*50.4%*	*69.5%*
Housewife/Houseperson	224	220	118	3	170	74	96	181
%V	*87.2%*	*87.3%*	*85.5%*	*75.0%*	*87.6%*	*85.1%*	*88.9%*	*86.2%*
%H		*98.2%*	*52.7%*	*1.3%*	*75.9%*	*33.0%*	*42.9%*	*80.8%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV West

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ITV HTV West

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1004	941	363	143	717	295	422	867
%H (All HH)		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*
%H (TV HH)			*38.6%*	*15.2%*	*76.2%*	*31.3%*	*44.8%*	
AB	279	267	87	50	200	76	124	266
%V	*27.8%*	*28.4%*	*24.0%*	*35.0%*	*27.9%*	*25.8%*	*29.4%*	*30.7%*
%H (All HH)		*95.7%*	*31.2%*	*17.9%*	*71.7%*	*27.2%*	*44.4%*	*95.3%*
%H (TV HH)			*32.6%*	*18.7%*	*74.9%*	*28.5%*	*46.4%*	
C1	292	266	101	41	203	88	116	268
%V	*29.1%*	*28.3%*	*27.8%*	*28.7%*	*28.3%*	*29.8%*	*27.5%*	*30.9%*
%H (All HH)		*91.1%*	*34.6%*	*14.0%*	*69.5%*	*30.1%*	*39.7%*	*91.8%*
%H (TV HH)			*38.0%*	*15.4%*	*76.3%*	*33.1%*	*43.6%*	
C2	200	190	87	29	143	67	76	173
%V	*19.9%*	*20.2%*	*24.0%*	*20.3%*	*19.9%*	*22.7%*	*18.0%*	*20.0%*
%H (All HH)		*95.0%*	*43.5%*	*14.5%*	*71.5%*	*33.5%*	*38.0%*	*86.5%*
%H (TV HH)			*45.8%*	*15.3%*	*75.3%*	*35.3%*	*40.0%*	
D	148	138	65	15	108	50	58	110
%V	*14.7%*	*14.7%*	*17.9%*	*10.5%*	*15.1%*	*16.9%*	*13.7%*	*12.7%*
%H (All HH)		*93.2%*	*43.9%*	*10.1%*	*73.0%*	*33.8%*	*39.2%*	*74.3%*
%H (TV HH)			*47.1%*	*10.9%*	*78.3%*	*36.2%*	*42.0%*	
E	85	80	23	8	63	14	48	50
%V	*8.5%*	*8.5%*	*6.3%*	*5.6%*	*8.8%*	*4.7%*	*11.4%*	*5.8%*
%H (All HH)		*94.1%*	*27.1%*	*9.4%*	*74.1%*	*16.5%*	*56.5%*	*58.8%*
%H (TV HH)			*28.8%*	*10.0%*	*78.8%*	*17.5%*	*60.0%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV West

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1004	941	363	143	717	295	422	867
%H (All HH)		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*
%H (TV HH)			*38.6%*	*15.2%*	*76.2%*	*31.3%*	*44.8%*	
Under 25	52	39	11	4	25	9	16	49
%V	*5.2%*	*4.1%*	*3.0%*	*2.8%*	*3.5%*	*3.1%*	*3.8%*	*5.7%*
%H (All HH)		*75.0%*	*21.2%*	*7.7%*	*48.1%*	*17.3%*	*30.8%*	*94.2%*
%H (TV HH)			*28.2%*	*10.3%*	*64.1%*	*23.1%*	*41.0%*	
25 - 34	137	124	63	23	75	40	35	133
%V	*13.6%*	*13.2%*	*17.4%*	*16.1%*	*10.5%*	*13.6%*	*8.3%*	*15.3%*
%H (All HH)		*90.5%*	*46.0%*	*16.8%*	*54.7%*	*29.2%*	*25.5%*	*97.1%*
%H (TV HH)			*50.8%*	*18.5%*	*60.5%*	*32.3%*	*28.2%*	
35 - 44	161	150	69	30	101	53	48	154
%V	*16.0%*	*15.9%*	*19.0%*	*21.0%*	*14.1%*	*18.0%*	*11.4%*	*17.8%*
%H (All HH)		*93.2%*	*42.9%*	*18.6%*	*62.7%*	*32.9%*	*29.8%*	*95.7%*
%H (TV HH)			*46.0%*	*20.0%*	*67.3%*	*35.3%*	*32.0%*	
45 - 54	203	194	71	37	155	70	85	196
%V	*20.2%*	*20.6%*	*19.6%*	*25.9%*	*21.6%*	*23.7%*	*20.1%*	*22.6%*
%H (All HH)		*95.6%*	*35.0%*	*18.2%*	*76.4%*	*34.5%*	*41.9%*	*96.6%*
%H (TV HH)			*36.6%*	*19.1%*	*79.9%*	*36.1%*	*43.8%*	
55 - 64	168	159	69	23	125	57	68	149
%V	*16.7%*	*16.9%*	*19.0%*	*16.1%*	*17.4%*	*19.3%*	*16.1%*	*17.2%*
%H (All HH)		*94.6%*	*41.1%*	*13.7%*	*74.4%*	*33.9%*	*40.5%*	*88.7%*
%H (TV HH)			*43.4%*	*14.5%*	*78.6%*	*35.8%*	*42.8%*	
65 +	283	275	79	26	235	65	170	186
%V	*28.2%*	*29.2%*	*21.8%*	*18.2%*	*32.8%*	*22.0%*	*40.3%*	*21.5%*
%H (All HH)		*97.2%*	*27.9%*	*9.2%*	*83.0%*	*23.0%*	*60.1%*	*65.7%*
%H (TV HH)			*28.7%*	*9.5%*	*85.5%*	*23.6%*	*61.8%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV West

Household level data

Table 13.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1004	941	363	143	717	295	422	867
%H (All HH)		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*
%H (TV HH)			*38.6%*	*15.2%*	*76.2%*	*31.3%*	*44.8%*	
1	308	277	73	30	226	56	170	211
%V	*30.7%*	*29.4%*	*20.1%*	*21.0%*	*31.5%*	*19.0%*	*40.3%*	*24.3%*
%H (All HH)		*89.9%*	*23.7%*	*9.7%*	*73.4%*	*18.2%*	*55.2%*	*68.5%*
%H (TV HH)			*26.4%*	*10.8%*	*81.6%*	*20.2%*	*61.4%*	
2	370	354	132	59	271	114	157	339
%V	*36.9%*	*37.6%*	*36.4%*	*41.3%*	*37.8%*	*38.6%*	*37.2%*	*39.1%*
%H (All HH)		*95.7%*	*35.7%*	*15.9%*	*73.2%*	*30.8%*	*42.4%*	*91.6%*
%H (TV HH)			*37.3%*	*16.7%*	*76.6%*	*32.2%*	*44.4%*	
3	141	132	67	23	97	56	40	138
%V	*14.0%*	*14.0%*	*18.5%*	*16.1%*	*13.5%*	*19.0%*	*9.5%*	*15.9%*
%H (All HH)		*93.6%*	*47.5%*	*16.3%*	*68.8%*	*39.7%*	*28.4%*	*97.9%*
%H (TV HH)			*50.8%*	*17.4%*	*73.5%*	*42.4%*	*30.3%*	
4	128	123	58	20	88	46	42	123
%V	*12.7%*	*13.1%*	*16.0%*	*14.0%*	*12.3%*	*15.6%*	*10.0%*	*14.2%*
%H (All HH)		*96.1%*	*45.3%*	*15.6%*	*68.8%*	*35.9%*	*32.8%*	*96.1%*
%H (TV HH)			*47.2%*	*16.3%*	*71.5%*	*37.4%*	*34.1%*	
5+	57	55	31	10	35	22	13	56
%V	*5.7%*	*5.8%*	*8.5%*	*7.0%*	*4.9%*	*7.5%*	*3.1%*	*6.5%*
%H (All HH)		*96.5%*	*54.4%*	*17.5%*	*61.4%*	*38.6%*	*22.8%*	*98.2%*
%H (TV HH)			*56.4%*	*18.2%*	*63.6%*	*40.0%*	*23.6%*	
Average HH size	2.28	2.30	2.59	2.47	2.23	2.57	1.99	2.41

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV West

Household level data

Table 13.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1004	941	363	143	717	295	422	867
%H (All HH)		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*
%H (TV HH)			*38.6%*	*15.2%*	*76.2%*	*31.3%*	*44.8%*	
Without	770	715	247	105	561	209	353	641
%V	*76.7%*	*76.0%*	*68.0%*	*73.4%*	*78.2%*	*70.8%*	*83.6%*	*73.9%*
%H (All HH)		*92.9%*	*32.1%*	*13.6%*	*72.9%*	*27.1%*	*45.8%*	*83.2%*
%H (TV HH)			*34.5%*	*14.7%*	*78.5%*	*29.2%*	*49.4%*	
With	234	226	115	38	155	86	69	227
%V	*23.3%*	*24.0%*	*31.7%*	*26.6%*	*21.6%*	*29.2%*	*16.4%*	*26.2%*
%H (All HH)		*96.6%*	*49.1%*	*16.2%*	*66.2%*	*36.8%*	*29.5%*	*97.0%*
%H (TV HH)			*50.9%*	*16.8%*	*68.6%*	*38.1%*	*30.5%*	
0 - 3	75	71	37	13	42	23	19	70
%V	*7.5%*	*7.5%*	*10.2%*	*9.1%*	*5.9%*	*7.8%*	*4.5%*	*8.1%*
%H (All HH)		*94.7%*	*49.3%*	*17.3%*	*56.0%*	*30.7%*	*25.3%*	*93.3%*
%H (TV HH)			*52.1%*	*18.3%*	*59.2%*	*32.4%*	*26.8%*	
4 - 9	118	113	63	16	74	42	32	115
%V	*11.8%*	*12.0%*	*17.4%*	*11.2%*	*10.3%*	*14.2%*	*7.6%*	*13.3%*
%H (All HH)		*95.8%*	*53.4%*	*13.6%*	*62.7%*	*35.6%*	*27.1%*	*97.5%*
%H (TV HH)			*55.8%*	*14.2%*	*65.5%*	*37.2%*	*28.3%*	
10 - 15	110	109	57	18	79	47	32	109
%V	*11.0%*	*11.6%*	*15.7%*	*12.6%*	*11.0%*	*15.9%*	*7.6%*	*12.6%*
%H (All HH)		*99.1%*	*51.8%*	*16.4%*	*71.8%*	*42.7%*	*29.1%*	*99.1%*
%H (TV HH)			*52.3%*	*16.5%*	*72.5%*	*43.1%*	*29.4%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV West

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1004	941	363	143	717	295	422	867
%H (All HH)		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*
%H (TV HH)			*38.6%*	*15.2%*	*76.2%*	*31.3%*	*44.8%*	
1	391	391	111	61	261	57	204	316
%V	*38.9%*	*41.6%*	*30.6%*	*42.7%*	*36.4%*	*19.3%*	*48.3%*	*36.4%*
%H (All HH)		*100.0%*	*28.4%*	*15.6%*	*66.8%*	*14.6%*	*52.2%*	*80.8%*
%H (TV HH)			*28.4%*	*15.6%*	*66.8%*	*14.6%*	*52.2%*	
2	305	305	122	44	248	109	139	267
%V	*30.4%*	*32.4%*	*33.6%*	*30.8%*	*34.6%*	*36.9%*	*32.9%*	*30.8%*
%H (All HH)		*100.0%*	*40.0%*	*14.4%*	*81.3%*	*35.7%*	*45.6%*	*87.5%*
%H (TV HH)			*40.0%*	*14.4%*	*81.3%*	*35.7%*	*45.6%*	
3	149	149	74	20	124	67	57	140
%V	*14.8%*	*15.8%*	*20.4%*	*14.0%*	*17.3%*	*22.7%*	*13.5%*	*16.1%*
%H (All HH)		*100.0%*	*49.7%*	*13.4%*	*83.2%*	*45.0%*	*38.3%*	*94.0%*
%H (TV HH)			*49.7%*	*13.4%*	*83.2%*	*45.0%*	*38.3%*	
4	68	68	39	14	59	45	14	66
%V	*6.8%*	*7.2%*	*10.7%*	*9.8%*	*8.2%*	*15.3%*	*3.3%*	*7.6%*
%H (All HH)		*100.0%*	*57.4%*	*20.6%*	*86.8%*	*66.2%*	*20.6%*	*97.1%*
%H (TV HH)			*57.4%*	*20.6%*	*86.8%*	*66.2%*	*20.6%*	
5+	27	27	15	4	25	17	8	26
%V	*2.7%*	*2.9%*	*4.1%*	*2.8%*	*3.5%*	*5.8%*	*1.9%*	*3.0%*
%H (All HH)		*100.0%*	*55.6%*	*14.8%*	*92.6%*	*63.0%*	*29.6%*	*96.3%*
%H (TV HH)			*55.6%*	*14.8%*	*92.6%*	*63.0%*	*29.6%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV HTV West

Household level data

Table 13.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1004	941	363	143	717	295	422	867
%H (All HH)		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*
%H (TV HH)			*38.6%*	*15.2%*	*76.2%*	*31.3%*	*44.8%*	
Under 20"	162	162	69	21	141	70	71	143
%V	*16.1%*	*17.2%*	*19.0%*	*14.7%*	*19.7%*	*23.7%*	*16.8%*	*16.5%*
%H (All HH)		*100.0%*	*42.6%*	*13.0%*	*87.0%*	*43.2%*	*43.8%*	*88.3%*
%H (TV HH)			*42.6%*	*13.0%*	*87.0%*	*43.2%*	*43.8%*	
20" - 29"	388	388	146	49	328	137	191	331
%V	*38.6%*	*41.2%*	*40.2%*	*34.3%*	*45.7%*	*46.4%*	*45.3%*	*38.2%*
%H (All HH)		*100.0%*	*37.6%*	*12.6%*	*84.5%*	*35.3%*	*49.2%*	*85.3%*
%H (TV HH)			*37.6%*	*12.6%*	*84.5%*	*35.3%*	*49.2%*	
30" - 39"	506	506	203	74	400	179	221	440
%V	*50.4%*	*53.8%*	*55.9%*	*51.7%*	*55.8%*	*60.7%*	*52.4%*	*50.7%*
%H (All HH)		*100.0%*	*40.1%*	*14.6%*	*79.1%*	*35.4%*	*43.7%*	*87.0%*
%H (TV HH)			*40.1%*	*14.6%*	*79.1%*	*35.4%*	*43.7%*	
40" and over	438	438	215	82	316	175	141	412
%V	*43.6%*	*46.5%*	*59.2%*	*57.3%*	*44.1%*	*59.3%*	*33.4%*	*47.5%*
%H (All HH)		*100.0%*	*49.1%*	*18.7%*	*72.1%*	*40.0%*	*32.2%*	*94.1%*
%H (TV HH)			*49.1%*	*18.7%*	*72.1%*	*40.0%*	*32.2%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV West

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1004	941	363	143	717	295	422	867
%H (All HH)		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*
%H (TV HH)			*38.6%*	*15.2%*	*76.2%*	*31.3%*	*44.8%*	
Main living room	927	927	359	143	713	294	419	803
%V	*92.3%*	*98.5%*	*98.9%*	*100.0%*	*99.4%*	*99.7%*	*99.3%*	*92.6%*
%H (All HH)		*100.0%*	*38.7%*	*15.4%*	*76.9%*	*31.7%*	*45.2%*	*86.6%*
%H (TV HH)			*38.7%*	*15.4%*	*76.9%*	*31.7%*	*45.2%*	
Kitchen	114	114	46	12	107	51	56	101
%V	*11.4%*	*12.1%*	*12.7%*	*8.4%*	*14.9%*	*17.3%*	*13.3%*	*11.6%*
%H (All HH)		*100.0%*	*40.4%*	*10.5%*	*93.9%*	*44.7%*	*49.1%*	*88.6%*
%H (TV HH)			*40.4%*	*10.5%*	*93.9%*	*44.7%*	*49.1%*	
Adult's bedroom	403	403	188	58	331	176	155	370
%V	*40.1%*	*42.8%*	*51.8%*	*40.6%*	*46.2%*	*59.7%*	*36.7%*	*42.7%*
%H (All HH)		*100.0%*	*46.7%*	*14.4%*	*82.1%*	*43.7%*	*38.5%*	*91.8%*
%H (TV HH)			*46.7%*	*14.4%*	*82.1%*	*43.7%*	*38.5%*	
Child's bedroom	94	94	60	14	76	58	18	92
%V	*9.4%*	*10.0%*	*16.5%*	*9.8%*	*10.6%*	*19.7%*	*4.3%*	*10.6%*
%H (All HH)		*100.0%*	*63.8%*	*14.9%*	*80.9%*	*61.7%*	*19.1%*	*97.9%*
%H (TV HH)			*63.8%*	*14.9%*	*80.9%*	*61.7%*	*19.1%*	
Other bedroom	48	48	24	9	41	28	13	43
%V	*4.8%*	*5.1%*	*6.6%*	*6.3%*	*5.7%*	*9.5%*	*3.1%*	*5.0%*
%H (All HH)		*100.0%*	*50.0%*	*18.8%*	*85.4%*	*58.3%*	*27.1%*	*89.6%*
%H (TV HH)			*50.0%*	*18.8%*	*85.4%*	*58.3%*	*27.1%*	
Second living/dining room	92	92	40	13	75	37	38	84
%V	*9.2%*	*9.8%*	*11.0%*	*9.1%*	*10.5%*	*12.5%*	*9.0%*	*9.7%*
%H (All HH)		*100.0%*	*43.5%*	*14.1%*	*81.5%*	*40.2%*	*41.3%*	*91.3%*
%H (TV HH)			*43.5%*	*14.1%*	*81.5%*	*40.2%*	*41.3%*	
Study/office	18	18	8	3	12	7	5	17
%V	*1.8%*	*1.9%*	*2.2%*	*2.1%*	*1.7%*	*2.4%*	*1.2%*	*2.0%*
%H (All HH)		*100.0%*	*44.4%*	*16.7%*	*66.7%*	*38.9%*	*27.8%*	*94.4%*
%H (TV HH)			*44.4%*	*16.7%*	*66.7%*	*38.9%*	*27.8%*	
TV room	7	7	3	1	6	3	2	7
%V	*0.7%*	*0.7%*	*0.8%*	*0.7%*	*0.8%*	*1.0%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*42.9%*	*14.3%*	*85.7%*	*42.9%*	*28.6%*	*100.0%*
%H (TV HH)			*42.9%*	*14.3%*	*85.7%*	*42.9%*	*28.6%*	
Conservatory	27	27	14	5	20	13	7	24
%V	*2.7%*	*2.9%*	*3.9%*	*3.5%*	*2.8%*	*4.4%*	*1.7%*	*2.8%*
%H (All HH)		*100.0%*	*51.9%*	*18.5%*	*74.1%*	*48.1%*	*25.9%*	*88.9%*
%H (TV HH)			*51.9%*	*18.5%*	*74.1%*	*48.1%*	*25.9%*	
Attic or loft room	3	3	1	0	2	1	2	3
%V	*0.3%*	*0.3%*	*0.3%*	*0.0%*	*0.3%*	*0.3%*	*0.5%*	*0.3%*
%H (All HH)		*100.0%*	*33.3%*	*0.0%*	*66.7%*	*33.3%*	*66.7%*	*100.0%*
%H (TV HH)			*33.3%*	*0.0%*	*66.7%*	*33.3%*	*66.7%*	
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	5	2	3	5
%V	*0.5%*	*0.5%*	*0.3%*	*0.7%*	*0.7%*	*0.7%*	*0.7%*	*0.6%*
%H (All HH)		*100.0%*	*20.0%*	*20.0%*	*100.0%*	*40.0%*	*60.0%*	*100.0%*
%H (TV HH)			*20.0%*	*20.0%*	*100.0%*	*40.0%*	*60.0%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV West

Household level data

Table 13.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1004	941	363	143	717	295	422	867
%H (All HH)		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*
%H (TV HH)			*38.6%*	*15.2%*	*76.2%*	*31.3%*	*44.8%*	
Any DSAT provider	363	363	363	10	223	223	0	332
%V	*36.2%*	*38.6%*	*100.0%*	*7.0%*	*31.1%*	*75.6%*	*0.0%*	*38.3%*
%H (All HH)			*100.0%*	*2.8%*	*61.4%*	*61.4%*	*0.0%*	*91.5%*
%H (TV HH)			*100.0%*	*2.8%*	*61.4%*	*61.4%*	*0.0%*	
Sky with subcription	290	290	290	7	176	176	0	268
%V	*28.9%*	*30.8%*	*79.9%*	*4.9%*	*24.5%*	*59.7%*	*0.0%*	*30.9%*
%H (All HH)			*100.0%*	*2.4%*	*60.7%*	*60.7%*	*0.0%*	*92.4%*
%H (TV HH)			*100.0%*	*2.4%*	*60.7%*	*60.7%*	*0.0%*	
Sky without subscription	20	20	20	1	14	14	0	15
%V	*2.0%*	*2.1%*	*5.5%*	*0.7%*	*2.0%*	*4.7%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*5.0%*	*70.0%*	*70.0%*	*0.0%*	*75.0%*
%H (TV HH)			*100.0%*	*5.0%*	*70.0%*	*70.0%*	*0.0%*	
Freesat	47	47	47	2	29	29	0	45
%V	*4.7%*	*5.0%*	*12.9%*	*1.4%*	*4.0%*	*9.8%*	*0.0%*	*5.2%*
%H (All HH)			*100.0%*	*4.3%*	*61.7%*	*61.7%*	*0.0%*	*95.7%*
%H (TV HH)			*100.0%*	*4.3%*	*61.7%*	*61.7%*	*0.0%*	
Other satellite provider	16	16	16	2	10	10	0	15
%V	*1.6%*	*1.7%*	*4.4%*	*1.4%*	*1.4%*	*3.4%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*12.5%*	*62.5%*	*62.5%*	*0.0%*	*93.8%*
%H (TV HH)			*100.0%*	*12.5%*	*62.5%*	*62.5%*	*0.0%*	
DCAB	143	143	10	143	77	77	0	135
%V	*14.2%*	*15.2%*	*2.8%*	*100.0%*	*10.7%*	*26.1%*	*0.0%*	*15.6%*
%H (All HH)			*7.0%*	*100.0%*	*53.8%*	*53.8%*	*0.0%*	*94.4%*
%H (TV HH)			*7.0%*	*100.0%*	*53.8%*	*53.8%*	*0.0%*	
DTT	717	717	223	77	717	295	422	610
%V	*71.4%*	*76.2%*	*61.4%*	*53.8%*	*100.0%*	*100.0%*	*100.0%*	*70.4%*
%H (All HH)		*100.0%*	*31.1%*	*10.7%*	*100.0%*	*41.1%*	*58.9%*	*85.1%*
%H (TV HH)			*31.1%*	*10.7%*	*100.0%*	*41.1%*	*58.9%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV West

Household level data

Table 13.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1004	941	363	143	717	295	422	867
%H (All HH)		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*
%H (TV HH)			*38.6%*	*15.2%*	*76.2%*	*31.3%*	*44.8%*	
PVR	567	567	309	125	397	255	141	531
%V	*56.5%*	*60.3%*	*85.1%*	*87.4%*	*55.4%*	*86.4%*	*33.4%*	*61.2%*
%H (All HH)		*100.0%*	*54.5%*	*22.0%*	*70.0%*	*45.0%*	*24.9%*	*93.7%*
%H (TV HH)			*54.5%*	*22.0%*	*70.0%*	*45.0%*	*24.9%*	
DVDR	27	27	9	3	24	8	16	25
%V	*2.7%*	*2.9%*	*2.5%*	*2.1%*	*3.3%*	*2.7%*	*3.8%*	*2.9%*
%H (All HH)		*100.0%*	*33.3%*	*11.1%*	*88.9%*	*29.6%*	*59.3%*	*92.6%*
%H (TV HH)			*33.3%*	*11.1%*	*88.9%*	*29.6%*	*59.3%*	
VCR	5	5	1	0	5	1	5	2
%V	*0.5%*	*0.5%*	*0.3%*	*0.0%*	*0.7%*	*0.3%*	*1.2%*	*0.2%*
%H (All HH)		*100.0%*	*20.0%*	*0.0%*	*100.0%*	*20.0%*	*100.0%*	*40.0%*
%H (TV HH)			*20.0%*	*0.0%*	*100.0%*	*20.0%*	*100.0%*	
Any recorder	581	581	311	126	410	257	153	540
%V	*57.9%*	*61.7%*	*85.7%*	*88.1%*	*57.2%*	*87.1%*	*36.3%*	*62.3%*
%H (All HH)		*100.0%*	*53.5%*	*21.7%*	*70.6%*	*44.2%*	*26.3%*	*92.9%*
%H (TV HH)			*53.5%*	*21.7%*	*70.6%*	*44.2%*	*26.3%*	
Receives HDTV (via STB or built-in reception)	579	579	266	116	425	221	204	533
%V	*57.7%*	*61.5%*	*73.3%*	*81.1%*	*59.3%*	*74.9%*	*48.3%*	*61.5%*
%H (All HH)		*100.0%*	*45.9%*	*20.0%*	*73.4%*	*38.2%*	*35.2%*	*92.1%*
%H (TV HH)			*45.9%*	*20.0%*	*73.4%*	*38.2%*	*35.2%*	
DVD/Blu-ray player or recorder	744	744	299	111	578	247	331	669
%V	*74.1%*	*79.1%*	*82.4%*	*77.6%*	*80.6%*	*83.7%*	*78.4%*	*77.2%*
%H (All HH)		*100.0%*	*40.2%*	*14.9%*	*77.7%*	*33.2%*	*44.5%*	*89.9%*
%H (TV HH)			*40.2%*	*14.9%*	*77.7%*	*33.2%*	*44.5%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV West

Household level data

Table 13.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1004	941	363	143	717	295	422	867
%H (All HH)		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*
%H (TV HH)			*38.6%*	*15.2%*	*76.2%*	*31.3%*	*44.8%*	
Has broadband internet	867	816	332	135	610	273	337	867
%V	*86.4%*	*86.7%*	*91.5%*	*94.4%*	*85.1%*	*92.5%*	*79.9%*	*100.0%*
%H (All HH)		*94.1%*	*38.3%*	*15.6%*	*70.4%*	*31.5%*	*38.9%*	*100.0%*
%H (TV HH)			*40.7%*	*16.5%*	*74.8%*	*33.5%*	*41.3%*	
Number of computers (PCs and laptops)								
0	147	134	38	10	115	28	87	23
%V	*14.6%*	*14.2%*	*10.5%*	*7.0%*	*16.0%*	*9.5%*	*20.6%*	*2.7%*
%H (All HH)		*91.2%*	*25.9%*	*6.8%*	*78.2%*	*19.0%*	*59.2%*	*15.6%*
%H (TV HH)			*28.4%*	*7.5%*	*85.8%*	*20.9%*	*64.9%*	
1	237	216	76	29	164	56	108	228
%V	*23.6%*	*23.0%*	*20.9%*	*20.3%*	*22.9%*	*19.0%*	*25.6%*	*26.3%*
%H (All HH)		*91.1%*	*32.1%*	*12.2%*	*69.2%*	*23.6%*	*45.6%*	*96.2%*
%H (TV HH)			*35.2%*	*13.4%*	*75.9%*	*25.9%*	*50.0%*	
2	272	260	101	39	191	77	114	269
%V	*27.1%*	*27.6%*	*27.8%*	*27.3%*	*26.6%*	*26.1%*	*27.0%*	*31.0%*
%H (All HH)		*95.6%*	*37.1%*	*14.3%*	*70.2%*	*28.3%*	*41.9%*	*98.9%*
%H (TV HH)			*38.8%*	*15.0%*	*73.5%*	*29.6%*	*43.8%*	
3	151	143	64	26	108	55	53	150
%V	*15.0%*	*15.2%*	*17.6%*	*18.2%*	*15.1%*	*18.6%*	*12.6%*	*17.3%*
%H (All HH)		*94.7%*	*42.4%*	*17.2%*	*71.5%*	*36.4%*	*35.1%*	*99.3%*
%H (TV HH)			*44.8%*	*18.2%*	*75.5%*	*38.5%*	*37.1%*	
4	86	82	32	19	55	26	29	86
%V	*8.6%*	*8.7%*	*8.8%*	*13.3%*	*7.7%*	*8.8%*	*6.9%*	*9.9%*
%H (All HH)		*95.3%*	*37.2%*	*22.1%*	*64.0%*	*30.2%*	*33.7%*	*100.0%*
%H (TV HH)			*39.0%*	*23.2%*	*67.1%*	*31.7%*	*35.4%*	
5+	112	106	53	19	83	52	31	111
%V	*11.2%*	*11.3%*	*14.6%*	*13.3%*	*11.6%*	*17.6%*	*7.3%*	*12.8%*
%H (All HH)		*94.6%*	*47.3%*	*17.0%*	*74.1%*	*46.4%*	*27.7%*	*99.1%*
%H (TV HH)			*50.0%*	*17.9%*	*78.3%*	*49.1%*	*29.2%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV West

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1867	818	287	1499	748	751	1678
%H		*43.8%*	*15.4%*	*80.3%*	*40.1%*	*40.2%*	*89.9%*
Under 20"	208	91	27	184	96	88	187
%V	*11.1%*	*11.1%*	*9.4%*	*12.3%*	*12.8%*	*11.7%*	*11.1%*
%H		*43.8%*	*13.0%*	*88.5%*	*46.2%*	*42.3%*	*89.9%*
20" - 29"	503	192	67	434	192	242	436
%V	*26.9%*	*23.5%*	*23.3%*	*29.0%*	*25.7%*	*32.2%*	*26.0%*
%H		*38.2%*	*13.3%*	*86.3%*	*38.2%*	*48.1%*	*86.7%*
30" - 39"	619	261	94	489	233	256	546
%V	*33.2%*	*31.9%*	*32.8%*	*32.6%*	*31.1%*	*34.1%*	*32.5%*
%H		*42.2%*	*15.2%*	*79.0%*	*37.6%*	*41.4%*	*88.2%*
40" and over	528	270	98	386	223	163	500
%V	*28.3%*	*33.0%*	*34.1%*	*25.8%*	*29.8%*	*21.7%*	*29.8%*
%H		*51.1%*	*18.6%*	*73.1%*	*42.2%*	*30.9%*	*94.7%*
Don't know	9	3	2	6	4	2	9
%V	*0.5%*	*0.4%*	*0.7%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*33.3%*	*22.2%*	*66.7%*	*44.4%*	*22.2%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV West

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1867	818	287	1499	748	751	1678
%H		*43.8%*	*15.4%*	*80.3%*	*40.1%*	*40.2%*	*89.9%*
Main living room	933	362	144	717	296	421	809
%V	*50.0%*	*44.3%*	*50.2%*	*47.8%*	*39.6%*	*56.1%*	*48.2%*
%H		*38.8%*	*15.4%*	*76.8%*	*31.7%*	*45.1%*	*86.7%*
Kitchen	114	46	12	107	51	56	101
%V	*6.1%*	*5.6%*	*4.2%*	*7.1%*	*6.8%*	*7.5%*	*6.0%*
%H		*40.4%*	*10.5%*	*93.9%*	*44.7%*	*49.1%*	*88.6%*
Adult's bedroom	489	231	78	404	225	179	454
%V	*26.2%*	*28.2%*	*27.2%*	*27.0%*	*30.1%*	*23.8%*	*27.1%*
%H		*47.2%*	*16.0%*	*82.6%*	*46.0%*	*36.6%*	*92.8%*
Child's bedroom	126	83	19	105	82	23	124
%V	*6.7%*	*10.1%*	*6.6%*	*7.0%*	*11.0%*	*3.1%*	*7.4%*
%H		*65.9%*	*15.1%*	*83.3%*	*65.1%*	*18.3%*	*98.4%*
Other bedroom	52	27	10	46	32	14	48
%V	*2.8%*	*3.3%*	*3.5%*	*3.1%*	*4.3%*	*1.9%*	*2.9%*
%H		*51.9%*	*19.2%*	*88.5%*	*61.5%*	*26.9%*	*92.3%*
Second living/dining room	92	40	13	75	37	38	84
%V	*4.9%*	*4.9%*	*4.5%*	*5.0%*	*4.9%*	*5.1%*	*5.0%*
%H		*43.5%*	*14.1%*	*81.5%*	*40.2%*	*41.3%*	*91.3%*
Study/office	18	8	3	12	7	5	17
%V	*1.0%*	*1.0%*	*1.0%*	*0.8%*	*0.9%*	*0.7%*	*1.0%*
%H		*44.4%*	*16.7%*	*66.7%*	*38.9%*	*27.8%*	*94.4%*
TV room	7	3	1	6	3	2	7
%V	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H		*42.9%*	*14.3%*	*85.7%*	*42.9%*	*28.6%*	*100.0%*
Conservatory	27	14	5	20	13	7	25
%V	*1.4%*	*1.7%*	*1.7%*	*1.3%*	*1.7%*	*0.9%*	*1.5%*
%H		*51.9%*	*18.5%*	*74.1%*	*48.1%*	*25.9%*	*92.6%*
Attic or loft room	3	1	0	2	1	2	3
%V	*0.2%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.3%*	*0.2%*
%H		*33.3%*	*0.0%*	*66.7%*	*33.3%*	*66.7%*	*100.0%*
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	6	2	1	5	2	3	6
%V	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.4%*	*0.4%*
%H		*33.3%*	*16.7%*	*83.3%*	*33.3%*	*50.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV West

Set level data

Table 13.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1867	818	287	1499	748	751	1678
%H		*43.8%*	*15.4%*	*80.3%*	*40.1%*	*40.2%*	*89.9%*
PVR	719	410	163	489	331	158	674
%V	*38.5%*	*50.1%*	*56.8%*	*32.6%*	*44.3%*	*21.0%*	*40.2%*
%H		*57.0%*	*22.7%*	*68.0%*	*46.0%*	*22.0%*	*93.7%*
DVDR	28	10	3	25	8	17	26
%V	*1.5%*	*1.2%*	*1.0%*	*1.7%*	*1.1%*	*2.3%*	*1.5%*
%H		*35.7%*	*10.7%*	*89.3%*	*28.6%*	*60.7%*	*92.9%*
VCR	5	1	0	5	1	5	2
%V	*0.3%*	*0.1%*	*0.0%*	*0.3%*	*0.1%*	*0.7%*	*0.1%*
%H		*20.0%*	*0.0%*	*100.0%*	*20.0%*	*100.0%*	*40.0%*
Any recorder	739	416	164	507	336	171	689
%V	*39.6%*	*50.9%*	*57.1%*	*33.8%*	*44.9%*	*22.8%*	*41.1%*
%H		*56.3%*	*22.2%*	*68.6%*	*45.5%*	*23.1%*	*93.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1867	818	287	1499	748	751	1678
%H		*43.8%*	*15.4%*	*80.3%*	*40.1%*	*40.2%*	*89.9%*
Receives HDTV (via STB or built-in reception)	826	382	162	626	333	293	765
%V	*44.2%*	*46.7%*	*56.4%*	*41.8%*	*44.5%*	*39.0%*	*45.6%*
%H		*46.2%*	*19.6%*	*75.8%*	*40.3%*	*35.5%*	*92.6%*
DVD/Blu-ray player or recorder	1088	468	174	866	423	443	999
%V	*58.3%*	*57.2%*	*60.6%*	*57.8%*	*56.6%*	*59.0%*	*59.5%*
%H		*43.0%*	*16.0%*	*79.6%*	*38.9%*	*40.7%*	*91.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV HTV West

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	938	363	143	717	295	422	814
%H		*38.7%*	*15.2%*	*76.4%*	*31.4%*	*45.0%*	*86.8%*
Under 20"	10	1	1	8	2	6	9
%V	*1.1%*	*0.3%*	*0.7%*	*1.1%*	*0.7%*	*1.4%*	*1.1%*
%H		*10.0%*	*10.0%*	*80.0%*	*20.0%*	*60.0%*	*90.0%*
20" - 29"	145	27	15	119	19	101	109
%V	*15.5%*	*7.4%*	*10.5%*	*16.6%*	*6.4%*	*23.9%*	*13.4%*
%H		*18.6%*	*10.3%*	*82.1%*	*13.1%*	*69.7%*	*75.2%*
30" - 39"	361	126	49	286	105	180	300
%V	*38.5%*	*34.7%*	*34.3%*	*39.9%*	*35.6%*	*42.7%*	*36.9%*
%H		*34.9%*	*13.6%*	*79.2%*	*29.1%*	*49.9%*	*83.1%*
40" and over	419	207	78	301	167	135	393
%V	*44.7%*	*57.0%*	*54.5%*	*42.0%*	*56.6%*	*32.0%*	*48.3%*
%H		*49.4%*	*18.6%*	*71.8%*	*39.9%*	*32.2%*	*93.8%*
Don't know	3	2	0	2	2	1	3
%V	*0.3%*	*0.6%*	*0.0%*	*0.3%*	*0.7%*	*0.2%*	*0.4%*
%H		*66.7%*	*0.0%*	*66.7%*	*66.7%*	*33.3%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV HTV West

Set level data

Table 13.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	938	363	143	717	295	422	814
%H		*38.7%*	*15.2%*	*76.4%*	*31.4%*	*45.0%*	*86.8%*
PVR	556	303	124	386	249	137	520
%V	*59.3%*	*83.5%*	*86.7%*	*53.8%*	*84.4%*	*32.5%*	*63.9%*
%H		*54.5%*	*22.3%*	*69.4%*	*44.8%*	*24.6%*	*93.5%*
DVDR	21	5	3	19	5	14	19
%V	*2.2%*	*1.4%*	*2.1%*	*2.6%*	*1.7%*	*3.3%*	*2.3%*
%H		*23.8%*	*14.3%*	*90.5%*	*23.8%*	*66.7%*	*90.5%*
VCR	5	0	0	5	0	5	2
%V	*0.5%*	*0.0%*	*0.0%*	*0.7%*	*0.0%*	*1.2%*	*0.2%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*40.0%*
Any recorder	569	305	125	398	250	148	528
%V	*60.7%*	*84.0%*	*87.4%*	*55.5%*	*84.7%*	*35.1%*	*64.9%*
%H		*53.6%*	*22.0%*	*69.9%*	*43.9%*	*26.0%*	*92.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	938	363	143	717	295	422	814
%H		*38.7%*	*15.2%*	*76.4%*	*31.4%*	*45.0%*	*86.8%*
Receives HDTV (via STB or built-in reception)	567	258	116	414	213	200	523
%V	*60.4%*	*71.1%*	*81.1%*	*57.7%*	*72.2%*	*47.4%*	*64.3%*
%H		*45.5%*	*20.5%*	*73.0%*	*37.6%*	*35.3%*	*92.2%*
DVD/Blu-ray player or recorder	694	273	102	539	223	316	623
%V	*74.0%*	*75.2%*	*71.3%*	*75.2%*	*75.6%*	*74.9%*	*76.5%*
%H		*39.3%*	*14.7%*	*77.7%*	*32.1%*	*45.5%*	*89.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV HTV West

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	929	455	144	782	453	329	864
%H		*49.0%*	*15.5%*	*84.2%*	*48.8%*	*35.4%*	*93.0%*
Under 20"	198	90	25	176	94	82	178
%V	*21.3%*	*19.8%*	*17.4%*	*22.5%*	*20.8%*	*24.9%*	*20.6%*
%H		*45.5%*	*12.6%*	*88.9%*	*47.5%*	*41.4%*	*89.9%*
20" - 29"	359	165	52	315	173	142	327
%V	*38.6%*	*36.3%*	*36.1%*	*40.3%*	*38.2%*	*43.2%*	*37.8%*
%H		*46.0%*	*14.5%*	*87.7%*	*48.2%*	*39.6%*	*91.1%*
30" - 39"	258	135	45	203	128	76	246
%V	*27.8%*	*29.7%*	*31.3%*	*26.0%*	*28.3%*	*23.1%*	*28.5%*
%H		*52.3%*	*17.4%*	*78.7%*	*49.6%*	*29.5%*	*95.3%*
40" and over	109	63	20	85	56	28	107
%V	*11.7%*	*13.8%*	*13.9%*	*10.9%*	*12.4%*	*8.5%*	*12.4%*
%H		*57.8%*	*18.3%*	*78.0%*	*51.4%*	*25.7%*	*98.2%*
Don't know	6	2	2	4	2	1	6
%V	*0.6%*	*0.4%*	*1.4%*	*0.5%*	*0.4%*	*0.3%*	*0.7%*
%H		*33.3%*	*33.3%*	*66.7%*	*33.3%*	*16.7%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV HTV West

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	929	455	144	782	453	329	864
%H		*49.0%*	*15.5%*	*84.2%*	*48.8%*	*35.4%*	*93.0%*
PVR	163	107	39	103	82	21	154
%V	*17.5%*	*23.5%*	*27.1%*	*13.2%*	*18.1%*	*6.4%*	*17.8%*
%H		*65.6%*	*23.9%*	*63.2%*	*50.3%*	*12.9%*	*94.5%*
DVDR	7	5	0	6	3	2	7
%V	*0.8%*	*1.1%*	*0.0%*	*0.8%*	*0.7%*	*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	170	111	39	110	86	24	161
%V	*18.3%*	*24.4%*	*27.1%*	*14.1%*	*19.0%*	*7.3%*	*18.6%*
%H		*65.3%*	*22.9%*	*64.7%*	*50.6%*	*14.1%*	*94.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: 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	929	455	144	782	453	329	864
%H		*49.0%*	*15.5%*	*84.2%*	*48.8%*	*35.4%*	*93.0%*
Receives HDTV (via STB or built-in reception)	260	125	46	212	120	93	242
%V	*28.0%*	*27.5%*	*31.9%*	*27.1%*	*26.5%*	*28.3%*	*28.0%*
%H		*48.1%*	*17.7%*	*81.5%*	*46.2%*	*35.8%*	*93.1%*
DVD/Blu-ray player or recorder	394	195	72	328	200	128	376
%V	*42.4%*	*42.9%*	*50.0%*	*41.9%*	*44.2%*	*38.9%*	*43.5%*
%H		*49.5%*	*18.3%*	*83.2%*	*50.8%*	*32.5%*	*95.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV HTV West

Individual level data

Table 13.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2284	2163	938	352	1597	756	840	2092
%H		*94.7%*	*41.1%*	*15.4%*	*69.9%*	*33.1%*	*36.8%*	*91.6%*
Total Children	391	379	196	63	251	139	112	379
%V	*17.1%*	*17.5%*	*20.9%*	*17.9%*	*15.7%*	*18.4%*	*13.3%*	*18.1%*
%H		*96.9%*	*50.1%*	*16.1%*	*64.2%*	*35.5%*	*28.6%*	*96.9%*
0 - 3	89	84	41	15	48	24	24	82
%V	*3.9%*	*3.9%*	*4.4%*	*4.3%*	*3.0%*	*3.2%*	*2.9%*	*3.9%*
%H		*94.4%*	*46.1%*	*16.9%*	*53.9%*	*27.0%*	*27.0%*	*92.1%*
4 - 15	302	295	155	47	203	116	87	298
%V	*13.2%*	*13.6%*	*16.5%*	*13.4%*	*12.7%*	*15.3%*	*10.4%*	*14.2%*
%H		*97.7%*	*51.3%*	*15.6%*	*67.2%*	*38.4%*	*28.8%*	*98.7%*
4 - 9	159	154	82	25	99	56	44	156
%V	*7.0%*	*7.1%*	*8.7%*	*7.1%*	*6.2%*	*7.4%*	*5.2%*	*7.5%*
%H		*96.9%*	*51.6%*	*15.7%*	*62.3%*	*35.2%*	*27.7%*	*98.1%*
10 - 15	144	141	73	22	104	60	44	142
%V	*6.3%*	*6.5%*	*7.8%*	*6.3%*	*6.5%*	*7.9%*	*5.2%*	*6.8%*
%H		*97.9%*	*50.7%*	*15.3%*	*72.2%*	*41.7%*	*30.6%*	*98.6%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV HTV West

Individual level data

Table 13.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2284	2163	938	352	1597	756	840	2092
%H		*94.7%*	*41.1%*	*15.4%*	*69.9%*	*33.1%*	*36.8%*	*91.6%*
Total Adults (16+)	1892	1784	742	290	1346	617	729	1713
%V	*82.8%*	*82.5%*	*79.1%*	*82.4%*	*84.3%*	*81.6%*	*86.8%*	*81.9%*
%H		*94.3%*	*39.2%*	*15.3%*	*71.1%*	*32.6%*	*38.5%*	*90.5%*
16 - 19	121	117	53	21	86	46	40	119
%V	*5.3%*	*5.4%*	*5.7%*	*6.0%*	*5.4%*	*6.1%*	*4.8%*	*5.7%*
%H		*96.7%*	*43.8%*	*17.4%*	*71.1%*	*38.0%*	*33.1%*	*98.3%*
20 - 24	145	117	41	23	86	42	44	140
%V	*6.3%*	*5.4%*	*4.4%*	*6.5%*	*5.4%*	*5.6%*	*5.2%*	*6.7%*
%H		*80.7%*	*28.3%*	*15.9%*	*59.3%*	*29.0%*	*30.3%*	*96.6%*
25 - 34	276	250	122	52	157	91	67	267
%V	*12.1%*	*11.6%*	*13.0%*	*14.8%*	*9.8%*	*12.0%*	*8.0%*	*12.8%*
%H		*90.6%*	*44.2%*	*18.8%*	*56.9%*	*33.0%*	*24.3%*	*96.7%*
35 - 44	286	269	130	48	183	95	87	275
%V	*12.5%*	*12.4%*	*13.9%*	*13.6%*	*11.5%*	*12.6%*	*10.4%*	*13.1%*
%H		*94.1%*	*45.5%*	*16.8%*	*64.0%*	*33.2%*	*30.4%*	*96.2%*
45 - 54	351	340	137	61	269	129	140	340
%V	*15.4%*	*15.7%*	*14.6%*	*17.3%*	*16.8%*	*17.1%*	*16.7%*	*16.3%*
%H		*96.9%*	*39.0%*	*17.4%*	*76.6%*	*36.8%*	*39.9%*	*96.9%*
55 - 64	279	267	123	40	206	100	107	254
%V	*12.2%*	*12.3%*	*13.1%*	*11.4%*	*12.9%*	*13.2%*	*12.7%*	*12.1%*
%H		*95.7%*	*44.1%*	*14.3%*	*73.8%*	*35.8%*	*38.4%*	*91.0%*
65+	434	424	137	44	358	114	244	318
%V	*19.0%*	*19.6%*	*14.6%*	*12.5%*	*22.4%*	*15.1%*	*29.0%*	*15.2%*
%H		*97.7%*	*31.6%*	*10.1%*	*82.5%*	*26.3%*	*56.2%*	*73.3%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1892	1784	742	290	1346	617	729	1713
%H		*94.3%*	*39.2%*	*15.3%*	*71.1%*	*32.6%*	*38.5%*	*90.5%*
AB	553	530	183	103	394	158	235	534
%V	*29.2%*	*29.7%*	*24.7%*	*35.5%*	*29.3%*	*25.6%*	*32.2%*	*31.2%*
%H		*95.8%*	*33.1%*	*18.6%*	*71.2%*	*28.6%*	*42.5%*	*96.6%*
C1	545	496	200	81	384	181	203	515
%V	*28.8%*	*27.8%*	*27.0%*	*27.9%*	*28.5%*	*29.3%*	*27.8%*	*30.1%*
%H		*91.0%*	*36.7%*	*14.9%*	*70.5%*	*33.2%*	*37.2%*	*94.5%*
C2	405	393	192	64	294	154	140	370
%V	*21.4%*	*22.0%*	*25.9%*	*22.1%*	*21.8%*	*25.0%*	*19.2%*	*21.6%*
%H		*97.0%*	*47.4%*	*15.8%*	*72.6%*	*38.0%*	*34.6%*	*91.4%*
D	277	258	135	30	195	104	91	221
%V	*14.6%*	*14.5%*	*18.2%*	*10.3%*	*14.5%*	*16.9%*	*12.5%*	*12.9%*
%H		*93.1%*	*48.7%*	*10.8%*	*70.4%*	*37.5%*	*32.9%*	*79.8%*
E	112	106	34	11	79	20	59	73
%V	*5.9%*	*5.9%*	*4.6%*	*3.8%*	*5.9%*	*3.2%*	*8.1%*	*4.3%*
%H		*94.6%*	*30.4%*	*9.8%*	*70.5%*	*17.9%*	*52.7%*	*65.2%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV HTV West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1892	1784	742	290	1346	617	729	1713
%H		*94.3%*	*39.2%*	*15.3%*	*71.1%*	*32.6%*	*38.5%*	*90.5%*
Working full time	902	850	371	168	617	319	298	870
%V	*47.7%*	*47.6%*	*50.0%*	*57.9%*	*45.8%*	*51.7%*	*40.9%*	*50.8%*
%H		*94.2%*	*41.1%*	*18.6%*	*68.4%*	*35.4%*	*33.0%*	*96.5%*
Working part time	212	204	90	35	156	75	81	204
%V	*11.2%*	*11.4%*	*12.1%*	*12.1%*	*11.6%*	*12.2%*	*11.1%*	*11.9%*
%H		*96.2%*	*42.5%*	*16.5%*	*73.6%*	*35.4%*	*38.2%*	*96.2%*
Not working	778	730	282	87	573	223	350	639
%V	*41.1%*	*40.9%*	*38.0%*	*30.0%*	*42.6%*	*36.1%*	*48.0%*	*37.3%*
%H		*93.8%*	*36.2%*	*11.2%*	*73.7%*	*28.7%*	*45.0%*	*82.1%*
Housewife/Houseperson	1004	941	363	143	717	295	422	867
%V	*53.1%*	*52.7%*	*48.9%*	*49.3%*	*53.3%*	*47.8%*	*57.9%*	*50.6%*
%H		*93.7%*	*36.2%*	*14.2%*	*71.4%*	*29.4%*	*42.0%*	*86.4%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV West

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	923	862	379	137	640	310	330	847
%H		*93.4%*	*41.1%*	*14.8%*	*69.3%*	*33.6%*	*35.8%*	*91.8%*
16 - 19	60	58	31	8	41	24	18	59
%V	*6.5%*	*6.7%*	*8.2%*	*5.8%*	*6.4%*	*7.7%*	*5.5%*	*7.0%*
%H		*96.7%*	*51.7%*	*13.3%*	*68.3%*	*40.0%*	*30.0%*	*98.3%*
20 - 24	81	61	23	10	43	22	21	79
%V	*8.8%*	*7.1%*	*6.1%*	*7.3%*	*6.7%*	*7.1%*	*6.4%*	*9.3%*
%H		*75.3%*	*28.4%*	*12.3%*	*53.1%*	*27.2%*	*25.9%*	*97.5%*
25 - 34	137	123	58	30	78	48	29	133
%V	*14.8%*	*14.3%*	*15.3%*	*21.9%*	*12.2%*	*15.5%*	*8.8%*	*15.7%*
%H		*89.8%*	*42.3%*	*21.9%*	*56.9%*	*35.0%*	*21.2%*	*97.1%*
35 - 44	140	130	64	21	86	43	43	133
%V	*15.2%*	*15.1%*	*16.9%*	*15.3%*	*13.4%*	*13.9%*	*13.0%*	*15.7%*
%H		*92.9%*	*45.7%*	*15.0%*	*61.4%*	*30.7%*	*30.7%*	*95.0%*
45 - 54	174	168	71	27	131	63	68	166
%V	*18.9%*	*19.5%*	*18.7%*	*19.7%*	*20.5%*	*20.3%*	*20.6%*	*19.6%*
%H		*96.6%*	*40.8%*	*15.5%*	*75.3%*	*36.2%*	*39.1%*	*95.4%*
55 - 64	133	127	60	22	98	50	48	120
%V	*14.4%*	*14.7%*	*15.8%*	*16.1%*	*15.3%*	*16.1%*	*14.5%*	*14.2%*
%H		*95.5%*	*45.1%*	*16.5%*	*73.7%*	*37.6%*	*36.1%*	*90.2%*
65+	198	195	71	20	163	59	104	157
%V	*21.5%*	*22.6%*	*18.7%*	*14.6%*	*25.5%*	*19.0%*	*31.5%*	*18.5%*
%H		*98.5%*	*35.9%*	*10.1%*	*82.3%*	*29.8%*	*52.5%*	*79.3%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	923	862	379	137	640	310	330	847
%H		*93.4%*	*41.1%*	*14.8%*	*69.3%*	*33.6%*	*35.8%*	*91.8%*
AB	265	254	92	48	189	80	109	258
%V	*28.7%*	*29.5%*	*24.3%*	*35.0%*	*29.5%*	*25.8%*	*33.0%*	*30.5%*
%H		*95.8%*	*34.7%*	*18.1%*	*71.3%*	*30.2%*	*41.1%*	*97.4%*
C1	262	234	100	37	174	88	86	251
%V	*28.4%*	*27.1%*	*26.4%*	*27.0%*	*27.2%*	*28.4%*	*26.1%*	*29.6%*
%H		*89.3%*	*38.2%*	*14.1%*	*66.4%*	*33.6%*	*32.8%*	*95.8%*
C2	218	210	103	33	156	80	76	197
%V	*23.6%*	*24.4%*	*27.2%*	*24.1%*	*24.4%*	*25.8%*	*23.0%*	*23.3%*
%H		*96.3%*	*47.2%*	*15.1%*	*71.6%*	*36.7%*	*34.9%*	*90.4%*
D	135	124	70	14	90	52	39	109
%V	*14.6%*	*14.4%*	*18.5%*	*10.2%*	*14.1%*	*16.8%*	*11.8%*	*12.9%*
%H		*91.9%*	*51.9%*	*10.4%*	*66.7%*	*38.5%*	*28.9%*	*80.7%*
E	44	41	14	5	31	11	19	31
%V	*4.8%*	*4.8%*	*3.7%*	*3.6%*	*4.8%*	*3.5%*	*5.8%*	*3.7%*
%H		*93.2%*	*31.8%*	*11.4%*	*70.5%*	*25.0%*	*43.2%*	*70.5%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	923	862	379	137	640	310	330	847
%H		*93.4%*	*41.1%*	*14.8%*	*69.3%*	*33.6%*	*35.8%*	*91.8%*
Working full time	551	515	232	95	371	191	180	527
%V	*59.7%*	*59.7%*	*61.2%*	*69.3%*	*58.0%*	*61.6%*	*54.5%*	*62.2%*
%H		*93.5%*	*42.1%*	*17.2%*	*67.3%*	*34.7%*	*32.7%*	*95.6%*
Working part time	43	40	19	6	32	16	16	39
%V	*4.7%*	*4.6%*	*5.0%*	*4.4%*	*5.0%*	*5.2%*	*4.8%*	*4.6%*
%H		*93.0%*	*44.2%*	*14.0%*	*74.4%*	*37.2%*	*37.2%*	*90.7%*
Not working	329	307	128	36	237	103	134	280
%V	*35.6%*	*35.6%*	*33.8%*	*26.3%*	*37.0%*	*33.2%*	*40.6%*	*33.1%*
%H		*93.3%*	*38.9%*	*10.9%*	*72.0%*	*31.3%*	*40.7%*	*85.1%*
Housewife/Houseperson	198	175	57	28	133	50	83	160
%V	*21.5%*	*20.3%*	*15.0%*	*20.4%*	*20.8%*	*16.1%*	*25.2%*	*18.9%*
%H		*88.4%*	*28.8%*	*14.1%*	*67.2%*	*25.3%*	*41.9%*	*80.8%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV West

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	969	922	364	152	706	307	399	866
%H		*95.1%*	*37.6%*	*15.7%*	*72.9%*	*31.7%*	*41.2%*	*89.4%*
16 - 19	61	59	22	13	45	23	23	60
%V	*6.3%*	*6.4%*	*6.0%*	*8.6%*	*6.4%*	*7.5%*	*5.8%*	*6.9%*
%H		*96.7%*	*36.1%*	*21.3%*	*73.8%*	*37.7%*	*37.7%*	*98.4%*
20 - 24	65	56	18	13	43	20	23	60
%V	*6.7%*	*6.1%*	*4.9%*	*8.6%*	*6.1%*	*6.5%*	*5.8%*	*6.9%*
%H		*86.2%*	*27.7%*	*20.0%*	*66.2%*	*30.8%*	*35.4%*	*92.3%*
25 - 34	139	128	64	21	80	42	37	135
%V	*14.3%*	*13.9%*	*17.6%*	*13.8%*	*11.3%*	*13.7%*	*9.3%*	*15.6%*
%H		*92.1%*	*46.0%*	*15.1%*	*57.6%*	*30.2%*	*26.6%*	*97.1%*
35 - 44	146	139	65	27	96	52	44	142
%V	*15.1%*	*15.1%*	*17.9%*	*17.8%*	*13.6%*	*16.9%*	*11.0%*	*16.4%*
%H		*95.2%*	*44.5%*	*18.5%*	*65.8%*	*35.6%*	*30.1%*	*97.3%*
45 - 54	177	173	67	35	138	66	72	174
%V	*18.3%*	*18.8%*	*18.4%*	*23.0%*	*19.5%*	*21.5%*	*18.0%*	*20.1%*
%H		*97.7%*	*37.9%*	*19.8%*	*78.0%*	*37.3%*	*40.7%*	*98.3%*
55 - 64	146	140	62	19	109	50	59	134
%V	*15.1%*	*15.2%*	*17.0%*	*12.5%*	*15.4%*	*16.3%*	*14.8%*	*15.5%*
%H		*95.9%*	*42.5%*	*13.0%*	*74.7%*	*34.2%*	*40.4%*	*91.8%*
65+	236	229	65	24	195	55	140	161
%V	*24.4%*	*24.8%*	*17.9%*	*15.8%*	*27.6%*	*17.9%*	*35.1%*	*18.6%*
%H		*97.0%*	*27.5%*	*10.2%*	*82.6%*	*23.3%*	*59.3%*	*68.2%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	969	922	364	152	706	307	399	866
%H		*95.1%*	*37.6%*	*15.7%*	*72.9%*	*31.7%*	*41.2%*	*89.4%*
AB	288	276	91	55	205	79	126	276
%V	*29.7%*	*29.9%*	*25.0%*	*36.2%*	*29.0%*	*25.7%*	*31.6%*	*31.9%*
%H		*95.8%*	*31.6%*	*19.1%*	*71.2%*	*27.4%*	*43.8%*	*95.8%*
C1	283	262	100	44	210	93	117	264
%V	*29.2%*	*28.4%*	*27.5%*	*28.9%*	*29.7%*	*30.3%*	*29.3%*	*30.5%*
%H		*92.6%*	*35.3%*	*15.5%*	*74.2%*	*32.9%*	*41.3%*	*93.3%*
C2	188	183	89	32	138	74	64	173
%V	*19.4%*	*19.8%*	*24.5%*	*21.1%*	*19.5%*	*24.1%*	*16.0%*	*20.0%*
%H		*97.3%*	*47.3%*	*17.0%*	*73.4%*	*39.4%*	*34.0%*	*92.0%*
D	142	135	64	16	105	52	53	111
%V	*14.7%*	*14.6%*	*17.6%*	*10.5%*	*14.9%*	*16.9%*	*13.3%*	*12.8%*
%H		*95.1%*	*45.1%*	*11.3%*	*73.9%*	*36.6%*	*37.3%*	*78.2%*
E	69	66	19	6	49	9	40	42
%V	*7.1%*	*7.2%*	*5.2%*	*3.9%*	*6.9%*	*2.9%*	*10.0%*	*4.8%*
%H		*95.7%*	*27.5%*	*8.7%*	*71.0%*	*13.0%*	*58.0%*	*60.9%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	969	922	364	152	706	307	399	866
%H		*95.1%*	*37.6%*	*15.7%*	*72.9%*	*31.7%*	*41.2%*	*89.4%*
Working full time	351	335	139	72	246	128	118	343
%V	*36.2%*	*36.3%*	*38.2%*	*47.4%*	*34.8%*	*41.7%*	*29.6%*	*39.6%*
%H		*95.4%*	*39.6%*	*20.5%*	*70.1%*	*36.5%*	*33.6%*	*97.7%*
Working part time	169	164	71	29	124	60	65	165
%V	*17.4%*	*17.8%*	*19.5%*	*19.1%*	*17.6%*	*19.5%*	*16.3%*	*19.1%*
%H		*97.0%*	*42.0%*	*17.2%*	*73.4%*	*35.5%*	*38.5%*	*97.6%*
Not working	449	423	154	51	336	120	216	358
%V	*46.3%*	*45.9%*	*42.3%*	*33.6%*	*47.6%*	*39.1%*	*54.1%*	*41.3%*
%H		*94.2%*	*34.3%*	*11.4%*	*74.8%*	*26.7%*	*48.1%*	*79.7%*
Housewife/Houseperson	806	765	305	115	584	245	339	707
%V	*83.2%*	*83.0%*	*83.8%*	*75.7%*	*82.7%*	*79.8%*	*85.0%*	*81.6%*
%H		*94.9%*	*37.8%*	*14.3%*	*72.5%*	*30.4%*	*42.1%*	*87.7%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV Wales

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 14.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV Wales

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV Wales

Household level data

Table 14.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV Wales

Household level data

Table 14.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV Wales

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV Wales

Household level data

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV Wales

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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%*	
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: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV Wales

Household level data

Table 14.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL

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ITV HTV Wales

Household level data

Table 14.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

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Table 14.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

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ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV HTV Wales

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV HTV Wales

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV HTV Wales

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV HTV Wales

Set level data

Table 14.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV HTV Wales

Set level data

Table 14.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV HTV Wales

Individual level data

Table 14.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV HTV Wales

Individual level data

Table 14.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV HTV Wales

Individual level data

Table 14.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 14.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV HTV Wales

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV Wales

Individual level data

Table 14.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV Wales

Individual level data

Table 14.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV Wales

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV HTV Wales

Individual level data

Table 14.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV HTV Wales

Individual level data

Table 14.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Channel Islands

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Household level data

Table 15.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	73	69	45	3	46	25	20	57
%H (All HH)		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*
%H (TV HH)			*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	
AB	20	20	14	0	13	7	5	18
%V	*27.4%*	*29.0%*	*31.1%*	*0.0%*	*28.3%*	*28.0%*	*25.0%*	*31.6%*
%H (All HH)		*100.0%*	*70.0%*	*0.0%*	*65.0%*	*35.0%*	*25.0%*	*90.0%*
%H (TV HH)			*70.0%*	*0.0%*	*65.0%*	*35.0%*	*25.0%*	
C1	22	20	13	0	12	7	5	19
%V	*30.1%*	*29.0%*	*28.9%*	*0.0%*	*26.1%*	*28.0%*	*25.0%*	*33.3%*
%H (All HH)		*90.9%*	*59.1%*	*0.0%*	*54.5%*	*31.8%*	*22.7%*	*86.4%*
%H (TV HH)			*65.0%*	*0.0%*	*60.0%*	*35.0%*	*25.0%*	
C2	12	12	6	3	7	4	3	9
%V	*16.4%*	*17.4%*	*13.3%*	*100.0%*	*15.2%*	*16.0%*	*15.0%*	*15.8%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*58.3%*	*33.3%*	*25.0%*	*75.0%*
%H (TV HH)			*50.0%*	*25.0%*	*58.3%*	*33.3%*	*25.0%*	
D	11	10	9	0	6	4	1	8
%V	*15.1%*	*14.5%*	*20.0%*	*0.0%*	*13.0%*	*16.0%*	*5.0%*	*14.0%*
%H (All HH)		*90.9%*	*81.8%*	*0.0%*	*54.5%*	*36.4%*	*9.1%*	*72.7%*
%H (TV HH)			*90.0%*	*0.0%*	*60.0%*	*40.0%*	*10.0%*	
E	8	8	3	0	8	3	5	3
%V	*11.0%*	*11.6%*	*6.7%*	*0.0%*	*17.4%*	*12.0%*	*25.0%*	*5.3%*
%H (All HH)		*100.0%*	*37.5%*	*0.0%*	*100.0%*	*37.5%*	*62.5%*	*37.5%*
%H (TV HH)			*37.5%*	*0.0%*	*100.0%*	*37.5%*	*62.5%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Channel Islands

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	73	69	45	3	46	25	20	57
%H (All HH)		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*
%H (TV HH)			*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	
Under 25	2	1	1	0	0	0	0	2
%V	*2.7%*	*1.4%*	*2.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*3.5%*
%H (All HH)		*50.0%*	*50.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	
25 - 34	12	11	5	1	4	0	4	10
%V	*16.4%*	*15.9%*	*11.1%*	*33.3%*	*8.7%*	*0.0%*	*20.0%*	*17.5%*
%H (All HH)		*91.7%*	*41.7%*	*8.3%*	*33.3%*	*0.0%*	*33.3%*	*83.3%*
%H (TV HH)			*45.5%*	*9.1%*	*36.4%*	*0.0%*	*36.4%*	
35 - 44	15	14	10	0	9	5	3	13
%V	*20.5%*	*20.3%*	*22.2%*	*0.0%*	*19.6%*	*20.0%*	*15.0%*	*22.8%*
%H (All HH)		*93.3%*	*66.7%*	*0.0%*	*60.0%*	*33.3%*	*20.0%*	*86.7%*
%H (TV HH)			*71.4%*	*0.0%*	*64.3%*	*35.7%*	*21.4%*	
45 - 54	15	15	10	2	7	4	3	11
%V	*20.5%*	*21.7%*	*22.2%*	*66.7%*	*15.2%*	*16.0%*	*15.0%*	*19.3%*
%H (All HH)		*100.0%*	*66.7%*	*13.3%*	*46.7%*	*26.7%*	*20.0%*	*73.3%*
%H (TV HH)			*66.7%*	*13.3%*	*46.7%*	*26.7%*	*20.0%*	
55 - 64	13	13	10	0	12	8	4	12
%V	*17.8%*	*18.8%*	*22.2%*	*0.0%*	*26.1%*	*32.0%*	*20.0%*	*21.1%*
%H (All HH)		*100.0%*	*76.9%*	*0.0%*	*92.3%*	*61.5%*	*30.8%*	*92.3%*
%H (TV HH)			*76.9%*	*0.0%*	*92.3%*	*61.5%*	*30.8%*	
65 +	16	15	9	0	14	8	6	9
%V	*21.9%*	*21.7%*	*20.0%*	*0.0%*	*30.4%*	*32.0%*	*30.0%*	*15.8%*
%H (All HH)		*93.8%*	*56.3%*	*0.0%*	*87.5%*	*50.0%*	*37.5%*	*56.3%*
%H (TV HH)			*60.0%*	*0.0%*	*93.3%*	*53.3%*	*40.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Channel Islands

Household level data

Table 15.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	73	69	45	3	46	25	20	57
%H (All HH)		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*
%H (TV HH)			*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	
1	21	18	10	0	16	8	8	9
%V	*28.8%*	*26.1%*	*22.2%*	*0.0%*	*34.8%*	*32.0%*	*40.0%*	*15.8%*
%H (All HH)		*85.7%*	*47.6%*	*0.0%*	*76.2%*	*38.1%*	*38.1%*	*42.9%*
%H (TV HH)			*55.6%*	*0.0%*	*88.9%*	*44.4%*	*44.4%*	
2	24	23	15	0	14	6	8	20
%V	*32.9%*	*33.3%*	*33.3%*	*0.0%*	*30.4%*	*24.0%*	*40.0%*	*35.1%*
%H (All HH)		*95.8%*	*62.5%*	*0.0%*	*58.3%*	*25.0%*	*33.3%*	*83.3%*
%H (TV HH)			*65.2%*	*0.0%*	*60.9%*	*26.1%*	*34.8%*	
3	12	12	8	1	6	3	3	11
%V	*16.4%*	*17.4%*	*17.8%*	*33.3%*	*13.0%*	*12.0%*	*15.0%*	*19.3%*
%H (All HH)		*100.0%*	*66.7%*	*8.3%*	*50.0%*	*25.0%*	*25.0%*	*91.7%*
%H (TV HH)			*66.7%*	*8.3%*	*50.0%*	*25.0%*	*25.0%*	
4	13	13	10	1	8	6	2	13
%V	*17.8%*	*18.8%*	*22.2%*	*33.3%*	*17.4%*	*24.0%*	*10.0%*	*22.8%*
%H (All HH)		*100.0%*	*76.9%*	*7.7%*	*61.5%*	*46.2%*	*15.4%*	*100.0%*
%H (TV HH)			*76.9%*	*7.7%*	*61.5%*	*46.2%*	*15.4%*	
5+	3	3	2	1	1	1	0	3
%V	*4.1%*	*4.3%*	*4.4%*	*33.3%*	*2.2%*	*4.0%*	*0.0%*	*5.3%*
%H (All HH)		*100.0%*	*66.7%*	*33.3%*	*33.3%*	*33.3%*	*0.0%*	*100.0%*
%H (TV HH)			*66.7%*	*33.3%*	*33.3%*	*33.3%*	*0.0%*	
Average HH size	2.38	2.43	2.52	4.49	2.18	2.40	1.92	2.68

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Channel Islands

Household level data

Table 15.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	73	69	45	3	46	25	20	57
%H (All HH)		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*
%H (TV HH)			*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	
Without	51	48	30	1	36	19	17	36
%V	*69.9%*	*69.6%*	*66.7%*	*33.3%*	*78.3%*	*76.0%*	*85.0%*	*63.2%*
%H (All HH)		*94.1%*	*58.8%*	*2.0%*	*70.6%*	*37.3%*	*33.3%*	*70.6%*
%H (TV HH)			*62.5%*	*2.1%*	*75.0%*	*39.6%*	*35.4%*	
With	21	21	15	1	10	6	4	21
%V	*28.8%*	*30.4%*	*33.3%*	*33.3%*	*21.7%*	*24.0%*	*20.0%*	*36.8%*
%H (All HH)		*100.0%*	*71.4%*	*4.8%*	*47.6%*	*28.6%*	*19.0%*	*100.0%*
%H (TV HH)			*71.4%*	*4.8%*	*47.6%*	*28.6%*	*19.0%*	
0 - 3	8	8	6	1	3	1	1	8
%V	*11.0%*	*11.6%*	*13.3%*	*33.3%*	*6.5%*	*4.0%*	*5.0%*	*14.0%*
%H (All HH)		*100.0%*	*75.0%*	*12.5%*	*37.5%*	*12.5%*	*12.5%*	*100.0%*
%H (TV HH)			*75.0%*	*12.5%*	*37.5%*	*12.5%*	*12.5%*	
4 - 9	12	12	7	1	5	3	3	11
%V	*16.4%*	*17.4%*	*15.6%*	*33.3%*	*10.9%*	*12.0%*	*15.0%*	*19.3%*
%H (All HH)		*100.0%*	*58.3%*	*8.3%*	*41.7%*	*25.0%*	*25.0%*	*91.7%*
%H (TV HH)			*58.3%*	*8.3%*	*41.7%*	*25.0%*	*25.0%*	
10 - 15	10	10	7	1	5	3	3	9
%V	*13.7%*	*14.5%*	*15.6%*	*33.3%*	*10.9%*	*12.0%*	*15.0%*	*15.8%*
%H (All HH)		*100.0%*	*70.0%*	*10.0%*	*50.0%*	*30.0%*	*30.0%*	*90.0%*
%H (TV HH)			*70.0%*	*10.0%*	*50.0%*	*30.0%*	*30.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Channel Islands

Household level data

Table 15.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	73	69	45	3	46	25	20	57
%H (All HH)		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*
%H (TV HH)			*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	
1	26	26	15	0	18	7	11	16
%V	*35.6%*	*37.7%*	*33.3%*	*0.0%*	*39.1%*	*28.0%*	*55.0%*	*28.1%*
%H (All HH)		*100.0%*	*57.7%*	*0.0%*	*69.2%*	*26.9%*	*42.3%*	*61.5%*
%H (TV HH)			*57.7%*	*0.0%*	*69.2%*	*26.9%*	*42.3%*	
2	19	19	13	1	11	6	5	17
%V	*26.0%*	*27.5%*	*28.9%*	*33.3%*	*23.9%*	*24.0%*	*25.0%*	*29.8%*
%H (All HH)		*100.0%*	*68.4%*	*5.3%*	*57.9%*	*31.6%*	*26.3%*	*89.5%*
%H (TV HH)			*68.4%*	*5.3%*	*57.9%*	*31.6%*	*26.3%*	
3	13	13	9	1	9	6	3	11
%V	*17.8%*	*18.8%*	*20.0%*	*33.3%*	*19.6%*	*24.0%*	*15.0%*	*19.3%*
%H (All HH)		*100.0%*	*69.2%*	*7.7%*	*69.2%*	*46.2%*	*23.1%*	*84.6%*
%H (TV HH)			*69.2%*	*7.7%*	*69.2%*	*46.2%*	*23.1%*	
4	7	7	5	1	4	4	1	7
%V	*9.6%*	*10.1%*	*11.1%*	*33.3%*	*8.7%*	*16.0%*	*5.0%*	*12.3%*
%H (All HH)		*100.0%*	*71.4%*	*14.3%*	*57.1%*	*57.1%*	*14.3%*	*100.0%*
%H (TV HH)			*71.4%*	*14.3%*	*57.1%*	*57.1%*	*14.3%*	
5+	3	3	3	0	3	2	1	3
%V	*4.1%*	*4.3%*	*6.7%*	*0.0%*	*6.5%*	*8.0%*	*5.0%*	*5.3%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*66.7%*	*33.3%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 15.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	73	69	45	3	46	25	20	57
%H (All HH)		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*
%H (TV HH)			*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	
Under 20"	21	21	15	0	17	11	6	17
%V	*28.8%*	*30.4%*	*33.3%*	*0.0%*	*37.0%*	*44.0%*	*30.0%*	*29.8%*
%H (All HH)		*100.0%*	*71.4%*	*0.0%*	*81.0%*	*52.4%*	*28.6%*	*81.0%*
%H (TV HH)			*71.4%*	*0.0%*	*81.0%*	*52.4%*	*28.6%*	
20" - 29"	28	28	18	1	20	12	8	22
%V	*38.4%*	*40.6%*	*40.0%*	*33.3%*	*43.5%*	*48.0%*	*40.0%*	*38.6%*
%H (All HH)		*100.0%*	*64.3%*	*3.6%*	*71.4%*	*42.9%*	*28.6%*	*78.6%*
%H (TV HH)			*64.3%*	*3.6%*	*71.4%*	*42.9%*	*28.6%*	
30" - 39"	29	29	18	2	19	11	8	24
%V	*39.7%*	*42.0%*	*40.0%*	*66.7%*	*41.3%*	*44.0%*	*40.0%*	*42.1%*
%H (All HH)		*100.0%*	*62.1%*	*6.9%*	*65.5%*	*37.9%*	*27.6%*	*82.8%*
%H (TV HH)			*62.1%*	*6.9%*	*65.5%*	*37.9%*	*27.6%*	
40" and over	38	38	29	3	19	13	6	34
%V	*52.1%*	*55.1%*	*64.4%*	*100.0%*	*41.3%*	*52.0%*	*30.0%*	*59.6%*
%H (All HH)		*100.0%*	*76.3%*	*7.9%*	*50.0%*	*34.2%*	*15.8%*	*89.5%*
%H (TV HH)			*76.3%*	*7.9%*	*50.0%*	*34.2%*	*15.8%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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ITV Channel Islands

Household level data

Table 15.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	73	69	45	3	46	25	20	57
%H (All HH)		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*
%H (TV HH)			*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	
Main living room	68	68	44	3	44	24	20	53
%V	*93.2%*	*98.6%*	*97.8%*	*100.0%*	*95.7%*	*96.0%*	*100.0%*	*93.0%*
%H (All HH)		*100.0%*	*64.7%*	*4.4%*	*64.7%*	*35.3%*	*29.4%*	*77.9%*
%H (TV HH)			*64.7%*	*4.4%*	*64.7%*	*35.3%*	*29.4%*	
Kitchen	16	16	14	1	10	9	1	13
%V	*21.9%*	*23.2%*	*31.1%*	*33.3%*	*21.7%*	*36.0%*	*5.0%*	*22.8%*
%H (All HH)		*100.0%*	*87.5%*	*6.3%*	*62.5%*	*56.3%*	*6.3%*	*81.3%*
%H (TV HH)			*87.5%*	*6.3%*	*62.5%*	*56.3%*	*6.3%*	
Adult's bedroom	34	34	23	1	21	12	8	30
%V	*46.6%*	*49.3%*	*51.1%*	*33.3%*	*45.7%*	*48.0%*	*40.0%*	*52.6%*
%H (All HH)		*100.0%*	*67.6%*	*2.9%*	*61.8%*	*35.3%*	*23.5%*	*88.2%*
%H (TV HH)			*67.6%*	*2.9%*	*61.8%*	*35.3%*	*23.5%*	
Child's bedroom	8	8	4	1	6	3	3	8
%V	*11.0%*	*11.6%*	*8.9%*	*33.3%*	*13.0%*	*12.0%*	*15.0%*	*14.0%*
%H (All HH)		*100.0%*	*50.0%*	*12.5%*	*75.0%*	*37.5%*	*37.5%*	*100.0%*
%H (TV HH)			*50.0%*	*12.5%*	*75.0%*	*37.5%*	*37.5%*	
Other bedroom	1	1	1	0	1	1	0	1
%V	*1.4%*	*1.4%*	*2.2%*	*0.0%*	*2.2%*	*4.0%*	*0.0%*	*1.8%*
%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%*	
Second living/dining room	5	5	4	1	3	3	1	5
%V	*6.8%*	*7.2%*	*8.9%*	*33.3%*	*6.5%*	*12.0%*	*5.0%*	*8.8%*
%H (All HH)		*100.0%*	*80.0%*	*20.0%*	*60.0%*	*60.0%*	*20.0%*	*100.0%*
%H (TV HH)			*80.0%*	*20.0%*	*60.0%*	*60.0%*	*20.0%*	
Study/office	1	1	1	0	0	0	0	1
%V	*1.4%*	*1.4%*	*2.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.8%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	
TV room	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Conservatory	1	1	1	0	1	1	0	0
%V	*1.4%*	*1.4%*	*2.2%*	*0.0%*	*2.2%*	*4.0%*	*0.0%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*0.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
Attic or loft room	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	1	1	1	0	1	1	0	1
%V	*1.4%*	*1.4%*	*2.2%*	*0.0%*	*2.2%*	*4.0%*	*0.0%*	*1.8%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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Table 15.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	73	69	45	3	46	25	20	57
%H (All HH)		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*
%H (TV HH)			*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	
Any DSAT provider	45	45	45	0	25	25	0	36
%V	*61.6%*	*65.2%*	*100.0%*	*0.0%*	*54.3%*	*100.0%*	*0.0%*	*63.2%*
%H (All HH)			*100.0%*	*0.0%*	*55.6%*	*55.6%*	*0.0%*	*80.0%*
%H (TV HH)			*100.0%*	*0.0%*	*55.6%*	*55.6%*	*0.0%*	
Sky with subcription	29	29	29	0	16	16	0	25
%V	*39.7%*	*42.0%*	*64.4%*	*0.0%*	*34.8%*	*64.0%*	*0.0%*	*43.9%*
%H (All HH)			*100.0%*	*0.0%*	*55.2%*	*55.2%*	*0.0%*	*86.2%*
%H (TV HH)			*100.0%*	*0.0%*	*55.2%*	*55.2%*	*0.0%*	
Sky without subscription	3	3	3	0	2	2	0	1
%V	*4.1%*	*4.3%*	*6.7%*	*0.0%*	*4.3%*	*8.0%*	*0.0%*	*1.8%*
%H (All HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*33.3%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	
Freesat	10	10	10	0	5	5	0	9
%V	*13.7%*	*14.5%*	*22.2%*	*0.0%*	*10.9%*	*20.0%*	*0.0%*	*15.8%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
Other satellite provider	6	6	6	0	3	3	0	4
%V	*8.2%*	*8.7%*	*13.3%*	*0.0%*	*6.5%*	*12.0%*	*0.0%*	*7.0%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*66.7%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	3	3	0	3	0	0	0	3
%V	*4.1%*	*4.3%*	*0.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*5.3%*
%H (All HH)			*0.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*0.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	
DTT	46	46	25	0	46	25	20	33
%V	*63.0%*	*66.7%*	*55.6%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	*57.9%*
%H (All HH)		*100.0%*	*54.3%*	*0.0%*	*100.0%*	*54.3%*	*43.5%*	*71.7%*
%H (TV HH)			*54.3%*	*0.0%*	*100.0%*	*54.3%*	*43.5%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Channel Islands

Household level data

Table 15.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	73	69	45	3	46	25	20	57
%H (All HH)		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*
%H (TV HH)			*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	
PVR	40	40	33	1	24	18	6	36
%V	*54.8%*	*58.0%*	*73.3%*	*33.3%*	*52.2%*	*72.0%*	*30.0%*	*63.2%*
%H (All HH)		*100.0%*	*82.5%*	*2.5%*	*60.0%*	*45.0%*	*15.0%*	*90.0%*
%H (TV HH)			*82.5%*	*2.5%*	*60.0%*	*45.0%*	*15.0%*	
DVDR	2	2	2	0	1	1	0	2
%V	*2.7%*	*2.9%*	*4.4%*	*0.0%*	*2.2%*	*4.0%*	*0.0%*	*3.5%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
VCR	3	3	1	0	3	1	1	1
%V	*4.1%*	*4.3%*	*2.2%*	*0.0%*	*6.5%*	*4.0%*	*5.0%*	*1.8%*
%H (All HH)		*100.0%*	*33.3%*	*0.0%*	*100.0%*	*33.3%*	*33.3%*	*33.3%*
%H (TV HH)			*33.3%*	*0.0%*	*100.0%*	*33.3%*	*33.3%*	
Any recorder	42	42	34	1	26	18	7	37
%V	*57.5%*	*60.9%*	*75.6%*	*33.3%*	*56.5%*	*72.0%*	*35.0%*	*64.9%*
%H (All HH)		*100.0%*	*81.0%*	*2.4%*	*61.9%*	*42.9%*	*16.7%*	*88.1%*
%H (TV HH)			*81.0%*	*2.4%*	*61.9%*	*42.9%*	*16.7%*	
Receives HDTV (via STB or built-in reception)	42	42	30	2	27	16	10	37
%V	*57.5%*	*60.9%*	*66.7%*	*66.7%*	*58.7%*	*64.0%*	*50.0%*	*64.9%*
%H (All HH)		*100.0%*	*71.4%*	*4.8%*	*64.3%*	*38.1%*	*23.8%*	*88.1%*
%H (TV HH)			*71.4%*	*4.8%*	*64.3%*	*38.1%*	*23.8%*	
DVD/Blu-ray player or recorder	55	55	37	2	36	22	15	45
%V	*75.3%*	*79.7%*	*82.2%*	*66.7%*	*78.3%*	*88.0%*	*75.0%*	*78.9%*
%H (All HH)		*100.0%*	*67.3%*	*3.6%*	*65.5%*	*40.0%*	*27.3%*	*81.8%*
%H (TV HH)			*67.3%*	*3.6%*	*65.5%*	*40.0%*	*27.3%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Channel Islands

Household level data

Table 15.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	73	69	45	3	46	25	20	57
%H (All HH)		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*
%H (TV HH)			*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	
Has broadband internet	57	54	36	3	33	19	14	57
%V	*78.1%*	*78.3%*	*80.0%*	*100.0%*	*71.7%*	*76.0%*	*70.0%*	*100.0%*
%H (All HH)		*94.7%*	*63.2%*	*5.3%*	*57.9%*	*33.3%*	*24.6%*	*100.0%*
%H (TV HH)			*66.7%*	*5.6%*	*61.1%*	*35.2%*	*25.9%*	
Number of computers (PCs and laptops)								
0	16	13	8	0	12	5	6	3
%V	*21.9%*	*18.8%*	*17.8%*	*0.0%*	*26.1%*	*20.0%*	*30.0%*	*5.3%*
%H (All HH)		*81.3%*	*50.0%*	*0.0%*	*75.0%*	*31.3%*	*37.5%*	*18.8%*
%H (TV HH)			*61.5%*	*0.0%*	*92.3%*	*38.5%*	*46.2%*	
1	13	12	6	1	7	3	5	11
%V	*17.8%*	*17.4%*	*13.3%*	*33.3%*	*15.2%*	*12.0%*	*25.0%*	*19.3%*
%H (All HH)		*92.3%*	*46.2%*	*7.7%*	*53.8%*	*23.1%*	*38.5%*	*84.6%*
%H (TV HH)			*50.0%*	*8.3%*	*58.3%*	*25.0%*	*41.7%*	
2	18	18	13	0	11	6	4	17
%V	*24.7%*	*26.1%*	*28.9%*	*0.0%*	*23.9%*	*24.0%*	*20.0%*	*29.8%*
%H (All HH)		*100.0%*	*72.2%*	*0.0%*	*61.1%*	*33.3%*	*22.2%*	*94.4%*
%H (TV HH)			*72.2%*	*0.0%*	*61.1%*	*33.3%*	*22.2%*	
3	11	11	7	1	7	3	4	11
%V	*15.1%*	*15.9%*	*15.6%*	*33.3%*	*15.2%*	*12.0%*	*20.0%*	*19.3%*
%H (All HH)		*100.0%*	*63.6%*	*9.1%*	*63.6%*	*27.3%*	*36.4%*	*100.0%*
%H (TV HH)			*63.6%*	*9.1%*	*63.6%*	*27.3%*	*36.4%*	
4	10	9	7	1	5	5	1	10
%V	*13.7%*	*13.0%*	*15.6%*	*33.3%*	*10.9%*	*20.0%*	*5.0%*	*17.5%*
%H (All HH)		*90.0%*	*70.0%*	*10.0%*	*50.0%*	*50.0%*	*10.0%*	*100.0%*
%H (TV HH)			*77.8%*	*11.1%*	*55.6%*	*55.6%*	*11.1%*	
5+	5	5	4	0	4	3	1	5
%V	*6.8%*	*7.2%*	*8.9%*	*0.0%*	*8.7%*	*12.0%*	*5.0%*	*8.8%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
%H (TV HH)			*80.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Channel Islands

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	151	104	9	99	62	37	128
%H		*68.9%*	*6.0%*	*65.6%*	*41.1%*	*24.5%*	*84.8%*
Under 20"	30	22	0	25	16	9	24
%V	*19.9%*	*21.2%*	*0.0%*	*25.3%*	*25.8%*	*24.3%*	*18.8%*
%H		*73.3%*	*0.0%*	*83.3%*	*53.3%*	*30.0%*	*80.0%*
20" - 29"	36	24	3	25	16	8	29
%V	*23.8%*	*23.1%*	*33.3%*	*25.3%*	*25.8%*	*21.6%*	*22.7%*
%H		*66.7%*	*8.3%*	*69.4%*	*44.4%*	*22.2%*	*80.6%*
30" - 39"	35	22	2	24	14	10	30
%V	*23.2%*	*21.2%*	*22.2%*	*24.2%*	*22.6%*	*27.0%*	*23.4%*
%H		*62.9%*	*5.7%*	*68.6%*	*40.0%*	*28.6%*	*85.7%*
40" and over	50	36	4	25	16	10	44
%V	*33.1%*	*34.6%*	*44.4%*	*25.3%*	*25.8%*	*27.0%*	*34.4%*
%H		*72.0%*	*8.0%*	*50.0%*	*32.0%*	*20.0%*	*88.0%*
Don't know	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Channel Islands

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	151	104	9	99	62	37	128
%H		*68.9%*	*6.0%*	*65.6%*	*41.1%*	*24.5%*	*84.8%*
Main living room	69	45	3	45	25	20	54
%V	*45.7%*	*43.3%*	*33.3%*	*45.5%*	*40.3%*	*54.1%*	*42.2%*
%H		*65.2%*	*4.3%*	*65.2%*	*36.2%*	*29.0%*	*78.3%*
Kitchen	16	14	1	10	9	1	13
%V	*10.6%*	*13.5%*	*11.1%*	*10.1%*	*14.5%*	*2.7%*	*10.2%*
%H		*87.5%*	*6.3%*	*62.5%*	*56.3%*	*6.3%*	*81.3%*
Adult's bedroom	47	32	3	31	20	11	42
%V	*31.1%*	*30.8%*	*33.3%*	*31.3%*	*32.3%*	*29.7%*	*32.8%*
%H		*68.1%*	*6.4%*	*66.0%*	*42.6%*	*23.4%*	*89.4%*
Child's bedroom	11	5	2	8	5	4	11
%V	*7.3%*	*4.8%*	*22.2%*	*8.1%*	*8.1%*	*10.8%*	*8.6%*
%H		*45.5%*	*18.2%*	*72.7%*	*45.5%*	*36.4%*	*100.0%*
Other bedroom	1	1	0	1	1	0	1
%V	*0.7%*	*1.0%*	*0.0%*	*1.0%*	*1.6%*	*0.0%*	*0.8%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Second living/dining room	5	4	1	3	3	1	5
%V	*3.3%*	*3.8%*	*11.1%*	*3.0%*	*4.8%*	*2.7%*	*3.9%*
%H		*80.0%*	*20.0%*	*60.0%*	*60.0%*	*20.0%*	*100.0%*
Study/office	1	1	0	0	0	0	1
%V	*0.7%*	*1.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.8%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
TV room	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*
Conservatory	1	1	0	1	1	0	0
%V	*0.7%*	*1.0%*	*0.0%*	*1.0%*	*1.6%*	*0.0%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*0.0%*
Attic or loft room	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*
Other	1	1	0	1	1	0	1
%V	*0.7%*	*1.0%*	*0.0%*	*1.0%*	*1.6%*	*0.0%*	*0.8%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Channel Islands

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	151	104	9	99	62	37	128
%H		*68.9%*	*6.0%*	*65.6%*	*41.1%*	*24.5%*	*84.8%*
PVR	57	49	2	30	24	6	53
%V	*37.7%*	*47.1%*	*22.2%*	*30.3%*	*38.7%*	*16.2%*	*41.4%*
%H		*86.0%*	*3.5%*	*52.6%*	*42.1%*	*10.5%*	*93.0%*
DVDR	3	3	0	1	1	0	3
%V	*2.0%*	*2.9%*	*0.0%*	*1.0%*	*1.6%*	*0.0%*	*2.3%*
%H		*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	*100.0%*
VCR	3	1	0	3	1	1	1
%V	*2.0%*	*1.0%*	*0.0%*	*3.0%*	*1.6%*	*2.7%*	*0.8%*
%H		*33.3%*	*0.0%*	*100.0%*	*33.3%*	*33.3%*	*33.3%*
Any recorder	61	52	2	32	25	7	56
%V	*40.4%*	*50.0%*	*22.2%*	*32.3%*	*40.3%*	*18.9%*	*43.8%*
%H		*85.2%*	*3.3%*	*52.5%*	*41.0%*	*11.5%*	*91.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	151	104	9	99	62	37	128
%H		*68.9%*	*6.0%*	*65.6%*	*41.1%*	*24.5%*	*84.8%*
Receives HDTV (via STB or built-in reception)	56	39	3	36	22	14	52
%V	*37.1%*	*37.5%*	*33.3%*	*36.4%*	*35.5%*	*37.8%*	*40.6%*
%H		*69.6%*	*5.4%*	*64.3%*	*39.3%*	*25.0%*	*92.9%*
DVD/Blu-ray player or recorder	78	53	3	52	32	20	69
%V	*51.7%*	*51.0%*	*33.3%*	*52.5%*	*51.6%*	*54.1%*	*53.9%*
%H		*67.9%*	*3.8%*	*66.7%*	*41.0%*	*25.6%*	*88.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Channel Islands

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	69	45	3	46	25	20	54
%H		*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	*78.3%*
Under 20"	2	1	0	1	0	1	1
%V	*2.9%*	*2.2%*	*0.0%*	*2.2%*	*0.0%*	*5.0%*	*1.9%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
20" - 29"	12	6	0	11	5	6	7
%V	*17.4%*	*13.3%*	*0.0%*	*23.9%*	*20.0%*	*30.0%*	*13.0%*
%H		*50.0%*	*0.0%*	*91.7%*	*41.7%*	*50.0%*	*58.3%*
30" - 39"	17	10	0	14	7	7	13
%V	*24.6%*	*22.2%*	*0.0%*	*30.4%*	*28.0%*	*35.0%*	*24.1%*
%H		*58.8%*	*0.0%*	*82.4%*	*41.2%*	*41.2%*	*76.5%*
40" and over	37	28	3	19	13	6	33
%V	*53.6%*	*62.2%*	*100.0%*	*41.3%*	*52.0%*	*30.0%*	*61.1%*
%H		*75.7%*	*8.1%*	*51.4%*	*35.1%*	*16.2%*	*89.2%*
Don't know	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Channel Islands

Set level data

Table 15.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	69	45	3	46	25	20	54
%H		*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	*78.3%*
PVR	40	33	1	24	18	6	36
%V	*58.0%*	*73.3%*	*33.3%*	*52.2%*	*72.0%*	*30.0%*	*66.7%*
%H		*82.5%*	*2.5%*	*60.0%*	*45.0%*	*15.0%*	*90.0%*
DVDR	1	1	0	1	1	0	1
%V	*1.4%*	*2.2%*	*0.0%*	*2.2%*	*4.0%*	*0.0%*	*1.9%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
VCR	3	1	0	3	1	1	1
%V	*4.3%*	*2.2%*	*0.0%*	*6.5%*	*4.0%*	*5.0%*	*1.9%*
%H		*33.3%*	*0.0%*	*100.0%*	*33.3%*	*33.3%*	*33.3%*
Any recorder	42	34	1	26	18	7	37
%V	*60.9%*	*75.6%*	*33.3%*	*56.5%*	*72.0%*	*35.0%*	*68.5%*
%H		*81.0%*	*2.4%*	*61.9%*	*42.9%*	*16.7%*	*88.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	69	45	3	46	25	20	54
%H		*65.2%*	*4.3%*	*66.7%*	*36.2%*	*29.0%*	*78.3%*
Receives HDTV (via STB or built-in reception)	41	30	2	26	16	10	37
%V	*59.4%*	*66.7%*	*66.7%*	*56.5%*	*64.0%*	*50.0%*	*68.5%*
%H		*73.2%*	*4.9%*	*63.4%*	*39.0%*	*24.4%*	*90.2%*
DVD/Blu-ray player or recorder	51	35	1	34	20	14	41
%V	*73.9%*	*77.8%*	*33.3%*	*73.9%*	*80.0%*	*70.0%*	*75.9%*
%H		*68.6%*	*2.0%*	*66.7%*	*39.2%*	*27.5%*	*80.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	82	59	6	54	37	16	74
%H		*72.0%*	*7.3%*	*65.9%*	*45.1%*	*19.5%*	*90.2%*
Under 20"	28	21	0	23	16	7	23
%V	*34.1%*	*35.6%*	*0.0%*	*42.6%*	*43.2%*	*43.8%*	*31.1%*
%H		*75.0%*	*0.0%*	*82.1%*	*57.1%*	*25.0%*	*82.1%*
20" - 29"	23	18	3	14	12	3	22
%V	*28.0%*	*30.5%*	*50.0%*	*25.9%*	*32.4%*	*18.8%*	*29.7%*
%H		*78.3%*	*13.0%*	*60.9%*	*52.2%*	*13.0%*	*95.7%*
30" - 39"	18	12	2	10	7	3	17
%V	*22.0%*	*20.3%*	*33.3%*	*18.5%*	*18.9%*	*18.8%*	*23.0%*
%H		*66.7%*	*11.1%*	*55.6%*	*38.9%*	*16.7%*	*94.4%*
40" and over	13	8	1	6	3	3	12
%V	*15.9%*	*13.6%*	*16.7%*	*11.1%*	*8.1%*	*18.8%*	*16.2%*
%H		*61.5%*	*7.7%*	*46.2%*	*23.1%*	*23.1%*	*92.3%*
Don't know	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

Table 15.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	82	59	6	54	37	16	74
%H		*72.0%*	*7.3%*	*65.9%*	*45.1%*	*19.5%*	*90.2%*
PVR	18	16	1	6	6	0	17
%V	*22.0%*	*27.1%*	*16.7%*	*11.1%*	*16.2%*	*0.0%*	*23.0%*
%H		*88.9%*	*5.6%*	*33.3%*	*33.3%*	*0.0%*	*94.4%*
DVDR	1	1	0	1	1	0	1
%V	*1.2%*	*1.7%*	*0.0%*	*1.9%*	*2.7%*	*0.0%*	*1.4%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
VCR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*
Any recorder	19	18	1	7	7	0	18
%V	*23.2%*	*30.5%*	*16.7%*	*13.0%*	*18.9%*	*0.0%*	*24.3%*
%H		*94.7%*	*5.3%*	*36.8%*	*36.8%*	*0.0%*	*94.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	82	59	6	54	37	16	74
%H		*72.0%*	*7.3%*	*65.9%*	*45.1%*	*19.5%*	*90.2%*
Receives HDTV (via STB or built-in reception)	15	9	1	10	5	5	15
%V	*18.3%*	*15.3%*	*16.7%*	*18.5%*	*13.5%*	*31.3%*	*20.3%*
%H		*60.0%*	*6.7%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
DVD/Blu-ray player or recorder	28	19	2	18	12	7	28
%V	*34.1%*	*32.2%*	*33.3%*	*33.3%*	*32.4%*	*43.8%*	*37.8%*
%H		*67.9%*	*7.1%*	*64.3%*	*42.9%*	*25.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Channel Islands

Individual level data

Table 15.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	173	169	113	12	99	60	39	151
%H		*97.7%*	*65.3%*	*6.9%*	*57.2%*	*34.7%*	*22.5%*	*87.3%*
Total Children	35	35	23	4	15	9	6	33
%V	*20.2%*	*20.7%*	*20.4%*	*33.3%*	*15.2%*	*15.0%*	*15.4%*	*21.9%*
%H		*100.0%*	*65.7%*	*11.4%*	*42.9%*	*25.7%*	*17.1%*	*94.3%*
0 - 3	9	9	6	1	3	1	1	9
%V	*5.2%*	*5.3%*	*5.3%*	*8.3%*	*3.0%*	*1.7%*	*2.6%*	*6.0%*
%H		*100.0%*	*66.7%*	*11.1%*	*33.3%*	*11.1%*	*11.1%*	*100.0%*
4 - 15	26	26	17	3	13	8	5	25
%V	*15.0%*	*15.4%*	*15.0%*	*25.0%*	*13.1%*	*13.3%*	*12.8%*	*16.6%*
%H		*100.0%*	*65.4%*	*11.5%*	*50.0%*	*30.8%*	*19.2%*	*96.2%*
4 - 9	14	14	8	2	6	4	3	13
%V	*8.1%*	*8.3%*	*7.1%*	*16.7%*	*6.1%*	*6.7%*	*7.7%*	*8.6%*
%H		*100.0%*	*57.1%*	*14.3%*	*42.9%*	*28.6%*	*21.4%*	*92.9%*
10 - 15	12	12	8	1	6	4	3	11
%V	*6.9%*	*7.1%*	*7.1%*	*8.3%*	*6.1%*	*6.7%*	*7.7%*	*7.3%*
%H		*100.0%*	*66.7%*	*8.3%*	*50.0%*	*33.3%*	*25.0%*	*91.7%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Channel Islands

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	173	169	113	12	99	60	39	151
%H		*97.7%*	*65.3%*	*6.9%*	*57.2%*	*34.7%*	*22.5%*	*87.3%*
Total Adults (16+)	138	134	90	8	84	51	33	118
%V	*79.8%*	*79.3%*	*79.6%*	*66.7%*	*84.8%*	*85.0%*	*84.6%*	*78.1%*
%H		*97.1%*	*65.2%*	*5.8%*	*60.9%*	*37.0%*	*23.9%*	*85.5%*
16 - 19	8	8	6	2	4	4	0	8
%V	*4.6%*	*4.7%*	*5.3%*	*16.7%*	*4.0%*	*6.7%*	*0.0%*	*5.3%*
%H		*100.0%*	*75.0%*	*25.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
20 - 24	9	7	6	1	3	3	0	9
%V	*5.2%*	*4.1%*	*5.3%*	*8.3%*	*3.0%*	*5.0%*	*0.0%*	*6.0%*
%H		*77.8%*	*66.7%*	*11.1%*	*33.3%*	*33.3%*	*0.0%*	*100.0%*
25 - 34	21	20	9	1	11	2	9	19
%V	*12.1%*	*11.8%*	*8.0%*	*8.3%*	*11.1%*	*3.3%*	*23.1%*	*12.6%*
%H		*95.2%*	*42.9%*	*4.8%*	*52.4%*	*9.5%*	*42.9%*	*90.5%*
35 - 44	25	24	17	1	12	8	5	24
%V	*14.5%*	*14.2%*	*15.0%*	*8.3%*	*12.1%*	*13.3%*	*12.8%*	*15.9%*
%H		*96.0%*	*68.0%*	*4.0%*	*48.0%*	*32.0%*	*20.0%*	*96.0%*
45 - 54	28	28	21	3	13	8	4	24
%V	*16.2%*	*16.6%*	*18.6%*	*25.0%*	*13.1%*	*13.3%*	*10.3%*	*15.9%*
%H		*100.0%*	*75.0%*	*10.7%*	*46.4%*	*28.6%*	*14.3%*	*85.7%*
55 - 64	19	19	15	0	17	12	4	17
%V	*11.0%*	*11.2%*	*13.3%*	*0.0%*	*17.2%*	*20.0%*	*10.3%*	*11.3%*
%H		*100.0%*	*78.9%*	*0.0%*	*89.5%*	*63.2%*	*21.1%*	*89.5%*
65+	27	26	16	0	23	13	11	17
%V	*15.6%*	*15.4%*	*14.2%*	*0.0%*	*23.2%*	*21.7%*	*28.2%*	*11.3%*
%H		*96.3%*	*59.3%*	*0.0%*	*85.2%*	*48.1%*	*40.7%*	*63.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 15.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	138	134	90	8	84	51	33	118
%H		*97.1%*	*65.2%*	*5.8%*	*60.9%*	*37.0%*	*23.9%*	*85.5%*
AB	41	41	31	0	26	16	10	38
%V	*29.7%*	*30.6%*	*34.4%*	*0.0%*	*31.0%*	*31.4%*	*30.3%*	*32.2%*
%H		*100.0%*	*75.6%*	*0.0%*	*63.4%*	*39.0%*	*24.4%*	*92.7%*
C1	40	38	25	0	23	12	11	36
%V	*29.0%*	*28.4%*	*27.8%*	*0.0%*	*27.4%*	*23.5%*	*33.3%*	*30.5%*
%H		*95.0%*	*62.5%*	*0.0%*	*57.5%*	*30.0%*	*27.5%*	*90.0%*
C2	23	23	11	8	10	7	4	20
%V	*16.7%*	*17.2%*	*12.2%*	*100.0%*	*11.9%*	*13.7%*	*12.1%*	*16.9%*
%H		*100.0%*	*47.8%*	*34.8%*	*43.5%*	*30.4%*	*17.4%*	*87.0%*
D	24	22	19	0	15	12	3	19
%V	*17.4%*	*16.4%*	*21.1%*	*0.0%*	*17.9%*	*23.5%*	*9.1%*	*16.1%*
%H		*91.7%*	*79.2%*	*0.0%*	*62.5%*	*50.0%*	*12.5%*	*79.2%*
E	10	10	4	0	10	4	6	5
%V	*7.2%*	*7.5%*	*4.4%*	*0.0%*	*11.9%*	*7.8%*	*18.2%*	*4.2%*
%H		*100.0%*	*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*	*50.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 15.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	138	134	90	8	84	51	33	118
%H		*97.1%*	*65.2%*	*5.8%*	*60.9%*	*37.0%*	*23.9%*	*85.5%*
Working full time	82	78	52	7	43	25	18	74
%V	*59.4%*	*58.2%*	*57.8%*	*87.5%*	*51.2%*	*49.0%*	*54.5%*	*62.7%*
%H		*95.1%*	*63.4%*	*8.5%*	*52.4%*	*30.5%*	*22.0%*	*90.2%*
Working part time	11	11	10	0	6	5	1	11
%V	*8.0%*	*8.2%*	*11.1%*	*0.0%*	*7.1%*	*9.8%*	*3.0%*	*9.3%*
%H		*100.0%*	*90.9%*	*0.0%*	*54.5%*	*45.5%*	*9.1%*	*100.0%*
Not working	45	45	28	1	36	21	14	33
%V	*32.6%*	*33.6%*	*31.1%*	*12.5%*	*42.9%*	*41.2%*	*42.4%*	*28.0%*
%H		*100.0%*	*62.2%*	*2.2%*	*80.0%*	*46.7%*	*31.1%*	*73.3%*
Housewife/Houseperson	73	69	45	3	46	25	20	57
%V	*52.9%*	*51.5%*	*50.0%*	*37.5%*	*54.8%*	*49.0%*	*60.6%*	*48.3%*
%H		*94.5%*	*61.6%*	*4.1%*	*63.0%*	*34.2%*	*27.4%*	*78.1%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 15.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	69	68	47	4	42	26	15	58
%H		*98.6%*	*68.1%*	*5.8%*	*60.9%*	*37.7%*	*21.7%*	*84.1%*
16 - 19	4	4	3	1	2	2	0	4
%V	*5.8%*	*5.9%*	*6.4%*	*25.0%*	*4.8%*	*7.7%*	*0.0%*	*6.9%*
%H		*100.0%*	*75.0%*	*25.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
20 - 24	5	4	3	1	1	1	0	5
%V	*7.2%*	*5.9%*	*6.4%*	*25.0%*	*2.4%*	*3.8%*	*0.0%*	*8.6%*
%H		*80.0%*	*60.0%*	*20.0%*	*20.0%*	*20.0%*	*0.0%*	*100.0%*
25 - 34	10	10	5	1	7	2	5	10
%V	*14.5%*	*14.7%*	*10.6%*	*25.0%*	*16.7%*	*7.7%*	*33.3%*	*17.2%*
%H		*100.0%*	*50.0%*	*10.0%*	*70.0%*	*20.0%*	*50.0%*	*100.0%*
35 - 44	11	10	7	1	3	3	1	10
%V	*15.9%*	*14.7%*	*14.9%*	*25.0%*	*7.1%*	*11.5%*	*6.7%*	*17.2%*
%H		*90.9%*	*63.6%*	*9.1%*	*27.3%*	*27.3%*	*9.1%*	*90.9%*
45 - 54	16	16	13	1	7	5	2	13
%V	*23.2%*	*23.5%*	*27.7%*	*25.0%*	*16.7%*	*19.2%*	*13.3%*	*22.4%*
%H		*100.0%*	*81.3%*	*6.3%*	*43.8%*	*31.3%*	*12.5%*	*81.3%*
55 - 64	10	10	7	0	9	6	3	7
%V	*14.5%*	*14.7%*	*14.9%*	*0.0%*	*21.4%*	*23.1%*	*20.0%*	*12.1%*
%H		*100.0%*	*70.0%*	*0.0%*	*90.0%*	*60.0%*	*30.0%*	*70.0%*
65+	14	14	9	0	12	7	5	9
%V	*20.3%*	*20.6%*	*19.1%*	*0.0%*	*28.6%*	*26.9%*	*33.3%*	*15.5%*
%H		*100.0%*	*64.3%*	*0.0%*	*85.7%*	*50.0%*	*35.7%*	*64.3%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 15.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	69	68	47	4	42	26	15	58
%H		*98.6%*	*68.1%*	*5.8%*	*60.9%*	*37.7%*	*21.7%*	*84.1%*
AB	21	21	15	0	13	8	5	19
%V	*30.4%*	*30.9%*	*31.9%*	*0.0%*	*31.0%*	*30.8%*	*33.3%*	*32.8%*
%H		*100.0%*	*71.4%*	*0.0%*	*61.9%*	*38.1%*	*23.8%*	*90.5%*
C1	20	19	13	0	12	7	5	19
%V	*29.0%*	*27.9%*	*27.7%*	*0.0%*	*28.6%*	*26.9%*	*33.3%*	*32.8%*
%H		*95.0%*	*65.0%*	*0.0%*	*60.0%*	*35.0%*	*25.0%*	*95.0%*
C2	13	13	7	4	6	5	2	10
%V	*18.8%*	*19.1%*	*14.9%*	*100.0%*	*14.3%*	*19.2%*	*13.3%*	*17.2%*
%H		*100.0%*	*53.8%*	*30.8%*	*46.2%*	*38.5%*	*15.4%*	*76.9%*
D	12	11	10	0	7	5	1	9
%V	*17.4%*	*16.2%*	*21.3%*	*0.0%*	*16.7%*	*19.2%*	*6.7%*	*15.5%*
%H		*91.7%*	*83.3%*	*0.0%*	*58.3%*	*41.7%*	*8.3%*	*75.0%*
E	3	3	2	0	3	2	2	2
%V	*4.3%*	*4.4%*	*4.3%*	*0.0%*	*7.1%*	*7.7%*	*13.3%*	*3.4%*
%H		*100.0%*	*66.7%*	*0.0%*	*100.0%*	*66.7%*	*66.7%*	*66.7%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Channel Islands

Individual level data

Table 15.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	69	68	47	4	42	26	15	58
%H		*98.6%*	*68.1%*	*5.8%*	*60.9%*	*37.7%*	*21.7%*	*84.1%*
Working full time	48	46	32	4	24	15	9	42
%V	*69.6%*	*67.6%*	*68.1%*	*100.0%*	*57.1%*	*57.7%*	*60.0%*	*72.4%*
%H		*95.8%*	*66.7%*	*8.3%*	*50.0%*	*31.3%*	*18.8%*	*87.5%*
Working part time	2	2	2	0	1	1	0	2
%V	*2.9%*	*2.9%*	*4.3%*	*0.0%*	*2.4%*	*3.8%*	*0.0%*	*3.4%*
%H		*100.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Not working	20	20	13	0	16	10	6	14
%V	*29.0%*	*29.4%*	*27.7%*	*0.0%*	*38.1%*	*38.5%*	*40.0%*	*24.1%*
%H		*100.0%*	*65.0%*	*0.0%*	*80.0%*	*50.0%*	*30.0%*	*70.0%*
Housewife/Houseperson	17	16	10	0	12	6	6	9
%V	*24.6%*	*23.5%*	*21.3%*	*0.0%*	*28.6%*	*23.1%*	*40.0%*	*15.5%*
%H		*94.1%*	*58.8%*	*0.0%*	*70.6%*	*35.3%*	*35.3%*	*52.9%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Channel Islands

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	69	66	44	4	42	25	18	60
%H		*95.7%*	*63.8%*	*5.8%*	*60.9%*	*36.2%*	*26.1%*	*87.0%*
16 - 19	4	4	3	1	2	2	0	4
%V	*5.8%*	*6.1%*	*6.8%*	*25.0%*	*4.8%*	*8.0%*	*0.0%*	*6.7%*
%H		*100.0%*	*75.0%*	*25.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
20 - 24	4	3	3	0	2	2	0	4
%V	*5.8%*	*4.5%*	*6.8%*	*0.0%*	*4.8%*	*8.0%*	*0.0%*	*6.7%*
%H		*75.0%*	*75.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
25 - 34	11	10	4	1	4	0	4	9
%V	*15.9%*	*15.2%*	*9.1%*	*25.0%*	*9.5%*	*0.0%*	*22.2%*	*15.0%*
%H		*90.9%*	*36.4%*	*9.1%*	*36.4%*	*0.0%*	*36.4%*	*81.8%*
35 - 44	14	14	10	0	9	5	4	14
%V	*20.3%*	*21.2%*	*22.7%*	*0.0%*	*21.4%*	*20.0%*	*22.2%*	*23.3%*
%H		*100.0%*	*71.4%*	*0.0%*	*64.3%*	*35.7%*	*28.6%*	*100.0%*
45 - 54	13	13	8	2	6	4	2	11
%V	*18.8%*	*19.7%*	*18.2%*	*50.0%*	*14.3%*	*16.0%*	*11.1%*	*18.3%*
%H		*100.0%*	*61.5%*	*15.4%*	*46.2%*	*30.8%*	*15.4%*	*84.6%*
55 - 64	10	10	8	0	8	6	1	10
%V	*14.5%*	*15.2%*	*18.2%*	*0.0%*	*19.0%*	*24.0%*	*5.6%*	*16.7%*
%H		*100.0%*	*80.0%*	*0.0%*	*80.0%*	*60.0%*	*10.0%*	*100.0%*
65+	13	13	7	0	11	6	6	8
%V	*18.8%*	*19.7%*	*15.9%*	*0.0%*	*26.2%*	*24.0%*	*33.3%*	*13.3%*
%H		*100.0%*	*53.8%*	*0.0%*	*84.6%*	*46.2%*	*46.2%*	*61.5%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Channel Islands

Individual level data

Table 15.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	69	66	44	4	42	25	18	60
%H		*95.7%*	*63.8%*	*5.8%*	*60.9%*	*36.2%*	*26.1%*	*87.0%*
AB	21	20	15	0	13	9	4	19
%V	*30.4%*	*30.3%*	*34.1%*	*0.0%*	*31.0%*	*36.0%*	*22.2%*	*31.7%*
%H		*95.2%*	*71.4%*	*0.0%*	*61.9%*	*42.9%*	*19.0%*	*90.5%*
C1	20	19	12	0	11	5	5	18
%V	*29.0%*	*28.8%*	*27.3%*	*0.0%*	*26.2%*	*20.0%*	*27.8%*	*30.0%*
%H		*95.0%*	*60.0%*	*0.0%*	*55.0%*	*25.0%*	*25.0%*	*90.0%*
C2	10	10	4	4	4	2	2	10
%V	*14.5%*	*15.2%*	*9.1%*	*100.0%*	*9.5%*	*8.0%*	*11.1%*	*16.7%*
%H		*100.0%*	*40.0%*	*40.0%*	*40.0%*	*20.0%*	*20.0%*	*100.0%*
D	11	10	9	0	8	6	1	9
%V	*15.9%*	*15.2%*	*20.5%*	*0.0%*	*19.0%*	*24.0%*	*5.6%*	*15.0%*
%H		*90.9%*	*81.8%*	*0.0%*	*72.7%*	*54.5%*	*9.1%*	*81.8%*
E	7	7	3	0	7	3	4	3
%V	*10.1%*	*10.6%*	*6.8%*	*0.0%*	*16.7%*	*12.0%*	*22.2%*	*5.0%*
%H		*100.0%*	*42.9%*	*0.0%*	*100.0%*	*42.9%*	*57.1%*	*42.9%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Channel Islands

Individual level data

Table 15.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	69	66	44	4	42	25	18	60
%H		*95.7%*	*63.8%*	*5.8%*	*60.9%*	*36.2%*	*26.1%*	*87.0%*
Working full time	34	32	20	3	18	10	9	32
%V	*49.3%*	*48.5%*	*45.5%*	*75.0%*	*42.9%*	*40.0%*	*50.0%*	*53.3%*
%H		*94.1%*	*58.8%*	*8.8%*	*52.9%*	*29.4%*	*26.5%*	*94.1%*
Working part time	9	9	8	0	5	4	1	9
%V	*13.0%*	*13.6%*	*18.2%*	*0.0%*	*11.9%*	*16.0%*	*5.6%*	*15.0%*
%H		*100.0%*	*88.9%*	*0.0%*	*55.6%*	*44.4%*	*11.1%*	*100.0%*
Not working	26	25	15	1	19	11	8	19
%V	*37.7%*	*37.9%*	*34.1%*	*25.0%*	*45.2%*	*44.0%*	*44.4%*	*31.7%*
%H		*96.2%*	*57.7%*	*3.8%*	*73.1%*	*42.3%*	*30.8%*	*73.1%*
Housewife/Houseperson	56	53	35	3	33	19	14	47
%V	*81.2%*	*80.3%*	*79.5%*	*75.0%*	*78.6%*	*76.0%*	*77.8%*	*78.3%*
%H		*94.6%*	*62.5%*	*5.4%*	*58.9%*	*33.9%*	*25.0%*	*83.9%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 16.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2355	2226	995	379	1596	785	811	1933
%H (All HH)		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*
%H (TV HH)			*44.7%*	*17.0%*	*71.7%*	*35.3%*	*36.4%*	
AB	564	534	252	102	376	201	175	531
%V	*23.9%*	*24.0%*	*25.3%*	*26.9%*	*23.6%*	*25.6%*	*21.6%*	*27.5%*
%H (All HH)		*94.7%*	*44.7%*	*18.1%*	*66.7%*	*35.6%*	*31.0%*	*94.1%*
%H (TV HH)			*47.2%*	*19.1%*	*70.4%*	*37.6%*	*32.8%*	
C1	647	600	274	111	411	211	200	577
%V	*27.5%*	*27.0%*	*27.5%*	*29.3%*	*25.8%*	*26.9%*	*24.7%*	*29.8%*
%H (All HH)		*92.7%*	*42.3%*	*17.2%*	*63.5%*	*32.6%*	*30.9%*	*89.2%*
%H (TV HH)			*45.7%*	*18.5%*	*68.5%*	*35.2%*	*33.3%*	
C2	438	426	214	67	313	174	139	373
%V	*18.6%*	*19.1%*	*21.5%*	*17.7%*	*19.6%*	*22.2%*	*17.1%*	*19.3%*
%H (All HH)		*97.3%*	*48.9%*	*15.3%*	*71.5%*	*39.7%*	*31.7%*	*85.2%*
%H (TV HH)			*50.2%*	*15.7%*	*73.5%*	*40.8%*	*32.6%*	
D	399	379	161	61	273	124	149	295
%V	*16.9%*	*17.0%*	*16.2%*	*16.1%*	*17.1%*	*15.8%*	*18.4%*	*15.3%*
%H (All HH)		*95.0%*	*40.4%*	*15.3%*	*68.4%*	*31.1%*	*37.3%*	*73.9%*
%H (TV HH)			*42.5%*	*16.1%*	*72.0%*	*32.7%*	*39.3%*	
E	306	287	93	38	223	74	148	157
%V	*13.0%*	*12.9%*	*9.3%*	*10.0%*	*14.0%*	*9.4%*	*18.2%*	*8.1%*
%H (All HH)		*93.8%*	*30.4%*	*12.4%*	*72.9%*	*24.2%*	*48.4%*	*51.3%*
%H (TV HH)			*32.4%*	*13.2%*	*77.7%*	*25.8%*	*51.6%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Scotland

Household level data

Table 16.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2355	2226	995	379	1596	785	811	1933
%H (All HH)		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*
%H (TV HH)			*44.7%*	*17.0%*	*71.7%*	*35.3%*	*36.4%*	
Under 25	128	99	34	11	61	21	40	117
%V	*5.4%*	*4.4%*	*3.4%*	*2.9%*	*3.8%*	*2.7%*	*4.9%*	*6.1%*
%H (All HH)		*77.3%*	*26.6%*	*8.6%*	*47.7%*	*16.4%*	*31.3%*	*91.4%*
%H (TV HH)			*34.3%*	*11.1%*	*61.6%*	*21.2%*	*40.4%*	
25 - 34	361	316	158	52	200	113	87	343
%V	*15.3%*	*14.2%*	*15.9%*	*13.7%*	*12.5%*	*14.4%*	*10.7%*	*17.7%*
%H (All HH)		*87.5%*	*43.8%*	*14.4%*	*55.4%*	*31.3%*	*24.1%*	*95.0%*
%H (TV HH)			*50.0%*	*16.5%*	*63.3%*	*35.8%*	*27.5%*	
35 - 44	378	361	197	61	238	139	99	359
%V	*16.1%*	*16.2%*	*19.8%*	*16.1%*	*14.9%*	*17.7%*	*12.2%*	*18.6%*
%H (All HH)		*95.5%*	*52.1%*	*16.1%*	*63.0%*	*36.8%*	*26.2%*	*95.0%*
%H (TV HH)			*54.6%*	*16.9%*	*65.9%*	*38.5%*	*27.4%*	
45 - 54	468	453	223	85	314	175	139	421
%V	*19.9%*	*20.4%*	*22.4%*	*22.4%*	*19.7%*	*22.3%*	*17.1%*	*21.8%*
%H (All HH)		*96.8%*	*47.6%*	*18.2%*	*67.1%*	*37.4%*	*29.7%*	*90.0%*
%H (TV HH)			*49.2%*	*18.8%*	*69.3%*	*38.6%*	*30.7%*	
55 - 64	400	388	173	72	294	150	144	337
%V	*17.0%*	*17.4%*	*17.4%*	*19.0%*	*18.4%*	*19.1%*	*17.8%*	*17.4%*
%H (All HH)		*97.0%*	*43.3%*	*18.0%*	*73.5%*	*37.5%*	*36.0%*	*84.3%*
%H (TV HH)			*44.6%*	*18.6%*	*75.8%*	*38.7%*	*37.1%*	
65 +	620	608	211	98	488	186	301	356
%V	*26.3%*	*27.3%*	*21.2%*	*25.9%*	*30.6%*	*23.7%*	*37.1%*	*18.4%*
%H (All HH)		*98.1%*	*34.0%*	*15.8%*	*78.7%*	*30.0%*	*48.5%*	*57.4%*
%H (TV HH)			*34.7%*	*16.1%*	*80.3%*	*30.6%*	*49.5%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Scotland

Household level data

Table 16.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2355	2226	995	379	1596	785	811	1933
%H (All HH)		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*
%H (TV HH)			*44.7%*	*17.0%*	*71.7%*	*35.3%*	*36.4%*	
1	848	784	240	118	607	194	413	525
%V	*36.0%*	*35.2%*	*24.1%*	*31.1%*	*38.0%*	*24.7%*	*50.9%*	*27.2%*
%H (All HH)		*92.5%*	*28.3%*	*13.9%*	*71.6%*	*22.9%*	*48.7%*	*61.9%*
%H (TV HH)			*30.6%*	*15.1%*	*77.4%*	*24.7%*	*52.7%*	
2	811	772	360	140	544	284	260	728
%V	*34.4%*	*34.7%*	*36.2%*	*36.9%*	*34.1%*	*36.2%*	*32.1%*	*37.7%*
%H (All HH)		*95.2%*	*44.4%*	*17.3%*	*67.1%*	*35.0%*	*32.1%*	*89.8%*
%H (TV HH)			*46.6%*	*18.1%*	*70.5%*	*36.8%*	*33.7%*	
3	348	334	188	65	217	147	70	338
%V	*14.8%*	*15.0%*	*18.9%*	*17.2%*	*13.6%*	*18.7%*	*8.6%*	*17.5%*
%H (All HH)		*96.0%*	*54.0%*	*18.7%*	*62.4%*	*42.2%*	*20.1%*	*97.1%*
%H (TV HH)			*56.3%*	*19.5%*	*65.0%*	*44.0%*	*21.0%*	
4	253	242	151	39	164	114	50	248
%V	*10.7%*	*10.9%*	*15.2%*	*10.3%*	*10.3%*	*14.5%*	*6.2%*	*12.8%*
%H (All HH)		*95.7%*	*59.7%*	*15.4%*	*64.8%*	*45.1%*	*19.8%*	*98.0%*
%H (TV HH)			*62.4%*	*16.1%*	*67.8%*	*47.1%*	*20.7%*	
5+	95	92	56	17	64	46	18	95
%V	*4.0%*	*4.1%*	*5.6%*	*4.5%*	*4.0%*	*5.9%*	*2.2%*	*4.9%*
%H (All HH)		*96.8%*	*58.9%*	*17.9%*	*67.4%*	*48.4%*	*18.9%*	*100.0%*
%H (TV HH)			*60.9%*	*18.5%*	*69.6%*	*50.0%*	*19.6%*	
Average HH size	2.14	2.15	2.44	2.21	2.10	2.43	1.78	2.32

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Scotland

Household level data

Table 16.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2355	2226	995	379	1596	785	811	1933
%H (All HH)		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*
%H (TV HH)			*44.7%*	*17.0%*	*71.7%*	*35.3%*	*36.4%*	
Without	1823	1712	686	295	1265	562	703	1416
%V	*77.4%*	*76.9%*	*68.9%*	*77.8%*	*79.3%*	*71.6%*	*86.7%*	*73.3%*
%H (All HH)		*93.9%*	*37.6%*	*16.2%*	*69.4%*	*30.8%*	*38.6%*	*77.7%*
%H (TV HH)			*40.1%*	*17.2%*	*73.9%*	*32.8%*	*41.1%*	
With	532	513	310	84	331	223	108	518
%V	*22.6%*	*23.0%*	*31.2%*	*22.2%*	*20.7%*	*28.4%*	*13.3%*	*26.8%*
%H (All HH)		*96.4%*	*58.3%*	*15.8%*	*62.2%*	*41.9%*	*20.3%*	*97.4%*
%H (TV HH)			*60.4%*	*16.4%*	*64.5%*	*43.5%*	*21.1%*	
0 - 3	189	179	102	27	112	69	43	180
%V	*8.0%*	*8.0%*	*10.3%*	*7.1%*	*7.0%*	*8.8%*	*5.3%*	*9.3%*
%H (All HH)		*94.7%*	*54.0%*	*14.3%*	*59.3%*	*36.5%*	*22.8%*	*95.2%*
%H (TV HH)			*57.0%*	*15.1%*	*62.6%*	*38.5%*	*24.0%*	
4 - 9	269	262	163	41	162	111	52	265
%V	*11.4%*	*11.8%*	*16.4%*	*10.8%*	*10.2%*	*14.1%*	*6.4%*	*13.7%*
%H (All HH)		*97.4%*	*60.6%*	*15.2%*	*60.2%*	*41.3%*	*19.3%*	*98.5%*
%H (TV HH)			*62.2%*	*15.6%*	*61.8%*	*42.4%*	*19.8%*	
10 - 15	239	234	144	39	161	113	48	236
%V	*10.1%*	*10.5%*	*14.5%*	*10.3%*	*10.1%*	*14.4%*	*5.9%*	*12.2%*
%H (All HH)		*97.9%*	*60.3%*	*16.3%*	*67.4%*	*47.3%*	*20.1%*	*98.7%*
%H (TV HH)			*61.5%*	*16.7%*	*68.8%*	*48.3%*	*20.5%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Scotland

Household level data

Table 16.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2355	2226	995	379	1596	785	811	1933
%H (All HH)		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*
%H (TV HH)			*44.7%*	*17.0%*	*71.7%*	*35.3%*	*36.4%*	
1	837	837	277	125	547	149	398	600
%V	*35.5%*	*37.6%*	*27.8%*	*33.0%*	*34.3%*	*19.0%*	*49.1%*	*31.0%*
%H (All HH)		*100.0%*	*33.1%*	*14.9%*	*65.4%*	*17.8%*	*47.6%*	*71.7%*
%H (TV HH)			*33.1%*	*14.9%*	*65.4%*	*17.8%*	*47.6%*	
2	768	768	364	135	557	292	265	641
%V	*32.6%*	*34.5%*	*36.6%*	*35.6%*	*34.9%*	*37.2%*	*32.7%*	*33.2%*
%H (All HH)		*100.0%*	*47.4%*	*17.6%*	*72.5%*	*38.0%*	*34.5%*	*83.5%*
%H (TV HH)			*47.4%*	*17.6%*	*72.5%*	*38.0%*	*34.5%*	
3	389	389	213	72	304	200	105	361
%V	*16.5%*	*17.5%*	*21.4%*	*19.0%*	*19.0%*	*25.5%*	*12.9%*	*18.7%*
%H (All HH)		*100.0%*	*54.8%*	*18.5%*	*78.1%*	*51.4%*	*27.0%*	*92.8%*
%H (TV HH)			*54.8%*	*18.5%*	*78.1%*	*51.4%*	*27.0%*	
4	152	152	90	32	120	90	30	148
%V	*6.5%*	*6.8%*	*9.0%*	*8.4%*	*7.5%*	*11.5%*	*3.7%*	*7.7%*
%H (All HH)		*100.0%*	*59.2%*	*21.1%*	*78.9%*	*59.2%*	*19.7%*	*97.4%*
%H (TV HH)			*59.2%*	*21.1%*	*78.9%*	*59.2%*	*19.7%*	
5+	79	79	52	14	67	54	13	78
%V	*3.4%*	*3.5%*	*5.2%*	*3.7%*	*4.2%*	*6.9%*	*1.6%*	*4.0%*
%H (All HH)		*100.0%*	*65.8%*	*17.7%*	*84.8%*	*68.4%*	*16.5%*	*98.7%*
%H (TV HH)			*65.8%*	*17.7%*	*84.8%*	*68.4%*	*16.5%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

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Table 16.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2355	2226	995	379	1596	785	811	1933
%H (All HH)		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*
%H (TV HH)			*44.7%*	*17.0%*	*71.7%*	*35.3%*	*36.4%*	
Under 20"	390	390	186	58	310	168	142	336
%V	*16.6%*	*17.5%*	*18.7%*	*15.3%*	*19.4%*	*21.4%*	*17.5%*	*17.4%*
%H (All HH)		*100.0%*	*47.7%*	*14.9%*	*79.5%*	*43.1%*	*36.4%*	*86.2%*
%H (TV HH)			*47.7%*	*14.9%*	*79.5%*	*43.1%*	*36.4%*	
20" - 29"	714	714	317	121	550	281	269	578
%V	*30.3%*	*32.1%*	*31.9%*	*31.9%*	*34.5%*	*35.8%*	*33.2%*	*29.9%*
%H (All HH)		*100.0%*	*44.4%*	*16.9%*	*77.0%*	*39.4%*	*37.7%*	*81.0%*
%H (TV HH)			*44.4%*	*16.9%*	*77.0%*	*39.4%*	*37.7%*	
30" - 39"	1220	1220	550	218	902	467	435	994
%V	*51.8%*	*54.8%*	*55.3%*	*57.5%*	*56.5%*	*59.5%*	*53.6%*	*51.4%*
%H (All HH)		*100.0%*	*45.1%*	*17.9%*	*73.9%*	*38.3%*	*35.7%*	*81.5%*
%H (TV HH)			*45.1%*	*17.9%*	*73.9%*	*38.3%*	*35.7%*	
40" and over	1268	1268	678	238	890	554	336	1156
%V	*53.8%*	*57.0%*	*68.1%*	*62.8%*	*55.8%*	*70.6%*	*41.4%*	*59.8%*
%H (All HH)		*100.0%*	*53.5%*	*18.8%*	*70.2%*	*43.7%*	*26.5%*	*91.2%*
%H (TV HH)			*53.5%*	*18.8%*	*70.2%*	*43.7%*	*26.5%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

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Table 16.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2355	2226	995	379	1596	785	811	1933
%H (All HH)		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*
%H (TV HH)			*44.7%*	*17.0%*	*71.7%*	*35.3%*	*36.4%*	
Main living room	2195	2195	986	376	1576	780	795	1800
%V	*93.2%*	*98.6%*	*99.1%*	*99.2%*	*98.7%*	*99.4%*	*98.0%*	*93.1%*
%H (All HH)		*100.0%*	*44.9%*	*17.1%*	*71.8%*	*35.5%*	*36.2%*	*82.0%*
%H (TV HH)			*44.9%*	*17.1%*	*71.8%*	*35.5%*	*36.2%*	
Kitchen	248	248	138	40	204	132	72	220
%V	*10.5%*	*11.1%*	*13.9%*	*10.6%*	*12.8%*	*16.8%*	*8.9%*	*11.4%*
%H (All HH)		*100.0%*	*55.6%*	*16.1%*	*82.3%*	*53.2%*	*29.0%*	*88.7%*
%H (TV HH)			*55.6%*	*16.1%*	*82.3%*	*53.2%*	*29.0%*	
Adult's bedroom	1070	1070	551	199	820	501	319	942
%V	*45.4%*	*48.1%*	*55.4%*	*52.5%*	*51.4%*	*63.8%*	*39.3%*	*48.7%*
%H (All HH)		*100.0%*	*51.5%*	*18.6%*	*76.6%*	*46.8%*	*29.8%*	*88.0%*
%H (TV HH)			*51.5%*	*18.6%*	*76.6%*	*46.8%*	*29.8%*	
Child's bedroom	271	271	170	52	190	144	46	267
%V	*11.5%*	*12.2%*	*17.1%*	*13.7%*	*11.9%*	*18.3%*	*5.7%*	*13.8%*
%H (All HH)		*100.0%*	*62.7%*	*19.2%*	*70.1%*	*53.1%*	*17.0%*	*98.5%*
%H (TV HH)			*62.7%*	*19.2%*	*70.1%*	*53.1%*	*17.0%*	
Other bedroom	111	111	68	13	91	62	29	106
%V	*4.7%*	*5.0%*	*6.8%*	*3.4%*	*5.7%*	*7.9%*	*3.6%*	*5.5%*
%H (All HH)		*100.0%*	*61.3%*	*11.7%*	*82.0%*	*55.9%*	*26.1%*	*95.5%*
%H (TV HH)			*61.3%*	*11.7%*	*82.0%*	*55.9%*	*26.1%*	
Second living/dining room	165	165	84	35	124	76	48	154
%V	*7.0%*	*7.4%*	*8.4%*	*9.2%*	*7.8%*	*9.7%*	*5.9%*	*8.0%*
%H (All HH)		*100.0%*	*50.9%*	*21.2%*	*75.2%*	*46.1%*	*29.1%*	*93.3%*
%H (TV HH)			*50.9%*	*21.2%*	*75.2%*	*46.1%*	*29.1%*	
Study/office	28	28	13	8	21	13	7	26
%V	*1.2%*	*1.3%*	*1.3%*	*2.1%*	*1.3%*	*1.7%*	*0.9%*	*1.3%*
%H (All HH)		*100.0%*	*46.4%*	*28.6%*	*75.0%*	*46.4%*	*25.0%*	*92.9%*
%H (TV HH)			*46.4%*	*28.6%*	*75.0%*	*46.4%*	*25.0%*	
TV room	35	35	22	3	30	19	11	35
%V	*1.5%*	*1.6%*	*2.2%*	*0.8%*	*1.9%*	*2.4%*	*1.4%*	*1.8%*
%H (All HH)		*100.0%*	*62.9%*	*8.6%*	*85.7%*	*54.3%*	*31.4%*	*100.0%*
%H (TV HH)			*62.9%*	*8.6%*	*85.7%*	*54.3%*	*31.4%*	
Conservatory	44	44	23	7	38	24	14	40
%V	*1.9%*	*2.0%*	*2.3%*	*1.8%*	*2.4%*	*3.1%*	*1.7%*	*2.1%*
%H (All HH)		*100.0%*	*52.3%*	*15.9%*	*86.4%*	*54.5%*	*31.8%*	*90.9%*
%H (TV HH)			*52.3%*	*15.9%*	*86.4%*	*54.5%*	*31.8%*	
Attic or loft room	4	4	2	1	4	3	0	4
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.4%*	*0.0%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*100.0%*	*75.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*25.0%*	*100.0%*	*75.0%*	*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	18	18	11	3	12	8	4	17
%V	*0.8%*	*0.8%*	*1.1%*	*0.8%*	*0.8%*	*1.0%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*61.1%*	*16.7%*	*66.7%*	*44.4%*	*22.2%*	*94.4%*
%H (TV HH)			*61.1%*	*16.7%*	*66.7%*	*44.4%*	*22.2%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

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Table 16.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2355	2226	995	379	1596	785	811	1933
%H (All HH)		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*
%H (TV HH)			*44.7%*	*17.0%*	*71.7%*	*35.3%*	*36.4%*	
Any DSAT provider	995	995	995	8	595	595	0	904
%V	*42.3%*	*44.7%*	*100.0%*	*2.1%*	*37.3%*	*75.8%*	*0.0%*	*46.8%*
%H (All HH)			*100.0%*	*0.8%*	*59.8%*	*59.8%*	*0.0%*	*90.9%*
%H (TV HH)			*100.0%*	*0.8%*	*59.8%*	*59.8%*	*0.0%*	
Sky with subcription	848	848	848	2	516	516	0	778
%V	*36.0%*	*38.1%*	*85.2%*	*0.5%*	*32.3%*	*65.7%*	*0.0%*	*40.2%*
%H (All HH)			*100.0%*	*0.2%*	*60.8%*	*60.8%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*0.2%*	*60.8%*	*60.8%*	*0.0%*	
Sky without subscription	47	47	47	1	27	27	0	39
%V	*2.0%*	*2.1%*	*4.7%*	*0.3%*	*1.7%*	*3.4%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*2.1%*	*57.4%*	*57.4%*	*0.0%*	*83.0%*
%H (TV HH)			*100.0%*	*2.1%*	*57.4%*	*57.4%*	*0.0%*	
Freesat	97	97	97	5	51	51	0	86
%V	*4.1%*	*4.4%*	*9.7%*	*1.3%*	*3.2%*	*6.5%*	*0.0%*	*4.4%*
%H (All HH)			*100.0%*	*5.2%*	*52.6%*	*52.6%*	*0.0%*	*88.7%*
%H (TV HH)			*100.0%*	*5.2%*	*52.6%*	*52.6%*	*0.0%*	
Other satellite provider	39	39	39	1	19	19	0	37
%V	*1.7%*	*1.8%*	*3.9%*	*0.3%*	*1.2%*	*2.4%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*2.6%*	*48.7%*	*48.7%*	*0.0%*	*94.9%*
%H (TV HH)			*100.0%*	*2.6%*	*48.7%*	*48.7%*	*0.0%*	
DCAB	379	379	8	379	196	196	0	341
%V	*16.1%*	*17.0%*	*0.8%*	*100.0%*	*12.3%*	*25.0%*	*0.0%*	*17.6%*
%H (All HH)			*2.1%*	*100.0%*	*51.7%*	*51.7%*	*0.0%*	*90.0%*
%H (TV HH)			*2.1%*	*100.0%*	*51.7%*	*51.7%*	*0.0%*	
DTT	1596	1596	595	196	1596	785	811	1261
%V	*67.8%*	*71.7%*	*59.8%*	*51.7%*	*100.0%*	*100.0%*	*100.0%*	*65.2%*
%H (All HH)		*100.0%*	*37.3%*	*12.3%*	*100.0%*	*49.2%*	*50.8%*	*79.0%*
%H (TV HH)			*37.3%*	*12.3%*	*100.0%*	*49.2%*	*50.8%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

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Table 16.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2355	2226	995	379	1596	785	811	1933
%H (All HH)		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*
%H (TV HH)			*44.7%*	*17.0%*	*71.7%*	*35.3%*	*36.4%*	
PVR	1377	1377	866	313	890	685	205	1262
%V	*58.5%*	*61.9%*	*87.0%*	*82.6%*	*55.8%*	*87.3%*	*25.3%*	*65.3%*
%H (All HH)		*100.0%*	*62.9%*	*22.7%*	*64.6%*	*49.7%*	*14.9%*	*91.6%*
%H (TV HH)			*62.9%*	*22.7%*	*64.6%*	*49.7%*	*14.9%*	
DVDR	58	58	25	11	40	18	22	52
%V	*2.5%*	*2.6%*	*2.5%*	*2.9%*	*2.5%*	*2.3%*	*2.7%*	*2.7%*
%H (All HH)		*100.0%*	*43.1%*	*19.0%*	*69.0%*	*31.0%*	*37.9%*	*89.7%*
%H (TV HH)			*43.1%*	*19.0%*	*69.0%*	*31.0%*	*37.9%*	
VCR	33	33	17	4	23	12	11	25
%V	*1.4%*	*1.5%*	*1.7%*	*1.1%*	*1.4%*	*1.5%*	*1.4%*	*1.3%*
%H (All HH)		*100.0%*	*51.5%*	*12.1%*	*69.7%*	*36.4%*	*33.3%*	*75.8%*
%H (TV HH)			*51.5%*	*12.1%*	*69.7%*	*36.4%*	*33.3%*	
Any recorder	1406	1406	870	316	911	686	225	1281
%V	*59.7%*	*63.2%*	*87.4%*	*83.4%*	*57.1%*	*87.4%*	*27.7%*	*66.3%*
%H (All HH)		*100.0%*	*61.9%*	*22.5%*	*64.8%*	*48.8%*	*16.0%*	*91.1%*
%H (TV HH)			*61.9%*	*22.5%*	*64.8%*	*48.8%*	*16.0%*	
Receives HDTV (via STB or built-in reception)	1423	1423	763	310	986	628	357	1276
%V	*60.4%*	*63.9%*	*76.7%*	*81.8%*	*61.8%*	*80.0%*	*44.0%*	*66.0%*
%H (All HH)		*100.0%*	*53.6%*	*21.8%*	*69.3%*	*44.1%*	*25.1%*	*89.7%*
%H (TV HH)			*53.6%*	*21.8%*	*69.3%*	*44.1%*	*25.1%*	
DVD/Blu-ray player or recorder	1725	1725	813	312	1262	675	588	1473
%V	*73.2%*	*77.5%*	*81.7%*	*82.3%*	*79.1%*	*86.0%*	*72.5%*	*76.2%*
%H (All HH)		*100.0%*	*47.1%*	*18.1%*	*73.2%*	*39.1%*	*34.1%*	*85.4%*
%H (TV HH)			*47.1%*	*18.1%*	*73.2%*	*39.1%*	*34.1%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Scotland

Household level data

Table 16.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2355	2226	995	379	1596	785	811	1933
%H (All HH)		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*
%H (TV HH)			*44.7%*	*17.0%*	*71.7%*	*35.3%*	*36.4%*	
Has broadband internet	1933	1829	904	341	1261	716	545	1933
%V	*82.1%*	*82.2%*	*90.9%*	*90.0%*	*79.0%*	*91.2%*	*67.2%*	*100.0%*
%H (All HH)		*94.6%*	*46.8%*	*17.6%*	*65.2%*	*37.0%*	*28.2%*	*100.0%*
%H (TV HH)			*49.4%*	*18.6%*	*68.9%*	*39.1%*	*29.8%*	
Number of computers (PCs and laptops)								
0	486	461	114	51	375	87	288	84
%V	*20.6%*	*20.7%*	*11.5%*	*13.5%*	*23.5%*	*11.1%*	*35.5%*	*4.3%*
%H (All HH)		*94.9%*	*23.5%*	*10.5%*	*77.2%*	*17.9%*	*59.3%*	*17.3%*
%H (TV HH)			*24.7%*	*11.1%*	*81.3%*	*18.9%*	*62.5%*	
1	591	551	228	102	399	188	210	572
%V	*25.1%*	*24.8%*	*22.9%*	*26.9%*	*25.0%*	*23.9%*	*25.9%*	*29.6%*
%H (All HH)		*93.2%*	*38.6%*	*17.3%*	*67.5%*	*31.8%*	*35.5%*	*96.8%*
%H (TV HH)			*41.4%*	*18.5%*	*72.4%*	*34.1%*	*38.1%*	
2	555	518	255	93	355	196	159	554
%V	*23.6%*	*23.3%*	*25.6%*	*24.5%*	*22.2%*	*25.0%*	*19.6%*	*28.7%*
%H (All HH)		*93.3%*	*45.9%*	*16.8%*	*64.0%*	*35.3%*	*28.6%*	*99.8%*
%H (TV HH)			*49.2%*	*18.0%*	*68.5%*	*37.8%*	*30.7%*	
3	331	319	179	57	208	131	77	330
%V	*14.1%*	*14.3%*	*18.0%*	*15.0%*	*13.0%*	*16.7%*	*9.5%*	*17.1%*
%H (All HH)		*96.4%*	*54.1%*	*17.2%*	*62.8%*	*39.6%*	*23.3%*	*99.7%*
%H (TV HH)			*56.1%*	*17.9%*	*65.2%*	*41.1%*	*24.1%*	
4	195	183	102	38	130	90	40	195
%V	*8.3%*	*8.2%*	*10.3%*	*10.0%*	*8.1%*	*11.5%*	*4.9%*	*10.1%*
%H (All HH)		*93.8%*	*52.3%*	*19.5%*	*66.7%*	*46.2%*	*20.5%*	*100.0%*
%H (TV HH)			*55.7%*	*20.8%*	*71.0%*	*49.2%*	*21.9%*	
5+	197	193	117	38	130	92	37	197
%V	*8.4%*	*8.7%*	*11.8%*	*10.0%*	*8.1%*	*11.7%*	*4.6%*	*10.2%*
%H (All HH)		*98.0%*	*59.4%*	*19.3%*	*66.0%*	*46.7%*	*18.8%*	*100.0%*
%H (TV HH)			*60.6%*	*19.7%*	*67.4%*	*47.7%*	*19.2%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Scotland

Set level data

Table 16.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4575	2285	817	3420	1986	1434	3978
%H		*49.9%*	*17.9%*	*74.8%*	*43.4%*	*31.3%*	*87.0%*
Under 20"	475	225	68	386	208	178	412
%V	*10.4%*	*9.8%*	*8.3%*	*11.3%*	*10.5%*	*12.4%*	*10.4%*
%H		*47.4%*	*14.3%*	*81.3%*	*43.8%*	*37.5%*	*86.7%*
20" - 29"	902	415	152	708	377	331	745
%V	*19.7%*	*18.2%*	*18.6%*	*20.7%*	*19.0%*	*23.1%*	*18.7%*
%H		*46.0%*	*16.9%*	*78.5%*	*41.8%*	*36.7%*	*82.6%*
30" - 39"	1504	704	277	1127	621	506	1263
%V	*32.9%*	*30.8%*	*33.9%*	*33.0%*	*31.3%*	*35.3%*	*31.7%*
%H		*46.8%*	*18.4%*	*74.9%*	*41.3%*	*33.6%*	*84.0%*
40" and over	1624	913	305	1152	760	392	1504
%V	*35.5%*	*40.0%*	*37.3%*	*33.7%*	*38.3%*	*27.3%*	*37.8%*
%H		*56.2%*	*18.8%*	*70.9%*	*46.8%*	*24.1%*	*92.6%*
Don't know	71	28	15	48	21	27	54
%V	*1.6%*	*1.2%*	*1.8%*	*1.4%*	*1.1%*	*1.9%*	*1.4%*
%H		*39.4%*	*21.1%*	*67.6%*	*29.6%*	*38.0%*	*76.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Scotland

Set level data

Table 16.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4575	2285	817	3420	1986	1434	3978
%H		*49.9%*	*17.9%*	*74.8%*	*43.4%*	*31.3%*	*87.0%*
Main living room	2206	992	378	1584	786	798	1812
%V	*48.2%*	*43.4%*	*46.3%*	*46.3%*	*39.6%*	*55.6%*	*45.6%*
%H		*45.0%*	*17.1%*	*71.8%*	*35.6%*	*36.2%*	*82.1%*
Kitchen	250	139	40	206	133	73	221
%V	*5.5%*	*6.1%*	*4.9%*	*6.0%*	*6.7%*	*5.1%*	*5.6%*
%H		*55.6%*	*16.0%*	*82.4%*	*53.2%*	*29.2%*	*88.4%*
Adult's bedroom	1335	689	260	1041	654	387	1192
%V	*29.2%*	*30.2%*	*31.8%*	*30.4%*	*32.9%*	*27.0%*	*30.0%*
%H		*51.6%*	*19.5%*	*78.0%*	*49.0%*	*29.0%*	*89.3%*
Child's bedroom	347	223	66	245	190	55	342
%V	*7.6%*	*9.8%*	*8.1%*	*7.2%*	*9.6%*	*3.8%*	*8.6%*
%H		*64.3%*	*19.0%*	*70.6%*	*54.8%*	*15.9%*	*98.6%*
Other bedroom	132	82	15	108	75	34	126
%V	*2.9%*	*3.6%*	*1.8%*	*3.2%*	*3.8%*	*2.4%*	*3.2%*
%H		*62.1%*	*11.4%*	*81.8%*	*56.8%*	*25.8%*	*95.5%*
Second living/dining room	170	85	36	128	78	50	159
%V	*3.7%*	*3.7%*	*4.4%*	*3.7%*	*3.9%*	*3.5%*	*4.0%*
%H		*50.0%*	*21.2%*	*75.3%*	*45.9%*	*29.4%*	*93.5%*
Study/office	28	13	8	21	14	7	26
%V	*0.6%*	*0.6%*	*1.0%*	*0.6%*	*0.7%*	*0.5%*	*0.7%*
%H		*46.4%*	*28.6%*	*75.0%*	*50.0%*	*25.0%*	*92.9%*
TV room	36	22	3	30	20	11	36
%V	*0.8%*	*1.0%*	*0.4%*	*0.9%*	*1.0%*	*0.8%*	*0.9%*
%H		*61.1%*	*8.3%*	*83.3%*	*55.6%*	*30.6%*	*100.0%*
Conservatory	44	23	7	38	24	14	40
%V	*1.0%*	*1.0%*	*0.9%*	*1.1%*	*1.2%*	*1.0%*	*1.0%*
%H		*52.3%*	*15.9%*	*86.4%*	*54.5%*	*31.8%*	*90.9%*
Attic or loft room	4	3	1	4	4	0	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*75.0%*	*25.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
No specific location	2	1	0	2	1	1	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Other	20	12	3	13	8	4	18
%V	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*
%H		*60.0%*	*15.0%*	*65.0%*	*40.0%*	*20.0%*	*90.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4575	2285	817	3420	1986	1434	3978
%H		*49.9%*	*17.9%*	*74.8%*	*43.4%*	*31.3%*	*87.0%*
PVR	1878	1218	436	1167	935	232	1746
%V	*41.0%*	*53.3%*	*53.4%*	*34.1%*	*47.1%*	*16.2%*	*43.9%*
%H		*64.9%*	*23.2%*	*62.1%*	*49.8%*	*12.4%*	*93.0%*
DVDR	63	28	12	44	21	23	58
%V	*1.4%*	*1.2%*	*1.5%*	*1.3%*	*1.1%*	*1.6%*	*1.5%*
%H		*44.4%*	*19.0%*	*69.8%*	*33.3%*	*36.5%*	*92.1%*
VCR	33	17	4	23	12	12	26
%V	*0.7%*	*0.7%*	*0.5%*	*0.7%*	*0.6%*	*0.8%*	*0.7%*
%H		*51.5%*	*12.1%*	*69.7%*	*36.4%*	*36.4%*	*78.8%*
Any recorder	1919	1230	441	1198	942	257	1777
%V	*41.9%*	*53.8%*	*54.0%*	*35.0%*	*47.4%*	*17.9%*	*44.7%*
%H		*64.1%*	*23.0%*	*62.4%*	*49.1%*	*13.4%*	*92.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4575	2285	817	3420	1986	1434	3978
%H		*49.9%*	*17.9%*	*74.8%*	*43.4%*	*31.3%*	*87.0%*
Receives HDTV (via STB or built-in reception)	2173	1187	487	1529	1019	510	1988
%V	*47.5%*	*51.9%*	*59.6%*	*44.7%*	*51.3%*	*35.6%*	*50.0%*
%H		*54.6%*	*22.4%*	*70.4%*	*46.9%*	*23.5%*	*91.5%*
DVD/Blu-ray player or recorder	2627	1307	495	1983	1168	814	2330
%V	*57.4%*	*57.2%*	*60.6%*	*58.0%*	*58.8%*	*56.8%*	*58.6%*
%H		*49.8%*	*18.8%*	*75.5%*	*44.5%*	*31.0%*	*88.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Scotland

Set level data

Table 16.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2222	995	379	1595	785	810	1825
%H		*44.8%*	*17.1%*	*71.8%*	*35.3%*	*36.5%*	*82.1%*
Under 20"	30	4	2	24	3	21	25
%V	*1.4%*	*0.4%*	*0.5%*	*1.5%*	*0.4%*	*2.6%*	*1.4%*
%H		*13.3%*	*6.7%*	*80.0%*	*10.0%*	*70.0%*	*83.3%*
20" - 29"	181	42	17	133	18	116	106
%V	*8.1%*	*4.2%*	*4.5%*	*8.3%*	*2.3%*	*14.3%*	*5.8%*
%H		*23.2%*	*9.4%*	*73.5%*	*9.9%*	*64.1%*	*58.6%*
30" - 39"	739	273	121	549	217	333	541
%V	*33.3%*	*27.4%*	*31.9%*	*34.4%*	*27.6%*	*41.1%*	*29.6%*
%H		*36.9%*	*16.4%*	*74.3%*	*29.4%*	*45.1%*	*73.2%*
40" and over	1237	664	233	867	542	324	1127
%V	*55.7%*	*66.7%*	*61.5%*	*54.4%*	*69.0%*	*40.0%*	*61.8%*
%H		*53.7%*	*18.8%*	*70.1%*	*43.8%*	*26.2%*	*91.1%*
Don't know	35	11	6	21	4	17	25
%V	*1.6%*	*1.1%*	*1.6%*	*1.3%*	*0.5%*	*2.1%*	*1.4%*
%H		*31.4%*	*17.1%*	*60.0%*	*11.4%*	*48.6%*	*71.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Scotland

Set level data

Table 16.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2222	995	379	1595	785	810	1825
%H		*44.8%*	*17.1%*	*71.8%*	*35.3%*	*36.5%*	*82.1%*
PVR	1348	853	308	869	675	194	1235
%V	*60.7%*	*85.7%*	*81.3%*	*54.5%*	*86.0%*	*24.0%*	*67.7%*
%H		*63.3%*	*22.8%*	*64.5%*	*50.1%*	*14.4%*	*91.6%*
DVDR	50	21	9	34	16	19	45
%V	*2.3%*	*2.1%*	*2.4%*	*2.1%*	*2.0%*	*2.3%*	*2.5%*
%H		*42.0%*	*18.0%*	*68.0%*	*32.0%*	*38.0%*	*90.0%*
VCR	25	13	4	17	9	8	18
%V	*1.1%*	*1.3%*	*1.1%*	*1.1%*	*1.1%*	*1.0%*	*1.0%*
%H		*52.0%*	*16.0%*	*68.0%*	*36.0%*	*32.0%*	*72.0%*
Any recorder	1376	858	311	889	677	212	1253
%V	*61.9%*	*86.2%*	*82.1%*	*55.7%*	*86.2%*	*26.2%*	*68.7%*
%H		*62.4%*	*22.6%*	*64.6%*	*49.2%*	*15.4%*	*91.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2222	995	379	1595	785	810	1825
%H		*44.8%*	*17.1%*	*71.8%*	*35.3%*	*36.5%*	*82.1%*
Receives HDTV (via STB or built-in reception)	1385	747	306	955	616	339	1242
%V	*62.3%*	*75.1%*	*80.7%*	*59.9%*	*78.5%*	*41.9%*	*68.1%*
%H		*53.9%*	*22.1%*	*69.0%*	*44.5%*	*24.5%*	*89.7%*
DVD/Blu-ray player or recorder	1530	710	272	1120	584	537	1294
%V	*68.9%*	*71.4%*	*71.8%*	*70.2%*	*74.4%*	*66.3%*	*70.9%*
%H		*46.4%*	*17.8%*	*73.2%*	*38.2%*	*35.1%*	*84.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Scotland

Set level data

Table 16.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2353	1290	438	1825	1201	624	2154
%H		*54.8%*	*18.6%*	*77.6%*	*51.0%*	*26.5%*	*91.5%*
Under 20"	444	220	66	362	204	157	387
%V	*18.9%*	*17.1%*	*15.1%*	*19.8%*	*17.0%*	*25.2%*	*18.0%*
%H		*49.5%*	*14.9%*	*81.5%*	*45.9%*	*35.4%*	*87.2%*
20" - 29"	721	372	135	574	359	215	638
%V	*30.6%*	*28.8%*	*30.8%*	*31.5%*	*29.9%*	*34.5%*	*29.6%*
%H		*51.6%*	*18.7%*	*79.6%*	*49.8%*	*29.8%*	*88.5%*
30" - 39"	765	432	156	577	404	173	722
%V	*32.5%*	*33.5%*	*35.6%*	*31.6%*	*33.6%*	*27.7%*	*33.5%*
%H		*56.5%*	*20.4%*	*75.4%*	*52.8%*	*22.6%*	*94.4%*
40" and over	387	249	72	286	217	68	377
%V	*16.4%*	*19.3%*	*16.4%*	*15.7%*	*18.1%*	*10.9%*	*17.5%*
%H		*64.3%*	*18.6%*	*73.9%*	*56.1%*	*17.6%*	*97.4%*
Don't know	36	17	9	27	16	10	29
%V	*1.5%*	*1.3%*	*2.1%*	*1.5%*	*1.3%*	*1.6%*	*1.3%*
%H		*47.2%*	*25.0%*	*75.0%*	*44.4%*	*27.8%*	*80.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Scotland

Set level data

Table 16.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2353	1290	438	1825	1201	624	2154
%H		*54.8%*	*18.6%*	*77.6%*	*51.0%*	*26.5%*	*91.5%*
PVR	530	365	129	298	260	39	512
%V	*22.5%*	*28.3%*	*29.5%*	*16.3%*	*21.6%*	*6.3%*	*23.8%*
%H		*68.9%*	*24.3%*	*56.2%*	*49.1%*	*7.4%*	*96.6%*
DVDR	14	7	2	9	5	4	13
%V	*0.6%*	*0.5%*	*0.5%*	*0.5%*	*0.4%*	*0.6%*	*0.6%*
%H		*50.0%*	*14.3%*	*64.3%*	*35.7%*	*28.6%*	*92.9%*
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	543	371	130	309	264	45	524
%V	*23.1%*	*28.8%*	*29.7%*	*16.9%*	*22.0%*	*7.2%*	*24.3%*
%H		*68.3%*	*23.9%*	*56.9%*	*48.6%*	*8.3%*	*96.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2353	1290	438	1825	1201	624	2154
%H		*54.8%*	*18.6%*	*77.6%*	*51.0%*	*26.5%*	*91.5%*
Receives HDTV (via STB or built-in reception)	788	439	181	574	403	171	745
%V	*33.5%*	*34.0%*	*41.3%*	*31.5%*	*33.6%*	*27.4%*	*34.6%*
%H		*55.7%*	*23.0%*	*72.8%*	*51.1%*	*21.7%*	*94.5%*
DVD/Blu-ray player or recorder	1097	597	223	862	584	278	1036
%V	*46.6%*	*46.3%*	*50.9%*	*47.2%*	*48.6%*	*44.6%*	*48.1%*
%H		*54.4%*	*20.3%*	*78.6%*	*53.2%*	*25.3%*	*94.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Scotland

Individual level data

Table 16.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5032	4795	2433	839	3344	1904	1440	4492
%H		*95.3%*	*48.4%*	*16.7%*	*66.5%*	*37.8%*	*28.6%*	*89.3%*
Total Children	868	839	513	134	538	364	174	846
%V	*17.2%*	*17.5%*	*21.1%*	*16.0%*	*16.1%*	*19.1%*	*12.1%*	*18.8%*
%H		*96.7%*	*59.1%*	*15.4%*	*62.0%*	*41.9%*	*20.0%*	*97.5%*
0 - 3	220	208	117	31	132	79	53	209
%V	*4.4%*	*4.3%*	*4.8%*	*3.7%*	*3.9%*	*4.1%*	*3.7%*	*4.7%*
%H		*94.5%*	*53.2%*	*14.1%*	*60.0%*	*35.9%*	*24.1%*	*95.0%*
4 - 15	648	631	396	104	407	285	121	638
%V	*12.9%*	*13.2%*	*16.3%*	*12.4%*	*12.2%*	*15.0%*	*8.4%*	*14.2%*
%H		*97.4%*	*61.1%*	*16.0%*	*62.8%*	*44.0%*	*18.7%*	*98.5%*
4 - 9	343	333	205	58	203	140	62	336
%V	*6.8%*	*6.9%*	*8.4%*	*6.9%*	*6.1%*	*7.4%*	*4.3%*	*7.5%*
%H		*97.1%*	*59.8%*	*16.9%*	*59.2%*	*40.8%*	*18.1%*	*98.0%*
10 - 15	305	298	191	46	204	145	59	302
%V	*6.1%*	*6.2%*	*7.9%*	*5.5%*	*6.1%*	*7.6%*	*4.1%*	*6.7%*
%H		*97.7%*	*62.6%*	*15.1%*	*66.9%*	*47.5%*	*19.3%*	*99.0%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Scotland

Individual level data

Table 16.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5032	4795	2433	839	3344	1904	1440	4492
%H		*95.3%*	*48.4%*	*16.7%*	*66.5%*	*37.8%*	*28.6%*	*89.3%*
Total Adults (16+)	4164	3955	1919	704	2805	1539	1266	3646
%V	*82.8%*	*82.5%*	*78.9%*	*83.9%*	*83.9%*	*80.8%*	*87.9%*	*81.2%*
%H		*95.0%*	*46.1%*	*16.9%*	*67.4%*	*37.0%*	*30.4%*	*87.6%*
16 - 19	219	207	109	42	143	93	49	213
%V	*4.4%*	*4.3%*	*4.5%*	*5.0%*	*4.3%*	*4.9%*	*3.4%*	*4.7%*
%H		*94.5%*	*49.8%*	*19.2%*	*65.3%*	*42.5%*	*22.4%*	*97.3%*
20 - 24	340	294	132	52	201	109	92	328
%V	*6.8%*	*6.1%*	*5.4%*	*6.2%*	*6.0%*	*5.7%*	*6.4%*	*7.3%*
%H		*86.5%*	*38.8%*	*15.3%*	*59.1%*	*32.1%*	*27.1%*	*96.5%*
25 - 34	673	600	313	104	372	223	150	646
%V	*13.4%*	*12.5%*	*12.9%*	*12.4%*	*11.1%*	*11.7%*	*10.4%*	*14.4%*
%H		*89.2%*	*46.5%*	*15.5%*	*55.3%*	*33.1%*	*22.3%*	*96.0%*
35 - 44	638	611	356	102	398	252	146	613
%V	*12.7%*	*12.7%*	*14.6%*	*12.2%*	*11.9%*	*13.2%*	*10.1%*	*13.6%*
%H		*95.8%*	*55.8%*	*16.0%*	*62.4%*	*39.5%*	*22.9%*	*96.1%*
45 - 54	759	739	385	141	516	310	207	701
%V	*15.1%*	*15.4%*	*15.8%*	*16.8%*	*15.4%*	*16.3%*	*14.4%*	*15.6%*
%H		*97.4%*	*50.7%*	*18.6%*	*68.0%*	*40.8%*	*27.3%*	*92.4%*
55 - 64	647	632	298	116	476	257	219	572
%V	*12.9%*	*13.2%*	*12.2%*	*13.8%*	*14.2%*	*13.5%*	*15.2%*	*12.7%*
%H		*97.7%*	*46.1%*	*17.9%*	*73.6%*	*39.7%*	*33.8%*	*88.4%*
65+	888	873	327	147	700	296	403	572
%V	*17.6%*	*18.2%*	*13.4%*	*17.5%*	*20.9%*	*15.5%*	*28.0%*	*12.7%*
%H		*98.3%*	*36.8%*	*16.6%*	*78.8%*	*33.3%*	*45.4%*	*64.4%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Scotland

Individual level data

Table 16.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4164	3955	1919	704	2805	1539	1266	3646
%H		*95.0%*	*46.1%*	*16.9%*	*67.4%*	*37.0%*	*30.4%*	*87.6%*
AB	1060	1015	501	204	710	409	302	1022
%V	*25.5%*	*25.7%*	*26.1%*	*29.0%*	*25.3%*	*26.6%*	*23.9%*	*28.0%*
%H		*95.8%*	*47.3%*	*19.2%*	*67.0%*	*38.6%*	*28.5%*	*96.4%*
C1	1182	1097	542	211	755	435	320	1096
%V	*28.4%*	*27.7%*	*28.2%*	*30.0%*	*26.9%*	*28.3%*	*25.3%*	*30.1%*
%H		*92.8%*	*45.9%*	*17.9%*	*63.9%*	*36.8%*	*27.1%*	*92.7%*
C2	846	826	436	131	608	359	249	748
%V	*20.3%*	*20.9%*	*22.7%*	*18.6%*	*21.7%*	*23.3%*	*19.7%*	*20.5%*
%H		*97.6%*	*51.5%*	*15.5%*	*71.9%*	*42.4%*	*29.4%*	*88.4%*
D	676	641	310	100	447	231	216	548
%V	*16.2%*	*16.2%*	*16.2%*	*14.2%*	*15.9%*	*15.0%*	*17.1%*	*15.0%*
%H		*94.8%*	*45.9%*	*14.8%*	*66.1%*	*34.2%*	*32.0%*	*81.1%*
E	400	377	130	59	284	105	179	231
%V	*9.6%*	*9.5%*	*6.8%*	*8.4%*	*10.1%*	*6.8%*	*14.1%*	*6.3%*
%H		*94.3%*	*32.5%*	*14.8%*	*71.0%*	*26.3%*	*44.8%*	*57.8%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Scotland

Individual level data

Table 16.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4164	3955	1919	704	2805	1539	1266	3646
%H		*95.0%*	*46.1%*	*16.9%*	*67.4%*	*37.0%*	*30.4%*	*87.6%*
Working full time	1920	1833	993	332	1237	769	469	1853
%V	*46.1%*	*46.3%*	*51.7%*	*47.2%*	*44.1%*	*50.0%*	*37.0%*	*50.8%*
%H		*95.5%*	*51.7%*	*17.3%*	*64.4%*	*40.1%*	*24.4%*	*96.5%*
Working part time	391	379	206	70	260	158	102	374
%V	*9.4%*	*9.6%*	*10.7%*	*9.9%*	*9.3%*	*10.3%*	*8.1%*	*10.3%*
%H		*96.9%*	*52.7%*	*17.9%*	*66.5%*	*40.4%*	*26.1%*	*95.7%*
Not working	1853	1744	720	303	1307	613	695	1418
%V	*44.5%*	*44.1%*	*37.5%*	*43.0%*	*46.6%*	*39.8%*	*54.9%*	*38.9%*
%H		*94.1%*	*38.9%*	*16.4%*	*70.5%*	*33.1%*	*37.5%*	*76.5%*
Housewife/Houseperson	2355	2226	995	379	1596	785	811	1933
%V	*56.6%*	*56.3%*	*51.8%*	*53.8%*	*56.9%*	*51.0%*	*64.1%*	*53.0%*
%H		*94.5%*	*42.3%*	*16.1%*	*67.8%*	*33.3%*	*34.4%*	*82.1%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Scotland

Individual level data

Table 16.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2000	1890	939	341	1329	758	571	1769
%H		*94.5%*	*47.0%*	*17.1%*	*66.5%*	*37.9%*	*28.6%*	*88.5%*
16 - 19	112	104	50	26	71	46	25	110
%V	*5.6%*	*5.5%*	*5.3%*	*7.6%*	*5.3%*	*6.1%*	*4.4%*	*6.2%*
%H		*92.9%*	*44.6%*	*23.2%*	*63.4%*	*41.1%*	*22.3%*	*98.2%*
20 - 24	165	146	67	31	98	58	40	158
%V	*8.3%*	*7.7%*	*7.1%*	*9.1%*	*7.4%*	*7.7%*	*7.0%*	*8.9%*
%H		*88.5%*	*40.6%*	*18.8%*	*59.4%*	*35.2%*	*24.2%*	*95.8%*
25 - 34	331	290	151	49	178	108	70	314
%V	*16.6%*	*15.3%*	*16.1%*	*14.4%*	*13.4%*	*14.2%*	*12.3%*	*17.8%*
%H		*87.6%*	*45.6%*	*14.8%*	*53.8%*	*32.6%*	*21.1%*	*94.9%*
35 - 44	311	294	177	42	193	124	68	295
%V	*15.6%*	*15.6%*	*18.8%*	*12.3%*	*14.5%*	*16.4%*	*11.9%*	*16.7%*
%H		*94.5%*	*56.9%*	*13.5%*	*62.1%*	*39.9%*	*21.9%*	*94.9%*
45 - 54	368	357	189	65	250	151	99	336
%V	*18.4%*	*18.9%*	*20.1%*	*19.1%*	*18.8%*	*19.9%*	*17.3%*	*19.0%*
%H		*97.0%*	*51.4%*	*17.7%*	*67.9%*	*41.0%*	*26.9%*	*91.3%*
55 - 64	315	307	145	55	232	125	107	275
%V	*15.8%*	*16.2%*	*15.4%*	*16.1%*	*17.5%*	*16.5%*	*18.7%*	*15.5%*
%H		*97.5%*	*46.0%*	*17.5%*	*73.7%*	*39.7%*	*34.0%*	*87.3%*
65+	398	392	160	72	308	146	162	281
%V	*19.9%*	*20.7%*	*17.0%*	*21.1%*	*23.2%*	*19.3%*	*28.4%*	*15.9%*
%H		*98.5%*	*40.2%*	*18.1%*	*77.4%*	*36.7%*	*40.7%*	*70.6%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Scotland

Individual level data

Table 16.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2000	1890	939	341	1329	758	571	1769
%H		*94.5%*	*47.0%*	*17.1%*	*66.5%*	*37.9%*	*28.6%*	*88.5%*
AB	515	491	248	102	342	207	135	499
%V	*25.8%*	*26.0%*	*26.4%*	*29.9%*	*25.7%*	*27.3%*	*23.6%*	*28.2%*
%H		*95.3%*	*48.2%*	*19.8%*	*66.4%*	*40.2%*	*26.2%*	*96.9%*
C1	550	506	259	102	341	209	133	514
%V	*27.5%*	*26.8%*	*27.6%*	*29.9%*	*25.7%*	*27.6%*	*23.3%*	*29.1%*
%H		*92.0%*	*47.1%*	*18.5%*	*62.0%*	*38.0%*	*24.2%*	*93.5%*
C2	449	438	231	66	322	189	134	397
%V	*22.5%*	*23.2%*	*24.6%*	*19.4%*	*24.2%*	*24.9%*	*23.5%*	*22.4%*
%H		*97.6%*	*51.4%*	*14.7%*	*71.7%*	*42.1%*	*29.8%*	*88.4%*
D	305	288	144	43	198	107	91	252
%V	*15.3%*	*15.2%*	*15.3%*	*12.6%*	*14.9%*	*14.1%*	*15.9%*	*14.2%*
%H		*94.4%*	*47.2%*	*14.1%*	*64.9%*	*35.1%*	*29.8%*	*82.6%*
E	181	168	57	27	125	47	78	107
%V	*9.1%*	*8.9%*	*6.1%*	*7.9%*	*9.4%*	*6.2%*	*13.7%*	*6.0%*
%H		*92.8%*	*31.5%*	*14.9%*	*69.1%*	*26.0%*	*43.1%*	*59.1%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Scotland

Individual level data

Table 16.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2000	1890	939	341	1329	758	571	1769
%H		*94.5%*	*47.0%*	*17.1%*	*66.5%*	*37.9%*	*28.6%*	*88.5%*
Working full time	1129	1078	596	184	734	463	271	1088
%V	*56.5%*	*57.0%*	*63.5%*	*54.0%*	*55.2%*	*61.1%*	*47.5%*	*61.5%*
%H		*95.5%*	*52.8%*	*16.3%*	*65.0%*	*41.0%*	*24.0%*	*96.4%*
Working part time	66	63	32	11	42	23	19	60
%V	*3.3%*	*3.3%*	*3.4%*	*3.2%*	*3.2%*	*3.0%*	*3.3%*	*3.4%*
%H		*95.5%*	*48.5%*	*16.7%*	*63.6%*	*34.8%*	*28.8%*	*90.9%*
Not working	805	749	311	146	554	272	281	621
%V	*40.3%*	*39.6%*	*33.1%*	*42.8%*	*41.7%*	*35.9%*	*49.2%*	*35.1%*
%H		*93.0%*	*38.6%*	*18.1%*	*68.8%*	*33.8%*	*34.9%*	*77.1%*
Housewife/Houseperson	575	530	210	82	379	159	220	423
%V	*28.8%*	*28.0%*	*22.4%*	*24.0%*	*28.5%*	*21.0%*	*38.5%*	*23.9%*
%H		*92.2%*	*36.5%*	*14.3%*	*65.9%*	*27.7%*	*38.3%*	*73.6%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Scotland

Individual level data

Table 16.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2164	2065	980	363	1476	781	695	1876
%H		*95.4%*	*45.3%*	*16.8%*	*68.2%*	*36.1%*	*32.1%*	*86.7%*
16 - 19	108	103	59	15	71	47	25	103
%V	*5.0%*	*5.0%*	*6.0%*	*4.1%*	*4.8%*	*6.0%*	*3.6%*	*5.5%*
%H		*95.4%*	*54.6%*	*13.9%*	*65.7%*	*43.5%*	*23.1%*	*95.4%*
20 - 24	175	148	66	21	103	51	52	170
%V	*8.1%*	*7.2%*	*6.7%*	*5.8%*	*7.0%*	*6.5%*	*7.5%*	*9.1%*
%H		*84.6%*	*37.7%*	*12.0%*	*58.9%*	*29.1%*	*29.7%*	*97.1%*
25 - 34	343	310	161	55	194	114	80	332
%V	*15.9%*	*15.0%*	*16.4%*	*15.2%*	*13.1%*	*14.6%*	*11.5%*	*17.7%*
%H		*90.4%*	*46.9%*	*16.0%*	*56.6%*	*33.2%*	*23.3%*	*96.8%*
35 - 44	327	317	179	60	205	128	77	317
%V	*15.1%*	*15.4%*	*18.3%*	*16.5%*	*13.9%*	*16.4%*	*11.1%*	*16.9%*
%H		*96.9%*	*54.7%*	*18.3%*	*62.7%*	*39.1%*	*23.5%*	*96.9%*
45 - 54	391	382	196	76	267	159	108	365
%V	*18.1%*	*18.5%*	*20.0%*	*20.9%*	*18.1%*	*20.4%*	*15.5%*	*19.5%*
%H		*97.7%*	*50.1%*	*19.4%*	*68.3%*	*40.7%*	*27.6%*	*93.4%*
55 - 64	332	324	153	61	244	132	112	298
%V	*15.3%*	*15.7%*	*15.6%*	*16.8%*	*16.5%*	*16.9%*	*16.1%*	*15.9%*
%H		*97.6%*	*46.1%*	*18.4%*	*73.5%*	*39.8%*	*33.7%*	*89.8%*
65+	490	481	168	75	392	150	241	291
%V	*22.6%*	*23.3%*	*17.1%*	*20.7%*	*26.6%*	*19.2%*	*34.7%*	*15.5%*
%H		*98.2%*	*34.3%*	*15.3%*	*80.0%*	*30.6%*	*49.2%*	*59.4%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Scotland

Individual level data

Table 16.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2164	2065	980	363	1476	781	695	1876
%H		*95.4%*	*45.3%*	*16.8%*	*68.2%*	*36.1%*	*32.1%*	*86.7%*
AB	545	523	253	102	368	202	166	523
%V	*25.2%*	*25.3%*	*25.8%*	*28.1%*	*24.9%*	*25.9%*	*23.9%*	*27.9%*
%H		*96.0%*	*46.4%*	*18.7%*	*67.5%*	*37.1%*	*30.5%*	*96.0%*
C1	632	591	284	108	414	227	187	583
%V	*29.2%*	*28.6%*	*29.0%*	*29.8%*	*28.0%*	*29.1%*	*26.9%*	*31.1%*
%H		*93.5%*	*44.9%*	*17.1%*	*65.5%*	*35.9%*	*29.6%*	*92.2%*
C2	396	388	205	65	286	170	116	351
%V	*18.3%*	*18.8%*	*20.9%*	*17.9%*	*19.4%*	*21.8%*	*16.7%*	*18.7%*
%H		*98.0%*	*51.8%*	*16.4%*	*72.2%*	*42.9%*	*29.3%*	*88.6%*
D	371	353	166	57	249	124	125	297
%V	*17.1%*	*17.1%*	*16.9%*	*15.7%*	*16.9%*	*15.9%*	*18.0%*	*15.8%*
%H		*95.1%*	*44.7%*	*15.4%*	*67.1%*	*33.4%*	*33.7%*	*80.1%*
E	220	210	73	32	159	58	101	124
%V	*10.2%*	*10.2%*	*7.4%*	*8.8%*	*10.8%*	*7.4%*	*14.5%*	*6.6%*
%H		*95.5%*	*33.2%*	*14.5%*	*72.3%*	*26.4%*	*45.9%*	*56.4%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Scotland

Individual level data

Table 16.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2164	2065	980	363	1476	781	695	1876
%H		*95.4%*	*45.3%*	*16.8%*	*68.2%*	*36.1%*	*32.1%*	*86.7%*
Working full time	791	754	397	147	504	306	198	765
%V	*36.6%*	*36.5%*	*40.5%*	*40.5%*	*34.1%*	*39.2%*	*28.5%*	*40.8%*
%H		*95.3%*	*50.2%*	*18.6%*	*63.7%*	*38.7%*	*25.0%*	*96.7%*
Working part time	325	316	174	59	219	135	84	314
%V	*15.0%*	*15.3%*	*17.8%*	*16.3%*	*14.8%*	*17.3%*	*12.1%*	*16.7%*
%H		*97.2%*	*53.5%*	*18.2%*	*67.4%*	*41.5%*	*25.8%*	*96.6%*
Not working	1048	995	409	157	754	340	413	797
%V	*48.4%*	*48.2%*	*41.7%*	*43.3%*	*51.1%*	*43.5%*	*59.4%*	*42.5%*
%H		*94.9%*	*39.0%*	*15.0%*	*71.9%*	*32.4%*	*39.4%*	*76.0%*
Housewife/Houseperson	1779	1696	785	297	1217	626	591	1510
%V	*82.2%*	*82.1%*	*80.1%*	*81.8%*	*82.5%*	*80.2%*	*85.0%*	*80.5%*
%H		*95.3%*	*44.1%*	*16.7%*	*68.4%*	*35.2%*	*33.2%*	*84.9%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Wales and West

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Table 17.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2227	1067	259	1567	696	872	1937
%H (All HH)		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*
%H (TV HH)			*47.9%*	*11.6%*	*70.4%*	*31.3%*	*39.2%*	
AB	545	525	232	74	373	161	211	513
%V	*23.3%*	*23.6%*	*21.7%*	*28.6%*	*23.8%*	*23.1%*	*24.2%*	*26.5%*
%H (All HH)		*96.3%*	*42.6%*	*13.6%*	*68.4%*	*29.5%*	*38.7%*	*94.1%*
%H (TV HH)			*44.2%*	*14.1%*	*71.0%*	*30.7%*	*40.2%*	
C1	634	593	280	78	411	190	221	570
%V	*27.1%*	*26.6%*	*26.2%*	*30.1%*	*26.2%*	*27.3%*	*25.3%*	*29.4%*
%H (All HH)		*93.5%*	*44.2%*	*12.3%*	*64.8%*	*30.0%*	*34.9%*	*89.9%*
%H (TV HH)			*47.2%*	*13.2%*	*69.3%*	*32.0%*	*37.3%*	
C2	509	492	266	52	350	179	172	434
%V	*21.7%*	*22.1%*	*24.9%*	*20.1%*	*22.3%*	*25.7%*	*19.7%*	*22.4%*
%H (All HH)		*96.7%*	*52.3%*	*10.2%*	*68.8%*	*35.2%*	*33.8%*	*85.3%*
%H (TV HH)			*54.1%*	*10.6%*	*71.1%*	*36.4%*	*35.0%*	
D	391	371	187	34	260	113	147	281
%V	*16.7%*	*16.7%*	*17.5%*	*13.1%*	*16.6%*	*16.2%*	*16.9%*	*14.5%*
%H (All HH)		*94.9%*	*47.8%*	*8.7%*	*66.5%*	*28.9%*	*37.6%*	*71.9%*
%H (TV HH)			*50.4%*	*9.2%*	*70.1%*	*30.5%*	*39.6%*	
E	263	247	102	20	173	53	120	140
%V	*11.2%*	*11.1%*	*9.6%*	*7.7%*	*11.0%*	*7.6%*	*13.8%*	*7.2%*
%H (All HH)		*93.9%*	*38.8%*	*7.6%*	*65.8%*	*20.2%*	*45.6%*	*53.2%*
%H (TV HH)			*41.3%*	*8.1%*	*70.0%*	*21.5%*	*48.6%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Wales and West

Household level data

Table 17.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2227	1067	259	1567	696	872	1937
%H (All HH)		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*
%H (TV HH)			*47.9%*	*11.6%*	*70.4%*	*31.3%*	*39.2%*	
Under 25	116	95	37	8	58	20	37	106
%V	*5.0%*	*4.3%*	*3.5%*	*3.1%*	*3.7%*	*2.9%*	*4.2%*	*5.5%*
%H (All HH)		*81.9%*	*31.9%*	*6.9%*	*50.0%*	*17.2%*	*31.9%*	*91.4%*
%H (TV HH)			*38.9%*	*8.4%*	*61.1%*	*21.1%*	*38.9%*	
25 - 34	328	301	169	38	170	89	81	309
%V	*14.0%*	*13.5%*	*15.8%*	*14.7%*	*10.8%*	*12.8%*	*9.3%*	*16.0%*
%H (All HH)		*91.8%*	*51.5%*	*11.6%*	*51.8%*	*27.1%*	*24.7%*	*94.2%*
%H (TV HH)			*56.1%*	*12.6%*	*56.5%*	*29.6%*	*26.9%*	
35 - 44	365	348	193	52	219	122	97	348
%V	*15.6%*	*15.6%*	*18.1%*	*20.1%*	*14.0%*	*17.5%*	*11.1%*	*18.0%*
%H (All HH)		*95.3%*	*52.9%*	*14.2%*	*60.0%*	*33.4%*	*26.6%*	*95.3%*
%H (TV HH)			*55.5%*	*14.9%*	*62.9%*	*35.1%*	*27.9%*	
45 - 54	451	435	220	61	310	157	153	425
%V	*19.3%*	*19.5%*	*20.6%*	*23.6%*	*19.8%*	*22.6%*	*17.5%*	*21.9%*
%H (All HH)		*96.5%*	*48.8%*	*13.5%*	*68.7%*	*34.8%*	*33.9%*	*94.2%*
%H (TV HH)			*50.6%*	*14.0%*	*71.3%*	*36.1%*	*35.2%*	
55 - 64	397	382	200	41	278	135	142	348
%V	*17.0%*	*17.2%*	*18.7%*	*15.8%*	*17.7%*	*19.4%*	*16.3%*	*18.0%*
%H (All HH)		*96.2%*	*50.4%*	*10.3%*	*70.0%*	*34.0%*	*35.8%*	*87.7%*
%H (TV HH)			*52.4%*	*10.7%*	*72.8%*	*35.3%*	*37.2%*	
65 +	684	667	248	58	534	172	361	402
%V	*29.2%*	*30.0%*	*23.2%*	*22.4%*	*34.1%*	*24.7%*	*41.4%*	*20.8%*
%H (All HH)		*97.5%*	*36.3%*	*8.5%*	*78.1%*	*25.1%*	*52.8%*	*58.8%*
%H (TV HH)			*37.2%*	*8.7%*	*80.1%*	*25.8%*	*54.1%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Wales and West

Household level data

Table 17.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2227	1067	259	1567	696	872	1937
%H (All HH)		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*
%H (TV HH)			*47.9%*	*11.6%*	*70.4%*	*31.3%*	*39.2%*	
1	731	670	233	60	499	131	368	451
%V	*31.2%*	*30.1%*	*21.8%*	*23.2%*	*31.8%*	*18.8%*	*42.2%*	*23.3%*
%H (All HH)		*91.7%*	*31.9%*	*8.2%*	*68.3%*	*17.9%*	*50.3%*	*61.7%*
%H (TV HH)			*34.8%*	*9.0%*	*74.5%*	*19.6%*	*54.9%*	
2	846	816	396	101	582	272	310	746
%V	*36.1%*	*36.6%*	*37.1%*	*39.0%*	*37.1%*	*39.1%*	*35.6%*	*38.5%*
%H (All HH)		*96.5%*	*46.8%*	*11.9%*	*68.8%*	*32.2%*	*36.6%*	*88.2%*
%H (TV HH)			*48.5%*	*12.4%*	*71.3%*	*33.3%*	*38.0%*	
3	335	323	190	42	215	126	88	322
%V	*14.3%*	*14.5%*	*17.8%*	*16.2%*	*13.7%*	*18.1%*	*10.1%*	*16.6%*
%H (All HH)		*96.4%*	*56.7%*	*12.5%*	*64.2%*	*37.6%*	*26.3%*	*96.1%*
%H (TV HH)			*58.8%*	*13.0%*	*66.6%*	*39.0%*	*27.2%*	
4	294	287	169	38	191	115	76	286
%V	*12.6%*	*12.9%*	*15.8%*	*14.7%*	*12.2%*	*16.5%*	*8.7%*	*14.8%*
%H (All HH)		*97.6%*	*57.5%*	*12.9%*	*65.0%*	*39.1%*	*25.9%*	*97.3%*
%H (TV HH)			*58.9%*	*13.2%*	*66.6%*	*40.1%*	*26.5%*	
5+	136	131	79	18	81	51	29	132
%V	*5.8%*	*5.9%*	*7.4%*	*6.9%*	*5.2%*	*7.3%*	*3.3%*	*6.8%*
%H (All HH)		*96.3%*	*58.1%*	*13.2%*	*59.6%*	*37.5%*	*21.3%*	*97.1%*
%H (TV HH)			*60.3%*	*13.7%*	*61.8%*	*38.9%*	*22.1%*	
Average HH size	2.28	2.30	2.53	2.47	2.23	2.57	1.97	2.46

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Wales and West

Household level data

Table 17.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2227	1067	259	1567	696	872	1937
%H (All HH)		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*
%H (TV HH)			*47.9%*	*11.6%*	*70.4%*	*31.3%*	*39.2%*	
Without	1779	1679	736	189	1219	489	730	1398
%V	*76.0%*	*75.4%*	*69.0%*	*73.0%*	*77.8%*	*70.3%*	*83.7%*	*72.2%*
%H (All HH)		*94.4%*	*41.4%*	*10.6%*	*68.5%*	*27.5%*	*41.0%*	*78.6%*
%H (TV HH)			*43.8%*	*11.3%*	*72.6%*	*29.1%*	*43.5%*	
With	563	548	332	70	348	206	141	539
%V	*24.0%*	*24.6%*	*31.1%*	*27.0%*	*22.2%*	*29.6%*	*16.2%*	*27.8%*
%H (All HH)		*97.3%*	*59.0%*	*12.4%*	*61.8%*	*36.6%*	*25.0%*	*95.7%*
%H (TV HH)			*60.6%*	*12.8%*	*63.5%*	*37.6%*	*25.7%*	
0 - 3	193	185	112	24	108	63	45	179
%V	*8.2%*	*8.3%*	*10.5%*	*9.3%*	*6.9%*	*9.1%*	*5.2%*	*9.2%*
%H (All HH)		*95.9%*	*58.0%*	*12.4%*	*56.0%*	*32.6%*	*23.3%*	*92.7%*
%H (TV HH)			*60.5%*	*13.0%*	*58.4%*	*34.1%*	*24.3%*	
4 - 9	287	280	176	32	170	102	67	275
%V	*12.3%*	*12.6%*	*16.5%*	*12.4%*	*10.8%*	*14.7%*	*7.7%*	*14.2%*
%H (All HH)		*97.6%*	*61.3%*	*11.1%*	*59.2%*	*35.5%*	*23.3%*	*95.8%*
%H (TV HH)			*62.9%*	*11.4%*	*60.7%*	*36.4%*	*23.9%*	
10 - 15	264	260	158	34	172	106	66	257
%V	*11.3%*	*11.7%*	*14.8%*	*13.1%*	*11.0%*	*15.2%*	*7.6%*	*13.3%*
%H (All HH)		*98.5%*	*59.8%*	*12.9%*	*65.2%*	*40.2%*	*25.0%*	*97.3%*
%H (TV HH)			*60.8%*	*13.1%*	*66.2%*	*40.8%*	*25.4%*	

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

%V = percentage of vertical total

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

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

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Table 17.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2227	1067	259	1567	696	872	1937
%H (All HH)		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*
%H (TV HH)			*47.9%*	*11.6%*	*70.4%*	*31.3%*	*39.2%*	
1	884	884	322	109	536	114	423	662
%V	*37.7%*	*39.7%*	*30.2%*	*42.1%*	*34.2%*	*16.4%*	*48.5%*	*34.2%*
%H (All HH)		*100.0%*	*36.4%*	*12.3%*	*60.6%*	*12.9%*	*47.9%*	*74.9%*
%H (TV HH)			*36.4%*	*12.3%*	*60.6%*	*12.9%*	*47.9%*	
2	760	760	384	81	560	267	294	636
%V	*32.5%*	*34.1%*	*36.0%*	*31.3%*	*35.7%*	*38.4%*	*33.7%*	*32.8%*
%H (All HH)		*100.0%*	*50.5%*	*10.7%*	*73.7%*	*35.1%*	*38.7%*	*83.7%*
%H (TV HH)			*50.5%*	*10.7%*	*73.7%*	*35.1%*	*38.7%*	
3	359	359	212	40	285	176	109	337
%V	*15.3%*	*16.1%*	*19.9%*	*15.4%*	*18.2%*	*25.3%*	*12.5%*	*17.4%*
%H (All HH)		*100.0%*	*59.1%*	*11.1%*	*79.4%*	*49.0%*	*30.4%*	*93.9%*
%H (TV HH)			*59.1%*	*11.1%*	*79.4%*	*49.0%*	*30.4%*	
4	158	158	104	23	127	95	32	152
%V	*6.7%*	*7.1%*	*9.7%*	*8.9%*	*8.1%*	*13.6%*	*3.7%*	*7.8%*
%H (All HH)		*100.0%*	*65.8%*	*14.6%*	*80.4%*	*60.1%*	*20.3%*	*96.2%*
%H (TV HH)			*65.8%*	*14.6%*	*80.4%*	*60.1%*	*20.3%*	
5+	66	66	45	6	58	44	14	63
%V	*2.8%*	*3.0%*	*4.2%*	*2.3%*	*3.7%*	*6.3%*	*1.6%*	*3.3%*
%H (All HH)		*100.0%*	*68.2%*	*9.1%*	*87.9%*	*66.7%*	*21.2%*	*95.5%*
%H (TV HH)			*68.2%*	*9.1%*	*87.9%*	*66.7%*	*21.2%*	

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

%V = percentage of vertical total

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

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

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Table 17.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2227	1067	259	1567	696	872	1937
%H (All HH)		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*
%H (TV HH)			*47.9%*	*11.6%*	*70.4%*	*31.3%*	*39.2%*	
Under 20"	383	383	195	33	313	163	150	323
%V	*16.4%*	*17.2%*	*18.3%*	*12.7%*	*20.0%*	*23.4%*	*17.2%*	*16.7%*
%H (All HH)		*100.0%*	*50.9%*	*8.6%*	*81.7%*	*42.6%*	*39.2%*	*84.3%*
%H (TV HH)			*50.9%*	*8.6%*	*81.7%*	*42.6%*	*39.2%*	
20" - 29"	833	833	386	89	663	309	354	684
%V	*35.6%*	*37.4%*	*36.2%*	*34.4%*	*42.3%*	*44.4%*	*40.6%*	*35.3%*
%H (All HH)		*100.0%*	*46.3%*	*10.7%*	*79.6%*	*37.1%*	*42.5%*	*82.1%*
%H (TV HH)			*46.3%*	*10.7%*	*79.6%*	*37.1%*	*42.5%*	
30" - 39"	1231	1231	606	143	898	428	470	1028
%V	*52.6%*	*55.3%*	*56.8%*	*55.2%*	*57.3%*	*61.5%*	*53.9%*	*53.1%*
%H (All HH)		*100.0%*	*49.2%*	*11.6%*	*72.9%*	*34.8%*	*38.2%*	*83.5%*
%H (TV HH)			*49.2%*	*11.6%*	*72.9%*	*34.8%*	*38.2%*	
40" and over	1096	1096	649	142	727	425	302	1008
%V	*46.8%*	*49.2%*	*60.8%*	*54.8%*	*46.4%*	*61.1%*	*34.6%*	*52.0%*
%H (All HH)		*100.0%*	*59.2%*	*13.0%*	*66.3%*	*38.8%*	*27.6%*	*92.0%*
%H (TV HH)			*59.2%*	*13.0%*	*66.3%*	*38.8%*	*27.6%*	

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

%V = percentage of vertical total

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

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

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Table 17.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2227	1067	259	1567	696	872	1937
%H (All HH)		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*
%H (TV HH)			*47.9%*	*11.6%*	*70.4%*	*31.3%*	*39.2%*	
Main living room	2195	2195	1058	259	1554	693	861	1822
%V	*93.7%*	*98.6%*	*99.2%*	*100.0%*	*99.2%*	*99.6%*	*98.7%*	*94.1%*
%H (All HH)		*100.0%*	*48.2%*	*11.8%*	*70.8%*	*31.6%*	*39.2%*	*83.0%*
%H (TV HH)			*48.2%*	*11.8%*	*70.8%*	*31.6%*	*39.2%*	
Kitchen	280	280	148	23	245	134	111	244
%V	*12.0%*	*12.6%*	*13.9%*	*8.9%*	*15.6%*	*19.3%*	*12.7%*	*12.6%*
%H (All HH)		*100.0%*	*52.9%*	*8.2%*	*87.5%*	*47.9%*	*39.6%*	*87.1%*
%H (TV HH)			*52.9%*	*8.2%*	*87.5%*	*47.9%*	*39.6%*	
Adult's bedroom	950	950	528	107	732	424	309	853
%V	*40.6%*	*42.7%*	*49.5%*	*41.3%*	*46.7%*	*60.9%*	*35.4%*	*44.0%*
%H (All HH)		*100.0%*	*55.6%*	*11.3%*	*77.1%*	*44.6%*	*32.5%*	*89.8%*
%H (TV HH)			*55.6%*	*11.3%*	*77.1%*	*44.6%*	*32.5%*	
Child's bedroom	226	226	156	26	161	120	41	218
%V	*9.6%*	*10.1%*	*14.6%*	*10.0%*	*10.3%*	*17.2%*	*4.7%*	*11.3%*
%H (All HH)		*100.0%*	*69.0%*	*11.5%*	*71.2%*	*53.1%*	*18.1%*	*96.5%*
%H (TV HH)			*69.0%*	*11.5%*	*71.2%*	*53.1%*	*18.1%*	
Other bedroom	120	120	76	13	95	65	31	106
%V	*5.1%*	*5.4%*	*7.1%*	*5.0%*	*6.1%*	*9.3%*	*3.6%*	*5.5%*
%H (All HH)		*100.0%*	*63.3%*	*10.8%*	*79.2%*	*54.2%*	*25.8%*	*88.3%*
%H (TV HH)			*63.3%*	*10.8%*	*79.2%*	*54.2%*	*25.8%*	
Second living/dining room	258	258	147	29	203	120	83	230
%V	*11.0%*	*11.6%*	*13.8%*	*11.2%*	*13.0%*	*17.2%*	*9.5%*	*11.9%*
%H (All HH)		*100.0%*	*57.0%*	*11.2%*	*78.7%*	*46.5%*	*32.2%*	*89.1%*
%H (TV HH)			*57.0%*	*11.2%*	*78.7%*	*46.5%*	*32.2%*	
Study/office	34	34	19	4	24	15	9	32
%V	*1.5%*	*1.5%*	*1.8%*	*1.5%*	*1.5%*	*2.2%*	*1.0%*	*1.7%*
%H (All HH)		*100.0%*	*55.9%*	*11.8%*	*70.6%*	*44.1%*	*26.5%*	*94.1%*
%H (TV HH)			*55.9%*	*11.8%*	*70.6%*	*44.1%*	*26.5%*	
TV room	18	18	9	2	13	7	7	17
%V	*0.8%*	*0.8%*	*0.8%*	*0.8%*	*0.8%*	*1.0%*	*0.8%*	*0.9%*
%H (All HH)		*100.0%*	*50.0%*	*11.1%*	*72.2%*	*38.9%*	*38.9%*	*94.4%*
%H (TV HH)			*50.0%*	*11.1%*	*72.2%*	*38.9%*	*38.9%*	
Conservatory	53	53	33	7	41	26	14	50
%V	*2.3%*	*2.4%*	*3.1%*	*2.7%*	*2.6%*	*3.7%*	*1.6%*	*2.6%*
%H (All HH)		*100.0%*	*62.3%*	*13.2%*	*77.4%*	*49.1%*	*26.4%*	*94.3%*
%H (TV HH)			*62.3%*	*13.2%*	*77.4%*	*49.1%*	*26.4%*	
Attic or loft room	9	9	4	1	6	3	3	9
%V	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*
%H (All HH)		*100.0%*	*44.4%*	*11.1%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*44.4%*	*11.1%*	*66.7%*	*33.3%*	*33.3%*	
No specific location	1	1	0	0	1	0	1	1
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*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	15	15	6	2	13	7	6	14
%V	*0.6%*	*0.7%*	*0.6%*	*0.8%*	*0.8%*	*1.0%*	*0.7%*	*0.7%*
%H (All HH)		*100.0%*	*40.0%*	*13.3%*	*86.7%*	*46.7%*	*40.0%*	*93.3%*
%H (TV HH)			*40.0%*	*13.3%*	*86.7%*	*46.7%*	*40.0%*	

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

%V = percentage of vertical total

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

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

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Table 17.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2227	1067	259	1567	696	872	1937
%H (All HH)		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*
%H (TV HH)			*47.9%*	*11.6%*	*70.4%*	*31.3%*	*39.2%*	
Any DSAT provider	1067	1067	1067	17	580	580	0	947
%V	*45.6%*	*47.9%*	*100.0%*	*6.6%*	*37.0%*	*83.3%*	*0.0%*	*48.9%*
%H (All HH)			*100.0%*	*1.6%*	*54.4%*	*54.4%*	*0.0%*	*88.8%*
%H (TV HH)			*100.0%*	*1.6%*	*54.4%*	*54.4%*	*0.0%*	
Sky with subcription	869	869	869	11	466	466	0	788
%V	*37.1%*	*39.0%*	*81.4%*	*4.2%*	*29.7%*	*67.0%*	*0.0%*	*40.7%*
%H (All HH)			*100.0%*	*1.3%*	*53.6%*	*53.6%*	*0.0%*	*90.7%*
%H (TV HH)			*100.0%*	*1.3%*	*53.6%*	*53.6%*	*0.0%*	
Sky without subscription	88	88	88	3	48	48	0	66
%V	*3.8%*	*4.0%*	*8.2%*	*1.2%*	*3.1%*	*6.9%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*3.4%*	*54.5%*	*54.5%*	*0.0%*	*75.0%*
%H (TV HH)			*100.0%*	*3.4%*	*54.5%*	*54.5%*	*0.0%*	
Freesat	107	107	107	4	64	64	0	93
%V	*4.6%*	*4.8%*	*10.0%*	*1.5%*	*4.1%*	*9.2%*	*0.0%*	*4.8%*
%H (All HH)			*100.0%*	*3.7%*	*59.8%*	*59.8%*	*0.0%*	*86.9%*
%H (TV HH)			*100.0%*	*3.7%*	*59.8%*	*59.8%*	*0.0%*	
Other satellite provider	39	39	39	3	24	24	0	36
%V	*1.7%*	*1.8%*	*3.7%*	*1.2%*	*1.5%*	*3.4%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*7.7%*	*61.5%*	*61.5%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*7.7%*	*61.5%*	*61.5%*	*0.0%*	
DCAB	259	259	17	259	125	125	0	237
%V	*11.1%*	*11.6%*	*1.6%*	*100.0%*	*8.0%*	*18.0%*	*0.0%*	*12.2%*
%H (All HH)			*6.6%*	*100.0%*	*48.3%*	*48.3%*	*0.0%*	*91.5%*
%H (TV HH)			*6.6%*	*100.0%*	*48.3%*	*48.3%*	*0.0%*	
DTT	1567	1567	580	125	1567	696	872	1273
%V	*66.9%*	*70.4%*	*54.4%*	*48.3%*	*100.0%*	*100.0%*	*100.0%*	*65.7%*
%H (All HH)		*100.0%*	*37.0%*	*8.0%*	*100.0%*	*44.4%*	*55.6%*	*81.2%*
%H (TV HH)			*37.0%*	*8.0%*	*100.0%*	*44.4%*	*55.6%*	

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

%V = percentage of vertical total

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

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

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Table 17.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2227	1067	259	1567	696	872	1937
%H (All HH)		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*
%H (TV HH)			*47.9%*	*11.6%*	*70.4%*	*31.3%*	*39.2%*	
PVR	1369	1369	896	224	860	596	264	1251
%V	*58.5%*	*61.5%*	*84.0%*	*86.5%*	*54.9%*	*85.6%*	*30.3%*	*64.6%*
%H (All HH)		*100.0%*	*65.4%*	*16.4%*	*62.8%*	*43.5%*	*19.3%*	*91.4%*
%H (TV HH)			*65.4%*	*16.4%*	*62.8%*	*43.5%*	*19.3%*	
DVDR	64	64	28	7	50	20	29	56
%V	*2.7%*	*2.9%*	*2.6%*	*2.7%*	*3.2%*	*2.9%*	*3.3%*	*2.9%*
%H (All HH)		*100.0%*	*43.8%*	*10.9%*	*78.1%*	*31.3%*	*45.3%*	*87.5%*
%H (TV HH)			*43.8%*	*10.9%*	*78.1%*	*31.3%*	*45.3%*	
VCR	16	16	6	1	13	4	10	9
%V	*0.7%*	*0.7%*	*0.6%*	*0.4%*	*0.8%*	*0.6%*	*1.1%*	*0.5%*
%H (All HH)		*100.0%*	*37.5%*	*6.3%*	*81.3%*	*25.0%*	*62.5%*	*56.3%*
%H (TV HH)			*37.5%*	*6.3%*	*81.3%*	*25.0%*	*62.5%*	
Any recorder	1399	1399	902	225	887	599	287	1270
%V	*59.7%*	*62.8%*	*84.5%*	*86.9%*	*56.6%*	*86.1%*	*32.9%*	*65.6%*
%H (All HH)		*100.0%*	*64.5%*	*16.1%*	*63.4%*	*42.8%*	*20.5%*	*90.8%*
%H (TV HH)			*64.5%*	*16.1%*	*63.4%*	*42.8%*	*20.5%*	
Receives HDTV (via STB or built-in reception)	1299	1299	743	201	877	507	369	1178
%V	*55.5%*	*58.3%*	*69.6%*	*77.6%*	*56.0%*	*72.8%*	*42.3%*	*60.8%*
%H (All HH)		*100.0%*	*57.2%*	*15.5%*	*67.5%*	*39.0%*	*28.4%*	*90.7%*
%H (TV HH)			*57.2%*	*15.5%*	*67.5%*	*39.0%*	*28.4%*	
DVD/Blu-ray player or recorder	1716	1716	855	204	1235	588	647	1496
%V	*73.3%*	*77.1%*	*80.1%*	*78.8%*	*78.8%*	*84.5%*	*74.2%*	*77.2%*
%H (All HH)		*100.0%*	*49.8%*	*11.9%*	*72.0%*	*34.3%*	*37.7%*	*87.2%*
%H (TV HH)			*49.8%*	*11.9%*	*72.0%*	*34.3%*	*37.7%*	

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

%V = percentage of vertical total

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

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

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Household level data

Table 17.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2342	2227	1067	259	1567	696	872	1937
%H (All HH)		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*
%H (TV HH)			*47.9%*	*11.6%*	*70.4%*	*31.3%*	*39.2%*	
Has broadband internet	1937	1850	947	237	1273	632	641	1937
%V	*82.7%*	*83.1%*	*88.8%*	*91.5%*	*81.2%*	*90.8%*	*73.5%*	*100.0%*
%H (All HH)		*95.5%*	*48.9%*	*12.2%*	*65.7%*	*32.6%*	*33.1%*	*100.0%*
%H (TV HH)			*51.2%*	*12.8%*	*68.8%*	*34.2%*	*34.6%*	
Number of computers (PCs and laptops)								
0	434	404	136	25	314	75	240	67
%V	*18.5%*	*18.1%*	*12.7%*	*9.7%*	*20.0%*	*10.8%*	*27.5%*	*3.5%*
%H (All HH)		*93.1%*	*31.3%*	*5.8%*	*72.4%*	*17.3%*	*55.3%*	*15.4%*
%H (TV HH)			*33.7%*	*6.2%*	*77.7%*	*18.6%*	*59.4%*	
1	608	569	263	63	394	158	237	579
%V	*26.0%*	*25.6%*	*24.6%*	*24.3%*	*25.1%*	*22.7%*	*27.2%*	*29.9%*
%H (All HH)		*93.6%*	*43.3%*	*10.4%*	*64.8%*	*26.0%*	*39.0%*	*95.2%*
%H (TV HH)			*46.2%*	*11.1%*	*69.2%*	*27.8%*	*41.7%*	
2	580	557	280	68	383	181	202	576
%V	*24.8%*	*25.0%*	*26.2%*	*26.3%*	*24.4%*	*26.0%*	*23.2%*	*29.7%*
%H (All HH)		*96.0%*	*48.3%*	*11.7%*	*66.0%*	*31.2%*	*34.8%*	*99.3%*
%H (TV HH)			*50.3%*	*12.2%*	*68.8%*	*32.5%*	*36.3%*	
3	326	316	179	42	214	123	92	324
%V	*13.9%*	*14.2%*	*16.8%*	*16.2%*	*13.7%*	*17.7%*	*10.6%*	*16.7%*
%H (All HH)		*96.9%*	*54.9%*	*12.9%*	*65.6%*	*37.7%*	*28.2%*	*99.4%*
%H (TV HH)			*56.6%*	*13.3%*	*67.7%*	*38.9%*	*29.1%*	
4	182	177	98	28	114	66	48	182
%V	*7.8%*	*7.9%*	*9.2%*	*10.8%*	*7.3%*	*9.5%*	*5.5%*	*9.4%*
%H (All HH)		*97.3%*	*53.8%*	*15.4%*	*62.6%*	*36.3%*	*26.4%*	*100.0%*
%H (TV HH)			*55.4%*	*15.8%*	*64.4%*	*37.3%*	*27.1%*	
5+	211	204	111	32	147	93	54	209
%V	*9.0%*	*9.2%*	*10.4%*	*12.4%*	*9.4%*	*13.4%*	*6.2%*	*10.8%*
%H (All HH)		*96.7%*	*52.6%*	*15.2%*	*69.7%*	*44.1%*	*25.6%*	*99.1%*
%H (TV HH)			*54.4%*	*15.7%*	*72.1%*	*45.6%*	*26.5%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Wales and West

Set level data

Table 17.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4465	2380	518	3331	1791	1540	3887
%H		*53.3%*	*11.6%*	*74.6%*	*40.1%*	*34.5%*	*87.1%*
Under 20"	475	248	41	394	213	180	405
%V	*10.6%*	*10.4%*	*7.9%*	*11.8%*	*11.9%*	*11.7%*	*10.4%*
%H		*52.2%*	*8.6%*	*82.9%*	*44.8%*	*37.9%*	*85.3%*
20" - 29"	1067	501	120	867	427	440	893
%V	*23.9%*	*21.1%*	*23.2%*	*26.0%*	*23.8%*	*28.6%*	*23.0%*
%H		*47.0%*	*11.2%*	*81.3%*	*40.0%*	*41.2%*	*83.7%*
30" - 39"	1536	789	183	1133	581	551	1307
%V	*34.4%*	*33.2%*	*35.3%*	*34.0%*	*32.4%*	*35.8%*	*33.6%*
%H		*51.4%*	*11.9%*	*73.8%*	*37.8%*	*35.9%*	*85.1%*
40" and over	1335	819	171	897	552	345	1239
%V	*29.9%*	*34.4%*	*33.0%*	*26.9%*	*30.8%*	*22.4%*	*31.9%*
%H		*61.3%*	*12.8%*	*67.2%*	*41.3%*	*25.8%*	*92.8%*
Don't know	53	22	3	41	17	24	43
%V	*1.2%*	*0.9%*	*0.6%*	*1.2%*	*0.9%*	*1.6%*	*1.1%*
%H		*41.5%*	*5.7%*	*77.4%*	*32.1%*	*45.3%*	*81.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Wales and West

Set level data

Table 17.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4465	2380	518	3331	1791	1540	3887
%H		*53.3%*	*11.6%*	*74.6%*	*40.1%*	*34.5%*	*87.1%*
Main living room	2208	1065	260	1562	697	865	1833
%V	*49.5%*	*44.7%*	*50.2%*	*46.9%*	*38.9%*	*56.2%*	*47.2%*
%H		*48.2%*	*11.8%*	*70.7%*	*31.6%*	*39.2%*	*83.0%*
Kitchen	281	149	23	245	134	111	244
%V	*6.3%*	*6.3%*	*4.4%*	*7.4%*	*7.5%*	*7.2%*	*6.3%*
%H		*53.0%*	*8.2%*	*87.2%*	*47.7%*	*39.5%*	*86.8%*
Adult's bedroom	1141	641	141	888	537	351	1038
%V	*25.6%*	*26.9%*	*27.2%*	*26.7%*	*30.0%*	*22.8%*	*26.7%*
%H		*56.2%*	*12.4%*	*77.8%*	*47.1%*	*30.8%*	*91.0%*
Child's bedroom	299	210	33	218	165	53	290
%V	*6.7%*	*8.8%*	*6.4%*	*6.5%*	*9.2%*	*3.4%*	*7.5%*
%H		*70.2%*	*11.0%*	*72.9%*	*55.2%*	*17.7%*	*97.0%*
Other bedroom	142	92	14	114	79	35	126
%V	*3.2%*	*3.9%*	*2.7%*	*3.4%*	*4.4%*	*2.3%*	*3.2%*
%H		*64.8%*	*9.9%*	*80.3%*	*55.6%*	*24.6%*	*88.7%*
Second living/dining room	261	149	30	205	121	84	233
%V	*5.8%*	*6.3%*	*5.8%*	*6.2%*	*6.8%*	*5.5%*	*6.0%*
%H		*57.1%*	*11.5%*	*78.5%*	*46.4%*	*32.2%*	*89.3%*
Study/office	34	20	4	24	15	9	32
%V	*0.8%*	*0.8%*	*0.8%*	*0.7%*	*0.8%*	*0.6%*	*0.8%*
%H		*58.8%*	*11.8%*	*70.6%*	*44.1%*	*26.5%*	*94.1%*
TV room	18	9	2	14	7	7	17
%V	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*
%H		*50.0%*	*11.1%*	*77.8%*	*38.9%*	*38.9%*	*94.4%*
Conservatory	54	34	7	41	27	14	51
%V	*1.2%*	*1.4%*	*1.4%*	*1.2%*	*1.5%*	*0.9%*	*1.3%*
%H		*63.0%*	*13.0%*	*75.9%*	*50.0%*	*25.9%*	*94.4%*
Attic or loft room	10	5	1	6	3	3	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*50.0%*	*10.0%*	*60.0%*	*30.0%*	*30.0%*	*90.0%*
No specific location	1	0	0	1	0	1	1
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Other	15	7	2	13	7	6	15
%V	*0.3%*	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*
%H		*46.7%*	*13.3%*	*86.7%*	*46.7%*	*40.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Wales and West

Set level data

Table 17.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4465	2380	518	3331	1791	1540	3887
%H		*53.3%*	*11.6%*	*74.6%*	*40.1%*	*34.5%*	*87.1%*
PVR	1766	1200	291	1066	770	296	1626
%V	*39.6%*	*50.4%*	*56.2%*	*32.0%*	*43.0%*	*19.2%*	*41.8%*
%H		*68.0%*	*16.5%*	*60.4%*	*43.6%*	*16.8%*	*92.1%*
DVDR	70	30	8	54	23	31	62
%V	*1.6%*	*1.3%*	*1.5%*	*1.6%*	*1.3%*	*2.0%*	*1.6%*
%H		*42.9%*	*11.4%*	*77.1%*	*32.9%*	*44.3%*	*88.6%*
VCR	17	6	1	13	4	10	10
%V	*0.4%*	*0.3%*	*0.2%*	*0.4%*	*0.2%*	*0.6%*	*0.3%*
%H		*35.3%*	*5.9%*	*76.5%*	*23.5%*	*58.8%*	*58.8%*
Any recorder	1808	1215	293	1103	781	322	1658
%V	*40.5%*	*51.1%*	*56.6%*	*33.1%*	*43.6%*	*20.9%*	*42.7%*
%H		*67.2%*	*16.2%*	*61.0%*	*43.2%*	*17.8%*	*91.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4465	2380	518	3331	1791	1540	3887
%H		*53.3%*	*11.6%*	*74.6%*	*40.1%*	*34.5%*	*87.1%*
Receives HDTV (via STB or built-in reception)	1839	1067	283	1276	767	509	1686
%V	*41.2%*	*44.8%*	*54.6%*	*38.3%*	*42.8%*	*33.1%*	*43.4%*
%H		*58.0%*	*15.4%*	*69.4%*	*41.7%*	*27.7%*	*91.7%*
DVD/Blu-ray player or recorder	2532	1341	309	1886	1013	873	2268
%V	*56.7%*	*56.3%*	*59.7%*	*56.6%*	*56.6%*	*56.7%*	*58.3%*
%H		*53.0%*	*12.2%*	*74.5%*	*40.0%*	*34.5%*	*89.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Wales and West

Set level data

Table 17.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2221	1067	259	1566	696	871	1846
%H		*48.0%*	*11.7%*	*70.5%*	*31.3%*	*39.2%*	*83.1%*
Under 20"	28	5	3	22	4	18	19
%V	*1.3%*	*0.5%*	*1.2%*	*1.4%*	*0.6%*	*2.1%*	*1.0%*
%H		*17.9%*	*10.7%*	*78.6%*	*14.3%*	*64.3%*	*67.9%*
20" - 29"	278	69	27	215	41	174	190
%V	*12.5%*	*6.5%*	*10.4%*	*13.7%*	*5.9%*	*20.0%*	*10.3%*
%H		*24.8%*	*9.7%*	*77.3%*	*14.7%*	*62.6%*	*68.3%*
30" - 39"	843	359	93	617	236	381	658
%V	*38.0%*	*33.6%*	*35.9%*	*39.4%*	*33.9%*	*43.7%*	*35.6%*
%H		*42.6%*	*11.0%*	*73.2%*	*28.0%*	*45.2%*	*78.1%*
40" and over	1054	627	135	698	410	288	968
%V	*47.5%*	*58.8%*	*52.1%*	*44.6%*	*58.9%*	*33.1%*	*52.4%*
%H		*59.5%*	*12.8%*	*66.2%*	*38.9%*	*27.3%*	*91.8%*
Don't know	18	6	1	14	5	9	12
%V	*0.8%*	*0.6%*	*0.4%*	*0.9%*	*0.7%*	*1.0%*	*0.7%*
%H		*33.3%*	*5.6%*	*77.8%*	*27.8%*	*50.0%*	*66.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Wales and West

Set level data

Table 17.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2221	1067	259	1566	696	871	1846
%H		*48.0%*	*11.7%*	*70.5%*	*31.3%*	*39.2%*	*83.1%*
PVR	1344	882	223	836	582	254	1227
%V	*60.5%*	*82.7%*	*86.1%*	*53.4%*	*83.6%*	*29.2%*	*66.5%*
%H		*65.6%*	*16.6%*	*62.2%*	*43.3%*	*18.9%*	*91.3%*
DVDR	51	20	6	41	15	26	45
%V	*2.3%*	*1.9%*	*2.3%*	*2.6%*	*2.2%*	*3.0%*	*2.4%*
%H		*39.2%*	*11.8%*	*80.4%*	*29.4%*	*51.0%*	*88.2%*
VCR	13	3	1	11	2	9	7
%V	*0.6%*	*0.3%*	*0.4%*	*0.7%*	*0.3%*	*1.0%*	*0.4%*
%H		*23.1%*	*7.7%*	*84.6%*	*15.4%*	*69.2%*	*53.8%*
Any recorder	1372	888	223	861	585	275	1245
%V	*61.8%*	*83.2%*	*86.1%*	*55.0%*	*84.1%*	*31.6%*	*67.4%*
%H		*64.7%*	*16.3%*	*62.8%*	*42.6%*	*20.0%*	*90.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2221	1067	259	1566	696	871	1846
%H		*48.0%*	*11.7%*	*70.5%*	*31.3%*	*39.2%*	*83.1%*
Receives HDTV (via STB or built-in reception)	1262	718	199	844	485	358	1146
%V	*56.8%*	*67.3%*	*76.8%*	*53.9%*	*69.7%*	*41.1%*	*62.1%*
%H		*56.9%*	*15.8%*	*66.9%*	*38.4%*	*28.4%*	*90.8%*
DVD/Blu-ray player or recorder	1584	776	188	1136	524	612	1373
%V	*71.3%*	*72.7%*	*72.6%*	*72.5%*	*75.3%*	*70.3%*	*74.4%*
%H		*49.0%*	*11.9%*	*71.7%*	*33.1%*	*38.6%*	*86.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Wales and West

Set level data

Table 17.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2244	1313	259	1765	1096	669	2041
%H		*58.5%*	*11.5%*	*78.7%*	*48.8%*	*29.8%*	*91.0%*
Under 20"	446	244	38	372	210	162	387
%V	*19.9%*	*18.6%*	*14.7%*	*21.1%*	*19.2%*	*24.2%*	*19.0%*
%H		*54.7%*	*8.5%*	*83.4%*	*47.1%*	*36.3%*	*86.8%*
20" - 29"	789	432	92	651	386	265	703
%V	*35.2%*	*32.9%*	*35.5%*	*36.9%*	*35.2%*	*39.6%*	*34.4%*
%H		*54.8%*	*11.7%*	*82.5%*	*48.9%*	*33.6%*	*89.1%*
30" - 39"	692	430	91	516	346	170	649
%V	*30.8%*	*32.7%*	*35.1%*	*29.2%*	*31.6%*	*25.4%*	*31.8%*
%H		*62.1%*	*13.2%*	*74.6%*	*50.0%*	*24.6%*	*93.8%*
40" and over	280	192	36	199	143	56	271
%V	*12.5%*	*14.6%*	*13.9%*	*11.3%*	*13.0%*	*8.4%*	*13.3%*
%H		*68.6%*	*12.9%*	*71.1%*	*51.1%*	*20.0%*	*96.8%*
Don't know	36	16	2	26	11	15	31
%V	*1.6%*	*1.2%*	*0.8%*	*1.5%*	*1.0%*	*2.2%*	*1.5%*
%H		*44.4%*	*5.6%*	*72.2%*	*30.6%*	*41.7%*	*86.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Wales and West

Set level data

Table 17.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2244	1313	259	1765	1096	669	2041
%H		*58.5%*	*11.5%*	*78.7%*	*48.8%*	*29.8%*	*91.0%*
PVR	421	319	68	230	188	42	399
%V	*18.8%*	*24.3%*	*26.3%*	*13.0%*	*17.2%*	*6.3%*	*19.5%*
%H		*75.8%*	*16.2%*	*54.6%*	*44.7%*	*10.0%*	*94.8%*
DVDR	18	11	2	13	8	5	17
%V	*0.8%*	*0.8%*	*0.8%*	*0.7%*	*0.7%*	*0.7%*	*0.8%*
%H		*61.1%*	*11.1%*	*72.2%*	*44.4%*	*27.8%*	*94.4%*
VCR	4	3	1	3	2	1	2
%V	*0.2%*	*0.2%*	*0.4%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*75.0%*	*25.0%*	*75.0%*	*50.0%*	*25.0%*	*50.0%*
Any recorder	436	327	69	242	195	47	413
%V	*19.4%*	*24.9%*	*26.6%*	*13.7%*	*17.8%*	*7.0%*	*20.2%*
%H		*75.0%*	*15.8%*	*55.5%*	*44.7%*	*10.8%*	*94.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2244	1313	259	1765	1096	669	2041
%H		*58.5%*	*11.5%*	*78.7%*	*48.8%*	*29.8%*	*91.0%*
Receives HDTV (via STB or built-in reception)	577	348	85	432	281	151	540
%V	*25.7%*	*26.5%*	*32.8%*	*24.5%*	*25.6%*	*22.6%*	*26.5%*
%H		*60.3%*	*14.7%*	*74.9%*	*48.7%*	*26.2%*	*93.6%*
DVD/Blu-ray player or recorder	948	565	122	750	489	261	895
%V	*42.2%*	*43.0%*	*47.1%*	*42.5%*	*44.6%*	*39.0%*	*43.9%*
%H		*59.6%*	*12.9%*	*79.1%*	*51.6%*	*27.5%*	*94.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Wales and West

Individual level data

Table 17.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5337	5123	2693	640	3503	1789	1714	4762
%H		*96.0%*	*50.5%*	*12.0%*	*65.6%*	*33.5%*	*32.1%*	*89.2%*
Total Children	947	923	560	116	572	340	232	904
%V	*17.7%*	*18.0%*	*20.8%*	*18.1%*	*16.3%*	*19.0%*	*13.5%*	*19.0%*
%H		*97.5%*	*59.1%*	*12.2%*	*60.4%*	*35.9%*	*24.5%*	*95.5%*
0 - 3	223	214	128	27	124	71	53	205
%V	*4.2%*	*4.2%*	*4.8%*	*4.2%*	*3.5%*	*4.0%*	*3.1%*	*4.3%*
%H		*96.0%*	*57.4%*	*12.1%*	*55.6%*	*31.8%*	*23.8%*	*91.9%*
4 - 15	723	710	432	89	448	269	179	699
%V	*13.5%*	*13.9%*	*16.0%*	*13.9%*	*12.8%*	*15.0%*	*10.4%*	*14.7%*
%H		*98.2%*	*59.8%*	*12.3%*	*62.0%*	*37.2%*	*24.8%*	*96.7%*
4 - 9	382	373	233	45	224	135	89	366
%V	*7.2%*	*7.3%*	*8.7%*	*7.0%*	*6.4%*	*7.5%*	*5.2%*	*7.7%*
%H		*97.6%*	*61.0%*	*11.8%*	*58.6%*	*35.3%*	*23.3%*	*95.8%*
10 - 15	341	336	199	44	224	134	90	333
%V	*6.4%*	*6.6%*	*7.4%*	*6.9%*	*6.4%*	*7.5%*	*5.3%*	*7.0%*
%H		*98.5%*	*58.4%*	*12.9%*	*65.7%*	*39.3%*	*26.4%*	*97.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Wales and West

Individual level data

Table 17.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5337	5123	2693	640	3503	1789	1714	4762
%H		*96.0%*	*50.5%*	*12.0%*	*65.6%*	*33.5%*	*32.1%*	*89.2%*
Total Adults (16+)	4390	4200	2133	524	2931	1449	1482	3858
%V	*82.3%*	*82.0%*	*79.2%*	*81.9%*	*83.7%*	*81.0%*	*86.5%*	*81.0%*
%H		*95.7%*	*48.6%*	*11.9%*	*66.8%*	*33.0%*	*33.8%*	*87.9%*
16 - 19	253	244	131	37	169	98	71	246
%V	*4.7%*	*4.8%*	*4.9%*	*5.8%*	*4.8%*	*5.5%*	*4.1%*	*5.2%*
%H		*96.4%*	*51.8%*	*14.6%*	*66.8%*	*38.7%*	*28.1%*	*97.2%*
20 - 24	359	313	138	46	207	104	103	343
%V	*6.7%*	*6.1%*	*5.1%*	*7.2%*	*5.9%*	*5.8%*	*6.0%*	*7.2%*
%H		*87.2%*	*38.4%*	*12.8%*	*57.7%*	*29.0%*	*28.7%*	*95.5%*
25 - 34	657	609	343	83	358	200	158	626
%V	*12.3%*	*11.9%*	*12.7%*	*13.0%*	*10.2%*	*11.2%*	*9.2%*	*13.1%*
%H		*92.7%*	*52.2%*	*12.6%*	*54.5%*	*30.4%*	*24.0%*	*95.3%*
35 - 44	639	614	353	88	387	222	165	612
%V	*12.0%*	*12.0%*	*13.1%*	*13.8%*	*11.0%*	*12.4%*	*9.6%*	*12.9%*
%H		*96.1%*	*55.2%*	*13.8%*	*60.6%*	*34.7%*	*25.8%*	*95.8%*
45 - 54	780	759	403	101	535	283	252	742
%V	*14.6%*	*14.8%*	*15.0%*	*15.8%*	*15.3%*	*15.8%*	*14.7%*	*15.6%*
%H		*97.3%*	*51.7%*	*12.9%*	*68.6%*	*36.3%*	*32.3%*	*95.1%*
55 - 64	660	640	351	73	459	240	219	595
%V	*12.4%*	*12.5%*	*13.0%*	*11.4%*	*13.1%*	*13.4%*	*12.8%*	*12.5%*
%H		*97.0%*	*53.2%*	*11.1%*	*69.5%*	*36.4%*	*33.2%*	*90.2%*
65+	1042	1022	414	96	816	302	514	693
%V	*19.5%*	*19.9%*	*15.4%*	*15.0%*	*23.3%*	*16.9%*	*30.0%*	*14.6%*
%H		*98.1%*	*39.7%*	*9.2%*	*78.3%*	*29.0%*	*49.3%*	*66.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Wales and West

Individual level data

Table 17.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4390	4200	2133	524	2931	1449	1482	3858
%H		*95.7%*	*48.6%*	*11.9%*	*66.8%*	*33.0%*	*33.8%*	*87.9%*
AB	1077	1041	479	152	736	342	395	1031
%V	*24.5%*	*24.8%*	*22.5%*	*29.0%*	*25.1%*	*23.6%*	*26.7%*	*26.7%*
%H		*96.7%*	*44.5%*	*14.1%*	*68.3%*	*31.8%*	*36.7%*	*95.7%*
C1	1208	1134	558	153	781	391	391	1128
%V	*27.5%*	*27.0%*	*26.2%*	*29.2%*	*26.6%*	*27.0%*	*26.4%*	*29.2%*
%H		*93.9%*	*46.2%*	*12.7%*	*64.7%*	*32.4%*	*32.4%*	*93.4%*
C2	1033	1009	574	117	713	398	315	926
%V	*23.5%*	*24.0%*	*26.9%*	*22.3%*	*24.3%*	*27.5%*	*21.3%*	*24.0%*
%H		*97.7%*	*55.6%*	*11.3%*	*69.0%*	*38.5%*	*30.5%*	*89.6%*
D	713	678	370	73	465	234	230	560
%V	*16.2%*	*16.1%*	*17.3%*	*13.9%*	*15.9%*	*16.1%*	*15.5%*	*14.5%*
%H		*95.1%*	*51.9%*	*10.2%*	*65.2%*	*32.8%*	*32.3%*	*78.5%*
E	360	339	152	29	235	84	151	212
%V	*8.2%*	*8.1%*	*7.1%*	*5.5%*	*8.0%*	*5.8%*	*10.2%*	*5.5%*
%H		*94.2%*	*42.2%*	*8.1%*	*65.3%*	*23.3%*	*41.9%*	*58.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV Wales and West

Individual level data

Table 17.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4390	4200	2133	524	2931	1449	1482	3858
%H		*95.7%*	*48.6%*	*11.9%*	*66.8%*	*33.0%*	*33.8%*	*87.9%*
Working full time	2016	1931	1056	276	1284	712	573	1941
%V	*45.9%*	*46.0%*	*49.5%*	*52.7%*	*43.8%*	*49.1%*	*38.7%*	*50.3%*
%H		*95.8%*	*52.4%*	*13.7%*	*63.7%*	*35.3%*	*28.4%*	*96.3%*
Working part time	422	407	215	58	285	151	135	402
%V	*9.6%*	*9.7%*	*10.1%*	*11.1%*	*9.7%*	*10.4%*	*9.1%*	*10.4%*
%H		*96.4%*	*50.9%*	*13.7%*	*67.5%*	*35.8%*	*32.0%*	*95.3%*
Not working	1952	1862	862	190	1361	587	775	1515
%V	*44.5%*	*44.3%*	*40.4%*	*36.3%*	*46.4%*	*40.5%*	*52.3%*	*39.3%*
%H		*95.4%*	*44.2%*	*9.7%*	*69.7%*	*30.1%*	*39.7%*	*77.6%*
Housewife/Houseperson	2342	2227	1067	259	1567	696	872	1937
%V	*53.3%*	*53.0%*	*50.0%*	*49.4%*	*53.5%*	*48.0%*	*58.8%*	*50.2%*
%H		*95.1%*	*45.6%*	*11.1%*	*66.9%*	*29.7%*	*37.2%*	*82.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV Wales and West

Individual level data

Table 17.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2145	2042	1071	248	1403	721	681	1913
%H		*95.2%*	*49.9%*	*11.6%*	*65.4%*	*33.6%*	*31.7%*	*89.2%*
16 - 19	130	127	72	17	87	51	36	127
%V	*6.1%*	*6.2%*	*6.7%*	*6.9%*	*6.2%*	*7.1%*	*5.3%*	*6.6%*
%H		*97.7%*	*55.4%*	*13.1%*	*66.9%*	*39.2%*	*27.7%*	*97.7%*
20 - 24	189	160	71	21	102	53	50	183
%V	*8.8%*	*7.8%*	*6.6%*	*8.5%*	*7.3%*	*7.4%*	*7.3%*	*9.6%*
%H		*84.7%*	*37.6%*	*11.1%*	*54.0%*	*28.0%*	*26.5%*	*96.8%*
25 - 34	331	304	168	44	179	103	76	315
%V	*15.4%*	*14.9%*	*15.7%*	*17.7%*	*12.8%*	*14.3%*	*11.2%*	*16.5%*
%H		*91.8%*	*50.8%*	*13.3%*	*54.1%*	*31.1%*	*23.0%*	*95.2%*
35 - 44	315	300	174	41	184	104	80	299
%V	*14.7%*	*14.7%*	*16.2%*	*16.5%*	*13.1%*	*14.4%*	*11.7%*	*15.6%*
%H		*95.2%*	*55.2%*	*13.0%*	*58.4%*	*33.0%*	*25.4%*	*94.9%*
45 - 54	384	372	199	43	261	135	126	358
%V	*17.9%*	*18.2%*	*18.6%*	*17.3%*	*18.6%*	*18.7%*	*18.5%*	*18.7%*
%H		*96.9%*	*51.8%*	*11.2%*	*68.0%*	*35.2%*	*32.8%*	*93.2%*
55 - 64	318	308	173	38	217	118	99	286
%V	*14.8%*	*15.1%*	*16.2%*	*15.3%*	*15.5%*	*16.4%*	*14.5%*	*15.0%*
%H		*96.9%*	*54.4%*	*11.9%*	*68.2%*	*37.1%*	*31.1%*	*89.9%*
65+	479	471	214	44	372	157	215	345
%V	*22.3%*	*23.1%*	*20.0%*	*17.7%*	*26.5%*	*21.8%*	*31.6%*	*18.0%*
%H		*98.3%*	*44.7%*	*9.2%*	*77.7%*	*32.8%*	*44.9%*	*72.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Wales and West

Individual level data

Table 17.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2145	2042	1071	248	1403	721	681	1913
%H		*95.2%*	*49.9%*	*11.6%*	*65.4%*	*33.6%*	*31.7%*	*89.2%*
AB	528	510	241	72	359	170	189	508
%V	*24.6%*	*25.0%*	*22.5%*	*29.0%*	*25.6%*	*23.6%*	*27.8%*	*26.6%*
%H		*96.6%*	*45.6%*	*13.6%*	*68.0%*	*32.2%*	*35.8%*	*96.2%*
C1	573	533	272	69	357	188	169	545
%V	*26.7%*	*26.1%*	*25.4%*	*27.8%*	*25.4%*	*26.1%*	*24.8%*	*28.5%*
%H		*93.0%*	*47.5%*	*12.0%*	*62.3%*	*32.8%*	*29.5%*	*95.1%*
C2	551	536	304	62	377	208	169	490
%V	*25.7%*	*26.2%*	*28.4%*	*25.0%*	*26.9%*	*28.8%*	*24.8%*	*25.6%*
%H		*97.3%*	*55.2%*	*11.3%*	*68.4%*	*37.7%*	*30.7%*	*88.9%*
D	346	327	191	34	216	116	99	278
%V	*16.1%*	*16.0%*	*17.8%*	*13.7%*	*15.4%*	*16.1%*	*14.5%*	*14.5%*
%H		*94.5%*	*55.2%*	*9.8%*	*62.4%*	*33.5%*	*28.6%*	*80.3%*
E	147	136	65	11	94	39	55	93
%V	*6.9%*	*6.7%*	*6.1%*	*4.4%*	*6.7%*	*5.4%*	*8.1%*	*4.9%*
%H		*92.5%*	*44.2%*	*7.5%*	*63.9%*	*26.5%*	*37.4%*	*63.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Wales and West

Individual level data

Table 17.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2145	2042	1071	248	1403	721	681	1913
%H		*95.2%*	*49.9%*	*11.6%*	*65.4%*	*33.6%*	*31.7%*	*89.2%*
Working full time	1222	1165	642	154	774	424	350	1167
%V	*57.0%*	*57.1%*	*59.9%*	*62.1%*	*55.2%*	*58.8%*	*51.4%*	*61.0%*
%H		*95.3%*	*52.5%*	*12.6%*	*63.3%*	*34.7%*	*28.6%*	*95.5%*
Working part time	92	88	47	13	59	31	28	83
%V	*4.3%*	*4.3%*	*4.4%*	*5.2%*	*4.2%*	*4.3%*	*4.1%*	*4.3%*
%H		*95.7%*	*51.1%*	*14.1%*	*64.1%*	*33.7%*	*30.4%*	*90.2%*
Not working	832	789	382	81	569	267	303	663
%V	*38.8%*	*38.6%*	*35.7%*	*32.7%*	*40.6%*	*37.0%*	*44.5%*	*34.7%*
%H		*94.8%*	*45.9%*	*9.7%*	*68.4%*	*32.1%*	*36.4%*	*79.7%*
Housewife/Houseperson	468	423	181	43	290	107	182	342
%V	*21.8%*	*20.7%*	*16.9%*	*17.3%*	*20.7%*	*14.8%*	*26.7%*	*17.9%*
%H		*90.4%*	*38.7%*	*9.2%*	*62.0%*	*22.9%*	*38.9%*	*73.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Wales and West

Individual level data

Table 17.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2245	2158	1062	276	1528	728	801	1945
%H		*96.1%*	*47.3%*	*12.3%*	*68.1%*	*32.4%*	*35.7%*	*86.6%*
16 - 19	123	117	59	20	82	46	36	119
%V	*5.5%*	*5.4%*	*5.6%*	*7.2%*	*5.4%*	*6.3%*	*4.5%*	*6.1%*
%H		*95.1%*	*48.0%*	*16.3%*	*66.7%*	*37.4%*	*29.3%*	*96.7%*
20 - 24	170	153	67	25	105	52	54	160
%V	*7.6%*	*7.1%*	*6.3%*	*9.1%*	*6.9%*	*7.1%*	*6.7%*	*8.2%*
%H		*90.0%*	*39.4%*	*14.7%*	*61.8%*	*30.6%*	*31.8%*	*94.1%*
25 - 34	326	305	175	39	179	98	82	311
%V	*14.5%*	*14.1%*	*16.5%*	*14.1%*	*11.7%*	*13.5%*	*10.2%*	*16.0%*
%H		*93.6%*	*53.7%*	*12.0%*	*54.9%*	*30.1%*	*25.2%*	*95.4%*
35 - 44	325	314	179	47	202	118	84	314
%V	*14.5%*	*14.6%*	*16.9%*	*17.0%*	*13.2%*	*16.2%*	*10.5%*	*16.1%*
%H		*96.6%*	*55.1%*	*14.5%*	*62.2%*	*36.3%*	*25.8%*	*96.6%*
45 - 54	397	387	204	58	274	148	126	384
%V	*17.7%*	*17.9%*	*19.2%*	*21.0%*	*17.9%*	*20.3%*	*15.7%*	*19.7%*
%H		*97.5%*	*51.4%*	*14.6%*	*69.0%*	*37.3%*	*31.7%*	*96.7%*
55 - 64	341	332	178	35	242	121	120	309
%V	*15.2%*	*15.4%*	*16.8%*	*12.7%*	*15.8%*	*16.6%*	*15.0%*	*15.9%*
%H		*97.4%*	*52.2%*	*10.3%*	*71.0%*	*35.5%*	*35.2%*	*90.6%*
65+	563	550	200	52	444	145	299	348
%V	*25.1%*	*25.5%*	*18.8%*	*18.8%*	*29.1%*	*19.9%*	*37.3%*	*17.9%*
%H		*97.7%*	*35.5%*	*9.2%*	*78.9%*	*25.8%*	*53.1%*	*61.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Wales and West

Individual level data

Table 17.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2245	2158	1062	276	1528	728	801	1945
%H		*96.1%*	*47.3%*	*12.3%*	*68.1%*	*32.4%*	*35.7%*	*86.6%*
AB	549	531	239	80	377	171	206	524
%V	*24.5%*	*24.6%*	*22.5%*	*29.0%*	*24.7%*	*23.5%*	*25.7%*	*26.9%*
%H		*96.7%*	*43.5%*	*14.6%*	*68.7%*	*31.1%*	*37.5%*	*95.4%*
C1	635	601	286	83	425	203	222	583
%V	*28.3%*	*27.8%*	*26.9%*	*30.1%*	*27.8%*	*27.9%*	*27.7%*	*30.0%*
%H		*94.6%*	*45.0%*	*13.1%*	*66.9%*	*32.0%*	*35.0%*	*91.8%*
C2	482	472	270	56	336	191	146	436
%V	*21.5%*	*21.9%*	*25.4%*	*20.3%*	*22.0%*	*26.2%*	*18.2%*	*22.4%*
%H		*97.9%*	*56.0%*	*11.6%*	*69.7%*	*39.6%*	*30.3%*	*90.5%*
D	367	351	179	39	249	118	131	283
%V	*16.3%*	*16.3%*	*16.9%*	*14.1%*	*16.3%*	*16.2%*	*16.4%*	*14.6%*
%H		*95.6%*	*48.8%*	*10.6%*	*67.8%*	*32.2%*	*35.7%*	*77.1%*
E	213	204	88	18	141	45	96	119
%V	*9.5%*	*9.5%*	*8.3%*	*6.5%*	*9.2%*	*6.2%*	*12.0%*	*6.1%*
%H		*95.8%*	*41.3%*	*8.5%*	*66.2%*	*21.1%*	*45.1%*	*55.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Wales and West

Individual level data

Table 17.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2245	2158	1062	276	1528	728	801	1945
%H		*96.1%*	*47.3%*	*12.3%*	*68.1%*	*32.4%*	*35.7%*	*86.6%*
Working full time	795	766	413	121	511	288	223	774
%V	*35.4%*	*35.5%*	*38.9%*	*43.8%*	*33.4%*	*39.6%*	*27.8%*	*39.8%*
%H		*96.4%*	*51.9%*	*15.2%*	*64.3%*	*36.2%*	*28.1%*	*97.4%*
Working part time	330	320	168	45	226	120	106	319
%V	*14.7%*	*14.8%*	*15.8%*	*16.3%*	*14.8%*	*16.5%*	*13.2%*	*16.4%*
%H		*97.0%*	*50.9%*	*13.6%*	*68.5%*	*36.4%*	*32.1%*	*96.7%*
Not working	1121	1072	481	110	792	320	472	853
%V	*49.9%*	*49.7%*	*45.3%*	*39.9%*	*51.8%*	*44.0%*	*58.9%*	*43.9%*
%H		*95.6%*	*42.9%*	*9.8%*	*70.7%*	*28.5%*	*42.1%*	*76.1%*
Housewife/Houseperson	1875	1804	886	216	1278	588	689	1595
%V	*83.5%*	*83.6%*	*83.4%*	*78.3%*	*83.6%*	*80.8%*	*86.0%*	*82.0%*
%H		*96.2%*	*47.3%*	*11.5%*	*68.2%*	*31.4%*	*36.7%*	*85.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV West Macro

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 18.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3141	2988	1366	333	2173	925	1248	2588
%H (All HH)		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*
%H (TV HH)			*45.7%*	*11.1%*	*72.7%*	*31.0%*	*41.8%*	
AB	749	721	314	92	523	218	305	693
%V	*23.8%*	*24.1%*	*23.0%*	*27.6%*	*24.1%*	*23.6%*	*24.4%*	*26.8%*
%H (All HH)		*96.3%*	*41.9%*	*12.3%*	*69.8%*	*29.1%*	*40.7%*	*92.5%*
%H (TV HH)			*43.6%*	*12.8%*	*72.5%*	*30.2%*	*42.3%*	
C1	861	809	367	97	579	249	330	766
%V	*27.4%*	*27.1%*	*26.9%*	*29.1%*	*26.6%*	*26.9%*	*26.4%*	*29.6%*
%H (All HH)		*94.0%*	*42.6%*	*11.3%*	*67.2%*	*28.9%*	*38.3%*	*89.0%*
%H (TV HH)			*45.4%*	*12.0%*	*71.6%*	*30.8%*	*40.8%*	
C2	706	682	341	73	509	244	265	604
%V	*22.5%*	*22.8%*	*25.0%*	*21.9%*	*23.4%*	*26.4%*	*21.2%*	*23.3%*
%H (All HH)		*96.6%*	*48.3%*	*10.3%*	*72.1%*	*34.6%*	*37.5%*	*85.6%*
%H (TV HH)			*50.0%*	*10.7%*	*74.6%*	*35.8%*	*38.9%*	
D	494	468	224	46	340	145	195	352
%V	*15.7%*	*15.7%*	*16.4%*	*13.8%*	*15.6%*	*15.7%*	*15.6%*	*13.6%*
%H (All HH)		*94.7%*	*45.3%*	*9.3%*	*68.8%*	*29.4%*	*39.5%*	*71.3%*
%H (TV HH)			*47.9%*	*9.8%*	*72.6%*	*31.0%*	*41.7%*	
E	331	308	121	26	221	68	153	173
%V	*10.5%*	*10.3%*	*8.9%*	*7.8%*	*10.2%*	*7.4%*	*12.3%*	*6.7%*
%H (All HH)		*93.1%*	*36.6%*	*7.9%*	*66.8%*	*20.5%*	*46.2%*	*52.3%*
%H (TV HH)			*39.3%*	*8.4%*	*71.8%*	*22.1%*	*49.7%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV West Macro

Household level data

Table 18.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3141	2988	1366	333	2173	925	1248	2588
%H (All HH)		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*
%H (TV HH)			*45.7%*	*11.1%*	*72.7%*	*31.0%*	*41.8%*	
Under 25	142	120	47	10	76	28	48	130
%V	*4.5%*	*4.0%*	*3.4%*	*3.0%*	*3.5%*	*3.0%*	*3.8%*	*5.0%*
%H (All HH)		*84.5%*	*33.1%*	*7.0%*	*53.5%*	*19.7%*	*33.8%*	*91.5%*
%H (TV HH)			*39.2%*	*8.3%*	*63.3%*	*23.3%*	*40.0%*	
25 - 34	429	393	208	50	232	113	119	404
%V	*13.7%*	*13.2%*	*15.2%*	*15.0%*	*10.7%*	*12.2%*	*9.5%*	*15.6%*
%H (All HH)		*91.6%*	*48.5%*	*11.7%*	*54.1%*	*26.3%*	*27.7%*	*94.2%*
%H (TV HH)			*52.9%*	*12.7%*	*59.0%*	*28.8%*	*30.3%*	
35 - 44	467	444	233	64	291	153	138	450
%V	*14.9%*	*14.9%*	*17.1%*	*19.2%*	*13.4%*	*16.5%*	*11.1%*	*17.4%*
%H (All HH)		*95.1%*	*49.9%*	*13.7%*	*62.3%*	*32.8%*	*29.6%*	*96.4%*
%H (TV HH)			*52.5%*	*14.4%*	*65.5%*	*34.5%*	*31.1%*	
45 - 54	595	571	288	79	408	207	201	559
%V	*18.9%*	*19.1%*	*21.1%*	*23.7%*	*18.8%*	*22.4%*	*16.1%*	*21.6%*
%H (All HH)		*96.0%*	*48.4%*	*13.3%*	*68.6%*	*34.8%*	*33.8%*	*93.9%*
%H (TV HH)			*50.4%*	*13.8%*	*71.5%*	*36.3%*	*35.2%*	
55 - 64	537	515	257	55	386	181	205	475
%V	*17.1%*	*17.2%*	*18.8%*	*16.5%*	*17.8%*	*19.6%*	*16.4%*	*18.4%*
%H (All HH)		*95.9%*	*47.9%*	*10.2%*	*71.9%*	*33.7%*	*38.2%*	*88.5%*
%H (TV HH)			*49.9%*	*10.7%*	*75.0%*	*35.1%*	*39.8%*	
65 +	970	944	333	76	780	243	537	570
%V	*30.9%*	*31.6%*	*24.4%*	*22.8%*	*35.9%*	*26.3%*	*43.0%*	*22.0%*
%H (All HH)		*97.3%*	*34.3%*	*7.8%*	*80.4%*	*25.1%*	*55.4%*	*58.8%*
%H (TV HH)			*35.3%*	*8.1%*	*82.6%*	*25.7%*	*56.9%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV West Macro

Household level data

Table 18.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3141	2988	1366	333	2173	925	1248	2588
%H (All HH)		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*
%H (TV HH)			*45.7%*	*11.1%*	*72.7%*	*31.0%*	*41.8%*	
1	982	903	297	75	694	176	518	595
%V	*31.3%*	*30.2%*	*21.7%*	*22.5%*	*31.9%*	*19.0%*	*41.5%*	*23.0%*
%H (All HH)		*92.0%*	*30.2%*	*7.6%*	*70.7%*	*17.9%*	*52.7%*	*60.6%*
%H (TV HH)			*32.9%*	*8.3%*	*76.9%*	*19.5%*	*57.4%*	
2	1149	1109	515	127	816	364	453	1013
%V	*36.6%*	*37.1%*	*37.7%*	*38.1%*	*37.6%*	*39.4%*	*36.3%*	*39.1%*
%H (All HH)		*96.5%*	*44.8%*	*11.1%*	*71.0%*	*31.7%*	*39.4%*	*88.2%*
%H (TV HH)			*46.4%*	*11.5%*	*73.6%*	*32.8%*	*40.8%*	
3	444	426	241	55	287	162	125	429
%V	*14.1%*	*14.3%*	*17.6%*	*16.5%*	*13.2%*	*17.5%*	*10.0%*	*16.6%*
%H (All HH)		*95.9%*	*54.3%*	*12.4%*	*64.6%*	*36.5%*	*28.2%*	*96.6%*
%H (TV HH)			*56.6%*	*12.9%*	*67.4%*	*38.0%*	*29.3%*	
4	389	380	216	50	265	155	110	379
%V	*12.4%*	*12.7%*	*15.8%*	*15.0%*	*12.2%*	*16.8%*	*8.8%*	*14.6%*
%H (All HH)		*97.7%*	*55.5%*	*12.9%*	*68.1%*	*39.8%*	*28.3%*	*97.4%*
%H (TV HH)			*56.8%*	*13.2%*	*69.7%*	*40.8%*	*28.9%*	
5+	177	170	98	25	110	69	41	172
%V	*5.6%*	*5.7%*	*7.2%*	*7.5%*	*5.1%*	*7.5%*	*3.3%*	*6.6%*
%H (All HH)		*96.0%*	*55.4%*	*14.1%*	*62.1%*	*39.0%*	*23.2%*	*97.2%*
%H (TV HH)			*57.6%*	*14.7%*	*64.7%*	*40.6%*	*24.1%*	
Average HH size	2.27	2.29	2.52	2.51	2.23	2.57	1.97	2.46

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV West Macro

Household level data

Table 18.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3141	2988	1366	333	2173	925	1248	2588
%H (All HH)		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*
%H (TV HH)			*45.7%*	*11.1%*	*72.7%*	*31.0%*	*41.8%*	
Without	2400	2269	953	244	1697	658	1040	1874
%V	*76.4%*	*75.9%*	*69.8%*	*73.3%*	*78.1%*	*71.1%*	*83.3%*	*72.4%*
%H (All HH)		*94.5%*	*39.7%*	*10.2%*	*70.7%*	*27.4%*	*43.3%*	*78.1%*
%H (TV HH)			*42.0%*	*10.8%*	*74.8%*	*29.0%*	*45.8%*	
With	741	719	414	89	475	267	208	714
%V	*23.6%*	*24.1%*	*30.3%*	*26.7%*	*21.9%*	*28.9%*	*16.7%*	*27.6%*
%H (All HH)		*97.0%*	*55.9%*	*12.0%*	*64.1%*	*36.0%*	*28.1%*	*96.4%*
%H (TV HH)			*57.6%*	*12.4%*	*66.1%*	*37.1%*	*28.9%*	
0 - 3	256	246	137	31	153	81	72	240
%V	*8.2%*	*8.2%*	*10.0%*	*9.3%*	*7.0%*	*8.8%*	*5.8%*	*9.3%*
%H (All HH)		*96.1%*	*53.5%*	*12.1%*	*59.8%*	*31.6%*	*28.1%*	*93.8%*
%H (TV HH)			*55.7%*	*12.6%*	*62.2%*	*32.9%*	*29.3%*	
4 - 9	373	362	214	43	231	133	98	359
%V	*11.9%*	*12.1%*	*15.7%*	*12.9%*	*10.6%*	*14.4%*	*7.9%*	*13.9%*
%H (All HH)		*97.1%*	*57.4%*	*11.5%*	*61.9%*	*35.7%*	*26.3%*	*96.2%*
%H (TV HH)			*59.1%*	*11.9%*	*63.8%*	*36.7%*	*27.1%*	
10 - 15	353	346	205	43	234	139	95	346
%V	*11.2%*	*11.6%*	*15.0%*	*12.9%*	*10.8%*	*15.0%*	*7.6%*	*13.4%*
%H (All HH)		*98.0%*	*58.1%*	*12.2%*	*66.3%*	*39.4%*	*26.9%*	*98.0%*
%H (TV HH)			*59.2%*	*12.4%*	*67.6%*	*40.2%*	*27.5%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV West Macro

Household level data

Table 18.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3141	2988	1366	333	2173	925	1248	2588
%H (All HH)		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*
%H (TV HH)			*45.7%*	*11.1%*	*72.7%*	*31.0%*	*41.8%*	
1	1184	1184	414	126	754	153	601	886
%V	*37.7%*	*39.6%*	*30.3%*	*37.8%*	*34.7%*	*16.5%*	*48.2%*	*34.2%*
%H (All HH)		*100.0%*	*35.0%*	*10.6%*	*63.7%*	*12.9%*	*50.8%*	*74.8%*
%H (TV HH)			*35.0%*	*10.6%*	*63.7%*	*12.9%*	*50.8%*	
2	1037	1037	496	112	792	366	426	866
%V	*33.0%*	*34.7%*	*36.3%*	*33.6%*	*36.4%*	*39.6%*	*34.1%*	*33.5%*
%H (All HH)		*100.0%*	*47.8%*	*10.8%*	*76.4%*	*35.3%*	*41.1%*	*83.5%*
%H (TV HH)			*47.8%*	*10.8%*	*76.4%*	*35.3%*	*41.1%*	
3	480	480	268	56	388	230	158	447
%V	*15.3%*	*16.1%*	*19.6%*	*16.8%*	*17.9%*	*24.9%*	*12.7%*	*17.3%*
%H (All HH)		*100.0%*	*55.8%*	*11.7%*	*80.8%*	*47.9%*	*32.9%*	*93.1%*
%H (TV HH)			*55.8%*	*11.7%*	*80.8%*	*47.9%*	*32.9%*	
4	204	204	131	30	165	121	44	195
%V	*6.5%*	*6.8%*	*9.6%*	*9.0%*	*7.6%*	*13.1%*	*3.5%*	*7.5%*
%H (All HH)		*100.0%*	*64.2%*	*14.7%*	*80.9%*	*59.3%*	*21.6%*	*95.6%*
%H (TV HH)			*64.2%*	*14.7%*	*80.9%*	*59.3%*	*21.6%*	
5+	84	84	56	9	74	55	18	80
%V	*2.7%*	*2.8%*	*4.1%*	*2.7%*	*3.4%*	*5.9%*	*1.4%*	*3.1%*
%H (All HH)		*100.0%*	*66.7%*	*10.7%*	*88.1%*	*65.5%*	*21.4%*	*95.2%*
%H (TV HH)			*66.7%*	*10.7%*	*88.1%*	*65.5%*	*21.4%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 18.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3141	2988	1366	333	2173	925	1248	2588
%H (All HH)		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*
%H (TV HH)			*45.7%*	*11.1%*	*72.7%*	*31.0%*	*41.8%*	
Under 20"	549	549	257	51	464	228	236	460
%V	*17.5%*	*18.4%*	*18.8%*	*15.3%*	*21.4%*	*24.6%*	*18.9%*	*17.8%*
%H (All HH)		*100.0%*	*46.8%*	*9.3%*	*84.5%*	*41.5%*	*43.0%*	*83.8%*
%H (TV HH)			*46.8%*	*9.3%*	*84.5%*	*41.5%*	*43.0%*	
20" - 29"	1124	1124	502	112	914	410	504	913
%V	*35.8%*	*37.6%*	*36.7%*	*33.6%*	*42.1%*	*44.3%*	*40.4%*	*35.3%*
%H (All HH)		*100.0%*	*44.7%*	*10.0%*	*81.3%*	*36.5%*	*44.8%*	*81.2%*
%H (TV HH)			*44.7%*	*10.0%*	*81.3%*	*36.5%*	*44.8%*	
30" - 39"	1644	1644	763	188	1229	555	674	1372
%V	*52.3%*	*55.0%*	*55.9%*	*56.5%*	*56.6%*	*60.0%*	*54.0%*	*53.0%*
%H (All HH)		*100.0%*	*46.4%*	*11.4%*	*74.8%*	*33.8%*	*41.0%*	*83.5%*
%H (TV HH)			*46.4%*	*11.4%*	*74.8%*	*33.8%*	*41.0%*	
40" and over	1454	1454	830	188	993	563	429	1336
%V	*46.3%*	*48.7%*	*60.8%*	*56.5%*	*45.7%*	*60.9%*	*34.4%*	*51.6%*
%H (All HH)		*100.0%*	*57.1%*	*12.9%*	*68.3%*	*38.7%*	*29.5%*	*91.9%*
%H (TV HH)			*57.1%*	*12.9%*	*68.3%*	*38.7%*	*29.5%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 18.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3141	2988	1366	333	2173	925	1248	2588
%H (All HH)		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*
%H (TV HH)			*45.7%*	*11.1%*	*72.7%*	*31.0%*	*41.8%*	
Main living room	2949	2949	1356	332	2153	921	1232	2441
%V	*93.9%*	*98.7%*	*99.3%*	*99.7%*	*99.1%*	*99.6%*	*98.7%*	*94.3%*
%H (All HH)		*100.0%*	*46.0%*	*11.3%*	*73.0%*	*31.2%*	*41.8%*	*82.8%*
%H (TV HH)			*46.0%*	*11.3%*	*73.0%*	*31.2%*	*41.8%*	
Kitchen	388	388	189	34	340	172	167	333
%V	*12.4%*	*13.0%*	*13.8%*	*10.2%*	*15.6%*	*18.6%*	*13.4%*	*12.9%*
%H (All HH)		*100.0%*	*48.7%*	*8.8%*	*87.6%*	*44.3%*	*43.0%*	*85.8%*
%H (TV HH)			*48.7%*	*8.8%*	*87.6%*	*44.3%*	*43.0%*	
Adult's bedroom	1287	1287	686	151	1015	571	444	1150
%V	*41.0%*	*43.1%*	*50.2%*	*45.3%*	*46.7%*	*61.7%*	*35.6%*	*44.4%*
%H (All HH)		*100.0%*	*53.3%*	*11.7%*	*78.9%*	*44.4%*	*34.5%*	*89.4%*
%H (TV HH)			*53.3%*	*11.7%*	*78.9%*	*44.4%*	*34.5%*	
Child's bedroom	291	291	193	36	213	154	59	283
%V	*9.3%*	*9.7%*	*14.1%*	*10.8%*	*9.8%*	*16.6%*	*4.7%*	*10.9%*
%H (All HH)		*100.0%*	*66.3%*	*12.4%*	*73.2%*	*52.9%*	*20.3%*	*97.3%*
%H (TV HH)			*66.3%*	*12.4%*	*73.2%*	*52.9%*	*20.3%*	
Other bedroom	155	155	92	18	125	81	44	138
%V	*4.9%*	*5.2%*	*6.7%*	*5.4%*	*5.8%*	*8.8%*	*3.5%*	*5.3%*
%H (All HH)		*100.0%*	*59.4%*	*11.6%*	*80.6%*	*52.3%*	*28.4%*	*89.0%*
%H (TV HH)			*59.4%*	*11.6%*	*80.6%*	*52.3%*	*28.4%*	
Second living/dining room	320	320	172	35	258	143	116	283
%V	*10.2%*	*10.7%*	*12.6%*	*10.5%*	*11.9%*	*15.5%*	*9.3%*	*10.9%*
%H (All HH)		*100.0%*	*53.8%*	*10.9%*	*80.6%*	*44.7%*	*36.3%*	*88.4%*
%H (TV HH)			*53.8%*	*10.9%*	*80.6%*	*44.7%*	*36.3%*	
Study/office	46	46	27	5	33	21	12	44
%V	*1.5%*	*1.5%*	*2.0%*	*1.5%*	*1.5%*	*2.3%*	*1.0%*	*1.7%*
%H (All HH)		*100.0%*	*58.7%*	*10.9%*	*71.7%*	*45.7%*	*26.1%*	*95.7%*
%H (TV HH)			*58.7%*	*10.9%*	*71.7%*	*45.7%*	*26.1%*	
TV room	19	19	11	2	14	8	7	18
%V	*0.6%*	*0.6%*	*0.8%*	*0.6%*	*0.6%*	*0.9%*	*0.6%*	*0.7%*
%H (All HH)		*100.0%*	*57.9%*	*10.5%*	*73.7%*	*42.1%*	*36.8%*	*94.7%*
%H (TV HH)			*57.9%*	*10.5%*	*73.7%*	*42.1%*	*36.8%*	
Conservatory	63	63	40	8	49	33	16	59
%V	*2.0%*	*2.1%*	*2.9%*	*2.4%*	*2.3%*	*3.6%*	*1.3%*	*2.3%*
%H (All HH)		*100.0%*	*63.5%*	*12.7%*	*77.8%*	*52.4%*	*25.4%*	*93.7%*
%H (TV HH)			*63.5%*	*12.7%*	*77.8%*	*52.4%*	*25.4%*	
Attic or loft room	11	11	5	1	8	4	4	10
%V	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*45.5%*	*9.1%*	*72.7%*	*36.4%*	*36.4%*	*90.9%*
%H (TV HH)			*45.5%*	*9.1%*	*72.7%*	*36.4%*	*36.4%*	
No specific location	3	3	1	0	3	1	2	3
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	*100.0%*
%H (TV HH)			*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	
Other	21	21	10	2	17	9	8	19
%V	*0.7%*	*0.7%*	*0.7%*	*0.6%*	*0.8%*	*1.0%*	*0.6%*	*0.7%*
%H (All HH)		*100.0%*	*47.6%*	*9.5%*	*81.0%*	*42.9%*	*38.1%*	*90.5%*
%H (TV HH)			*47.6%*	*9.5%*	*81.0%*	*42.9%*	*38.1%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 18.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3141	2988	1366	333	2173	925	1248	2588
%H (All HH)		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*
%H (TV HH)			*45.7%*	*11.1%*	*72.7%*	*31.0%*	*41.8%*	
Any DSAT provider	1366	1366	1366	20	767	767	0	1214
%V	*43.5%*	*45.7%*	*100.0%*	*6.0%*	*35.3%*	*82.9%*	*0.0%*	*46.9%*
%H (All HH)			*100.0%*	*1.5%*	*56.1%*	*56.1%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*1.5%*	*56.1%*	*56.1%*	*0.0%*	
Sky with subcription	1104	1104	1104	13	609	609	0	1001
%V	*35.1%*	*36.9%*	*80.8%*	*3.9%*	*28.0%*	*65.8%*	*0.0%*	*38.7%*
%H (All HH)			*100.0%*	*1.2%*	*55.2%*	*55.2%*	*0.0%*	*90.7%*
%H (TV HH)			*100.0%*	*1.2%*	*55.2%*	*55.2%*	*0.0%*	
Sky without subscription	106	106	106	3	62	62	0	79
%V	*3.4%*	*3.5%*	*7.8%*	*0.9%*	*2.9%*	*6.7%*	*0.0%*	*3.1%*
%H (All HH)			*100.0%*	*2.8%*	*58.5%*	*58.5%*	*0.0%*	*74.5%*
%H (TV HH)			*100.0%*	*2.8%*	*58.5%*	*58.5%*	*0.0%*	
Freesat	156	156	156	5	95	95	0	137
%V	*5.0%*	*5.2%*	*11.4%*	*1.5%*	*4.4%*	*10.3%*	*0.0%*	*5.3%*
%H (All HH)			*100.0%*	*3.2%*	*60.9%*	*60.9%*	*0.0%*	*87.8%*
%H (TV HH)			*100.0%*	*3.2%*	*60.9%*	*60.9%*	*0.0%*	
Other satellite provider	49	49	49	3	30	30	0	45
%V	*1.6%*	*1.6%*	*3.6%*	*0.9%*	*1.4%*	*3.2%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*6.1%*	*61.2%*	*61.2%*	*0.0%*	*91.8%*
%H (TV HH)			*100.0%*	*6.1%*	*61.2%*	*61.2%*	*0.0%*	
DCAB	333	333	20	333	169	169	0	307
%V	*10.6%*	*11.1%*	*1.5%*	*100.0%*	*7.8%*	*18.3%*	*0.0%*	*11.9%*
%H (All HH)			*6.0%*	*100.0%*	*50.8%*	*50.8%*	*0.0%*	*92.2%*
%H (TV HH)			*6.0%*	*100.0%*	*50.8%*	*50.8%*	*0.0%*	
DTT	2173	2173	767	169	2173	925	1248	1753
%V	*69.2%*	*72.7%*	*56.1%*	*50.8%*	*100.0%*	*100.0%*	*100.0%*	*67.7%*
%H (All HH)		*100.0%*	*35.3%*	*7.8%*	*100.0%*	*42.6%*	*57.4%*	*80.7%*
%H (TV HH)			*35.3%*	*7.8%*	*100.0%*	*42.6%*	*57.4%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 18.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3141	2988	1366	333	2173	925	1248	2588
%H (All HH)		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*
%H (TV HH)			*45.7%*	*11.1%*	*72.7%*	*31.0%*	*41.8%*	
PVR	1868	1868	1162	288	1235	799	436	1689
%V	*59.5%*	*62.5%*	*85.1%*	*86.5%*	*56.8%*	*86.4%*	*34.9%*	*65.3%*
%H (All HH)		*100.0%*	*62.2%*	*15.4%*	*66.1%*	*42.8%*	*23.3%*	*90.4%*
%H (TV HH)			*62.2%*	*15.4%*	*66.1%*	*42.8%*	*23.3%*	
DVDR	85	85	35	9	68	27	40	74
%V	*2.7%*	*2.8%*	*2.6%*	*2.7%*	*3.1%*	*2.9%*	*3.2%*	*2.9%*
%H (All HH)		*100.0%*	*41.2%*	*10.6%*	*80.0%*	*31.8%*	*47.1%*	*87.1%*
%H (TV HH)			*41.2%*	*10.6%*	*80.0%*	*31.8%*	*47.1%*	
VCR	21	21	8	2	18	7	12	14
%V	*0.7%*	*0.7%*	*0.6%*	*0.6%*	*0.8%*	*0.8%*	*1.0%*	*0.5%*
%H (All HH)		*100.0%*	*38.1%*	*9.5%*	*85.7%*	*33.3%*	*57.1%*	*66.7%*
%H (TV HH)			*38.1%*	*9.5%*	*85.7%*	*33.3%*	*57.1%*	
Any recorder	1905	1905	1169	288	1268	803	465	1713
%V	*60.6%*	*63.8%*	*85.6%*	*86.5%*	*58.4%*	*86.8%*	*37.3%*	*66.2%*
%H (All HH)		*100.0%*	*61.4%*	*15.1%*	*66.6%*	*42.2%*	*24.4%*	*89.9%*
%H (TV HH)			*61.4%*	*15.1%*	*66.6%*	*42.2%*	*24.4%*	
Receives HDTV (via STB or built-in reception)	1771	1771	968	270	1239	690	549	1605
%V	*56.4%*	*59.3%*	*70.9%*	*81.1%*	*57.0%*	*74.6%*	*44.0%*	*62.0%*
%H (All HH)		*100.0%*	*54.7%*	*15.2%*	*70.0%*	*39.0%*	*31.0%*	*90.6%*
%H (TV HH)			*54.7%*	*15.2%*	*70.0%*	*39.0%*	*31.0%*	
DVD/Blu-ray player or recorder	2349	2349	1115	268	1738	787	951	2035
%V	*74.8%*	*78.6%*	*81.6%*	*80.5%*	*80.0%*	*85.1%*	*76.2%*	*78.6%*
%H (All HH)		*100.0%*	*47.5%*	*11.4%*	*74.0%*	*33.5%*	*40.5%*	*86.6%*
%H (TV HH)			*47.5%*	*11.4%*	*74.0%*	*33.5%*	*40.5%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 18.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3141	2988	1366	333	2173	925	1248	2588
%H (All HH)		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*
%H (TV HH)			*45.7%*	*11.1%*	*72.7%*	*31.0%*	*41.8%*	
Has broadband internet	2588	2475	1214	307	1753	836	917	2588
%V	*82.4%*	*82.8%*	*88.9%*	*92.2%*	*80.7%*	*90.4%*	*73.5%*	*100.0%*
%H (All HH)		*95.6%*	*46.9%*	*11.9%*	*67.7%*	*32.3%*	*35.4%*	*100.0%*
%H (TV HH)			*49.1%*	*12.4%*	*70.8%*	*33.8%*	*37.1%*	
Number of computers (PCs and laptops)								
0	594	552	172	32	448	105	343	85
%V	*18.9%*	*18.5%*	*12.6%*	*9.6%*	*20.6%*	*11.4%*	*27.5%*	*3.3%*
%H (All HH)		*92.9%*	*29.0%*	*5.4%*	*75.4%*	*17.7%*	*57.7%*	*14.3%*
%H (TV HH)			*31.2%*	*5.8%*	*81.2%*	*19.0%*	*62.1%*	
1	816	767	330	79	556	207	349	781
%V	*26.0%*	*25.7%*	*24.2%*	*23.7%*	*25.6%*	*22.4%*	*28.0%*	*30.2%*
%H (All HH)		*94.0%*	*40.4%*	*9.7%*	*68.1%*	*25.4%*	*42.8%*	*95.7%*
%H (TV HH)			*43.0%*	*10.3%*	*72.5%*	*27.0%*	*45.5%*	
2	777	744	362	91	522	242	280	772
%V	*24.7%*	*24.9%*	*26.5%*	*27.3%*	*24.0%*	*26.2%*	*22.4%*	*29.8%*
%H (All HH)		*95.8%*	*46.6%*	*11.7%*	*67.2%*	*31.1%*	*36.0%*	*99.4%*
%H (TV HH)			*48.7%*	*12.2%*	*70.2%*	*32.5%*	*37.6%*	
3	419	407	221	50	284	154	129	417
%V	*13.3%*	*13.6%*	*16.2%*	*15.0%*	*13.1%*	*16.6%*	*10.3%*	*16.1%*
%H (All HH)		*97.1%*	*52.7%*	*11.9%*	*67.8%*	*36.8%*	*30.8%*	*99.5%*
%H (TV HH)			*54.3%*	*12.3%*	*69.8%*	*37.8%*	*31.7%*	
4	247	241	131	39	161	92	69	247
%V	*7.9%*	*8.1%*	*9.6%*	*11.7%*	*7.4%*	*9.9%*	*5.5%*	*9.5%*
%H (All HH)		*97.6%*	*53.0%*	*15.8%*	*65.2%*	*37.2%*	*27.9%*	*100.0%*
%H (TV HH)			*54.4%*	*16.2%*	*66.8%*	*38.2%*	*28.6%*	
5+	288	278	151	43	202	124	78	286
%V	*9.2%*	*9.3%*	*11.1%*	*12.9%*	*9.3%*	*13.4%*	*6.3%*	*11.1%*
%H (All HH)		*96.5%*	*52.4%*	*14.9%*	*70.1%*	*43.1%*	*27.1%*	*99.3%*
%H (TV HH)			*54.3%*	*15.5%*	*72.7%*	*44.6%*	*28.1%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV West Macro

Set level data

Table 18.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5956	3034	687	4551	2353	2198	5166
%H		*50.9%*	*11.5%*	*76.4%*	*39.5%*	*36.9%*	*86.7%*
Under 20"	684	323	68	586	296	289	579
%V	*11.5%*	*10.6%*	*9.9%*	*12.9%*	*12.6%*	*13.1%*	*11.2%*
%H		*47.2%*	*9.9%*	*85.7%*	*43.3%*	*42.3%*	*84.6%*
20" - 29"	1429	653	147	1180	559	621	1183
%V	*24.0%*	*21.5%*	*21.4%*	*25.9%*	*23.8%*	*28.3%*	*22.9%*
%H		*45.7%*	*10.3%*	*82.6%*	*39.1%*	*43.5%*	*82.8%*
30" - 39"	2021	984	237	1519	738	781	1718
%V	*33.9%*	*32.4%*	*34.5%*	*33.4%*	*31.4%*	*35.5%*	*33.3%*
%H		*48.7%*	*11.7%*	*75.2%*	*36.5%*	*38.6%*	*85.0%*
40" and over	1764	1047	231	1220	736	483	1638
%V	*29.6%*	*34.5%*	*33.6%*	*26.8%*	*31.3%*	*22.0%*	*31.7%*
%H		*59.4%*	*13.1%*	*69.2%*	*41.7%*	*27.4%*	*92.9%*
Don't know	59	28	3	46	22	24	49
%V	*1.0%*	*0.9%*	*0.4%*	*1.0%*	*0.9%*	*1.1%*	*0.9%*
%H		*47.5%*	*5.1%*	*78.0%*	*37.3%*	*40.7%*	*83.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV West Macro

Set level data

Table 18.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5956	3034	687	4551	2353	2198	5166
%H		*50.9%*	*11.5%*	*76.4%*	*39.5%*	*36.9%*	*86.7%*
Main living room	2964	1365	334	2164	928	1237	2454
%V	*49.8%*	*45.0%*	*48.6%*	*47.5%*	*39.4%*	*56.3%*	*47.5%*
%H		*46.1%*	*11.3%*	*73.0%*	*31.3%*	*41.7%*	*82.8%*
Kitchen	388	190	34	341	173	168	334
%V	*6.5%*	*6.3%*	*4.9%*	*7.5%*	*7.4%*	*7.6%*	*6.5%*
%H		*49.0%*	*8.8%*	*87.9%*	*44.6%*	*43.3%*	*86.1%*
Adult's bedroom	1544	835	197	1226	720	506	1396
%V	*25.9%*	*27.5%*	*28.7%*	*26.9%*	*30.6%*	*23.0%*	*27.0%*
%H		*54.1%*	*12.8%*	*79.4%*	*46.6%*	*32.8%*	*90.4%*
Child's bedroom	385	261	47	285	213	73	376
%V	*6.5%*	*8.6%*	*6.8%*	*6.3%*	*9.1%*	*3.3%*	*7.3%*
%H		*67.8%*	*12.2%*	*74.0%*	*55.3%*	*19.0%*	*97.7%*
Other bedroom	184	114	20	148	99	49	165
%V	*3.1%*	*3.8%*	*2.9%*	*3.3%*	*4.2%*	*2.2%*	*3.2%*
%H		*62.0%*	*10.9%*	*80.4%*	*53.8%*	*26.6%*	*89.7%*
Second living/dining room	323	174	35	260	144	116	286
%V	*5.4%*	*5.7%*	*5.1%*	*5.7%*	*6.1%*	*5.3%*	*5.5%*
%H		*53.9%*	*10.8%*	*80.5%*	*44.6%*	*35.9%*	*88.5%*
Study/office	48	28	5	34	21	13	45
%V	*0.8%*	*0.9%*	*0.7%*	*0.7%*	*0.9%*	*0.6%*	*0.9%*
%H		*58.3%*	*10.4%*	*70.8%*	*43.8%*	*27.1%*	*93.8%*
TV room	20	11	2	15	8	7	18
%V	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*
%H		*55.0%*	*10.0%*	*75.0%*	*40.0%*	*35.0%*	*90.0%*
Conservatory	64	41	8	49	33	16	60
%V	*1.1%*	*1.4%*	*1.2%*	*1.1%*	*1.4%*	*0.7%*	*1.2%*
%H		*64.1%*	*12.5%*	*76.6%*	*51.6%*	*25.0%*	*93.8%*
Attic or loft room	11	6	1	8	4	4	11
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*54.5%*	*9.1%*	*72.7%*	*36.4%*	*36.4%*	*100.0%*
No specific location	3	1	0	3	1	2	3
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*
%H		*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	*100.0%*
Other	21	11	2	18	10	8	20
%V	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*
%H		*52.4%*	*9.5%*	*85.7%*	*47.6%*	*38.1%*	*95.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV West Macro

Set level data

Table 18.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5956	3034	687	4551	2353	2198	5166
%H		*50.9%*	*11.5%*	*76.4%*	*39.5%*	*36.9%*	*86.7%*
PVR	2391	1551	375	1519	1030	489	2184
%V	*40.1%*	*51.1%*	*54.6%*	*33.4%*	*43.8%*	*22.2%*	*42.3%*
%H		*64.9%*	*15.7%*	*63.5%*	*43.1%*	*20.5%*	*91.3%*
DVDR	92	39	10	74	31	43	81
%V	*1.5%*	*1.3%*	*1.5%*	*1.6%*	*1.3%*	*2.0%*	*1.6%*
%H		*42.4%*	*10.9%*	*80.4%*	*33.7%*	*46.7%*	*88.0%*
VCR	22	9	3	19	7	12	15
%V	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*	*0.3%*
%H		*40.9%*	*13.6%*	*86.4%*	*31.8%*	*54.5%*	*68.2%*
Any recorder	2443	1569	378	1565	1044	521	2222
%V	*41.0%*	*51.7%*	*55.0%*	*34.4%*	*44.4%*	*23.7%*	*43.0%*
%H		*64.2%*	*15.5%*	*64.1%*	*42.7%*	*21.3%*	*91.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5956	3034	687	4551	2353	2198	5166
%H		*50.9%*	*11.5%*	*76.4%*	*39.5%*	*36.9%*	*86.7%*
Receives HDTV (via STB or built-in reception)	2485	1376	389	1776	1032	744	2278
%V	*41.7%*	*45.4%*	*56.6%*	*39.0%*	*43.9%*	*33.8%*	*44.1%*
%H		*55.4%*	*15.7%*	*71.5%*	*41.5%*	*29.9%*	*91.7%*
DVD/Blu-ray player or recorder	3425	1734	410	2604	1336	1268	3050
%V	*57.5%*	*57.2%*	*59.7%*	*57.2%*	*56.8%*	*57.7%*	*59.0%*
%H		*50.6%*	*12.0%*	*76.0%*	*39.0%*	*37.0%*	*89.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV West Macro

Set level data

Table 18.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2983	1366	333	2171	925	1247	2471
%H		*45.8%*	*11.2%*	*72.8%*	*31.0%*	*41.8%*	*82.8%*
Under 20"	46	8	3	37	6	31	31
%V	*1.5%*	*0.6%*	*0.9%*	*1.7%*	*0.6%*	*2.5%*	*1.3%*
%H		*17.4%*	*6.5%*	*80.4%*	*13.0%*	*67.4%*	*67.4%*
20" - 29"	384	93	31	309	59	250	256
%V	*12.9%*	*6.8%*	*9.3%*	*14.2%*	*6.4%*	*20.0%*	*10.4%*
%H		*24.2%*	*8.1%*	*80.5%*	*15.4%*	*65.1%*	*66.7%*
30" - 39"	1139	457	118	860	313	547	890
%V	*38.2%*	*33.5%*	*35.4%*	*39.6%*	*33.8%*	*43.9%*	*36.0%*
%H		*40.1%*	*10.4%*	*75.5%*	*27.5%*	*48.0%*	*78.1%*
40" and over	1397	801	180	951	542	409	1281
%V	*46.8%*	*58.6%*	*54.1%*	*43.8%*	*58.6%*	*32.8%*	*51.8%*
%H		*57.3%*	*12.9%*	*68.1%*	*38.8%*	*29.3%*	*91.7%*
Don't know	18	6	1	14	5	9	12
%V	*0.6%*	*0.4%*	*0.3%*	*0.6%*	*0.5%*	*0.7%*	*0.5%*
%H		*33.3%*	*5.6%*	*77.8%*	*27.8%*	*50.0%*	*66.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV West Macro

Set level data

Table 18.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2983	1366	333	2171	925	1247	2471
%H		*45.8%*	*11.2%*	*72.8%*	*31.0%*	*41.8%*	*82.8%*
PVR	1832	1144	286	1201	782	419	1657
%V	*61.4%*	*83.7%*	*85.9%*	*55.3%*	*84.5%*	*33.6%*	*67.1%*
%H		*62.4%*	*15.6%*	*65.6%*	*42.7%*	*22.9%*	*90.4%*
DVDR	70	27	8	56	21	35	61
%V	*2.3%*	*2.0%*	*2.4%*	*2.6%*	*2.3%*	*2.8%*	*2.5%*
%H		*38.6%*	*11.4%*	*80.0%*	*30.0%*	*50.0%*	*87.1%*
VCR	16	5	2	14	4	10	10
%V	*0.5%*	*0.4%*	*0.6%*	*0.6%*	*0.4%*	*0.8%*	*0.4%*
%H		*31.3%*	*12.5%*	*87.5%*	*25.0%*	*62.5%*	*62.5%*
Any recorder	1865	1151	287	1230	786	444	1678
%V	*62.5%*	*84.3%*	*86.2%*	*56.7%*	*85.0%*	*35.6%*	*67.9%*
%H		*61.7%*	*15.4%*	*66.0%*	*42.1%*	*23.8%*	*90.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2983	1366	333	2171	925	1247	2471
%H		*45.8%*	*11.2%*	*72.8%*	*31.0%*	*41.8%*	*82.8%*
Receives HDTV (via STB or built-in reception)	1719	936	268	1194	663	531	1560
%V	*57.6%*	*68.5%*	*80.5%*	*55.0%*	*71.7%*	*42.6%*	*63.1%*
%H		*54.5%*	*15.6%*	*69.5%*	*38.6%*	*30.9%*	*90.8%*
DVD/Blu-ray player or recorder	2168	1013	244	1598	700	898	1871
%V	*72.7%*	*74.2%*	*73.3%*	*73.6%*	*75.7%*	*72.0%*	*75.7%*
%H		*46.7%*	*11.3%*	*73.7%*	*32.3%*	*41.4%*	*86.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV West Macro

Set level data

Table 18.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2974	1669	353	2380	1428	952	2695
%H		*56.1%*	*11.9%*	*80.0%*	*48.0%*	*32.0%*	*90.6%*
Under 20"	638	315	64	549	290	259	548
%V	*21.5%*	*18.9%*	*18.1%*	*23.1%*	*20.3%*	*27.2%*	*20.3%*
%H		*49.4%*	*10.0%*	*86.1%*	*45.5%*	*40.6%*	*85.9%*
20" - 29"	1045	559	116	871	501	370	927
%V	*35.1%*	*33.5%*	*32.9%*	*36.6%*	*35.1%*	*38.9%*	*34.4%*
%H		*53.5%*	*11.1%*	*83.3%*	*47.9%*	*35.4%*	*88.7%*
30" - 39"	882	527	119	659	425	234	828
%V	*29.7%*	*31.6%*	*33.7%*	*27.7%*	*29.8%*	*24.6%*	*30.7%*
%H		*59.8%*	*13.5%*	*74.7%*	*48.2%*	*26.5%*	*93.9%*
40" and over	367	246	51	269	195	74	356
%V	*12.3%*	*14.7%*	*14.4%*	*11.3%*	*13.7%*	*7.8%*	*13.2%*
%H		*67.0%*	*13.9%*	*73.3%*	*53.1%*	*20.2%*	*97.0%*
Don't know	41	21	2	32	17	15	37
%V	*1.4%*	*1.3%*	*0.6%*	*1.3%*	*1.2%*	*1.6%*	*1.4%*
%H		*51.2%*	*4.9%*	*78.0%*	*41.5%*	*36.6%*	*90.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV West Macro

Set level data

Table 18.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2974	1669	353	2380	1428	952	2695
%H		*56.1%*	*11.9%*	*80.0%*	*48.0%*	*32.0%*	*90.6%*
PVR	559	407	89	318	248	70	527
%V	*18.8%*	*24.4%*	*25.2%*	*13.4%*	*17.4%*	*7.4%*	*19.6%*
%H		*72.8%*	*15.9%*	*56.9%*	*44.4%*	*12.5%*	*94.3%*
DVDR	22	12	2	17	10	8	21
%V	*0.7%*	*0.7%*	*0.6%*	*0.7%*	*0.7%*	*0.8%*	*0.8%*
%H		*54.5%*	*9.1%*	*77.3%*	*45.5%*	*36.4%*	*95.5%*
VCR	6	4	1	4	3	1	4
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*66.7%*	*16.7%*	*66.7%*	*50.0%*	*16.7%*	*66.7%*
Any recorder	578	418	91	334	258	77	544
%V	*19.4%*	*25.0%*	*25.8%*	*14.0%*	*18.1%*	*8.1%*	*20.2%*
%H		*72.3%*	*15.7%*	*57.8%*	*44.6%*	*13.3%*	*94.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2974	1669	353	2380	1428	952	2695
%H		*56.1%*	*11.9%*	*80.0%*	*48.0%*	*32.0%*	*90.6%*
Receives HDTV (via STB or built-in reception)	767	440	121	582	369	213	718
%V	*25.8%*	*26.4%*	*34.3%*	*24.5%*	*25.8%*	*22.4%*	*26.6%*
%H		*57.4%*	*15.8%*	*75.9%*	*48.1%*	*27.8%*	*93.6%*
DVD/Blu-ray player or recorder	1257	721	166	1006	636	369	1179
%V	*42.3%*	*43.2%*	*47.0%*	*42.3%*	*44.5%*	*38.8%*	*43.7%*
%H		*57.4%*	*13.2%*	*80.0%*	*50.6%*	*29.4%*	*93.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV West Macro

Individual level data

Table 18.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7126	6840	3441	836	4839	2376	2463	6354
%H		*96.0%*	*48.3%*	*11.7%*	*67.9%*	*33.3%*	*34.6%*	*89.2%*
Total Children	1261	1225	706	154	796	452	344	1211
%V	*17.7%*	*17.9%*	*20.5%*	*18.4%*	*16.4%*	*19.0%*	*14.0%*	*19.1%*
%H		*97.1%*	*56.0%*	*12.2%*	*63.1%*	*35.8%*	*27.3%*	*96.0%*
0 - 3	297	285	157	35	175	92	83	276
%V	*4.2%*	*4.2%*	*4.6%*	*4.2%*	*3.6%*	*3.9%*	*3.4%*	*4.3%*
%H		*96.0%*	*52.9%*	*11.8%*	*58.9%*	*31.0%*	*27.9%*	*92.9%*
4 - 15	964	940	549	119	621	360	261	936
%V	*13.5%*	*13.7%*	*16.0%*	*14.2%*	*12.8%*	*15.2%*	*10.6%*	*14.7%*
%H		*97.5%*	*57.0%*	*12.3%*	*64.4%*	*37.3%*	*27.1%*	*97.1%*
4 - 9	503	489	288	61	311	179	132	483
%V	*7.1%*	*7.1%*	*8.4%*	*7.3%*	*6.4%*	*7.5%*	*5.4%*	*7.6%*
%H		*97.2%*	*57.3%*	*12.1%*	*61.8%*	*35.6%*	*26.2%*	*96.0%*
10 - 15	461	452	261	58	309	180	129	453
%V	*6.5%*	*6.6%*	*7.6%*	*6.9%*	*6.4%*	*7.6%*	*5.2%*	*7.1%*
%H		*98.0%*	*56.6%*	*12.6%*	*67.0%*	*39.0%*	*28.0%*	*98.3%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV West Macro

Individual level data

Table 18.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7126	6840	3441	836	4839	2376	2463	6354
%H		*96.0%*	*48.3%*	*11.7%*	*67.9%*	*33.3%*	*34.6%*	*89.2%*
Total Adults (16+)	5865	5615	2734	681	4043	1924	2119	5143
%V	*82.3%*	*82.1%*	*79.5%*	*81.5%*	*83.6%*	*81.0%*	*86.0%*	*80.9%*
%H		*95.7%*	*46.6%*	*11.6%*	*68.9%*	*32.8%*	*36.1%*	*87.7%*
16 - 19	327	318	170	50	221	130	91	318
%V	*4.6%*	*4.6%*	*4.9%*	*6.0%*	*4.6%*	*5.5%*	*3.7%*	*5.0%*
%H		*97.2%*	*52.0%*	*15.3%*	*67.6%*	*39.8%*	*27.8%*	*97.2%*
20 - 24	448	399	179	58	270	137	133	432
%V	*6.3%*	*5.8%*	*5.2%*	*6.9%*	*5.6%*	*5.8%*	*5.4%*	*6.8%*
%H		*89.1%*	*40.0%*	*12.9%*	*60.3%*	*30.6%*	*29.7%*	*96.4%*
25 - 34	858	797	420	114	490	259	231	821
%V	*12.0%*	*11.7%*	*12.2%*	*13.6%*	*10.1%*	*10.9%*	*9.4%*	*12.9%*
%H		*92.9%*	*49.0%*	*13.3%*	*57.1%*	*30.2%*	*26.9%*	*95.7%*
35 - 44	831	792	430	110	522	283	239	800
%V	*11.7%*	*11.6%*	*12.5%*	*13.2%*	*10.8%*	*11.9%*	*9.7%*	*12.6%*
%H		*95.3%*	*51.7%*	*13.2%*	*62.8%*	*34.1%*	*28.8%*	*96.3%*
45 - 54	1030	999	529	129	709	373	335	980
%V	*14.5%*	*14.6%*	*15.4%*	*15.4%*	*14.7%*	*15.7%*	*13.6%*	*15.4%*
%H		*97.0%*	*51.4%*	*12.5%*	*68.8%*	*36.2%*	*32.5%*	*95.1%*
55 - 64	893	864	452	95	641	322	320	812
%V	*12.5%*	*12.6%*	*13.1%*	*11.4%*	*13.2%*	*13.6%*	*13.0%*	*12.8%*
%H		*96.8%*	*50.6%*	*10.6%*	*71.8%*	*36.1%*	*35.8%*	*90.9%*
65+	1478	1447	555	125	1190	420	770	980
%V	*20.7%*	*21.2%*	*16.1%*	*15.0%*	*24.6%*	*17.7%*	*31.3%*	*15.4%*
%H		*97.9%*	*37.6%*	*8.5%*	*80.5%*	*28.4%*	*52.1%*	*66.3%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV West Macro

Individual level data

Table 18.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5865	5615	2734	681	4043	1924	2119	5143
%H		*95.7%*	*46.6%*	*11.6%*	*68.9%*	*32.8%*	*36.1%*	*87.7%*
AB	1477	1428	654	191	1029	466	563	1398
%V	*25.2%*	*25.4%*	*23.9%*	*28.0%*	*25.5%*	*24.2%*	*26.6%*	*27.2%*
%H		*96.7%*	*44.3%*	*12.9%*	*69.7%*	*31.6%*	*38.1%*	*94.7%*
C1	1622	1531	725	189	1089	510	579	1507
%V	*27.7%*	*27.3%*	*26.5%*	*27.8%*	*26.9%*	*26.5%*	*27.3%*	*29.3%*
%H		*94.4%*	*44.7%*	*11.7%*	*67.1%*	*31.4%*	*35.7%*	*92.9%*
C2	1420	1385	736	166	1020	543	476	1274
%V	*24.2%*	*24.7%*	*26.9%*	*24.4%*	*25.2%*	*28.2%*	*22.5%*	*24.8%*
%H		*97.5%*	*51.8%*	*11.7%*	*71.8%*	*38.2%*	*33.5%*	*89.7%*
D	892	847	438	96	605	298	307	700
%V	*15.2%*	*15.1%*	*16.0%*	*14.1%*	*15.0%*	*15.5%*	*14.5%*	*13.6%*
%H		*95.0%*	*49.1%*	*10.8%*	*67.8%*	*33.4%*	*34.4%*	*78.5%*
E	453	424	181	39	300	107	194	265
%V	*7.7%*	*7.6%*	*6.6%*	*5.7%*	*7.4%*	*5.6%*	*9.2%*	*5.2%*
%H		*93.6%*	*40.0%*	*8.6%*	*66.2%*	*23.6%*	*42.8%*	*58.5%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV West Macro

Individual level data

Table 18.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5865	5615	2734	681	4043	1924	2119	5143
%H		*95.7%*	*46.6%*	*11.6%*	*68.9%*	*32.8%*	*36.1%*	*87.7%*
Working full time	2638	2529	1338	352	1733	931	802	2543
%V	*45.0%*	*45.0%*	*48.9%*	*51.7%*	*42.9%*	*48.4%*	*37.8%*	*49.4%*
%H		*95.9%*	*50.7%*	*13.3%*	*65.7%*	*35.3%*	*30.4%*	*96.4%*
Working part time	611	588	295	80	424	212	213	582
%V	*10.4%*	*10.5%*	*10.8%*	*11.7%*	*10.5%*	*11.0%*	*10.1%*	*11.3%*
%H		*96.2%*	*48.3%*	*13.1%*	*69.4%*	*34.7%*	*34.9%*	*95.3%*
Not working	2616	2498	1102	250	1886	781	1105	2017
%V	*44.6%*	*44.5%*	*40.3%*	*36.7%*	*46.6%*	*40.6%*	*52.1%*	*39.2%*
%H		*95.5%*	*42.1%*	*9.6%*	*72.1%*	*29.9%*	*42.2%*	*77.1%*
Housewife/Houseperson	3141	2988	1366	333	2173	925	1248	2588
%V	*53.6%*	*53.2%*	*50.0%*	*48.9%*	*53.7%*	*48.1%*	*58.9%*	*50.3%*
%H		*95.1%*	*43.5%*	*10.6%*	*69.2%*	*29.4%*	*39.7%*	*82.4%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV West Macro

Individual level data

Table 18.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2851	2714	1363	328	1926	956	971	2546
%H		*95.2%*	*47.8%*	*11.5%*	*67.6%*	*33.5%*	*34.1%*	*89.3%*
16 - 19	163	160	90	24	109	66	44	160
%V	*5.7%*	*5.9%*	*6.6%*	*7.3%*	*5.7%*	*6.9%*	*4.5%*	*6.3%*
%H		*98.2%*	*55.2%*	*14.7%*	*66.9%*	*40.5%*	*27.0%*	*98.2%*
20 - 24	232	202	92	26	133	68	64	226
%V	*8.1%*	*7.4%*	*6.7%*	*7.9%*	*6.9%*	*7.1%*	*6.6%*	*8.9%*
%H		*87.1%*	*39.7%*	*11.2%*	*57.3%*	*29.3%*	*27.6%*	*97.4%*
25 - 34	432	398	204	63	247	134	112	413
%V	*15.2%*	*14.7%*	*15.0%*	*19.2%*	*12.8%*	*14.0%*	*11.5%*	*16.2%*
%H		*92.1%*	*47.2%*	*14.6%*	*57.2%*	*31.0%*	*25.9%*	*95.6%*
35 - 44	414	391	212	51	251	133	118	396
%V	*14.5%*	*14.4%*	*15.6%*	*15.5%*	*13.0%*	*13.9%*	*12.2%*	*15.6%*
%H		*94.4%*	*51.2%*	*12.3%*	*60.6%*	*32.1%*	*28.5%*	*95.7%*
45 - 54	506	487	262	56	344	181	163	473
%V	*17.7%*	*17.9%*	*19.2%*	*17.1%*	*17.9%*	*18.9%*	*16.8%*	*18.6%*
%H		*96.2%*	*51.8%*	*11.1%*	*68.0%*	*35.8%*	*32.2%*	*93.5%*
55 - 64	434	419	225	49	307	160	147	393
%V	*15.2%*	*15.4%*	*16.5%*	*14.9%*	*15.9%*	*16.7%*	*15.1%*	*15.4%*
%H		*96.5%*	*51.8%*	*11.3%*	*70.7%*	*36.9%*	*33.9%*	*90.6%*
65+	671	657	278	58	537	215	322	485
%V	*23.5%*	*24.2%*	*20.4%*	*17.7%*	*27.9%*	*22.5%*	*33.2%*	*19.0%*
%H		*97.9%*	*41.4%*	*8.6%*	*80.0%*	*32.0%*	*48.0%*	*72.3%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV West Macro

Individual level data

Table 18.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2851	2714	1363	328	1926	956	971	2546
%H		*95.2%*	*47.8%*	*11.5%*	*67.6%*	*33.5%*	*34.1%*	*89.3%*
AB	725	700	326	94	501	231	270	692
%V	*25.4%*	*25.8%*	*23.9%*	*28.7%*	*26.0%*	*24.2%*	*27.8%*	*27.2%*
%H		*96.6%*	*45.0%*	*13.0%*	*69.1%*	*31.9%*	*37.2%*	*95.4%*
C1	760	713	350	87	495	245	250	719
%V	*26.7%*	*26.3%*	*25.7%*	*26.5%*	*25.7%*	*25.6%*	*25.7%*	*28.2%*
%H		*93.8%*	*46.1%*	*11.4%*	*65.1%*	*32.2%*	*32.9%*	*94.6%*
C2	749	726	384	86	533	282	251	665
%V	*26.3%*	*26.8%*	*28.2%*	*26.2%*	*27.7%*	*29.5%*	*25.8%*	*26.1%*
%H		*96.9%*	*51.3%*	*11.5%*	*71.2%*	*37.7%*	*33.5%*	*88.8%*
D	434	408	226	45	283	151	133	352
%V	*15.2%*	*15.0%*	*16.6%*	*13.7%*	*14.7%*	*15.8%*	*13.7%*	*13.8%*
%H		*94.0%*	*52.1%*	*10.4%*	*65.2%*	*34.8%*	*30.6%*	*81.1%*
E	182	166	76	16	115	48	67	118
%V	*6.4%*	*6.1%*	*5.6%*	*4.9%*	*6.0%*	*5.0%*	*6.9%*	*4.6%*
%H		*91.2%*	*41.8%*	*8.8%*	*63.2%*	*26.4%*	*36.8%*	*64.8%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV West Macro

Individual level data

Table 18.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2851	2714	1363	328	1926	956	971	2546
%H		*95.2%*	*47.8%*	*11.5%*	*67.6%*	*33.5%*	*34.1%*	*89.3%*
Working full time	1610	1538	817	203	1056	563	493	1543
%V	*56.5%*	*56.7%*	*59.9%*	*61.9%*	*54.8%*	*58.9%*	*50.8%*	*60.6%*
%H		*95.5%*	*50.7%*	*12.6%*	*65.6%*	*35.0%*	*30.6%*	*95.8%*
Working part time	130	122	62	19	84	42	42	119
%V	*4.6%*	*4.5%*	*4.5%*	*5.8%*	*4.4%*	*4.4%*	*4.3%*	*4.7%*
%H		*93.8%*	*47.7%*	*14.6%*	*64.6%*	*32.3%*	*32.3%*	*91.5%*
Not working	1111	1054	484	106	786	351	435	884
%V	*39.0%*	*38.8%*	*35.5%*	*32.3%*	*40.8%*	*36.7%*	*44.8%*	*34.7%*
%H		*94.9%*	*43.6%*	*9.5%*	*70.7%*	*31.6%*	*39.2%*	*79.6%*
Housewife/Houseperson	640	577	234	57	412	148	264	476
%V	*22.4%*	*21.3%*	*17.2%*	*17.4%*	*21.4%*	*15.5%*	*27.2%*	*18.7%*
%H		*90.2%*	*36.6%*	*8.9%*	*64.4%*	*23.1%*	*41.3%*	*74.4%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV West Macro

Individual level data

Table 18.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3014	2901	1372	354	2117	968	1149	2597
%H		*96.3%*	*45.5%*	*11.7%*	*70.2%*	*32.1%*	*38.1%*	*86.2%*
16 - 19	164	158	80	27	112	64	48	158
%V	*5.4%*	*5.4%*	*5.8%*	*7.6%*	*5.3%*	*6.6%*	*4.2%*	*6.1%*
%H		*96.3%*	*48.8%*	*16.5%*	*68.3%*	*39.0%*	*29.3%*	*96.3%*
20 - 24	216	196	87	32	138	69	69	206
%V	*7.2%*	*6.8%*	*6.3%*	*9.0%*	*6.5%*	*7.1%*	*6.0%*	*7.9%*
%H		*90.7%*	*40.3%*	*14.8%*	*63.9%*	*31.9%*	*31.9%*	*95.4%*
25 - 34	426	398	216	51	243	125	118	408
%V	*14.1%*	*13.7%*	*15.7%*	*14.4%*	*11.5%*	*12.9%*	*10.3%*	*15.7%*
%H		*93.4%*	*50.7%*	*12.0%*	*57.0%*	*29.3%*	*27.7%*	*95.8%*
35 - 44	417	401	218	58	271	150	121	404
%V	*13.8%*	*13.8%*	*15.9%*	*16.4%*	*12.8%*	*15.5%*	*10.5%*	*15.6%*
%H		*96.2%*	*52.3%*	*13.9%*	*65.0%*	*36.0%*	*29.0%*	*96.9%*
45 - 54	524	512	267	73	365	193	172	507
%V	*17.4%*	*17.6%*	*19.5%*	*20.6%*	*17.2%*	*19.9%*	*15.0%*	*19.5%*
%H		*97.7%*	*51.0%*	*13.9%*	*69.7%*	*36.8%*	*32.8%*	*96.8%*
55 - 64	460	446	227	46	334	162	172	419
%V	*15.3%*	*15.4%*	*16.5%*	*13.0%*	*15.8%*	*16.7%*	*15.0%*	*16.1%*
%H		*97.0%*	*49.3%*	*10.0%*	*72.6%*	*35.2%*	*37.4%*	*91.1%*
65+	807	789	277	67	653	204	449	495
%V	*26.8%*	*27.2%*	*20.2%*	*18.9%*	*30.8%*	*21.1%*	*39.1%*	*19.1%*
%H		*97.8%*	*34.3%*	*8.3%*	*80.9%*	*25.3%*	*55.6%*	*61.3%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV West Macro

Individual level data

Table 18.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3014	2901	1372	354	2117	968	1149	2597
%H		*96.3%*	*45.5%*	*11.7%*	*70.2%*	*32.1%*	*38.1%*	*86.2%*
AB	752	728	328	98	528	235	293	706
%V	*25.0%*	*25.1%*	*23.9%*	*27.7%*	*24.9%*	*24.3%*	*25.5%*	*27.2%*
%H		*96.8%*	*43.6%*	*13.0%*	*70.2%*	*31.3%*	*39.0%*	*93.9%*
C1	862	818	375	103	594	265	329	788
%V	*28.6%*	*28.2%*	*27.3%*	*29.1%*	*28.1%*	*27.4%*	*28.6%*	*30.3%*
%H		*94.9%*	*43.5%*	*11.9%*	*68.9%*	*30.7%*	*38.2%*	*91.4%*
C2	671	658	351	79	487	261	225	608
%V	*22.3%*	*22.7%*	*25.6%*	*22.3%*	*23.0%*	*27.0%*	*19.6%*	*23.4%*
%H		*98.1%*	*52.3%*	*11.8%*	*72.6%*	*38.9%*	*33.5%*	*90.6%*
D	459	439	212	51	322	147	175	348
%V	*15.2%*	*15.1%*	*15.5%*	*14.4%*	*15.2%*	*15.2%*	*15.2%*	*13.4%*
%H		*95.6%*	*46.2%*	*11.1%*	*70.2%*	*32.0%*	*38.1%*	*75.8%*
E	270	257	105	23	186	59	127	147
%V	*9.0%*	*8.9%*	*7.7%*	*6.5%*	*8.8%*	*6.1%*	*11.1%*	*5.7%*
%H		*95.2%*	*38.9%*	*8.5%*	*68.9%*	*21.9%*	*47.0%*	*54.4%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV West Macro

Individual level data

Table 18.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3014	2901	1372	354	2117	968	1149	2597
%H		*96.3%*	*45.5%*	*11.7%*	*70.2%*	*32.1%*	*38.1%*	*86.2%*
Working full time	1028	991	520	149	676	368	308	1000
%V	*34.1%*	*34.2%*	*37.9%*	*42.1%*	*31.9%*	*38.0%*	*26.8%*	*38.5%*
%H		*96.4%*	*50.6%*	*14.5%*	*65.8%*	*35.8%*	*30.0%*	*97.3%*
Working part time	481	466	233	61	340	169	171	464
%V	*16.0%*	*16.1%*	*17.0%*	*17.2%*	*16.1%*	*17.5%*	*14.9%*	*17.9%*
%H		*96.9%*	*48.4%*	*12.7%*	*70.7%*	*35.1%*	*35.6%*	*96.5%*
Not working	1505	1444	618	143	1100	431	670	1133
%V	*49.9%*	*49.8%*	*45.0%*	*40.4%*	*52.0%*	*44.5%*	*58.3%*	*43.6%*
%H		*95.9%*	*41.1%*	*9.5%*	*73.1%*	*28.6%*	*44.5%*	*75.3%*
Housewife/Houseperson	2501	2411	1132	276	1761	777	984	2112
%V	*83.0%*	*83.1%*	*82.5%*	*78.0%*	*83.2%*	*80.3%*	*85.6%*	*81.3%*
%H		*96.4%*	*45.3%*	*11.0%*	*70.4%*	*31.1%*	*39.3%*	*84.4%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV MidWest

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 19.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6776	6465	2703	1022	4869	2170	2699	5529
%H (All HH)		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*
%H (TV HH)			*41.8%*	*15.8%*	*75.3%*	*33.6%*	*41.7%*	
AB	1608	1551	682	237	1164	542	622	1504
%V	*23.7%*	*24.0%*	*25.2%*	*23.2%*	*23.9%*	*25.0%*	*23.0%*	*27.2%*
%H (All HH)		*96.5%*	*42.4%*	*14.7%*	*72.4%*	*33.7%*	*38.7%*	*93.5%*
%H (TV HH)			*44.0%*	*15.3%*	*75.0%*	*34.9%*	*40.1%*	
C1	1771	1674	700	282	1247	567	680	1559
%V	*26.1%*	*25.9%*	*25.9%*	*27.6%*	*25.6%*	*26.1%*	*25.2%*	*28.2%*
%H (All HH)		*94.5%*	*39.5%*	*15.9%*	*70.4%*	*32.0%*	*38.4%*	*88.0%*
%H (TV HH)			*41.8%*	*16.8%*	*74.5%*	*33.9%*	*40.6%*	
C2	1478	1430	619	244	1091	529	562	1239
%V	*21.8%*	*22.1%*	*22.9%*	*23.9%*	*22.4%*	*24.4%*	*20.8%*	*22.4%*
%H (All HH)		*96.8%*	*41.9%*	*16.5%*	*73.8%*	*35.8%*	*38.0%*	*83.8%*
%H (TV HH)			*43.3%*	*17.1%*	*76.3%*	*37.0%*	*39.3%*	
D	1182	1123	478	180	832	373	459	855
%V	*17.4%*	*17.4%*	*17.7%*	*17.6%*	*17.1%*	*17.2%*	*17.0%*	*15.5%*
%H (All HH)		*95.0%*	*40.4%*	*15.2%*	*70.4%*	*31.6%*	*38.8%*	*72.3%*
%H (TV HH)			*42.6%*	*16.0%*	*74.1%*	*33.2%*	*40.9%*	
E	737	688	224	78	534	159	375	372
%V	*10.9%*	*10.6%*	*8.3%*	*7.6%*	*11.0%*	*7.3%*	*13.9%*	*6.7%*
%H (All HH)		*93.4%*	*30.4%*	*10.6%*	*72.5%*	*21.6%*	*50.9%*	*50.5%*
%H (TV HH)			*32.6%*	*11.3%*	*77.6%*	*23.1%*	*54.5%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV MidWest

Household level data

Table 19.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6776	6465	2703	1022	4869	2170	2699	5529
%H (All HH)		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*
%H (TV HH)			*41.8%*	*15.8%*	*75.3%*	*33.6%*	*41.7%*	
Under 25	318	271	99	34	190	75	115	295
%V	*4.7%*	*4.2%*	*3.7%*	*3.3%*	*3.9%*	*3.5%*	*4.3%*	*5.3%*
%H (All HH)		*85.2%*	*31.1%*	*10.7%*	*59.7%*	*23.6%*	*36.2%*	*92.8%*
%H (TV HH)			*36.5%*	*12.5%*	*70.1%*	*27.7%*	*42.4%*	
25 - 34	990	907	439	155	586	295	291	930
%V	*14.6%*	*14.0%*	*16.2%*	*15.2%*	*12.0%*	*13.6%*	*10.8%*	*16.8%*
%H (All HH)		*91.6%*	*44.3%*	*15.7%*	*59.2%*	*29.8%*	*29.4%*	*93.9%*
%H (TV HH)			*48.4%*	*17.1%*	*64.6%*	*32.5%*	*32.1%*	
35 - 44	1061	1010	497	189	694	383	310	1007
%V	*15.7%*	*15.6%*	*18.4%*	*18.5%*	*14.3%*	*17.6%*	*11.5%*	*18.2%*
%H (All HH)		*95.2%*	*46.8%*	*17.8%*	*65.4%*	*36.1%*	*29.2%*	*94.9%*
%H (TV HH)			*49.2%*	*18.7%*	*68.7%*	*37.9%*	*30.7%*	
45 - 54	1282	1243	560	252	923	490	432	1198
%V	*18.9%*	*19.2%*	*20.7%*	*24.7%*	*19.0%*	*22.6%*	*16.0%*	*21.7%*
%H (All HH)		*97.0%*	*43.7%*	*19.7%*	*72.0%*	*38.2%*	*33.7%*	*93.4%*
%H (TV HH)			*45.1%*	*20.3%*	*74.3%*	*39.4%*	*34.8%*	
55 - 64	1138	1098	497	174	850	417	433	987
%V	*16.8%*	*17.0%*	*18.4%*	*17.0%*	*17.5%*	*19.2%*	*16.0%*	*17.9%*
%H (All HH)		*96.5%*	*43.7%*	*15.3%*	*74.7%*	*36.6%*	*38.0%*	*86.7%*
%H (TV HH)			*45.3%*	*15.8%*	*77.4%*	*38.0%*	*39.4%*	
65 +	1987	1935	611	217	1628	510	1118	1113
%V	*29.3%*	*29.9%*	*22.6%*	*21.2%*	*33.4%*	*23.5%*	*41.4%*	*20.1%*
%H (All HH)		*97.4%*	*30.7%*	*10.9%*	*81.9%*	*25.7%*	*56.3%*	*56.0%*
%H (TV HH)			*31.6%*	*11.2%*	*84.1%*	*26.4%*	*57.8%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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April 2015 - March 2016

ITV MidWest

Household level data

Table 19.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6776	6465	2703	1022	4869	2170	2699	5529
%H (All HH)		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*
%H (TV HH)			*41.8%*	*15.8%*	*75.3%*	*33.6%*	*41.7%*	
1	2075	1921	569	200	1543	408	1135	1208
%V	*30.6%*	*29.7%*	*21.1%*	*19.6%*	*31.7%*	*18.8%*	*42.1%*	*21.8%*
%H (All HH)		*92.6%*	*27.4%*	*9.6%*	*74.4%*	*19.7%*	*54.7%*	*58.2%*
%H (TV HH)			*29.6%*	*10.4%*	*80.3%*	*21.2%*	*59.1%*	
2	2391	2311	979	380	1755	815	939	2089
%V	*35.3%*	*35.7%*	*36.2%*	*37.2%*	*36.0%*	*37.6%*	*34.8%*	*37.8%*
%H (All HH)		*96.7%*	*40.9%*	*15.9%*	*73.4%*	*34.1%*	*39.3%*	*87.4%*
%H (TV HH)			*42.4%*	*16.4%*	*75.9%*	*35.3%*	*40.6%*	
3	990	953	482	192	676	399	277	949
%V	*14.6%*	*14.7%*	*17.8%*	*18.8%*	*13.9%*	*18.4%*	*10.3%*	*17.2%*
%H (All HH)		*96.3%*	*48.7%*	*19.4%*	*68.3%*	*40.3%*	*28.0%*	*95.9%*
%H (TV HH)			*50.6%*	*20.1%*	*70.9%*	*41.9%*	*29.1%*	
4	875	851	442	158	608	362	247	852
%V	*12.9%*	*13.2%*	*16.4%*	*15.5%*	*12.5%*	*16.7%*	*9.2%*	*15.4%*
%H (All HH)		*97.3%*	*50.5%*	*18.1%*	*69.5%*	*41.4%*	*28.2%*	*97.4%*
%H (TV HH)			*51.9%*	*18.6%*	*71.4%*	*42.5%*	*29.0%*	
5+	445	428	232	92	286	186	101	431
%V	*6.6%*	*6.6%*	*8.6%*	*9.0%*	*5.9%*	*8.6%*	*3.7%*	*7.8%*
%H (All HH)		*96.2%*	*52.1%*	*20.7%*	*64.3%*	*41.8%*	*22.7%*	*96.9%*
%H (TV HH)			*54.2%*	*21.5%*	*66.8%*	*43.5%*	*23.6%*	
Average HH size	2.32	2.34	2.59	2.62	2.27	2.62	1.99	2.53

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV MidWest

Household level data

Table 19.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6776	6465	2703	1022	4869	2170	2699	5529
%H (All HH)		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*
%H (TV HH)			*41.8%*	*15.8%*	*75.3%*	*33.6%*	*41.7%*	
Without	5080	4818	1860	711	3735	1518	2216	3900
%V	*75.0%*	*74.5%*	*68.8%*	*69.6%*	*76.7%*	*70.0%*	*82.1%*	*70.5%*
%H (All HH)		*94.8%*	*36.6%*	*14.0%*	*73.5%*	*29.9%*	*43.6%*	*76.8%*
%H (TV HH)			*38.6%*	*14.8%*	*77.5%*	*31.5%*	*46.0%*	
With	1696	1646	843	311	1134	651	483	1629
%V	*25.0%*	*25.5%*	*31.2%*	*30.4%*	*23.3%*	*30.0%*	*17.9%*	*29.5%*
%H (All HH)		*97.1%*	*49.7%*	*18.3%*	*66.9%*	*38.4%*	*28.5%*	*96.0%*
%H (TV HH)			*51.2%*	*18.9%*	*68.9%*	*39.6%*	*29.3%*	
0 - 3	622	595	303	108	390	217	173	587
%V	*9.2%*	*9.2%*	*11.2%*	*10.6%*	*8.0%*	*10.0%*	*6.4%*	*10.6%*
%H (All HH)		*95.7%*	*48.7%*	*17.4%*	*62.7%*	*34.9%*	*27.8%*	*94.4%*
%H (TV HH)			*50.9%*	*18.2%*	*65.5%*	*36.5%*	*29.1%*	
4 - 9	872	846	453	150	577	340	236	836
%V	*12.9%*	*13.1%*	*16.8%*	*14.7%*	*11.9%*	*15.7%*	*8.7%*	*15.1%*
%H (All HH)		*97.0%*	*51.9%*	*17.2%*	*66.2%*	*39.0%*	*27.1%*	*95.9%*
%H (TV HH)			*53.5%*	*17.7%*	*68.2%*	*40.2%*	*27.9%*	
10 - 15	802	787	409	158	549	328	221	780
%V	*11.8%*	*12.2%*	*15.1%*	*15.5%*	*11.3%*	*15.1%*	*8.2%*	*14.1%*
%H (All HH)		*98.1%*	*51.0%*	*19.7%*	*68.5%*	*40.9%*	*27.6%*	*97.3%*
%H (TV HH)			*52.0%*	*20.1%*	*69.8%*	*41.7%*	*28.1%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV MidWest

Household level data

Table 19.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6776	6465	2703	1022	4869	2170	2699	5529
%H (All HH)		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*
%H (TV HH)			*41.8%*	*15.8%*	*75.3%*	*33.6%*	*41.7%*	
1	2608	2608	860	354	1768	445	1323	1896
%V	*38.5%*	*40.3%*	*31.8%*	*34.6%*	*36.3%*	*20.5%*	*49.0%*	*34.3%*
%H (All HH)		*100.0%*	*33.0%*	*13.6%*	*67.8%*	*17.1%*	*50.7%*	*72.7%*
%H (TV HH)			*33.0%*	*13.6%*	*67.8%*	*17.1%*	*50.7%*	
2	2206	2206	955	353	1720	811	908	1850
%V	*32.6%*	*34.1%*	*35.3%*	*34.5%*	*35.3%*	*37.4%*	*33.6%*	*33.5%*
%H (All HH)		*100.0%*	*43.3%*	*16.0%*	*78.0%*	*36.8%*	*41.2%*	*83.9%*
%H (TV HH)			*43.3%*	*16.0%*	*78.0%*	*36.8%*	*41.2%*	
3	1008	1008	520	177	833	511	322	938
%V	*14.9%*	*15.6%*	*19.2%*	*17.3%*	*17.1%*	*23.5%*	*11.9%*	*17.0%*
%H (All HH)		*100.0%*	*51.6%*	*17.6%*	*82.6%*	*50.7%*	*31.9%*	*93.1%*
%H (TV HH)			*51.6%*	*17.6%*	*82.6%*	*50.7%*	*31.9%*	
4	438	438	248	94	370	269	101	423
%V	*6.5%*	*6.8%*	*9.2%*	*9.2%*	*7.6%*	*12.4%*	*3.7%*	*7.7%*
%H (All HH)		*100.0%*	*56.6%*	*21.5%*	*84.5%*	*61.4%*	*23.1%*	*96.6%*
%H (TV HH)			*56.6%*	*21.5%*	*84.5%*	*61.4%*	*23.1%*	
5+	204	204	121	44	178	134	44	198
%V	*3.0%*	*3.2%*	*4.5%*	*4.3%*	*3.7%*	*6.2%*	*1.6%*	*3.6%*
%H (All HH)		*100.0%*	*59.3%*	*21.6%*	*87.3%*	*65.7%*	*21.6%*	*97.1%*
%H (TV HH)			*59.3%*	*21.6%*	*87.3%*	*65.7%*	*21.6%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Table 19.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6776	6465	2703	1022	4869	2170	2699	5529
%H (All HH)		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*
%H (TV HH)			*41.8%*	*15.8%*	*75.3%*	*33.6%*	*41.7%*	
Under 20"	1174	1174	488	181	1008	501	507	985
%V	*17.3%*	*18.2%*	*18.1%*	*17.7%*	*20.7%*	*23.1%*	*18.8%*	*17.8%*
%H (All HH)		*100.0%*	*41.6%*	*15.4%*	*85.9%*	*42.7%*	*43.2%*	*83.9%*
%H (TV HH)			*41.6%*	*15.4%*	*85.9%*	*42.7%*	*43.2%*	
20" - 29"	2295	2295	932	333	1904	873	1031	1855
%V	*33.9%*	*35.5%*	*34.5%*	*32.6%*	*39.1%*	*40.2%*	*38.2%*	*33.6%*
%H (All HH)		*100.0%*	*40.6%*	*14.5%*	*83.0%*	*38.0%*	*44.9%*	*80.8%*
%H (TV HH)			*40.6%*	*14.5%*	*83.0%*	*38.0%*	*44.9%*	
30" - 39"	3474	3474	1471	554	2686	1250	1436	2879
%V	*51.3%*	*53.7%*	*54.4%*	*54.2%*	*55.2%*	*57.6%*	*53.2%*	*52.1%*
%H (All HH)		*100.0%*	*42.3%*	*15.9%*	*77.3%*	*36.0%*	*41.3%*	*82.9%*
%H (TV HH)			*42.3%*	*15.9%*	*77.3%*	*36.0%*	*41.3%*	
40" and over	3276	3276	1694	620	2340	1374	966	2989
%V	*48.3%*	*50.7%*	*62.7%*	*60.7%*	*48.1%*	*63.3%*	*35.8%*	*54.1%*
%H (All HH)		*100.0%*	*51.7%*	*18.9%*	*71.4%*	*41.9%*	*29.5%*	*91.2%*
%H (TV HH)			*51.7%*	*18.9%*	*71.4%*	*41.9%*	*29.5%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Table 19.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6776	6465	2703	1022	4869	2170	2699	5529
%H (All HH)		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*
%H (TV HH)			*41.8%*	*15.8%*	*75.3%*	*33.6%*	*41.7%*	
Main living room	6387	6387	2685	1014	4825	2162	2664	5241
%V	*94.3%*	*98.8%*	*99.3%*	*99.2%*	*99.1%*	*99.6%*	*98.7%*	*94.8%*
%H (All HH)		*100.0%*	*42.0%*	*15.9%*	*75.5%*	*33.9%*	*41.7%*	*82.1%*
%H (TV HH)			*42.0%*	*15.9%*	*75.5%*	*33.9%*	*41.7%*	
Kitchen	809	809	372	112	711	377	335	702
%V	*11.9%*	*12.5%*	*13.8%*	*11.0%*	*14.6%*	*17.4%*	*12.4%*	*12.7%*
%H (All HH)		*100.0%*	*46.0%*	*13.8%*	*87.9%*	*46.6%*	*41.4%*	*86.8%*
%H (TV HH)			*46.0%*	*13.8%*	*87.9%*	*46.6%*	*41.4%*	
Adult's bedroom	2814	2814	1348	507	2285	1315	970	2512
%V	*41.5%*	*43.5%*	*49.9%*	*49.6%*	*46.9%*	*60.6%*	*35.9%*	*45.4%*
%H (All HH)		*100.0%*	*47.9%*	*18.0%*	*81.2%*	*46.7%*	*34.5%*	*89.3%*
%H (TV HH)			*47.9%*	*18.0%*	*81.2%*	*46.7%*	*34.5%*	
Child's bedroom	628	628	360	126	477	333	144	615
%V	*9.3%*	*9.7%*	*13.3%*	*12.3%*	*9.8%*	*15.3%*	*5.3%*	*11.1%*
%H (All HH)		*100.0%*	*57.3%*	*20.1%*	*76.0%*	*53.0%*	*22.9%*	*97.9%*
%H (TV HH)			*57.3%*	*20.1%*	*76.0%*	*53.0%*	*22.9%*	
Other bedroom	355	355	187	67	297	192	104	328
%V	*5.2%*	*5.5%*	*6.9%*	*6.6%*	*6.1%*	*8.8%*	*3.9%*	*5.9%*
%H (All HH)		*100.0%*	*52.7%*	*18.9%*	*83.7%*	*54.1%*	*29.3%*	*92.4%*
%H (TV HH)			*52.7%*	*18.9%*	*83.7%*	*54.1%*	*29.3%*	
Second living/dining room	663	663	329	113	543	312	231	578
%V	*9.8%*	*10.3%*	*12.2%*	*11.1%*	*11.2%*	*14.4%*	*8.6%*	*10.5%*
%H (All HH)		*100.0%*	*49.6%*	*17.0%*	*81.9%*	*47.1%*	*34.8%*	*87.2%*
%H (TV HH)			*49.6%*	*17.0%*	*81.9%*	*47.1%*	*34.8%*	
Study/office	98	98	53	16	75	47	28	92
%V	*1.4%*	*1.5%*	*2.0%*	*1.6%*	*1.5%*	*2.2%*	*1.0%*	*1.7%*
%H (All HH)		*100.0%*	*54.1%*	*16.3%*	*76.5%*	*48.0%*	*28.6%*	*93.9%*
%H (TV HH)			*54.1%*	*16.3%*	*76.5%*	*48.0%*	*28.6%*	
TV room	44	44	26	8	32	19	13	43
%V	*0.6%*	*0.7%*	*1.0%*	*0.8%*	*0.7%*	*0.9%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*59.1%*	*18.2%*	*72.7%*	*43.2%*	*29.5%*	*97.7%*
%H (TV HH)			*59.1%*	*18.2%*	*72.7%*	*43.2%*	*29.5%*	
Conservatory	147	147	81	30	117	79	38	139
%V	*2.2%*	*2.3%*	*3.0%*	*2.9%*	*2.4%*	*3.6%*	*1.4%*	*2.5%*
%H (All HH)		*100.0%*	*55.1%*	*20.4%*	*79.6%*	*53.7%*	*25.9%*	*94.6%*
%H (TV HH)			*55.1%*	*20.4%*	*79.6%*	*53.7%*	*25.9%*	
Attic or loft room	20	20	10	3	15	8	6	19
%V	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*50.0%*	*15.0%*	*75.0%*	*40.0%*	*30.0%*	*95.0%*
%H (TV HH)			*50.0%*	*15.0%*	*75.0%*	*40.0%*	*30.0%*	
No specific location	7	7	3	2	6	3	3	6
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*42.9%*	*28.6%*	*85.7%*	*42.9%*	*42.9%*	*85.7%*
%H (TV HH)			*42.9%*	*28.6%*	*85.7%*	*42.9%*	*42.9%*	
Other	46	46	21	9	38	22	16	44
%V	*0.7%*	*0.7%*	*0.8%*	*0.9%*	*0.8%*	*1.0%*	*0.6%*	*0.8%*
%H (All HH)		*100.0%*	*45.7%*	*19.6%*	*82.6%*	*47.8%*	*34.8%*	*95.7%*
%H (TV HH)			*45.7%*	*19.6%*	*82.6%*	*47.8%*	*34.8%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Table 19.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6776	6465	2703	1022	4869	2170	2699	5529
%H (All HH)		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*
%H (TV HH)			*41.8%*	*15.8%*	*75.3%*	*33.6%*	*41.7%*	
Any DSAT provider	2703	2703	2703	59	1613	1613	0	2431
%V	*39.9%*	*41.8%*	*100.0%*	*5.8%*	*33.1%*	*74.3%*	*0.0%*	*44.0%*
%H (All HH)			*100.0%*	*2.2%*	*59.7%*	*59.7%*	*0.0%*	*89.9%*
%H (TV HH)			*100.0%*	*2.2%*	*59.7%*	*59.7%*	*0.0%*	
Sky with subcription	2163	2163	2163	26	1292	1292	0	1984
%V	*31.9%*	*33.5%*	*80.0%*	*2.5%*	*26.5%*	*59.5%*	*0.0%*	*35.9%*
%H (All HH)			*100.0%*	*1.2%*	*59.7%*	*59.7%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*1.2%*	*59.7%*	*59.7%*	*0.0%*	
Sky without subscription	195	195	195	11	110	110	0	155
%V	*2.9%*	*3.0%*	*7.2%*	*1.1%*	*2.3%*	*5.1%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*5.6%*	*56.4%*	*56.4%*	*0.0%*	*79.5%*
%H (TV HH)			*100.0%*	*5.6%*	*56.4%*	*56.4%*	*0.0%*	
Freesat	299	299	299	19	189	189	0	263
%V	*4.4%*	*4.6%*	*11.1%*	*1.9%*	*3.9%*	*8.7%*	*0.0%*	*4.8%*
%H (All HH)			*100.0%*	*6.4%*	*63.2%*	*63.2%*	*0.0%*	*88.0%*
%H (TV HH)			*100.0%*	*6.4%*	*63.2%*	*63.2%*	*0.0%*	
Other satellite provider	112	112	112	8	63	63	0	100
%V	*1.7%*	*1.7%*	*4.1%*	*0.8%*	*1.3%*	*2.9%*	*0.0%*	*1.8%*
%H (All HH)			*100.0%*	*7.1%*	*56.3%*	*56.3%*	*0.0%*	*89.3%*
%H (TV HH)			*100.0%*	*7.1%*	*56.3%*	*56.3%*	*0.0%*	
DCAB	1022	1022	59	1022	591	591	0	937
%V	*15.1%*	*15.8%*	*2.2%*	*100.0%*	*12.1%*	*27.2%*	*0.0%*	*16.9%*
%H (All HH)			*5.8%*	*100.0%*	*57.8%*	*57.8%*	*0.0%*	*91.7%*
%H (TV HH)			*5.8%*	*100.0%*	*57.8%*	*57.8%*	*0.0%*	
DTT	4869	4869	1613	591	4869	2170	2699	3884
%V	*71.9%*	*75.3%*	*59.7%*	*57.8%*	*100.0%*	*100.0%*	*100.0%*	*70.2%*
%H (All HH)		*100.0%*	*33.1%*	*12.1%*	*100.0%*	*44.6%*	*55.4%*	*79.8%*
%H (TV HH)			*33.1%*	*12.1%*	*100.0%*	*44.6%*	*55.4%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Table 19.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6776	6465	2703	1022	4869	2170	2699	5529
%H (All HH)		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*
%H (TV HH)			*41.8%*	*15.8%*	*75.3%*	*33.6%*	*41.7%*	
PVR	3970	3970	2283	875	2752	1886	866	3617
%V	*58.6%*	*61.4%*	*84.5%*	*85.6%*	*56.5%*	*86.9%*	*32.1%*	*65.4%*
%H (All HH)		*100.0%*	*57.5%*	*22.0%*	*69.3%*	*47.5%*	*21.8%*	*91.1%*
%H (TV HH)			*57.5%*	*22.0%*	*69.3%*	*47.5%*	*21.8%*	
DVDR	183	183	69	29	152	64	88	159
%V	*2.7%*	*2.8%*	*2.6%*	*2.8%*	*3.1%*	*2.9%*	*3.3%*	*2.9%*
%H (All HH)		*100.0%*	*37.7%*	*15.8%*	*83.1%*	*35.0%*	*48.1%*	*86.9%*
%H (TV HH)			*37.7%*	*15.8%*	*83.1%*	*35.0%*	*48.1%*	
VCR	84	84	24	8	74	22	52	51
%V	*1.2%*	*1.3%*	*0.9%*	*0.8%*	*1.5%*	*1.0%*	*1.9%*	*0.9%*
%H (All HH)		*100.0%*	*28.6%*	*9.5%*	*88.1%*	*26.2%*	*61.9%*	*60.7%*
%H (TV HH)			*28.6%*	*9.5%*	*88.1%*	*26.2%*	*61.9%*	
Any recorder	4073	4073	2298	878	2846	1896	951	3678
%V	*60.1%*	*63.0%*	*85.0%*	*85.9%*	*58.5%*	*87.4%*	*35.2%*	*66.5%*
%H (All HH)		*100.0%*	*56.4%*	*21.6%*	*69.9%*	*46.6%*	*23.3%*	*90.3%*
%H (TV HH)			*56.4%*	*21.6%*	*69.9%*	*46.6%*	*23.3%*	
Receives HDTV (via STB or built-in reception)	3964	3964	1954	813	2922	1677	1245	3592
%V	*58.5%*	*61.3%*	*72.3%*	*79.5%*	*60.0%*	*77.3%*	*46.1%*	*65.0%*
%H (All HH)		*100.0%*	*49.3%*	*20.5%*	*73.7%*	*42.3%*	*31.4%*	*90.6%*
%H (TV HH)			*49.3%*	*20.5%*	*73.7%*	*42.3%*	*31.4%*	
DVD/Blu-ray player or recorder	4834	4834	2116	783	3681	1748	1933	4166
%V	*71.3%*	*74.8%*	*78.3%*	*76.6%*	*75.6%*	*80.6%*	*71.6%*	*75.3%*
%H (All HH)		*100.0%*	*43.8%*	*16.2%*	*76.1%*	*36.2%*	*40.0%*	*86.2%*
%H (TV HH)			*43.8%*	*16.2%*	*76.1%*	*36.2%*	*40.0%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Table 19.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6776	6465	2703	1022	4869	2170	2699	5529
%H (All HH)		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*
%H (TV HH)			*41.8%*	*15.8%*	*75.3%*	*33.6%*	*41.7%*	
Has broadband internet	5529	5304	2431	937	3884	1985	1899	5529
%V	*81.6%*	*82.0%*	*89.9%*	*91.7%*	*79.8%*	*91.5%*	*70.4%*	*100.0%*
%H (All HH)		*95.9%*	*44.0%*	*16.9%*	*70.2%*	*35.9%*	*34.3%*	*100.0%*
%H (TV HH)			*45.8%*	*17.7%*	*73.2%*	*37.4%*	*35.8%*	
Number of computers (PCs and laptops)								
0	1368	1279	322	111	1072	236	837	222
%V	*20.2%*	*19.8%*	*11.9%*	*10.9%*	*22.0%*	*10.9%*	*31.0%*	*4.0%*
%H (All HH)		*93.5%*	*23.5%*	*8.1%*	*78.4%*	*17.3%*	*61.2%*	*16.2%*
%H (TV HH)			*25.2%*	*8.7%*	*83.8%*	*18.5%*	*65.4%*	
1	1829	1723	686	266	1278	522	757	1750
%V	*27.0%*	*26.7%*	*25.4%*	*26.0%*	*26.2%*	*24.1%*	*28.0%*	*31.7%*
%H (All HH)		*94.2%*	*37.5%*	*14.5%*	*69.9%*	*28.5%*	*41.4%*	*95.7%*
%H (TV HH)			*39.8%*	*15.4%*	*74.2%*	*30.3%*	*43.9%*	
2	1563	1506	703	250	1102	561	541	1547
%V	*23.1%*	*23.3%*	*26.0%*	*24.5%*	*22.6%*	*25.9%*	*20.0%*	*28.0%*
%H (All HH)		*96.4%*	*45.0%*	*16.0%*	*70.5%*	*35.9%*	*34.6%*	*99.0%*
%H (TV HH)			*46.7%*	*16.6%*	*73.2%*	*37.3%*	*35.9%*	
3	880	854	433	159	616	356	260	877
%V	*13.0%*	*13.2%*	*16.0%*	*15.6%*	*12.7%*	*16.4%*	*9.6%*	*15.9%*
%H (All HH)		*97.0%*	*49.2%*	*18.1%*	*70.0%*	*40.5%*	*29.5%*	*99.7%*
%H (TV HH)			*50.7%*	*18.6%*	*72.1%*	*41.7%*	*30.4%*	
4	545	530	267	114	376	227	150	545
%V	*8.0%*	*8.2%*	*9.9%*	*11.2%*	*7.7%*	*10.5%*	*5.6%*	*9.9%*
%H (All HH)		*97.2%*	*49.0%*	*20.9%*	*69.0%*	*41.7%*	*27.5%*	*100.0%*
%H (TV HH)			*50.4%*	*21.5%*	*70.9%*	*42.8%*	*28.3%*	
5+	591	573	292	121	424	269	155	588
%V	*8.7%*	*8.9%*	*10.8%*	*11.8%*	*8.7%*	*12.4%*	*5.7%*	*10.6%*
%H (All HH)		*97.0%*	*49.4%*	*20.5%*	*71.7%*	*45.5%*	*26.2%*	*99.5%*
%H (TV HH)			*51.0%*	*21.1%*	*74.0%*	*46.9%*	*27.1%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV MidWest

Set level data

Table 19.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	12891	5970	2200	10139	5395	4744	11159
%H		*46.3%*	*17.1%*	*78.7%*	*41.9%*	*36.8%*	*86.6%*
Under 20"	1459	617	231	1263	648	615	1241
%V	*11.3%*	*10.3%*	*10.5%*	*12.5%*	*12.0%*	*13.0%*	*11.1%*
%H		*42.3%*	*15.8%*	*86.6%*	*44.4%*	*42.2%*	*85.1%*
20" - 29"	2954	1227	457	2482	1204	1277	2446
%V	*22.9%*	*20.6%*	*20.8%*	*24.5%*	*22.3%*	*26.9%*	*21.9%*
%H		*41.5%*	*15.5%*	*84.0%*	*40.8%*	*43.2%*	*82.8%*
30" - 39"	4253	1899	700	3316	1667	1650	3606
%V	*33.0%*	*31.8%*	*31.8%*	*32.7%*	*30.9%*	*34.8%*	*32.3%*
%H		*44.7%*	*16.5%*	*78.0%*	*39.2%*	*38.8%*	*84.8%*
40" and over	3990	2126	781	2879	1775	1103	3683
%V	*31.0%*	*35.6%*	*35.5%*	*28.4%*	*32.9%*	*23.3%*	*33.0%*
%H		*53.3%*	*19.6%*	*72.2%*	*44.5%*	*27.6%*	*92.3%*
Don't know	236	101	31	200	101	99	183
%V	*1.8%*	*1.7%*	*1.4%*	*2.0%*	*1.9%*	*2.1%*	*1.6%*
%H		*42.8%*	*13.1%*	*84.7%*	*42.8%*	*41.9%*	*77.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV MidWest

Set level data

Table 19.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	12891	5970	2200	10139	5395	4744	11159
%H		*46.3%*	*17.1%*	*78.7%*	*41.9%*	*36.8%*	*86.6%*
Main living room	6420	2703	1019	4852	2177	2675	5271
%V	*49.8%*	*45.3%*	*46.3%*	*47.9%*	*40.4%*	*56.4%*	*47.2%*
%H		*42.1%*	*15.9%*	*75.6%*	*33.9%*	*41.7%*	*82.1%*
Kitchen	810	373	112	713	377	335	703
%V	*6.3%*	*6.2%*	*5.1%*	*7.0%*	*7.0%*	*7.1%*	*6.3%*
%H		*46.0%*	*13.8%*	*88.0%*	*46.5%*	*41.4%*	*86.8%*
Adult's bedroom	3358	1639	640	2743	1647	1096	3034
%V	*26.0%*	*27.5%*	*29.1%*	*27.1%*	*30.5%*	*23.1%*	*27.2%*
%H		*48.8%*	*19.1%*	*81.7%*	*49.0%*	*32.6%*	*90.4%*
Child's bedroom	837	491	167	640	458	182	821
%V	*6.5%*	*8.2%*	*7.6%*	*6.3%*	*8.5%*	*3.8%*	*7.4%*
%H		*58.7%*	*20.0%*	*76.5%*	*54.7%*	*21.7%*	*98.1%*
Other bedroom	428	234	79	356	238	118	398
%V	*3.3%*	*3.9%*	*3.6%*	*3.5%*	*4.4%*	*2.5%*	*3.6%*
%H		*54.7%*	*18.5%*	*83.2%*	*55.6%*	*27.6%*	*93.0%*
Second living/dining room	669	333	114	548	316	232	584
%V	*5.2%*	*5.6%*	*5.2%*	*5.4%*	*5.9%*	*4.9%*	*5.2%*
%H		*49.8%*	*17.0%*	*81.9%*	*47.2%*	*34.7%*	*87.3%*
Study/office	100	53	16	76	47	29	94
%V	*0.8%*	*0.9%*	*0.7%*	*0.7%*	*0.9%*	*0.6%*	*0.8%*
%H		*53.0%*	*16.0%*	*76.0%*	*47.0%*	*29.0%*	*94.0%*
TV room	45	26	8	33	19	13	43
%V	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*57.8%*	*17.8%*	*73.3%*	*42.2%*	*28.9%*	*95.6%*
Conservatory	148	83	30	118	80	38	140
%V	*1.1%*	*1.4%*	*1.4%*	*1.2%*	*1.5%*	*0.8%*	*1.3%*
%H		*56.1%*	*20.3%*	*79.7%*	*54.1%*	*25.7%*	*94.6%*
Attic or loft room	20	10	3	15	8	7	20
%V	*0.2%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*
%H		*50.0%*	*15.0%*	*75.0%*	*40.0%*	*35.0%*	*100.0%*
No specific location	7	3	2	6	3	3	6
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*42.9%*	*28.6%*	*85.7%*	*42.9%*	*42.9%*	*85.7%*
Other	48	23	9	40	23	16	46
%V	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H		*47.9%*	*18.8%*	*83.3%*	*47.9%*	*33.3%*	*95.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV MidWest

Set level data

Table 19.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	12891	5970	2200	10139	5395	4744	11159
%H		*46.3%*	*17.1%*	*78.7%*	*41.9%*	*36.8%*	*86.6%*
PVR	5103	3074	1143	3419	2455	964	4701
%V	*39.6%*	*51.5%*	*52.0%*	*33.7%*	*45.5%*	*20.3%*	*42.1%*
%H		*60.2%*	*22.4%*	*67.0%*	*48.1%*	*18.9%*	*92.1%*
DVDR	197	75	31	162	69	93	172
%V	*1.5%*	*1.3%*	*1.4%*	*1.6%*	*1.3%*	*2.0%*	*1.5%*
%H		*38.1%*	*15.7%*	*82.2%*	*35.0%*	*47.2%*	*87.3%*
VCR	91	27	9	81	24	57	54
%V	*0.7%*	*0.5%*	*0.4%*	*0.8%*	*0.4%*	*1.2%*	*0.5%*
%H		*29.7%*	*9.9%*	*89.0%*	*26.4%*	*62.6%*	*59.3%*
Any recorder	5249	3112	1153	3552	2488	1063	4797
%V	*40.7%*	*52.1%*	*52.4%*	*35.0%*	*46.1%*	*22.4%*	*43.0%*
%H		*59.3%*	*22.0%*	*67.7%*	*47.4%*	*20.3%*	*91.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	12891	5970	2200	10139	5395	4744	11159
%H		*46.3%*	*17.1%*	*78.7%*	*41.9%*	*36.8%*	*86.6%*
Receives HDTV (via STB or built-in reception)	5709	2847	1220	4298	2579	1719	5254
%V	*44.3%*	*47.7%*	*55.5%*	*42.4%*	*47.8%*	*36.2%*	*47.1%*
%H		*49.9%*	*21.4%*	*75.3%*	*45.2%*	*30.1%*	*92.0%*
DVD/Blu-ray player or recorder	7030	3274	1189	5486	2901	2585	6233
%V	*54.5%*	*54.8%*	*54.0%*	*54.1%*	*53.8%*	*54.5%*	*55.9%*
%H		*46.6%*	*16.9%*	*78.0%*	*41.3%*	*36.8%*	*88.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV MidWest

Set level data

Table 19.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6455	2702	1021	4867	2169	2698	5296
%H		*41.9%*	*15.8%*	*75.4%*	*33.6%*	*41.8%*	*82.0%*
Under 20"	80	13	6	67	10	57	53
%V	*1.2%*	*0.5%*	*0.6%*	*1.4%*	*0.5%*	*2.1%*	*1.0%*
%H		*16.3%*	*7.5%*	*83.8%*	*12.5%*	*71.3%*	*66.3%*
20" - 29"	746	163	79	616	125	492	469
%V	*11.6%*	*6.0%*	*7.7%*	*12.7%*	*5.8%*	*18.2%*	*8.9%*
%H		*21.8%*	*10.6%*	*82.6%*	*16.8%*	*66.0%*	*62.9%*
30" - 39"	2365	854	320	1848	677	1171	1825
%V	*36.6%*	*31.6%*	*31.3%*	*38.0%*	*31.2%*	*43.4%*	*34.5%*
%H		*36.1%*	*13.5%*	*78.1%*	*28.6%*	*49.5%*	*77.2%*
40" and over	3169	1641	603	2260	1331	928	2886
%V	*49.1%*	*60.7%*	*59.1%*	*46.4%*	*61.4%*	*34.4%*	*54.5%*
%H		*51.8%*	*19.0%*	*71.3%*	*42.0%*	*29.3%*	*91.1%*
Don't know	95	30	12	76	26	50	64
%V	*1.5%*	*1.1%*	*1.2%*	*1.6%*	*1.2%*	*1.9%*	*1.2%*
%H		*31.6%*	*12.6%*	*80.0%*	*27.4%*	*52.6%*	*67.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV MidWest

Set level data

Table 19.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6455	2702	1021	4867	2169	2698	5296
%H		*41.9%*	*15.8%*	*75.4%*	*33.6%*	*41.8%*	*82.0%*
PVR	3890	2249	864	2677	1849	828	3543
%V	*60.3%*	*83.2%*	*84.6%*	*55.0%*	*85.2%*	*30.7%*	*66.9%*
%H		*57.8%*	*22.2%*	*68.8%*	*47.5%*	*21.3%*	*91.1%*
DVDR	149	51	24	125	50	75	128
%V	*2.3%*	*1.9%*	*2.4%*	*2.6%*	*2.3%*	*2.8%*	*2.4%*
%H		*34.2%*	*16.1%*	*83.9%*	*33.6%*	*50.3%*	*85.9%*
VCR	68	18	6	59	14	45	39
%V	*1.1%*	*0.7%*	*0.6%*	*1.2%*	*0.6%*	*1.7%*	*0.7%*
%H		*26.5%*	*8.8%*	*86.8%*	*20.6%*	*66.2%*	*57.4%*
Any recorder	3984	2264	867	2763	1860	903	3598
%V	*61.7%*	*83.8%*	*84.9%*	*56.8%*	*85.8%*	*33.5%*	*67.9%*
%H		*56.8%*	*21.8%*	*69.4%*	*46.7%*	*22.7%*	*90.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.17: Main Set - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6455	2702	1021	4867	2169	2698	5296
%H		*41.9%*	*15.8%*	*75.4%*	*33.6%*	*41.8%*	*82.0%*
Receives HDTV (via STB or built-in reception)	3848	1895	800	2820	1620	1200	3493
%V	*59.6%*	*70.1%*	*78.4%*	*57.9%*	*74.7%*	*44.5%*	*66.0%*
%H		*49.2%*	*20.8%*	*73.3%*	*42.1%*	*31.2%*	*90.8%*
DVD/Blu-ray player or recorder	4429	1918	701	3356	1549	1807	3796
%V	*68.6%*	*71.0%*	*68.7%*	*69.0%*	*71.4%*	*67.0%*	*71.7%*
%H		*43.3%*	*15.8%*	*75.8%*	*35.0%*	*40.8%*	*85.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV MidWest

Set level data

Table 19.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6436	3268	1179	5272	3226	2046	5864
%H		*50.8%*	*18.3%*	*81.9%*	*50.1%*	*31.8%*	*91.1%*
Under 20"	1378	604	225	1196	638	558	1188
%V	*21.4%*	*18.5%*	*19.1%*	*22.7%*	*19.8%*	*27.3%*	*20.3%*
%H		*43.8%*	*16.3%*	*86.8%*	*46.3%*	*40.5%*	*86.2%*
20" - 29"	2207	1064	378	1865	1080	785	1978
%V	*34.3%*	*32.6%*	*32.1%*	*35.4%*	*33.5%*	*38.4%*	*33.7%*
%H		*48.2%*	*17.1%*	*84.5%*	*48.9%*	*35.6%*	*89.6%*
30" - 39"	1888	1045	380	1468	990	478	1782
%V	*29.3%*	*32.0%*	*32.2%*	*27.8%*	*30.7%*	*23.4%*	*30.4%*
%H		*55.3%*	*20.1%*	*77.8%*	*52.4%*	*25.3%*	*94.4%*
40" and over	822	484	178	619	444	175	797
%V	*12.8%*	*14.8%*	*15.1%*	*11.7%*	*13.8%*	*8.6%*	*13.6%*
%H		*58.9%*	*21.7%*	*75.3%*	*54.0%*	*21.3%*	*97.0%*
Don't know	141	70	19	124	75	49	119
%V	*2.2%*	*2.1%*	*1.6%*	*2.4%*	*2.3%*	*2.4%*	*2.0%*
%H		*49.6%*	*13.5%*	*87.9%*	*53.2%*	*34.8%*	*84.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV MidWest

Set level data

Table 19.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6436	3268	1179	5272	3226	2046	5864
%H		*50.8%*	*18.3%*	*81.9%*	*50.1%*	*31.8%*	*91.1%*
PVR	1213	825	280	742	606	136	1158
%V	*18.8%*	*25.2%*	*23.7%*	*14.1%*	*18.8%*	*6.6%*	*19.7%*
%H		*68.0%*	*23.1%*	*61.2%*	*50.0%*	*11.2%*	*95.5%*
DVDR	48	23	6	38	19	18	44
%V	*0.7%*	*0.7%*	*0.5%*	*0.7%*	*0.6%*	*0.9%*	*0.8%*
%H		*47.9%*	*12.5%*	*79.2%*	*39.6%*	*37.5%*	*91.7%*
VCR	23	9	3	22	10	12	15
%V	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.6%*	*0.3%*
%H		*39.1%*	*13.0%*	*95.7%*	*43.5%*	*52.2%*	*65.2%*
Any recorder	1264	848	286	788	629	160	1199
%V	*19.6%*	*25.9%*	*24.3%*	*14.9%*	*19.5%*	*7.8%*	*20.4%*
%H		*67.1%*	*22.6%*	*62.3%*	*49.8%*	*12.7%*	*94.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6436	3268	1179	5272	3226	2046	5864
%H		*50.8%*	*18.3%*	*81.9%*	*50.1%*	*31.8%*	*91.1%*
Receives HDTV (via STB or built-in reception)	1861	951	420	1478	959	519	1762
%V	*28.9%*	*29.1%*	*35.6%*	*28.0%*	*29.7%*	*25.4%*	*30.0%*
%H		*51.1%*	*22.6%*	*79.4%*	*51.5%*	*27.9%*	*94.7%*
DVD/Blu-ray player or recorder	2600	1356	488	2130	1352	778	2437
%V	*40.4%*	*41.5%*	*41.4%*	*40.4%*	*41.9%*	*38.0%*	*41.6%*
%H		*52.2%*	*18.8%*	*81.9%*	*52.0%*	*29.9%*	*93.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV MidWest

Individual level data

Table 19.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	15744	15130	6998	2672	11061	5690	5371	13978
%H		*96.1%*	*44.4%*	*17.0%*	*70.3%*	*36.1%*	*34.1%*	*88.8%*
Total Children	2963	2870	1489	539	1951	1132	819	2840
%V	*18.8%*	*19.0%*	*21.3%*	*20.2%*	*17.6%*	*19.9%*	*15.2%*	*20.3%*
%H		*96.9%*	*50.3%*	*18.2%*	*65.8%*	*38.2%*	*27.6%*	*95.8%*
0 - 3	730	695	351	127	452	249	203	685
%V	*4.6%*	*4.6%*	*5.0%*	*4.8%*	*4.1%*	*4.4%*	*3.8%*	*4.9%*
%H		*95.2%*	*48.1%*	*17.4%*	*61.9%*	*34.1%*	*27.8%*	*93.8%*
4 - 15	2233	2175	1138	412	1499	883	616	2155
%V	*14.2%*	*14.4%*	*16.3%*	*15.4%*	*13.6%*	*15.5%*	*11.5%*	*15.4%*
%H		*97.4%*	*51.0%*	*18.5%*	*67.1%*	*39.5%*	*27.6%*	*96.5%*
4 - 9	1177	1141	606	205	773	452	321	1126
%V	*7.5%*	*7.5%*	*8.7%*	*7.7%*	*7.0%*	*7.9%*	*6.0%*	*8.1%*
%H		*96.9%*	*51.5%*	*17.4%*	*65.7%*	*38.4%*	*27.3%*	*95.7%*
10 - 15	1056	1033	531	207	726	431	295	1029
%V	*6.7%*	*6.8%*	*7.6%*	*7.7%*	*6.6%*	*7.6%*	*5.5%*	*7.4%*
%H		*97.8%*	*50.3%*	*19.6%*	*68.8%*	*40.8%*	*27.9%*	*97.4%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 19.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	15744	15130	6998	2672	11061	5690	5371	13978
%H		*96.1%*	*44.4%*	*17.0%*	*70.3%*	*36.1%*	*34.1%*	*88.8%*
Total Adults (16+)	12781	12260	5509	2133	9110	4558	4551	11138
%V	*81.2%*	*81.0%*	*78.7%*	*79.8%*	*82.4%*	*80.1%*	*84.7%*	*79.7%*
%H		*95.9%*	*43.1%*	*16.7%*	*71.3%*	*35.7%*	*35.6%*	*87.1%*
16 - 19	734	712	342	165	523	321	202	712
%V	*4.7%*	*4.7%*	*4.9%*	*6.2%*	*4.7%*	*5.6%*	*3.8%*	*5.1%*
%H		*97.0%*	*46.6%*	*22.5%*	*71.3%*	*43.7%*	*27.5%*	*97.0%*
20 - 24	1012	904	396	170	643	349	294	978
%V	*6.4%*	*6.0%*	*5.7%*	*6.4%*	*5.8%*	*6.1%*	*5.5%*	*7.0%*
%H		*89.3%*	*39.1%*	*16.8%*	*63.5%*	*34.5%*	*29.1%*	*96.6%*
25 - 34	1981	1841	916	340	1207	660	547	1888
%V	*12.6%*	*12.2%*	*13.1%*	*12.7%*	*10.9%*	*11.6%*	*10.2%*	*13.5%*
%H		*92.9%*	*46.2%*	*17.2%*	*60.9%*	*33.3%*	*27.6%*	*95.3%*
35 - 44	1895	1814	929	337	1254	722	532	1806
%V	*12.0%*	*12.0%*	*13.3%*	*12.6%*	*11.3%*	*12.7%*	*9.9%*	*12.9%*
%H		*95.7%*	*49.0%*	*17.8%*	*66.2%*	*38.1%*	*28.1%*	*95.3%*
45 - 54	2229	2176	1029	446	1598	893	705	2109
%V	*14.2%*	*14.4%*	*14.7%*	*16.7%*	*14.4%*	*15.7%*	*13.1%*	*15.1%*
%H		*97.6%*	*46.2%*	*20.0%*	*71.7%*	*40.1%*	*31.6%*	*94.6%*
55 - 64	1897	1844	868	306	1410	729	681	1709
%V	*12.0%*	*12.2%*	*12.4%*	*11.5%*	*12.7%*	*12.8%*	*12.7%*	*12.2%*
%H		*97.2%*	*45.8%*	*16.1%*	*74.3%*	*38.4%*	*35.9%*	*90.1%*
65+	3034	2969	1029	368	2475	885	1590	1937
%V	*19.3%*	*19.6%*	*14.7%*	*13.8%*	*22.4%*	*15.6%*	*29.6%*	*13.9%*
%H		*97.9%*	*33.9%*	*12.1%*	*81.6%*	*29.2%*	*52.4%*	*63.8%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 19.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	12781	12260	5509	2133	9110	4558	4551	11138
%H		*95.9%*	*43.1%*	*16.7%*	*71.3%*	*35.7%*	*35.6%*	*87.1%*
AB	3204	3104	1432	496	2317	1156	1161	3058
%V	*25.1%*	*25.3%*	*26.0%*	*23.3%*	*25.4%*	*25.4%*	*25.5%*	*27.5%*
%H		*96.9%*	*44.7%*	*15.5%*	*72.3%*	*36.1%*	*36.2%*	*95.4%*
C1	3362	3181	1422	571	2348	1185	1162	3099
%V	*26.3%*	*25.9%*	*25.8%*	*26.8%*	*25.8%*	*26.0%*	*25.5%*	*27.8%*
%H		*94.6%*	*42.3%*	*17.0%*	*69.8%*	*35.2%*	*34.6%*	*92.2%*
C2	2977	2904	1344	556	2181	1181	1001	2635
%V	*23.3%*	*23.7%*	*24.4%*	*26.1%*	*23.9%*	*25.9%*	*22.0%*	*23.7%*
%H		*97.5%*	*45.1%*	*18.7%*	*73.3%*	*39.7%*	*33.6%*	*88.5%*
D	2208	2102	961	385	1526	779	746	1753
%V	*17.3%*	*17.1%*	*17.4%*	*18.0%*	*16.8%*	*17.1%*	*16.4%*	*15.7%*
%H		*95.2%*	*43.5%*	*17.4%*	*69.1%*	*35.3%*	*33.8%*	*79.4%*
E	1029	970	350	125	738	257	481	593
%V	*8.1%*	*7.9%*	*6.4%*	*5.9%*	*8.1%*	*5.6%*	*10.6%*	*5.3%*
%H		*94.3%*	*34.0%*	*12.1%*	*71.7%*	*25.0%*	*46.7%*	*57.6%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV MidWest

Individual level data

Table 19.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	12781	12260	5509	2133	9110	4558	4551	11138
%H		*95.9%*	*43.1%*	*16.7%*	*71.3%*	*35.7%*	*35.6%*	*87.1%*
Working full time	5786	5586	2754	1080	3979	2260	1719	5566
%V	*45.3%*	*45.6%*	*50.0%*	*50.6%*	*43.7%*	*49.6%*	*37.8%*	*50.0%*
%H		*96.5%*	*47.6%*	*18.7%*	*68.8%*	*39.1%*	*29.7%*	*96.2%*
Working part time	1318	1272	583	238	933	478	454	1248
%V	*10.3%*	*10.4%*	*10.6%*	*11.2%*	*10.2%*	*10.5%*	*10.0%*	*11.2%*
%H		*96.5%*	*44.2%*	*18.1%*	*70.8%*	*36.3%*	*34.4%*	*94.7%*
Not working	5678	5402	2172	814	4197	1820	2377	4323
%V	*44.4%*	*44.1%*	*39.4%*	*38.2%*	*46.1%*	*39.9%*	*52.2%*	*38.8%*
%H		*95.1%*	*38.3%*	*14.3%*	*73.9%*	*32.1%*	*41.9%*	*76.1%*
Housewife/Houseperson	6776	6465	2703	1022	4869	2170	2699	5529
%V	*53.0%*	*52.7%*	*49.1%*	*47.9%*	*53.4%*	*47.6%*	*59.3%*	*49.6%*
%H		*95.4%*	*39.9%*	*15.1%*	*71.9%*	*32.0%*	*39.8%*	*81.6%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 19.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6245	5953	2730	1067	4376	2265	2111	5523
%H		*95.3%*	*43.7%*	*17.1%*	*70.1%*	*36.3%*	*33.8%*	*88.4%*
16 - 19	386	377	181	91	277	173	104	379
%V	*6.2%*	*6.3%*	*6.6%*	*8.5%*	*6.3%*	*7.6%*	*4.9%*	*6.9%*
%H		*97.7%*	*46.9%*	*23.6%*	*71.8%*	*44.8%*	*26.9%*	*98.2%*
20 - 24	509	447	196	89	306	171	135	497
%V	*8.2%*	*7.5%*	*7.2%*	*8.3%*	*7.0%*	*7.5%*	*6.4%*	*9.0%*
%H		*87.8%*	*38.5%*	*17.5%*	*60.1%*	*33.6%*	*26.5%*	*97.6%*
25 - 34	990	911	446	177	600	333	267	943
%V	*15.9%*	*15.3%*	*16.3%*	*16.6%*	*13.7%*	*14.7%*	*12.6%*	*17.1%*
%H		*92.0%*	*45.1%*	*17.9%*	*60.6%*	*33.6%*	*27.0%*	*95.3%*
35 - 44	942	892	459	159	613	349	264	888
%V	*15.1%*	*15.0%*	*16.8%*	*14.9%*	*14.0%*	*15.4%*	*12.5%*	*16.1%*
%H		*94.7%*	*48.7%*	*16.9%*	*65.1%*	*37.0%*	*28.0%*	*94.3%*
45 - 54	1095	1063	508	211	772	430	342	1019
%V	*17.5%*	*17.9%*	*18.6%*	*19.8%*	*17.6%*	*19.0%*	*16.2%*	*18.5%*
%H		*97.1%*	*46.4%*	*19.3%*	*70.5%*	*39.3%*	*31.2%*	*93.1%*
55 - 64	937	905	418	156	691	353	337	837
%V	*15.0%*	*15.2%*	*15.3%*	*14.6%*	*15.8%*	*15.6%*	*16.0%*	*15.2%*
%H		*96.6%*	*44.6%*	*16.6%*	*73.7%*	*37.7%*	*36.0%*	*89.3%*
65+	1386	1357	520	184	1118	456	662	961
%V	*22.2%*	*22.8%*	*19.0%*	*17.2%*	*25.5%*	*20.1%*	*31.4%*	*17.4%*
%H		*97.9%*	*37.5%*	*13.3%*	*80.7%*	*32.9%*	*47.8%*	*69.3%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 19.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6245	5953	2730	1067	4376	2265	2111	5523
%H		*95.3%*	*43.7%*	*17.1%*	*70.1%*	*36.3%*	*33.8%*	*88.4%*
AB	1608	1550	720	252	1152	583	569	1542
%V	*25.7%*	*26.0%*	*26.4%*	*23.6%*	*26.3%*	*25.7%*	*27.0%*	*27.9%*
%H		*96.4%*	*44.8%*	*15.7%*	*71.6%*	*36.3%*	*35.4%*	*95.9%*
C1	1548	1453	677	272	1048	562	486	1457
%V	*24.8%*	*24.4%*	*24.8%*	*25.5%*	*23.9%*	*24.8%*	*23.0%*	*26.4%*
%H		*93.9%*	*43.7%*	*17.6%*	*67.7%*	*36.3%*	*31.4%*	*94.1%*
C2	1586	1540	711	297	1153	624	530	1389
%V	*25.4%*	*25.9%*	*26.0%*	*27.8%*	*26.3%*	*27.5%*	*25.1%*	*25.1%*
%H		*97.1%*	*44.8%*	*18.7%*	*72.7%*	*39.3%*	*33.4%*	*87.6%*
D	1087	1024	483	195	734	394	340	884
%V	*17.4%*	*17.2%*	*17.7%*	*18.3%*	*16.8%*	*17.4%*	*16.1%*	*16.0%*
%H		*94.2%*	*44.4%*	*17.9%*	*67.5%*	*36.2%*	*31.3%*	*81.3%*
E	416	386	138	51	289	102	187	252
%V	*6.7%*	*6.5%*	*5.1%*	*4.8%*	*6.6%*	*4.5%*	*8.9%*	*4.6%*
%H		*92.8%*	*33.2%*	*12.3%*	*69.5%*	*24.5%*	*45.0%*	*60.6%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 19.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6245	5953	2730	1067	4376	2265	2111	5523
%H		*95.3%*	*43.7%*	*17.1%*	*70.1%*	*36.3%*	*33.8%*	*88.4%*
Working full time	3569	3433	1699	655	2447	1387	1059	3421
%V	*57.1%*	*57.7%*	*62.2%*	*61.4%*	*55.9%*	*61.2%*	*50.2%*	*61.9%*
%H		*96.2%*	*47.6%*	*18.4%*	*68.6%*	*38.9%*	*29.7%*	*95.9%*
Working part time	284	261	116	53	180	84	96	255
%V	*4.5%*	*4.4%*	*4.2%*	*5.0%*	*4.1%*	*3.7%*	*4.5%*	*4.6%*
%H		*91.9%*	*40.8%*	*18.7%*	*63.4%*	*29.6%*	*33.8%*	*89.8%*
Not working	2392	2259	915	359	1750	793	956	1847
%V	*38.3%*	*37.9%*	*33.5%*	*33.6%*	*40.0%*	*35.0%*	*45.3%*	*33.4%*
%H		*94.4%*	*38.3%*	*15.0%*	*73.2%*	*33.2%*	*40.0%*	*77.2%*
Housewife/Houseperson	1420	1292	466	195	967	360	607	1023
%V	*22.7%*	*21.7%*	*17.1%*	*18.3%*	*22.1%*	*15.9%*	*28.8%*	*18.5%*
%H		*91.0%*	*32.8%*	*13.7%*	*68.1%*	*25.4%*	*42.7%*	*72.0%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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ITV MidWest

Individual level data

Table 19.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6536	6307	2779	1066	4734	2294	2440	5614
%H		*96.5%*	*42.5%*	*16.3%*	*72.4%*	*35.1%*	*37.3%*	*85.9%*
16 - 19	347	335	161	74	246	148	98	334
%V	*5.3%*	*5.3%*	*5.8%*	*6.9%*	*5.2%*	*6.5%*	*4.0%*	*5.9%*
%H		*96.5%*	*46.4%*	*21.3%*	*70.9%*	*42.7%*	*28.2%*	*96.3%*
20 - 24	503	457	200	81	337	178	159	481
%V	*7.7%*	*7.2%*	*7.2%*	*7.6%*	*7.1%*	*7.8%*	*6.5%*	*8.6%*
%H		*90.9%*	*39.8%*	*16.1%*	*67.0%*	*35.4%*	*31.6%*	*95.6%*
25 - 34	991	930	470	163	607	327	281	945
%V	*15.2%*	*14.7%*	*16.9%*	*15.3%*	*12.8%*	*14.3%*	*11.5%*	*16.8%*
%H		*93.8%*	*47.4%*	*16.4%*	*61.3%*	*33.0%*	*28.4%*	*95.4%*
35 - 44	953	922	469	178	641	373	268	918
%V	*14.6%*	*14.6%*	*16.9%*	*16.7%*	*13.5%*	*16.3%*	*11.0%*	*16.4%*
%H		*96.7%*	*49.2%*	*18.7%*	*67.3%*	*39.1%*	*28.1%*	*96.3%*
45 - 54	1134	1113	521	235	826	463	363	1089
%V	*17.4%*	*17.6%*	*18.7%*	*22.0%*	*17.4%*	*20.2%*	*14.9%*	*19.4%*
%H		*98.1%*	*45.9%*	*20.7%*	*72.8%*	*40.8%*	*32.0%*	*96.0%*
55 - 64	960	939	450	150	719	375	344	871
%V	*14.7%*	*14.9%*	*16.2%*	*14.1%*	*15.2%*	*16.3%*	*14.1%*	*15.5%*
%H		*97.8%*	*46.9%*	*15.6%*	*74.9%*	*39.1%*	*35.8%*	*90.7%*
65+	1648	1612	509	184	1357	429	928	976
%V	*25.2%*	*25.6%*	*18.3%*	*17.3%*	*28.7%*	*18.7%*	*38.0%*	*17.4%*
%H		*97.8%*	*30.9%*	*11.2%*	*82.3%*	*26.0%*	*56.3%*	*59.2%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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ITV MidWest

Individual level data

Table 19.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6536	6307	2779	1066	4734	2294	2440	5614
%H		*96.5%*	*42.5%*	*16.3%*	*72.4%*	*35.1%*	*37.3%*	*85.9%*
AB	1597	1554	711	244	1165	573	592	1516
%V	*24.4%*	*24.6%*	*25.6%*	*22.9%*	*24.6%*	*25.0%*	*24.3%*	*27.0%*
%H		*97.3%*	*44.5%*	*15.3%*	*72.9%*	*35.9%*	*37.1%*	*94.9%*
C1	1814	1728	745	299	1300	624	676	1642
%V	*27.8%*	*27.4%*	*26.8%*	*28.0%*	*27.5%*	*27.2%*	*27.7%*	*29.2%*
%H		*95.3%*	*41.1%*	*16.5%*	*71.7%*	*34.4%*	*37.3%*	*90.5%*
C2	1391	1364	632	259	1028	557	471	1247
%V	*21.3%*	*21.6%*	*22.7%*	*24.3%*	*21.7%*	*24.3%*	*19.3%*	*22.2%*
%H		*98.1%*	*45.4%*	*18.6%*	*73.9%*	*40.0%*	*33.9%*	*89.6%*
D	1122	1078	478	190	792	385	407	868
%V	*17.2%*	*17.1%*	*17.2%*	*17.8%*	*16.7%*	*16.8%*	*16.7%*	*15.5%*
%H		*96.1%*	*42.6%*	*16.9%*	*70.6%*	*34.3%*	*36.3%*	*77.4%*
E	613	583	212	74	449	154	295	341
%V	*9.4%*	*9.2%*	*7.6%*	*6.9%*	*9.5%*	*6.7%*	*12.1%*	*6.1%*
%H		*95.1%*	*34.6%*	*12.1%*	*73.2%*	*25.1%*	*48.1%*	*55.6%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV MidWest

Individual level data

Table 19.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6536	6307	2779	1066	4734	2294	2440	5614
%H		*96.5%*	*42.5%*	*16.3%*	*72.4%*	*35.1%*	*37.3%*	*85.9%*
Working full time	2217	2153	1055	425	1533	873	660	2145
%V	*33.9%*	*34.1%*	*38.0%*	*39.9%*	*32.4%*	*38.1%*	*27.0%*	*38.2%*
%H		*97.1%*	*47.6%*	*19.2%*	*69.1%*	*39.4%*	*29.8%*	*96.8%*
Working part time	1034	1011	467	186	753	394	359	993
%V	*15.8%*	*16.0%*	*16.8%*	*17.4%*	*15.9%*	*17.2%*	*14.7%*	*17.7%*
%H		*97.8%*	*45.2%*	*18.0%*	*72.8%*	*38.1%*	*34.7%*	*96.0%*
Not working	3286	3143	1257	455	2448	1027	1421	2476
%V	*50.3%*	*49.8%*	*45.2%*	*42.7%*	*51.7%*	*44.8%*	*58.2%*	*44.1%*
%H		*95.6%*	*38.3%*	*13.8%*	*74.5%*	*31.3%*	*43.2%*	*75.3%*
Housewife/Houseperson	5356	5173	2237	827	3902	1810	2092	4506
%V	*81.9%*	*82.0%*	*80.5%*	*77.6%*	*82.4%*	*78.9%*	*85.7%*	*80.3%*
%H		*96.6%*	*41.8%*	*15.4%*	*72.9%*	*33.8%*	*39.1%*	*84.1%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South and South East

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Household level data

Table 20.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2890	1202	446	2056	836	1220	2606
%H (All HH)		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*
%H (TV HH)			*41.6%*	*15.4%*	*71.1%*	*28.9%*	*42.2%*	
AB	950	902	382	143	652	277	375	905
%V	*31.1%*	*31.2%*	*31.8%*	*32.1%*	*31.7%*	*33.1%*	*30.7%*	*34.7%*
%H (All HH)		*94.9%*	*40.2%*	*15.1%*	*68.6%*	*29.2%*	*39.5%*	*95.3%*
%H (TV HH)			*42.4%*	*15.9%*	*72.3%*	*30.7%*	*41.6%*	
C1	892	831	358	114	578	234	344	781
%V	*29.2%*	*28.8%*	*29.8%*	*25.6%*	*28.1%*	*28.0%*	*28.2%*	*30.0%*
%H (All HH)		*93.2%*	*40.1%*	*12.8%*	*64.8%*	*26.2%*	*38.6%*	*87.6%*
%H (TV HH)			*43.1%*	*13.7%*	*69.6%*	*28.2%*	*41.4%*	
C2	575	555	248	105	391	191	200	492
%V	*18.8%*	*19.2%*	*20.6%*	*23.5%*	*19.0%*	*22.8%*	*16.4%*	*18.9%*
%H (All HH)		*96.5%*	*43.1%*	*18.3%*	*68.0%*	*33.2%*	*34.8%*	*85.6%*
%H (TV HH)			*44.7%*	*18.9%*	*70.5%*	*34.4%*	*36.0%*	
D	392	367	142	52	264	92	172	293
%V	*12.8%*	*12.7%*	*11.8%*	*11.7%*	*12.8%*	*11.0%*	*14.1%*	*11.2%*
%H (All HH)		*93.6%*	*36.2%*	*13.3%*	*67.3%*	*23.5%*	*43.9%*	*74.7%*
%H (TV HH)			*38.7%*	*14.2%*	*71.9%*	*25.1%*	*46.9%*	
E	249	236	72	32	171	42	130	135
%V	*8.1%*	*8.2%*	*6.0%*	*7.2%*	*8.3%*	*5.0%*	*10.7%*	*5.2%*
%H (All HH)		*94.8%*	*28.9%*	*12.9%*	*68.7%*	*16.9%*	*52.2%*	*54.2%*
%H (TV HH)			*30.5%*	*13.6%*	*72.5%*	*17.8%*	*55.1%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Household level data

Table 20.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2890	1202	446	2056	836	1220	2606
%H (All HH)		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*
%H (TV HH)			*41.6%*	*15.4%*	*71.1%*	*28.9%*	*42.2%*	
Under 25	111	83	28	9	49	11	38	105
%V	*3.6%*	*2.9%*	*2.3%*	*2.0%*	*2.4%*	*1.3%*	*3.1%*	*4.0%*
%H (All HH)		*74.8%*	*25.2%*	*8.1%*	*44.1%*	*9.9%*	*34.2%*	*94.6%*
%H (TV HH)			*33.7%*	*10.8%*	*59.0%*	*13.3%*	*45.8%*	
25 - 34	408	370	178	60	207	90	117	392
%V	*13.3%*	*12.8%*	*14.8%*	*13.5%*	*10.1%*	*10.8%*	*9.6%*	*15.0%*
%H (All HH)		*90.7%*	*43.6%*	*14.7%*	*50.7%*	*22.1%*	*28.7%*	*96.1%*
%H (TV HH)			*48.1%*	*16.2%*	*55.9%*	*24.3%*	*31.6%*	
35 - 44	491	453	218	87	284	142	143	476
%V	*16.1%*	*15.7%*	*18.1%*	*19.5%*	*13.8%*	*17.0%*	*11.7%*	*18.3%*
%H (All HH)		*92.3%*	*44.4%*	*17.7%*	*57.8%*	*28.9%*	*29.1%*	*96.9%*
%H (TV HH)			*48.1%*	*19.2%*	*62.7%*	*31.3%*	*31.6%*	
45 - 54	599	579	264	109	412	203	209	567
%V	*19.6%*	*20.0%*	*22.0%*	*24.4%*	*20.0%*	*24.3%*	*17.1%*	*21.8%*
%H (All HH)		*96.7%*	*44.1%*	*18.2%*	*68.8%*	*33.9%*	*34.9%*	*94.7%*
%H (TV HH)			*45.6%*	*18.8%*	*71.2%*	*35.1%*	*36.1%*	
55 - 64	523	509	206	89	372	158	214	476
%V	*17.1%*	*17.6%*	*17.1%*	*20.0%*	*18.1%*	*18.9%*	*17.5%*	*18.3%*
%H (All HH)		*97.3%*	*39.4%*	*17.0%*	*71.1%*	*30.2%*	*40.9%*	*91.0%*
%H (TV HH)			*40.5%*	*17.5%*	*73.1%*	*31.0%*	*42.0%*	
65 +	925	895	308	91	732	233	500	589
%V	*30.3%*	*31.0%*	*25.6%*	*20.4%*	*35.6%*	*27.9%*	*41.0%*	*22.6%*
%H (All HH)		*96.8%*	*33.3%*	*9.8%*	*79.1%*	*25.2%*	*54.1%*	*63.7%*
%H (TV HH)			*34.4%*	*10.2%*	*81.8%*	*26.0%*	*55.9%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Household level data

Table 20.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2890	1202	446	2056	836	1220	2606
%H (All HH)		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*
%H (TV HH)			*41.6%*	*15.4%*	*71.1%*	*28.9%*	*42.2%*	
1	923	839	236	97	643	146	497	598
%V	*30.2%*	*29.0%*	*19.6%*	*21.7%*	*31.3%*	*17.5%*	*40.7%*	*22.9%*
%H (All HH)		*90.9%*	*25.6%*	*10.5%*	*69.7%*	*15.8%*	*53.8%*	*64.8%*
%H (TV HH)			*28.1%*	*11.6%*	*76.6%*	*17.4%*	*59.2%*	
2	1060	1023	432	144	741	301	440	957
%V	*34.7%*	*35.4%*	*35.9%*	*32.3%*	*36.0%*	*36.0%*	*36.1%*	*36.7%*
%H (All HH)		*96.5%*	*40.8%*	*13.6%*	*69.9%*	*28.4%*	*41.5%*	*90.3%*
%H (TV HH)			*42.2%*	*14.1%*	*72.4%*	*29.4%*	*43.0%*	
3	471	448	219	84	297	153	144	452
%V	*15.4%*	*15.5%*	*18.2%*	*18.8%*	*14.4%*	*18.3%*	*11.8%*	*17.3%*
%H (All HH)		*95.1%*	*46.5%*	*17.8%*	*63.1%*	*32.5%*	*30.6%*	*96.0%*
%H (TV HH)			*48.9%*	*18.8%*	*66.3%*	*34.2%*	*32.1%*	
4	414	403	216	90	265	170	94	411
%V	*13.5%*	*13.9%*	*18.0%*	*20.2%*	*12.9%*	*20.3%*	*7.7%*	*15.8%*
%H (All HH)		*97.3%*	*52.2%*	*21.7%*	*64.0%*	*41.1%*	*22.7%*	*99.3%*
%H (TV HH)			*53.6%*	*22.3%*	*65.8%*	*42.2%*	*23.3%*	
5+	189	178	100	30	110	65	45	188
%V	*6.2%*	*6.2%*	*8.3%*	*6.7%*	*5.4%*	*7.8%*	*3.7%*	*7.2%*
%H (All HH)		*94.2%*	*52.9%*	*15.9%*	*58.2%*	*34.4%*	*23.8%*	*99.5%*
%H (TV HH)			*56.2%*	*16.9%*	*61.8%*	*36.5%*	*25.3%*	
Average HH size	2.33	2.35	2.63	2.61	2.27	2.68	1.99	2.50

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Household level data

Table 20.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2890	1202	446	2056	836	1220	2606
%H (All HH)		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*
%H (TV HH)			*41.6%*	*15.4%*	*71.1%*	*28.9%*	*42.2%*	
Without	2282	2142	806	302	1584	569	1015	1852
%V	*74.6%*	*74.1%*	*67.1%*	*67.7%*	*77.0%*	*68.1%*	*83.2%*	*71.1%*
%H (All HH)		*93.9%*	*35.3%*	*13.2%*	*69.4%*	*24.9%*	*44.5%*	*81.2%*
%H (TV HH)			*37.6%*	*14.1%*	*73.9%*	*26.6%*	*47.4%*	
With	775	748	396	143	472	267	206	754
%V	*25.4%*	*25.9%*	*32.9%*	*32.1%*	*23.0%*	*31.9%*	*16.9%*	*28.9%*
%H (All HH)		*96.5%*	*51.1%*	*18.5%*	*60.9%*	*34.5%*	*26.6%*	*97.3%*
%H (TV HH)			*52.9%*	*19.1%*	*63.1%*	*35.7%*	*27.5%*	
0 - 3	291	276	143	49	167	87	79	281
%V	*9.5%*	*9.6%*	*11.9%*	*11.0%*	*8.1%*	*10.4%*	*6.5%*	*10.8%*
%H (All HH)		*94.8%*	*49.1%*	*16.8%*	*57.4%*	*29.9%*	*27.1%*	*96.6%*
%H (TV HH)			*51.8%*	*17.8%*	*60.5%*	*31.5%*	*28.6%*	
4 - 9	393	378	210	67	222	124	98	382
%V	*12.9%*	*13.1%*	*17.5%*	*15.0%*	*10.8%*	*14.8%*	*8.0%*	*14.7%*
%H (All HH)		*96.2%*	*53.4%*	*17.0%*	*56.5%*	*31.6%*	*24.9%*	*97.2%*
%H (TV HH)			*55.6%*	*17.7%*	*58.7%*	*32.8%*	*25.9%*	
10 - 15	347	340	180	74	228	140	87	339
%V	*11.4%*	*11.8%*	*15.0%*	*16.6%*	*11.1%*	*16.7%*	*7.1%*	*13.0%*
%H (All HH)		*98.0%*	*51.9%*	*21.3%*	*65.7%*	*40.3%*	*25.1%*	*97.7%*
%H (TV HH)			*52.9%*	*21.8%*	*67.1%*	*41.2%*	*25.6%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Household level data

Table 20.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2890	1202	446	2056	836	1220	2606
%H (All HH)		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*
%H (TV HH)			*41.6%*	*15.4%*	*71.1%*	*28.9%*	*42.2%*	
1	1141	1141	374	151	739	151	589	891
%V	*37.3%*	*39.5%*	*31.1%*	*33.9%*	*35.9%*	*18.1%*	*48.3%*	*34.2%*
%H (All HH)		*100.0%*	*32.8%*	*13.2%*	*64.8%*	*13.2%*	*51.6%*	*78.1%*
%H (TV HH)			*32.8%*	*13.2%*	*64.8%*	*13.2%*	*51.6%*	
2	963	963	412	140	694	283	412	836
%V	*31.5%*	*33.3%*	*34.3%*	*31.4%*	*33.8%*	*33.9%*	*33.8%*	*32.1%*
%H (All HH)		*100.0%*	*42.8%*	*14.5%*	*72.1%*	*29.4%*	*42.8%*	*86.8%*
%H (TV HH)			*42.8%*	*14.5%*	*72.1%*	*29.4%*	*42.8%*	
3	489	489	235	95	381	222	159	453
%V	*16.0%*	*16.9%*	*19.6%*	*21.3%*	*18.5%*	*26.6%*	*13.0%*	*17.4%*
%H (All HH)		*100.0%*	*48.1%*	*19.4%*	*77.9%*	*45.4%*	*32.5%*	*92.6%*
%H (TV HH)			*48.1%*	*19.4%*	*77.9%*	*45.4%*	*32.5%*	
4	206	206	124	43	166	125	41	202
%V	*6.7%*	*7.1%*	*10.3%*	*9.6%*	*8.1%*	*15.0%*	*3.4%*	*7.8%*
%H (All HH)		*100.0%*	*60.2%*	*20.9%*	*80.6%*	*60.7%*	*19.9%*	*98.1%*
%H (TV HH)			*60.2%*	*20.9%*	*80.6%*	*60.7%*	*19.9%*	
5+	91	91	57	16	75	56	19	90
%V	*3.0%*	*3.1%*	*4.7%*	*3.6%*	*3.6%*	*6.7%*	*1.6%*	*3.5%*
%H (All HH)		*100.0%*	*62.6%*	*17.6%*	*82.4%*	*61.5%*	*20.9%*	*98.9%*
%H (TV HH)			*62.6%*	*17.6%*	*82.4%*	*61.5%*	*20.9%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV South and South East

Household level data

Table 20.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2890	1202	446	2056	836	1220	2606
%H (All HH)		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*
%H (TV HH)			*41.6%*	*15.4%*	*71.1%*	*28.9%*	*42.2%*	
Under 20"	643	643	262	92	534	248	285	552
%V	*21.0%*	*22.2%*	*21.8%*	*20.6%*	*26.0%*	*29.7%*	*23.4%*	*21.2%*
%H (All HH)		*100.0%*	*40.7%*	*14.3%*	*83.0%*	*38.6%*	*44.3%*	*85.8%*
%H (TV HH)			*40.7%*	*14.3%*	*83.0%*	*38.6%*	*44.3%*	
20" - 29"	1074	1074	426	165	843	360	483	903
%V	*35.1%*	*37.2%*	*35.4%*	*37.0%*	*41.0%*	*43.1%*	*39.6%*	*34.7%*
%H (All HH)		*100.0%*	*39.7%*	*15.4%*	*78.5%*	*33.5%*	*45.0%*	*84.1%*
%H (TV HH)			*39.7%*	*15.4%*	*78.5%*	*33.5%*	*45.0%*	
30" - 39"	1514	1514	647	248	1091	477	615	1321
%V	*49.5%*	*52.4%*	*53.8%*	*55.6%*	*53.1%*	*57.1%*	*50.4%*	*50.7%*
%H (All HH)		*100.0%*	*42.7%*	*16.4%*	*72.1%*	*31.5%*	*40.6%*	*87.3%*
%H (TV HH)			*42.7%*	*16.4%*	*72.1%*	*31.5%*	*40.6%*	
40" and over	1414	1414	748	247	952	531	421	1320
%V	*46.3%*	*48.9%*	*62.2%*	*55.4%*	*46.3%*	*63.5%*	*34.5%*	*50.7%*
%H (All HH)		*100.0%*	*52.9%*	*17.5%*	*67.3%*	*37.6%*	*29.8%*	*93.4%*
%H (TV HH)			*52.9%*	*17.5%*	*67.3%*	*37.6%*	*29.8%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 20.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2890	1202	446	2056	836	1220	2606
%H (All HH)		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*
%H (TV HH)			*41.6%*	*15.4%*	*71.1%*	*28.9%*	*42.2%*	
Main living room	2851	2851	1197	441	2031	832	1199	2439
%V	*93.3%*	*98.7%*	*99.6%*	*98.9%*	*98.8%*	*99.5%*	*98.3%*	*93.6%*
%H (All HH)		*100.0%*	*42.0%*	*15.5%*	*71.2%*	*29.2%*	*42.1%*	*85.5%*
%H (TV HH)			*42.0%*	*15.5%*	*71.2%*	*29.2%*	*42.1%*	
Kitchen	382	382	206	48	316	185	132	346
%V	*12.5%*	*13.2%*	*17.1%*	*10.8%*	*15.4%*	*22.1%*	*10.8%*	*13.3%*
%H (All HH)		*100.0%*	*53.9%*	*12.6%*	*82.7%*	*48.4%*	*34.6%*	*90.6%*
%H (TV HH)			*53.9%*	*12.6%*	*82.7%*	*48.4%*	*34.6%*	
Adult's bedroom	1323	1323	621	237	1009	542	467	1196
%V	*43.3%*	*45.8%*	*51.7%*	*53.1%*	*49.1%*	*64.8%*	*38.3%*	*45.9%*
%H (All HH)		*100.0%*	*46.9%*	*17.9%*	*76.3%*	*41.0%*	*35.3%*	*90.4%*
%H (TV HH)			*46.9%*	*17.9%*	*76.3%*	*41.0%*	*35.3%*	
Child's bedroom	239	239	133	61	168	121	47	234
%V	*7.8%*	*8.3%*	*11.1%*	*13.7%*	*8.2%*	*14.5%*	*3.9%*	*9.0%*
%H (All HH)		*100.0%*	*55.6%*	*25.5%*	*70.3%*	*50.6%*	*19.7%*	*97.9%*
%H (TV HH)			*55.6%*	*25.5%*	*70.3%*	*50.6%*	*19.7%*	
Other bedroom	216	216	121	39	167	109	57	209
%V	*7.1%*	*7.5%*	*10.1%*	*8.7%*	*8.1%*	*13.0%*	*4.7%*	*8.0%*
%H (All HH)		*100.0%*	*56.0%*	*18.1%*	*77.3%*	*50.5%*	*26.4%*	*96.8%*
%H (TV HH)			*56.0%*	*18.1%*	*77.3%*	*50.5%*	*26.4%*	
Second living/dining room	250	250	129	41	195	113	82	229
%V	*8.2%*	*8.7%*	*10.7%*	*9.2%*	*9.5%*	*13.5%*	*6.7%*	*8.8%*
%H (All HH)		*100.0%*	*51.6%*	*16.4%*	*78.0%*	*45.2%*	*32.8%*	*91.6%*
%H (TV HH)			*51.6%*	*16.4%*	*78.0%*	*45.2%*	*32.8%*	
Study/office	66	66	35	6	52	27	25	64
%V	*2.2%*	*2.3%*	*2.9%*	*1.3%*	*2.5%*	*3.2%*	*2.0%*	*2.5%*
%H (All HH)		*100.0%*	*53.0%*	*9.1%*	*78.8%*	*40.9%*	*37.9%*	*97.0%*
%H (TV HH)			*53.0%*	*9.1%*	*78.8%*	*40.9%*	*37.9%*	
TV room	23	23	12	4	13	7	7	23
%V	*0.8%*	*0.8%*	*1.0%*	*0.9%*	*0.6%*	*0.8%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*52.2%*	*17.4%*	*56.5%*	*30.4%*	*30.4%*	*100.0%*
%H (TV HH)			*52.2%*	*17.4%*	*56.5%*	*30.4%*	*30.4%*	
Conservatory	61	61	25	14	53	31	21	55
%V	*2.0%*	*2.1%*	*2.1%*	*3.1%*	*2.6%*	*3.7%*	*1.7%*	*2.1%*
%H (All HH)		*100.0%*	*41.0%*	*23.0%*	*86.9%*	*50.8%*	*34.4%*	*90.2%*
%H (TV HH)			*41.0%*	*23.0%*	*86.9%*	*50.8%*	*34.4%*	
Attic or loft room	8	8	3	1	5	1	4	7
%V	*0.3%*	*0.3%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.3%*
%H (All HH)		*100.0%*	*37.5%*	*12.5%*	*62.5%*	*12.5%*	*50.0%*	*87.5%*
%H (TV HH)			*37.5%*	*12.5%*	*62.5%*	*12.5%*	*50.0%*	
No specific location	5	5	1	1	4	1	3	5
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*20.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	*100.0%*
%H (TV HH)			*20.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	
Other	35	35	21	4	28	18	11	34
%V	*1.1%*	*1.2%*	*1.7%*	*0.9%*	*1.4%*	*2.2%*	*0.9%*	*1.3%*
%H (All HH)		*100.0%*	*60.0%*	*11.4%*	*80.0%*	*51.4%*	*31.4%*	*97.1%*
%H (TV HH)			*60.0%*	*11.4%*	*80.0%*	*51.4%*	*31.4%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 20.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2890	1202	446	2056	836	1220	2606
%H (All HH)		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*
%H (TV HH)			*41.6%*	*15.4%*	*71.1%*	*28.9%*	*42.2%*	
Any DSAT provider	1202	1202	1202	20	650	650	0	1115
%V	*39.3%*	*41.6%*	*100.0%*	*4.5%*	*31.6%*	*77.8%*	*0.0%*	*42.8%*
%H (All HH)			*100.0%*	*1.7%*	*54.1%*	*54.1%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*1.7%*	*54.1%*	*54.1%*	*0.0%*	
Sky with subcription	974	974	974	12	523	523	0	918
%V	*31.9%*	*33.7%*	*81.0%*	*2.7%*	*25.4%*	*62.6%*	*0.0%*	*35.2%*
%H (All HH)			*100.0%*	*1.2%*	*53.7%*	*53.7%*	*0.0%*	*94.3%*
%H (TV HH)			*100.0%*	*1.2%*	*53.7%*	*53.7%*	*0.0%*	
Sky without subscription	48	48	48	1	28	28	0	37
%V	*1.6%*	*1.7%*	*4.0%*	*0.2%*	*1.4%*	*3.3%*	*0.0%*	*1.4%*
%H (All HH)			*100.0%*	*2.1%*	*58.3%*	*58.3%*	*0.0%*	*77.1%*
%H (TV HH)			*100.0%*	*2.1%*	*58.3%*	*58.3%*	*0.0%*	
Freesat	185	185	185	5	97	97	0	167
%V	*6.1%*	*6.4%*	*15.4%*	*1.1%*	*4.7%*	*11.6%*	*0.0%*	*6.4%*
%H (All HH)			*100.0%*	*2.7%*	*52.4%*	*52.4%*	*0.0%*	*90.3%*
%H (TV HH)			*100.0%*	*2.7%*	*52.4%*	*52.4%*	*0.0%*	
Other satellite provider	42	42	42	3	26	26	0	40
%V	*1.4%*	*1.5%*	*3.5%*	*0.7%*	*1.3%*	*3.1%*	*0.0%*	*1.5%*
%H (All HH)			*100.0%*	*7.1%*	*61.9%*	*61.9%*	*0.0%*	*95.2%*
%H (TV HH)			*100.0%*	*7.1%*	*61.9%*	*61.9%*	*0.0%*	
DCAB	446	446	20	446	199	199	0	425
%V	*14.6%*	*15.4%*	*1.7%*	*100.0%*	*9.7%*	*23.8%*	*0.0%*	*16.3%*
%H (All HH)			*4.5%*	*100.0%*	*44.6%*	*44.6%*	*0.0%*	*95.3%*
%H (TV HH)			*4.5%*	*100.0%*	*44.6%*	*44.6%*	*0.0%*	
DTT	2056	2056	650	199	2056	836	1220	1696
%V	*67.3%*	*71.1%*	*54.1%*	*44.6%*	*100.0%*	*100.0%*	*100.0%*	*65.1%*
%H (All HH)		*100.0%*	*31.6%*	*9.7%*	*100.0%*	*40.7%*	*59.3%*	*82.5%*
%H (TV HH)			*31.6%*	*9.7%*	*100.0%*	*40.7%*	*59.3%*	

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

%V = percentage of vertical total

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

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

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Household level data

Table 20.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2890	1202	446	2056	836	1220	2606
%H (All HH)		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*
%H (TV HH)			*41.6%*	*15.4%*	*71.1%*	*28.9%*	*42.2%*	
PVR	1882	1882	1049	387	1215	751	464	1752
%V	*61.6%*	*65.1%*	*87.3%*	*86.8%*	*59.1%*	*89.8%*	*38.0%*	*67.2%*
%H (All HH)		*100.0%*	*55.7%*	*20.6%*	*64.6%*	*39.9%*	*24.7%*	*93.1%*
%H (TV HH)			*55.7%*	*20.6%*	*64.6%*	*39.9%*	*24.7%*	
DVDR	115	115	41	15	95	36	59	94
%V	*3.8%*	*4.0%*	*3.4%*	*3.4%*	*4.6%*	*4.3%*	*4.8%*	*3.6%*
%H (All HH)		*100.0%*	*35.7%*	*13.0%*	*82.6%*	*31.3%*	*51.3%*	*81.7%*
%H (TV HH)			*35.7%*	*13.0%*	*82.6%*	*31.3%*	*51.3%*	
VCR	61	61	15	8	55	16	39	41
%V	*2.0%*	*2.1%*	*1.2%*	*1.8%*	*2.7%*	*1.9%*	*3.2%*	*1.6%*
%H (All HH)		*100.0%*	*24.6%*	*13.1%*	*90.2%*	*26.2%*	*63.9%*	*67.2%*
%H (TV HH)			*24.6%*	*13.1%*	*90.2%*	*26.2%*	*63.9%*	
Any recorder	1941	1941	1055	391	1273	758	514	1789
%V	*63.5%*	*67.2%*	*87.8%*	*87.7%*	*61.9%*	*90.7%*	*42.1%*	*68.6%*
%H (All HH)		*100.0%*	*54.4%*	*20.1%*	*65.6%*	*39.1%*	*26.5%*	*92.2%*
%H (TV HH)			*54.4%*	*20.1%*	*65.6%*	*39.1%*	*26.5%*	
Receives HDTV (via STB or built-in reception)	1895	1895	945	380	1296	707	589	1766
%V	*62.0%*	*65.6%*	*78.6%*	*85.2%*	*63.0%*	*84.6%*	*48.3%*	*67.8%*
%H (All HH)		*100.0%*	*49.9%*	*20.1%*	*68.4%*	*37.3%*	*31.1%*	*93.2%*
%H (TV HH)			*49.9%*	*20.1%*	*68.4%*	*37.3%*	*31.1%*	
DVD/Blu-ray player or recorder	2195	2195	944	356	1592	696	896	1939
%V	*71.8%*	*76.0%*	*78.5%*	*79.8%*	*77.4%*	*83.3%*	*73.4%*	*74.4%*
%H (All HH)		*100.0%*	*43.0%*	*16.2%*	*72.5%*	*31.7%*	*40.8%*	*88.3%*
%H (TV HH)			*43.0%*	*16.2%*	*72.5%*	*31.7%*	*40.8%*	

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

%V = percentage of vertical total

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

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

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Household level data

Table 20.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2890	1202	446	2056	836	1220	2606
%H (All HH)		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*
%H (TV HH)			*41.6%*	*15.4%*	*71.1%*	*28.9%*	*42.2%*	
Has broadband internet	2606	2473	1115	425	1696	785	910	2606
%V	*85.2%*	*85.6%*	*92.8%*	*95.3%*	*82.5%*	*93.9%*	*74.6%*	*100.0%*
%H (All HH)		*94.9%*	*42.8%*	*16.3%*	*65.1%*	*30.1%*	*34.9%*	*100.0%*
%H (TV HH)			*45.1%*	*17.2%*	*68.6%*	*31.7%*	*36.8%*	
Number of computers (PCs and laptops)								
0	485	449	108	34	372	64	308	67
%V	*15.9%*	*15.5%*	*9.0%*	*7.6%*	*18.1%*	*7.7%*	*25.2%*	*2.6%*
%H (All HH)		*92.6%*	*22.3%*	*7.0%*	*76.7%*	*13.2%*	*63.5%*	*13.8%*
%H (TV HH)			*24.1%*	*7.6%*	*82.9%*	*14.3%*	*68.6%*	
1	688	636	232	93	440	138	302	665
%V	*22.5%*	*22.0%*	*19.3%*	*20.9%*	*21.4%*	*16.5%*	*24.8%*	*25.5%*
%H (All HH)		*92.4%*	*33.7%*	*13.5%*	*64.0%*	*20.1%*	*43.9%*	*96.7%*
%H (TV HH)			*36.5%*	*14.6%*	*69.2%*	*21.7%*	*47.5%*	
2	731	692	313	111	481	215	265	727
%V	*23.9%*	*23.9%*	*26.0%*	*24.9%*	*23.4%*	*25.7%*	*21.7%*	*27.9%*
%H (All HH)		*94.7%*	*42.8%*	*15.2%*	*65.8%*	*29.4%*	*36.3%*	*99.5%*
%H (TV HH)			*45.2%*	*16.0%*	*69.5%*	*31.1%*	*38.3%*	
3	462	450	206	81	319	158	161	458
%V	*15.1%*	*15.6%*	*17.1%*	*18.2%*	*15.5%*	*18.9%*	*13.2%*	*17.6%*
%H (All HH)		*97.4%*	*44.6%*	*17.5%*	*69.0%*	*34.2%*	*34.8%*	*99.1%*
%H (TV HH)			*45.8%*	*18.0%*	*70.9%*	*35.1%*	*35.8%*	
4	310	294	148	54	186	101	85	310
%V	*10.1%*	*10.2%*	*12.3%*	*12.1%*	*9.0%*	*12.1%*	*7.0%*	*11.9%*
%H (All HH)		*94.8%*	*47.7%*	*17.4%*	*60.0%*	*32.6%*	*27.4%*	*100.0%*
%H (TV HH)			*50.3%*	*18.4%*	*63.3%*	*34.4%*	*28.9%*	
5+	382	368	196	73	258	159	99	379
%V	*12.5%*	*12.7%*	*16.3%*	*16.4%*	*12.5%*	*19.0%*	*8.1%*	*14.5%*
%H (All HH)		*96.3%*	*51.3%*	*19.1%*	*67.5%*	*41.6%*	*25.9%*	*99.2%*
%H (TV HH)			*53.3%*	*19.8%*	*70.1%*	*43.2%*	*26.9%*	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South and South East

Set level data

Table 20.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5848	2712	977	4344	2186	2157	5215
%H		*46.4%*	*16.7%*	*74.3%*	*37.4%*	*36.9%*	*89.2%*
Under 20"	815	336	121	681	327	354	711
%V	*13.9%*	*12.4%*	*12.4%*	*15.7%*	*15.0%*	*16.4%*	*13.6%*
%H		*41.2%*	*14.8%*	*83.6%*	*40.1%*	*43.4%*	*87.2%*
20" - 29"	1374	574	211	1094	503	590	1176
%V	*23.5%*	*21.2%*	*21.6%*	*25.2%*	*23.0%*	*27.4%*	*22.6%*
%H		*41.8%*	*15.4%*	*79.6%*	*36.6%*	*42.9%*	*85.6%*
30" - 39"	1851	824	320	1350	647	703	1632
%V	*31.7%*	*30.4%*	*32.8%*	*31.1%*	*29.6%*	*32.6%*	*31.3%*
%H		*44.5%*	*17.3%*	*72.9%*	*35.0%*	*38.0%*	*88.2%*
40" and over	1762	959	321	1191	699	492	1661
%V	*30.1%*	*35.4%*	*32.9%*	*27.4%*	*32.0%*	*22.8%*	*31.9%*
%H		*54.4%*	*18.2%*	*67.6%*	*39.7%*	*27.9%*	*94.3%*
Don't know	46	19	4	29	10	18	35
%V	*0.8%*	*0.7%*	*0.4%*	*0.7%*	*0.5%*	*0.8%*	*0.7%*
%H		*41.3%*	*8.7%*	*63.0%*	*21.7%*	*39.1%*	*76.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South and South East

Set level data

Table 20.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5848	2712	977	4344	2186	2157	5215
%H		*46.4%*	*16.7%*	*74.3%*	*37.4%*	*36.9%*	*89.2%*
Main living room	2873	1207	448	2044	840	1205	2460
%V	*49.1%*	*44.5%*	*45.9%*	*47.1%*	*38.4%*	*55.9%*	*47.2%*
%H		*42.0%*	*15.6%*	*71.1%*	*29.2%*	*41.9%*	*85.6%*
Kitchen	383	208	48	317	185	132	347
%V	*6.5%*	*7.7%*	*4.9%*	*7.3%*	*8.5%*	*6.1%*	*6.7%*
%H		*54.3%*	*12.5%*	*82.8%*	*48.3%*	*34.5%*	*90.6%*
Adult's bedroom	1559	740	287	1200	664	536	1423
%V	*26.7%*	*27.3%*	*29.4%*	*27.6%*	*30.4%*	*24.8%*	*27.3%*
%H		*47.5%*	*18.4%*	*77.0%*	*42.6%*	*34.4%*	*91.3%*
Child's bedroom	306	173	74	216	156	60	299
%V	*5.2%*	*6.4%*	*7.6%*	*5.0%*	*7.1%*	*2.8%*	*5.7%*
%H		*56.5%*	*24.2%*	*70.6%*	*51.0%*	*19.6%*	*97.7%*
Other bedroom	259	149	45	202	136	66	252
%V	*4.4%*	*5.5%*	*4.6%*	*4.7%*	*6.2%*	*3.1%*	*4.8%*
%H		*57.5%*	*17.4%*	*78.0%*	*52.5%*	*25.5%*	*97.3%*
Second living/dining room	259	134	44	202	118	84	238
%V	*4.4%*	*4.9%*	*4.5%*	*4.7%*	*5.4%*	*3.9%*	*4.6%*
%H		*51.7%*	*17.0%*	*78.0%*	*45.6%*	*32.4%*	*91.9%*
Study/office	70	38	8	55	29	26	67
%V	*1.2%*	*1.4%*	*0.8%*	*1.3%*	*1.3%*	*1.2%*	*1.3%*
%H		*54.3%*	*11.4%*	*78.6%*	*41.4%*	*37.1%*	*95.7%*
TV room	23	12	4	13	7	7	23
%V	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.3%*	*0.3%*	*0.4%*
%H		*52.2%*	*17.4%*	*56.5%*	*30.4%*	*30.4%*	*100.0%*
Conservatory	62	27	14	54	32	21	56
%V	*1.1%*	*1.0%*	*1.4%*	*1.2%*	*1.5%*	*1.0%*	*1.1%*
%H		*43.5%*	*22.6%*	*87.1%*	*51.6%*	*33.9%*	*90.3%*
Attic or loft room	8	3	1	5	1	4	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H		*37.5%*	*12.5%*	*62.5%*	*12.5%*	*50.0%*	*87.5%*
No specific location	5	1	1	4	1	3	5
%V	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*
%H		*20.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	*100.0%*
Other	40	22	4	32	18	14	38
%V	*0.7%*	*0.8%*	*0.4%*	*0.7%*	*0.8%*	*0.6%*	*0.7%*
%H		*55.0%*	*10.0%*	*80.0%*	*45.0%*	*35.0%*	*95.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South and South East

Set level data

Table 20.13: Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5848	2712	977	4344	2186	2157	5215
%H		*46.4%*	*16.7%*	*74.3%*	*37.4%*	*36.9%*	*89.2%*
PVR	2482	1456	537	1567	1045	522	2337
%V	*42.4%*	*53.7%*	*55.0%*	*36.1%*	*47.8%*	*24.2%*	*44.8%*
%H		*58.7%*	*21.6%*	*63.1%*	*42.1%*	*21.0%*	*94.2%*
DVDR	124	44	15	104	40	64	102
%V	*2.1%*	*1.6%*	*1.5%*	*2.4%*	*1.8%*	*3.0%*	*2.0%*
%H		*35.5%*	*12.1%*	*83.9%*	*32.3%*	*51.6%*	*82.3%*
VCR	65	16	8	59	17	42	44
%V	*1.1%*	*0.6%*	*0.8%*	*1.4%*	*0.8%*	*1.9%*	*0.8%*
%H		*24.6%*	*12.3%*	*90.8%*	*26.2%*	*64.6%*	*67.7%*
Any recorder	2564	1472	542	1644	1062	583	2393
%V	*43.8%*	*54.3%*	*55.5%*	*37.8%*	*48.6%*	*27.0%*	*45.9%*
%H		*57.4%*	*21.1%*	*64.1%*	*41.4%*	*22.7%*	*93.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.14: Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5848	2712	977	4344	2186	2157	5215
%H		*46.4%*	*16.7%*	*74.3%*	*37.4%*	*36.9%*	*89.2%*
Receives HDTV (via STB or built-in reception)	2751	1406	599	1923	1144	779	2600
%V	*47.0%*	*51.8%*	*61.3%*	*44.3%*	*52.3%*	*36.1%*	*49.9%*
%H		*51.1%*	*21.8%*	*69.9%*	*41.6%*	*28.3%*	*94.5%*
DVD/Blu-ray player or recorder	3194	1471	549	2362	1177	1185	2889
%V	*54.6%*	*54.2%*	*56.2%*	*54.4%*	*53.8%*	*54.9%*	*55.4%*
%H		*46.1%*	*17.2%*	*74.0%*	*36.9%*	*37.1%*	*90.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South and South East

Set level data

Table 20.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2884	1202	446	2055	836	1219	2467
%H		*41.7%*	*15.5%*	*71.3%*	*29.0%*	*42.3%*	*85.5%*
Under 20"	48	3	1	40	1	39	31
%V	*1.7%*	*0.2%*	*0.2%*	*1.9%*	*0.1%*	*3.2%*	*1.3%*
%H		*6.3%*	*2.1%*	*83.3%*	*2.1%*	*81.3%*	*64.6%*
20" - 29"	379	83	49	299	56	244	261
%V	*13.1%*	*6.9%*	*11.0%*	*14.5%*	*6.7%*	*20.0%*	*10.6%*
%H		*21.9%*	*12.9%*	*78.9%*	*14.8%*	*64.4%*	*68.9%*
30" - 39"	1062	384	155	778	263	515	878
%V	*36.8%*	*31.9%*	*34.8%*	*37.9%*	*31.5%*	*42.2%*	*35.6%*
%H		*36.2%*	*14.6%*	*73.3%*	*24.8%*	*48.5%*	*82.7%*
40" and over	1373	725	239	924	514	411	1282
%V	*47.6%*	*60.3%*	*53.6%*	*45.0%*	*61.5%*	*33.7%*	*52.0%*
%H		*52.8%*	*17.4%*	*67.3%*	*37.4%*	*29.9%*	*93.4%*
Don't know	22	7	1	13	2	11	16
%V	*0.8%*	*0.6%*	*0.2%*	*0.6%*	*0.2%*	*0.9%*	*0.6%*
%H		*31.8%*	*4.5%*	*59.1%*	*9.1%*	*50.0%*	*72.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South and South East

Set level data

Table 20.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2884	1202	446	2055	836	1219	2467
%H		*41.7%*	*15.5%*	*71.3%*	*29.0%*	*42.3%*	*85.5%*
PVR	1855	1040	384	1191	742	449	1731
%V	*64.3%*	*86.5%*	*86.1%*	*58.0%*	*88.8%*	*36.8%*	*70.2%*
%H		*56.1%*	*20.7%*	*64.2%*	*40.0%*	*24.2%*	*93.3%*
DVDR	94	31	13	77	27	50	76
%V	*3.3%*	*2.6%*	*2.9%*	*3.7%*	*3.2%*	*4.1%*	*3.1%*
%H		*33.0%*	*13.8%*	*81.9%*	*28.7%*	*53.2%*	*80.9%*
VCR	52	13	6	47	14	33	35
%V	*1.8%*	*1.1%*	*1.3%*	*2.3%*	*1.7%*	*2.7%*	*1.4%*
%H		*25.0%*	*11.5%*	*90.4%*	*26.9%*	*63.5%*	*67.3%*
Any recorder	1909	1045	387	1243	747	496	1764
%V	*66.2%*	*86.9%*	*86.8%*	*60.5%*	*89.4%*	*40.7%*	*71.5%*
%H		*54.7%*	*20.3%*	*65.1%*	*39.1%*	*26.0%*	*92.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.17: Main Set - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2884	1202	446	2055	836	1219	2467
%H		*41.7%*	*15.5%*	*71.3%*	*29.0%*	*42.3%*	*85.5%*
Receives HDTV (via STB or built-in reception)	1860	931	375	1266	694	572	1735
%V	*64.5%*	*77.5%*	*84.1%*	*61.6%*	*83.0%*	*46.9%*	*70.3%*
%H		*50.1%*	*20.2%*	*68.1%*	*37.3%*	*30.8%*	*93.3%*
DVD/Blu-ray player or recorder	2049	876	331	1482	640	842	1805
%V	*71.0%*	*72.9%*	*74.2%*	*72.1%*	*76.6%*	*69.1%*	*73.2%*
%H		*42.8%*	*16.2%*	*72.3%*	*31.2%*	*41.1%*	*88.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South and South East

Set level data

Table 20.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2964	1510	531	2289	1351	938	2748
%H		*50.9%*	*17.9%*	*77.2%*	*45.6%*	*31.6%*	*92.7%*
Under 20"	767	332	120	640	326	315	680
%V	*25.9%*	*22.0%*	*22.6%*	*28.0%*	*24.1%*	*33.6%*	*24.7%*
%H		*43.3%*	*15.6%*	*83.4%*	*42.5%*	*41.1%*	*88.7%*
20" - 29"	995	491	162	794	447	347	915
%V	*33.6%*	*32.5%*	*30.5%*	*34.7%*	*33.1%*	*37.0%*	*33.3%*
%H		*49.3%*	*16.3%*	*79.8%*	*44.9%*	*34.9%*	*92.0%*
30" - 39"	788	440	165	572	384	188	755
%V	*26.6%*	*29.1%*	*31.1%*	*25.0%*	*28.4%*	*20.0%*	*27.5%*
%H		*55.8%*	*20.9%*	*72.6%*	*48.7%*	*23.9%*	*95.8%*
40" and over	390	233	82	267	185	81	378
%V	*13.2%*	*15.4%*	*15.4%*	*11.7%*	*13.7%*	*8.6%*	*13.8%*
%H		*59.7%*	*21.0%*	*68.5%*	*47.4%*	*20.8%*	*96.9%*
Don't know	23	13	3	15	8	7	19
%V	*0.8%*	*0.9%*	*0.6%*	*0.7%*	*0.6%*	*0.7%*	*0.7%*
%H		*56.5%*	*13.0%*	*65.2%*	*34.8%*	*30.4%*	*82.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South and South East

Set level data

Table 20.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2964	1510	531	2289	1351	938	2748
%H		*50.9%*	*17.9%*	*77.2%*	*45.6%*	*31.6%*	*92.7%*
PVR	627	416	153	376	303	73	606
%V	*21.2%*	*27.5%*	*28.8%*	*16.4%*	*22.4%*	*7.8%*	*22.1%*
%H		*66.3%*	*24.4%*	*60.0%*	*48.3%*	*11.6%*	*96.7%*
DVDR	30	13	2	27	13	14	26
%V	*1.0%*	*0.9%*	*0.4%*	*1.2%*	*1.0%*	*1.5%*	*0.9%*
%H		*43.3%*	*6.7%*	*90.0%*	*43.3%*	*46.7%*	*86.7%*
VCR	13	3	2	12	3	9	9
%V	*0.4%*	*0.2%*	*0.4%*	*0.5%*	*0.2%*	*1.0%*	*0.3%*
%H		*23.1%*	*15.4%*	*92.3%*	*23.1%*	*69.2%*	*69.2%*
Any recorder	655	428	155	402	315	87	628
%V	*22.1%*	*28.3%*	*29.2%*	*17.6%*	*23.3%*	*9.3%*	*22.9%*
%H		*65.3%*	*23.7%*	*61.4%*	*48.1%*	*13.3%*	*95.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2964	1510	531	2289	1351	938	2748
%H		*50.9%*	*17.9%*	*77.2%*	*45.6%*	*31.6%*	*92.7%*
Receives HDTV (via STB or built-in reception)	891	476	223	658	450	208	865
%V	*30.1%*	*31.5%*	*42.0%*	*28.7%*	*33.3%*	*22.2%*	*31.5%*
%H		*53.4%*	*25.0%*	*73.8%*	*50.5%*	*23.3%*	*97.1%*
DVD/Blu-ray player or recorder	1145	596	218	879	537	342	1084
%V	*38.6%*	*39.5%*	*41.1%*	*38.4%*	*39.7%*	*36.5%*	*39.4%*
%H		*52.1%*	*19.0%*	*76.8%*	*46.9%*	*29.9%*	*94.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Individual level data

Table 20.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7130	6796	3157	1162	4670	2241	2429	6523
%H		*95.3%*	*44.3%*	*16.3%*	*65.5%*	*31.4%*	*34.1%*	*91.5%*
Total Children	1331	1285	692	243	793	450	343	1298
%V	*18.7%*	*18.9%*	*21.9%*	*20.9%*	*17.0%*	*20.1%*	*14.1%*	*19.9%*
%H		*96.5%*	*52.0%*	*18.3%*	*59.6%*	*33.8%*	*25.8%*	*97.5%*
0 - 3	340	323	168	59	194	104	90	330
%V	*4.8%*	*4.8%*	*5.3%*	*5.1%*	*4.2%*	*4.6%*	*3.7%*	*5.1%*
%H		*95.0%*	*49.4%*	*17.4%*	*57.1%*	*30.6%*	*26.5%*	*97.1%*
4 - 15	991	962	523	183	599	346	253	969
%V	*13.9%*	*14.2%*	*16.6%*	*15.7%*	*12.8%*	*15.4%*	*10.4%*	*14.9%*
%H		*97.1%*	*52.8%*	*18.5%*	*60.4%*	*34.9%*	*25.5%*	*97.8%*
4 - 9	534	514	289	88	302	167	134	519
%V	*7.5%*	*7.6%*	*9.2%*	*7.6%*	*6.5%*	*7.5%*	*5.5%*	*8.0%*
%H		*96.3%*	*54.1%*	*16.5%*	*56.6%*	*31.3%*	*25.1%*	*97.2%*
10 - 15	457	448	235	96	297	179	119	449
%V	*6.4%*	*6.6%*	*7.4%*	*8.3%*	*6.4%*	*8.0%*	*4.9%*	*6.9%*
%H		*98.0%*	*51.4%*	*21.0%*	*65.0%*	*39.2%*	*26.0%*	*98.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Individual level data

Table 20.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7130	6796	3157	1162	4670	2241	2429	6523
%H		*95.3%*	*44.3%*	*16.3%*	*65.5%*	*31.4%*	*34.1%*	*91.5%*
Total Adults (16+)	5800	5511	2465	920	3876	1791	2085	5225
%V	*81.3%*	*81.1%*	*78.1%*	*79.2%*	*83.0%*	*79.9%*	*85.8%*	*80.1%*
%H		*95.0%*	*42.5%*	*15.9%*	*66.8%*	*30.9%*	*35.9%*	*90.1%*
16 - 19	329	309	153	64	210	123	88	320
%V	*4.6%*	*4.5%*	*4.8%*	*5.5%*	*4.5%*	*5.5%*	*3.6%*	*4.9%*
%H		*93.9%*	*46.5%*	*19.5%*	*63.8%*	*37.4%*	*26.7%*	*97.3%*
20 - 24	405	353	161	61	227	113	114	397
%V	*5.7%*	*5.2%*	*5.1%*	*5.2%*	*4.9%*	*5.0%*	*4.7%*	*6.1%*
%H		*87.2%*	*39.8%*	*15.1%*	*56.0%*	*27.9%*	*28.1%*	*98.0%*
25 - 34	854	783	381	131	469	221	248	826
%V	*12.0%*	*11.5%*	*12.1%*	*11.3%*	*10.0%*	*9.9%*	*10.2%*	*12.7%*
%H		*91.7%*	*44.6%*	*15.3%*	*54.9%*	*25.9%*	*29.0%*	*96.7%*
35 - 44	885	827	414	164	512	269	242	861
%V	*12.4%*	*12.2%*	*13.1%*	*14.1%*	*11.0%*	*12.0%*	*10.0%*	*13.2%*
%H		*93.4%*	*46.8%*	*18.5%*	*57.9%*	*30.4%*	*27.3%*	*97.3%*
45 - 54	1041	1011	479	195	715	376	339	1001
%V	*14.6%*	*14.9%*	*15.2%*	*16.8%*	*15.3%*	*16.8%*	*14.0%*	*15.3%*
%H		*97.1%*	*46.0%*	*18.7%*	*68.7%*	*36.1%*	*32.6%*	*96.2%*
55 - 64	877	857	369	155	629	291	338	821
%V	*12.3%*	*12.6%*	*11.7%*	*13.3%*	*13.5%*	*13.0%*	*13.9%*	*12.6%*
%H		*97.7%*	*42.1%*	*17.7%*	*71.7%*	*33.2%*	*38.5%*	*93.6%*
65+	1409	1372	508	150	1116	398	717	999
%V	*19.8%*	*20.2%*	*16.1%*	*12.9%*	*23.9%*	*17.8%*	*29.5%*	*15.3%*
%H		*97.4%*	*36.1%*	*10.6%*	*79.2%*	*28.2%*	*50.9%*	*70.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Individual level data

Table 20.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5800	5511	2465	920	3876	1791	2085	5225
%H		*95.0%*	*42.5%*	*15.9%*	*66.8%*	*30.9%*	*35.9%*	*90.1%*
AB	1896	1812	820	296	1295	601	694	1837
%V	*32.7%*	*32.9%*	*33.3%*	*32.2%*	*33.4%*	*33.6%*	*33.3%*	*35.2%*
%H		*95.6%*	*43.2%*	*15.6%*	*68.3%*	*31.7%*	*36.6%*	*96.9%*
C1	1701	1590	719	236	1091	491	600	1564
%V	*29.3%*	*28.9%*	*29.2%*	*25.7%*	*28.1%*	*27.4%*	*28.8%*	*29.9%*
%H		*93.5%*	*42.3%*	*13.9%*	*64.1%*	*28.9%*	*35.3%*	*91.9%*
C2	1147	1114	527	237	784	435	349	1035
%V	*19.8%*	*20.2%*	*21.4%*	*25.8%*	*20.2%*	*24.3%*	*16.7%*	*19.8%*
%H		*97.1%*	*45.9%*	*20.7%*	*68.4%*	*37.9%*	*30.4%*	*90.2%*
D	731	687	302	103	487	204	282	597
%V	*12.6%*	*12.5%*	*12.3%*	*11.2%*	*12.6%*	*11.4%*	*13.5%*	*11.4%*
%H		*94.0%*	*41.3%*	*14.1%*	*66.6%*	*27.9%*	*38.6%*	*81.7%*
E	324	309	97	47	220	59	161	192
%V	*5.6%*	*5.6%*	*3.9%*	*5.1%*	*5.7%*	*3.3%*	*7.7%*	*3.7%*
%H		*95.4%*	*29.9%*	*14.5%*	*67.9%*	*18.2%*	*49.7%*	*59.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South and South East

Individual level data

Table 20.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5800	5511	2465	920	3876	1791	2085	5225
%H		*95.0%*	*42.5%*	*15.9%*	*66.8%*	*30.9%*	*35.9%*	*90.1%*
Working full time	2732	2589	1260	486	1714	892	822	2667
%V	*47.1%*	*47.0%*	*51.1%*	*52.8%*	*44.2%*	*49.8%*	*39.4%*	*51.0%*
%H		*94.8%*	*46.1%*	*17.8%*	*62.7%*	*32.7%*	*30.1%*	*97.6%*
Working part time	673	650	321	105	455	235	220	643
%V	*11.6%*	*11.8%*	*13.0%*	*11.4%*	*11.7%*	*13.1%*	*10.6%*	*12.3%*
%H		*96.6%*	*47.7%*	*15.6%*	*67.6%*	*34.9%*	*32.7%*	*95.5%*
Not working	2394	2272	884	328	1707	663	1044	1915
%V	*41.3%*	*41.2%*	*35.9%*	*35.7%*	*44.0%*	*37.0%*	*50.1%*	*36.7%*
%H		*94.9%*	*36.9%*	*13.7%*	*71.3%*	*27.7%*	*43.6%*	*80.0%*
Housewife/Houseperson	3057	2890	1202	446	2056	836	1220	2606
%V	*52.7%*	*52.4%*	*48.8%*	*48.5%*	*53.0%*	*46.7%*	*58.5%*	*49.9%*
%H		*94.5%*	*39.3%*	*14.6%*	*67.3%*	*27.3%*	*39.9%*	*85.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Individual level data

Table 20.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2830	2676	1228	460	1872	909	963	2586
%H		*94.6%*	*43.4%*	*16.3%*	*66.1%*	*32.1%*	*34.0%*	*91.4%*
16 - 19	177	165	82	37	113	70	43	172
%V	*6.3%*	*6.2%*	*6.7%*	*8.0%*	*6.0%*	*7.7%*	*4.5%*	*6.7%*
%H		*93.2%*	*46.3%*	*20.9%*	*63.8%*	*39.5%*	*24.3%*	*97.2%*
20 - 24	205	180	78	32	117	61	56	202
%V	*7.2%*	*6.7%*	*6.4%*	*7.0%*	*6.3%*	*6.7%*	*5.8%*	*7.8%*
%H		*87.8%*	*38.0%*	*15.6%*	*57.1%*	*29.8%*	*27.3%*	*98.5%*
25 - 34	425	385	186	68	230	111	119	413
%V	*15.0%*	*14.4%*	*15.1%*	*14.8%*	*12.3%*	*12.2%*	*12.4%*	*16.0%*
%H		*90.6%*	*43.8%*	*16.0%*	*54.1%*	*26.1%*	*28.0%*	*97.2%*
35 - 44	430	399	203	80	238	127	111	418
%V	*15.2%*	*14.9%*	*16.5%*	*17.4%*	*12.7%*	*14.0%*	*11.5%*	*16.2%*
%H		*92.8%*	*47.2%*	*18.6%*	*55.3%*	*29.5%*	*25.8%*	*97.2%*
45 - 54	508	493	233	96	350	185	164	486
%V	*18.0%*	*18.4%*	*19.0%*	*20.9%*	*18.7%*	*20.4%*	*17.0%*	*18.8%*
%H		*97.0%*	*45.9%*	*18.9%*	*68.9%*	*36.4%*	*32.3%*	*95.7%*
55 - 64	429	420	190	74	310	149	161	400
%V	*15.2%*	*15.7%*	*15.5%*	*16.1%*	*16.6%*	*16.4%*	*16.7%*	*15.5%*
%H		*97.9%*	*44.3%*	*17.2%*	*72.3%*	*34.7%*	*37.5%*	*93.2%*
65+	654	635	256	73	514	206	308	495
%V	*23.1%*	*23.7%*	*20.8%*	*15.9%*	*27.5%*	*22.7%*	*32.0%*	*19.1%*
%H		*97.1%*	*39.1%*	*11.2%*	*78.6%*	*31.5%*	*47.1%*	*75.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Individual level data

Table 20.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2830	2676	1228	460	1872	909	963	2586
%H		*94.6%*	*43.4%*	*16.3%*	*66.1%*	*32.1%*	*34.0%*	*91.4%*
AB	951	907	417	152	648	309	339	924
%V	*33.6%*	*33.9%*	*34.0%*	*33.0%*	*34.6%*	*34.0%*	*35.2%*	*35.7%*
%H		*95.4%*	*43.8%*	*16.0%*	*68.1%*	*32.5%*	*35.6%*	*97.2%*
C1	802	745	350	115	504	246	258	756
%V	*28.3%*	*27.8%*	*28.5%*	*25.0%*	*26.9%*	*27.1%*	*26.8%*	*29.2%*
%H		*92.9%*	*43.6%*	*14.3%*	*62.8%*	*30.7%*	*32.2%*	*94.3%*
C2	599	580	264	130	413	225	188	537
%V	*21.2%*	*21.7%*	*21.5%*	*28.3%*	*22.1%*	*24.8%*	*19.5%*	*20.8%*
%H		*96.8%*	*44.1%*	*21.7%*	*68.9%*	*37.6%*	*31.4%*	*89.6%*
D	352	325	156	48	226	106	120	294
%V	*12.4%*	*12.1%*	*12.7%*	*10.4%*	*12.1%*	*11.7%*	*12.5%*	*11.4%*
%H		*92.3%*	*44.3%*	*13.6%*	*64.2%*	*30.1%*	*34.1%*	*83.5%*
E	125	119	41	16	81	23	59	75
%V	*4.4%*	*4.4%*	*3.3%*	*3.5%*	*4.3%*	*2.5%*	*6.1%*	*2.9%*
%H		*95.2%*	*32.8%*	*12.8%*	*64.8%*	*18.4%*	*47.2%*	*60.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South and South East

Individual level data

Table 20.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2830	2676	1228	460	1872	909	963	2586
%H		*94.6%*	*43.4%*	*16.3%*	*66.1%*	*32.1%*	*34.0%*	*91.4%*
Working full time	1681	1596	782	310	1062	569	493	1641
%V	*59.4%*	*59.6%*	*63.7%*	*67.4%*	*56.7%*	*62.6%*	*51.2%*	*63.5%*
%H		*94.9%*	*46.5%*	*18.4%*	*63.2%*	*33.8%*	*29.3%*	*97.6%*
Working part time	141	129	67	19	91	49	41	129
%V	*5.0%*	*4.8%*	*5.5%*	*4.1%*	*4.9%*	*5.4%*	*4.3%*	*5.0%*
%H		*91.5%*	*47.5%*	*13.5%*	*64.5%*	*34.8%*	*29.1%*	*91.5%*
Not working	1007	952	378	130	719	291	428	816
%V	*35.6%*	*35.6%*	*30.8%*	*28.3%*	*38.4%*	*32.0%*	*44.4%*	*31.6%*
%H		*94.5%*	*37.5%*	*12.9%*	*71.4%*	*28.9%*	*42.5%*	*81.0%*
Housewife/Houseperson	611	551	211	74	400	142	258	470
%V	*21.6%*	*20.6%*	*17.2%*	*16.1%*	*21.4%*	*15.6%*	*26.8%*	*18.2%*
%H		*90.2%*	*34.5%*	*12.1%*	*65.5%*	*23.2%*	*42.2%*	*76.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Individual level data

Table 20.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2970	2835	1238	459	2004	881	1123	2639
%H		*95.5%*	*41.7%*	*15.5%*	*67.5%*	*29.7%*	*37.8%*	*88.9%*
16 - 19	152	145	71	27	97	53	44	148
%V	*5.1%*	*5.1%*	*5.7%*	*5.9%*	*4.8%*	*6.0%*	*3.9%*	*5.6%*
%H		*95.4%*	*46.7%*	*17.8%*	*63.8%*	*34.9%*	*28.9%*	*97.4%*
20 - 24	200	173	82	29	110	52	58	195
%V	*6.7%*	*6.1%*	*6.6%*	*6.3%*	*5.5%*	*5.9%*	*5.2%*	*7.4%*
%H		*86.5%*	*41.0%*	*14.5%*	*55.0%*	*26.0%*	*29.0%*	*97.5%*
25 - 34	428	398	196	63	238	110	129	412
%V	*14.4%*	*14.0%*	*15.8%*	*13.7%*	*11.9%*	*12.5%*	*11.5%*	*15.6%*
%H		*93.0%*	*45.8%*	*14.7%*	*55.6%*	*25.7%*	*30.1%*	*96.3%*
35 - 44	455	428	212	83	273	143	131	444
%V	*15.3%*	*15.1%*	*17.1%*	*18.1%*	*13.6%*	*16.2%*	*11.7%*	*16.8%*
%H		*94.1%*	*46.6%*	*18.2%*	*60.0%*	*31.4%*	*28.8%*	*97.6%*
45 - 54	533	518	245	100	365	190	175	515
%V	*17.9%*	*18.3%*	*19.8%*	*21.8%*	*18.2%*	*21.6%*	*15.6%*	*19.5%*
%H		*97.2%*	*46.0%*	*18.8%*	*68.5%*	*35.6%*	*32.8%*	*96.6%*
55 - 64	448	436	180	80	319	142	177	421
%V	*15.1%*	*15.4%*	*14.5%*	*17.4%*	*15.9%*	*16.1%*	*15.8%*	*16.0%*
%H		*97.3%*	*40.2%*	*17.9%*	*71.2%*	*31.7%*	*39.5%*	*94.0%*
65+	754	736	252	77	601	192	410	503
%V	*25.4%*	*26.0%*	*20.4%*	*16.8%*	*30.0%*	*21.8%*	*36.5%*	*19.1%*
%H		*97.6%*	*33.4%*	*10.2%*	*79.7%*	*25.5%*	*54.4%*	*66.7%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South and South East

Individual level data

Table 20.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2970	2835	1238	459	2004	881	1123	2639
%H		*95.5%*	*41.7%*	*15.5%*	*67.5%*	*29.7%*	*37.8%*	*88.9%*
AB	945	905	403	144	647	292	355	913
%V	*31.8%*	*31.9%*	*32.6%*	*31.4%*	*32.3%*	*33.1%*	*31.6%*	*34.6%*
%H		*95.8%*	*42.6%*	*15.2%*	*68.5%*	*30.9%*	*37.6%*	*96.6%*
C1	900	845	369	121	587	245	342	808
%V	*30.3%*	*29.8%*	*29.8%*	*26.4%*	*29.3%*	*27.8%*	*30.5%*	*30.6%*
%H		*93.9%*	*41.0%*	*13.4%*	*65.2%*	*27.2%*	*38.0%*	*89.8%*
C2	548	534	263	108	371	210	161	498
%V	*18.5%*	*18.8%*	*21.2%*	*23.5%*	*18.5%*	*23.8%*	*14.3%*	*18.9%*
%H		*97.4%*	*48.0%*	*19.7%*	*67.7%*	*38.3%*	*29.4%*	*90.9%*
D	379	362	146	55	261	99	163	304
%V	*12.8%*	*12.8%*	*11.8%*	*12.0%*	*13.0%*	*11.2%*	*14.5%*	*11.5%*
%H		*95.5%*	*38.5%*	*14.5%*	*68.9%*	*26.1%*	*43.0%*	*80.2%*
E	199	190	56	32	138	36	102	117
%V	*6.7%*	*6.7%*	*4.5%*	*7.0%*	*6.9%*	*4.1%*	*9.1%*	*4.4%*
%H		*95.5%*	*28.1%*	*16.1%*	*69.3%*	*18.1%*	*51.3%*	*58.8%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South and South East

Individual level data

Table 20.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2970	2835	1238	459	2004	881	1123	2639
%H		*95.5%*	*41.7%*	*15.5%*	*67.5%*	*29.7%*	*37.8%*	*88.9%*
Working full time	1051	993	478	175	652	323	329	1026
%V	*35.4%*	*35.0%*	*38.6%*	*38.1%*	*32.5%*	*36.7%*	*29.3%*	*38.9%*
%H		*94.5%*	*45.5%*	*16.7%*	*62.0%*	*30.7%*	*31.3%*	*97.6%*
Working part time	532	521	254	86	364	186	178	514
%V	*17.9%*	*18.4%*	*20.5%*	*18.7%*	*18.2%*	*21.1%*	*15.9%*	*19.5%*
%H		*97.9%*	*47.7%*	*16.2%*	*68.4%*	*35.0%*	*33.5%*	*96.6%*
Not working	1387	1321	506	198	988	373	615	1099
%V	*46.7%*	*46.6%*	*40.9%*	*43.1%*	*49.3%*	*42.3%*	*54.8%*	*41.6%*
%H		*95.2%*	*36.5%*	*14.3%*	*71.2%*	*26.9%*	*44.3%*	*79.2%*
Housewife/Houseperson	2446	2339	992	372	1656	694	962	2136
%V	*82.4%*	*82.5%*	*80.1%*	*81.0%*	*82.6%*	*78.8%*	*85.7%*	*80.9%*
%H		*95.6%*	*40.6%*	*15.2%*	*67.7%*	*28.4%*	*39.3%*	*87.3%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South East Macro

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Household level data

Table 21.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5170	4922	2190	694	3563	1557	2006	4422
%H (All HH)		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*
%H (TV HH)			*44.5%*	*14.1%*	*72.4%*	*31.6%*	*40.8%*	
AB	1560	1495	683	222	1092	505	588	1493
%V	*30.2%*	*30.4%*	*31.2%*	*32.0%*	*30.6%*	*32.4%*	*29.3%*	*33.8%*
%H (All HH)		*95.8%*	*43.8%*	*14.2%*	*70.0%*	*32.4%*	*37.7%*	*95.7%*
%H (TV HH)			*45.7%*	*14.8%*	*73.0%*	*33.8%*	*39.3%*	
C1	1483	1396	622	179	1013	436	577	1310
%V	*28.7%*	*28.4%*	*28.4%*	*25.8%*	*28.4%*	*28.0%*	*28.8%*	*29.6%*
%H (All HH)		*94.1%*	*41.9%*	*12.1%*	*68.3%*	*29.4%*	*38.9%*	*88.3%*
%H (TV HH)			*44.6%*	*12.8%*	*72.6%*	*31.2%*	*41.3%*	
C2	1033	1003	484	165	717	362	355	882
%V	*20.0%*	*20.4%*	*22.1%*	*23.8%*	*20.1%*	*23.2%*	*17.7%*	*19.9%*
%H (All HH)		*97.1%*	*46.9%*	*16.0%*	*69.4%*	*35.0%*	*34.4%*	*85.4%*
%H (TV HH)			*48.3%*	*16.5%*	*71.5%*	*36.1%*	*35.4%*	
D	669	622	269	84	436	174	263	511
%V	*12.9%*	*12.6%*	*12.3%*	*12.1%*	*12.2%*	*11.2%*	*13.1%*	*11.6%*
%H (All HH)		*93.0%*	*40.2%*	*12.6%*	*65.2%*	*26.0%*	*39.3%*	*76.4%*
%H (TV HH)			*43.2%*	*13.5%*	*70.1%*	*28.0%*	*42.3%*	
E	425	406	132	44	304	80	224	226
%V	*8.2%*	*8.2%*	*6.0%*	*6.3%*	*8.5%*	*5.1%*	*11.2%*	*5.1%*
%H (All HH)		*95.5%*	*31.1%*	*10.4%*	*71.5%*	*18.8%*	*52.7%*	*53.2%*
%H (TV HH)			*32.5%*	*10.8%*	*74.9%*	*19.7%*	*55.2%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Household level data

Table 21.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5170	4922	2190	694	3563	1557	2006	4422
%H (All HH)		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*
%H (TV HH)			*44.5%*	*14.1%*	*72.4%*	*31.6%*	*40.8%*	
Under 25	177	139	57	16	81	25	55	166
%V	*3.4%*	*2.8%*	*2.6%*	*2.3%*	*2.3%*	*1.6%*	*2.7%*	*3.8%*
%H (All HH)		*78.5%*	*32.2%*	*9.0%*	*45.8%*	*14.1%*	*31.1%*	*93.8%*
%H (TV HH)			*41.0%*	*11.5%*	*58.3%*	*18.0%*	*39.6%*	
25 - 34	718	657	338	101	381	185	195	687
%V	*13.9%*	*13.3%*	*15.4%*	*14.6%*	*10.7%*	*11.9%*	*9.7%*	*15.5%*
%H (All HH)		*91.5%*	*47.1%*	*14.1%*	*53.1%*	*25.8%*	*27.2%*	*95.7%*
%H (TV HH)			*51.4%*	*15.4%*	*58.0%*	*28.2%*	*29.7%*	
35 - 44	862	808	413	140	528	278	250	836
%V	*16.7%*	*16.4%*	*18.9%*	*20.2%*	*14.8%*	*17.9%*	*12.5%*	*18.9%*
%H (All HH)		*93.7%*	*47.9%*	*16.2%*	*61.3%*	*32.3%*	*29.0%*	*97.0%*
%H (TV HH)			*51.1%*	*17.3%*	*65.3%*	*34.4%*	*30.9%*	
45 - 54	992	961	473	159	691	362	329	939
%V	*19.2%*	*19.5%*	*21.6%*	*22.9%*	*19.4%*	*23.2%*	*16.4%*	*21.2%*
%H (All HH)		*96.9%*	*47.7%*	*16.0%*	*69.7%*	*36.5%*	*33.2%*	*94.7%*
%H (TV HH)			*49.2%*	*16.5%*	*71.9%*	*37.7%*	*34.2%*	
55 - 64	882	861	384	133	649	304	345	810
%V	*17.1%*	*17.5%*	*17.5%*	*19.2%*	*18.2%*	*19.5%*	*17.2%*	*18.3%*
%H (All HH)		*97.6%*	*43.5%*	*15.1%*	*73.6%*	*34.5%*	*39.1%*	*91.8%*
%H (TV HH)			*44.6%*	*15.4%*	*75.4%*	*35.3%*	*40.1%*	
65 +	1539	1497	525	145	1233	403	831	984
%V	*29.8%*	*30.4%*	*24.0%*	*20.9%*	*34.6%*	*25.9%*	*41.4%*	*22.3%*
%H (All HH)		*97.3%*	*34.1%*	*9.4%*	*80.1%*	*26.2%*	*54.0%*	*63.9%*
%H (TV HH)			*35.1%*	*9.7%*	*82.4%*	*26.9%*	*55.5%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Household level data

Table 21.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5170	4922	2190	694	3563	1557	2006	4422
%H (All HH)		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*
%H (TV HH)			*44.5%*	*14.1%*	*72.4%*	*31.6%*	*40.8%*	
1	1529	1412	424	158	1077	264	814	1000
%V	*29.6%*	*28.7%*	*19.4%*	*22.8%*	*30.2%*	*17.0%*	*40.6%*	*22.6%*
%H (All HH)		*92.3%*	*27.7%*	*10.3%*	*70.4%*	*17.3%*	*53.2%*	*65.4%*
%H (TV HH)			*30.0%*	*11.2%*	*76.3%*	*18.7%*	*57.6%*	
2	1809	1750	791	219	1305	580	725	1631
%V	*35.0%*	*35.6%*	*36.1%*	*31.6%*	*36.6%*	*37.3%*	*36.1%*	*36.9%*
%H (All HH)		*96.7%*	*43.7%*	*12.1%*	*72.1%*	*32.1%*	*40.1%*	*90.2%*
%H (TV HH)			*45.2%*	*12.5%*	*74.6%*	*33.1%*	*41.4%*	
3	773	739	391	128	504	284	220	743
%V	*15.0%*	*15.0%*	*17.9%*	*18.4%*	*14.1%*	*18.2%*	*11.0%*	*16.8%*
%H (All HH)		*95.6%*	*50.6%*	*16.6%*	*65.2%*	*36.7%*	*28.5%*	*96.1%*
%H (TV HH)			*52.9%*	*17.3%*	*68.2%*	*38.4%*	*29.8%*	
4	739	717	402	134	487	310	177	731
%V	*14.3%*	*14.6%*	*18.4%*	*19.3%*	*13.7%*	*19.9%*	*8.8%*	*16.5%*
%H (All HH)		*97.0%*	*54.4%*	*18.1%*	*65.9%*	*41.9%*	*24.0%*	*98.9%*
%H (TV HH)			*56.1%*	*18.7%*	*67.9%*	*43.2%*	*24.7%*	
5+	320	304	182	55	189	119	70	317
%V	*6.2%*	*6.2%*	*8.3%*	*7.9%*	*5.3%*	*7.6%*	*3.5%*	*7.2%*
%H (All HH)		*95.0%*	*56.9%*	*17.2%*	*59.1%*	*37.2%*	*21.9%*	*99.1%*
%H (TV HH)			*59.9%*	*18.1%*	*62.2%*	*39.1%*	*23.0%*	
Average HH size	2.35	2.37	2.64	2.62	2.29	2.67	2.00	2.52

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Household level data

Table 21.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5170	4922	2190	694	3563	1557	2006	4422
%H (All HH)		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*
%H (TV HH)			*44.5%*	*14.1%*	*72.4%*	*31.6%*	*40.8%*	
Without	3829	3626	1468	464	2725	1061	1664	3116
%V	*74.1%*	*73.7%*	*67.0%*	*66.9%*	*76.5%*	*68.1%*	*83.0%*	*70.5%*
%H (All HH)		*94.7%*	*38.3%*	*12.1%*	*71.2%*	*27.7%*	*43.5%*	*81.4%*
%H (TV HH)			*40.5%*	*12.8%*	*75.2%*	*29.3%*	*45.9%*	
With	1342	1296	722	229	838	497	341	1306
%V	*26.0%*	*26.3%*	*33.0%*	*33.0%*	*23.5%*	*31.9%*	*17.0%*	*29.5%*
%H (All HH)		*96.6%*	*53.8%*	*17.1%*	*62.4%*	*37.0%*	*25.4%*	*97.3%*
%H (TV HH)			*55.7%*	*17.7%*	*64.7%*	*38.3%*	*26.3%*	
0 - 3	511	486	271	77	302	167	134	492
%V	*9.9%*	*9.9%*	*12.4%*	*11.1%*	*8.5%*	*10.7%*	*6.7%*	*11.1%*
%H (All HH)		*95.1%*	*53.0%*	*15.1%*	*59.1%*	*32.7%*	*26.2%*	*96.3%*
%H (TV HH)			*55.8%*	*15.8%*	*62.1%*	*34.4%*	*27.6%*	
4 - 9	689	666	381	109	413	239	174	672
%V	*13.3%*	*13.5%*	*17.4%*	*15.7%*	*11.6%*	*15.4%*	*8.7%*	*15.2%*
%H (All HH)		*96.7%*	*55.3%*	*15.8%*	*59.9%*	*34.7%*	*25.3%*	*97.5%*
%H (TV HH)			*57.2%*	*16.4%*	*62.0%*	*35.9%*	*26.1%*	
10 - 15	595	582	318	121	397	252	144	583
%V	*11.5%*	*11.8%*	*14.5%*	*17.4%*	*11.1%*	*16.2%*	*7.2%*	*13.2%*
%H (All HH)		*97.8%*	*53.4%*	*20.3%*	*66.7%*	*42.4%*	*24.2%*	*98.0%*
%H (TV HH)			*54.6%*	*20.8%*	*68.2%*	*43.3%*	*24.7%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Household level data

Table 21.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5170	4922	2190	694	3563	1557	2006	4422
%H (All HH)		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*
%H (TV HH)			*44.5%*	*14.1%*	*72.4%*	*31.6%*	*40.8%*	
1	1876	1876	664	238	1213	285	929	1459
%V	*36.3%*	*38.1%*	*30.3%*	*34.3%*	*34.0%*	*18.3%*	*46.3%*	*33.0%*
%H (All HH)		*100.0%*	*35.4%*	*12.7%*	*64.7%*	*15.2%*	*49.5%*	*77.8%*
%H (TV HH)			*35.4%*	*12.7%*	*64.7%*	*15.2%*	*49.5%*	
2	1679	1679	766	219	1245	553	691	1459
%V	*32.5%*	*34.1%*	*35.0%*	*31.6%*	*34.9%*	*35.5%*	*34.4%*	*33.0%*
%H (All HH)		*100.0%*	*45.6%*	*13.0%*	*74.2%*	*32.9%*	*41.2%*	*86.9%*
%H (TV HH)			*45.6%*	*13.0%*	*74.2%*	*32.9%*	*41.2%*	
3	843	843	433	142	673	403	270	791
%V	*16.3%*	*17.1%*	*19.8%*	*20.5%*	*18.9%*	*25.9%*	*13.5%*	*17.9%*
%H (All HH)		*100.0%*	*51.4%*	*16.8%*	*79.8%*	*47.8%*	*32.0%*	*93.8%*
%H (TV HH)			*51.4%*	*16.8%*	*79.8%*	*47.8%*	*32.0%*	
4	347	347	212	64	282	207	76	341
%V	*6.7%*	*7.0%*	*9.7%*	*9.2%*	*7.9%*	*13.3%*	*3.8%*	*7.7%*
%H (All HH)		*100.0%*	*61.1%*	*18.4%*	*81.3%*	*59.7%*	*21.9%*	*98.3%*
%H (TV HH)			*61.1%*	*18.4%*	*81.3%*	*59.7%*	*21.9%*	
5+	177	177	115	29	150	110	40	176
%V	*3.4%*	*3.6%*	*5.3%*	*4.2%*	*4.2%*	*7.1%*	*2.0%*	*4.0%*
%H (All HH)		*100.0%*	*65.0%*	*16.4%*	*84.7%*	*62.1%*	*22.6%*	*99.4%*
%H (TV HH)			*65.0%*	*16.4%*	*84.7%*	*62.1%*	*22.6%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Household level data

Table 21.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5170	4922	2190	694	3563	1557	2006	4422
%H (All HH)		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*
%H (TV HH)			*44.5%*	*14.1%*	*72.4%*	*31.6%*	*40.8%*	
Under 20"	1138	1138	496	139	958	456	502	978
%V	*22.0%*	*23.1%*	*22.6%*	*20.0%*	*26.9%*	*29.3%*	*25.0%*	*22.1%*
%H (All HH)		*100.0%*	*43.6%*	*12.2%*	*84.2%*	*40.1%*	*44.1%*	*85.9%*
%H (TV HH)			*43.6%*	*12.2%*	*84.2%*	*40.1%*	*44.1%*	
20" - 29"	1818	1818	778	257	1441	661	780	1531
%V	*35.2%*	*36.9%*	*35.5%*	*37.0%*	*40.4%*	*42.5%*	*38.9%*	*34.6%*
%H (All HH)		*100.0%*	*42.8%*	*14.1%*	*79.3%*	*36.4%*	*42.9%*	*84.2%*
%H (TV HH)			*42.8%*	*14.1%*	*79.3%*	*36.4%*	*42.9%*	
30" - 39"	2544	2544	1161	385	1874	882	992	2237
%V	*49.2%*	*51.7%*	*53.0%*	*55.5%*	*52.6%*	*56.6%*	*49.5%*	*50.6%*
%H (All HH)		*100.0%*	*45.6%*	*15.1%*	*73.7%*	*34.7%*	*39.0%*	*87.9%*
%H (TV HH)			*45.6%*	*15.1%*	*73.7%*	*34.7%*	*39.0%*	
40" and over	2503	2503	1378	387	1734	991	743	2342
%V	*48.4%*	*50.9%*	*62.9%*	*55.8%*	*48.7%*	*63.6%*	*37.0%*	*53.0%*
%H (All HH)		*100.0%*	*55.1%*	*15.5%*	*69.3%*	*39.6%*	*29.7%*	*93.6%*
%H (TV HH)			*55.1%*	*15.5%*	*69.3%*	*39.6%*	*29.7%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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Household level data

Table 21.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5170	4922	2190	694	3563	1557	2006	4422
%H (All HH)		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*
%H (TV HH)			*44.5%*	*14.1%*	*72.4%*	*31.6%*	*40.8%*	
Main living room	4852	4852	2172	686	3515	1545	1970	4165
%V	*93.8%*	*98.6%*	*99.2%*	*98.8%*	*98.7%*	*99.2%*	*98.2%*	*94.2%*
%H (All HH)		*100.0%*	*44.8%*	*14.1%*	*72.4%*	*31.8%*	*40.6%*	*85.8%*
%H (TV HH)			*44.8%*	*14.1%*	*72.4%*	*31.8%*	*40.6%*	
Kitchen	682	682	375	74	574	333	240	620
%V	*13.2%*	*13.9%*	*17.1%*	*10.7%*	*16.1%*	*21.4%*	*12.0%*	*14.0%*
%H (All HH)		*100.0%*	*55.0%*	*10.9%*	*84.2%*	*48.8%*	*35.2%*	*90.9%*
%H (TV HH)			*55.0%*	*10.9%*	*84.2%*	*48.8%*	*35.2%*	
Adult's bedroom	2275	2275	1153	355	1776	999	777	2071
%V	*44.0%*	*46.2%*	*52.6%*	*51.2%*	*49.8%*	*64.2%*	*38.7%*	*46.8%*
%H (All HH)		*100.0%*	*50.7%*	*15.6%*	*78.1%*	*43.9%*	*34.2%*	*91.0%*
%H (TV HH)			*50.7%*	*15.6%*	*78.1%*	*43.9%*	*34.2%*	
Child's bedroom	435	435	247	103	311	221	90	424
%V	*8.4%*	*8.8%*	*11.3%*	*14.8%*	*8.7%*	*14.2%*	*4.5%*	*9.6%*
%H (All HH)		*100.0%*	*56.8%*	*23.7%*	*71.5%*	*50.8%*	*20.7%*	*97.5%*
%H (TV HH)			*56.8%*	*23.7%*	*71.5%*	*50.8%*	*20.7%*	
Other bedroom	331	331	184	60	261	170	91	320
%V	*6.4%*	*6.7%*	*8.4%*	*8.6%*	*7.3%*	*10.9%*	*4.5%*	*7.2%*
%H (All HH)		*100.0%*	*55.6%*	*18.1%*	*78.9%*	*51.4%*	*27.5%*	*96.7%*
%H (TV HH)			*55.6%*	*18.1%*	*78.9%*	*51.4%*	*27.5%*	
Second living/dining room	455	455	242	65	362	209	153	424
%V	*8.8%*	*9.2%*	*11.1%*	*9.4%*	*10.2%*	*13.4%*	*7.6%*	*9.6%*
%H (All HH)		*100.0%*	*53.2%*	*14.3%*	*79.6%*	*45.9%*	*33.6%*	*93.2%*
%H (TV HH)			*53.2%*	*14.3%*	*79.6%*	*45.9%*	*33.6%*	
Study/office	114	114	66	11	94	56	38	112
%V	*2.2%*	*2.3%*	*3.0%*	*1.6%*	*2.6%*	*3.6%*	*1.9%*	*2.5%*
%H (All HH)		*100.0%*	*57.9%*	*9.6%*	*82.5%*	*49.1%*	*33.3%*	*98.2%*
%H (TV HH)			*57.9%*	*9.6%*	*82.5%*	*49.1%*	*33.3%*	
TV room	46	46	27	8	32	20	12	46
%V	*0.9%*	*0.9%*	*1.2%*	*1.2%*	*0.9%*	*1.3%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*58.7%*	*17.4%*	*69.6%*	*43.5%*	*26.1%*	*100.0%*
%H (TV HH)			*58.7%*	*17.4%*	*69.6%*	*43.5%*	*26.1%*	
Conservatory	118	118	54	22	105	61	44	107
%V	*2.3%*	*2.4%*	*2.5%*	*3.2%*	*2.9%*	*3.9%*	*2.2%*	*2.4%*
%H (All HH)		*100.0%*	*45.8%*	*18.6%*	*89.0%*	*51.7%*	*37.3%*	*90.7%*
%H (TV HH)			*45.8%*	*18.6%*	*89.0%*	*51.7%*	*37.3%*	
Attic or loft room	15	15	7	2	10	4	6	14
%V	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*
%H (All HH)		*100.0%*	*46.7%*	*13.3%*	*66.7%*	*26.7%*	*40.0%*	*93.3%*
%H (TV HH)			*46.7%*	*13.3%*	*66.7%*	*26.7%*	*40.0%*	
No specific location	9	9	4	1	8	4	4	8
%V	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*44.4%*	*11.1%*	*88.9%*	*44.4%*	*44.4%*	*88.9%*
%H (TV HH)			*44.4%*	*11.1%*	*88.9%*	*44.4%*	*44.4%*	
Other	75	75	47	10	62	44	17	73
%V	*1.5%*	*1.5%*	*2.1%*	*1.4%*	*1.7%*	*2.8%*	*0.8%*	*1.7%*
%H (All HH)		*100.0%*	*62.7%*	*13.3%*	*82.7%*	*58.7%*	*22.7%*	*97.3%*
%H (TV HH)			*62.7%*	*13.3%*	*82.7%*	*58.7%*	*22.7%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV South East Macro

Household level data

Table 21.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5170	4922	2190	694	3563	1557	2006	4422
%H (All HH)		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*
%H (TV HH)			*44.5%*	*14.1%*	*72.4%*	*31.6%*	*40.8%*	
Any DSAT provider	2190	2190	2190	38	1267	1267	0	2025
%V	*42.4%*	*44.5%*	*100.0%*	*5.5%*	*35.6%*	*81.4%*	*0.0%*	*45.8%*
%H (All HH)			*100.0%*	*1.7%*	*57.9%*	*57.9%*	*0.0%*	*92.5%*
%H (TV HH)			*100.0%*	*1.7%*	*57.9%*	*57.9%*	*0.0%*	
Sky with subcription	1738	1738	1738	17	1013	1013	0	1630
%V	*33.6%*	*35.3%*	*79.4%*	*2.4%*	*28.4%*	*65.1%*	*0.0%*	*36.9%*
%H (All HH)			*100.0%*	*1.0%*	*58.3%*	*58.3%*	*0.0%*	*93.8%*
%H (TV HH)			*100.0%*	*1.0%*	*58.3%*	*58.3%*	*0.0%*	
Sky without subscription	104	104	104	6	57	57	0	83
%V	*2.0%*	*2.1%*	*4.7%*	*0.9%*	*1.6%*	*3.7%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*5.8%*	*54.8%*	*54.8%*	*0.0%*	*79.8%*
%H (TV HH)			*100.0%*	*5.8%*	*54.8%*	*54.8%*	*0.0%*	
Freesat	339	339	339	8	196	196	0	308
%V	*6.6%*	*6.9%*	*15.5%*	*1.2%*	*5.5%*	*12.6%*	*0.0%*	*7.0%*
%H (All HH)			*100.0%*	*2.4%*	*57.8%*	*57.8%*	*0.0%*	*90.9%*
%H (TV HH)			*100.0%*	*2.4%*	*57.8%*	*57.8%*	*0.0%*	
Other satellite provider	92	92	92	8	49	49	0	85
%V	*1.8%*	*1.9%*	*4.2%*	*1.2%*	*1.4%*	*3.1%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*8.7%*	*53.3%*	*53.3%*	*0.0%*	*92.4%*
%H (TV HH)			*100.0%*	*8.7%*	*53.3%*	*53.3%*	*0.0%*	
DCAB	694	694	38	694	314	314	0	657
%V	*13.4%*	*14.1%*	*1.7%*	*100.0%*	*8.8%*	*20.2%*	*0.0%*	*14.9%*
%H (All HH)			*5.5%*	*100.0%*	*45.2%*	*45.2%*	*0.0%*	*94.7%*
%H (TV HH)			*5.5%*	*100.0%*	*45.2%*	*45.2%*	*0.0%*	
DTT	3563	3563	1267	314	3563	1557	2006	2971
%V	*68.9%*	*72.4%*	*57.9%*	*45.2%*	*100.0%*	*100.0%*	*100.0%*	*67.2%*
%H (All HH)		*100.0%*	*35.6%*	*8.8%*	*100.0%*	*43.7%*	*56.3%*	*83.4%*
%H (TV HH)			*35.6%*	*8.8%*	*100.0%*	*43.7%*	*56.3%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 21.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5170	4922	2190	694	3563	1557	2006	4422
%H (All HH)		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*
%H (TV HH)			*44.5%*	*14.1%*	*72.4%*	*31.6%*	*40.8%*	
PVR	3189	3189	1885	601	2114	1377	737	2974
%V	*61.7%*	*64.8%*	*86.1%*	*86.6%*	*59.3%*	*88.4%*	*36.7%*	*67.3%*
%H (All HH)		*100.0%*	*59.1%*	*18.8%*	*66.3%*	*43.2%*	*23.1%*	*93.3%*
%H (TV HH)			*59.1%*	*18.8%*	*66.3%*	*43.2%*	*23.1%*	
DVDR	185	185	74	22	153	63	90	157
%V	*3.6%*	*3.8%*	*3.4%*	*3.2%*	*4.3%*	*4.0%*	*4.5%*	*3.6%*
%H (All HH)		*100.0%*	*40.0%*	*11.9%*	*82.7%*	*34.1%*	*48.6%*	*84.9%*
%H (TV HH)			*40.0%*	*11.9%*	*82.7%*	*34.1%*	*48.6%*	
VCR	117	117	38	15	97	33	64	80
%V	*2.3%*	*2.4%*	*1.7%*	*2.2%*	*2.7%*	*2.1%*	*3.2%*	*1.8%*
%H (All HH)		*100.0%*	*32.5%*	*12.8%*	*82.9%*	*28.2%*	*54.7%*	*68.4%*
%H (TV HH)			*32.5%*	*12.8%*	*82.9%*	*28.2%*	*54.7%*	
Any recorder	3284	3284	1900	607	2200	1390	810	3034
%V	*63.5%*	*66.7%*	*86.8%*	*87.5%*	*61.7%*	*89.3%*	*40.4%*	*68.6%*
%H (All HH)		*100.0%*	*57.9%*	*18.5%*	*67.0%*	*42.3%*	*24.7%*	*92.4%*
%H (TV HH)			*57.9%*	*18.5%*	*67.0%*	*42.3%*	*24.7%*	
Receives HDTV (via STB or built-in reception)	3297	3297	1707	597	2341	1313	1028	3059
%V	*63.8%*	*67.0%*	*77.9%*	*86.0%*	*65.7%*	*84.3%*	*51.2%*	*69.2%*
%H (All HH)		*100.0%*	*51.8%*	*18.1%*	*71.0%*	*39.8%*	*31.2%*	*92.8%*
%H (TV HH)			*51.8%*	*18.1%*	*71.0%*	*39.8%*	*31.2%*	
DVD/Blu-ray player or recorder	3631	3631	1678	550	2654	1254	1400	3220
%V	*70.2%*	*73.8%*	*76.6%*	*79.3%*	*74.5%*	*80.5%*	*69.8%*	*72.8%*
%H (All HH)		*100.0%*	*46.2%*	*15.1%*	*73.1%*	*34.5%*	*38.6%*	*88.7%*
%H (TV HH)			*46.2%*	*15.1%*	*73.1%*	*34.5%*	*38.6%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 21.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5170	4922	2190	694	3563	1557	2006	4422
%H (All HH)		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*
%H (TV HH)			*44.5%*	*14.1%*	*72.4%*	*31.6%*	*40.8%*	
Has broadband internet	4422	4224	2025	657	2971	1458	1513	4422
%V	*85.5%*	*85.8%*	*92.5%*	*94.7%*	*83.4%*	*93.6%*	*75.4%*	*100.0%*
%H (All HH)		*95.5%*	*45.8%*	*14.9%*	*67.2%*	*33.0%*	*34.2%*	*100.0%*
%H (TV HH)			*47.9%*	*15.6%*	*70.3%*	*34.5%*	*35.8%*	
Number of computers (PCs and laptops)								
0	789	736	187	51	609	111	498	108
%V	*15.3%*	*15.0%*	*8.5%*	*7.3%*	*17.1%*	*7.1%*	*24.8%*	*2.4%*
%H (All HH)		*93.3%*	*23.7%*	*6.5%*	*77.2%*	*14.1%*	*63.1%*	*13.7%*
%H (TV HH)			*25.4%*	*6.9%*	*82.7%*	*15.1%*	*67.7%*	
1	1170	1097	440	141	776	273	503	1120
%V	*22.6%*	*22.3%*	*20.1%*	*20.3%*	*21.8%*	*17.5%*	*25.1%*	*25.3%*
%H (All HH)		*93.8%*	*37.6%*	*12.1%*	*66.3%*	*23.3%*	*43.0%*	*95.7%*
%H (TV HH)			*40.1%*	*12.9%*	*70.7%*	*24.9%*	*45.9%*	
2	1226	1166	546	176	830	390	440	1218
%V	*23.7%*	*23.7%*	*24.9%*	*25.4%*	*23.3%*	*25.0%*	*21.9%*	*27.5%*
%H (All HH)		*95.1%*	*44.5%*	*14.4%*	*67.7%*	*31.8%*	*35.9%*	*99.3%*
%H (TV HH)			*46.8%*	*15.1%*	*71.2%*	*33.4%*	*37.7%*	
3	806	782	397	121	566	307	258	801
%V	*15.6%*	*15.9%*	*18.1%*	*17.4%*	*15.9%*	*19.7%*	*12.9%*	*18.1%*
%H (All HH)		*97.0%*	*49.3%*	*15.0%*	*70.2%*	*38.1%*	*32.0%*	*99.4%*
%H (TV HH)			*50.8%*	*15.5%*	*72.4%*	*39.3%*	*33.0%*	
4	528	508	273	93	341	203	138	528
%V	*10.2%*	*10.3%*	*12.5%*	*13.4%*	*9.6%*	*13.0%*	*6.9%*	*11.9%*
%H (All HH)		*96.2%*	*51.7%*	*17.6%*	*64.6%*	*38.4%*	*26.1%*	*100.0%*
%H (TV HH)			*53.7%*	*18.3%*	*67.1%*	*40.0%*	*27.2%*	
5+	652	632	346	113	442	273	168	648
%V	*12.6%*	*12.8%*	*15.8%*	*16.3%*	*12.4%*	*17.5%*	*8.4%*	*14.7%*
%H (All HH)		*96.9%*	*53.1%*	*17.3%*	*67.8%*	*41.9%*	*25.8%*	*99.4%*
%H (TV HH)			*54.7%*	*17.9%*	*69.9%*	*43.2%*	*26.6%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Set level data

Table 21.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	10101	4966	1519	7656	4024	3632	9053
%H		*49.2%*	*15.0%*	*75.8%*	*39.8%*	*36.0%*	*89.6%*
Under 20"	1452	635	181	1227	592	636	1270
%V	*14.4%*	*12.8%*	*11.9%*	*16.0%*	*14.7%*	*17.5%*	*14.0%*
%H		*43.7%*	*12.5%*	*84.5%*	*40.8%*	*43.8%*	*87.5%*
20" - 29"	2342	1055	336	1876	922	954	2010
%V	*23.2%*	*21.2%*	*22.1%*	*24.5%*	*22.9%*	*26.3%*	*22.2%*
%H		*45.0%*	*14.3%*	*80.1%*	*39.4%*	*40.7%*	*85.8%*
30" - 39"	3096	1458	492	2313	1163	1150	2757
%V	*30.7%*	*29.4%*	*32.4%*	*30.2%*	*28.9%*	*31.7%*	*30.5%*
%H		*47.1%*	*15.9%*	*74.7%*	*37.6%*	*37.1%*	*89.1%*
40" and over	3127	1782	505	2183	1326	856	2952
%V	*31.0%*	*35.9%*	*33.2%*	*28.5%*	*33.0%*	*23.6%*	*32.6%*
%H		*57.0%*	*16.1%*	*69.8%*	*42.4%*	*27.4%*	*94.4%*
Don't know	83	36	6	57	21	37	64
%V	*0.8%*	*0.7%*	*0.4%*	*0.7%*	*0.5%*	*1.0%*	*0.7%*
%H		*43.4%*	*7.2%*	*68.7%*	*25.3%*	*44.6%*	*77.1%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South East Macro

Set level data

Table 21.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	10101	4966	1519	7656	4024	3632	9053
%H		*49.2%*	*15.0%*	*75.8%*	*39.8%*	*36.0%*	*89.6%*
Main living room	4895	2188	694	3544	1558	1987	4201
%V	*48.5%*	*44.1%*	*45.7%*	*46.3%*	*38.7%*	*54.7%*	*46.4%*
%H		*44.7%*	*14.2%*	*72.4%*	*31.8%*	*40.6%*	*85.8%*
Kitchen	685	378	74	575	335	240	622
%V	*6.8%*	*7.6%*	*4.9%*	*7.5%*	*8.3%*	*6.6%*	*6.9%*
%H		*55.2%*	*10.8%*	*83.9%*	*48.9%*	*35.0%*	*90.8%*
Adult's bedroom	2707	1397	432	2128	1235	894	2488
%V	*26.8%*	*28.1%*	*28.4%*	*27.8%*	*30.7%*	*24.6%*	*27.5%*
%H		*51.6%*	*16.0%*	*78.6%*	*45.6%*	*33.0%*	*91.9%*
Child's bedroom	566	323	129	407	285	121	553
%V	*5.6%*	*6.5%*	*8.5%*	*5.3%*	*7.1%*	*3.3%*	*6.1%*
%H		*57.1%*	*22.8%*	*71.9%*	*50.4%*	*21.4%*	*97.7%*
Other bedroom	389	218	70	308	201	106	377
%V	*3.9%*	*4.4%*	*4.6%*	*4.0%*	*5.0%*	*2.9%*	*4.2%*
%H		*56.0%*	*18.0%*	*79.2%*	*51.7%*	*27.2%*	*96.9%*
Second living/dining room	467	249	68	370	215	155	436
%V	*4.6%*	*5.0%*	*4.5%*	*4.8%*	*5.3%*	*4.3%*	*4.8%*
%H		*53.3%*	*14.6%*	*79.2%*	*46.0%*	*33.2%*	*93.4%*
Study/office	119	68	13	98	57	41	116
%V	*1.2%*	*1.4%*	*0.9%*	*1.3%*	*1.4%*	*1.1%*	*1.3%*
%H		*57.1%*	*10.9%*	*82.4%*	*47.9%*	*34.5%*	*97.5%*
TV room	47	28	8	33	21	12	47
%V	*0.5%*	*0.6%*	*0.5%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*59.6%*	*17.0%*	*70.2%*	*44.7%*	*25.5%*	*100.0%*
Conservatory	119	56	22	106	62	44	109
%V	*1.2%*	*1.1%*	*1.4%*	*1.4%*	*1.5%*	*1.2%*	*1.2%*
%H		*47.1%*	*18.5%*	*89.1%*	*52.1%*	*37.0%*	*91.6%*
Attic or loft room	17	8	2	11	5	6	16
%V	*0.2%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.2%*
%H		*47.1%*	*11.8%*	*64.7%*	*29.4%*	*35.3%*	*94.1%*
No specific location	10	4	1	8	4	5	9
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*40.0%*	*10.0%*	*80.0%*	*40.0%*	*50.0%*	*90.0%*
Other	81	50	10	66	45	21	80
%V	*0.8%*	*1.0%*	*0.7%*	*0.9%*	*1.1%*	*0.6%*	*0.9%*
%H		*61.7%*	*12.3%*	*81.5%*	*55.6%*	*25.9%*	*98.8%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South East Macro

Set level data

Table 21.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	10101	4966	1519	7656	4024	3632	9053
%H		*49.2%*	*15.0%*	*75.8%*	*39.8%*	*36.0%*	*89.6%*
PVR	4261	2653	840	2764	1941	822	4014
%V	*42.2%*	*53.4%*	*55.3%*	*36.1%*	*48.2%*	*22.6%*	*44.3%*
%H		*62.3%*	*19.7%*	*64.9%*	*45.6%*	*19.3%*	*94.2%*
DVDR	201	80	23	167	68	99	172
%V	*2.0%*	*1.6%*	*1.5%*	*2.2%*	*1.7%*	*2.7%*	*1.9%*
%H		*39.8%*	*11.4%*	*83.1%*	*33.8%*	*49.3%*	*85.6%*
VCR	125	42	16	103	35	68	87
%V	*1.2%*	*0.8%*	*1.1%*	*1.3%*	*0.9%*	*1.9%*	*1.0%*
%H		*33.6%*	*12.8%*	*82.4%*	*28.0%*	*54.4%*	*69.6%*
Any recorder	4400	2687	849	2888	1971	918	4115
%V	*43.6%*	*54.1%*	*55.9%*	*37.7%*	*49.0%*	*25.3%*	*45.5%*
%H		*61.1%*	*19.3%*	*65.6%*	*44.8%*	*20.9%*	*93.5%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	10101	4966	1519	7656	4024	3632	9053
%H		*49.2%*	*15.0%*	*75.8%*	*39.8%*	*36.0%*	*89.6%*
Receives HDTV (via STB or built-in reception)	4900	2600	944	3575	2156	1419	4614
%V	*48.5%*	*52.4%*	*62.1%*	*46.7%*	*53.6%*	*39.1%*	*51.0%*
%H		*53.1%*	*19.3%*	*73.0%*	*44.0%*	*29.0%*	*94.2%*
DVD/Blu-ray player or recorder	5308	2579	861	3966	2082	1884	4822
%V	*52.5%*	*51.9%*	*56.7%*	*51.8%*	*51.7%*	*51.9%*	*53.3%*
%H		*48.6%*	*16.2%*	*74.7%*	*39.2%*	*35.5%*	*90.8%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South East Macro

Set level data

Table 21.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4915	2190	694	3561	1557	2004	4217
%H		*44.6%*	*14.1%*	*72.5%*	*31.7%*	*40.8%*	*85.8%*
Under 20"	89	10	4	74	5	69	55
%V	*1.8%*	*0.5%*	*0.6%*	*2.1%*	*0.3%*	*3.4%*	*1.3%*
%H		*11.2%*	*4.5%*	*83.1%*	*5.6%*	*77.5%*	*61.8%*
20" - 29"	616	155	67	482	94	387	413
%V	*12.5%*	*7.1%*	*9.7%*	*13.5%*	*6.0%*	*19.3%*	*9.8%*
%H		*25.2%*	*10.9%*	*78.2%*	*15.3%*	*62.8%*	*67.0%*
30" - 39"	1748	683	243	1303	497	806	1455
%V	*35.6%*	*31.2%*	*35.0%*	*36.6%*	*31.9%*	*40.2%*	*34.5%*
%H		*39.1%*	*13.9%*	*74.5%*	*28.4%*	*46.1%*	*83.2%*
40" and over	2424	1330	376	1677	955	722	2268
%V	*49.3%*	*60.7%*	*54.2%*	*47.1%*	*61.3%*	*36.0%*	*53.8%*
%H		*54.9%*	*15.5%*	*69.2%*	*39.4%*	*29.8%*	*93.6%*
Don't know	38	13	4	24	6	19	27
%V	*0.8%*	*0.6%*	*0.6%*	*0.7%*	*0.4%*	*0.9%*	*0.6%*
%H		*34.2%*	*10.5%*	*63.2%*	*15.8%*	*50.0%*	*71.1%*

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South East Macro

Set level data

Table 21.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	4915	2190	694	3561	1557	2004	4217
%H		*44.6%*	*14.1%*	*72.5%*	*31.7%*	*40.8%*	*85.8%*
PVR	3127	1858	593	2056	1349	707	2919
%V	*63.6%*	*84.8%*	*85.4%*	*57.7%*	*86.6%*	*35.3%*	*69.2%*
%H		*59.4%*	*19.0%*	*65.7%*	*43.1%*	*22.6%*	*93.3%*
DVDR	150	57	19	122	46	75	125
%V	*3.1%*	*2.6%*	*2.7%*	*3.4%*	*3.0%*	*3.7%*	*3.0%*
%H		*38.0%*	*12.7%*	*81.3%*	*30.7%*	*50.0%*	*83.3%*
VCR	98	31	11	83	27	55	64
%V	*2.0%*	*1.4%*	*1.6%*	*2.3%*	*1.7%*	*2.7%*	*1.5%*
%H		*31.6%*	*11.2%*	*84.7%*	*27.6%*	*56.1%*	*65.3%*
Any recorder	3217	1873	599	2137	1361	776	2976
%V	*65.5%*	*85.5%*	*86.3%*	*60.0%*	*87.4%*	*38.7%*	*70.6%*
%H		*58.2%*	*18.6%*	*66.4%*	*42.3%*	*24.1%*	*92.5%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	4915	2190	694	3561	1557	2004	4217
%H		*44.6%*	*14.1%*	*72.5%*	*31.7%*	*40.8%*	*85.8%*
Receives HDTV (via STB or built-in reception)	3219	1667	589	2273	1278	995	2988
%V	*65.5%*	*76.1%*	*84.9%*	*63.8%*	*82.1%*	*49.7%*	*70.9%*
%H		*51.8%*	*18.3%*	*70.6%*	*39.7%*	*30.9%*	*92.8%*
DVD/Blu-ray player or recorder	3334	1519	504	2417	1115	1302	2940
%V	*67.8%*	*69.4%*	*72.6%*	*67.9%*	*71.6%*	*65.0%*	*69.7%*
%H		*45.6%*	*15.1%*	*72.5%*	*33.4%*	*39.1%*	*88.2%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South East Macro

Set level data

Table 21.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	5186	2776	826	4095	2467	1628	4836
%H		*53.5%*	*15.9%*	*79.0%*	*47.6%*	*31.4%*	*93.3%*
Under 20"	1363	625	176	1153	587	567	1215
%V	*26.3%*	*22.5%*	*21.3%*	*28.2%*	*23.8%*	*34.8%*	*25.1%*
%H		*45.9%*	*12.9%*	*84.6%*	*43.1%*	*41.6%*	*89.1%*
20" - 29"	1727	901	269	1394	828	566	1597
%V	*33.3%*	*32.5%*	*32.6%*	*34.0%*	*33.6%*	*34.8%*	*33.0%*
%H		*52.2%*	*15.6%*	*80.7%*	*47.9%*	*32.8%*	*92.5%*
30" - 39"	1349	775	249	1010	666	344	1302
%V	*26.0%*	*27.9%*	*30.1%*	*24.7%*	*27.0%*	*21.1%*	*26.9%*
%H		*57.4%*	*18.5%*	*74.9%*	*49.4%*	*25.5%*	*96.5%*
40" and over	703	452	129	505	371	134	684
%V	*13.6%*	*16.3%*	*15.6%*	*12.3%*	*15.0%*	*8.2%*	*14.1%*
%H		*64.3%*	*18.3%*	*71.8%*	*52.8%*	*19.1%*	*97.3%*
Don't know	45	24	3	33	15	18	38
%V	*0.9%*	*0.9%*	*0.4%*	*0.8%*	*0.6%*	*1.1%*	*0.8%*
%H		*53.3%*	*6.7%*	*73.3%*	*33.3%*	*40.0%*	*84.4%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South East Macro

Set level data

Table 21.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	5186	2776	826	4095	2467	1628	4836
%H		*53.5%*	*15.9%*	*79.0%*	*47.6%*	*31.4%*	*93.3%*
PVR	1134	795	246	708	592	116	1095
%V	*21.9%*	*28.6%*	*29.8%*	*17.3%*	*24.0%*	*7.1%*	*22.6%*
%H		*70.1%*	*21.7%*	*62.4%*	*52.2%*	*10.2%*	*96.6%*
DVDR	51	23	4	45	22	24	46
%V	*1.0%*	*0.8%*	*0.5%*	*1.1%*	*0.9%*	*1.5%*	*1.0%*
%H		*45.1%*	*7.8%*	*88.2%*	*43.1%*	*47.1%*	*90.2%*
VCR	28	10	5	21	8	12	23
%V	*0.5%*	*0.4%*	*0.6%*	*0.5%*	*0.3%*	*0.7%*	*0.5%*
%H		*35.7%*	*17.9%*	*75.0%*	*28.6%*	*42.9%*	*82.1%*
Any recorder	1183	815	250	752	610	141	1138
%V	*22.8%*	*29.4%*	*30.3%*	*18.4%*	*24.7%*	*8.7%*	*23.5%*
%H		*68.9%*	*21.1%*	*63.6%*	*51.6%*	*11.9%*	*96.2%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	5186	2776	826	4095	2467	1628	4836
%H		*53.5%*	*15.9%*	*79.0%*	*47.6%*	*31.4%*	*93.3%*
Receives HDTV (via STB or built-in reception)	1681	933	355	1302	878	424	1626
%V	*32.4%*	*33.6%*	*43.0%*	*31.8%*	*35.6%*	*26.0%*	*33.6%*
%H		*55.5%*	*21.1%*	*77.5%*	*52.2%*	*25.2%*	*96.7%*
DVD/Blu-ray player or recorder	1975	1060	357	1548	967	581	1882
%V	*38.1%*	*38.2%*	*43.2%*	*37.8%*	*39.2%*	*35.7%*	*38.9%*
%H		*53.7%*	*18.1%*	*78.4%*	*49.0%*	*29.4%*	*95.3%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Individual level data

Table 21.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	12155	11644	5775	1814	8173	4163	4010	11130
%H		*95.8%*	*47.5%*	*14.9%*	*67.2%*	*34.2%*	*33.0%*	*91.6%*
Total Children	2329	2252	1271	395	1426	844	582	2270
%V	*19.2%*	*19.3%*	*22.0%*	*21.8%*	*17.4%*	*20.3%*	*14.5%*	*20.4%*
%H		*96.7%*	*54.6%*	*17.0%*	*61.2%*	*36.2%*	*25.0%*	*97.5%*
0 - 3	607	575	327	94	354	202	152	586
%V	*5.0%*	*4.9%*	*5.7%*	*5.2%*	*4.3%*	*4.9%*	*3.8%*	*5.3%*
%H		*94.7%*	*53.9%*	*15.5%*	*58.3%*	*33.3%*	*25.0%*	*96.5%*
4 - 15	1722	1677	943	301	1073	642	430	1684
%V	*14.2%*	*14.4%*	*16.3%*	*16.6%*	*13.1%*	*15.4%*	*10.7%*	*15.1%*
%H		*97.4%*	*54.8%*	*17.5%*	*62.3%*	*37.3%*	*25.0%*	*97.8%*
4 - 9	934	905	525	142	555	319	236	908
%V	*7.7%*	*7.8%*	*9.1%*	*7.8%*	*6.8%*	*7.7%*	*5.9%*	*8.2%*
%H		*96.9%*	*56.2%*	*15.2%*	*59.4%*	*34.2%*	*25.3%*	*97.2%*
10 - 15	788	771	418	159	518	324	195	775
%V	*6.5%*	*6.6%*	*7.2%*	*8.8%*	*6.3%*	*7.8%*	*4.9%*	*7.0%*
%H		*97.8%*	*53.0%*	*20.2%*	*65.7%*	*41.1%*	*24.7%*	*98.4%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Individual level data

Table 21.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	12155	11644	5775	1814	8173	4163	4010	11130
%H		*95.8%*	*47.5%*	*14.9%*	*67.2%*	*34.2%*	*33.0%*	*91.6%*
Total Adults (16+)	9826	9392	4505	1420	6746	3318	3428	8859
%V	*80.8%*	*80.7%*	*78.0%*	*78.3%*	*82.5%*	*79.7%*	*85.5%*	*79.6%*
%H		*95.6%*	*45.8%*	*14.5%*	*68.7%*	*33.8%*	*34.9%*	*90.2%*
16 - 19	539	513	281	93	353	218	135	527
%V	*4.4%*	*4.4%*	*4.9%*	*5.1%*	*4.3%*	*5.2%*	*3.4%*	*4.7%*
%H		*95.2%*	*52.1%*	*17.3%*	*65.5%*	*40.4%*	*25.0%*	*97.8%*
20 - 24	647	575	295	90	378	208	171	634
%V	*5.3%*	*4.9%*	*5.1%*	*5.0%*	*4.6%*	*5.0%*	*4.3%*	*5.7%*
%H		*88.9%*	*45.6%*	*13.9%*	*58.4%*	*32.1%*	*26.4%*	*98.0%*
25 - 34	1511	1394	726	228	865	450	415	1460
%V	*12.4%*	*12.0%*	*12.6%*	*12.6%*	*10.6%*	*10.8%*	*10.3%*	*13.1%*
%H		*92.3%*	*48.0%*	*15.1%*	*57.2%*	*29.8%*	*27.5%*	*96.6%*
35 - 44	1537	1448	760	258	936	511	426	1496
%V	*12.6%*	*12.4%*	*13.2%*	*14.2%*	*11.5%*	*12.3%*	*10.6%*	*13.4%*
%H		*94.2%*	*49.4%*	*16.8%*	*60.9%*	*33.2%*	*27.7%*	*97.3%*
45 - 54	1753	1708	894	280	1224	689	535	1687
%V	*14.4%*	*14.7%*	*15.5%*	*15.4%*	*15.0%*	*16.6%*	*13.3%*	*15.2%*
%H		*97.4%*	*51.0%*	*16.0%*	*69.8%*	*39.3%*	*30.5%*	*96.2%*
55 - 64	1482	1451	674	234	1097	546	552	1389
%V	*12.2%*	*12.5%*	*11.7%*	*12.9%*	*13.4%*	*13.1%*	*13.8%*	*12.5%*
%H		*97.9%*	*45.5%*	*15.8%*	*74.0%*	*36.8%*	*37.2%*	*93.7%*
65+	2356	2303	875	237	1893	697	1196	1667
%V	*19.4%*	*19.8%*	*15.2%*	*13.1%*	*23.2%*	*16.7%*	*29.8%*	*15.0%*
%H		*97.8%*	*37.1%*	*10.1%*	*80.3%*	*29.6%*	*50.8%*	*70.8%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Individual level data

Table 21.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	9826	9392	4505	1420	6746	3318	3428	8859
%H		*95.6%*	*45.8%*	*14.5%*	*68.7%*	*33.8%*	*34.9%*	*90.2%*
AB	3110	2995	1454	459	2168	1086	1082	3021
%V	*31.7%*	*31.9%*	*32.3%*	*32.3%*	*32.1%*	*32.7%*	*31.6%*	*34.1%*
%H		*96.3%*	*46.8%*	*14.8%*	*69.7%*	*34.9%*	*34.8%*	*97.1%*
C1	2799	2647	1260	365	1893	907	986	2583
%V	*28.5%*	*28.2%*	*28.0%*	*25.7%*	*28.1%*	*27.3%*	*28.8%*	*29.2%*
%H		*94.6%*	*45.0%*	*13.0%*	*67.6%*	*32.4%*	*35.2%*	*92.3%*
C2	2083	2029	1028	369	1453	810	642	1876
%V	*21.2%*	*21.6%*	*22.8%*	*26.0%*	*21.5%*	*24.4%*	*18.7%*	*21.2%*
%H		*97.4%*	*49.4%*	*17.7%*	*69.8%*	*38.9%*	*30.8%*	*90.1%*
D	1264	1175	569	162	828	393	435	1048
%V	*12.9%*	*12.5%*	*12.6%*	*11.4%*	*12.3%*	*11.8%*	*12.7%*	*11.8%*
%H		*93.0%*	*45.0%*	*12.8%*	*65.5%*	*31.1%*	*34.4%*	*82.9%*
E	569	546	194	64	404	122	282	330
%V	*5.8%*	*5.8%*	*4.3%*	*4.5%*	*6.0%*	*3.7%*	*8.2%*	*3.7%*
%H		*96.0%*	*34.1%*	*11.2%*	*71.0%*	*21.4%*	*49.6%*	*58.0%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South East Macro

Individual level data

Table 21.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	9826	9392	4505	1420	6746	3318	3428	8859
%H		*95.6%*	*45.8%*	*14.5%*	*68.7%*	*33.8%*	*34.9%*	*90.2%*
Working full time	4681	4450	2304	746	3032	1656	1376	4553
%V	*47.6%*	*47.4%*	*51.1%*	*52.5%*	*44.9%*	*49.9%*	*40.1%*	*51.4%*
%H		*95.1%*	*49.2%*	*15.9%*	*64.8%*	*35.4%*	*29.4%*	*97.3%*
Working part time	1119	1088	577	167	773	426	347	1069
%V	*11.4%*	*11.6%*	*12.8%*	*11.8%*	*11.5%*	*12.8%*	*10.1%*	*12.1%*
%H		*97.2%*	*51.6%*	*14.9%*	*69.1%*	*38.1%*	*31.0%*	*95.5%*
Not working	4026	3854	1624	507	2941	1237	1704	3238
%V	*41.0%*	*41.0%*	*36.0%*	*35.7%*	*43.6%*	*37.3%*	*49.7%*	*36.6%*
%H		*95.7%*	*40.3%*	*12.6%*	*73.1%*	*30.7%*	*42.3%*	*80.4%*
Housewife/Houseperson	5170	4922	2190	694	3563	1557	2006	4422
%V	*52.6%*	*52.4%*	*48.6%*	*48.9%*	*52.8%*	*46.9%*	*58.5%*	*49.9%*
%H		*95.2%*	*42.4%*	*13.4%*	*68.9%*	*30.1%*	*38.8%*	*85.5%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Individual level data

Table 21.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4803	4571	2250	708	3254	1664	1590	4393
%H		*95.2%*	*46.8%*	*14.7%*	*67.7%*	*34.6%*	*33.1%*	*91.5%*
16 - 19	279	265	146	51	180	113	68	272
%V	*5.8%*	*5.8%*	*6.5%*	*7.2%*	*5.5%*	*6.8%*	*4.3%*	*6.2%*
%H		*95.0%*	*52.3%*	*18.3%*	*64.5%*	*40.5%*	*24.4%*	*97.5%*
20 - 24	326	286	146	46	188	109	79	323
%V	*6.8%*	*6.3%*	*6.5%*	*6.5%*	*5.8%*	*6.6%*	*5.0%*	*7.4%*
%H		*87.7%*	*44.8%*	*14.1%*	*57.7%*	*33.4%*	*24.2%*	*99.1%*
25 - 34	751	687	353	119	426	225	200	728
%V	*15.6%*	*15.0%*	*15.7%*	*16.8%*	*13.1%*	*13.5%*	*12.6%*	*16.6%*
%H		*91.5%*	*47.0%*	*15.8%*	*56.7%*	*30.0%*	*26.6%*	*96.9%*
35 - 44	748	698	363	130	437	235	202	724
%V	*15.6%*	*15.3%*	*16.1%*	*18.4%*	*13.4%*	*14.1%*	*12.7%*	*16.5%*
%H		*93.3%*	*48.5%*	*17.4%*	*58.4%*	*31.4%*	*27.0%*	*96.8%*
45 - 54	866	844	455	135	603	348	255	829
%V	*18.0%*	*18.5%*	*20.2%*	*19.1%*	*18.5%*	*20.9%*	*16.0%*	*18.9%*
%H		*97.5%*	*52.5%*	*15.6%*	*69.6%*	*40.2%*	*29.4%*	*95.7%*
55 - 64	718	700	335	106	533	267	266	668
%V	*14.9%*	*15.3%*	*14.9%*	*15.0%*	*16.4%*	*16.0%*	*16.7%*	*15.2%*
%H		*97.5%*	*46.7%*	*14.8%*	*74.2%*	*37.2%*	*37.0%*	*93.0%*
65+	1114	1091	451	121	887	367	520	850
%V	*23.2%*	*23.9%*	*20.0%*	*17.1%*	*27.3%*	*22.1%*	*32.7%*	*19.3%*
%H		*97.9%*	*40.5%*	*10.9%*	*79.6%*	*32.9%*	*46.7%*	*76.3%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Individual level data

Table 21.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4803	4571	2250	708	3254	1664	1590	4393
%H		*95.2%*	*46.8%*	*14.7%*	*67.7%*	*34.6%*	*33.1%*	*91.5%*
AB	1559	1501	732	238	1083	550	533	1521
%V	*32.5%*	*32.8%*	*32.5%*	*33.6%*	*33.3%*	*33.1%*	*33.5%*	*34.6%*
%H		*96.3%*	*47.0%*	*15.3%*	*69.5%*	*35.3%*	*34.2%*	*97.6%*
C1	1324	1246	622	173	882	451	431	1253
%V	*27.6%*	*27.3%*	*27.6%*	*24.4%*	*27.1%*	*27.1%*	*27.1%*	*28.5%*
%H		*94.1%*	*47.0%*	*13.1%*	*66.6%*	*34.1%*	*32.6%*	*94.6%*
C2	1092	1062	531	200	760	420	339	974
%V	*22.7%*	*23.2%*	*23.6%*	*28.2%*	*23.4%*	*25.2%*	*21.3%*	*22.2%*
%H		*97.3%*	*48.6%*	*18.3%*	*69.6%*	*38.5%*	*31.0%*	*89.2%*
D	606	551	283	76	380	195	185	513
%V	*12.6%*	*12.1%*	*12.6%*	*10.7%*	*11.7%*	*11.7%*	*11.6%*	*11.7%*
%H		*90.9%*	*46.7%*	*12.5%*	*62.7%*	*32.2%*	*30.5%*	*84.7%*
E	222	211	83	21	149	47	102	131
%V	*4.6%*	*4.6%*	*3.7%*	*3.0%*	*4.6%*	*2.8%*	*6.4%*	*3.0%*
%H		*95.0%*	*37.4%*	*9.5%*	*67.1%*	*21.2%*	*45.9%*	*59.0%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South East Macro

Individual level data

Table 21.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4803	4571	2250	708	3254	1664	1590	4393
%H		*95.2%*	*46.8%*	*14.7%*	*67.7%*	*34.6%*	*33.1%*	*91.5%*
Working full time	2901	2760	1448	471	1880	1046	833	2823
%V	*60.4%*	*60.4%*	*64.4%*	*66.5%*	*57.8%*	*62.9%*	*52.4%*	*64.3%*
%H		*95.1%*	*49.9%*	*16.2%*	*64.8%*	*36.1%*	*28.7%*	*97.3%*
Working part time	224	211	113	31	153	86	68	206
%V	*4.7%*	*4.6%*	*5.0%*	*4.4%*	*4.7%*	*5.2%*	*4.3%*	*4.7%*
%H		*94.2%*	*50.4%*	*13.8%*	*68.3%*	*38.4%*	*30.4%*	*92.0%*
Not working	1678	1600	689	205	1221	532	689	1364
%V	*34.9%*	*35.0%*	*30.6%*	*29.0%*	*37.5%*	*32.0%*	*43.3%*	*31.0%*
%H		*95.4%*	*41.1%*	*12.2%*	*72.8%*	*31.7%*	*41.1%*	*81.3%*
Housewife/Houseperson	1022	935	374	122	671	249	423	800
%V	*21.3%*	*20.5%*	*16.6%*	*17.2%*	*20.6%*	*15.0%*	*26.6%*	*18.2%*
%H		*91.5%*	*36.6%*	*11.9%*	*65.7%*	*24.4%*	*41.4%*	*78.3%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Individual level data

Table 21.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5023	4820	2255	711	3492	1654	1838	4466
%H		*96.0%*	*44.9%*	*14.2%*	*69.5%*	*32.9%*	*36.6%*	*88.9%*
16 - 19	260	249	135	42	173	106	67	255
%V	*5.2%*	*5.2%*	*6.0%*	*5.9%*	*5.0%*	*6.4%*	*3.6%*	*5.7%*
%H		*95.8%*	*51.9%*	*16.2%*	*66.5%*	*40.8%*	*25.8%*	*98.1%*
20 - 24	321	289	149	44	191	99	92	311
%V	*6.4%*	*6.0%*	*6.6%*	*6.2%*	*5.5%*	*6.0%*	*5.0%*	*7.0%*
%H		*90.0%*	*46.4%*	*13.7%*	*59.5%*	*30.8%*	*28.7%*	*96.9%*
25 - 34	760	707	373	109	439	225	214	732
%V	*15.1%*	*14.7%*	*16.5%*	*15.3%*	*12.6%*	*13.6%*	*11.6%*	*16.4%*
%H		*93.0%*	*49.1%*	*14.3%*	*57.8%*	*29.6%*	*28.2%*	*96.3%*
35 - 44	789	750	396	128	499	275	223	772
%V	*15.7%*	*15.6%*	*17.6%*	*18.0%*	*14.3%*	*16.6%*	*12.1%*	*17.3%*
%H		*95.1%*	*50.2%*	*16.2%*	*63.2%*	*34.9%*	*28.3%*	*97.8%*
45 - 54	887	864	438	145	621	341	280	858
%V	*17.7%*	*17.9%*	*19.4%*	*20.4%*	*17.8%*	*20.6%*	*15.2%*	*19.2%*
%H		*97.4%*	*49.4%*	*16.3%*	*70.0%*	*38.4%*	*31.6%*	*96.7%*
55 - 64	765	751	338	128	564	279	285	722
%V	*15.2%*	*15.6%*	*15.0%*	*18.0%*	*16.2%*	*16.9%*	*15.5%*	*16.2%*
%H		*98.2%*	*44.2%*	*16.7%*	*73.7%*	*36.5%*	*37.3%*	*94.4%*
65+	1241	1212	425	116	1006	330	676	817
%V	*24.7%*	*25.1%*	*18.8%*	*16.3%*	*28.8%*	*20.0%*	*36.8%*	*18.3%*
%H		*97.7%*	*34.2%*	*9.3%*	*81.1%*	*26.6%*	*54.5%*	*65.8%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV South East Macro

Individual level data

Table 21.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5023	4820	2255	711	3492	1654	1838	4466
%H		*96.0%*	*44.9%*	*14.2%*	*69.5%*	*32.9%*	*36.6%*	*88.9%*
AB	1551	1494	722	221	1085	536	549	1500
%V	*30.9%*	*31.0%*	*32.0%*	*31.1%*	*31.1%*	*32.4%*	*29.9%*	*33.6%*
%H		*96.3%*	*46.6%*	*14.2%*	*70.0%*	*34.6%*	*35.4%*	*96.7%*
C1	1476	1400	638	192	1011	456	556	1330
%V	*29.4%*	*29.0%*	*28.3%*	*27.0%*	*29.0%*	*27.6%*	*30.3%*	*29.8%*
%H		*94.9%*	*43.2%*	*13.0%*	*68.5%*	*30.9%*	*37.7%*	*90.1%*
C2	991	967	497	169	693	390	303	902
%V	*19.7%*	*20.1%*	*22.0%*	*23.8%*	*19.8%*	*23.6%*	*16.5%*	*20.2%*
%H		*97.6%*	*50.2%*	*17.1%*	*69.9%*	*39.4%*	*30.6%*	*91.0%*
D	658	624	286	86	448	197	250	535
%V	*13.1%*	*12.9%*	*12.7%*	*12.1%*	*12.8%*	*11.9%*	*13.6%*	*12.0%*
%H		*94.8%*	*43.5%*	*13.1%*	*68.1%*	*29.9%*	*38.0%*	*81.3%*
E	347	335	111	43	255	75	180	199
%V	*6.9%*	*7.0%*	*4.9%*	*6.0%*	*7.3%*	*4.5%*	*9.8%*	*4.5%*
%H		*96.5%*	*32.0%*	*12.4%*	*73.5%*	*21.6%*	*51.9%*	*57.3%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV South East Macro

Individual level data

Table 21.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5023	4820	2255	711	3492	1654	1838	4466
%H		*96.0%*	*44.9%*	*14.2%*	*69.5%*	*32.9%*	*36.6%*	*88.9%*
Working full time	1780	1691	857	275	1153	610	543	1730
%V	*35.4%*	*35.1%*	*38.0%*	*38.7%*	*33.0%*	*36.9%*	*29.5%*	*38.7%*
%H		*95.0%*	*48.1%*	*15.4%*	*64.8%*	*34.3%*	*30.5%*	*97.2%*
Working part time	895	876	463	135	619	340	279	862
%V	*17.8%*	*18.2%*	*20.5%*	*19.0%*	*17.7%*	*20.6%*	*15.2%*	*19.3%*
%H		*97.9%*	*51.7%*	*15.1%*	*69.2%*	*38.0%*	*31.2%*	*96.3%*
Not working	2349	2253	935	301	1720	705	1015	1873
%V	*46.8%*	*46.7%*	*41.5%*	*42.3%*	*49.3%*	*42.6%*	*55.2%*	*41.9%*
%H		*95.9%*	*39.8%*	*12.8%*	*73.2%*	*30.0%*	*43.2%*	*79.7%*
Housewife/Houseperson	4148	3986	1816	571	2892	1308	1583	3623
%V	*82.6%*	*82.7%*	*80.5%*	*80.3%*	*82.8%*	*79.1%*	*86.1%*	*81.1%*
%H		*96.1%*	*43.8%*	*13.8%*	*69.7%*	*31.5%*	*38.2%*	*87.3%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Macro

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV North Macro

Household level data

Table 22.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7275	6969	2953	1043	5390	2447	2943	5894
%H (All HH)		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*
%H (TV HH)			*42.4%*	*15.0%*	*77.3%*	*35.1%*	*42.2%*	
AB	1534	1489	720	225	1128	576	552	1436
%V	*21.1%*	*21.4%*	*24.4%*	*21.6%*	*20.9%*	*23.5%*	*18.8%*	*24.4%*
%H (All HH)		*97.1%*	*46.9%*	*14.7%*	*73.5%*	*37.5%*	*36.0%*	*93.6%*
%H (TV HH)			*48.4%*	*15.1%*	*75.8%*	*38.7%*	*37.1%*	
C1	1987	1886	829	288	1468	703	765	1754
%V	*27.3%*	*27.1%*	*28.1%*	*27.6%*	*27.2%*	*28.7%*	*26.0%*	*29.8%*
%H (All HH)		*94.9%*	*41.7%*	*14.5%*	*73.9%*	*35.4%*	*38.5%*	*88.3%*
%H (TV HH)			*44.0%*	*15.3%*	*77.8%*	*37.3%*	*40.6%*	
C2	1531	1488	667	227	1155	569	586	1271
%V	*21.0%*	*21.4%*	*22.6%*	*21.8%*	*21.4%*	*23.3%*	*19.9%*	*21.6%*
%H (All HH)		*97.2%*	*43.6%*	*14.8%*	*75.4%*	*37.2%*	*38.3%*	*83.0%*
%H (TV HH)			*44.8%*	*15.3%*	*77.6%*	*38.2%*	*39.4%*	
D	1256	1194	453	182	913	371	543	909
%V	*17.3%*	*17.1%*	*15.3%*	*17.4%*	*16.9%*	*15.2%*	*18.5%*	*15.4%*
%H (All HH)		*95.1%*	*36.1%*	*14.5%*	*72.7%*	*29.5%*	*43.2%*	*72.4%*
%H (TV HH)			*37.9%*	*15.2%*	*76.5%*	*31.1%*	*45.5%*	
E	967	911	283	120	726	229	497	524
%V	*13.3%*	*13.1%*	*9.6%*	*11.5%*	*13.5%*	*9.4%*	*16.9%*	*8.9%*
%H (All HH)		*94.2%*	*29.3%*	*12.4%*	*75.1%*	*23.7%*	*51.4%*	*54.2%*
%H (TV HH)			*31.1%*	*13.2%*	*79.7%*	*25.1%*	*54.6%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Household level data

Table 22.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7275	6969	2953	1043	5390	2447	2943	5894
%H (All HH)		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*
%H (TV HH)			*42.4%*	*15.0%*	*77.3%*	*35.1%*	*42.2%*	
Under 25	340	287	110	40	197	78	119	301
%V	*4.7%*	*4.1%*	*3.7%*	*3.8%*	*3.7%*	*3.2%*	*4.0%*	*5.1%*
%H (All HH)		*84.4%*	*32.4%*	*11.8%*	*57.9%*	*22.9%*	*35.0%*	*88.5%*
%H (TV HH)			*38.3%*	*13.9%*	*68.6%*	*27.2%*	*41.5%*	
25 - 34	1084	1001	502	153	665	345	319	1028
%V	*14.9%*	*14.4%*	*17.0%*	*14.7%*	*12.3%*	*14.1%*	*10.8%*	*17.4%*
%H (All HH)		*92.3%*	*46.3%*	*14.1%*	*61.3%*	*31.8%*	*29.4%*	*94.8%*
%H (TV HH)			*50.1%*	*15.3%*	*66.4%*	*34.5%*	*31.9%*	
35 - 44	1145	1097	564	194	768	435	334	1089
%V	*15.7%*	*15.7%*	*19.1%*	*18.6%*	*14.2%*	*17.8%*	*11.3%*	*18.5%*
%H (All HH)		*95.8%*	*49.3%*	*16.9%*	*67.1%*	*38.0%*	*29.2%*	*95.1%*
%H (TV HH)			*51.4%*	*17.7%*	*70.0%*	*39.7%*	*30.4%*	
45 - 54	1440	1391	662	243	1082	586	496	1308
%V	*19.8%*	*20.0%*	*22.4%*	*23.3%*	*20.1%*	*23.9%*	*16.9%*	*22.2%*
%H (All HH)		*96.6%*	*46.0%*	*16.9%*	*75.1%*	*40.7%*	*34.4%*	*90.8%*
%H (TV HH)			*47.6%*	*17.5%*	*77.8%*	*42.1%*	*35.7%*	
55 - 64	1205	1180	498	182	939	435	504	1028
%V	*16.6%*	*16.9%*	*16.9%*	*17.4%*	*17.4%*	*17.8%*	*17.1%*	*17.4%*
%H (All HH)		*97.9%*	*41.3%*	*15.1%*	*77.9%*	*36.1%*	*41.8%*	*85.3%*
%H (TV HH)			*42.2%*	*15.4%*	*79.6%*	*36.9%*	*42.7%*	
65 +	2061	2013	617	230	1739	568	1171	1139
%V	*28.3%*	*28.9%*	*20.9%*	*22.1%*	*32.3%*	*23.2%*	*39.8%*	*19.3%*
%H (All HH)		*97.7%*	*29.9%*	*11.2%*	*84.4%*	*27.6%*	*56.8%*	*55.3%*
%H (TV HH)			*30.7%*	*11.4%*	*86.4%*	*28.2%*	*58.2%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Household level data

Table 22.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7275	6969	2953	1043	5390	2447	2943	5894
%H (All HH)		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*
%H (TV HH)			*42.4%*	*15.0%*	*77.3%*	*35.1%*	*42.2%*	
1	2317	2175	603	242	1792	492	1300	1336
%V	*31.8%*	*31.2%*	*20.4%*	*23.2%*	*33.2%*	*20.1%*	*44.2%*	*22.7%*
%H (All HH)		*93.9%*	*26.0%*	*10.4%*	*77.3%*	*21.2%*	*56.1%*	*57.7%*
%H (TV HH)			*27.7%*	*11.1%*	*82.4%*	*22.6%*	*59.8%*	
2	2538	2455	1074	365	1917	908	1009	2215
%V	*34.9%*	*35.2%*	*36.4%*	*35.0%*	*35.6%*	*37.1%*	*34.3%*	*37.6%*
%H (All HH)		*96.7%*	*42.3%*	*14.4%*	*75.5%*	*35.8%*	*39.8%*	*87.3%*
%H (TV HH)			*43.7%*	*14.9%*	*78.1%*	*37.0%*	*41.1%*	
3	1128	1090	559	209	799	478	322	1080
%V	*15.5%*	*15.6%*	*18.9%*	*20.0%*	*14.8%*	*19.5%*	*10.9%*	*18.3%*
%H (All HH)		*96.6%*	*49.6%*	*18.5%*	*70.8%*	*42.4%*	*28.5%*	*95.7%*
%H (TV HH)			*51.3%*	*19.2%*	*73.3%*	*43.9%*	*29.5%*	
4	881	859	493	158	618	406	212	866
%V	*12.1%*	*12.3%*	*16.7%*	*15.1%*	*11.5%*	*16.6%*	*7.2%*	*14.7%*
%H (All HH)		*97.5%*	*56.0%*	*17.9%*	*70.1%*	*46.1%*	*24.1%*	*98.3%*
%H (TV HH)			*57.4%*	*18.4%*	*71.9%*	*47.3%*	*24.7%*	
5+	411	390	224	69	264	164	100	397
%V	*5.6%*	*5.6%*	*7.6%*	*6.6%*	*4.9%*	*6.7%*	*3.4%*	*6.7%*
%H (All HH)		*94.9%*	*54.5%*	*16.8%*	*64.2%*	*39.9%*	*24.3%*	*96.6%*
%H (TV HH)			*57.4%*	*17.7%*	*67.7%*	*42.1%*	*25.6%*	
Average HH size	2.27	2.28	2.58	2.50	2.21	2.55	1.93	2.48

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Household level data

Table 22.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7275	6969	2953	1043	5390	2447	2943	5894
%H (All HH)		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*
%H (TV HH)			*42.4%*	*15.0%*	*77.3%*	*35.1%*	*42.2%*	
Without	5471	5215	1995	733	4168	1709	2458	4156
%V	*75.2%*	*74.8%*	*67.6%*	*70.3%*	*77.3%*	*69.8%*	*83.5%*	*70.5%*
%H (All HH)		*95.3%*	*36.5%*	*13.4%*	*76.2%*	*31.2%*	*44.9%*	*76.0%*
%H (TV HH)			*38.3%*	*14.1%*	*79.9%*	*32.8%*	*47.1%*	
With	1804	1754	958	310	1222	738	484	1738
%V	*24.8%*	*25.2%*	*32.4%*	*29.7%*	*22.7%*	*30.2%*	*16.4%*	*29.5%*
%H (All HH)		*97.2%*	*53.1%*	*17.2%*	*67.7%*	*40.9%*	*26.8%*	*96.3%*
%H (TV HH)			*54.6%*	*17.7%*	*69.7%*	*42.1%*	*27.6%*	
0 - 3	667	640	357	96	424	243	180	636
%V	*9.2%*	*9.2%*	*12.1%*	*9.2%*	*7.9%*	*9.9%*	*6.1%*	*10.8%*
%H (All HH)		*96.0%*	*53.5%*	*14.4%*	*63.6%*	*36.4%*	*27.0%*	*95.4%*
%H (TV HH)			*55.8%*	*15.0%*	*66.3%*	*38.0%*	*28.1%*	
4 - 9	924	898	496	164	608	365	243	888
%V	*12.7%*	*12.9%*	*16.8%*	*15.7%*	*11.3%*	*14.9%*	*8.3%*	*15.1%*
%H (All HH)		*97.2%*	*53.7%*	*17.7%*	*65.8%*	*39.5%*	*26.3%*	*96.1%*
%H (TV HH)			*55.2%*	*18.3%*	*67.7%*	*40.6%*	*27.1%*	
10 - 15	836	821	449	156	594	379	214	812
%V	*11.5%*	*11.8%*	*15.2%*	*15.0%*	*11.0%*	*15.5%*	*7.3%*	*13.8%*
%H (All HH)		*98.2%*	*53.7%*	*18.7%*	*71.1%*	*45.3%*	*25.6%*	*97.1%*
%H (TV HH)			*54.7%*	*19.0%*	*72.4%*	*46.2%*	*26.1%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Household level data

Table 22.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7275	6969	2953	1043	5390	2447	2943	5894
%H (All HH)		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*
%H (TV HH)			*42.4%*	*15.0%*	*77.3%*	*35.1%*	*42.2%*	
1	2684	2684	875	323	1922	502	1420	1892
%V	*36.9%*	*38.5%*	*29.6%*	*31.0%*	*35.7%*	*20.5%*	*48.3%*	*32.1%*
%H (All HH)		*100.0%*	*32.6%*	*12.0%*	*71.6%*	*18.7%*	*52.9%*	*70.5%*
%H (TV HH)			*32.6%*	*12.0%*	*71.6%*	*18.7%*	*52.9%*	
2	2428	2428	1068	374	1920	922	998	2016
%V	*33.4%*	*34.8%*	*36.2%*	*35.9%*	*35.6%*	*37.7%*	*33.9%*	*34.2%*
%H (All HH)		*100.0%*	*44.0%*	*15.4%*	*79.1%*	*38.0%*	*41.1%*	*83.0%*
%H (TV HH)			*44.0%*	*15.4%*	*79.1%*	*38.0%*	*41.1%*	
3	1117	1117	567	208	924	571	353	1042
%V	*15.4%*	*16.0%*	*19.2%*	*19.9%*	*17.1%*	*23.3%*	*12.0%*	*17.7%*
%H (All HH)		*100.0%*	*50.8%*	*18.6%*	*82.7%*	*51.1%*	*31.6%*	*93.3%*
%H (TV HH)			*50.8%*	*18.6%*	*82.7%*	*51.1%*	*31.6%*	
4	489	489	285	94	399	283	116	472
%V	*6.7%*	*7.0%*	*9.7%*	*9.0%*	*7.4%*	*11.6%*	*3.9%*	*8.0%*
%H (All HH)		*100.0%*	*58.3%*	*19.2%*	*81.6%*	*57.9%*	*23.7%*	*96.5%*
%H (TV HH)			*58.3%*	*19.2%*	*81.6%*	*57.9%*	*23.7%*	
5+	251	251	157	43	225	169	56	249
%V	*3.5%*	*3.6%*	*5.3%*	*4.1%*	*4.2%*	*6.9%*	*1.9%*	*4.2%*
%H (All HH)		*100.0%*	*62.5%*	*17.1%*	*89.6%*	*67.3%*	*22.3%*	*99.2%*
%H (TV HH)			*62.5%*	*17.1%*	*89.6%*	*67.3%*	*22.3%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Household level data

Table 22.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7275	6969	2953	1043	5390	2447	2943	5894
%H (All HH)		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*
%H (TV HH)			*42.4%*	*15.0%*	*77.3%*	*35.1%*	*42.2%*	
Under 20"	1203	1203	502	184	1034	512	522	1018
%V	*16.5%*	*17.3%*	*17.0%*	*17.6%*	*19.2%*	*20.9%*	*17.7%*	*17.3%*
%H (All HH)		*100.0%*	*41.7%*	*15.3%*	*86.0%*	*42.6%*	*43.4%*	*84.6%*
%H (TV HH)			*41.7%*	*15.3%*	*86.0%*	*42.6%*	*43.4%*	
20" - 29"	2272	2272	956	331	1925	929	997	1836
%V	*31.2%*	*32.6%*	*32.4%*	*31.7%*	*35.7%*	*38.0%*	*33.9%*	*31.2%*
%H (All HH)		*100.0%*	*42.1%*	*14.6%*	*84.7%*	*40.9%*	*43.9%*	*80.8%*
%H (TV HH)			*42.1%*	*14.6%*	*84.7%*	*40.9%*	*43.9%*	
30" - 39"	3597	3597	1561	548	2830	1352	1478	2978
%V	*49.4%*	*51.6%*	*52.9%*	*52.5%*	*52.5%*	*55.3%*	*50.2%*	*50.5%*
%H (All HH)		*100.0%*	*43.4%*	*15.2%*	*78.7%*	*37.6%*	*41.1%*	*82.8%*
%H (TV HH)			*43.4%*	*15.2%*	*78.7%*	*37.6%*	*41.1%*	
40" and over	3899	3899	1970	682	2901	1644	1257	3494
%V	*53.6%*	*55.9%*	*66.7%*	*65.4%*	*53.8%*	*67.2%*	*42.7%*	*59.3%*
%H (All HH)		*100.0%*	*50.5%*	*17.5%*	*74.4%*	*42.2%*	*32.2%*	*89.6%*
%H (TV HH)			*50.5%*	*17.5%*	*74.4%*	*42.2%*	*32.2%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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DATA PERIOD: ANNUAL
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ITV North Macro

Household level data

Table 22.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7275	6969	2953	1043	5390	2447	2943	5894
%H (All HH)		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*
%H (TV HH)			*42.4%*	*15.0%*	*77.3%*	*35.1%*	*42.2%*	
Main living room	6880	6880	2924	1034	5336	2427	2909	5601
%V	*94.6%*	*98.7%*	*99.0%*	*99.1%*	*99.0%*	*99.2%*	*98.8%*	*95.0%*
%H (All HH)		*100.0%*	*42.5%*	*15.0%*	*77.6%*	*35.3%*	*42.3%*	*81.4%*
%H (TV HH)			*42.5%*	*15.0%*	*77.6%*	*35.3%*	*42.3%*	
Kitchen	732	732	376	98	644	378	266	638
%V	*10.1%*	*10.5%*	*12.7%*	*9.4%*	*11.9%*	*15.4%*	*9.0%*	*10.8%*
%H (All HH)		*100.0%*	*51.4%*	*13.4%*	*88.0%*	*51.6%*	*36.3%*	*87.2%*
%H (TV HH)			*51.4%*	*13.4%*	*88.0%*	*51.6%*	*36.3%*	
Adult's bedroom	3237	3237	1578	571	2650	1533	1117	2870
%V	*44.5%*	*46.4%*	*53.4%*	*54.7%*	*49.2%*	*62.6%*	*38.0%*	*48.7%*
%H (All HH)		*100.0%*	*48.7%*	*17.6%*	*81.9%*	*47.4%*	*34.5%*	*88.7%*
%H (TV HH)			*48.7%*	*17.6%*	*81.9%*	*47.4%*	*34.5%*	
Child's bedroom	731	731	415	141	545	365	180	712
%V	*10.0%*	*10.5%*	*14.1%*	*13.5%*	*10.1%*	*14.9%*	*6.1%*	*12.1%*
%H (All HH)		*100.0%*	*56.8%*	*19.3%*	*74.6%*	*49.9%*	*24.6%*	*97.4%*
%H (TV HH)			*56.8%*	*19.3%*	*74.6%*	*49.9%*	*24.6%*	
Other bedroom	469	469	249	88	393	259	134	440
%V	*6.4%*	*6.7%*	*8.4%*	*8.4%*	*7.3%*	*10.6%*	*4.6%*	*7.5%*
%H (All HH)		*100.0%*	*53.1%*	*18.8%*	*83.8%*	*55.2%*	*28.6%*	*93.8%*
%H (TV HH)			*53.1%*	*18.8%*	*83.8%*	*55.2%*	*28.6%*	
Second living/dining room	758	758	370	129	635	370	265	684
%V	*10.4%*	*10.9%*	*12.5%*	*12.4%*	*11.8%*	*15.1%*	*9.0%*	*11.6%*
%H (All HH)		*100.0%*	*48.8%*	*17.0%*	*83.8%*	*48.8%*	*35.0%*	*90.2%*
%H (TV HH)			*48.8%*	*17.0%*	*83.8%*	*48.8%*	*35.0%*	
Study/office	83	83	52	13	71	51	20	79
%V	*1.1%*	*1.2%*	*1.8%*	*1.2%*	*1.3%*	*2.1%*	*0.7%*	*1.3%*
%H (All HH)		*100.0%*	*62.7%*	*15.7%*	*85.5%*	*61.4%*	*24.1%*	*95.2%*
%H (TV HH)			*62.7%*	*15.7%*	*85.5%*	*61.4%*	*24.1%*	
TV room	34	34	23	6	28	21	7	33
%V	*0.5%*	*0.5%*	*0.8%*	*0.6%*	*0.5%*	*0.9%*	*0.2%*	*0.6%*
%H (All HH)		*100.0%*	*67.6%*	*17.6%*	*82.4%*	*61.8%*	*20.6%*	*97.1%*
%H (TV HH)			*67.6%*	*17.6%*	*82.4%*	*61.8%*	*20.6%*	
Conservatory	217	217	119	30	179	110	70	194
%V	*3.0%*	*3.1%*	*4.0%*	*2.9%*	*3.3%*	*4.5%*	*2.4%*	*3.3%*
%H (All HH)		*100.0%*	*54.8%*	*13.8%*	*82.5%*	*50.7%*	*32.3%*	*89.4%*
%H (TV HH)			*54.8%*	*13.8%*	*82.5%*	*50.7%*	*32.3%*	
Attic or loft room	18	18	8	4	15	9	6	17
%V	*0.2%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*44.4%*	*22.2%*	*83.3%*	*50.0%*	*33.3%*	*94.4%*
%H (TV HH)			*44.4%*	*22.2%*	*83.3%*	*50.0%*	*33.3%*	
No specific location	11	11	5	2	11	7	4	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*45.5%*	*18.2%*	*100.0%*	*63.6%*	*36.4%*	*81.8%*
%H (TV HH)			*45.5%*	*18.2%*	*100.0%*	*63.6%*	*36.4%*	
Other	64	64	35	9	58	36	22	59
%V	*0.9%*	*0.9%*	*1.2%*	*0.9%*	*1.1%*	*1.5%*	*0.7%*	*1.0%*
%H (All HH)		*100.0%*	*54.7%*	*14.1%*	*90.6%*	*56.3%*	*34.4%*	*92.2%*
%H (TV HH)			*54.7%*	*14.1%*	*90.6%*	*56.3%*	*34.4%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 22.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7275	6969	2953	1043	5390	2447	2943	5894
%H (All HH)		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*
%H (TV HH)			*42.4%*	*15.0%*	*77.3%*	*35.1%*	*42.2%*	
Any DSAT provider	2953	2953	2953	74	1888	1888	0	2678
%V	*40.6%*	*42.4%*	*100.0%*	*7.1%*	*35.0%*	*77.2%*	*0.0%*	*45.4%*
%H (All HH)			*100.0%*	*2.5%*	*63.9%*	*63.9%*	*0.0%*	*90.7%*
%H (TV HH)			*100.0%*	*2.5%*	*63.9%*	*63.9%*	*0.0%*	
Sky with subcription	2445	2445	2445	45	1564	1564	0	2252
%V	*33.6%*	*35.1%*	*82.8%*	*4.3%*	*29.0%*	*63.9%*	*0.0%*	*38.2%*
%H (All HH)			*100.0%*	*1.8%*	*64.0%*	*64.0%*	*0.0%*	*92.1%*
%H (TV HH)			*100.0%*	*1.8%*	*64.0%*	*64.0%*	*0.0%*	
Sky without subscription	197	197	197	7	110	110	0	157
%V	*2.7%*	*2.8%*	*6.7%*	*0.7%*	*2.0%*	*4.5%*	*0.0%*	*2.7%*
%H (All HH)			*100.0%*	*3.6%*	*55.8%*	*55.8%*	*0.0%*	*79.7%*
%H (TV HH)			*100.0%*	*3.6%*	*55.8%*	*55.8%*	*0.0%*	
Freesat	333	333	333	20	255	255	0	299
%V	*4.6%*	*4.8%*	*11.3%*	*1.9%*	*4.7%*	*10.4%*	*0.0%*	*5.1%*
%H (All HH)			*100.0%*	*6.0%*	*76.6%*	*76.6%*	*0.0%*	*89.8%*
%H (TV HH)			*100.0%*	*6.0%*	*76.6%*	*76.6%*	*0.0%*	
Other satellite provider	121	121	121	9	71	71	0	110
%V	*1.7%*	*1.7%*	*4.1%*	*0.9%*	*1.3%*	*2.9%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*7.4%*	*58.7%*	*58.7%*	*0.0%*	*90.9%*
%H (TV HH)			*100.0%*	*7.4%*	*58.7%*	*58.7%*	*0.0%*	
DCAB	1043	1043	74	1043	608	608	0	958
%V	*14.3%*	*15.0%*	*2.5%*	*100.0%*	*11.3%*	*24.8%*	*0.0%*	*16.3%*
%H (All HH)			*7.1%*	*100.0%*	*58.3%*	*58.3%*	*0.0%*	*91.9%*
%H (TV HH)			*7.1%*	*100.0%*	*58.3%*	*58.3%*	*0.0%*	
DTT	5390	5390	1888	608	5390	2447	2943	4257
%V	*74.1%*	*77.3%*	*63.9%*	*58.3%*	*100.0%*	*100.0%*	*100.0%*	*72.2%*
%H (All HH)		*100.0%*	*35.0%*	*11.3%*	*100.0%*	*45.4%*	*54.6%*	*79.0%*
%H (TV HH)			*35.0%*	*11.3%*	*100.0%*	*45.4%*	*54.6%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 22.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7275	6969	2953	1043	5390	2447	2943	5894
%H (All HH)		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*
%H (TV HH)			*42.4%*	*15.0%*	*77.3%*	*35.1%*	*42.2%*	
PVR	4325	4325	2574	884	3068	2138	930	3915
%V	*59.5%*	*62.1%*	*87.2%*	*84.8%*	*56.9%*	*87.4%*	*31.6%*	*66.4%*
%H (All HH)		*100.0%*	*59.5%*	*20.4%*	*70.9%*	*49.4%*	*21.5%*	*90.5%*
%H (TV HH)			*59.5%*	*20.4%*	*70.9%*	*49.4%*	*21.5%*	
DVDR	195	195	87	27	168	86	82	165
%V	*2.7%*	*2.8%*	*2.9%*	*2.6%*	*3.1%*	*3.5%*	*2.8%*	*2.8%*
%H (All HH)		*100.0%*	*44.6%*	*13.8%*	*86.2%*	*44.1%*	*42.1%*	*84.6%*
%H (TV HH)			*44.6%*	*13.8%*	*86.2%*	*44.1%*	*42.1%*	
VCR	165	165	59	16	142	51	91	114
%V	*2.3%*	*2.4%*	*2.0%*	*1.5%*	*2.6%*	*2.1%*	*3.1%*	*1.9%*
%H (All HH)		*100.0%*	*35.8%*	*9.7%*	*86.1%*	*30.9%*	*55.2%*	*69.1%*
%H (TV HH)			*35.8%*	*9.7%*	*86.1%*	*30.9%*	*55.2%*	
Any recorder	4464	4464	2597	890	3194	2155	1039	4000
%V	*61.4%*	*64.1%*	*87.9%*	*85.3%*	*59.3%*	*88.1%*	*35.3%*	*67.9%*
%H (All HH)		*100.0%*	*58.2%*	*19.9%*	*71.6%*	*48.3%*	*23.3%*	*89.6%*
%H (TV HH)			*58.2%*	*19.9%*	*71.6%*	*48.3%*	*23.3%*	
Receives HDTV (via STB or built-in reception)	4216	4216	2226	866	3126	1936	1189	3793
%V	*58.0%*	*60.5%*	*75.4%*	*83.0%*	*58.0%*	*79.1%*	*40.4%*	*64.4%*
%H (All HH)		*100.0%*	*52.8%*	*20.5%*	*74.1%*	*45.9%*	*28.2%*	*90.0%*
%H (TV HH)			*52.8%*	*20.5%*	*74.1%*	*45.9%*	*28.2%*	
DVD/Blu-ray player or recorder	5034	5034	2233	786	3969	1944	2025	4285
%V	*69.2%*	*72.2%*	*75.6%*	*75.4%*	*73.6%*	*79.4%*	*68.8%*	*72.7%*
%H (All HH)		*100.0%*	*44.4%*	*15.6%*	*78.8%*	*38.6%*	*40.2%*	*85.1%*
%H (TV HH)			*44.4%*	*15.6%*	*78.8%*	*38.6%*	*40.2%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 22.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7275	6969	2953	1043	5390	2447	2943	5894
%H (All HH)		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*
%H (TV HH)			*42.4%*	*15.0%*	*77.3%*	*35.1%*	*42.2%*	
Has broadband internet	5894	5669	2678	958	4257	2244	2013	5894
%V	*81.0%*	*81.3%*	*90.7%*	*91.9%*	*79.0%*	*91.7%*	*68.4%*	*100.0%*
%H (All HH)		*96.2%*	*45.4%*	*16.3%*	*72.2%*	*38.1%*	*34.2%*	*100.0%*
%H (TV HH)			*47.2%*	*16.9%*	*75.1%*	*39.6%*	*35.5%*	
Number of computers (PCs and laptops)								
0	1550	1463	355	112	1240	259	981	283
%V	*21.3%*	*21.0%*	*12.0%*	*10.7%*	*23.0%*	*10.6%*	*33.3%*	*4.8%*
%H (All HH)		*94.4%*	*22.9%*	*7.2%*	*80.0%*	*16.7%*	*63.3%*	*18.3%*
%H (TV HH)			*24.3%*	*7.7%*	*84.8%*	*17.7%*	*67.1%*	
1	1971	1866	738	295	1403	583	820	1875
%V	*27.1%*	*26.8%*	*25.0%*	*28.3%*	*26.0%*	*23.8%*	*27.9%*	*31.8%*
%H (All HH)		*94.7%*	*37.4%*	*15.0%*	*71.2%*	*29.6%*	*41.6%*	*95.1%*
%H (TV HH)			*39.5%*	*15.8%*	*75.2%*	*31.2%*	*43.9%*	
2	1679	1609	759	252	1236	645	591	1668
%V	*23.1%*	*23.1%*	*25.7%*	*24.2%*	*22.9%*	*26.4%*	*20.1%*	*28.3%*
%H (All HH)		*95.8%*	*45.2%*	*15.0%*	*73.6%*	*38.4%*	*35.2%*	*99.3%*
%H (TV HH)			*47.2%*	*15.7%*	*76.8%*	*40.1%*	*36.7%*	
3	960	938	496	171	697	428	269	956
%V	*13.2%*	*13.5%*	*16.8%*	*16.4%*	*12.9%*	*17.5%*	*9.1%*	*16.2%*
%H (All HH)		*97.7%*	*51.7%*	*17.8%*	*72.6%*	*44.6%*	*28.0%*	*99.6%*
%H (TV HH)			*52.9%*	*18.2%*	*74.3%*	*45.6%*	*28.7%*	
4	564	553	309	99	412	265	148	564
%V	*7.8%*	*7.9%*	*10.5%*	*9.5%*	*7.6%*	*10.8%*	*5.0%*	*9.6%*
%H (All HH)		*98.0%*	*54.8%*	*17.6%*	*73.0%*	*47.0%*	*26.2%*	*100.0%*
%H (TV HH)			*55.9%*	*17.9%*	*74.5%*	*47.9%*	*26.8%*	
5+	551	541	297	114	402	268	134	548
%V	*7.6%*	*7.8%*	*10.1%*	*10.9%*	*7.5%*	*11.0%*	*4.6%*	*9.3%*
%H (All HH)		*98.2%*	*53.9%*	*20.7%*	*73.0%*	*48.6%*	*24.3%*	*99.5%*
%H (TV HH)			*54.9%*	*21.1%*	*74.3%*	*49.5%*	*24.8%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Set level data

Table 22.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14206	6710	2304	11352	6113	5239	12282
%H		*47.2%*	*16.2%*	*79.9%*	*43.0%*	*36.9%*	*86.5%*
Under 20"	1505	646	240	1295	664	630	1302
%V	*10.6%*	*9.6%*	*10.4%*	*11.4%*	*10.9%*	*12.0%*	*10.6%*
%H		*42.9%*	*15.9%*	*86.0%*	*44.1%*	*41.9%*	*86.5%*
20" - 29"	2949	1288	433	2524	1279	1245	2440
%V	*20.8%*	*19.2%*	*18.8%*	*22.2%*	*20.9%*	*23.8%*	*19.9%*
%H		*43.7%*	*14.7%*	*85.6%*	*43.4%*	*42.2%*	*82.7%*
30" - 39"	4471	2018	707	3551	1807	1744	3786
%V	*31.5%*	*30.1%*	*30.7%*	*31.3%*	*29.6%*	*33.3%*	*30.8%*
%H		*45.1%*	*15.8%*	*79.4%*	*40.4%*	*39.0%*	*84.7%*
40" and over	4933	2604	874	3682	2206	1476	4485
%V	*34.7%*	*38.8%*	*37.9%*	*32.4%*	*36.1%*	*28.2%*	*36.5%*
%H		*52.8%*	*17.7%*	*74.6%*	*44.7%*	*29.9%*	*90.9%*
Don't know	348	154	49	299	156	143	268
%V	*2.4%*	*2.3%*	*2.1%*	*2.6%*	*2.6%*	*2.7%*	*2.2%*
%H		*44.3%*	*14.1%*	*85.9%*	*44.8%*	*41.1%*	*77.0%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Macro

Set level data

Table 22.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14206	6710	2304	11352	6113	5239	12282
%H		*47.2%*	*16.2%*	*79.9%*	*43.0%*	*36.9%*	*86.5%*
Main living room	6922	2949	1040	5368	2448	2920	5640
%V	*48.7%*	*43.9%*	*45.1%*	*47.3%*	*40.0%*	*55.7%*	*45.9%*
%H		*42.6%*	*15.0%*	*77.5%*	*35.4%*	*42.2%*	*81.5%*
Kitchen	735	378	98	646	380	266	640
%V	*5.2%*	*5.6%*	*4.3%*	*5.7%*	*6.2%*	*5.1%*	*5.2%*
%H		*51.4%*	*13.3%*	*87.9%*	*51.7%*	*36.2%*	*87.1%*
Adult's bedroom	3821	1904	682	3136	1869	1267	3436
%V	*26.9%*	*28.4%*	*29.6%*	*27.6%*	*30.6%*	*24.2%*	*28.0%*
%H		*49.8%*	*17.8%*	*82.1%*	*48.9%*	*33.2%*	*89.9%*
Child's bedroom	948	542	181	699	469	230	924
%V	*6.7%*	*8.1%*	*7.9%*	*6.2%*	*7.7%*	*4.4%*	*7.5%*
%H		*57.2%*	*19.1%*	*73.7%*	*49.5%*	*24.3%*	*97.5%*
Other bedroom	575	311	108	487	329	158	545
%V	*4.0%*	*4.6%*	*4.7%*	*4.3%*	*5.4%*	*3.0%*	*4.4%*
%H		*54.1%*	*18.8%*	*84.7%*	*57.2%*	*27.5%*	*94.8%*
Second living/dining room	769	376	131	644	377	267	694
%V	*5.4%*	*5.6%*	*5.7%*	*5.7%*	*6.2%*	*5.1%*	*5.7%*
%H		*48.9%*	*17.0%*	*83.7%*	*49.0%*	*34.7%*	*90.2%*
Study/office	87	56	13	74	54	20	82
%V	*0.6%*	*0.8%*	*0.6%*	*0.7%*	*0.9%*	*0.4%*	*0.7%*
%H		*64.4%*	*14.9%*	*85.1%*	*62.1%*	*23.0%*	*94.3%*
TV room	34	24	6	28	22	7	34
%V	*0.2%*	*0.4%*	*0.3%*	*0.2%*	*0.4%*	*0.1%*	*0.3%*
%H		*70.6%*	*17.6%*	*82.4%*	*64.7%*	*20.6%*	*100.0%*
Conservatory	218	120	30	180	111	70	195
%V	*1.5%*	*1.8%*	*1.3%*	*1.6%*	*1.8%*	*1.3%*	*1.6%*
%H		*55.0%*	*13.8%*	*82.6%*	*50.9%*	*32.1%*	*89.4%*
Attic or loft room	18	8	4	15	9	6	18
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*44.4%*	*22.2%*	*83.3%*	*50.0%*	*33.3%*	*100.0%*
No specific location	13	6	2	13	8	5	11
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*46.2%*	*15.4%*	*100.0%*	*61.5%*	*38.5%*	*84.6%*
Other	67	37	9	61	38	23	62
%V	*0.5%*	*0.6%*	*0.4%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*55.2%*	*13.4%*	*91.0%*	*56.7%*	*34.3%*	*92.5%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Macro

Set level data

Table 22.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14206	6710	2304	11352	6113	5239	12282
%H		*47.2%*	*16.2%*	*79.9%*	*43.0%*	*36.9%*	*86.5%*
PVR	5744	3598	1197	3959	2918	1041	5283
%V	*40.4%*	*53.6%*	*52.0%*	*34.9%*	*47.7%*	*19.9%*	*43.0%*
%H		*62.6%*	*20.8%*	*68.9%*	*50.8%*	*18.1%*	*92.0%*
DVDR	213	94	30	184	94	89	180
%V	*1.5%*	*1.4%*	*1.3%*	*1.6%*	*1.5%*	*1.7%*	*1.5%*
%H		*44.1%*	*14.1%*	*86.4%*	*44.1%*	*41.8%*	*84.5%*
VCR	172	63	17	149	56	93	120
%V	*1.2%*	*0.9%*	*0.7%*	*1.3%*	*0.9%*	*1.8%*	*1.0%*
%H		*36.6%*	*9.9%*	*86.6%*	*32.6%*	*54.1%*	*69.8%*
Any recorder	5932	3643	1212	4131	2963	1168	5409
%V	*41.8%*	*54.3%*	*52.6%*	*36.4%*	*48.5%*	*22.3%*	*44.0%*
%H		*61.4%*	*20.4%*	*69.6%*	*49.9%*	*19.7%*	*91.2%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14206	6710	2304	11352	6113	5239	12282
%H		*47.2%*	*16.2%*	*79.9%*	*43.0%*	*36.9%*	*86.5%*
Receives HDTV (via STB or built-in reception)	6201	3349	1317	4672	3034	1639	5692
%V	*43.7%*	*49.9%*	*57.2%*	*41.2%*	*49.6%*	*31.3%*	*46.3%*
%H		*54.0%*	*21.2%*	*75.3%*	*48.9%*	*26.4%*	*91.8%*
DVD/Blu-ray player or recorder	7304	3430	1213	5868	3170	2698	6434
%V	*51.4%*	*51.1%*	*52.6%*	*51.7%*	*51.9%*	*51.5%*	*52.4%*
%H		*47.0%*	*16.6%*	*80.3%*	*43.4%*	*36.9%*	*88.1%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Macro

Set level data

Table 22.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6953	2950	1042	5388	2446	2942	5656
%H		*42.4%*	*15.0%*	*77.5%*	*35.2%*	*42.3%*	*81.3%*
Under 20"	83	14	11	71	15	57	51
%V	*1.2%*	*0.5%*	*1.1%*	*1.3%*	*0.6%*	*1.9%*	*0.9%*
%H		*16.9%*	*13.3%*	*85.5%*	*18.1%*	*68.7%*	*61.4%*
20" - 29"	618	131	54	533	106	427	364
%V	*8.9%*	*4.4%*	*5.2%*	*9.9%*	*4.3%*	*14.5%*	*6.4%*
%H		*21.2%*	*8.7%*	*86.2%*	*17.2%*	*69.1%*	*58.9%*
30" - 39"	2287	823	294	1817	667	1150	1731
%V	*32.9%*	*27.9%*	*28.2%*	*33.7%*	*27.3%*	*39.1%*	*30.6%*
%H		*36.0%*	*12.9%*	*79.4%*	*29.2%*	*50.3%*	*75.7%*
40" and over	3785	1915	664	2810	1594	1216	3387
%V	*54.4%*	*64.9%*	*63.7%*	*52.2%*	*65.2%*	*41.3%*	*59.9%*
%H		*50.6%*	*17.5%*	*74.2%*	*42.1%*	*32.1%*	*89.5%*
Don't know	180	67	20	157	66	92	122
%V	*2.6%*	*2.3%*	*1.9%*	*2.9%*	*2.7%*	*3.1%*	*2.2%*
%H		*37.2%*	*11.1%*	*87.2%*	*36.7%*	*51.1%*	*67.8%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North Macro

Set level data

Table 22.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6953	2950	1042	5388	2446	2942	5656
%H		*42.4%*	*15.0%*	*77.5%*	*35.2%*	*42.3%*	*81.3%*
PVR	4217	2534	869	2973	2097	876	3819
%V	*60.7%*	*85.9%*	*83.4%*	*55.2%*	*85.7%*	*29.8%*	*67.5%*
%H		*60.1%*	*20.6%*	*70.5%*	*49.7%*	*20.8%*	*90.6%*
DVDR	165	73	17	140	66	75	136
%V	*2.4%*	*2.5%*	*1.6%*	*2.6%*	*2.7%*	*2.5%*	*2.4%*
%H		*44.2%*	*10.3%*	*84.8%*	*40.0%*	*45.5%*	*82.4%*
VCR	134	44	11	114	34	80	90
%V	*1.9%*	*1.5%*	*1.1%*	*2.1%*	*1.4%*	*2.7%*	*1.6%*
%H		*32.8%*	*8.2%*	*85.1%*	*25.4%*	*59.7%*	*67.2%*
Any recorder	4348	2557	873	3092	2113	979	3898
%V	*62.5%*	*86.7%*	*83.8%*	*57.4%*	*86.4%*	*33.3%*	*68.9%*
%H		*58.8%*	*20.1%*	*71.1%*	*48.6%*	*22.5%*	*89.7%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6953	2950	1042	5388	2446	2942	5656
%H		*42.4%*	*15.0%*	*77.5%*	*35.2%*	*42.3%*	*81.3%*
Receives HDTV (via STB or built-in reception)	4086	2165	854	3013	1883	1130	3676
%V	*58.8%*	*73.4%*	*82.0%*	*55.9%*	*77.0%*	*38.4%*	*65.0%*
%H		*53.0%*	*20.9%*	*73.7%*	*46.1%*	*27.7%*	*90.0%*
DVD/Blu-ray player or recorder	4548	2001	685	3576	1712	1864	3848
%V	*65.4%*	*67.8%*	*65.7%*	*66.4%*	*70.0%*	*63.4%*	*68.0%*
%H		*44.0%*	*15.1%*	*78.6%*	*37.6%*	*41.0%*	*84.6%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Macro

Set level data

Table 22.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7253	3760	1262	5963	3667	2297	6626
%H		*51.8%*	*17.4%*	*82.2%*	*50.6%*	*31.7%*	*91.4%*
Under 20"	1422	632	229	1224	650	574	1250
%V	*19.6%*	*16.8%*	*18.1%*	*20.5%*	*17.7%*	*25.0%*	*18.9%*
%H		*44.4%*	*16.1%*	*86.1%*	*45.7%*	*40.4%*	*87.9%*
20" - 29"	2331	1157	379	1992	1174	818	2076
%V	*32.1%*	*30.8%*	*30.0%*	*33.4%*	*32.0%*	*35.6%*	*31.3%*
%H		*49.6%*	*16.3%*	*85.5%*	*50.4%*	*35.1%*	*89.1%*
30" - 39"	2184	1195	414	1734	1140	593	2055
%V	*30.1%*	*31.8%*	*32.8%*	*29.1%*	*31.1%*	*25.8%*	*31.0%*
%H		*54.7%*	*19.0%*	*79.4%*	*52.2%*	*27.2%*	*94.1%*
40" and over	1147	688	210	873	613	260	1098
%V	*15.8%*	*18.3%*	*16.6%*	*14.6%*	*16.7%*	*11.3%*	*16.6%*
%H		*60.0%*	*18.3%*	*76.1%*	*53.4%*	*22.7%*	*95.7%*
Don't know	168	87	29	142	91	51	146
%V	*2.3%*	*2.3%*	*2.3%*	*2.4%*	*2.5%*	*2.2%*	*2.2%*
%H		*51.8%*	*17.3%*	*84.5%*	*54.2%*	*30.4%*	*86.9%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North Macro

Set level data

Table 22.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7253	3760	1262	5963	3667	2297	6626
%H		*51.8%*	*17.4%*	*82.2%*	*50.6%*	*31.7%*	*91.4%*
PVR	1528	1065	328	986	821	165	1464
%V	*21.1%*	*28.3%*	*26.0%*	*16.5%*	*22.4%*	*7.2%*	*22.1%*
%H		*69.7%*	*21.5%*	*64.5%*	*53.7%*	*10.8%*	*95.8%*
DVDR	47	21	13	44	29	15	45
%V	*0.6%*	*0.6%*	*1.0%*	*0.7%*	*0.8%*	*0.7%*	*0.7%*
%H		*44.7%*	*27.7%*	*93.6%*	*61.7%*	*31.9%*	*95.7%*
VCR	38	19	6	35	21	14	30
%V	*0.5%*	*0.5%*	*0.5%*	*0.6%*	*0.6%*	*0.6%*	*0.5%*
%H		*50.0%*	*15.8%*	*92.1%*	*55.3%*	*36.8%*	*78.9%*
Any recorder	1584	1087	338	1039	850	189	1511
%V	*21.8%*	*28.9%*	*26.8%*	*17.4%*	*23.2%*	*8.2%*	*22.8%*
%H		*68.6%*	*21.3%*	*65.6%*	*53.7%*	*11.9%*	*95.4%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7253	3760	1262	5963	3667	2297	6626
%H		*51.8%*	*17.4%*	*82.2%*	*50.6%*	*31.7%*	*91.4%*
Receives HDTV (via STB or built-in reception)	2114	1184	464	1659	1150	509	2016
%V	*29.1%*	*31.5%*	*36.8%*	*27.8%*	*31.4%*	*22.2%*	*30.4%*
%H		*56.0%*	*21.9%*	*78.5%*	*54.4%*	*24.1%*	*95.4%*
DVD/Blu-ray player or recorder	2756	1428	528	2291	1458	834	2586
%V	*38.0%*	*38.0%*	*41.8%*	*38.4%*	*39.8%*	*36.3%*	*39.0%*
%H		*51.8%*	*19.2%*	*83.1%*	*52.9%*	*30.3%*	*93.8%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV North Macro

Individual level data

Table 22.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	16535	15913	7612	2606	11927	6248	5679	14625
%H		*96.2%*	*46.0%*	*15.8%*	*72.1%*	*37.8%*	*34.3%*	*88.4%*
Total Children	3097	3010	1661	532	2057	1241	815	2982
%V	*18.7%*	*18.9%*	*21.8%*	*20.4%*	*17.2%*	*19.9%*	*14.4%*	*20.4%*
%H		*97.2%*	*53.6%*	*17.2%*	*66.4%*	*40.1%*	*26.3%*	*96.3%*
0 - 3	775	743	415	110	491	279	212	738
%V	*4.7%*	*4.7%*	*5.5%*	*4.2%*	*4.1%*	*4.5%*	*3.7%*	*5.0%*
%H		*95.9%*	*53.5%*	*14.2%*	*63.4%*	*36.0%*	*27.4%*	*95.2%*
4 - 15	2322	2267	1246	421	1566	962	603	2243
%V	*14.0%*	*14.2%*	*16.4%*	*16.2%*	*13.1%*	*15.4%*	*10.6%*	*15.3%*
%H		*97.6%*	*53.7%*	*18.1%*	*67.4%*	*41.4%*	*26.0%*	*96.6%*
4 - 9	1229	1195	666	217	798	479	318	1183
%V	*7.4%*	*7.5%*	*8.7%*	*8.3%*	*6.7%*	*7.7%*	*5.6%*	*8.1%*
%H		*97.2%*	*54.2%*	*17.7%*	*64.9%*	*39.0%*	*25.9%*	*96.3%*
10 - 15	1093	1072	579	204	768	483	285	1060
%V	*6.6%*	*6.7%*	*7.6%*	*7.8%*	*6.4%*	*7.7%*	*5.0%*	*7.2%*
%H		*98.1%*	*53.0%*	*18.7%*	*70.3%*	*44.2%*	*26.1%*	*97.0%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Individual level data

Table 22.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	16535	15913	7612	2606	11927	6248	5679	14625
%H		*96.2%*	*46.0%*	*15.8%*	*72.1%*	*37.8%*	*34.3%*	*88.4%*
Total Adults (16+)	13438	12903	5951	2074	9871	5007	4864	11643
%V	*81.3%*	*81.1%*	*78.2%*	*79.6%*	*82.8%*	*80.1%*	*85.6%*	*79.6%*
%H		*96.0%*	*44.3%*	*15.4%*	*73.5%*	*37.3%*	*36.2%*	*86.6%*
16 - 19	758	726	385	133	536	324	213	734
%V	*4.6%*	*4.6%*	*5.1%*	*5.1%*	*4.5%*	*5.2%*	*3.8%*	*5.0%*
%H		*95.8%*	*50.8%*	*17.5%*	*70.7%*	*42.7%*	*28.1%*	*96.8%*
20 - 24	1076	964	429	163	717	369	348	1016
%V	*6.5%*	*6.1%*	*5.6%*	*6.3%*	*6.0%*	*5.9%*	*6.1%*	*6.9%*
%H		*89.6%*	*39.9%*	*15.1%*	*66.6%*	*34.3%*	*32.3%*	*94.4%*
25 - 34	2151	2007	1052	334	1354	762	592	2058
%V	*13.0%*	*12.6%*	*13.8%*	*12.8%*	*11.4%*	*12.2%*	*10.4%*	*14.1%*
%H		*93.3%*	*48.9%*	*15.5%*	*62.9%*	*35.4%*	*27.5%*	*95.7%*
35 - 44	2002	1922	1018	351	1341	794	547	1919
%V	*12.1%*	*12.1%*	*13.4%*	*13.5%*	*11.2%*	*12.7%*	*9.6%*	*13.1%*
%H		*96.0%*	*50.8%*	*17.5%*	*67.0%*	*39.7%*	*27.3%*	*95.9%*
45 - 54	2389	2324	1161	408	1792	1020	771	2218
%V	*14.4%*	*14.6%*	*15.3%*	*15.7%*	*15.0%*	*16.3%*	*13.6%*	*15.2%*
%H		*97.3%*	*48.6%*	*17.1%*	*75.0%*	*42.7%*	*32.3%*	*92.8%*
55 - 64	2016	1978	889	322	1563	783	780	1789
%V	*12.2%*	*12.4%*	*11.7%*	*12.4%*	*13.1%*	*12.5%*	*13.7%*	*12.2%*
%H		*98.1%*	*44.1%*	*16.0%*	*77.5%*	*38.8%*	*38.7%*	*88.7%*
65+	3047	2982	1018	363	2568	954	1614	1909
%V	*18.4%*	*18.7%*	*13.4%*	*13.9%*	*21.5%*	*15.3%*	*28.4%*	*13.1%*
%H		*97.9%*	*33.4%*	*11.9%*	*84.3%*	*31.3%*	*53.0%*	*62.7%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Individual level data

Table 22.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13438	12903	5951	2074	9871	5007	4864	11643
%H		*96.0%*	*44.3%*	*15.4%*	*73.5%*	*37.3%*	*36.2%*	*86.6%*
AB	3020	2941	1486	467	2226	1216	1009	2889
%V	*22.5%*	*22.8%*	*25.0%*	*22.5%*	*22.6%*	*24.3%*	*20.7%*	*24.8%*
%H		*97.4%*	*49.2%*	*15.5%*	*73.7%*	*40.3%*	*33.4%*	*95.7%*
C1	3786	3588	1678	590	2769	1445	1324	3484
%V	*28.2%*	*27.8%*	*28.2%*	*28.4%*	*28.1%*	*28.9%*	*27.2%*	*29.9%*
%H		*94.8%*	*44.3%*	*15.6%*	*73.1%*	*38.2%*	*35.0%*	*92.0%*
C2	3019	2944	1426	472	2269	1227	1042	2642
%V	*22.5%*	*22.8%*	*24.0%*	*22.8%*	*23.0%*	*24.5%*	*21.4%*	*22.7%*
%H		*97.5%*	*47.2%*	*15.6%*	*75.2%*	*40.6%*	*34.5%*	*87.5%*
D	2257	2152	909	361	1605	749	856	1803
%V	*16.8%*	*16.7%*	*15.3%*	*17.4%*	*16.3%*	*15.0%*	*17.6%*	*15.5%*
%H		*95.3%*	*40.3%*	*16.0%*	*71.1%*	*33.2%*	*37.9%*	*79.9%*
E	1355	1278	454	184	1002	369	633	824
%V	*10.1%*	*9.9%*	*7.6%*	*8.9%*	*10.2%*	*7.4%*	*13.0%*	*7.1%*
%H		*94.3%*	*33.5%*	*13.6%*	*73.9%*	*27.2%*	*46.7%*	*60.8%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Macro

Individual level data

Table 22.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13438	12903	5951	2074	9871	5007	4864	11643
%H		*96.0%*	*44.3%*	*15.4%*	*73.5%*	*37.3%*	*36.2%*	*86.6%*
Working full time	6035	5829	3020	1050	4251	2500	1751	5788
%V	*44.9%*	*45.2%*	*50.7%*	*50.6%*	*43.1%*	*49.9%*	*36.0%*	*49.7%*
%H		*96.6%*	*50.0%*	*17.4%*	*70.4%*	*41.4%*	*29.0%*	*95.9%*
Working part time	1324	1283	614	207	974	509	465	1241
%V	*9.9%*	*9.9%*	*10.3%*	*10.0%*	*9.9%*	*10.2%*	*9.6%*	*10.7%*
%H		*96.9%*	*46.4%*	*15.6%*	*73.6%*	*38.4%*	*35.1%*	*93.7%*
Not working	6079	5791	2318	818	4646	1998	2648	4614
%V	*45.2%*	*44.9%*	*39.0%*	*39.4%*	*47.1%*	*39.9%*	*54.4%*	*39.6%*
%H		*95.3%*	*38.1%*	*13.5%*	*76.4%*	*32.9%*	*43.6%*	*75.9%*
Housewife/Houseperson	7275	6969	2953	1043	5390	2447	2943	5894
%V	*54.1%*	*54.0%*	*49.6%*	*50.3%*	*54.6%*	*48.9%*	*60.5%*	*50.6%*
%H		*95.8%*	*40.6%*	*14.3%*	*74.1%*	*33.6%*	*40.5%*	*81.0%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Individual level data

Table 22.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6558	6260	2993	1029	4733	2515	2218	5766
%H		*95.5%*	*45.6%*	*15.7%*	*72.2%*	*38.4%*	*33.8%*	*87.9%*
16 - 19	401	385	212	78	273	175	97	392
%V	*6.1%*	*6.2%*	*7.1%*	*7.6%*	*5.8%*	*7.0%*	*4.4%*	*6.8%*
%H		*96.0%*	*52.9%*	*19.5%*	*68.1%*	*43.6%*	*24.2%*	*97.8%*
20 - 24	526	465	214	75	338	180	159	493
%V	*8.0%*	*7.4%*	*7.2%*	*7.3%*	*7.1%*	*7.2%*	*7.2%*	*8.6%*
%H		*88.4%*	*40.7%*	*14.3%*	*64.3%*	*34.2%*	*30.2%*	*93.7%*
25 - 34	1078	998	523	165	675	379	296	1029
%V	*16.4%*	*15.9%*	*17.5%*	*16.0%*	*14.3%*	*15.1%*	*13.3%*	*17.8%*
%H		*92.6%*	*48.5%*	*15.3%*	*62.6%*	*35.2%*	*27.5%*	*95.5%*
35 - 44	986	936	485	169	649	381	268	934
%V	*15.0%*	*15.0%*	*16.2%*	*16.4%*	*13.7%*	*15.1%*	*12.1%*	*16.2%*
%H		*94.9%*	*49.2%*	*17.1%*	*65.8%*	*38.6%*	*27.2%*	*94.7%*
45 - 54	1174	1135	585	199	863	506	357	1089
%V	*17.9%*	*18.1%*	*19.5%*	*19.3%*	*18.2%*	*20.1%*	*16.1%*	*18.9%*
%H		*96.7%*	*49.8%*	*17.0%*	*73.5%*	*43.1%*	*30.4%*	*92.8%*
55 - 64	992	971	448	153	768	391	377	872
%V	*15.1%*	*15.5%*	*15.0%*	*14.9%*	*16.2%*	*15.5%*	*17.0%*	*15.1%*
%H		*97.9%*	*45.2%*	*15.4%*	*77.4%*	*39.4%*	*38.0%*	*87.9%*
65+	1402	1369	526	190	1167	502	664	957
%V	*21.4%*	*21.9%*	*17.6%*	*18.5%*	*24.7%*	*20.0%*	*29.9%*	*16.6%*
%H		*97.6%*	*37.5%*	*13.6%*	*83.2%*	*35.8%*	*47.4%*	*68.3%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Individual level data

Table 22.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6558	6260	2993	1029	4733	2515	2218	5766
%H		*95.5%*	*45.6%*	*15.7%*	*72.2%*	*38.4%*	*33.8%*	*87.9%*
AB	1502	1462	755	238	1096	618	477	1440
%V	*22.9%*	*23.4%*	*25.2%*	*23.1%*	*23.2%*	*24.6%*	*21.5%*	*25.0%*
%H		*97.3%*	*50.3%*	*15.8%*	*73.0%*	*41.1%*	*31.8%*	*95.9%*
C1	1750	1650	824	277	1257	706	551	1652
%V	*26.7%*	*26.4%*	*27.5%*	*26.9%*	*26.6%*	*28.1%*	*24.8%*	*28.7%*
%H		*94.3%*	*47.1%*	*15.8%*	*71.8%*	*40.3%*	*31.5%*	*94.4%*
C2	1635	1585	760	254	1217	651	566	1409
%V	*24.9%*	*25.3%*	*25.4%*	*24.7%*	*25.7%*	*25.9%*	*25.5%*	*24.4%*
%H		*96.9%*	*46.5%*	*15.5%*	*74.4%*	*39.8%*	*34.6%*	*86.2%*
D	1083	1020	451	180	750	377	373	891
%V	*16.5%*	*16.3%*	*15.1%*	*17.5%*	*15.8%*	*15.0%*	*16.8%*	*15.5%*
%H		*94.2%*	*41.6%*	*16.6%*	*69.3%*	*34.8%*	*34.4%*	*82.3%*
E	588	543	202	79	414	162	252	375
%V	*9.0%*	*8.7%*	*6.7%*	*7.7%*	*8.7%*	*6.4%*	*11.4%*	*6.5%*
%H		*92.3%*	*34.4%*	*13.4%*	*70.4%*	*27.6%*	*42.9%*	*63.8%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Macro

Individual level data

Table 22.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6558	6260	2993	1029	4733	2515	2218	5766
%H		*95.5%*	*45.6%*	*15.7%*	*72.2%*	*38.4%*	*33.8%*	*87.9%*
Working full time	3670	3530	1866	611	2570	1523	1047	3506
%V	*56.0%*	*56.4%*	*62.3%*	*59.4%*	*54.3%*	*60.6%*	*47.2%*	*60.8%*
%H		*96.2%*	*50.8%*	*16.6%*	*70.0%*	*41.5%*	*28.5%*	*95.5%*
Working part time	282	266	121	35	194	86	108	251
%V	*4.3%*	*4.2%*	*4.0%*	*3.4%*	*4.1%*	*3.4%*	*4.9%*	*4.4%*
%H		*94.3%*	*42.9%*	*12.4%*	*68.8%*	*30.5%*	*38.3%*	*89.0%*
Not working	2606	2464	1005	383	1969	906	1063	2009
%V	*39.7%*	*39.4%*	*33.6%*	*37.2%*	*41.6%*	*36.0%*	*47.9%*	*34.8%*
%H		*94.6%*	*38.6%*	*14.7%*	*75.6%*	*34.8%*	*40.8%*	*77.1%*
Housewife/Houseperson	1601	1469	566	200	1142	464	678	1152
%V	*24.4%*	*23.5%*	*18.9%*	*19.4%*	*24.1%*	*18.4%*	*30.6%*	*20.0%*
%H		*91.8%*	*35.4%*	*12.5%*	*71.3%*	*29.0%*	*42.3%*	*72.0%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Individual level data

Table 22.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6880	6643	2959	1045	5138	2492	2646	5876
%H		*96.6%*	*43.0%*	*15.2%*	*74.7%*	*36.2%*	*38.5%*	*85.4%*
16 - 19	357	341	173	55	263	148	115	341
%V	*5.2%*	*5.1%*	*5.8%*	*5.3%*	*5.1%*	*5.9%*	*4.3%*	*5.8%*
%H		*95.5%*	*48.5%*	*15.4%*	*73.7%*	*41.5%*	*32.2%*	*95.5%*
20 - 24	551	499	214	88	379	190	189	523
%V	*8.0%*	*7.5%*	*7.2%*	*8.4%*	*7.4%*	*7.6%*	*7.1%*	*8.9%*
%H		*90.6%*	*38.8%*	*16.0%*	*68.8%*	*34.5%*	*34.3%*	*94.9%*
25 - 34	1072	1009	529	169	679	383	296	1030
%V	*15.6%*	*15.2%*	*17.9%*	*16.2%*	*13.2%*	*15.4%*	*11.2%*	*17.5%*
%H		*94.1%*	*49.3%*	*15.8%*	*63.3%*	*35.7%*	*27.6%*	*96.1%*
35 - 44	1016	986	532	182	692	414	279	985
%V	*14.8%*	*14.8%*	*18.0%*	*17.4%*	*13.5%*	*16.6%*	*10.5%*	*16.8%*
%H		*97.0%*	*52.4%*	*17.9%*	*68.1%*	*40.7%*	*27.5%*	*96.9%*
45 - 54	1215	1189	576	209	929	514	414	1129
%V	*17.7%*	*17.9%*	*19.5%*	*20.0%*	*18.1%*	*20.6%*	*15.6%*	*19.2%*
%H		*97.9%*	*47.4%*	*17.2%*	*76.5%*	*42.3%*	*34.1%*	*92.9%*
55 - 64	1024	1007	441	169	795	392	403	916
%V	*14.9%*	*15.2%*	*14.9%*	*16.2%*	*15.5%*	*15.7%*	*15.2%*	*15.6%*
%H		*98.3%*	*43.1%*	*16.5%*	*77.6%*	*38.3%*	*39.4%*	*89.5%*
65+	1646	1613	492	173	1401	451	950	952
%V	*23.9%*	*24.3%*	*16.6%*	*16.6%*	*27.3%*	*18.1%*	*35.9%*	*16.2%*
%H		*98.0%*	*29.9%*	*10.5%*	*85.1%*	*27.4%*	*57.7%*	*57.8%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North Macro

Individual level data

Table 22.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6880	6643	2959	1045	5138	2492	2646	5876
%H		*96.6%*	*43.0%*	*15.2%*	*74.7%*	*36.2%*	*38.5%*	*85.4%*
AB	1519	1479	730	229	1130	598	532	1450
%V	*22.1%*	*22.3%*	*24.7%*	*21.9%*	*22.0%*	*24.0%*	*20.1%*	*24.7%*
%H		*97.4%*	*48.1%*	*15.1%*	*74.4%*	*39.4%*	*35.0%*	*95.5%*
C1	2036	1938	854	312	1512	739	773	1832
%V	*29.6%*	*29.2%*	*28.9%*	*29.9%*	*29.4%*	*29.7%*	*29.2%*	*31.2%*
%H		*95.2%*	*41.9%*	*15.3%*	*74.3%*	*36.3%*	*38.0%*	*90.0%*
C2	1384	1359	666	218	1053	576	476	1234
%V	*20.1%*	*20.5%*	*22.5%*	*20.9%*	*20.5%*	*23.1%*	*18.0%*	*21.0%*
%H		*98.2%*	*48.1%*	*15.8%*	*76.1%*	*41.6%*	*34.4%*	*89.2%*
D	1174	1132	458	181	855	372	483	912
%V	*17.1%*	*17.0%*	*15.5%*	*17.3%*	*16.6%*	*14.9%*	*18.3%*	*15.5%*
%H		*96.4%*	*39.0%*	*15.4%*	*72.8%*	*31.7%*	*41.1%*	*77.7%*
E	768	735	251	105	588	207	382	449
%V	*11.2%*	*11.1%*	*8.5%*	*10.0%*	*11.4%*	*8.3%*	*14.4%*	*7.6%*
%H		*95.7%*	*32.7%*	*13.7%*	*76.6%*	*27.0%*	*49.7%*	*58.5%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North Macro

Individual level data

Table 22.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6880	6643	2959	1045	5138	2492	2646	5876
%H		*96.6%*	*43.0%*	*15.2%*	*74.7%*	*36.2%*	*38.5%*	*85.4%*
Working full time	2365	2299	1154	439	1681	978	704	2282
%V	*34.4%*	*34.6%*	*39.0%*	*42.0%*	*32.7%*	*39.2%*	*26.6%*	*38.8%*
%H		*97.2%*	*48.8%*	*18.6%*	*71.1%*	*41.4%*	*29.8%*	*96.5%*
Working part time	1042	1017	492	171	779	423	357	990
%V	*15.1%*	*15.3%*	*16.6%*	*16.4%*	*15.2%*	*17.0%*	*13.5%*	*16.8%*
%H		*97.6%*	*47.2%*	*16.4%*	*74.8%*	*40.6%*	*34.3%*	*95.0%*
Not working	3473	3327	1312	435	2677	1092	1585	2604
%V	*50.5%*	*50.1%*	*44.3%*	*41.6%*	*52.1%*	*43.8%*	*59.9%*	*44.3%*
%H		*95.8%*	*37.8%*	*12.5%*	*77.1%*	*31.4%*	*45.6%*	*75.0%*
Housewife/Houseperson	5674	5500	2387	842	4248	1983	2264	4742
%V	*82.5%*	*82.8%*	*80.7%*	*80.6%*	*82.7%*	*79.6%*	*85.6%*	*80.7%*
%H		*96.9%*	*42.1%*	*14.8%*	*74.9%*	*34.9%*	*39.9%*	*83.6%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire / North East Macro

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 23.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3967	3795	1603	544	2945	1306	1639	3214
%H (All HH)		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*
%H (TV HH)			*42.2%*	*14.3%*	*77.6%*	*34.4%*	*43.2%*	
AB	844	823	401	119	608	298	310	798
%V	*21.3%*	*21.7%*	*25.0%*	*21.9%*	*20.6%*	*22.8%*	*18.9%*	*24.8%*
%H (All HH)		*97.5%*	*47.5%*	*14.1%*	*72.0%*	*35.3%*	*36.7%*	*94.5%*
%H (TV HH)			*48.7%*	*14.5%*	*73.9%*	*36.2%*	*37.7%*	
C1	1048	981	435	144	776	370	405	931
%V	*26.4%*	*25.8%*	*27.1%*	*26.5%*	*26.3%*	*28.3%*	*24.7%*	*29.0%*
%H (All HH)		*93.6%*	*41.5%*	*13.7%*	*74.0%*	*35.3%*	*38.6%*	*88.8%*
%H (TV HH)			*44.3%*	*14.7%*	*79.1%*	*37.7%*	*41.3%*	
C2	850	830	368	119	652	313	339	703
%V	*21.4%*	*21.9%*	*23.0%*	*21.9%*	*22.1%*	*24.0%*	*20.7%*	*21.9%*
%H (All HH)		*97.6%*	*43.3%*	*14.0%*	*76.7%*	*36.8%*	*39.9%*	*82.7%*
%H (TV HH)			*44.3%*	*14.3%*	*78.6%*	*37.7%*	*40.8%*	
D	709	672	243	105	509	196	313	507
%V	*17.9%*	*17.7%*	*15.2%*	*19.3%*	*17.3%*	*15.0%*	*19.1%*	*15.8%*
%H (All HH)		*94.8%*	*34.3%*	*14.8%*	*71.8%*	*27.6%*	*44.1%*	*71.5%*
%H (TV HH)			*36.2%*	*15.6%*	*75.7%*	*29.2%*	*46.6%*	
E	516	489	155	57	399	128	272	275
%V	*13.0%*	*12.9%*	*9.7%*	*10.5%*	*13.5%*	*9.8%*	*16.6%*	*8.6%*
%H (All HH)		*94.8%*	*30.0%*	*11.0%*	*77.3%*	*24.8%*	*52.7%*	*53.3%*
%H (TV HH)			*31.7%*	*11.7%*	*81.6%*	*26.2%*	*55.6%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Household level data

Table 23.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3967	3795	1603	544	2945	1306	1639	3214
%H (All HH)		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*
%H (TV HH)			*42.2%*	*14.3%*	*77.6%*	*34.4%*	*43.2%*	
Under 25	196	163	64	19	111	43	69	172
%V	*4.9%*	*4.3%*	*4.0%*	*3.5%*	*3.8%*	*3.3%*	*4.2%*	*5.4%*
%H (All HH)		*83.2%*	*32.7%*	*9.7%*	*56.6%*	*21.9%*	*35.2%*	*87.8%*
%H (TV HH)			*39.3%*	*11.7%*	*68.1%*	*26.4%*	*42.3%*	
25 - 34	595	547	266	87	368	185	183	562
%V	*15.0%*	*14.4%*	*16.6%*	*16.0%*	*12.5%*	*14.2%*	*11.2%*	*17.5%*
%H (All HH)		*91.9%*	*44.7%*	*14.6%*	*61.8%*	*31.1%*	*30.8%*	*94.5%*
%H (TV HH)			*48.6%*	*15.9%*	*67.3%*	*33.8%*	*33.5%*	
35 - 44	615	587	319	99	404	237	167	586
%V	*15.5%*	*15.5%*	*19.9%*	*18.2%*	*13.7%*	*18.1%*	*10.2%*	*18.2%*
%H (All HH)		*95.4%*	*51.9%*	*16.1%*	*65.7%*	*38.5%*	*27.2%*	*95.3%*
%H (TV HH)			*54.3%*	*16.9%*	*68.8%*	*40.4%*	*28.4%*	
45 - 54	779	755	359	127	583	304	280	718
%V	*19.6%*	*19.9%*	*22.4%*	*23.3%*	*19.8%*	*23.3%*	*17.1%*	*22.3%*
%H (All HH)		*96.9%*	*46.1%*	*16.3%*	*74.8%*	*39.0%*	*35.9%*	*92.2%*
%H (TV HH)			*47.5%*	*16.8%*	*77.2%*	*40.3%*	*37.1%*	
55 - 64	662	649	271	88	520	231	290	562
%V	*16.7%*	*17.1%*	*16.9%*	*16.2%*	*17.7%*	*17.7%*	*17.7%*	*17.5%*
%H (All HH)		*98.0%*	*40.9%*	*13.3%*	*78.5%*	*34.9%*	*43.8%*	*84.9%*
%H (TV HH)			*41.8%*	*13.6%*	*80.1%*	*35.6%*	*44.7%*	
65 +	1118	1094	324	123	958	307	651	614
%V	*28.2%*	*28.8%*	*20.2%*	*22.6%*	*32.5%*	*23.5%*	*39.7%*	*19.1%*
%H (All HH)		*97.9%*	*29.0%*	*11.0%*	*85.7%*	*27.5%*	*58.2%*	*54.9%*
%H (TV HH)			*29.6%*	*11.2%*	*87.6%*	*28.1%*	*59.5%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Household level data

Table 23.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3967	3795	1603	544	2945	1306	1639	3214
%H (All HH)		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*
%H (TV HH)			*42.2%*	*14.3%*	*77.6%*	*34.4%*	*43.2%*	
1	1245	1168	305	131	975	262	713	719
%V	*31.4%*	*30.8%*	*19.0%*	*24.1%*	*33.1%*	*20.1%*	*43.5%*	*22.4%*
%H (All HH)		*93.8%*	*24.5%*	*10.5%*	*78.3%*	*21.0%*	*57.3%*	*57.8%*
%H (TV HH)			*26.1%*	*11.2%*	*83.5%*	*22.4%*	*61.0%*	
2	1423	1376	602	197	1072	496	576	1238
%V	*35.9%*	*36.3%*	*37.6%*	*36.2%*	*36.4%*	*38.0%*	*35.1%*	*38.5%*
%H (All HH)		*96.7%*	*42.3%*	*13.8%*	*75.3%*	*34.9%*	*40.5%*	*87.0%*
%H (TV HH)			*43.8%*	*14.3%*	*77.9%*	*36.0%*	*41.9%*	
3	602	582	299	108	427	248	179	579
%V	*15.2%*	*15.3%*	*18.7%*	*19.9%*	*14.5%*	*19.0%*	*10.9%*	*18.0%*
%H (All HH)		*96.7%*	*49.7%*	*17.9%*	*70.9%*	*41.2%*	*29.7%*	*96.2%*
%H (TV HH)			*51.4%*	*18.6%*	*73.4%*	*42.6%*	*30.8%*	
4	474	463	278	72	329	213	116	465
%V	*11.9%*	*12.2%*	*17.3%*	*13.2%*	*11.2%*	*16.3%*	*7.1%*	*14.5%*
%H (All HH)		*97.7%*	*58.6%*	*15.2%*	*69.4%*	*44.9%*	*24.5%*	*98.1%*
%H (TV HH)			*60.0%*	*15.6%*	*71.1%*	*46.0%*	*25.1%*	
5+	223	207	120	36	142	87	55	212
%V	*5.6%*	*5.5%*	*7.5%*	*6.6%*	*4.8%*	*6.7%*	*3.4%*	*6.6%*
%H (All HH)		*92.8%*	*53.8%*	*16.1%*	*63.7%*	*39.0%*	*24.7%*	*95.1%*
%H (TV HH)			*58.0%*	*17.4%*	*68.6%*	*42.0%*	*26.6%*	
Average HH size	2.27	2.28	2.61	2.45	2.20	2.54	1.93	2.48

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Household level data

Table 23.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3967	3795	1603	544	2945	1306	1639	3214
%H (All HH)		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*
%H (TV HH)			*42.2%*	*14.3%*	*77.6%*	*34.4%*	*43.2%*	
Without	2992	2849	1071	389	2288	912	1376	2278
%V	*75.4%*	*75.1%*	*66.8%*	*71.5%*	*77.7%*	*69.8%*	*84.0%*	*70.9%*
%H (All HH)		*95.2%*	*35.8%*	*13.0%*	*76.5%*	*30.5%*	*46.0%*	*76.1%*
%H (TV HH)			*37.6%*	*13.7%*	*80.3%*	*32.0%*	*48.3%*	
With	975	946	533	156	657	394	263	936
%V	*24.6%*	*24.9%*	*33.3%*	*28.7%*	*22.3%*	*30.2%*	*16.0%*	*29.1%*
%H (All HH)		*97.0%*	*54.7%*	*16.0%*	*67.4%*	*40.4%*	*27.0%*	*96.0%*
%H (TV HH)			*56.3%*	*16.5%*	*69.5%*	*41.6%*	*27.8%*	
0 - 3	357	342	192	48	225	126	100	338
%V	*9.0%*	*9.0%*	*12.0%*	*8.8%*	*7.6%*	*9.6%*	*6.1%*	*10.5%*
%H (All HH)		*95.8%*	*53.8%*	*13.4%*	*63.0%*	*35.3%*	*28.0%*	*94.7%*
%H (TV HH)			*56.1%*	*14.0%*	*65.8%*	*36.8%*	*29.2%*	
4 - 9	490	473	273	75	325	193	133	467
%V	*12.4%*	*12.5%*	*17.0%*	*13.8%*	*11.0%*	*14.8%*	*8.1%*	*14.5%*
%H (All HH)		*96.5%*	*55.7%*	*15.3%*	*66.3%*	*39.4%*	*27.1%*	*95.3%*
%H (TV HH)			*57.7%*	*15.9%*	*68.7%*	*40.8%*	*28.1%*	
10 - 15	458	448	257	80	322	211	110	444
%V	*11.5%*	*11.8%*	*16.0%*	*14.7%*	*10.9%*	*16.2%*	*6.7%*	*13.8%*
%H (All HH)		*97.8%*	*56.1%*	*17.5%*	*70.3%*	*46.1%*	*24.0%*	*96.9%*
%H (TV HH)			*57.4%*	*17.9%*	*71.9%*	*47.1%*	*24.6%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Household level data

Table 23.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3967	3795	1603	544	2945	1306	1639	3214
%H (All HH)		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*
%H (TV HH)			*42.2%*	*14.3%*	*77.6%*	*34.4%*	*43.2%*	
1	1462	1462	470	179	1062	284	778	1028
%V	*36.9%*	*38.5%*	*29.3%*	*32.9%*	*36.1%*	*21.7%*	*47.5%*	*32.0%*
%H (All HH)		*100.0%*	*32.1%*	*12.2%*	*72.6%*	*19.4%*	*53.2%*	*70.3%*
%H (TV HH)			*32.1%*	*12.2%*	*72.6%*	*19.4%*	*53.2%*	
2	1316	1316	582	191	1040	488	552	1095
%V	*33.2%*	*34.7%*	*36.3%*	*35.1%*	*35.3%*	*37.4%*	*33.7%*	*34.1%*
%H (All HH)		*100.0%*	*44.2%*	*14.5%*	*79.0%*	*37.1%*	*41.9%*	*83.2%*
%H (TV HH)			*44.2%*	*14.5%*	*79.0%*	*37.1%*	*41.9%*	
3	598	598	296	105	484	278	206	556
%V	*15.1%*	*15.8%*	*18.5%*	*19.3%*	*16.4%*	*21.3%*	*12.6%*	*17.3%*
%H (All HH)		*100.0%*	*49.5%*	*17.6%*	*80.9%*	*46.5%*	*34.4%*	*93.0%*
%H (TV HH)			*49.5%*	*17.6%*	*80.9%*	*46.5%*	*34.4%*	
4	277	277	163	46	229	158	71	267
%V	*7.0%*	*7.3%*	*10.2%*	*8.5%*	*7.8%*	*12.1%*	*4.3%*	*8.3%*
%H (All HH)		*100.0%*	*58.8%*	*16.6%*	*82.7%*	*57.0%*	*25.6%*	*96.4%*
%H (TV HH)			*58.8%*	*16.6%*	*82.7%*	*57.0%*	*25.6%*	
5+	142	142	92	23	129	98	31	142
%V	*3.6%*	*3.7%*	*5.7%*	*4.2%*	*4.4%*	*7.5%*	*1.9%*	*4.4%*
%H (All HH)		*100.0%*	*64.8%*	*16.2%*	*90.8%*	*69.0%*	*21.8%*	*100.0%*
%H (TV HH)			*64.8%*	*16.2%*	*90.8%*	*69.0%*	*21.8%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Household level data

Table 23.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3967	3795	1603	544	2945	1306	1639	3214
%H (All HH)		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*
%H (TV HH)			*42.2%*	*14.3%*	*77.6%*	*34.4%*	*43.2%*	
Under 20"	696	696	291	113	590	291	299	598
%V	*17.5%*	*18.3%*	*18.2%*	*20.8%*	*20.0%*	*22.3%*	*18.2%*	*18.6%*
%H (All HH)		*100.0%*	*41.8%*	*16.2%*	*84.8%*	*41.8%*	*43.0%*	*85.9%*
%H (TV HH)			*41.8%*	*16.2%*	*84.8%*	*41.8%*	*43.0%*	
20" - 29"	1239	1239	532	165	1050	497	553	1012
%V	*31.2%*	*32.6%*	*33.2%*	*30.3%*	*35.7%*	*38.1%*	*33.7%*	*31.5%*
%H (All HH)		*100.0%*	*42.9%*	*13.3%*	*84.7%*	*40.1%*	*44.6%*	*81.7%*
%H (TV HH)			*42.9%*	*13.3%*	*84.7%*	*40.1%*	*44.6%*	
30" - 39"	1891	1891	831	258	1482	683	799	1562
%V	*47.7%*	*49.8%*	*51.8%*	*47.4%*	*50.3%*	*52.3%*	*48.7%*	*48.6%*
%H (All HH)		*100.0%*	*43.9%*	*13.6%*	*78.4%*	*36.1%*	*42.3%*	*82.6%*
%H (TV HH)			*43.9%*	*13.6%*	*78.4%*	*36.1%*	*42.3%*	
40" and over	2159	2159	1075	367	1612	883	729	1925
%V	*54.4%*	*56.9%*	*67.1%*	*67.5%*	*54.7%*	*67.6%*	*44.5%*	*59.9%*
%H (All HH)		*100.0%*	*49.8%*	*17.0%*	*74.7%*	*40.9%*	*33.8%*	*89.2%*
%H (TV HH)			*49.8%*	*17.0%*	*74.7%*	*40.9%*	*33.8%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Household level data

Table 23.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3967	3795	1603	544	2945	1306	1639	3214
%H (All HH)		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*
%H (TV HH)			*42.2%*	*14.3%*	*77.6%*	*34.4%*	*43.2%*	
Main living room	3745	3745	1588	538	2914	1294	1620	3046
%V	*94.4%*	*98.7%*	*99.1%*	*98.9%*	*98.9%*	*99.1%*	*98.8%*	*94.8%*
%H (All HH)		*100.0%*	*42.4%*	*14.4%*	*77.8%*	*34.6%*	*43.3%*	*81.3%*
%H (TV HH)			*42.4%*	*14.4%*	*77.8%*	*34.6%*	*43.3%*	
Kitchen	436	436	225	57	387	228	159	381
%V	*11.0%*	*11.5%*	*14.0%*	*10.5%*	*13.1%*	*17.5%*	*9.7%*	*11.9%*
%H (All HH)		*100.0%*	*51.6%*	*13.1%*	*88.8%*	*52.3%*	*36.5%*	*87.4%*
%H (TV HH)			*51.6%*	*13.1%*	*88.8%*	*52.3%*	*36.5%*	
Adult's bedroom	1732	1732	840	283	1414	785	629	1535
%V	*43.7%*	*45.6%*	*52.4%*	*52.0%*	*48.0%*	*60.1%*	*38.4%*	*47.8%*
%H (All HH)		*100.0%*	*48.5%*	*16.3%*	*81.6%*	*45.3%*	*36.3%*	*88.6%*
%H (TV HH)			*48.5%*	*16.3%*	*81.6%*	*45.3%*	*36.3%*	
Child's bedroom	431	431	250	73	319	205	115	417
%V	*10.9%*	*11.4%*	*15.6%*	*13.4%*	*10.8%*	*15.7%*	*7.0%*	*13.0%*
%H (All HH)		*100.0%*	*58.0%*	*16.9%*	*74.0%*	*47.6%*	*26.7%*	*96.8%*
%H (TV HH)			*58.0%*	*16.9%*	*74.0%*	*47.6%*	*26.7%*	
Other bedroom	289	289	148	51	246	153	93	273
%V	*7.3%*	*7.6%*	*9.2%*	*9.4%*	*8.4%*	*11.7%*	*5.7%*	*8.5%*
%H (All HH)		*100.0%*	*51.2%*	*17.6%*	*85.1%*	*52.9%*	*32.2%*	*94.5%*
%H (TV HH)			*51.2%*	*17.6%*	*85.1%*	*52.9%*	*32.2%*	
Second living/dining room	368	368	179	59	306	173	133	334
%V	*9.3%*	*9.7%*	*11.2%*	*10.8%*	*10.4%*	*13.2%*	*8.1%*	*10.4%*
%H (All HH)		*100.0%*	*48.6%*	*16.0%*	*83.2%*	*47.0%*	*36.1%*	*90.8%*
%H (TV HH)			*48.6%*	*16.0%*	*83.2%*	*47.0%*	*36.1%*	
Study/office	45	45	30	6	38	28	10	43
%V	*1.1%*	*1.2%*	*1.9%*	*1.1%*	*1.3%*	*2.1%*	*0.6%*	*1.3%*
%H (All HH)		*100.0%*	*66.7%*	*13.3%*	*84.4%*	*62.2%*	*22.2%*	*95.6%*
%H (TV HH)			*66.7%*	*13.3%*	*84.4%*	*62.2%*	*22.2%*	
TV room	13	13	12	3	12	11	1	13
%V	*0.3%*	*0.3%*	*0.7%*	*0.6%*	*0.4%*	*0.8%*	*0.1%*	*0.4%*
%H (All HH)		*100.0%*	*92.3%*	*23.1%*	*92.3%*	*84.6%*	*7.7%*	*100.0%*
%H (TV HH)			*92.3%*	*23.1%*	*92.3%*	*84.6%*	*7.7%*	
Conservatory	126	126	72	13	103	61	42	114
%V	*3.2%*	*3.3%*	*4.5%*	*2.4%*	*3.5%*	*4.7%*	*2.6%*	*3.5%*
%H (All HH)		*100.0%*	*57.1%*	*10.3%*	*81.7%*	*48.4%*	*33.3%*	*90.5%*
%H (TV HH)			*57.1%*	*10.3%*	*81.7%*	*48.4%*	*33.3%*	
Attic or loft room	9	9	3	3	7	5	2	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.6%*	*0.2%*	*0.4%*	*0.1%*	*0.3%*
%H (All HH)		*100.0%*	*33.3%*	*33.3%*	*77.8%*	*55.6%*	*22.2%*	*100.0%*
%H (TV HH)			*33.3%*	*33.3%*	*77.8%*	*55.6%*	*22.2%*	
No specific location	6	6	3	1	6	4	2	5
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*16.7%*	*100.0%*	*66.7%*	*33.3%*	*83.3%*
%H (TV HH)			*50.0%*	*16.7%*	*100.0%*	*66.7%*	*33.3%*	
Other	38	38	19	5	35	20	15	37
%V	*1.0%*	*1.0%*	*1.2%*	*0.9%*	*1.2%*	*1.5%*	*0.9%*	*1.2%*
%H (All HH)		*100.0%*	*50.0%*	*13.2%*	*92.1%*	*52.6%*	*39.5%*	*97.4%*
%H (TV HH)			*50.0%*	*13.2%*	*92.1%*	*52.6%*	*39.5%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Household level data

Table 23.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3967	3795	1603	544	2945	1306	1639	3214
%H (All HH)		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*
%H (TV HH)			*42.2%*	*14.3%*	*77.6%*	*34.4%*	*43.2%*	
Any DSAT provider	1603	1603	1603	50	1033	1033	0	1459
%V	*40.4%*	*42.2%*	*100.0%*	*9.2%*	*35.1%*	*79.1%*	*0.0%*	*45.4%*
%H (All HH)			*100.0%*	*3.1%*	*64.4%*	*64.4%*	*0.0%*	*91.0%*
%H (TV HH)			*100.0%*	*3.1%*	*64.4%*	*64.4%*	*0.0%*	
Sky with subcription	1310	1310	1310	32	842	842	0	1207
%V	*33.0%*	*34.5%*	*81.7%*	*5.9%*	*28.6%*	*64.5%*	*0.0%*	*37.6%*
%H (All HH)			*100.0%*	*2.4%*	*64.3%*	*64.3%*	*0.0%*	*92.1%*
%H (TV HH)			*100.0%*	*2.4%*	*64.3%*	*64.3%*	*0.0%*	
Sky without subscription	114	114	114	5	67	67	0	98
%V	*2.9%*	*3.0%*	*7.1%*	*0.9%*	*2.3%*	*5.1%*	*0.0%*	*3.0%*
%H (All HH)			*100.0%*	*4.4%*	*58.8%*	*58.8%*	*0.0%*	*86.0%*
%H (TV HH)			*100.0%*	*4.4%*	*58.8%*	*58.8%*	*0.0%*	
Freesat	194	194	194	10	144	144	0	173
%V	*4.9%*	*5.1%*	*12.1%*	*1.8%*	*4.9%*	*11.0%*	*0.0%*	*5.4%*
%H (All HH)			*100.0%*	*5.2%*	*74.2%*	*74.2%*	*0.0%*	*89.2%*
%H (TV HH)			*100.0%*	*5.2%*	*74.2%*	*74.2%*	*0.0%*	
Other satellite provider	66	66	66	6	39	39	0	60
%V	*1.7%*	*1.7%*	*4.1%*	*1.1%*	*1.3%*	*3.0%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*9.1%*	*59.1%*	*59.1%*	*0.0%*	*90.9%*
%H (TV HH)			*100.0%*	*9.1%*	*59.1%*	*59.1%*	*0.0%*	
DCAB	544	544	50	544	303	303	0	501
%V	*13.7%*	*14.3%*	*3.1%*	*100.0%*	*10.3%*	*23.2%*	*0.0%*	*15.6%*
%H (All HH)			*9.2%*	*100.0%*	*55.7%*	*55.7%*	*0.0%*	*92.1%*
%H (TV HH)			*9.2%*	*100.0%*	*55.7%*	*55.7%*	*0.0%*	
DTT	2945	2945	1033	303	2945	1306	1639	2316
%V	*74.2%*	*77.6%*	*64.4%*	*55.7%*	*100.0%*	*100.0%*	*100.0%*	*72.1%*
%H (All HH)		*100.0%*	*35.1%*	*10.3%*	*100.0%*	*44.3%*	*55.7%*	*78.6%*
%H (TV HH)			*35.1%*	*10.3%*	*100.0%*	*44.3%*	*55.7%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Household level data

Table 23.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3967	3795	1603	544	2945	1306	1639	3214
%H (All HH)		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*
%H (TV HH)			*42.2%*	*14.3%*	*77.6%*	*34.4%*	*43.2%*	
PVR	2286	2286	1375	443	1618	1105	513	2084
%V	*57.6%*	*60.2%*	*85.8%*	*81.4%*	*54.9%*	*84.6%*	*31.3%*	*64.8%*
%H (All HH)		*100.0%*	*60.1%*	*19.4%*	*70.8%*	*48.3%*	*22.4%*	*91.2%*
%H (TV HH)			*60.1%*	*19.4%*	*70.8%*	*48.3%*	*22.4%*	
DVDR	134	134	60	19	116	61	55	115
%V	*3.4%*	*3.5%*	*3.7%*	*3.5%*	*3.9%*	*4.7%*	*3.4%*	*3.6%*
%H (All HH)		*100.0%*	*44.8%*	*14.2%*	*86.6%*	*45.5%*	*41.0%*	*85.8%*
%H (TV HH)			*44.8%*	*14.2%*	*86.6%*	*45.5%*	*41.0%*	
VCR	127	127	46	13	106	38	68	92
%V	*3.2%*	*3.3%*	*2.9%*	*2.4%*	*3.6%*	*2.9%*	*4.1%*	*2.9%*
%H (All HH)		*100.0%*	*36.2%*	*10.2%*	*83.5%*	*29.9%*	*53.5%*	*72.4%*
%H (TV HH)			*36.2%*	*10.2%*	*83.5%*	*29.9%*	*53.5%*	
Any recorder	2382	2382	1392	448	1705	1119	586	2146
%V	*60.0%*	*62.8%*	*86.8%*	*82.4%*	*57.9%*	*85.7%*	*35.8%*	*66.8%*
%H (All HH)		*100.0%*	*58.4%*	*18.8%*	*71.6%*	*47.0%*	*24.6%*	*90.1%*
%H (TV HH)			*58.4%*	*18.8%*	*71.6%*	*47.0%*	*24.6%*	
Receives HDTV (via STB or built-in reception)	2220	2220	1191	437	1627	992	634	1993
%V	*56.0%*	*58.5%*	*74.3%*	*80.3%*	*55.2%*	*76.0%*	*38.7%*	*62.0%*
%H (All HH)		*100.0%*	*53.6%*	*19.7%*	*73.3%*	*44.7%*	*28.6%*	*89.8%*
%H (TV HH)			*53.6%*	*19.7%*	*73.3%*	*44.7%*	*28.6%*	
DVD/Blu-ray player or recorder	2710	2710	1211	405	2127	1021	1106	2301
%V	*68.3%*	*71.4%*	*75.5%*	*74.4%*	*72.2%*	*78.2%*	*67.5%*	*71.6%*
%H (All HH)		*100.0%*	*44.7%*	*14.9%*	*78.5%*	*37.7%*	*40.8%*	*84.9%*
%H (TV HH)			*44.7%*	*14.9%*	*78.5%*	*37.7%*	*40.8%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Household level data

Table 23.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3967	3795	1603	544	2945	1306	1639	3214
%H (All HH)		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*
%H (TV HH)			*42.2%*	*14.3%*	*77.6%*	*34.4%*	*43.2%*	
Has broadband internet	3214	3087	1459	501	2316	1193	1123	3214
%V	*81.0%*	*81.3%*	*91.0%*	*92.1%*	*78.6%*	*91.3%*	*68.5%*	*100.0%*
%H (All HH)		*96.0%*	*45.4%*	*15.6%*	*72.1%*	*37.1%*	*34.9%*	*100.0%*
%H (TV HH)			*47.3%*	*16.2%*	*75.0%*	*38.6%*	*36.4%*	
Number of computers (PCs and laptops)								
0	831	785	181	53	676	136	540	142
%V	*20.9%*	*20.7%*	*11.3%*	*9.7%*	*23.0%*	*10.4%*	*32.9%*	*4.4%*
%H (All HH)		*94.5%*	*21.8%*	*6.4%*	*81.3%*	*16.4%*	*65.0%*	*17.1%*
%H (TV HH)			*23.1%*	*6.8%*	*86.1%*	*17.3%*	*68.8%*	
1	1062	1006	384	158	764	306	458	1008
%V	*26.8%*	*26.5%*	*24.0%*	*29.0%*	*25.9%*	*23.4%*	*27.9%*	*31.4%*
%H (All HH)		*94.7%*	*36.2%*	*14.9%*	*71.9%*	*28.8%*	*43.1%*	*94.9%*
%H (TV HH)			*38.2%*	*15.7%*	*75.9%*	*30.4%*	*45.5%*	
2	917	873	410	136	675	348	327	911
%V	*23.1%*	*23.0%*	*25.6%*	*25.0%*	*22.9%*	*26.6%*	*20.0%*	*28.3%*
%H (All HH)		*95.2%*	*44.7%*	*14.8%*	*73.6%*	*37.9%*	*35.7%*	*99.3%*
%H (TV HH)			*47.0%*	*15.6%*	*77.3%*	*39.9%*	*37.5%*	
3	527	514	283	86	381	232	149	525
%V	*13.3%*	*13.5%*	*17.7%*	*15.8%*	*12.9%*	*17.8%*	*9.1%*	*16.3%*
%H (All HH)		*97.5%*	*53.7%*	*16.3%*	*72.3%*	*44.0%*	*28.3%*	*99.6%*
%H (TV HH)			*55.1%*	*16.7%*	*74.1%*	*45.1%*	*29.0%*	
4	322	315	174	58	228	142	86	322
%V	*8.1%*	*8.3%*	*10.9%*	*10.7%*	*7.7%*	*10.9%*	*5.2%*	*10.0%*
%H (All HH)		*97.8%*	*54.0%*	*18.0%*	*70.8%*	*44.1%*	*26.7%*	*100.0%*
%H (TV HH)			*55.2%*	*18.4%*	*72.4%*	*45.1%*	*27.3%*	
5+	308	302	171	52	221	142	79	305
%V	*7.8%*	*8.0%*	*10.7%*	*9.6%*	*7.5%*	*10.9%*	*4.8%*	*9.5%*
%H (All HH)		*98.1%*	*55.5%*	*16.9%*	*71.8%*	*46.1%*	*25.6%*	*99.0%*
%H (TV HH)			*56.6%*	*17.2%*	*73.2%*	*47.0%*	*26.2%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Set level data

Table 23.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7759	3672	1181	6210	3254	2956	6716
%H		*47.3%*	*15.2%*	*80.0%*	*41.9%*	*38.1%*	*86.6%*
Under 20"	880	383	149	747	386	361	771
%V	*11.3%*	*10.4%*	*12.6%*	*12.0%*	*11.9%*	*12.2%*	*11.5%*
%H		*43.5%*	*16.9%*	*84.9%*	*43.9%*	*41.0%*	*87.6%*
20" - 29"	1617	722	217	1389	696	693	1355
%V	*20.8%*	*19.7%*	*18.4%*	*22.4%*	*21.4%*	*23.4%*	*20.2%*
%H		*44.7%*	*13.4%*	*85.9%*	*43.0%*	*42.9%*	*83.8%*
30" - 39"	2330	1069	315	1846	898	949	1967
%V	*30.0%*	*29.1%*	*26.7%*	*29.7%*	*27.6%*	*32.1%*	*29.3%*
%H		*45.9%*	*13.5%*	*79.2%*	*38.5%*	*40.7%*	*84.4%*
40" and over	2707	1403	469	2023	1170	853	2452
%V	*34.9%*	*38.2%*	*39.7%*	*32.6%*	*36.0%*	*28.9%*	*36.5%*
%H		*51.8%*	*17.3%*	*74.7%*	*43.2%*	*31.5%*	*90.6%*
Don't know	227	95	31	205	104	101	171
%V	*2.9%*	*2.6%*	*2.6%*	*3.3%*	*3.2%*	*3.4%*	*2.5%*
%H		*41.9%*	*13.7%*	*90.3%*	*45.8%*	*44.5%*	*75.3%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Set level data

Table 23.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7759	3672	1181	6210	3254	2956	6716
%H		*47.3%*	*15.2%*	*80.0%*	*41.9%*	*38.1%*	*86.6%*
Main living room	3769	1603	542	2932	1305	1626	3069
%V	*48.6%*	*43.7%*	*45.9%*	*47.2%*	*40.1%*	*55.0%*	*45.7%*
%H		*42.5%*	*14.4%*	*77.8%*	*34.6%*	*43.1%*	*81.4%*
Kitchen	438	227	58	388	229	159	383
%V	*5.6%*	*6.2%*	*4.9%*	*6.2%*	*7.0%*	*5.4%*	*5.7%*
%H		*51.8%*	*13.2%*	*88.6%*	*52.3%*	*36.3%*	*87.4%*
Adult's bedroom	2014	1000	333	1649	944	704	1809
%V	*26.0%*	*27.2%*	*28.2%*	*26.6%*	*29.0%*	*23.8%*	*26.9%*
%H		*49.7%*	*16.5%*	*81.9%*	*46.9%*	*35.0%*	*89.8%*
Child's bedroom	565	333	95	419	272	147	548
%V	*7.3%*	*9.1%*	*8.0%*	*6.7%*	*8.4%*	*5.0%*	*8.2%*
%H		*58.9%*	*16.8%*	*74.2%*	*48.1%*	*26.0%*	*97.0%*
Other bedroom	352	181	62	302	190	112	336
%V	*4.5%*	*4.9%*	*5.2%*	*4.9%*	*5.8%*	*3.8%*	*5.0%*
%H		*51.4%*	*17.6%*	*85.8%*	*54.0%*	*31.8%*	*95.5%*
Second living/dining room	374	182	60	312	177	135	341
%V	*4.8%*	*5.0%*	*5.1%*	*5.0%*	*5.4%*	*4.6%*	*5.1%*
%H		*48.7%*	*16.0%*	*83.4%*	*47.3%*	*36.1%*	*91.2%*
Study/office	48	33	6	41	31	10	46
%V	*0.6%*	*0.9%*	*0.5%*	*0.7%*	*1.0%*	*0.3%*	*0.7%*
%H		*68.8%*	*12.5%*	*85.4%*	*64.6%*	*20.8%*	*95.8%*
TV room	14	12	3	12	12	1	14
%V	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.4%*	*0.0%*	*0.2%*
%H		*85.7%*	*21.4%*	*85.7%*	*85.7%*	*7.1%*	*100.0%*
Conservatory	127	73	13	104	62	42	115
%V	*1.6%*	*2.0%*	*1.1%*	*1.7%*	*1.9%*	*1.4%*	*1.7%*
%H		*57.5%*	*10.2%*	*81.9%*	*48.8%*	*33.1%*	*90.6%*
Attic or loft room	9	3	3	7	5	2	9
%V	*0.1%*	*0.1%*	*0.3%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*33.3%*	*33.3%*	*77.8%*	*55.6%*	*22.2%*	*100.0%*
No specific location	7	4	1	7	5	2	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*57.1%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	*100.0%*
Other	41	21	5	37	22	16	39
%V	*0.5%*	*0.6%*	*0.4%*	*0.6%*	*0.7%*	*0.5%*	*0.6%*
%H		*51.2%*	*12.2%*	*90.2%*	*53.7%*	*39.0%*	*95.1%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Set level data

Table 23.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7759	3672	1181	6210	3254	2956	6716
%H		*47.3%*	*15.2%*	*80.0%*	*41.9%*	*38.1%*	*86.6%*
PVR	2992	1920	569	2075	1509	565	2768
%V	*38.6%*	*52.3%*	*48.2%*	*33.4%*	*46.4%*	*19.1%*	*41.2%*
%H		*64.2%*	*19.0%*	*69.4%*	*50.4%*	*18.9%*	*92.5%*
DVDR	143	62	21	124	64	60	124
%V	*1.8%*	*1.7%*	*1.8%*	*2.0%*	*2.0%*	*2.0%*	*1.8%*
%H		*43.4%*	*14.7%*	*86.7%*	*44.8%*	*42.0%*	*86.7%*
VCR	131	47	15	111	41	70	96
%V	*1.7%*	*1.3%*	*1.3%*	*1.8%*	*1.3%*	*2.4%*	*1.4%*
%H		*35.9%*	*11.5%*	*84.7%*	*31.3%*	*53.4%*	*73.3%*
Any recorder	3121	1949	583	2195	1542	652	2861
%V	*40.2%*	*53.1%*	*49.4%*	*35.3%*	*47.4%*	*22.1%*	*42.6%*
%H		*62.4%*	*18.7%*	*70.3%*	*49.4%*	*20.9%*	*91.7%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7759	3672	1181	6210	3254	2956	6716
%H		*47.3%*	*15.2%*	*80.0%*	*41.9%*	*38.1%*	*86.6%*
Receives HDTV (via STB or built-in reception)	3240	1784	637	2427	1542	885	2970
%V	*41.8%*	*48.6%*	*53.9%*	*39.1%*	*47.4%*	*29.9%*	*44.2%*
%H		*55.1%*	*19.7%*	*74.9%*	*47.6%*	*27.3%*	*91.7%*
DVD/Blu-ray player or recorder	3926	1851	611	3152	1658	1494	3442
%V	*50.6%*	*50.4%*	*51.7%*	*50.8%*	*51.0%*	*50.5%*	*51.3%*
%H		*47.1%*	*15.6%*	*80.3%*	*42.2%*	*38.1%*	*87.7%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Set level data

Table 23.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3788	1603	543	2945	1306	1639	3081
%H		*42.3%*	*14.3%*	*77.7%*	*34.5%*	*43.3%*	*81.3%*
Under 20"	41	7	6	34	8	27	29
%V	*1.1%*	*0.4%*	*1.1%*	*1.2%*	*0.6%*	*1.6%*	*0.9%*
%H		*17.1%*	*14.6%*	*82.9%*	*19.5%*	*65.9%*	*70.7%*
20" - 29"	326	72	29	280	60	221	197
%V	*8.6%*	*4.5%*	*5.3%*	*9.5%*	*4.6%*	*13.5%*	*6.4%*
%H		*22.1%*	*8.9%*	*85.9%*	*18.4%*	*67.8%*	*60.4%*
30" - 39"	1202	434	138	955	334	620	909
%V	*31.7%*	*27.1%*	*25.4%*	*32.4%*	*25.6%*	*37.8%*	*29.5%*
%H		*36.1%*	*11.5%*	*79.5%*	*27.8%*	*51.6%*	*75.6%*
40" and over	2094	1045	357	1560	855	705	1862
%V	*55.3%*	*65.2%*	*65.7%*	*53.0%*	*65.5%*	*43.0%*	*60.4%*
%H		*49.9%*	*17.0%*	*74.5%*	*40.8%*	*33.7%*	*88.9%*
Don't know	126	46	14	115	49	66	84
%V	*3.3%*	*2.9%*	*2.6%*	*3.9%*	*3.8%*	*4.0%*	*2.7%*
%H		*36.5%*	*11.1%*	*91.3%*	*38.9%*	*52.4%*	*66.7%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Set level data

Table 23.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3788	1603	543	2945	1306	1639	3081
%H		*42.3%*	*14.3%*	*77.7%*	*34.5%*	*43.3%*	*81.3%*
PVR	2230	1354	435	1569	1083	486	2030
%V	*58.9%*	*84.5%*	*80.1%*	*53.3%*	*82.9%*	*29.7%*	*65.9%*
%H		*60.7%*	*19.5%*	*70.4%*	*48.6%*	*21.8%*	*91.0%*
DVDR	112	51	11	96	46	50	94
%V	*3.0%*	*3.2%*	*2.0%*	*3.3%*	*3.5%*	*3.1%*	*3.1%*
%H		*45.5%*	*9.8%*	*85.7%*	*41.1%*	*44.6%*	*83.9%*
VCR	102	35	9	85	26	59	72
%V	*2.7%*	*2.2%*	*1.7%*	*2.9%*	*2.0%*	*3.6%*	*2.3%*
%H		*34.3%*	*8.8%*	*83.3%*	*25.5%*	*57.8%*	*70.6%*
Any recorder	2319	1370	438	1651	1096	555	2088
%V	*61.2%*	*85.5%*	*80.7%*	*56.1%*	*83.9%*	*33.9%*	*67.8%*
%H		*59.1%*	*18.9%*	*71.2%*	*47.3%*	*23.9%*	*90.0%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3788	1603	543	2945	1306	1639	3081
%H		*42.3%*	*14.3%*	*77.7%*	*34.5%*	*43.3%*	*81.3%*
Receives HDTV (via STB or built-in reception)	2157	1162	431	1574	969	605	1935
%V	*56.9%*	*72.5%*	*79.4%*	*53.4%*	*74.2%*	*36.9%*	*62.8%*
%H		*53.9%*	*20.0%*	*73.0%*	*44.9%*	*28.0%*	*89.7%*
DVD/Blu-ray player or recorder	2450	1092	354	1917	904	1013	2070
%V	*64.7%*	*68.1%*	*65.2%*	*65.1%*	*69.2%*	*61.8%*	*67.2%*
%H		*44.6%*	*14.4%*	*78.2%*	*36.9%*	*41.3%*	*84.5%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Set level data

Table 23.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3971	2069	638	3265	1948	1317	3635
%H		*52.1%*	*16.1%*	*82.2%*	*49.1%*	*33.2%*	*91.5%*
Under 20"	839	376	143	713	378	334	743
%V	*21.1%*	*18.2%*	*22.4%*	*21.8%*	*19.4%*	*25.4%*	*20.4%*
%H		*44.8%*	*17.0%*	*85.0%*	*45.1%*	*39.8%*	*88.6%*
20" - 29"	1291	650	188	1109	637	472	1158
%V	*32.5%*	*31.4%*	*29.5%*	*34.0%*	*32.7%*	*35.8%*	*31.9%*
%H		*50.3%*	*14.6%*	*85.9%*	*49.3%*	*36.6%*	*89.7%*
30" - 39"	1128	635	177	892	563	328	1057
%V	*28.4%*	*30.7%*	*27.7%*	*27.3%*	*28.9%*	*24.9%*	*29.1%*
%H		*56.3%*	*15.7%*	*79.1%*	*49.9%*	*29.1%*	*93.7%*
40" and over	613	359	112	463	315	148	590
%V	*15.4%*	*17.4%*	*17.6%*	*14.2%*	*16.2%*	*11.2%*	*16.2%*
%H		*58.6%*	*18.3%*	*75.5%*	*51.4%*	*24.1%*	*96.2%*
Don't know	100	49	17	89	54	35	87
%V	*2.5%*	*2.4%*	*2.7%*	*2.7%*	*2.8%*	*2.7%*	*2.4%*
%H		*49.0%*	*17.0%*	*89.0%*	*54.0%*	*35.0%*	*87.0%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Set level data

Table 23.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3971	2069	638	3265	1948	1317	3635
%H		*52.1%*	*16.1%*	*82.2%*	*49.1%*	*33.2%*	*91.5%*
PVR	762	567	134	505	426	79	738
%V	*19.2%*	*27.4%*	*21.0%*	*15.5%*	*21.9%*	*6.0%*	*20.3%*
%H		*74.4%*	*17.6%*	*66.3%*	*55.9%*	*10.4%*	*96.9%*
DVDR	31	11	10	28	18	10	30
%V	*0.8%*	*0.5%*	*1.6%*	*0.9%*	*0.9%*	*0.8%*	*0.8%*
%H		*35.5%*	*32.3%*	*90.3%*	*58.1%*	*32.3%*	*96.8%*
VCR	29	12	6	26	15	11	24
%V	*0.7%*	*0.6%*	*0.9%*	*0.8%*	*0.8%*	*0.8%*	*0.7%*
%H		*41.4%*	*20.7%*	*89.7%*	*51.7%*	*37.9%*	*82.8%*
Any recorder	802	579	145	543	446	97	773
%V	*20.2%*	*28.0%*	*22.7%*	*16.6%*	*22.9%*	*7.4%*	*21.3%*
%H		*72.2%*	*18.1%*	*67.7%*	*55.6%*	*12.1%*	*96.4%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.20: 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	3971	2069	638	3265	1948	1317	3635
%H		*52.1%*	*16.1%*	*82.2%*	*49.1%*	*33.2%*	*91.5%*
Receives HDTV (via STB or built-in reception)	1083	622	206	853	573	280	1035
%V	*27.3%*	*30.1%*	*32.3%*	*26.1%*	*29.4%*	*21.3%*	*28.5%*
%H		*57.4%*	*19.0%*	*78.8%*	*52.9%*	*25.9%*	*95.6%*
DVD/Blu-ray player or recorder	1476	759	256	1235	754	481	1372
%V	*37.2%*	*36.7%*	*40.1%*	*37.8%*	*38.7%*	*36.5%*	*37.7%*
%H		*51.4%*	*17.3%*	*83.7%*	*51.1%*	*32.6%*	*93.0%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Individual level data

Table 23.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	9016	8652	4177	1332	6491	3321	3170	7954
%H		*96.0%*	*46.3%*	*14.8%*	*72.0%*	*36.8%*	*35.2%*	*88.2%*
Total Children	1678	1623	929	259	1112	668	445	1605
%V	*18.6%*	*18.8%*	*22.2%*	*19.4%*	*17.1%*	*20.1%*	*14.0%*	*20.2%*
%H		*96.7%*	*55.4%*	*15.4%*	*66.3%*	*39.8%*	*26.5%*	*95.6%*
0 - 3	418	399	226	54	261	144	117	395
%V	*4.6%*	*4.6%*	*5.4%*	*4.1%*	*4.0%*	*4.3%*	*3.7%*	*5.0%*
%H		*95.5%*	*54.1%*	*12.9%*	*62.4%*	*34.4%*	*28.0%*	*94.5%*
4 - 15	1260	1224	702	206	851	523	328	1210
%V	*14.0%*	*14.1%*	*16.8%*	*15.5%*	*13.1%*	*15.7%*	*10.3%*	*15.2%*
%H		*97.1%*	*55.7%*	*16.3%*	*67.5%*	*41.5%*	*26.0%*	*96.0%*
4 - 9	664	642	375	101	438	260	178	634
%V	*7.4%*	*7.4%*	*9.0%*	*7.6%*	*6.7%*	*7.8%*	*5.6%*	*8.0%*
%H		*96.7%*	*56.5%*	*15.2%*	*66.0%*	*39.2%*	*26.8%*	*95.5%*
10 - 15	596	582	327	105	413	264	149	576
%V	*6.6%*	*6.7%*	*7.8%*	*7.9%*	*6.4%*	*7.9%*	*4.7%*	*7.2%*
%H		*97.7%*	*54.9%*	*17.6%*	*69.3%*	*44.3%*	*25.0%*	*96.6%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	9016	8652	4177	1332	6491	3321	3170	7954
%H		*96.0%*	*46.3%*	*14.8%*	*72.0%*	*36.8%*	*35.2%*	*88.2%*
Total Adults (16+)	7338	7029	3248	1073	5379	2654	2725	6350
%V	*81.4%*	*81.2%*	*77.8%*	*80.6%*	*82.9%*	*79.9%*	*86.0%*	*79.8%*
%H		*95.8%*	*44.3%*	*14.6%*	*73.3%*	*36.2%*	*37.1%*	*86.5%*
16 - 19	419	397	216	70	286	172	115	403
%V	*4.6%*	*4.6%*	*5.2%*	*5.3%*	*4.4%*	*5.2%*	*3.6%*	*5.1%*
%H		*94.7%*	*51.6%*	*16.7%*	*68.3%*	*41.1%*	*27.4%*	*96.2%*
20 - 24	605	536	243	79	400	198	202	566
%V	*6.7%*	*6.2%*	*5.8%*	*5.9%*	*6.2%*	*6.0%*	*6.4%*	*7.1%*
%H		*88.6%*	*40.2%*	*13.1%*	*66.1%*	*32.7%*	*33.4%*	*93.6%*
25 - 34	1156	1070	543	181	732	391	340	1102
%V	*12.8%*	*12.4%*	*13.0%*	*13.6%*	*11.3%*	*11.8%*	*10.7%*	*13.9%*
%H		*92.6%*	*47.0%*	*15.7%*	*63.3%*	*33.8%*	*29.4%*	*95.3%*
35 - 44	1086	1041	572	180	719	431	288	1040
%V	*12.0%*	*12.0%*	*13.7%*	*13.5%*	*11.1%*	*13.0%*	*9.1%*	*13.1%*
%H		*95.9%*	*52.7%*	*16.6%*	*66.2%*	*39.7%*	*26.5%*	*95.8%*
45 - 54	1301	1269	646	212	968	543	425	1221
%V	*14.4%*	*14.7%*	*15.5%*	*15.9%*	*14.9%*	*16.4%*	*13.4%*	*15.4%*
%H		*97.5%*	*49.7%*	*16.3%*	*74.4%*	*41.7%*	*32.7%*	*93.9%*
55 - 64	1108	1089	486	158	860	408	452	979
%V	*12.3%*	*12.6%*	*11.6%*	*11.9%*	*13.2%*	*12.3%*	*14.3%*	*12.3%*
%H		*98.3%*	*43.9%*	*14.3%*	*77.6%*	*36.8%*	*40.8%*	*88.4%*
65+	1664	1627	541	192	1414	510	903	1038
%V	*18.5%*	*18.8%*	*13.0%*	*14.4%*	*21.8%*	*15.4%*	*28.5%*	*13.1%*
%H		*97.8%*	*32.5%*	*11.5%*	*85.0%*	*30.6%*	*54.3%*	*62.4%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Individual level data

Table 23.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7338	7029	3248	1073	5379	2654	2725	6350
%H		*95.8%*	*44.3%*	*14.6%*	*73.3%*	*36.2%*	*37.1%*	*86.5%*
AB	1656	1618	827	243	1194	627	566	1593
%V	*22.6%*	*23.0%*	*25.5%*	*22.6%*	*22.2%*	*23.6%*	*20.8%*	*25.1%*
%H		*97.7%*	*49.9%*	*14.7%*	*72.1%*	*37.9%*	*34.2%*	*96.2%*
C1	2014	1879	886	300	1468	760	708	1856
%V	*27.4%*	*26.7%*	*27.3%*	*28.0%*	*27.3%*	*28.6%*	*26.0%*	*29.2%*
%H		*93.3%*	*44.0%*	*14.9%*	*72.9%*	*37.7%*	*35.2%*	*92.2%*
C2	1677	1644	805	245	1277	680	597	1465
%V	*22.9%*	*23.4%*	*24.8%*	*22.8%*	*23.7%*	*25.6%*	*21.9%*	*23.1%*
%H		*98.0%*	*48.0%*	*14.6%*	*76.1%*	*40.5%*	*35.6%*	*87.4%*
D	1259	1196	478	198	883	382	502	992
%V	*17.2%*	*17.0%*	*14.7%*	*18.5%*	*16.4%*	*14.4%*	*18.4%*	*15.6%*
%H		*95.0%*	*38.0%*	*15.7%*	*70.1%*	*30.3%*	*39.9%*	*78.8%*
E	732	692	251	86	557	204	352	443
%V	*10.0%*	*9.8%*	*7.7%*	*8.0%*	*10.4%*	*7.7%*	*12.9%*	*7.0%*
%H		*94.5%*	*34.3%*	*11.7%*	*76.1%*	*27.9%*	*48.1%*	*60.5%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Individual level data

Table 23.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7338	7029	3248	1073	5379	2654	2725	6350
%H		*95.8%*	*44.3%*	*14.6%*	*73.3%*	*36.2%*	*37.1%*	*86.5%*
Working full time	3234	3120	1629	527	2246	1275	972	3092
%V	*44.1%*	*44.4%*	*50.2%*	*49.1%*	*41.8%*	*48.0%*	*35.7%*	*48.7%*
%H		*96.5%*	*50.4%*	*16.3%*	*69.4%*	*39.4%*	*30.1%*	*95.6%*
Working part time	750	728	345	113	555	279	275	702
%V	*10.2%*	*10.4%*	*10.6%*	*10.5%*	*10.3%*	*10.5%*	*10.1%*	*11.1%*
%H		*97.1%*	*46.0%*	*15.1%*	*74.0%*	*37.2%*	*36.7%*	*93.6%*
Not working	3354	3181	1274	433	2578	1100	1478	2556
%V	*45.7%*	*45.3%*	*39.2%*	*40.4%*	*47.9%*	*41.4%*	*54.2%*	*40.3%*
%H		*94.8%*	*38.0%*	*12.9%*	*76.9%*	*32.8%*	*44.1%*	*76.2%*
Housewife/Houseperson	3967	3795	1603	544	2945	1306	1639	3214
%V	*54.1%*	*54.0%*	*49.4%*	*50.7%*	*54.7%*	*49.2%*	*60.1%*	*50.6%*
%H		*95.7%*	*40.4%*	*13.7%*	*74.2%*	*32.9%*	*41.3%*	*81.0%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3576	3413	1626	526	2584	1330	1254	3140
%H		*95.4%*	*45.5%*	*14.7%*	*72.3%*	*37.2%*	*35.1%*	*87.8%*
16 - 19	218	207	118	41	143	95	49	216
%V	*6.1%*	*6.1%*	*7.3%*	*7.8%*	*5.5%*	*7.1%*	*3.9%*	*6.9%*
%H		*95.0%*	*54.1%*	*18.8%*	*65.6%*	*43.6%*	*22.5%*	*99.1%*
20 - 24	296	262	123	32	193	98	95	272
%V	*8.3%*	*7.7%*	*7.6%*	*6.1%*	*7.5%*	*7.4%*	*7.6%*	*8.7%*
%H		*88.5%*	*41.6%*	*10.8%*	*65.2%*	*33.1%*	*32.1%*	*91.9%*
25 - 34	579	532	269	89	366	192	174	550
%V	*16.2%*	*15.6%*	*16.5%*	*16.9%*	*14.2%*	*14.4%*	*13.9%*	*17.5%*
%H		*91.9%*	*46.5%*	*15.4%*	*63.2%*	*33.2%*	*30.1%*	*95.0%*
35 - 44	536	507	264	85	347	199	148	506
%V	*15.0%*	*14.9%*	*16.2%*	*16.2%*	*13.4%*	*15.0%*	*11.8%*	*16.1%*
%H		*94.6%*	*49.3%*	*15.9%*	*64.7%*	*37.1%*	*27.6%*	*94.4%*
45 - 54	639	621	327	105	468	275	193	601
%V	*17.9%*	*18.2%*	*20.1%*	*20.0%*	*18.1%*	*20.7%*	*15.4%*	*19.1%*
%H		*97.2%*	*51.2%*	*16.4%*	*73.2%*	*43.0%*	*30.2%*	*94.1%*
55 - 64	545	536	250	76	418	202	216	475
%V	*15.2%*	*15.7%*	*15.4%*	*14.4%*	*16.2%*	*15.2%*	*17.2%*	*15.1%*
%H		*98.3%*	*45.9%*	*13.9%*	*76.7%*	*37.1%*	*39.6%*	*87.2%*
65+	763	747	277	99	648	269	379	519
%V	*21.3%*	*21.9%*	*17.0%*	*18.8%*	*25.1%*	*20.2%*	*30.2%*	*16.5%*
%H		*97.9%*	*36.3%*	*13.0%*	*84.9%*	*35.3%*	*49.7%*	*68.0%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Individual level data

Table 23.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3576	3413	1626	526	2584	1330	1254	3140
%H		*95.4%*	*45.5%*	*14.7%*	*72.3%*	*37.2%*	*35.1%*	*87.8%*
AB	816	798	421	122	583	319	264	785
%V	*22.8%*	*23.4%*	*25.9%*	*23.2%*	*22.6%*	*24.0%*	*21.1%*	*25.0%*
%H		*97.8%*	*51.6%*	*15.0%*	*71.4%*	*39.1%*	*32.4%*	*96.2%*
C1	941	878	445	141	678	377	301	890
%V	*26.3%*	*25.7%*	*27.4%*	*26.8%*	*26.2%*	*28.3%*	*24.0%*	*28.3%*
%H		*93.3%*	*47.3%*	*15.0%*	*72.1%*	*40.1%*	*32.0%*	*94.6%*
C2	905	881	421	133	684	358	326	779
%V	*25.3%*	*25.8%*	*25.9%*	*25.3%*	*26.5%*	*26.9%*	*26.0%*	*24.8%*
%H		*97.3%*	*46.5%*	*14.7%*	*75.6%*	*39.6%*	*36.0%*	*86.1%*
D	609	573	237	97	417	193	224	494
%V	*17.0%*	*16.8%*	*14.6%*	*18.4%*	*16.1%*	*14.5%*	*17.9%*	*15.7%*
%H		*94.1%*	*38.9%*	*15.9%*	*68.5%*	*31.7%*	*36.8%*	*81.1%*
E	305	283	102	34	222	83	139	193
%V	*8.5%*	*8.3%*	*6.3%*	*6.5%*	*8.6%*	*6.2%*	*11.1%*	*6.1%*
%H		*92.8%*	*33.4%*	*11.1%*	*72.8%*	*27.2%*	*45.6%*	*63.3%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Individual level data

Table 23.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3576	3413	1626	526	2584	1330	1254	3140
%H		*95.4%*	*45.5%*	*14.7%*	*72.3%*	*37.2%*	*35.1%*	*87.8%*
Working full time	1998	1924	1028	307	1383	793	590	1902
%V	*55.9%*	*56.4%*	*63.2%*	*58.4%*	*53.5%*	*59.6%*	*47.0%*	*60.6%*
%H		*96.3%*	*51.5%*	*15.4%*	*69.2%*	*39.7%*	*29.5%*	*95.2%*
Working part time	154	146	61	20	110	44	65	137
%V	*4.3%*	*4.3%*	*3.8%*	*3.8%*	*4.3%*	*3.3%*	*5.2%*	*4.4%*
%H		*94.8%*	*39.6%*	*13.0%*	*71.4%*	*28.6%*	*42.2%*	*89.0%*
Not working	1423	1343	537	200	1091	493	598	1100
%V	*39.8%*	*39.3%*	*33.0%*	*38.0%*	*42.2%*	*37.1%*	*47.7%*	*35.0%*
%H		*94.4%*	*37.7%*	*14.1%*	*76.7%*	*34.6%*	*42.0%*	*77.3%*
Housewife/Houseperson	860	792	281	105	632	245	388	614
%V	*24.0%*	*23.2%*	*17.3%*	*20.0%*	*24.5%*	*18.4%*	*30.9%*	*19.6%*
%H		*92.1%*	*32.7%*	*12.2%*	*73.5%*	*28.5%*	*45.1%*	*71.4%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Individual level data

Table 23.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3762	3616	1622	547	2795	1324	1471	3210
%H		*96.1%*	*43.1%*	*14.5%*	*74.3%*	*35.2%*	*39.1%*	*85.3%*
16 - 19	200	190	98	28	143	77	66	187
%V	*5.3%*	*5.3%*	*6.0%*	*5.1%*	*5.1%*	*5.8%*	*4.5%*	*5.8%*
%H		*95.0%*	*49.0%*	*14.0%*	*71.5%*	*38.5%*	*33.0%*	*93.5%*
20 - 24	310	274	120	47	207	100	107	294
%V	*8.2%*	*7.6%*	*7.4%*	*8.6%*	*7.4%*	*7.6%*	*7.3%*	*9.2%*
%H		*88.4%*	*38.7%*	*15.2%*	*66.8%*	*32.3%*	*34.5%*	*94.8%*
25 - 34	577	537	275	93	366	199	166	552
%V	*15.3%*	*14.9%*	*17.0%*	*17.0%*	*13.1%*	*15.0%*	*11.3%*	*17.2%*
%H		*93.1%*	*47.7%*	*16.1%*	*63.4%*	*34.5%*	*28.8%*	*95.7%*
35 - 44	550	534	309	95	372	232	140	534
%V	*14.6%*	*14.8%*	*19.1%*	*17.4%*	*13.3%*	*17.5%*	*9.5%*	*16.6%*
%H		*97.1%*	*56.2%*	*17.3%*	*67.6%*	*42.2%*	*25.5%*	*97.1%*
45 - 54	662	648	319	108	500	268	232	620
%V	*17.6%*	*17.9%*	*19.7%*	*19.7%*	*17.9%*	*20.2%*	*15.8%*	*19.3%*
%H		*97.9%*	*48.2%*	*16.3%*	*75.5%*	*40.5%*	*35.0%*	*93.7%*
55 - 64	563	553	237	82	442	206	236	504
%V	*15.0%*	*15.3%*	*14.6%*	*15.0%*	*15.8%*	*15.6%*	*16.0%*	*15.7%*
%H		*98.2%*	*42.1%*	*14.6%*	*78.5%*	*36.6%*	*41.9%*	*89.5%*
65+	900	880	265	94	765	241	524	519
%V	*23.9%*	*24.3%*	*16.3%*	*17.2%*	*27.4%*	*18.2%*	*35.6%*	*16.2%*
%H		*97.8%*	*29.4%*	*10.4%*	*85.0%*	*26.8%*	*58.2%*	*57.7%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV Yorkshire / North East Macro

Individual level data

Table 23.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3762	3616	1622	547	2795	1324	1471	3210
%H		*96.1%*	*43.1%*	*14.5%*	*74.3%*	*35.2%*	*39.1%*	*85.3%*
AB	840	819	407	122	610	308	302	809
%V	*22.3%*	*22.6%*	*25.1%*	*22.3%*	*21.8%*	*23.3%*	*20.5%*	*25.2%*
%H		*97.5%*	*48.5%*	*14.5%*	*72.6%*	*36.7%*	*36.0%*	*96.3%*
C1	1072	1001	441	159	790	383	407	966
%V	*28.5%*	*27.7%*	*27.2%*	*29.1%*	*28.3%*	*28.9%*	*27.7%*	*30.1%*
%H		*93.4%*	*41.1%*	*14.8%*	*73.7%*	*35.7%*	*38.0%*	*90.1%*
C2	771	763	384	112	593	322	271	686
%V	*20.5%*	*21.1%*	*23.7%*	*20.5%*	*21.2%*	*24.3%*	*18.4%*	*21.4%*
%H		*99.0%*	*49.8%*	*14.5%*	*76.9%*	*41.8%*	*35.1%*	*89.0%*
D	650	623	241	102	467	189	278	498
%V	*17.3%*	*17.2%*	*14.9%*	*18.6%*	*16.7%*	*14.3%*	*18.9%*	*15.5%*
%H		*95.8%*	*37.1%*	*15.7%*	*71.8%*	*29.1%*	*42.8%*	*76.6%*
E	427	409	149	52	334	121	213	251
%V	*11.4%*	*11.3%*	*9.2%*	*9.5%*	*11.9%*	*9.1%*	*14.5%*	*7.8%*
%H		*95.8%*	*34.9%*	*12.2%*	*78.2%*	*28.3%*	*49.9%*	*58.8%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV Yorkshire / North East Macro

Individual level data

Table 23.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3762	3616	1622	547	2795	1324	1471	3210
%H		*96.1%*	*43.1%*	*14.5%*	*74.3%*	*35.2%*	*39.1%*	*85.3%*
Working full time	1235	1196	601	220	863	481	382	1190
%V	*32.8%*	*33.1%*	*37.1%*	*40.2%*	*30.9%*	*36.3%*	*26.0%*	*37.1%*
%H		*96.8%*	*48.7%*	*17.8%*	*69.9%*	*38.9%*	*30.9%*	*96.4%*
Working part time	596	582	284	93	445	235	210	565
%V	*15.8%*	*16.1%*	*17.5%*	*17.0%*	*15.9%*	*17.7%*	*14.3%*	*17.6%*
%H		*97.7%*	*47.7%*	*15.6%*	*74.7%*	*39.4%*	*35.2%*	*94.8%*
Not working	1931	1838	737	234	1487	607	879	1455
%V	*51.3%*	*50.8%*	*45.4%*	*42.8%*	*53.2%*	*45.8%*	*59.8%*	*45.3%*
%H		*95.2%*	*38.2%*	*12.1%*	*77.0%*	*31.4%*	*45.5%*	*75.3%*
Housewife/Houseperson	3106	3003	1322	440	2313	1061	1252	2600
%V	*82.6%*	*83.0%*	*81.5%*	*80.4%*	*82.8%*	*80.1%*	*85.1%*	*81.0%*
%H		*96.7%*	*42.6%*	*14.2%*	*74.5%*	*34.2%*	*40.3%*	*83.7%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North West / Border Macro

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 24.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3309	3174	1350	498	2445	1141	1303	2680
%H (All HH)		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*
%H (TV HH)			*42.5%*	*15.7%*	*77.0%*	*35.9%*	*41.1%*	
AB	690	666	319	106	519	277	242	637
%V	*20.9%*	*21.0%*	*23.6%*	*21.3%*	*21.2%*	*24.3%*	*18.6%*	*23.8%*
%H (All HH)		*96.5%*	*46.2%*	*15.4%*	*75.2%*	*40.1%*	*35.1%*	*92.3%*
%H (TV HH)			*47.9%*	*15.9%*	*77.9%*	*41.6%*	*36.3%*	
C1	939	905	394	144	692	333	360	824
%V	*28.4%*	*28.5%*	*29.2%*	*28.9%*	*28.3%*	*29.2%*	*27.6%*	*30.7%*
%H (All HH)		*96.4%*	*42.0%*	*15.3%*	*73.7%*	*35.5%*	*38.3%*	*87.8%*
%H (TV HH)			*43.5%*	*15.9%*	*76.5%*	*36.8%*	*39.8%*	
C2	681	658	299	109	502	256	246	569
%V	*20.6%*	*20.7%*	*22.1%*	*21.9%*	*20.5%*	*22.4%*	*18.9%*	*21.2%*
%H (All HH)		*96.6%*	*43.9%*	*16.0%*	*73.7%*	*37.6%*	*36.1%*	*83.6%*
%H (TV HH)			*45.4%*	*16.6%*	*76.3%*	*38.9%*	*37.4%*	
D	547	522	210	76	404	174	230	401
%V	*16.5%*	*16.4%*	*15.6%*	*15.3%*	*16.5%*	*15.2%*	*17.7%*	*15.0%*
%H (All HH)		*95.4%*	*38.4%*	*13.9%*	*73.9%*	*31.8%*	*42.0%*	*73.3%*
%H (TV HH)			*40.2%*	*14.6%*	*77.4%*	*33.3%*	*44.1%*	
E	451	423	128	64	327	101	226	249
%V	*13.6%*	*13.3%*	*9.5%*	*12.9%*	*13.4%*	*8.9%*	*17.3%*	*9.3%*
%H (All HH)		*93.8%*	*28.4%*	*14.2%*	*72.5%*	*22.4%*	*50.1%*	*55.2%*
%H (TV HH)			*30.3%*	*15.1%*	*77.3%*	*23.9%*	*53.4%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 24.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3309	3174	1350	498	2445	1141	1303	2680
%H (All HH)		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*
%H (TV HH)			*42.5%*	*15.7%*	*77.0%*	*35.9%*	*41.1%*	
Under 25	144	124	46	21	86	36	50	129
%V	*4.4%*	*3.9%*	*3.4%*	*4.2%*	*3.5%*	*3.2%*	*3.8%*	*4.8%*
%H (All HH)		*86.1%*	*31.9%*	*14.6%*	*59.7%*	*25.0%*	*34.7%*	*89.6%*
%H (TV HH)			*37.1%*	*16.9%*	*69.4%*	*29.0%*	*40.3%*	
25 - 34	489	454	236	66	296	160	136	466
%V	*14.8%*	*14.3%*	*17.5%*	*13.3%*	*12.1%*	*14.0%*	*10.4%*	*17.4%*
%H (All HH)		*92.8%*	*48.3%*	*13.5%*	*60.5%*	*32.7%*	*27.8%*	*95.3%*
%H (TV HH)			*52.0%*	*14.5%*	*65.2%*	*35.2%*	*30.0%*	
35 - 44	530	510	245	94	364	198	166	503
%V	*16.0%*	*16.1%*	*18.1%*	*18.9%*	*14.9%*	*17.4%*	*12.7%*	*18.8%*
%H (All HH)		*96.2%*	*46.2%*	*17.7%*	*68.7%*	*37.4%*	*31.3%*	*94.9%*
%H (TV HH)			*48.0%*	*18.4%*	*71.4%*	*38.8%*	*32.5%*	
45 - 54	660	636	303	117	498	282	216	590
%V	*19.9%*	*20.0%*	*22.4%*	*23.5%*	*20.4%*	*24.7%*	*16.6%*	*22.0%*
%H (All HH)		*96.4%*	*45.9%*	*17.7%*	*75.5%*	*42.7%*	*32.7%*	*89.4%*
%H (TV HH)			*47.6%*	*18.4%*	*78.3%*	*44.3%*	*34.0%*	
55 - 64	543	531	226	94	418	204	214	466
%V	*16.4%*	*16.7%*	*16.7%*	*18.9%*	*17.1%*	*17.9%*	*16.4%*	*17.4%*
%H (All HH)		*97.8%*	*41.6%*	*17.3%*	*77.0%*	*37.6%*	*39.4%*	*85.8%*
%H (TV HH)			*42.6%*	*17.7%*	*78.7%*	*38.4%*	*40.3%*	
65 +	943	920	293	106	782	261	520	526
%V	*28.5%*	*29.0%*	*21.7%*	*21.3%*	*32.0%*	*22.9%*	*39.9%*	*19.6%*
%H (All HH)		*97.6%*	*31.1%*	*11.2%*	*82.9%*	*27.7%*	*55.1%*	*55.8%*
%H (TV HH)			*31.8%*	*11.5%*	*85.0%*	*28.4%*	*56.5%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV North West / Border Macro

Household level data

Table 24.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3309	3174	1350	498	2445	1141	1303	2680
%H (All HH)		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*
%H (TV HH)			*42.5%*	*15.7%*	*77.0%*	*35.9%*	*41.1%*	
1	1072	1007	298	111	817	230	587	617
%V	*32.4%*	*31.7%*	*22.1%*	*22.3%*	*33.4%*	*20.2%*	*45.0%*	*23.0%*
%H (All HH)		*93.9%*	*27.8%*	*10.4%*	*76.2%*	*21.5%*	*54.8%*	*57.6%*
%H (TV HH)			*29.6%*	*11.0%*	*81.1%*	*22.8%*	*58.3%*	
2	1115	1079	472	168	844	411	433	977
%V	*33.7%*	*34.0%*	*35.0%*	*33.7%*	*34.5%*	*36.0%*	*33.2%*	*36.5%*
%H (All HH)		*96.8%*	*42.3%*	*15.1%*	*75.7%*	*36.9%*	*38.8%*	*87.6%*
%H (TV HH)			*43.7%*	*15.6%*	*78.2%*	*38.1%*	*40.1%*	
3	525	507	260	101	372	230	142	500
%V	*15.9%*	*16.0%*	*19.3%*	*20.3%*	*15.2%*	*20.2%*	*10.9%*	*18.7%*
%H (All HH)		*96.6%*	*49.5%*	*19.2%*	*70.9%*	*43.8%*	*27.0%*	*95.2%*
%H (TV HH)			*51.3%*	*19.9%*	*73.4%*	*45.4%*	*28.0%*	
4	407	396	215	86	289	193	96	401
%V	*12.3%*	*12.5%*	*15.9%*	*17.3%*	*11.8%*	*16.9%*	*7.4%*	*15.0%*
%H (All HH)		*97.3%*	*52.8%*	*21.1%*	*71.0%*	*47.4%*	*23.6%*	*98.5%*
%H (TV HH)			*54.3%*	*21.7%*	*73.0%*	*48.7%*	*24.2%*	
5+	188	184	104	33	122	77	45	185
%V	*5.7%*	*5.8%*	*7.7%*	*6.6%*	*5.0%*	*6.7%*	*3.5%*	*6.9%*
%H (All HH)		*97.9%*	*55.3%*	*17.6%*	*64.9%*	*41.0%*	*23.9%*	*98.4%*
%H (TV HH)			*56.5%*	*17.9%*	*66.3%*	*41.8%*	*24.5%*	
Average HH size	2.27	2.29	2.55	2.56	2.22	2.56	1.93	2.49

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West / Border Macro

Household level data

Table 24.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3309	3174	1350	498	2445	1141	1303	2680
%H (All HH)		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*
%H (TV HH)			*42.5%*	*15.7%*	*77.0%*	*35.9%*	*41.1%*	
Without	2479	2366	924	344	1880	797	1082	1878
%V	*74.9%*	*74.5%*	*68.4%*	*69.1%*	*76.9%*	*69.9%*	*83.0%*	*70.1%*
%H (All HH)		*95.4%*	*37.3%*	*13.9%*	*75.8%*	*32.2%*	*43.6%*	*75.8%*
%H (TV HH)			*39.1%*	*14.5%*	*79.5%*	*33.7%*	*45.7%*	
With	829	808	425	154	565	344	221	802
%V	*25.1%*	*25.5%*	*31.5%*	*30.9%*	*23.1%*	*30.1%*	*17.0%*	*29.9%*
%H (All HH)		*97.5%*	*51.3%*	*18.6%*	*68.2%*	*41.5%*	*26.7%*	*96.7%*
%H (TV HH)			*52.6%*	*19.1%*	*69.9%*	*42.6%*	*27.4%*	
0 - 3	310	297	165	48	199	118	81	298
%V	*9.4%*	*9.4%*	*12.2%*	*9.6%*	*8.1%*	*10.3%*	*6.2%*	*11.1%*
%H (All HH)		*95.8%*	*53.2%*	*15.5%*	*64.2%*	*38.1%*	*26.1%*	*96.1%*
%H (TV HH)			*55.6%*	*16.2%*	*67.0%*	*39.7%*	*27.3%*	
4 - 9	434	425	223	89	282	173	110	421
%V	*13.1%*	*13.4%*	*16.5%*	*17.9%*	*11.5%*	*15.2%*	*8.4%*	*15.7%*
%H (All HH)		*97.9%*	*51.4%*	*20.5%*	*65.0%*	*39.9%*	*25.3%*	*97.0%*
%H (TV HH)			*52.5%*	*20.9%*	*66.4%*	*40.7%*	*25.9%*	
10 - 15	378	373	191	76	272	168	104	368
%V	*11.4%*	*11.8%*	*14.1%*	*15.3%*	*11.1%*	*14.7%*	*8.0%*	*13.7%*
%H (All HH)		*98.7%*	*50.5%*	*20.1%*	*72.0%*	*44.4%*	*27.5%*	*97.4%*
%H (TV HH)			*51.2%*	*20.4%*	*72.9%*	*45.0%*	*27.9%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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ITV North West / Border Macro

Household level data

Table 24.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3309	3174	1350	498	2445	1141	1303	2680
%H (All HH)		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*
%H (TV HH)			*42.5%*	*15.7%*	*77.0%*	*35.9%*	*41.1%*	
1	1222	1222	405	144	859	218	642	864
%V	*36.9%*	*38.5%*	*30.0%*	*28.9%*	*35.1%*	*19.1%*	*49.3%*	*32.2%*
%H (All HH)		*100.0%*	*33.1%*	*11.8%*	*70.3%*	*17.8%*	*52.5%*	*70.7%*
%H (TV HH)			*33.1%*	*11.8%*	*70.3%*	*17.8%*	*52.5%*	
2	1112	1112	487	183	880	434	446	921
%V	*33.6%*	*35.0%*	*36.1%*	*36.7%*	*36.0%*	*38.0%*	*34.2%*	*34.4%*
%H (All HH)		*100.0%*	*43.8%*	*16.5%*	*79.1%*	*39.0%*	*40.1%*	*82.8%*
%H (TV HH)			*43.8%*	*16.5%*	*79.1%*	*39.0%*	*40.1%*	
3	519	519	271	103	440	293	146	486
%V	*15.7%*	*16.4%*	*20.1%*	*20.7%*	*18.0%*	*25.7%*	*11.2%*	*18.1%*
%H (All HH)		*100.0%*	*52.2%*	*19.8%*	*84.8%*	*56.5%*	*28.1%*	*93.6%*
%H (TV HH)			*52.2%*	*19.8%*	*84.8%*	*56.5%*	*28.1%*	
4	212	212	122	48	170	125	45	204
%V	*6.4%*	*6.7%*	*9.0%*	*9.6%*	*7.0%*	*11.0%*	*3.5%*	*7.6%*
%H (All HH)		*100.0%*	*57.5%*	*22.6%*	*80.2%*	*59.0%*	*21.2%*	*96.2%*
%H (TV HH)			*57.5%*	*22.6%*	*80.2%*	*59.0%*	*21.2%*	
5+	109	109	65	20	95	71	25	107
%V	*3.3%*	*3.4%*	*4.8%*	*4.0%*	*3.9%*	*6.2%*	*1.9%*	*4.0%*
%H (All HH)		*100.0%*	*59.6%*	*18.3%*	*87.2%*	*65.1%*	*22.9%*	*98.2%*
%H (TV HH)			*59.6%*	*18.3%*	*87.2%*	*65.1%*	*22.9%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 24.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3309	3174	1350	498	2445	1141	1303	2680
%H (All HH)		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*
%H (TV HH)			*42.5%*	*15.7%*	*77.0%*	*35.9%*	*41.1%*	
Under 20"	506	506	211	71	444	221	223	420
%V	*15.3%*	*15.9%*	*15.6%*	*14.3%*	*18.2%*	*19.4%*	*17.1%*	*15.7%*
%H (All HH)		*100.0%*	*41.7%*	*14.0%*	*87.7%*	*43.7%*	*44.1%*	*83.0%*
%H (TV HH)			*41.7%*	*14.0%*	*87.7%*	*43.7%*	*44.1%*	
20" - 29"	1033	1033	424	166	875	432	444	825
%V	*31.2%*	*32.5%*	*31.4%*	*33.3%*	*35.8%*	*37.9%*	*34.1%*	*30.8%*
%H (All HH)		*100.0%*	*41.0%*	*16.1%*	*84.7%*	*41.8%*	*43.0%*	*79.9%*
%H (TV HH)			*41.0%*	*16.1%*	*84.7%*	*41.8%*	*43.0%*	
30" - 39"	1706	1706	730	289	1348	669	679	1416
%V	*51.6%*	*53.7%*	*54.1%*	*58.0%*	*55.1%*	*58.6%*	*52.1%*	*52.8%*
%H (All HH)		*100.0%*	*42.8%*	*16.9%*	*79.0%*	*39.2%*	*39.8%*	*83.0%*
%H (TV HH)			*42.8%*	*16.9%*	*79.0%*	*39.2%*	*39.8%*	
40" and over	1740	1740	895	315	1289	761	528	1569
%V	*52.6%*	*54.8%*	*66.3%*	*63.3%*	*52.7%*	*66.7%*	*40.5%*	*58.5%*
%H (All HH)		*100.0%*	*51.4%*	*18.1%*	*74.1%*	*43.7%*	*30.3%*	*90.2%*
%H (TV HH)			*51.4%*	*18.1%*	*74.1%*	*43.7%*	*30.3%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West / Border Macro

Household level data

Table 24.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3309	3174	1350	498	2445	1141	1303	2680
%H (All HH)		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*
%H (TV HH)			*42.5%*	*15.7%*	*77.0%*	*35.9%*	*41.1%*	
Main living room	3134	3134	1335	496	2422	1133	1288	2556
%V	*94.7%*	*98.7%*	*98.9%*	*99.6%*	*99.1%*	*99.3%*	*98.8%*	*95.4%*
%H (All HH)		*100.0%*	*42.6%*	*15.8%*	*77.3%*	*36.2%*	*41.1%*	*81.6%*
%H (TV HH)			*42.6%*	*15.8%*	*77.3%*	*36.2%*	*41.1%*	
Kitchen	296	296	151	40	257	150	107	257
%V	*8.9%*	*9.3%*	*11.2%*	*8.0%*	*10.5%*	*13.1%*	*8.2%*	*9.6%*
%H (All HH)		*100.0%*	*51.0%*	*13.5%*	*86.8%*	*50.7%*	*36.1%*	*86.8%*
%H (TV HH)			*51.0%*	*13.5%*	*86.8%*	*50.7%*	*36.1%*	
Adult's bedroom	1506	1506	738	288	1235	748	488	1335
%V	*45.5%*	*47.4%*	*54.7%*	*57.8%*	*50.5%*	*65.6%*	*37.5%*	*49.8%*
%H (All HH)		*100.0%*	*49.0%*	*19.1%*	*82.0%*	*49.7%*	*32.4%*	*88.6%*
%H (TV HH)			*49.0%*	*19.1%*	*82.0%*	*49.7%*	*32.4%*	
Child's bedroom	300	300	165	68	226	160	65	295
%V	*9.1%*	*9.5%*	*12.2%*	*13.7%*	*9.2%*	*14.0%*	*5.0%*	*11.0%*
%H (All HH)		*100.0%*	*55.0%*	*22.7%*	*75.3%*	*53.3%*	*21.7%*	*98.3%*
%H (TV HH)			*55.0%*	*22.7%*	*75.3%*	*53.3%*	*21.7%*	
Other bedroom	180	180	101	37	147	106	42	167
%V	*5.4%*	*5.7%*	*7.5%*	*7.4%*	*6.0%*	*9.3%*	*3.2%*	*6.2%*
%H (All HH)		*100.0%*	*56.1%*	*20.6%*	*81.7%*	*58.9%*	*23.3%*	*92.8%*
%H (TV HH)			*56.1%*	*20.6%*	*81.7%*	*58.9%*	*23.3%*	
Second living/dining room	391	391	191	71	329	197	132	349
%V	*11.8%*	*12.3%*	*14.1%*	*14.3%*	*13.5%*	*17.3%*	*10.1%*	*13.0%*
%H (All HH)		*100.0%*	*48.8%*	*18.2%*	*84.1%*	*50.4%*	*33.8%*	*89.3%*
%H (TV HH)			*48.8%*	*18.2%*	*84.1%*	*50.4%*	*33.8%*	
Study/office	38	38	23	7	33	23	10	36
%V	*1.1%*	*1.2%*	*1.7%*	*1.4%*	*1.3%*	*2.0%*	*0.8%*	*1.3%*
%H (All HH)		*100.0%*	*60.5%*	*18.4%*	*86.8%*	*60.5%*	*26.3%*	*94.7%*
%H (TV HH)			*60.5%*	*18.4%*	*86.8%*	*60.5%*	*26.3%*	
TV room	21	21	11	3	16	10	6	20
%V	*0.6%*	*0.7%*	*0.8%*	*0.6%*	*0.7%*	*0.9%*	*0.5%*	*0.7%*
%H (All HH)		*100.0%*	*52.4%*	*14.3%*	*76.2%*	*47.6%*	*28.6%*	*95.2%*
%H (TV HH)			*52.4%*	*14.3%*	*76.2%*	*47.6%*	*28.6%*	
Conservatory	90	90	48	16	77	49	28	81
%V	*2.7%*	*2.8%*	*3.6%*	*3.2%*	*3.1%*	*4.3%*	*2.1%*	*3.0%*
%H (All HH)		*100.0%*	*53.3%*	*17.8%*	*85.6%*	*54.4%*	*31.1%*	*90.0%*
%H (TV HH)			*53.3%*	*17.8%*	*85.6%*	*54.4%*	*31.1%*	
Attic or loft room	9	9	5	1	8	4	4	9
%V	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*
%H (All HH)		*100.0%*	*55.6%*	*11.1%*	*88.9%*	*44.4%*	*44.4%*	*100.0%*
%H (TV HH)			*55.6%*	*11.1%*	*88.9%*	*44.4%*	*44.4%*	
No specific location	5	5	2	2	5	3	2	4
%V	*0.2%*	*0.2%*	*0.1%*	*0.4%*	*0.2%*	*0.3%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*40.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	*80.0%*
%H (TV HH)			*40.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	
Other	26	26	16	4	23	16	7	22
%V	*0.8%*	*0.8%*	*1.2%*	*0.8%*	*0.9%*	*1.4%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*61.5%*	*15.4%*	*88.5%*	*61.5%*	*26.9%*	*84.6%*
%H (TV HH)			*61.5%*	*15.4%*	*88.5%*	*61.5%*	*26.9%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 24.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3309	3174	1350	498	2445	1141	1303	2680
%H (All HH)		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*
%H (TV HH)			*42.5%*	*15.7%*	*77.0%*	*35.9%*	*41.1%*	
Any DSAT provider	1350	1350	1350	24	855	855	0	1219
%V	*40.8%*	*42.5%*	*100.0%*	*4.8%*	*35.0%*	*74.9%*	*0.0%*	*45.5%*
%H (All HH)			*100.0%*	*1.8%*	*63.3%*	*63.3%*	*0.0%*	*90.3%*
%H (TV HH)			*100.0%*	*1.8%*	*63.3%*	*63.3%*	*0.0%*	
Sky with subcription	1135	1135	1135	13	722	722	0	1045
%V	*34.3%*	*35.8%*	*84.1%*	*2.6%*	*29.5%*	*63.3%*	*0.0%*	*39.0%*
%H (All HH)			*100.0%*	*1.1%*	*63.6%*	*63.6%*	*0.0%*	*92.1%*
%H (TV HH)			*100.0%*	*1.1%*	*63.6%*	*63.6%*	*0.0%*	
Sky without subscription	83	83	83	2	43	43	0	59
%V	*2.5%*	*2.6%*	*6.1%*	*0.4%*	*1.8%*	*3.8%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*2.4%*	*51.8%*	*51.8%*	*0.0%*	*71.1%*
%H (TV HH)			*100.0%*	*2.4%*	*51.8%*	*51.8%*	*0.0%*	
Freesat	139	139	139	10	110	110	0	126
%V	*4.2%*	*4.4%*	*10.3%*	*2.0%*	*4.5%*	*9.6%*	*0.0%*	*4.7%*
%H (All HH)			*100.0%*	*7.2%*	*79.1%*	*79.1%*	*0.0%*	*90.6%*
%H (TV HH)			*100.0%*	*7.2%*	*79.1%*	*79.1%*	*0.0%*	
Other satellite provider	54	54	54	3	32	32	0	50
%V	*1.6%*	*1.7%*	*4.0%*	*0.6%*	*1.3%*	*2.8%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*5.6%*	*59.3%*	*59.3%*	*0.0%*	*92.6%*
%H (TV HH)			*100.0%*	*5.6%*	*59.3%*	*59.3%*	*0.0%*	
DCAB	498	498	24	498	305	305	0	456
%V	*15.0%*	*15.7%*	*1.8%*	*100.0%*	*12.5%*	*26.7%*	*0.0%*	*17.0%*
%H (All HH)			*4.8%*	*100.0%*	*61.2%*	*61.2%*	*0.0%*	*91.6%*
%H (TV HH)			*4.8%*	*100.0%*	*61.2%*	*61.2%*	*0.0%*	
DTT	2445	2445	855	305	2445	1141	1303	1941
%V	*73.9%*	*77.0%*	*63.3%*	*61.2%*	*100.0%*	*100.0%*	*100.0%*	*72.4%*
%H (All HH)		*100.0%*	*35.0%*	*12.5%*	*100.0%*	*46.7%*	*53.3%*	*79.4%*
%H (TV HH)			*35.0%*	*12.5%*	*100.0%*	*46.7%*	*53.3%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Household level data

Table 24.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3309	3174	1350	498	2445	1141	1303	2680
%H (All HH)		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*
%H (TV HH)			*42.5%*	*15.7%*	*77.0%*	*35.9%*	*41.1%*	
PVR	2039	2039	1199	442	1450	1033	417	1832
%V	*61.6%*	*64.2%*	*88.8%*	*88.8%*	*59.3%*	*90.5%*	*32.0%*	*68.4%*
%H (All HH)		*100.0%*	*58.8%*	*21.7%*	*71.1%*	*50.7%*	*20.5%*	*89.8%*
%H (TV HH)			*58.8%*	*21.7%*	*71.1%*	*50.7%*	*20.5%*	
DVDR	62	62	27	7	52	25	27	50
%V	*1.9%*	*2.0%*	*2.0%*	*1.4%*	*2.1%*	*2.2%*	*2.1%*	*1.9%*
%H (All HH)		*100.0%*	*43.5%*	*11.3%*	*83.9%*	*40.3%*	*43.5%*	*80.6%*
%H (TV HH)			*43.5%*	*11.3%*	*83.9%*	*40.3%*	*43.5%*	
VCR	38	38	14	2	35	13	22	22
%V	*1.1%*	*1.2%*	*1.0%*	*0.4%*	*1.4%*	*1.1%*	*1.7%*	*0.8%*
%H (All HH)		*100.0%*	*36.8%*	*5.3%*	*92.1%*	*34.2%*	*57.9%*	*57.9%*
%H (TV HH)			*36.8%*	*5.3%*	*92.1%*	*34.2%*	*57.9%*	
Any recorder	2083	2083	1205	442	1489	1036	453	1854
%V	*62.9%*	*65.6%*	*89.3%*	*88.8%*	*60.9%*	*90.8%*	*34.8%*	*69.2%*
%H (All HH)		*100.0%*	*57.8%*	*21.2%*	*71.5%*	*49.7%*	*21.7%*	*89.0%*
%H (TV HH)			*57.8%*	*21.2%*	*71.5%*	*49.7%*	*21.7%*	
Receives HDTV (via STB or built-in reception)	1996	1996	1035	428	1499	944	555	1800
%V	*60.3%*	*62.9%*	*76.7%*	*85.9%*	*61.3%*	*82.7%*	*42.6%*	*67.2%*
%H (All HH)		*100.0%*	*51.9%*	*21.4%*	*75.1%*	*47.3%*	*27.8%*	*90.2%*
%H (TV HH)			*51.9%*	*21.4%*	*75.1%*	*47.3%*	*27.8%*	
DVD/Blu-ray player or recorder	2325	2325	1022	380	1843	923	919	1984
%V	*70.3%*	*73.3%*	*75.7%*	*76.3%*	*75.4%*	*80.9%*	*70.5%*	*74.0%*
%H (All HH)		*100.0%*	*44.0%*	*16.3%*	*79.3%*	*39.7%*	*39.5%*	*85.3%*
%H (TV HH)			*44.0%*	*16.3%*	*79.3%*	*39.7%*	*39.5%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Household level data

Table 24.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3309	3174	1350	498	2445	1141	1303	2680
%H (All HH)		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*
%H (TV HH)			*42.5%*	*15.7%*	*77.0%*	*35.9%*	*41.1%*	
Has broadband internet	2680	2582	1219	456	1941	1052	889	2680
%V	*81.0%*	*81.3%*	*90.3%*	*91.6%*	*79.4%*	*92.2%*	*68.2%*	*100.0%*
%H (All HH)		*96.3%*	*45.5%*	*17.0%*	*72.4%*	*39.3%*	*33.2%*	*100.0%*
%H (TV HH)			*47.2%*	*17.7%*	*75.2%*	*40.7%*	*34.4%*	
Number of computers (PCs and laptops)								
0	719	678	174	58	564	124	439	141
%V	*21.7%*	*21.4%*	*12.9%*	*11.6%*	*23.1%*	*10.9%*	*33.7%*	*5.3%*
%H (All HH)		*94.3%*	*24.2%*	*8.1%*	*78.4%*	*17.2%*	*61.1%*	*19.6%*
%H (TV HH)			*25.7%*	*8.6%*	*83.2%*	*18.3%*	*64.7%*	
1	909	860	354	137	639	277	362	867
%V	*27.5%*	*27.1%*	*26.2%*	*27.5%*	*26.1%*	*24.3%*	*27.8%*	*32.4%*
%H (All HH)		*94.6%*	*38.9%*	*15.1%*	*70.3%*	*30.5%*	*39.8%*	*95.4%*
%H (TV HH)			*41.2%*	*15.9%*	*74.3%*	*32.2%*	*42.1%*	
2	762	735	348	116	560	297	264	757
%V	*23.0%*	*23.2%*	*25.8%*	*23.3%*	*22.9%*	*26.0%*	*20.3%*	*28.2%*
%H (All HH)		*96.5%*	*45.7%*	*15.2%*	*73.5%*	*39.0%*	*34.6%*	*99.3%*
%H (TV HH)			*47.3%*	*15.8%*	*76.2%*	*40.4%*	*35.9%*	
3	433	423	213	85	316	195	121	432
%V	*13.1%*	*13.3%*	*15.8%*	*17.1%*	*12.9%*	*17.1%*	*9.3%*	*16.1%*
%H (All HH)		*97.7%*	*49.2%*	*19.6%*	*73.0%*	*45.0%*	*27.9%*	*99.8%*
%H (TV HH)			*50.4%*	*20.1%*	*74.7%*	*46.1%*	*28.6%*	
4	242	237	135	41	185	122	62	241
%V	*7.3%*	*7.5%*	*10.0%*	*8.2%*	*7.6%*	*10.7%*	*4.8%*	*9.0%*
%H (All HH)		*97.9%*	*55.8%*	*16.9%*	*76.4%*	*50.4%*	*25.6%*	*99.6%*
%H (TV HH)			*57.0%*	*17.3%*	*78.1%*	*51.5%*	*26.2%*	
5+	243	240	126	62	181	126	55	243
%V	*7.3%*	*7.6%*	*9.3%*	*12.4%*	*7.4%*	*11.0%*	*4.2%*	*9.1%*
%H (All HH)		*98.8%*	*51.9%*	*25.5%*	*74.5%*	*51.9%*	*22.6%*	*100.0%*
%H (TV HH)			*52.5%*	*25.8%*	*75.4%*	*52.5%*	*22.9%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 24.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6447	3038	1123	5142	2859	2283	5566
%H		*47.1%*	*17.4%*	*79.8%*	*44.3%*	*35.4%*	*86.3%*
Under 20"	626	263	91	548	278	270	531
%V	*9.7%*	*8.7%*	*8.1%*	*10.7%*	*9.7%*	*11.8%*	*9.5%*
%H		*42.0%*	*14.5%*	*87.5%*	*44.4%*	*43.1%*	*84.8%*
20" - 29"	1332	566	216	1135	583	552	1085
%V	*20.7%*	*18.6%*	*19.2%*	*22.1%*	*20.4%*	*24.2%*	*19.5%*
%H		*42.5%*	*16.2%*	*85.2%*	*43.8%*	*41.4%*	*81.5%*
30" - 39"	2141	949	392	1704	909	795	1820
%V	*33.2%*	*31.2%*	*34.9%*	*33.1%*	*31.8%*	*34.8%*	*32.7%*
%H		*44.3%*	*18.3%*	*79.6%*	*42.5%*	*37.1%*	*85.0%*
40" and over	2226	1200	405	1659	1036	623	2033
%V	*34.5%*	*39.5%*	*36.1%*	*32.3%*	*36.2%*	*27.3%*	*36.5%*
%H		*53.9%*	*18.2%*	*74.5%*	*46.5%*	*28.0%*	*91.3%*
Don't know	122	59	18	95	52	42	98
%V	*1.9%*	*1.9%*	*1.6%*	*1.8%*	*1.8%*	*1.8%*	*1.8%*
%H		*48.4%*	*14.8%*	*77.9%*	*42.6%*	*34.4%*	*80.3%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West / Border Macro

Set level data

Table 24.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6447	3038	1123	5142	2859	2283	5566
%H		*47.1%*	*17.4%*	*79.8%*	*44.3%*	*35.4%*	*86.3%*
Main living room	3153	1346	498	2436	1143	1293	2571
%V	*48.9%*	*44.3%*	*44.3%*	*47.4%*	*40.0%*	*56.6%*	*46.2%*
%H		*42.7%*	*15.8%*	*77.3%*	*36.3%*	*41.0%*	*81.5%*
Kitchen	297	151	40	258	150	108	257
%V	*4.6%*	*5.0%*	*3.6%*	*5.0%*	*5.2%*	*4.7%*	*4.6%*
%H		*50.8%*	*13.5%*	*86.9%*	*50.5%*	*36.4%*	*86.5%*
Adult's bedroom	1807	904	348	1488	925	563	1626
%V	*28.0%*	*29.8%*	*31.0%*	*28.9%*	*32.4%*	*24.7%*	*29.2%*
%H		*50.0%*	*19.3%*	*82.3%*	*51.2%*	*31.2%*	*90.0%*
Child's bedroom	383	209	87	280	197	84	376
%V	*5.9%*	*6.9%*	*7.7%*	*5.4%*	*6.9%*	*3.7%*	*6.8%*
%H		*54.6%*	*22.7%*	*73.1%*	*51.4%*	*21.9%*	*98.2%*
Other bedroom	223	130	45	185	139	47	210
%V	*3.5%*	*4.3%*	*4.0%*	*3.6%*	*4.9%*	*2.1%*	*3.8%*
%H		*58.3%*	*20.2%*	*83.0%*	*62.3%*	*21.1%*	*94.2%*
Second living/dining room	394	194	71	333	201	132	353
%V	*6.1%*	*6.4%*	*6.3%*	*6.5%*	*7.0%*	*5.8%*	*6.3%*
%H		*49.2%*	*18.0%*	*84.5%*	*51.0%*	*33.5%*	*89.6%*
Study/office	39	23	7	33	23	10	37
%V	*0.6%*	*0.8%*	*0.6%*	*0.6%*	*0.8%*	*0.4%*	*0.7%*
%H		*59.0%*	*17.9%*	*84.6%*	*59.0%*	*25.6%*	*94.9%*
TV room	21	11	3	16	10	6	20
%V	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.4%*
%H		*52.4%*	*14.3%*	*76.2%*	*47.6%*	*28.6%*	*95.2%*
Conservatory	90	48	16	77	49	28	81
%V	*1.4%*	*1.6%*	*1.4%*	*1.5%*	*1.7%*	*1.2%*	*1.5%*
%H		*53.3%*	*17.8%*	*85.6%*	*54.4%*	*31.1%*	*90.0%*
Attic or loft room	10	5	1	8	4	4	9
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*
%H		*50.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*	*90.0%*
No specific location	5	2	2	5	3	2	4
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*40.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	*80.0%*
Other	26	16	4	24	17	7	23
%V	*0.4%*	*0.5%*	*0.4%*	*0.5%*	*0.6%*	*0.3%*	*0.4%*
%H		*61.5%*	*15.4%*	*92.3%*	*65.4%*	*26.9%*	*88.5%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West / Border Macro

Set level data

Table 24.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6447	3038	1123	5142	2859	2283	5566
%H		*47.1%*	*17.4%*	*79.8%*	*44.3%*	*35.4%*	*86.3%*
PVR	2753	1678	628	1884	1408	476	2515
%V	*42.7%*	*55.2%*	*55.9%*	*36.6%*	*49.2%*	*20.8%*	*45.2%*
%H		*61.0%*	*22.8%*	*68.4%*	*51.1%*	*17.3%*	*91.4%*
DVDR	70	32	9	60	30	30	57
%V	*1.1%*	*1.1%*	*0.8%*	*1.2%*	*1.0%*	*1.3%*	*1.0%*
%H		*45.7%*	*12.9%*	*85.7%*	*42.9%*	*42.9%*	*81.4%*
VCR	41	16	2	38	15	23	24
%V	*0.6%*	*0.5%*	*0.2%*	*0.7%*	*0.5%*	*1.0%*	*0.4%*
%H		*39.0%*	*4.9%*	*92.7%*	*36.6%*	*56.1%*	*58.5%*
Any recorder	2810	1694	629	1937	1421	516	2549
%V	*43.6%*	*55.8%*	*56.0%*	*37.7%*	*49.7%*	*22.6%*	*45.8%*
%H		*60.3%*	*22.4%*	*68.9%*	*50.6%*	*18.4%*	*90.7%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6447	3038	1123	5142	2859	2283	5566
%H		*47.1%*	*17.4%*	*79.8%*	*44.3%*	*35.4%*	*86.3%*
Receives HDTV (via STB or built-in reception)	2961	1565	681	2246	1492	754	2722
%V	*45.9%*	*51.5%*	*60.6%*	*43.7%*	*52.2%*	*33.0%*	*48.9%*
%H		*52.9%*	*23.0%*	*75.9%*	*50.4%*	*25.5%*	*91.9%*
DVD/Blu-ray player or recorder	3378	1578	602	2716	1512	1204	2992
%V	*52.4%*	*51.9%*	*53.6%*	*52.8%*	*52.9%*	*52.7%*	*53.8%*
%H		*46.7%*	*17.8%*	*80.4%*	*44.8%*	*35.6%*	*88.6%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West / Border Macro

Set level data

Table 24.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3165	1347	498	2444	1141	1303	2575
%H		*42.6%*	*15.7%*	*77.2%*	*36.1%*	*41.2%*	*81.4%*
Under 20"	43	7	5	37	7	30	23
%V	*1.4%*	*0.5%*	*1.0%*	*1.5%*	*0.6%*	*2.3%*	*0.9%*
%H		*16.3%*	*11.6%*	*86.0%*	*16.3%*	*69.8%*	*53.5%*
20" - 29"	292	59	25	252	46	206	167
%V	*9.2%*	*4.4%*	*5.0%*	*10.3%*	*4.0%*	*15.8%*	*6.5%*
%H		*20.2%*	*8.6%*	*86.3%*	*15.8%*	*70.5%*	*57.2%*
30" - 39"	1085	390	155	863	333	530	822
%V	*34.3%*	*29.0%*	*31.1%*	*35.3%*	*29.2%*	*40.7%*	*31.9%*
%H		*35.9%*	*14.3%*	*79.5%*	*30.7%*	*48.8%*	*75.8%*
40" and over	1691	871	307	1250	739	511	1525
%V	*53.4%*	*64.7%*	*61.6%*	*51.1%*	*64.8%*	*39.2%*	*59.2%*
%H		*51.5%*	*18.2%*	*73.9%*	*43.7%*	*30.2%*	*90.2%*
Don't know	54	21	6	42	16	26	38
%V	*1.7%*	*1.6%*	*1.2%*	*1.7%*	*1.4%*	*2.0%*	*1.5%*
%H		*38.9%*	*11.1%*	*77.8%*	*29.6%*	*48.1%*	*70.4%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West / Border Macro

Set level data

Table 24.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3165	1347	498	2444	1141	1303	2575
%H		*42.6%*	*15.7%*	*77.2%*	*36.1%*	*41.2%*	*81.4%*
PVR	1987	1180	435	1404	1014	390	1789
%V	*62.8%*	*87.6%*	*87.3%*	*57.4%*	*88.9%*	*29.9%*	*69.5%*
%H		*59.4%*	*21.9%*	*70.7%*	*51.0%*	*19.6%*	*90.0%*
DVDR	53	22	6	44	19	25	42
%V	*1.7%*	*1.6%*	*1.2%*	*1.8%*	*1.7%*	*1.9%*	*1.6%*
%H		*41.5%*	*11.3%*	*83.0%*	*35.8%*	*47.2%*	*79.2%*
VCR	32	9	2	29	8	21	17
%V	*1.0%*	*0.7%*	*0.4%*	*1.2%*	*0.7%*	*1.6%*	*0.7%*
%H		*28.1%*	*6.3%*	*90.6%*	*25.0%*	*65.6%*	*53.1%*
Any recorder	2029	1186	435	1441	1017	424	1810
%V	*64.1%*	*88.0%*	*87.3%*	*59.0%*	*89.1%*	*32.5%*	*70.3%*
%H		*58.5%*	*21.4%*	*71.0%*	*50.1%*	*20.9%*	*89.2%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3165	1347	498	2444	1141	1303	2575
%H		*42.6%*	*15.7%*	*77.2%*	*36.1%*	*41.2%*	*81.4%*
Receives HDTV (via STB or built-in reception)	1929	1003	423	1440	914	525	1742
%V	*60.9%*	*74.5%*	*84.9%*	*58.9%*	*80.1%*	*40.3%*	*67.7%*
%H		*52.0%*	*21.9%*	*74.7%*	*47.4%*	*27.2%*	*90.3%*
DVD/Blu-ray player or recorder	2097	909	330	1660	808	851	1778
%V	*66.3%*	*67.5%*	*66.3%*	*67.9%*	*70.8%*	*65.3%*	*69.0%*
%H		*43.3%*	*15.7%*	*79.2%*	*38.5%*	*40.6%*	*84.8%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West / Border Macro

Set level data

Table 24.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3282	1691	624	2698	1719	980	2991
%H		*51.5%*	*19.0%*	*82.2%*	*52.4%*	*29.9%*	*91.1%*
Under 20"	583	256	86	511	271	240	508
%V	*17.8%*	*15.1%*	*13.8%*	*18.9%*	*15.8%*	*24.5%*	*17.0%*
%H		*43.9%*	*14.8%*	*87.7%*	*46.5%*	*41.2%*	*87.1%*
20" - 29"	1040	508	191	883	537	346	918
%V	*31.7%*	*30.0%*	*30.6%*	*32.7%*	*31.2%*	*35.3%*	*30.7%*
%H		*48.8%*	*18.4%*	*84.9%*	*51.6%*	*33.3%*	*88.3%*
30" - 39"	1056	560	237	842	577	265	997
%V	*32.2%*	*33.1%*	*38.0%*	*31.2%*	*33.6%*	*27.0%*	*33.3%*
%H		*53.0%*	*22.4%*	*79.7%*	*54.6%*	*25.1%*	*94.4%*
40" and over	535	330	98	410	297	112	508
%V	*16.3%*	*19.5%*	*15.7%*	*15.2%*	*17.3%*	*11.4%*	*17.0%*
%H		*61.7%*	*18.3%*	*76.6%*	*55.5%*	*20.9%*	*95.0%*
Don't know	68	39	12	53	36	17	60
%V	*2.1%*	*2.3%*	*1.9%*	*2.0%*	*2.1%*	*1.7%*	*2.0%*
%H		*57.4%*	*17.6%*	*77.9%*	*52.9%*	*25.0%*	*88.2%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West / Border Macro

Set level data

Table 24.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3282	1691	624	2698	1719	980	2991
%H		*51.5%*	*19.0%*	*82.2%*	*52.4%*	*29.9%*	*91.1%*
PVR	766	498	194	481	395	86	726
%V	*23.3%*	*29.5%*	*31.1%*	*17.8%*	*23.0%*	*8.8%*	*24.3%*
%H		*65.0%*	*25.3%*	*62.8%*	*51.6%*	*11.2%*	*94.8%*
DVDR	16	9	3	15	11	5	15
%V	*0.5%*	*0.5%*	*0.5%*	*0.6%*	*0.6%*	*0.5%*	*0.5%*
%H		*56.3%*	*18.8%*	*93.8%*	*68.8%*	*31.3%*	*93.8%*
VCR	9	7	0	9	7	2	6
%V	*0.3%*	*0.4%*	*0.0%*	*0.3%*	*0.4%*	*0.2%*	*0.2%*
%H		*77.8%*	*0.0%*	*100.0%*	*77.8%*	*22.2%*	*66.7%*
Any recorder	782	508	194	496	404	92	738
%V	*23.8%*	*30.0%*	*31.1%*	*18.4%*	*23.5%*	*9.4%*	*24.7%*
%H		*65.0%*	*24.8%*	*63.4%*	*51.7%*	*11.8%*	*94.4%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3282	1691	624	2698	1719	980	2991
%H		*51.5%*	*19.0%*	*82.2%*	*52.4%*	*29.9%*	*91.1%*
Receives HDTV (via STB or built-in reception)	1031	562	258	806	578	229	981
%V	*31.4%*	*33.2%*	*41.3%*	*29.9%*	*33.6%*	*23.4%*	*32.8%*
%H		*54.5%*	*25.0%*	*78.2%*	*56.1%*	*22.2%*	*95.2%*
DVD/Blu-ray player or recorder	1281	669	272	1056	703	353	1214
%V	*39.0%*	*39.6%*	*43.6%*	*39.1%*	*40.9%*	*36.0%*	*40.6%*
%H		*52.2%*	*21.2%*	*82.4%*	*54.9%*	*27.6%*	*94.8%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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April 2015 - March 2016

ITV North West / Border Macro

Individual level data

Table 24.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7520	7262	3435	1274	5436	2927	2509	6670
%H		*96.6%*	*45.7%*	*16.9%*	*72.3%*	*38.9%*	*33.4%*	*88.7%*
Total Children	1419	1387	732	272	944	574	370	1377
%V	*18.9%*	*19.1%*	*21.3%*	*21.4%*	*17.4%*	*19.6%*	*14.7%*	*20.6%*
%H		*97.7%*	*51.6%*	*19.2%*	*66.5%*	*40.5%*	*26.1%*	*97.0%*
0 - 3	358	345	189	57	229	135	95	344
%V	*4.8%*	*4.8%*	*5.5%*	*4.5%*	*4.2%*	*4.6%*	*3.8%*	*5.2%*
%H		*96.4%*	*52.8%*	*15.9%*	*64.0%*	*37.7%*	*26.5%*	*96.1%*
4 - 15	1061	1043	543	216	715	439	276	1034
%V	*14.1%*	*14.4%*	*15.8%*	*17.0%*	*13.2%*	*15.0%*	*11.0%*	*15.5%*
%H		*98.3%*	*51.2%*	*20.4%*	*67.4%*	*41.4%*	*26.0%*	*97.5%*
4 - 9	565	553	291	117	360	220	140	550
%V	*7.5%*	*7.6%*	*8.5%*	*9.2%*	*6.6%*	*7.5%*	*5.6%*	*8.2%*
%H		*97.9%*	*51.5%*	*20.7%*	*63.7%*	*38.9%*	*24.8%*	*97.3%*
10 - 15	497	490	252	99	355	219	136	484
%V	*6.6%*	*6.7%*	*7.3%*	*7.8%*	*6.5%*	*7.5%*	*5.4%*	*7.3%*
%H		*98.6%*	*50.7%*	*19.9%*	*71.4%*	*44.1%*	*27.4%*	*97.4%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West / Border Macro

Individual level data

Table 24.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7520	7262	3435	1274	5436	2927	2509	6670
%H		*96.6%*	*45.7%*	*16.9%*	*72.3%*	*38.9%*	*33.4%*	*88.7%*
Total Adults (16+)	6100	5874	2703	1001	4492	2353	2139	5293
%V	*81.1%*	*80.9%*	*78.7%*	*78.6%*	*82.6%*	*80.4%*	*85.3%*	*79.4%*
%H		*96.3%*	*44.3%*	*16.4%*	*73.6%*	*38.6%*	*35.1%*	*86.8%*
16 - 19	339	329	170	63	250	152	98	331
%V	*4.5%*	*4.5%*	*4.9%*	*4.9%*	*4.6%*	*5.2%*	*3.9%*	*5.0%*
%H		*97.1%*	*50.1%*	*18.6%*	*73.7%*	*44.8%*	*28.9%*	*97.6%*
20 - 24	471	428	186	84	317	171	146	450
%V	*6.3%*	*5.9%*	*5.4%*	*6.6%*	*5.8%*	*5.8%*	*5.8%*	*6.7%*
%H		*90.9%*	*39.5%*	*17.8%*	*67.3%*	*36.3%*	*31.0%*	*95.5%*
25 - 34	995	937	508	153	623	371	252	956
%V	*13.2%*	*12.9%*	*14.8%*	*12.0%*	*11.5%*	*12.7%*	*10.0%*	*14.3%*
%H		*94.2%*	*51.1%*	*15.4%*	*62.6%*	*37.3%*	*25.3%*	*96.1%*
35 - 44	916	881	445	171	622	363	259	879
%V	*12.2%*	*12.1%*	*13.0%*	*13.4%*	*11.4%*	*12.4%*	*10.3%*	*13.2%*
%H		*96.2%*	*48.6%*	*18.7%*	*67.9%*	*39.6%*	*28.3%*	*96.0%*
45 - 54	1088	1055	515	196	823	477	346	997
%V	*14.5%*	*14.5%*	*15.0%*	*15.4%*	*15.1%*	*16.3%*	*13.8%*	*14.9%*
%H		*97.0%*	*47.3%*	*18.0%*	*75.6%*	*43.8%*	*31.8%*	*91.6%*
55 - 64	908	889	403	164	703	375	328	810
%V	*12.1%*	*12.2%*	*11.7%*	*12.9%*	*12.9%*	*12.8%*	*13.1%*	*12.1%*
%H		*97.9%*	*44.4%*	*18.1%*	*77.4%*	*41.3%*	*36.1%*	*89.2%*
65+	1384	1355	477	170	1154	444	711	871
%V	*18.4%*	*18.7%*	*13.9%*	*13.3%*	*21.2%*	*15.2%*	*28.3%*	*13.1%*
%H		*97.9%*	*34.5%*	*12.3%*	*83.4%*	*32.1%*	*51.4%*	*62.9%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West / Border Macro

Individual level data

Table 24.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6100	5874	2703	1001	4492	2353	2139	5293
%H		*96.3%*	*44.3%*	*16.4%*	*73.6%*	*38.6%*	*35.1%*	*86.8%*
AB	1364	1323	658	224	1032	589	443	1296
%V	*22.4%*	*22.5%*	*24.3%*	*22.4%*	*23.0%*	*25.0%*	*20.7%*	*24.5%*
%H		*97.0%*	*48.2%*	*16.4%*	*75.7%*	*43.2%*	*32.5%*	*95.0%*
C1	1773	1709	792	290	1301	685	616	1628
%V	*29.1%*	*29.1%*	*29.3%*	*29.0%*	*29.0%*	*29.1%*	*28.8%*	*30.8%*
%H		*96.4%*	*44.7%*	*16.4%*	*73.4%*	*38.6%*	*34.7%*	*91.8%*
C2	1342	1300	620	227	992	547	445	1178
%V	*22.0%*	*22.1%*	*22.9%*	*22.7%*	*22.1%*	*23.2%*	*20.8%*	*22.3%*
%H		*96.9%*	*46.2%*	*16.9%*	*73.9%*	*40.8%*	*33.2%*	*87.8%*
D	998	956	430	163	721	367	354	811
%V	*16.4%*	*16.3%*	*15.9%*	*16.3%*	*16.1%*	*15.6%*	*16.5%*	*15.3%*
%H		*95.8%*	*43.1%*	*16.3%*	*72.2%*	*36.8%*	*35.5%*	*81.3%*
E	623	586	203	98	446	165	281	381
%V	*10.2%*	*10.0%*	*7.5%*	*9.8%*	*9.9%*	*7.0%*	*13.1%*	*7.2%*
%H		*94.1%*	*32.6%*	*15.7%*	*71.6%*	*26.5%*	*45.1%*	*61.2%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West / Border Macro

Individual level data

Table 24.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6100	5874	2703	1001	4492	2353	2139	5293
%H		*96.3%*	*44.3%*	*16.4%*	*73.6%*	*38.6%*	*35.1%*	*86.8%*
Working full time	2801	2710	1391	523	2005	1226	779	2695
%V	*45.9%*	*46.1%*	*51.5%*	*52.2%*	*44.6%*	*52.1%*	*36.4%*	*50.9%*
%H		*96.8%*	*49.7%*	*18.7%*	*71.6%*	*43.8%*	*27.8%*	*96.2%*
Working part time	574	555	269	94	419	229	190	540
%V	*9.4%*	*9.4%*	*10.0%*	*9.4%*	*9.3%*	*9.7%*	*8.9%*	*10.2%*
%H		*96.7%*	*46.9%*	*16.4%*	*73.0%*	*39.9%*	*33.1%*	*94.1%*
Not working	2725	2609	1043	384	2068	898	1170	2058
%V	*44.7%*	*44.4%*	*38.6%*	*38.4%*	*46.0%*	*38.2%*	*54.7%*	*38.9%*
%H		*95.7%*	*38.3%*	*14.1%*	*75.9%*	*33.0%*	*42.9%*	*75.5%*
Housewife/Houseperson	3309	3174	1350	498	2445	1141	1303	2680
%V	*54.2%*	*54.0%*	*49.9%*	*49.8%*	*54.4%*	*48.5%*	*60.9%*	*50.6%*
%H		*95.9%*	*40.8%*	*15.0%*	*73.9%*	*34.5%*	*39.4%*	*81.0%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West / Border Macro

Individual level data

Table 24.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2982	2847	1366	503	2149	1185	964	2627
%H		*95.5%*	*45.8%*	*16.9%*	*72.1%*	*39.7%*	*32.3%*	*88.1%*
16 - 19	183	178	94	37	129	81	49	176
%V	*6.1%*	*6.3%*	*6.9%*	*7.4%*	*6.0%*	*6.8%*	*5.1%*	*6.7%*
%H		*97.3%*	*51.4%*	*20.2%*	*70.5%*	*44.3%*	*26.8%*	*96.2%*
20 - 24	230	203	91	43	145	81	64	221
%V	*7.7%*	*7.1%*	*6.7%*	*8.5%*	*6.7%*	*6.8%*	*6.6%*	*8.4%*
%H		*88.3%*	*39.6%*	*18.7%*	*63.0%*	*35.2%*	*27.8%*	*96.1%*
25 - 34	499	465	254	76	309	187	122	478
%V	*16.7%*	*16.3%*	*18.6%*	*15.1%*	*14.4%*	*15.8%*	*12.7%*	*18.2%*
%H		*93.2%*	*50.9%*	*15.2%*	*61.9%*	*37.5%*	*24.4%*	*95.8%*
35 - 44	450	429	221	84	302	182	120	428
%V	*15.1%*	*15.1%*	*16.2%*	*16.7%*	*14.1%*	*15.4%*	*12.4%*	*16.3%*
%H		*95.3%*	*49.1%*	*18.7%*	*67.1%*	*40.4%*	*26.7%*	*95.1%*
45 - 54	535	514	258	95	395	231	164	488
%V	*17.9%*	*18.1%*	*18.9%*	*18.9%*	*18.4%*	*19.5%*	*17.0%*	*18.6%*
%H		*96.1%*	*48.2%*	*17.8%*	*73.8%*	*43.2%*	*30.7%*	*91.2%*
55 - 64	447	435	198	78	350	189	161	398
%V	*15.0%*	*15.3%*	*14.5%*	*15.5%*	*16.3%*	*15.9%*	*16.7%*	*15.2%*
%H		*97.3%*	*44.3%*	*17.4%*	*78.3%*	*42.3%*	*36.0%*	*89.0%*
65+	638	622	249	91	518	234	285	438
%V	*21.4%*	*21.8%*	*18.2%*	*18.1%*	*24.1%*	*19.7%*	*29.6%*	*16.7%*
%H		*97.5%*	*39.0%*	*14.3%*	*81.2%*	*36.7%*	*44.7%*	*68.7%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West / Border Macro

Individual level data

Table 24.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2982	2847	1366	503	2149	1185	964	2627
%H		*95.5%*	*45.8%*	*16.9%*	*72.1%*	*39.7%*	*32.3%*	*88.1%*
AB	686	664	335	117	512	299	213	655
%V	*23.0%*	*23.3%*	*24.5%*	*23.3%*	*23.8%*	*25.2%*	*22.1%*	*24.9%*
%H		*96.8%*	*48.8%*	*17.1%*	*74.6%*	*43.6%*	*31.0%*	*95.5%*
C1	809	772	378	136	579	329	250	762
%V	*27.1%*	*27.1%*	*27.7%*	*27.0%*	*26.9%*	*27.8%*	*25.9%*	*29.0%*
%H		*95.4%*	*46.7%*	*16.8%*	*71.6%*	*40.7%*	*30.9%*	*94.2%*
C2	730	704	339	121	533	293	240	630
%V	*24.5%*	*24.7%*	*24.8%*	*24.1%*	*24.8%*	*24.7%*	*24.9%*	*24.0%*
%H		*96.4%*	*46.4%*	*16.6%*	*73.0%*	*40.1%*	*32.9%*	*86.3%*
D	475	448	214	84	333	184	149	397
%V	*15.9%*	*15.7%*	*15.7%*	*16.7%*	*15.5%*	*15.5%*	*15.5%*	*15.1%*
%H		*94.3%*	*45.1%*	*17.7%*	*70.1%*	*38.7%*	*31.4%*	*83.6%*
E	282	260	101	45	192	80	112	183
%V	*9.5%*	*9.1%*	*7.4%*	*8.9%*	*8.9%*	*6.8%*	*11.6%*	*7.0%*
%H		*92.2%*	*35.8%*	*16.0%*	*68.1%*	*28.4%*	*39.7%*	*64.9%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West / Border Macro

Individual level data

Table 24.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2982	2847	1366	503	2149	1185	964	2627
%H		*95.5%*	*45.8%*	*16.9%*	*72.1%*	*39.7%*	*32.3%*	*88.1%*
Working full time	1672	1606	837	305	1187	730	457	1604
%V	*56.1%*	*56.4%*	*61.3%*	*60.6%*	*55.2%*	*61.6%*	*47.4%*	*61.1%*
%H		*96.1%*	*50.1%*	*18.2%*	*71.0%*	*43.7%*	*27.3%*	*95.9%*
Working part time	128	120	61	16	85	42	43	114
%V	*4.3%*	*4.2%*	*4.5%*	*3.2%*	*4.0%*	*3.5%*	*4.5%*	*4.3%*
%H		*93.8%*	*47.7%*	*12.5%*	*66.4%*	*32.8%*	*33.6%*	*89.1%*
Not working	1183	1121	468	183	878	413	464	909
%V	*39.7%*	*39.4%*	*34.3%*	*36.4%*	*40.9%*	*34.9%*	*48.1%*	*34.6%*
%H		*94.8%*	*39.6%*	*15.5%*	*74.2%*	*34.9%*	*39.2%*	*76.8%*
Housewife/Houseperson	741	677	285	96	510	219	291	538
%V	*24.8%*	*23.8%*	*20.9%*	*19.1%*	*23.7%*	*18.5%*	*30.2%*	*20.5%*
%H		*91.4%*	*38.5%*	*13.0%*	*68.8%*	*29.6%*	*39.3%*	*72.6%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West / Border Macro

Individual level data

Table 24.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3118	3027	1337	498	2343	1168	1175	2666
%H		*97.1%*	*42.9%*	*16.0%*	*75.1%*	*37.5%*	*37.7%*	*85.5%*
16 - 19	156	151	75	27	120	71	49	155
%V	*5.0%*	*5.0%*	*5.6%*	*5.4%*	*5.1%*	*6.1%*	*4.2%*	*5.8%*
%H		*96.8%*	*48.1%*	*17.3%*	*76.9%*	*45.5%*	*31.4%*	*99.4%*
20 - 24	241	225	95	41	172	90	83	229
%V	*7.7%*	*7.4%*	*7.1%*	*8.2%*	*7.3%*	*7.7%*	*7.1%*	*8.6%*
%H		*93.4%*	*39.4%*	*17.0%*	*71.4%*	*37.3%*	*34.4%*	*95.0%*
25 - 34	496	472	254	76	314	184	130	478
%V	*15.9%*	*15.6%*	*19.0%*	*15.3%*	*13.4%*	*15.8%*	*11.1%*	*17.9%*
%H		*95.2%*	*51.2%*	*15.3%*	*63.3%*	*37.1%*	*26.2%*	*96.4%*
35 - 44	466	452	224	87	320	182	139	451
%V	*14.9%*	*14.9%*	*16.8%*	*17.5%*	*13.7%*	*15.6%*	*11.8%*	*16.9%*
%H		*97.0%*	*48.1%*	*18.7%*	*68.7%*	*39.1%*	*29.8%*	*96.8%*
45 - 54	553	541	257	101	428	246	182	509
%V	*17.7%*	*17.9%*	*19.2%*	*20.3%*	*18.3%*	*21.1%*	*15.5%*	*19.1%*
%H		*97.8%*	*46.5%*	*18.3%*	*77.4%*	*44.5%*	*32.9%*	*92.0%*
55 - 64	461	454	204	86	353	186	167	412
%V	*14.8%*	*15.0%*	*15.3%*	*17.3%*	*15.1%*	*15.9%*	*14.2%*	*15.5%*
%H		*98.5%*	*44.3%*	*18.7%*	*76.6%*	*40.3%*	*36.2%*	*89.4%*
65+	745	733	228	80	636	210	426	433
%V	*23.9%*	*24.2%*	*17.1%*	*16.1%*	*27.1%*	*18.0%*	*36.3%*	*16.2%*
%H		*98.4%*	*30.6%*	*10.7%*	*85.4%*	*28.2%*	*57.2%*	*58.1%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

ITV North West / Border Macro

Individual level data

Table 24.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3118	3027	1337	498	2343	1168	1175	2666
%H		*97.1%*	*42.9%*	*16.0%*	*75.1%*	*37.5%*	*37.7%*	*85.5%*
AB	678	660	324	107	519	290	230	641
%V	*21.7%*	*21.8%*	*24.2%*	*21.5%*	*22.2%*	*24.8%*	*19.6%*	*24.0%*
%H		*97.3%*	*47.8%*	*15.8%*	*76.5%*	*42.8%*	*33.9%*	*94.5%*
C1	964	937	413	153	721	356	366	865
%V	*30.9%*	*31.0%*	*30.9%*	*30.7%*	*30.8%*	*30.5%*	*31.1%*	*32.4%*
%H		*97.2%*	*42.8%*	*15.9%*	*74.8%*	*36.9%*	*38.0%*	*89.7%*
C2	612	596	282	106	459	254	205	548
%V	*19.6%*	*19.7%*	*21.1%*	*21.3%*	*19.6%*	*21.7%*	*17.4%*	*20.6%*
%H		*97.4%*	*46.1%*	*17.3%*	*75.0%*	*41.5%*	*33.5%*	*89.5%*
D	524	508	216	79	389	183	205	414
%V	*16.8%*	*16.8%*	*16.2%*	*15.9%*	*16.6%*	*15.7%*	*17.4%*	*15.5%*
%H		*96.9%*	*41.2%*	*15.1%*	*74.2%*	*34.9%*	*39.1%*	*79.0%*
E	341	326	102	53	254	85	169	199
%V	*10.9%*	*10.8%*	*7.6%*	*10.6%*	*10.8%*	*7.3%*	*14.4%*	*7.5%*
%H		*95.6%*	*29.9%*	*15.5%*	*74.5%*	*24.9%*	*49.6%*	*58.4%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

ITV North West / Border Macro

Individual level data

Table 24.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3118	3027	1337	498	2343	1168	1175	2666
%H		*97.1%*	*42.9%*	*16.0%*	*75.1%*	*37.5%*	*37.7%*	*85.5%*
Working full time	1130	1104	553	219	818	496	322	1092
%V	*36.2%*	*36.5%*	*41.4%*	*44.0%*	*34.9%*	*42.5%*	*27.4%*	*41.0%*
%H		*97.7%*	*48.9%*	*19.4%*	*72.4%*	*43.9%*	*28.5%*	*96.6%*
Working part time	446	435	209	79	334	187	147	425
%V	*14.3%*	*14.4%*	*15.6%*	*15.9%*	*14.3%*	*16.0%*	*12.5%*	*15.9%*
%H		*97.5%*	*46.9%*	*17.7%*	*74.9%*	*41.9%*	*33.0%*	*95.3%*
Not working	1542	1488	575	201	1191	485	706	1149
%V	*49.5%*	*49.2%*	*43.0%*	*40.4%*	*50.8%*	*41.5%*	*60.1%*	*43.1%*
%H		*96.5%*	*37.3%*	*13.0%*	*77.2%*	*31.5%*	*45.8%*	*74.5%*
Housewife/Houseperson	2568	2497	1065	403	1935	922	1013	2142
%V	*82.4%*	*82.5%*	*79.7%*	*80.9%*	*82.6%*	*78.9%*	*86.2%*	*80.3%*
%H		*97.2%*	*41.5%*	*15.7%*	*75.4%*	*35.9%*	*39.4%*	*83.4%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 25.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 25.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 25.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 25.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 25.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 25.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 25.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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%*	
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: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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S4C

Household level data

Table 25.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 25.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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DATA PERIOD: ANNUAL

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S4C

Household level data

Table 25.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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S4C

Set level data

Table 25.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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S4C

Set level data

Table 25.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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S4C

Set level data

Table 25.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 25.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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Set level data

Table 25.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 25.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 25.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

S4C

Individual level data

Table 25.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

S4C

Individual level data

Table 25.25: Males - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

S4C

Individual level data

Table 25.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

S4C

Individual level data

Table 25.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

S4C

Individual level data

Table 25.28: Females - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

S4C

Individual level data

Table 25.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

S4C

Individual level data

Table 25.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - South Macro Region

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - South Macro Region

Household level data

Table 26.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8311	7910	3556	1027	5736	2482	3254	7010
%H (All HH)		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*
%H (TV HH)			*45.0%*	*13.0%*	*72.5%*	*31.4%*	*41.1%*	
AB	2309	2216	997	314	1615	723	892	2186
%V	*27.8%*	*28.0%*	*28.0%*	*30.6%*	*28.2%*	*29.1%*	*27.4%*	*31.2%*
%H (All HH)		*96.0%*	*43.2%*	*13.6%*	*69.9%*	*31.3%*	*38.6%*	*94.7%*
%H (TV HH)			*45.0%*	*14.2%*	*72.9%*	*32.6%*	*40.3%*	
C1	2344	2206	989	275	1593	686	907	2075
%V	*28.2%*	*27.9%*	*27.8%*	*26.8%*	*27.8%*	*27.6%*	*27.9%*	*29.6%*
%H (All HH)		*94.1%*	*42.2%*	*11.7%*	*68.0%*	*29.3%*	*38.7%*	*88.5%*
%H (TV HH)			*44.8%*	*12.5%*	*72.2%*	*31.1%*	*41.1%*	
C2	1740	1685	824	238	1226	606	620	1486
%V	*20.9%*	*21.3%*	*23.2%*	*23.2%*	*21.4%*	*24.4%*	*19.1%*	*21.2%*
%H (All HH)		*96.8%*	*47.4%*	*13.7%*	*70.5%*	*34.8%*	*35.6%*	*85.4%*
%H (TV HH)			*48.9%*	*14.1%*	*72.8%*	*36.0%*	*36.8%*	
D	1163	1089	493	129	777	319	458	863
%V	*14.0%*	*13.8%*	*13.9%*	*12.6%*	*13.5%*	*12.9%*	*14.1%*	*12.3%*
%H (All HH)		*93.6%*	*42.4%*	*11.1%*	*66.8%*	*27.4%*	*39.4%*	*74.2%*
%H (TV HH)			*45.3%*	*11.8%*	*71.3%*	*29.3%*	*42.1%*	
E	756	714	254	70	525	148	377	399
%V	*9.1%*	*9.0%*	*7.1%*	*6.8%*	*9.2%*	*6.0%*	*11.6%*	*5.7%*
%H (All HH)		*94.4%*	*33.6%*	*9.3%*	*69.4%*	*19.6%*	*49.9%*	*52.8%*
%H (TV HH)			*35.6%*	*9.8%*	*73.5%*	*20.7%*	*52.8%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - South Macro Region

Household level data

Table 26.2: Housewife Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8311	7910	3556	1027	5736	2482	3254	7010
%H (All HH)		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*
%H (TV HH)			*45.0%*	*13.0%*	*72.5%*	*31.4%*	*41.1%*	
Under 25	318	258	104	25	157	53	103	296
%V	*3.8%*	*3.3%*	*2.9%*	*2.4%*	*2.7%*	*2.1%*	*3.2%*	*4.2%*
%H (All HH)		*81.1%*	*32.7%*	*7.9%*	*49.4%*	*16.7%*	*32.4%*	*93.1%*
%H (TV HH)			*40.3%*	*9.7%*	*60.9%*	*20.5%*	*39.9%*	
25 - 34	1147	1050	546	151	613	298	314	1091
%V	*13.8%*	*13.3%*	*15.4%*	*14.7%*	*10.7%*	*12.0%*	*9.6%*	*15.6%*
%H (All HH)		*91.5%*	*47.6%*	*13.2%*	*53.4%*	*26.0%*	*27.4%*	*95.1%*
%H (TV HH)			*52.0%*	*14.4%*	*58.4%*	*28.4%*	*29.9%*	
35 - 44	1329	1252	647	203	818	431	388	1286
%V	*16.0%*	*15.8%*	*18.2%*	*19.8%*	*14.3%*	*17.4%*	*11.9%*	*18.3%*
%H (All HH)		*94.2%*	*48.7%*	*15.3%*	*61.6%*	*32.4%*	*29.2%*	*96.8%*
%H (TV HH)			*51.7%*	*16.2%*	*65.3%*	*34.4%*	*31.0%*	
45 - 54	1588	1532	762	238	1099	569	530	1498
%V	*19.1%*	*19.4%*	*21.4%*	*23.2%*	*19.2%*	*22.9%*	*16.3%*	*21.4%*
%H (All HH)		*96.5%*	*48.0%*	*15.0%*	*69.2%*	*35.8%*	*33.4%*	*94.3%*
%H (TV HH)			*49.7%*	*15.5%*	*71.7%*	*37.1%*	*34.6%*	
55 - 64	1420	1376	640	188	1036	485	550	1285
%V	*17.1%*	*17.4%*	*18.0%*	*18.3%*	*18.1%*	*19.5%*	*16.9%*	*18.3%*
%H (All HH)		*96.9%*	*45.1%*	*13.2%*	*73.0%*	*34.2%*	*38.7%*	*90.5%*
%H (TV HH)			*46.5%*	*13.7%*	*75.3%*	*35.2%*	*40.0%*	
65 +	2510	2441	858	221	2013	645	1368	1554
%V	*30.2%*	*30.9%*	*24.1%*	*21.5%*	*35.1%*	*26.0%*	*42.0%*	*22.2%*
%H (All HH)		*97.3%*	*34.2%*	*8.8%*	*80.2%*	*25.7%*	*54.5%*	*61.9%*
%H (TV HH)			*35.1%*	*9.1%*	*82.5%*	*26.4%*	*56.0%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - South Macro Region

Household level data

Table 26.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8311	7910	3556	1027	5736	2482	3254	7010
%H (All HH)		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*
%H (TV HH)			*45.0%*	*13.0%*	*72.5%*	*31.4%*	*41.1%*	
1	2511	2315	720	233	1771	439	1332	1595
%V	*30.2%*	*29.3%*	*20.2%*	*22.7%*	*30.9%*	*17.7%*	*40.9%*	*22.8%*
%H (All HH)		*92.2%*	*28.7%*	*9.3%*	*70.5%*	*17.5%*	*53.0%*	*63.5%*
%H (TV HH)			*31.1%*	*10.1%*	*76.5%*	*19.0%*	*57.5%*	
2	2958	2858	1306	346	2122	943	1178	2644
%V	*35.6%*	*36.1%*	*36.7%*	*33.7%*	*37.0%*	*38.0%*	*36.2%*	*37.7%*
%H (All HH)		*96.6%*	*44.2%*	*11.7%*	*71.7%*	*31.9%*	*39.8%*	*89.4%*
%H (TV HH)			*45.7%*	*12.1%*	*74.2%*	*33.0%*	*41.2%*	
3	1217	1165	632	183	792	446	346	1172
%V	*14.6%*	*14.7%*	*17.8%*	*17.8%*	*13.8%*	*18.0%*	*10.6%*	*16.7%*
%H (All HH)		*95.7%*	*51.9%*	*15.0%*	*65.1%*	*36.6%*	*28.4%*	*96.3%*
%H (TV HH)			*54.2%*	*15.7%*	*68.0%*	*38.3%*	*29.7%*	
4	1128	1098	618	184	752	465	287	1110
%V	*13.6%*	*13.9%*	*17.4%*	*17.9%*	*13.1%*	*18.7%*	*8.8%*	*15.8%*
%H (All HH)		*97.3%*	*54.8%*	*16.3%*	*66.7%*	*41.2%*	*25.4%*	*98.4%*
%H (TV HH)			*56.3%*	*16.8%*	*68.5%*	*42.3%*	*26.1%*	
5+	497	474	280	81	299	188	111	489
%V	*6.0%*	*6.0%*	*7.9%*	*7.9%*	*5.2%*	*7.6%*	*3.4%*	*7.0%*
%H (All HH)		*95.4%*	*56.3%*	*16.3%*	*60.2%*	*37.8%*	*22.3%*	*98.4%*
%H (TV HH)			*59.1%*	*17.1%*	*63.1%*	*39.7%*	*23.4%*	
Average HH size	2.32	2.34	2.59	2.58	2.27	2.63	1.99	2.49

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - South Macro Region

Household level data

Table 26.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8311	7910	3556	1027	5736	2482	3254	7010
%H (All HH)		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*
%H (TV HH)			*45.0%*	*13.0%*	*72.5%*	*31.4%*	*41.1%*	
Without	6229	5894	2421	708	4422	1718	2704	4990
%V	*74.9%*	*74.5%*	*68.1%*	*68.9%*	*77.1%*	*69.2%*	*83.1%*	*71.2%*
%H (All HH)		*94.6%*	*38.9%*	*11.4%*	*71.0%*	*27.6%*	*43.4%*	*80.1%*
%H (TV HH)			*41.1%*	*12.0%*	*75.0%*	*29.1%*	*45.9%*	
With	2083	2016	1136	319	1313	764	549	2020
%V	*25.1%*	*25.5%*	*31.9%*	*31.1%*	*22.9%*	*30.8%*	*16.9%*	*28.8%*
%H (All HH)		*96.8%*	*54.5%*	*15.3%*	*63.0%*	*36.7%*	*26.4%*	*97.0%*
%H (TV HH)			*56.3%*	*15.8%*	*65.1%*	*37.9%*	*27.2%*	
0 - 3	767	732	407	108	455	248	206	732
%V	*9.2%*	*9.3%*	*11.4%*	*10.5%*	*7.9%*	*10.0%*	*6.3%*	*10.4%*
%H (All HH)		*95.4%*	*53.1%*	*14.1%*	*59.3%*	*32.3%*	*26.9%*	*95.4%*
%H (TV HH)			*55.6%*	*14.8%*	*62.2%*	*33.9%*	*28.1%*	
4 - 9	1062	1028	595	152	644	372	272	1031
%V	*12.8%*	*13.0%*	*16.7%*	*14.8%*	*11.2%*	*15.0%*	*8.4%*	*14.7%*
%H (All HH)		*96.8%*	*56.0%*	*14.3%*	*60.6%*	*35.0%*	*25.6%*	*97.1%*
%H (TV HH)			*57.9%*	*14.8%*	*62.6%*	*36.2%*	*26.5%*	
10 - 15	948	928	524	165	631	391	239	929
%V	*11.4%*	*11.7%*	*14.7%*	*16.1%*	*11.0%*	*15.8%*	*7.3%*	*13.3%*
%H (All HH)		*97.9%*	*55.3%*	*17.4%*	*66.6%*	*41.2%*	*25.2%*	*98.0%*
%H (TV HH)			*56.5%*	*17.8%*	*68.0%*	*42.1%*	*25.8%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - South Macro Region

Household level data

Table 26.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8311	7910	3556	1027	5736	2482	3254	7010
%H (All HH)		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*
%H (TV HH)			*45.0%*	*13.0%*	*72.5%*	*31.4%*	*41.1%*	
1	3060	3060	1079	365	1968	438	1530	2344
%V	*36.8%*	*38.7%*	*30.3%*	*35.5%*	*34.3%*	*17.6%*	*47.0%*	*33.4%*
%H (All HH)		*100.0%*	*35.3%*	*11.9%*	*64.3%*	*14.3%*	*50.0%*	*76.6%*
%H (TV HH)			*35.3%*	*11.9%*	*64.3%*	*14.3%*	*50.0%*	
2	2715	2715	1262	332	2036	919	1118	2325
%V	*32.7%*	*34.3%*	*35.5%*	*32.3%*	*35.5%*	*37.0%*	*34.4%*	*33.2%*
%H (All HH)		*100.0%*	*46.5%*	*12.2%*	*75.0%*	*33.8%*	*41.2%*	*85.6%*
%H (TV HH)			*46.5%*	*12.2%*	*75.0%*	*33.8%*	*41.2%*	
3	1323	1323	702	198	1061	633	429	1238
%V	*15.9%*	*16.7%*	*19.7%*	*19.3%*	*18.5%*	*25.5%*	*13.2%*	*17.7%*
%H (All HH)		*100.0%*	*53.1%*	*15.0%*	*80.2%*	*47.8%*	*32.4%*	*93.6%*
%H (TV HH)			*53.1%*	*15.0%*	*80.2%*	*47.8%*	*32.4%*	
4	551	551	344	94	447	328	119	536
%V	*6.6%*	*7.0%*	*9.7%*	*9.2%*	*7.8%*	*13.2%*	*3.7%*	*7.6%*
%H (All HH)		*100.0%*	*62.4%*	*17.1%*	*81.1%*	*59.5%*	*21.6%*	*97.3%*
%H (TV HH)			*62.4%*	*17.1%*	*81.1%*	*59.5%*	*21.6%*	
5+	261	261	170	38	223	165	58	256
%V	*3.1%*	*3.3%*	*4.8%*	*3.7%*	*3.9%*	*6.6%*	*1.8%*	*3.7%*
%H (All HH)		*100.0%*	*65.1%*	*14.6%*	*85.4%*	*63.2%*	*22.2%*	*98.1%*
%H (TV HH)			*65.1%*	*14.6%*	*85.4%*	*63.2%*	*22.2%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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C4/Five - South Macro Region

Household level data

Table 26.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8311	7910	3556	1027	5736	2482	3254	7010
%H (All HH)		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*
%H (TV HH)			*45.0%*	*13.0%*	*72.5%*	*31.4%*	*41.1%*	
Under 20"	1686	1686	753	190	1422	684	738	1437
%V	*20.3%*	*21.3%*	*21.2%*	*18.5%*	*24.8%*	*27.6%*	*22.7%*	*20.5%*
%H (All HH)		*100.0%*	*44.7%*	*11.3%*	*84.3%*	*40.6%*	*43.8%*	*85.2%*
%H (TV HH)			*44.7%*	*11.3%*	*84.3%*	*40.6%*	*43.8%*	
20" - 29"	2942	2942	1280	369	2355	1070	1285	2444
%V	*35.4%*	*37.2%*	*36.0%*	*35.9%*	*41.1%*	*43.1%*	*39.5%*	*34.9%*
%H (All HH)		*100.0%*	*43.5%*	*12.5%*	*80.0%*	*36.4%*	*43.7%*	*83.1%*
%H (TV HH)			*43.5%*	*12.5%*	*80.0%*	*36.4%*	*43.7%*	
30" - 39"	4188	4188	1924	573	3104	1437	1666	3609
%V	*50.4%*	*52.9%*	*54.1%*	*55.8%*	*54.1%*	*57.9%*	*51.2%*	*51.5%*
%H (All HH)		*100.0%*	*45.9%*	*13.7%*	*74.1%*	*34.3%*	*39.8%*	*86.2%*
%H (TV HH)			*45.9%*	*13.7%*	*74.1%*	*34.3%*	*39.8%*	
40" and over	3956	3956	2208	575	2727	1555	1172	3678
%V	*47.6%*	*50.0%*	*62.1%*	*56.0%*	*47.5%*	*62.7%*	*36.0%*	*52.5%*
%H (All HH)		*100.0%*	*55.8%*	*14.5%*	*68.9%*	*39.3%*	*29.6%*	*93.0%*
%H (TV HH)			*55.8%*	*14.5%*	*68.9%*	*39.3%*	*29.6%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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C4/Five - South Macro Region

Household level data

Table 26.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8311	7910	3556	1027	5736	2482	3254	7010
%H (All HH)		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*
%H (TV HH)			*45.0%*	*13.0%*	*72.5%*	*31.4%*	*41.1%*	
Main living room	7800	7800	3527	1018	5668	2467	3202	6606
%V	*93.9%*	*98.6%*	*99.2%*	*99.1%*	*98.8%*	*99.4%*	*98.4%*	*94.2%*
%H (All HH)		*100.0%*	*45.2%*	*13.1%*	*72.7%*	*31.6%*	*41.1%*	*84.7%*
%H (TV HH)			*45.2%*	*13.1%*	*72.7%*	*31.6%*	*41.1%*	
Kitchen	1070	1070	564	108	913	506	408	953
%V	*12.9%*	*13.5%*	*15.9%*	*10.5%*	*15.9%*	*20.4%*	*12.5%*	*13.6%*
%H (All HH)		*100.0%*	*52.7%*	*10.1%*	*85.3%*	*47.3%*	*38.1%*	*89.1%*
%H (TV HH)			*52.7%*	*10.1%*	*85.3%*	*47.3%*	*38.1%*	
Adult's bedroom	3562	3562	1840	506	2791	1570	1221	3221
%V	*42.9%*	*45.0%*	*51.7%*	*49.3%*	*48.7%*	*63.3%*	*37.5%*	*45.9%*
%H (All HH)		*100.0%*	*51.7%*	*14.2%*	*78.4%*	*44.1%*	*34.3%*	*90.4%*
%H (TV HH)			*51.7%*	*14.2%*	*78.4%*	*44.1%*	*34.3%*	
Child's bedroom	725	725	440	139	524	375	149	707
%V	*8.7%*	*9.2%*	*12.4%*	*13.5%*	*9.1%*	*15.1%*	*4.6%*	*10.1%*
%H (All HH)		*100.0%*	*60.7%*	*19.2%*	*72.3%*	*51.7%*	*20.6%*	*97.5%*
%H (TV HH)			*60.7%*	*19.2%*	*72.3%*	*51.7%*	*20.6%*	
Other bedroom	486	486	277	78	386	251	135	458
%V	*5.8%*	*6.1%*	*7.8%*	*7.6%*	*6.7%*	*10.1%*	*4.1%*	*6.5%*
%H (All HH)		*100.0%*	*57.0%*	*16.0%*	*79.4%*	*51.6%*	*27.8%*	*94.2%*
%H (TV HH)			*57.0%*	*16.0%*	*79.4%*	*51.6%*	*27.8%*	
Second living/dining room	775	775	413	100	620	352	268	708
%V	*9.3%*	*9.8%*	*11.6%*	*9.7%*	*10.8%*	*14.2%*	*8.2%*	*10.1%*
%H (All HH)		*100.0%*	*53.3%*	*12.9%*	*80.0%*	*45.4%*	*34.6%*	*91.4%*
%H (TV HH)			*53.3%*	*12.9%*	*80.0%*	*45.4%*	*34.6%*	
Study/office	161	161	93	16	127	76	51	156
%V	*1.9%*	*2.0%*	*2.6%*	*1.6%*	*2.2%*	*3.1%*	*1.6%*	*2.2%*
%H (All HH)		*100.0%*	*57.8%*	*9.9%*	*78.9%*	*47.2%*	*31.7%*	*96.9%*
%H (TV HH)			*57.8%*	*9.9%*	*78.9%*	*47.2%*	*31.7%*	
TV room	65	65	38	10	46	28	18	64
%V	*0.8%*	*0.8%*	*1.1%*	*1.0%*	*0.8%*	*1.1%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*58.5%*	*15.4%*	*70.8%*	*43.1%*	*27.7%*	*98.5%*
%H (TV HH)			*58.5%*	*15.4%*	*70.8%*	*43.1%*	*27.7%*	
Conservatory	181	181	94	30	155	95	60	167
%V	*2.2%*	*2.3%*	*2.6%*	*2.9%*	*2.7%*	*3.8%*	*1.8%*	*2.4%*
%H (All HH)		*100.0%*	*51.9%*	*16.6%*	*85.6%*	*52.5%*	*33.1%*	*92.3%*
%H (TV HH)			*51.9%*	*16.6%*	*85.6%*	*52.5%*	*33.1%*	
Attic or loft room	26	26	12	2	17	8	10	25
%V	*0.3%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*46.2%*	*7.7%*	*65.4%*	*30.8%*	*38.5%*	*96.2%*
%H (TV HH)			*46.2%*	*7.7%*	*65.4%*	*30.8%*	*38.5%*	
No specific location	12	12	5	1	11	5	6	11
%V	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*41.7%*	*8.3%*	*91.7%*	*41.7%*	*50.0%*	*91.7%*
%H (TV HH)			*41.7%*	*8.3%*	*91.7%*	*41.7%*	*50.0%*	
Other	95	95	57	12	79	54	25	92
%V	*1.1%*	*1.2%*	*1.6%*	*1.2%*	*1.4%*	*2.2%*	*0.8%*	*1.3%*
%H (All HH)		*100.0%*	*60.0%*	*12.6%*	*83.2%*	*56.8%*	*26.3%*	*96.8%*
%H (TV HH)			*60.0%*	*12.6%*	*83.2%*	*56.8%*	*26.3%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Household level data

Table 26.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8311	7910	3556	1027	5736	2482	3254	7010
%H (All HH)		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*
%H (TV HH)			*45.0%*	*13.0%*	*72.5%*	*31.4%*	*41.1%*	
Any DSAT provider	3556	3556	3556	59	2035	2035	0	3239
%V	*42.8%*	*45.0%*	*100.0%*	*5.7%*	*35.5%*	*82.0%*	*0.0%*	*46.2%*
%H (All HH)			*100.0%*	*1.7%*	*57.2%*	*57.2%*	*0.0%*	*91.1%*
%H (TV HH)			*100.0%*	*1.7%*	*57.2%*	*57.2%*	*0.0%*	
Sky with subcription	2842	2842	2842	30	1622	1622	0	2631
%V	*34.2%*	*35.9%*	*79.9%*	*2.9%*	*28.3%*	*65.4%*	*0.0%*	*37.5%*
%H (All HH)			*100.0%*	*1.1%*	*57.1%*	*57.1%*	*0.0%*	*92.6%*
%H (TV HH)			*100.0%*	*1.1%*	*57.1%*	*57.1%*	*0.0%*	
Sky without subscription	210	210	210	9	119	119	0	162
%V	*2.5%*	*2.7%*	*5.9%*	*0.9%*	*2.1%*	*4.8%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*4.3%*	*56.7%*	*56.7%*	*0.0%*	*77.1%*
%H (TV HH)			*100.0%*	*4.3%*	*56.7%*	*56.7%*	*0.0%*	
Freesat	494	494	494	13	290	290	0	445
%V	*5.9%*	*6.2%*	*13.9%*	*1.3%*	*5.1%*	*11.7%*	*0.0%*	*6.3%*
%H (All HH)			*100.0%*	*2.6%*	*58.7%*	*58.7%*	*0.0%*	*90.1%*
%H (TV HH)			*100.0%*	*2.6%*	*58.7%*	*58.7%*	*0.0%*	
Other satellite provider	142	142	142	12	80	80	0	131
%V	*1.7%*	*1.8%*	*4.0%*	*1.2%*	*1.4%*	*3.2%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*8.5%*	*56.3%*	*56.3%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*8.5%*	*56.3%*	*56.3%*	*0.0%*	
DCAB	1027	1027	59	1027	484	484	0	964
%V	*12.4%*	*13.0%*	*1.7%*	*100.0%*	*8.4%*	*19.5%*	*0.0%*	*13.8%*
%H (All HH)			*5.7%*	*100.0%*	*47.1%*	*47.1%*	*0.0%*	*93.9%*
%H (TV HH)			*5.7%*	*100.0%*	*47.1%*	*47.1%*	*0.0%*	
DTT	5736	5736	2035	484	5736	2482	3254	4724
%V	*69.0%*	*72.5%*	*57.2%*	*47.1%*	*100.0%*	*100.0%*	*100.0%*	*67.4%*
%H (All HH)		*100.0%*	*35.5%*	*8.4%*	*100.0%*	*43.3%*	*56.7%*	*82.4%*
%H (TV HH)			*35.5%*	*8.4%*	*100.0%*	*43.3%*	*56.7%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 26.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8311	7910	3556	1027	5736	2482	3254	7010
%H (All HH)		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*
%H (TV HH)			*45.0%*	*13.0%*	*72.5%*	*31.4%*	*41.1%*	
PVR	5058	5058	3047	889	3349	2176	1173	4663
%V	*60.9%*	*63.9%*	*85.7%*	*86.6%*	*58.4%*	*87.7%*	*36.0%*	*66.5%*
%H (All HH)		*100.0%*	*60.2%*	*17.6%*	*66.2%*	*43.0%*	*23.2%*	*92.2%*
%H (TV HH)			*60.2%*	*17.6%*	*66.2%*	*43.0%*	*23.2%*	
DVDR	270	270	110	31	221	91	130	231
%V	*3.2%*	*3.4%*	*3.1%*	*3.0%*	*3.9%*	*3.7%*	*4.0%*	*3.3%*
%H (All HH)		*100.0%*	*40.7%*	*11.5%*	*81.9%*	*33.7%*	*48.1%*	*85.6%*
%H (TV HH)			*40.7%*	*11.5%*	*81.9%*	*33.7%*	*48.1%*	
VCR	138	138	46	18	115	40	75	93
%V	*1.7%*	*1.7%*	*1.3%*	*1.8%*	*2.0%*	*1.6%*	*2.3%*	*1.3%*
%H (All HH)		*100.0%*	*33.3%*	*13.0%*	*83.3%*	*29.0%*	*54.3%*	*67.4%*
%H (TV HH)			*33.3%*	*13.0%*	*83.3%*	*29.0%*	*54.3%*	
Any recorder	5189	5189	3069	895	3468	2193	1275	4747
%V	*62.4%*	*65.6%*	*86.3%*	*87.1%*	*60.5%*	*88.4%*	*39.2%*	*67.7%*
%H (All HH)		*100.0%*	*59.1%*	*17.2%*	*66.8%*	*42.3%*	*24.6%*	*91.5%*
%H (TV HH)			*59.1%*	*17.2%*	*66.8%*	*42.3%*	*24.6%*	
Receives HDTV (via STB or built-in reception)	5068	5068	2675	867	3580	2003	1578	4664
%V	*61.0%*	*64.1%*	*75.2%*	*84.4%*	*62.4%*	*80.7%*	*48.5%*	*66.5%*
%H (All HH)		*100.0%*	*52.8%*	*17.1%*	*70.6%*	*39.5%*	*31.1%*	*92.0%*
%H (TV HH)			*52.8%*	*17.1%*	*70.6%*	*39.5%*	*31.1%*	
DVD/Blu-ray player or recorder	5981	5981	2793	818	4392	2041	2351	5255
%V	*72.0%*	*75.6%*	*78.5%*	*79.6%*	*76.6%*	*82.2%*	*72.2%*	*75.0%*
%H (All HH)		*100.0%*	*46.7%*	*13.7%*	*73.4%*	*34.1%*	*39.3%*	*87.9%*
%H (TV HH)			*46.7%*	*13.7%*	*73.4%*	*34.1%*	*39.3%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 26.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8311	7910	3556	1027	5736	2482	3254	7010
%H (All HH)		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*
%H (TV HH)			*45.0%*	*13.0%*	*72.5%*	*31.4%*	*41.1%*	
Has broadband internet	7010	6699	3239	964	4724	2294	2430	7010
%V	*84.3%*	*84.7%*	*91.1%*	*93.9%*	*82.4%*	*92.4%*	*74.7%*	*100.0%*
%H (All HH)		*95.6%*	*46.2%*	*13.8%*	*67.4%*	*32.7%*	*34.7%*	*100.0%*
%H (TV HH)			*48.4%*	*14.4%*	*70.5%*	*34.2%*	*36.3%*	
Number of computers (PCs and laptops)								
0	1382	1287	359	83	1057	217	840	193
%V	*16.6%*	*16.3%*	*10.1%*	*8.1%*	*18.4%*	*8.7%*	*25.8%*	*2.8%*
%H (All HH)		*93.1%*	*26.0%*	*6.0%*	*76.5%*	*15.7%*	*60.8%*	*14.0%*
%H (TV HH)			*27.9%*	*6.4%*	*82.1%*	*16.9%*	*65.3%*	
1	1986	1864	770	220	1332	480	852	1901
%V	*23.9%*	*23.6%*	*21.7%*	*21.4%*	*23.2%*	*19.3%*	*26.2%*	*27.1%*
%H (All HH)		*93.9%*	*38.8%*	*11.1%*	*67.1%*	*24.2%*	*42.9%*	*95.7%*
%H (TV HH)			*41.3%*	*11.8%*	*71.5%*	*25.8%*	*45.7%*	
2	2004	1910	908	266	1352	632	721	1990
%V	*24.1%*	*24.1%*	*25.5%*	*25.9%*	*23.6%*	*25.5%*	*22.2%*	*28.4%*
%H (All HH)		*95.3%*	*45.3%*	*13.3%*	*67.5%*	*31.5%*	*36.0%*	*99.3%*
%H (TV HH)			*47.5%*	*13.9%*	*70.8%*	*33.1%*	*37.7%*	
3	1225	1189	618	171	849	462	388	1218
%V	*14.7%*	*15.0%*	*17.4%*	*16.7%*	*14.8%*	*18.6%*	*11.9%*	*17.4%*
%H (All HH)		*97.1%*	*50.4%*	*14.0%*	*69.3%*	*37.7%*	*31.7%*	*99.4%*
%H (TV HH)			*52.0%*	*14.4%*	*71.4%*	*38.9%*	*32.6%*	
4	775	749	404	131	501	295	207	775
%V	*9.3%*	*9.5%*	*11.4%*	*12.8%*	*8.7%*	*11.9%*	*6.4%*	*11.1%*
%H (All HH)		*96.6%*	*52.1%*	*16.9%*	*64.6%*	*38.1%*	*26.7%*	*100.0%*
%H (TV HH)			*53.9%*	*17.5%*	*66.9%*	*39.4%*	*27.6%*	
5+	940	910	497	156	644	397	247	933
%V	*11.3%*	*11.5%*	*14.0%*	*15.2%*	*11.2%*	*16.0%*	*7.6%*	*13.3%*
%H (All HH)		*96.8%*	*52.9%*	*16.6%*	*68.5%*	*42.2%*	*26.3%*	*99.3%*
%H (TV HH)			*54.6%*	*17.1%*	*70.8%*	*43.6%*	*27.1%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Set level data

Table 26.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	16057	8001	2206	12207	6377	5830	14219
%H		*49.8%*	*13.7%*	*76.0%*	*39.7%*	*36.3%*	*88.6%*
Under 20"	2135	958	248	1813	888	925	1849
%V	*13.3%*	*12.0%*	*11.2%*	*14.9%*	*13.9%*	*15.9%*	*13.0%*
%H		*44.9%*	*11.6%*	*84.9%*	*41.6%*	*43.3%*	*86.6%*
20" - 29"	3771	1708	483	3055	1481	1574	3193
%V	*23.5%*	*21.3%*	*21.9%*	*25.0%*	*23.2%*	*27.0%*	*22.5%*
%H		*45.3%*	*12.8%*	*81.0%*	*39.3%*	*41.7%*	*84.7%*
30" - 39"	5117	2442	729	3832	1902	1931	4475
%V	*31.9%*	*30.5%*	*33.0%*	*31.4%*	*29.8%*	*33.1%*	*31.5%*
%H		*47.7%*	*14.2%*	*74.9%*	*37.2%*	*37.7%*	*87.5%*
40" and over	4891	2829	735	3402	2063	1340	4589
%V	*30.5%*	*35.4%*	*33.3%*	*27.9%*	*32.4%*	*23.0%*	*32.3%*
%H		*57.8%*	*15.0%*	*69.6%*	*42.2%*	*27.4%*	*93.8%*
Don't know	142	64	10	104	43	61	113
%V	*0.9%*	*0.8%*	*0.5%*	*0.9%*	*0.7%*	*1.0%*	*0.8%*
%H		*45.1%*	*7.0%*	*73.2%*	*30.3%*	*43.0%*	*79.6%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - South Macro Region

Set level data

Table 26.12: Location of set Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	16057	8001	2206	12207	6377	5830	14219
%H		*49.8%*	*13.7%*	*76.0%*	*39.7%*	*36.3%*	*88.6%*
Main living room	7859	3553	1028	5709	2485	3223	6655
%V	*48.9%*	*44.4%*	*46.6%*	*46.8%*	*39.0%*	*55.3%*	*46.8%*
%H		*45.2%*	*13.1%*	*72.6%*	*31.6%*	*41.0%*	*84.7%*
Kitchen	1073	567	108	916	508	408	956
%V	*6.7%*	*7.1%*	*4.9%*	*7.5%*	*8.0%*	*7.0%*	*6.7%*
%H		*52.8%*	*10.1%*	*85.4%*	*47.3%*	*38.0%*	*89.1%*
Adult's bedroom	4251	2232	628	3354	1955	1399	3884
%V	*26.5%*	*27.9%*	*28.5%*	*27.5%*	*30.7%*	*24.0%*	*27.3%*
%H		*52.5%*	*14.8%*	*78.9%*	*46.0%*	*32.9%*	*91.4%*
Child's bedroom	951	584	176	692	498	194	928
%V	*5.9%*	*7.3%*	*8.0%*	*5.7%*	*7.8%*	*3.3%*	*6.5%*
%H		*61.4%*	*18.5%*	*72.8%*	*52.4%*	*20.4%*	*97.6%*
Other bedroom	573	332	90	455	300	156	542
%V	*3.6%*	*4.1%*	*4.1%*	*3.7%*	*4.7%*	*2.7%*	*3.8%*
%H		*57.9%*	*15.7%*	*79.4%*	*52.4%*	*27.2%*	*94.6%*
Second living/dining room	790	423	103	630	359	271	722
%V	*4.9%*	*5.3%*	*4.7%*	*5.2%*	*5.6%*	*4.6%*	*5.1%*
%H		*53.5%*	*13.0%*	*79.7%*	*45.4%*	*34.3%*	*91.4%*
Study/office	167	96	18	132	78	54	161
%V	*1.0%*	*1.2%*	*0.8%*	*1.1%*	*1.2%*	*0.9%*	*1.1%*
%H		*57.5%*	*10.8%*	*79.0%*	*46.7%*	*32.3%*	*96.4%*
TV room	67	38	10	48	29	19	65
%V	*0.4%*	*0.5%*	*0.5%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*56.7%*	*14.9%*	*71.6%*	*43.3%*	*28.4%*	*97.0%*
Conservatory	183	96	30	156	96	60	169
%V	*1.1%*	*1.2%*	*1.4%*	*1.3%*	*1.5%*	*1.0%*	*1.2%*
%H		*52.5%*	*16.4%*	*85.2%*	*52.5%*	*32.8%*	*92.3%*
Attic or loft room	28	14	2	19	9	10	27
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*
%H		*50.0%*	*7.1%*	*67.9%*	*32.1%*	*35.7%*	*96.4%*
No specific location	13	5	1	11	5	7	11
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*38.5%*	*7.7%*	*84.6%*	*38.5%*	*53.8%*	*84.6%*
Other	103	61	12	84	55	29	100
%V	*0.6%*	*0.8%*	*0.5%*	*0.7%*	*0.9%*	*0.5%*	*0.7%*
%H		*59.2%*	*11.7%*	*81.6%*	*53.4%*	*28.2%*	*97.1%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - South Macro Region

Set level data

Table 26.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	16057	8001	2206	12207	6377	5830	14219
%H		*49.8%*	*13.7%*	*76.0%*	*39.7%*	*36.3%*	*88.6%*
PVR	6652	4204	1215	4283	2972	1311	6198
%V	*41.4%*	*52.5%*	*55.1%*	*35.1%*	*46.6%*	*22.5%*	*43.6%*
%H		*63.2%*	*18.3%*	*64.4%*	*44.7%*	*19.7%*	*93.2%*
DVDR	293	119	33	241	99	142	253
%V	*1.8%*	*1.5%*	*1.5%*	*2.0%*	*1.6%*	*2.4%*	*1.8%*
%H		*40.6%*	*11.3%*	*82.3%*	*33.8%*	*48.5%*	*86.3%*
VCR	147	51	19	122	43	79	102
%V	*0.9%*	*0.6%*	*0.9%*	*1.0%*	*0.7%*	*1.4%*	*0.7%*
%H		*34.7%*	*12.9%*	*83.0%*	*29.3%*	*53.7%*	*69.4%*
Any recorder	6843	4257	1227	4453	3015	1438	6336
%V	*42.6%*	*53.2%*	*55.6%*	*36.5%*	*47.3%*	*24.7%*	*44.6%*
%H		*62.2%*	*17.9%*	*65.1%*	*44.1%*	*21.0%*	*92.6%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	16057	8001	2206	12207	6377	5830	14219
%H		*49.8%*	*13.7%*	*76.0%*	*39.7%*	*36.3%*	*88.6%*
Receives HDTV (via STB or built-in reception)	7386	3976	1332	5351	3188	2163	6892
%V	*46.0%*	*49.7%*	*60.4%*	*43.8%*	*50.0%*	*37.1%*	*48.5%*
%H		*53.8%*	*18.0%*	*72.4%*	*43.2%*	*29.3%*	*93.3%*
DVD/Blu-ray player or recorder	8733	4313	1271	6570	3418	3151	7873
%V	*54.4%*	*53.9%*	*57.6%*	*53.8%*	*53.6%*	*54.0%*	*55.4%*
%H		*49.4%*	*14.6%*	*75.2%*	*39.1%*	*36.1%*	*90.2%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - South Macro Region

Set level data

Table 26.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7897	3556	1027	5732	2482	3251	6688
%H		*45.0%*	*13.0%*	*72.6%*	*31.4%*	*41.2%*	*84.7%*
Under 20"	135	18	8	111	11	100	86
%V	*1.7%*	*0.5%*	*0.8%*	*1.9%*	*0.4%*	*3.1%*	*1.3%*
%H		*13.3%*	*5.9%*	*82.2%*	*8.1%*	*74.1%*	*63.7%*
20" - 29"	999	248	98	791	153	638	669
%V	*12.7%*	*7.0%*	*9.5%*	*13.8%*	*6.2%*	*19.6%*	*10.0%*
%H		*24.8%*	*9.8%*	*79.2%*	*15.3%*	*63.9%*	*67.0%*
30" - 39"	2886	1140	361	2164	810	1353	2345
%V	*36.5%*	*32.1%*	*35.2%*	*37.8%*	*32.6%*	*41.6%*	*35.1%*
%H		*39.5%*	*12.5%*	*75.0%*	*28.1%*	*46.9%*	*81.3%*
40" and over	3821	2131	555	2628	1497	1132	3549
%V	*48.4%*	*59.9%*	*54.0%*	*45.8%*	*60.3%*	*34.8%*	*53.1%*
%H		*55.8%*	*14.5%*	*68.8%*	*39.2%*	*29.6%*	*92.9%*
Don't know	56	19	5	39	11	28	39
%V	*0.7%*	*0.5%*	*0.5%*	*0.7%*	*0.4%*	*0.9%*	*0.6%*
%H		*33.9%*	*8.9%*	*69.6%*	*19.6%*	*50.0%*	*69.6%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - South Macro Region

Set level data

Table 26.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	7897	3556	1027	5732	2482	3251	6688
%H		*45.0%*	*13.0%*	*72.6%*	*31.4%*	*41.2%*	*84.7%*
PVR	4959	3002	879	3257	2132	1126	4576
%V	*62.8%*	*84.4%*	*85.6%*	*56.8%*	*85.9%*	*34.6%*	*68.4%*
%H		*60.5%*	*17.7%*	*65.7%*	*43.0%*	*22.7%*	*92.3%*
DVDR	220	84	27	178	67	110	186
%V	*2.8%*	*2.4%*	*2.6%*	*3.1%*	*2.7%*	*3.4%*	*2.8%*
%H		*38.2%*	*12.3%*	*80.9%*	*30.5%*	*50.0%*	*84.5%*
VCR	114	36	13	97	32	65	75
%V	*1.4%*	*1.0%*	*1.3%*	*1.7%*	*1.3%*	*2.0%*	*1.1%*
%H		*31.6%*	*11.4%*	*85.1%*	*28.1%*	*57.0%*	*65.8%*
Any recorder	5081	3024	885	3367	2147	1220	4654
%V	*64.3%*	*85.0%*	*86.2%*	*58.7%*	*86.5%*	*37.5%*	*69.6%*
%H		*59.5%*	*17.4%*	*66.3%*	*42.3%*	*24.0%*	*91.6%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	7897	3556	1027	5732	2482	3251	6688
%H		*45.0%*	*13.0%*	*72.6%*	*31.4%*	*41.2%*	*84.7%*
Receives HDTV (via STB or built-in reception)	4938	2603	856	3467	1942	1526	4548
%V	*62.5%*	*73.2%*	*83.3%*	*60.5%*	*78.2%*	*46.9%*	*68.0%*
%H		*52.7%*	*17.3%*	*70.2%*	*39.3%*	*30.9%*	*92.1%*
DVD/Blu-ray player or recorder	5502	2532	748	4016	1815	2201	4811
%V	*69.7%*	*71.2%*	*72.8%*	*70.1%*	*73.1%*	*67.7%*	*71.9%*
%H		*46.0%*	*13.6%*	*73.0%*	*33.0%*	*40.0%*	*87.4%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 26.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	8160	4445	1179	6475	3895	2580	7531
%H		*54.5%*	*14.4%*	*79.4%*	*47.7%*	*31.6%*	*92.3%*
Under 20"	2001	940	240	1702	877	825	1762
%V	*24.5%*	*21.1%*	*20.4%*	*26.3%*	*22.5%*	*32.0%*	*23.4%*
%H		*47.0%*	*12.0%*	*85.1%*	*43.8%*	*41.2%*	*88.1%*
20" - 29"	2772	1460	385	2265	1328	936	2524
%V	*34.0%*	*32.8%*	*32.7%*	*35.0%*	*34.1%*	*36.3%*	*33.5%*
%H		*52.7%*	*13.9%*	*81.7%*	*47.9%*	*33.8%*	*91.1%*
30" - 39"	2231	1301	368	1669	1091	578	2130
%V	*27.3%*	*29.3%*	*31.2%*	*25.8%*	*28.0%*	*22.4%*	*28.3%*
%H		*58.3%*	*16.5%*	*74.8%*	*48.9%*	*25.9%*	*95.5%*
40" and over	1070	699	180	774	566	208	1040
%V	*13.1%*	*15.7%*	*15.3%*	*12.0%*	*14.5%*	*8.1%*	*13.8%*
%H		*65.3%*	*16.8%*	*72.3%*	*52.9%*	*19.4%*	*97.2%*
Don't know	86	45	5	65	32	33	74
%V	*1.1%*	*1.0%*	*0.4%*	*1.0%*	*0.8%*	*1.3%*	*1.0%*
%H		*52.3%*	*5.8%*	*75.6%*	*37.2%*	*38.4%*	*86.0%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - South Macro Region

Set level data

Table 26.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	8160	4445	1179	6475	3895	2580	7531
%H		*54.5%*	*14.4%*	*79.4%*	*47.7%*	*31.6%*	*92.3%*
PVR	1693	1203	335	1025	840	186	1622
%V	*20.7%*	*27.1%*	*28.4%*	*15.8%*	*21.6%*	*7.2%*	*21.5%*
%H		*71.1%*	*19.8%*	*60.5%*	*49.6%*	*11.0%*	*95.8%*
DVDR	73	35	6	63	31	32	67
%V	*0.9%*	*0.8%*	*0.5%*	*1.0%*	*0.8%*	*1.2%*	*0.9%*
%H		*47.9%*	*8.2%*	*86.3%*	*42.5%*	*43.8%*	*91.8%*
VCR	33	14	6	25	11	14	27
%V	*0.4%*	*0.3%*	*0.5%*	*0.4%*	*0.3%*	*0.5%*	*0.4%*
%H		*42.4%*	*18.2%*	*75.8%*	*33.3%*	*42.4%*	*81.8%*
Any recorder	1761	1233	341	1086	868	218	1683
%V	*21.6%*	*27.7%*	*28.9%*	*16.8%*	*22.3%*	*8.4%*	*22.3%*
%H		*70.0%*	*19.4%*	*61.7%*	*49.3%*	*12.4%*	*95.6%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	8160	4445	1179	6475	3895	2580	7531
%H		*54.5%*	*14.4%*	*79.4%*	*47.7%*	*31.6%*	*92.3%*
Receives HDTV (via STB or built-in reception)	2448	1373	476	1884	1247	637	2344
%V	*30.0%*	*30.9%*	*40.4%*	*29.1%*	*32.0%*	*24.7%*	*31.1%*
%H		*56.1%*	*19.4%*	*77.0%*	*50.9%*	*26.0%*	*95.8%*
DVD/Blu-ray player or recorder	3231	1781	523	2554	1603	951	3062
%V	*39.6%*	*40.1%*	*44.4%*	*39.4%*	*41.2%*	*36.9%*	*40.7%*
%H		*55.1%*	*16.2%*	*79.0%*	*49.6%*	*29.4%*	*94.8%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 26.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	19281	18484	9216	2650	13012	6538	6473	17484
%H		*95.9%*	*47.8%*	*13.7%*	*67.5%*	*33.9%*	*33.6%*	*90.7%*
Total Children	3590	3477	1977	549	2222	1296	926	3481
%V	*18.6%*	*18.8%*	*21.5%*	*20.7%*	*17.1%*	*19.8%*	*14.3%*	*19.9%*
%H		*96.9%*	*55.1%*	*15.3%*	*61.9%*	*36.1%*	*25.8%*	*97.0%*
0 - 3	905	860	485	129	529	294	235	862
%V	*4.7%*	*4.7%*	*5.3%*	*4.9%*	*4.1%*	*4.5%*	*3.6%*	*4.9%*
%H		*95.0%*	*53.6%*	*14.3%*	*58.5%*	*32.5%*	*26.0%*	*95.2%*
4 - 15	2686	2617	1492	420	1693	1002	691	2619
%V	*13.9%*	*14.2%*	*16.2%*	*15.8%*	*13.0%*	*15.3%*	*10.7%*	*15.0%*
%H		*97.4%*	*55.5%*	*15.6%*	*63.0%*	*37.3%*	*25.7%*	*97.5%*
4 - 9	1437	1394	813	203	866	498	367	1391
%V	*7.5%*	*7.5%*	*8.8%*	*7.7%*	*6.7%*	*7.6%*	*5.7%*	*8.0%*
%H		*97.0%*	*56.6%*	*14.1%*	*60.3%*	*34.7%*	*25.5%*	*96.8%*
10 - 15	1248	1223	679	217	827	504	324	1228
%V	*6.5%*	*6.6%*	*7.4%*	*8.2%*	*6.4%*	*7.7%*	*5.0%*	*7.0%*
%H		*98.0%*	*54.4%*	*17.4%*	*66.3%*	*40.4%*	*26.0%*	*98.4%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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Individual level data

Table 26.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	19281	18484	9216	2650	13012	6538	6473	17484
%H		*95.9%*	*47.8%*	*13.7%*	*67.5%*	*33.9%*	*33.6%*	*90.7%*
Total Adults (16+)	15690	15007	7239	2101	10789	5242	5547	14002
%V	*81.4%*	*81.2%*	*78.5%*	*79.3%*	*82.9%*	*80.2%*	*85.7%*	*80.1%*
%H		*95.6%*	*46.1%*	*13.4%*	*68.8%*	*33.4%*	*35.4%*	*89.2%*
16 - 19	866	831	451	143	574	348	226	845
%V	*4.5%*	*4.5%*	*4.9%*	*5.4%*	*4.4%*	*5.3%*	*3.5%*	*4.8%*
%H		*96.0%*	*52.1%*	*16.5%*	*66.3%*	*40.2%*	*26.1%*	*97.6%*
20 - 24	1095	974	474	148	649	345	304	1066
%V	*5.7%*	*5.3%*	*5.1%*	*5.6%*	*5.0%*	*5.3%*	*4.7%*	*6.1%*
%H		*88.9%*	*43.3%*	*13.5%*	*59.3%*	*31.5%*	*27.8%*	*97.4%*
25 - 34	2368	2191	1146	342	1355	709	645	2280
%V	*12.3%*	*11.9%*	*12.4%*	*12.9%*	*10.4%*	*10.8%*	*10.0%*	*13.0%*
%H		*92.5%*	*48.4%*	*14.4%*	*57.2%*	*29.9%*	*27.2%*	*96.3%*
35 - 44	2368	2240	1190	367	1458	794	664	2296
%V	*12.3%*	*12.1%*	*12.9%*	*13.8%*	*11.2%*	*12.1%*	*10.3%*	*13.1%*
%H		*94.6%*	*50.3%*	*15.5%*	*61.6%*	*33.5%*	*28.0%*	*97.0%*
45 - 54	2783	2707	1422	409	1932	1062	870	2667
%V	*14.4%*	*14.6%*	*15.4%*	*15.4%*	*14.8%*	*16.2%*	*13.4%*	*15.3%*
%H		*97.3%*	*51.1%*	*14.7%*	*69.4%*	*38.2%*	*31.3%*	*95.8%*
55 - 64	2376	2315	1126	330	1738	867	871	2202
%V	*12.3%*	*12.5%*	*12.2%*	*12.5%*	*13.4%*	*13.3%*	*13.5%*	*12.6%*
%H		*97.4%*	*47.4%*	*13.9%*	*73.1%*	*36.5%*	*36.7%*	*92.7%*
65+	3834	3749	1430	362	3083	1117	1966	2647
%V	*19.9%*	*20.3%*	*15.5%*	*13.7%*	*23.7%*	*17.1%*	*30.4%*	*15.1%*
%H		*97.8%*	*37.3%*	*9.4%*	*80.4%*	*29.1%*	*51.3%*	*69.0%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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C4/Five - South Macro Region

Individual level data

Table 26.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	15690	15007	7239	2101	10789	5242	5547	14002
%H		*95.6%*	*46.1%*	*13.4%*	*68.8%*	*33.4%*	*35.4%*	*89.2%*
AB	4587	4423	2108	650	3197	1552	1645	4419
%V	*29.2%*	*29.5%*	*29.1%*	*30.9%*	*29.6%*	*29.6%*	*29.7%*	*31.6%*
%H		*96.4%*	*46.0%*	*14.2%*	*69.7%*	*33.8%*	*35.9%*	*96.3%*
C1	4422	4178	1985	554	2982	1417	1565	4090
%V	*28.2%*	*27.8%*	*27.4%*	*26.4%*	*27.6%*	*27.0%*	*28.2%*	*29.2%*
%H		*94.5%*	*44.9%*	*12.5%*	*67.4%*	*32.0%*	*35.4%*	*92.5%*
C2	3504	3414	1763	535	2472	1354	1119	3150
%V	*22.3%*	*22.7%*	*24.4%*	*25.5%*	*22.9%*	*25.8%*	*20.2%*	*22.5%*
%H		*97.4%*	*50.3%*	*15.3%*	*70.5%*	*38.6%*	*31.9%*	*89.9%*
D	2156	2022	1007	258	1433	691	742	1748
%V	*13.7%*	*13.5%*	*13.9%*	*12.3%*	*13.3%*	*13.2%*	*13.4%*	*12.5%*
%H		*93.8%*	*46.7%*	*12.0%*	*66.5%*	*32.1%*	*34.4%*	*81.1%*
E	1022	970	375	103	704	229	476	595
%V	*6.5%*	*6.5%*	*5.2%*	*4.9%*	*6.5%*	*4.4%*	*8.6%*	*4.2%*
%H		*94.9%*	*36.7%*	*10.1%*	*68.9%*	*22.4%*	*46.6%*	*58.2%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - South Macro Region

Individual level data

Table 26.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	15690	15007	7239	2101	10789	5242	5547	14002
%H		*95.6%*	*46.1%*	*13.4%*	*68.8%*	*33.4%*	*35.4%*	*89.2%*
Working full time	7319	6979	3642	1098	4765	2587	2178	7096
%V	*46.6%*	*46.5%*	*50.3%*	*52.3%*	*44.2%*	*49.4%*	*39.3%*	*50.7%*
%H		*95.4%*	*49.8%*	*15.0%*	*65.1%*	*35.3%*	*29.8%*	*97.0%*
Working part time	1729	1676	872	247	1197	637	560	1651
%V	*11.0%*	*11.2%*	*12.0%*	*11.8%*	*11.1%*	*12.2%*	*10.1%*	*11.8%*
%H		*96.9%*	*50.4%*	*14.3%*	*69.2%*	*36.8%*	*32.4%*	*95.5%*
Not working	6642	6351	2726	756	4827	2018	2809	5255
%V	*42.3%*	*42.3%*	*37.7%*	*36.0%*	*44.7%*	*38.5%*	*50.6%*	*37.5%*
%H		*95.6%*	*41.0%*	*11.4%*	*72.7%*	*30.4%*	*42.3%*	*79.1%*
Housewife/Houseperson	8311	7910	3556	1027	5736	2482	3254	7010
%V	*53.0%*	*52.7%*	*49.1%*	*48.9%*	*53.2%*	*47.3%*	*58.7%*	*50.1%*
%H		*95.2%*	*42.8%*	*12.4%*	*69.0%*	*29.9%*	*39.2%*	*84.3%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - South Macro Region

Individual level data

Table 26.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7654	7286	3613	1036	5181	2620	2561	6939
%H		*95.2%*	*47.2%*	*13.5%*	*67.7%*	*34.2%*	*33.5%*	*90.7%*
16 - 19	442	424	236	75	289	178	111	433
%V	*5.8%*	*5.8%*	*6.5%*	*7.2%*	*5.6%*	*6.8%*	*4.3%*	*6.2%*
%H		*95.9%*	*53.4%*	*17.0%*	*65.4%*	*40.3%*	*25.1%*	*98.0%*
20 - 24	558	489	238	72	320	177	143	549
%V	*7.3%*	*6.7%*	*6.6%*	*6.9%*	*6.2%*	*6.8%*	*5.6%*	*7.9%*
%H		*87.6%*	*42.7%*	*12.9%*	*57.3%*	*31.7%*	*25.6%*	*98.4%*
25 - 34	1183	1085	557	181	672	360	312	1140
%V	*15.5%*	*14.9%*	*15.4%*	*17.5%*	*13.0%*	*13.7%*	*12.2%*	*16.4%*
%H		*91.7%*	*47.1%*	*15.3%*	*56.8%*	*30.4%*	*26.4%*	*96.4%*
35 - 44	1162	1089	576	181	688	368	320	1119
%V	*15.2%*	*14.9%*	*15.9%*	*17.5%*	*13.3%*	*14.0%*	*12.5%*	*16.1%*
%H		*93.7%*	*49.6%*	*15.6%*	*59.2%*	*31.7%*	*27.5%*	*96.3%*
45 - 54	1372	1331	717	191	947	529	418	1302
%V	*17.9%*	*18.3%*	*19.8%*	*18.4%*	*18.3%*	*20.2%*	*16.3%*	*18.8%*
%H		*97.0%*	*52.3%*	*13.9%*	*69.0%*	*38.6%*	*30.5%*	*94.9%*
55 - 64	1151	1118	560	155	840	426	414	1061
%V	*15.0%*	*15.3%*	*15.5%*	*15.0%*	*16.2%*	*16.3%*	*16.2%*	*15.3%*
%H		*97.1%*	*48.7%*	*13.5%*	*73.0%*	*37.0%*	*36.0%*	*92.2%*
65+	1785	1748	729	179	1424	582	842	1335
%V	*23.3%*	*24.0%*	*20.2%*	*17.3%*	*27.5%*	*22.2%*	*32.9%*	*19.2%*
%H		*97.9%*	*40.8%*	*10.0%*	*79.8%*	*32.6%*	*47.2%*	*74.8%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - South Macro Region

Individual level data

Table 26.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7654	7286	3613	1036	5181	2620	2561	6939
%H		*95.2%*	*47.2%*	*13.5%*	*67.7%*	*34.2%*	*33.5%*	*90.7%*
AB	2284	2201	1058	332	1584	781	803	2213
%V	*29.8%*	*30.2%*	*29.3%*	*32.0%*	*30.6%*	*29.8%*	*31.4%*	*31.9%*
%H		*96.4%*	*46.3%*	*14.5%*	*69.4%*	*34.2%*	*35.2%*	*96.9%*
C1	2084	1960	972	259	1377	696	681	1973
%V	*27.2%*	*26.9%*	*26.9%*	*25.0%*	*26.6%*	*26.6%*	*26.6%*	*28.4%*
%H		*94.0%*	*46.6%*	*12.4%*	*66.1%*	*33.4%*	*32.7%*	*94.7%*
C2	1841	1788	915	286	1293	702	590	1639
%V	*24.1%*	*24.5%*	*25.3%*	*27.6%*	*25.0%*	*26.8%*	*23.0%*	*23.6%*
%H		*97.1%*	*49.7%*	*15.5%*	*70.2%*	*38.1%*	*32.0%*	*89.0%*
D	1039	959	508	122	663	346	318	865
%V	*13.6%*	*13.2%*	*14.1%*	*11.8%*	*12.8%*	*13.2%*	*12.4%*	*12.5%*
%H		*92.3%*	*48.9%*	*11.7%*	*63.8%*	*33.3%*	*30.6%*	*83.3%*
E	405	378	159	37	264	95	169	250
%V	*5.3%*	*5.2%*	*4.4%*	*3.6%*	*5.1%*	*3.6%*	*6.6%*	*3.6%*
%H		*93.3%*	*39.3%*	*9.1%*	*65.2%*	*23.5%*	*41.7%*	*61.7%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - South Macro Region

Individual level data

Table 26.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7654	7286	3613	1036	5181	2620	2561	6939
%H		*95.2%*	*47.2%*	*13.5%*	*67.7%*	*34.2%*	*33.5%*	*90.7%*
Working full time	4511	4298	2265	674	2936	1609	1327	4366
%V	*58.9%*	*59.0%*	*62.7%*	*65.1%*	*56.7%*	*61.4%*	*51.8%*	*62.9%*
%H		*95.3%*	*50.2%*	*14.9%*	*65.1%*	*35.7%*	*29.4%*	*96.8%*
Working part time	354	333	175	50	238	128	110	325
%V	*4.6%*	*4.6%*	*4.8%*	*4.8%*	*4.6%*	*4.9%*	*4.3%*	*4.7%*
%H		*94.1%*	*49.4%*	*14.1%*	*67.2%*	*36.2%*	*31.1%*	*91.8%*
Not working	2789	2654	1173	312	2007	883	1124	2248
%V	*36.4%*	*36.4%*	*32.5%*	*30.1%*	*38.7%*	*33.7%*	*43.9%*	*32.4%*
%H		*95.2%*	*42.1%*	*11.2%*	*72.0%*	*31.7%*	*40.3%*	*80.6%*
Housewife/Houseperson	1662	1513	608	180	1084	397	686	1276
%V	*21.7%*	*20.8%*	*16.8%*	*17.4%*	*20.9%*	*15.2%*	*26.8%*	*18.4%*
%H		*91.0%*	*36.6%*	*10.8%*	*65.2%*	*23.9%*	*41.3%*	*76.8%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - South Macro Region

Individual level data

Table 26.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	8037	7721	3627	1065	5609	2622	2986	7063
%H		*96.1%*	*45.1%*	*13.3%*	*69.8%*	*32.6%*	*37.2%*	*87.9%*
16 - 19	424	407	215	68	285	170	115	412
%V	*5.3%*	*5.3%*	*5.9%*	*6.4%*	*5.1%*	*6.5%*	*3.9%*	*5.8%*
%H		*96.0%*	*50.7%*	*16.0%*	*67.2%*	*40.1%*	*27.1%*	*97.2%*
20 - 24	537	485	236	76	328	168	160	517
%V	*6.7%*	*6.3%*	*6.5%*	*7.1%*	*5.8%*	*6.4%*	*5.4%*	*7.3%*
%H		*90.3%*	*43.9%*	*14.2%*	*61.1%*	*31.3%*	*29.8%*	*96.3%*
25 - 34	1185	1105	589	161	682	350	333	1140
%V	*14.7%*	*14.3%*	*16.2%*	*15.1%*	*12.2%*	*13.3%*	*11.2%*	*16.1%*
%H		*93.2%*	*49.7%*	*13.6%*	*57.6%*	*29.5%*	*28.1%*	*96.2%*
35 - 44	1206	1151	614	186	770	426	344	1176
%V	*15.0%*	*14.9%*	*16.9%*	*17.5%*	*13.7%*	*16.2%*	*11.5%*	*16.7%*
%H		*95.4%*	*50.9%*	*15.4%*	*63.8%*	*35.3%*	*28.5%*	*97.5%*
45 - 54	1412	1376	705	218	986	533	452	1365
%V	*17.6%*	*17.8%*	*19.4%*	*20.5%*	*17.6%*	*20.3%*	*15.1%*	*19.3%*
%H		*97.5%*	*49.9%*	*15.4%*	*69.8%*	*37.7%*	*32.0%*	*96.7%*
55 - 64	1224	1196	566	174	899	441	458	1141
%V	*15.2%*	*15.5%*	*15.6%*	*16.3%*	*16.0%*	*16.8%*	*15.3%*	*16.2%*
%H		*97.7%*	*46.2%*	*14.2%*	*73.4%*	*36.0%*	*37.4%*	*93.2%*
65+	2049	2001	702	182	1659	534	1124	1312
%V	*25.5%*	*25.9%*	*19.4%*	*17.1%*	*29.6%*	*20.4%*	*37.6%*	*18.6%*
%H		*97.7%*	*34.3%*	*8.9%*	*81.0%*	*26.1%*	*54.9%*	*64.0%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - South Macro Region

Individual level data

Table 26.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	8037	7721	3627	1065	5609	2622	2986	7063
%H		*96.1%*	*45.1%*	*13.3%*	*69.8%*	*32.6%*	*37.2%*	*87.9%*
AB	2303	2222	1050	319	1613	771	842	2206
%V	*28.7%*	*28.8%*	*28.9%*	*30.0%*	*28.8%*	*29.4%*	*28.2%*	*31.2%*
%H		*96.5%*	*45.6%*	*13.9%*	*70.0%*	*33.5%*	*36.6%*	*95.8%*
C1	2338	2218	1013	295	1605	721	884	2117
%V	*29.1%*	*28.7%*	*27.9%*	*27.7%*	*28.6%*	*27.5%*	*29.6%*	*30.0%*
%H		*94.9%*	*43.3%*	*12.6%*	*68.6%*	*30.8%*	*37.8%*	*90.5%*
C2	1662	1625	848	248	1180	651	528	1511
%V	*20.7%*	*21.0%*	*23.4%*	*23.3%*	*21.0%*	*24.8%*	*17.7%*	*21.4%*
%H		*97.8%*	*51.0%*	*14.9%*	*71.0%*	*39.2%*	*31.8%*	*90.9%*
D	1117	1063	498	137	770	345	425	884
%V	*13.9%*	*13.8%*	*13.7%*	*12.9%*	*13.7%*	*13.2%*	*14.2%*	*12.5%*
%H		*95.2%*	*44.6%*	*12.3%*	*68.9%*	*30.9%*	*38.0%*	*79.1%*
E	617	592	217	66	440	134	306	346
%V	*7.7%*	*7.7%*	*6.0%*	*6.2%*	*7.8%*	*5.1%*	*10.2%*	*4.9%*
%H		*95.9%*	*35.2%*	*10.7%*	*71.3%*	*21.7%*	*49.6%*	*56.1%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - South Macro Region

Individual level data

Table 26.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	8037	7721	3627	1065	5609	2622	2986	7063
%H		*96.1%*	*45.1%*	*13.3%*	*69.8%*	*32.6%*	*37.2%*	*87.9%*
Working full time	2808	2681	1377	424	1829	978	852	2730
%V	*34.9%*	*34.7%*	*38.0%*	*39.8%*	*32.6%*	*37.3%*	*28.5%*	*38.7%*
%H		*95.5%*	*49.0%*	*15.1%*	*65.1%*	*34.8%*	*30.3%*	*97.2%*
Working part time	1375	1343	697	196	959	509	450	1326
%V	*17.1%*	*17.4%*	*19.2%*	*18.4%*	*17.1%*	*19.4%*	*15.1%*	*18.8%*
%H		*97.7%*	*50.7%*	*14.3%*	*69.7%*	*37.0%*	*32.7%*	*96.4%*
Not working	3854	3697	1553	445	2820	1135	1685	3007
%V	*48.0%*	*47.9%*	*42.8%*	*41.8%*	*50.3%*	*43.3%*	*56.4%*	*42.6%*
%H		*95.9%*	*40.3%*	*11.5%*	*73.2%*	*29.4%*	*43.7%*	*78.0%*
Housewife/Houseperson	6649	6397	2948	847	4652	2085	2567	5734
%V	*82.7%*	*82.9%*	*81.3%*	*79.5%*	*82.9%*	*79.5%*	*86.0%*	*81.2%*
%H		*96.2%*	*44.3%*	*12.7%*	*70.0%*	*31.4%*	*38.6%*	*86.2%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 27.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6986	6688	2799	1039	5172	2350	2822	5676
%H (All HH)		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*
%H (TV HH)			*41.9%*	*15.5%*	*77.3%*	*35.1%*	*42.2%*	
AB	1474	1432	689	224	1083	556	527	1383
%V	*21.1%*	*21.4%*	*24.6%*	*21.6%*	*20.9%*	*23.7%*	*18.7%*	*24.4%*
%H (All HH)		*97.2%*	*46.7%*	*15.2%*	*73.5%*	*37.7%*	*35.8%*	*93.8%*
%H (TV HH)			*48.1%*	*15.6%*	*75.6%*	*38.8%*	*36.8%*	
C1	1910	1811	792	287	1408	680	728	1689
%V	*27.3%*	*27.1%*	*28.3%*	*27.6%*	*27.2%*	*28.9%*	*25.8%*	*29.8%*
%H (All HH)		*94.8%*	*41.5%*	*15.0%*	*73.7%*	*35.6%*	*38.1%*	*88.4%*
%H (TV HH)			*43.7%*	*15.8%*	*77.7%*	*37.5%*	*40.2%*	
C2	1459	1418	622	227	1101	539	562	1216
%V	*20.9%*	*21.2%*	*22.2%*	*21.8%*	*21.3%*	*22.9%*	*19.9%*	*21.4%*
%H (All HH)		*97.2%*	*42.6%*	*15.6%*	*75.5%*	*36.9%*	*38.5%*	*83.3%*
%H (TV HH)			*43.9%*	*16.0%*	*77.6%*	*38.0%*	*39.6%*	
D	1205	1145	427	182	875	354	521	877
%V	*17.2%*	*17.1%*	*15.3%*	*17.5%*	*16.9%*	*15.1%*	*18.5%*	*15.5%*
%H (All HH)		*95.0%*	*35.4%*	*15.1%*	*72.6%*	*29.4%*	*43.2%*	*72.8%*
%H (TV HH)			*37.3%*	*15.9%*	*76.4%*	*30.9%*	*45.5%*	
E	938	882	269	119	705	222	483	511
%V	*13.4%*	*13.2%*	*9.6%*	*11.5%*	*13.6%*	*9.4%*	*17.1%*	*9.0%*
%H (All HH)		*94.0%*	*28.7%*	*12.7%*	*75.2%*	*23.7%*	*51.5%*	*54.5%*
%H (TV HH)			*30.5%*	*13.5%*	*79.9%*	*25.2%*	*54.8%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - North Macro Region

Household level data

Table 27.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6986	6688	2799	1039	5172	2350	2822	5676
%H (All HH)		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*
%H (TV HH)			*41.9%*	*15.5%*	*77.3%*	*35.1%*	*42.2%*	
Under 25	326	275	104	40	190	75	115	289
%V	*4.7%*	*4.1%*	*3.7%*	*3.8%*	*3.7%*	*3.2%*	*4.1%*	*5.1%*
%H (All HH)		*84.4%*	*31.9%*	*12.3%*	*58.3%*	*23.0%*	*35.3%*	*88.7%*
%H (TV HH)			*37.8%*	*14.5%*	*69.1%*	*27.3%*	*41.8%*	
25 - 34	1052	970	480	153	645	334	310	999
%V	*15.1%*	*14.5%*	*17.1%*	*14.7%*	*12.5%*	*14.2%*	*11.0%*	*17.6%*
%H (All HH)		*92.2%*	*45.6%*	*14.5%*	*61.3%*	*31.7%*	*29.5%*	*95.0%*
%H (TV HH)			*49.5%*	*15.8%*	*66.5%*	*34.4%*	*32.0%*	
35 - 44	1112	1066	544	194	748	424	323	1062
%V	*15.9%*	*15.9%*	*19.4%*	*18.7%*	*14.5%*	*18.0%*	*11.4%*	*18.7%*
%H (All HH)		*95.9%*	*48.9%*	*17.4%*	*67.3%*	*38.1%*	*29.0%*	*95.5%*
%H (TV HH)			*51.0%*	*18.2%*	*70.2%*	*39.8%*	*30.3%*	
45 - 54	1388	1340	633	242	1039	564	475	1260
%V	*19.9%*	*20.0%*	*22.6%*	*23.3%*	*20.1%*	*24.0%*	*16.8%*	*22.2%*
%H (All HH)		*96.5%*	*45.6%*	*17.4%*	*74.9%*	*40.6%*	*34.2%*	*90.8%*
%H (TV HH)			*47.2%*	*18.1%*	*77.5%*	*42.1%*	*35.4%*	
55 - 64	1150	1124	468	181	893	414	479	982
%V	*16.5%*	*16.8%*	*16.7%*	*17.4%*	*17.3%*	*17.6%*	*17.0%*	*17.3%*
%H (All HH)		*97.7%*	*40.7%*	*15.7%*	*77.7%*	*36.0%*	*41.7%*	*85.4%*
%H (TV HH)			*41.6%*	*16.1%*	*79.4%*	*36.8%*	*42.6%*	
65 +	1958	1914	570	229	1659	538	1120	1084
%V	*28.0%*	*28.6%*	*20.4%*	*22.0%*	*32.1%*	*22.9%*	*39.7%*	*19.1%*
%H (All HH)		*97.8%*	*29.1%*	*11.7%*	*84.7%*	*27.5%*	*57.2%*	*55.4%*
%H (TV HH)			*29.8%*	*12.0%*	*86.7%*	*28.1%*	*58.5%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - North Macro Region

Household level data

Table 27.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6986	6688	2799	1039	5172	2350	2822	5676
%H (All HH)		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*
%H (TV HH)			*41.9%*	*15.5%*	*77.3%*	*35.1%*	*42.2%*	
1	2219	2081	563	242	1717	468	1249	1288
%V	*31.8%*	*31.1%*	*20.1%*	*23.3%*	*33.2%*	*19.9%*	*44.3%*	*22.7%*
%H (All HH)		*93.8%*	*25.4%*	*10.9%*	*77.4%*	*21.1%*	*56.3%*	*58.0%*
%H (TV HH)			*27.1%*	*11.6%*	*82.5%*	*22.5%*	*60.0%*	
2	2423	2343	1009	363	1829	865	964	2117
%V	*34.7%*	*35.0%*	*36.0%*	*34.9%*	*35.4%*	*36.8%*	*34.2%*	*37.3%*
%H (All HH)		*96.7%*	*41.6%*	*15.0%*	*75.5%*	*35.7%*	*39.8%*	*87.4%*
%H (TV HH)			*43.1%*	*15.5%*	*78.1%*	*36.9%*	*41.1%*	
3	1088	1050	534	208	771	462	309	1042
%V	*15.6%*	*15.7%*	*19.1%*	*20.0%*	*14.9%*	*19.7%*	*10.9%*	*18.4%*
%H (All HH)		*96.5%*	*49.1%*	*19.1%*	*70.9%*	*42.5%*	*28.4%*	*95.8%*
%H (TV HH)			*50.9%*	*19.8%*	*73.4%*	*44.0%*	*29.4%*	
4	858	836	478	157	601	395	205	843
%V	*12.3%*	*12.5%*	*17.1%*	*15.1%*	*11.6%*	*16.8%*	*7.3%*	*14.9%*
%H (All HH)		*97.4%*	*55.7%*	*18.3%*	*70.0%*	*46.0%*	*23.9%*	*98.3%*
%H (TV HH)			*57.2%*	*18.8%*	*71.9%*	*47.2%*	*24.5%*	
5+	398	378	217	69	255	159	95	386
%V	*5.7%*	*5.7%*	*7.8%*	*6.6%*	*4.9%*	*6.8%*	*3.4%*	*6.8%*
%H (All HH)		*95.0%*	*54.5%*	*17.3%*	*64.1%*	*39.9%*	*23.9%*	*97.0%*
%H (TV HH)			*57.4%*	*18.3%*	*67.5%*	*42.1%*	*25.1%*	
Average HH size	2.28	2.29	2.60	2.50	2.22	2.56	1.93	2.49

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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C4/Five - North Macro Region

Household level data

Table 27.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6986	6688	2799	1039	5172	2350	2822	5676
%H (All HH)		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*
%H (TV HH)			*41.9%*	*15.5%*	*77.3%*	*35.1%*	*42.2%*	
Without	5237	4988	1875	730	3989	1631	2358	3990
%V	*75.0%*	*74.6%*	*67.0%*	*70.3%*	*77.1%*	*69.4%*	*83.6%*	*70.3%*
%H (All HH)		*95.2%*	*35.8%*	*13.9%*	*76.2%*	*31.1%*	*45.0%*	*76.2%*
%H (TV HH)			*37.6%*	*14.6%*	*80.0%*	*32.7%*	*47.3%*	
With	1748	1699	925	309	1184	719	464	1686
%V	*25.0%*	*25.4%*	*33.0%*	*29.7%*	*22.9%*	*30.6%*	*16.4%*	*29.7%*
%H (All HH)		*97.2%*	*52.9%*	*17.7%*	*67.7%*	*41.1%*	*26.5%*	*96.5%*
%H (TV HH)			*54.4%*	*18.2%*	*69.7%*	*42.3%*	*27.3%*	
0 - 3	648	622	345	96	412	237	175	619
%V	*9.3%*	*9.3%*	*12.3%*	*9.2%*	*8.0%*	*10.1%*	*6.2%*	*10.9%*
%H (All HH)		*96.0%*	*53.2%*	*14.8%*	*63.6%*	*36.6%*	*27.0%*	*95.5%*
%H (TV HH)			*55.5%*	*15.4%*	*66.2%*	*38.1%*	*28.1%*	
4 - 9	895	870	479	163	589	356	233	862
%V	*12.8%*	*13.0%*	*17.1%*	*15.7%*	*11.4%*	*15.1%*	*8.3%*	*15.2%*
%H (All HH)		*97.2%*	*53.5%*	*18.2%*	*65.8%*	*39.8%*	*26.0%*	*96.3%*
%H (TV HH)			*55.1%*	*18.7%*	*67.7%*	*40.9%*	*26.8%*	
10 - 15	810	794	433	155	574	369	205	787
%V	*11.6%*	*11.9%*	*15.5%*	*14.9%*	*11.1%*	*15.7%*	*7.3%*	*13.9%*
%H (All HH)		*98.0%*	*53.5%*	*19.1%*	*70.9%*	*45.6%*	*25.3%*	*97.2%*
%H (TV HH)			*54.5%*	*19.5%*	*72.3%*	*46.5%*	*25.8%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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C4/Five - North Macro Region

Household level data

Table 27.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6986	6688	2799	1039	5172	2350	2822	5676
%H (All HH)		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*
%H (TV HH)			*41.9%*	*15.5%*	*77.3%*	*35.1%*	*42.2%*	
1	2575	2575	825	322	1844	479	1365	1821
%V	*36.9%*	*38.5%*	*29.5%*	*31.0%*	*35.7%*	*20.4%*	*48.4%*	*32.1%*
%H (All HH)		*100.0%*	*32.0%*	*12.5%*	*71.6%*	*18.6%*	*53.0%*	*70.7%*
%H (TV HH)			*32.0%*	*12.5%*	*71.6%*	*18.6%*	*53.0%*	
2	2328	2328	1012	373	1838	883	955	1938
%V	*33.3%*	*34.8%*	*36.2%*	*35.9%*	*35.5%*	*37.6%*	*33.8%*	*34.1%*
%H (All HH)		*100.0%*	*43.5%*	*16.0%*	*79.0%*	*37.9%*	*41.0%*	*83.2%*
%H (TV HH)			*43.5%*	*16.0%*	*79.0%*	*37.9%*	*41.0%*	
3	1072	1072	537	208	887	549	339	1002
%V	*15.3%*	*16.0%*	*19.2%*	*20.0%*	*17.2%*	*23.4%*	*12.0%*	*17.7%*
%H (All HH)		*100.0%*	*50.1%*	*19.4%*	*82.7%*	*51.2%*	*31.6%*	*93.5%*
%H (TV HH)			*50.1%*	*19.4%*	*82.7%*	*51.2%*	*31.6%*	
4	472	472	275	94	385	276	110	456
%V	*6.8%*	*7.1%*	*9.8%*	*9.0%*	*7.4%*	*11.7%*	*3.9%*	*8.0%*
%H (All HH)		*100.0%*	*58.3%*	*19.9%*	*81.6%*	*58.5%*	*23.3%*	*96.6%*
%H (TV HH)			*58.3%*	*19.9%*	*81.6%*	*58.5%*	*23.3%*	
5+	242	242	151	43	217	164	53	241
%V	*3.5%*	*3.6%*	*5.4%*	*4.1%*	*4.2%*	*7.0%*	*1.9%*	*4.2%*
%H (All HH)		*100.0%*	*62.4%*	*17.8%*	*89.7%*	*67.8%*	*21.9%*	*99.6%*
%H (TV HH)			*62.4%*	*17.8%*	*89.7%*	*67.8%*	*21.9%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - North Macro Region

Household level data

Table 27.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6986	6688	2799	1039	5172	2350	2822	5676
%H (All HH)		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*
%H (TV HH)			*41.9%*	*15.5%*	*77.3%*	*35.1%*	*42.2%*	
Under 20"	1141	1141	468	184	980	484	496	971
%V	*16.3%*	*17.1%*	*16.7%*	*17.7%*	*18.9%*	*20.6%*	*17.6%*	*17.1%*
%H (All HH)		*100.0%*	*41.0%*	*16.1%*	*85.9%*	*42.4%*	*43.5%*	*85.1%*
%H (TV HH)			*41.0%*	*16.1%*	*85.9%*	*42.4%*	*43.5%*	
20" - 29"	2174	2174	907	328	1844	894	950	1762
%V	*31.1%*	*32.5%*	*32.4%*	*31.6%*	*35.7%*	*38.0%*	*33.7%*	*31.0%*
%H (All HH)		*100.0%*	*41.7%*	*15.1%*	*84.8%*	*41.1%*	*43.7%*	*81.0%*
%H (TV HH)			*41.7%*	*15.1%*	*84.8%*	*41.1%*	*43.7%*	
30" - 39"	3433	3433	1473	545	2702	1296	1407	2855
%V	*49.1%*	*51.3%*	*52.6%*	*52.5%*	*52.2%*	*55.1%*	*49.9%*	*50.3%*
%H (All HH)		*100.0%*	*42.9%*	*15.9%*	*78.7%*	*37.8%*	*41.0%*	*83.2%*
%H (TV HH)			*42.9%*	*15.9%*	*78.7%*	*37.8%*	*41.0%*	
40" and over	3775	3775	1886	681	2811	1590	1220	3386
%V	*54.0%*	*56.4%*	*67.4%*	*65.5%*	*54.4%*	*67.7%*	*43.2%*	*59.7%*
%H (All HH)		*100.0%*	*50.0%*	*18.0%*	*74.5%*	*42.1%*	*32.3%*	*89.7%*
%H (TV HH)			*50.0%*	*18.0%*	*74.5%*	*42.1%*	*32.3%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - North Macro Region

Household level data

Table 27.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6986	6688	2799	1039	5172	2350	2822	5676
%H (All HH)		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*
%H (TV HH)			*41.9%*	*15.5%*	*77.3%*	*35.1%*	*42.2%*	
Main living room	6602	6602	2771	1031	5121	2330	2790	5392
%V	*94.5%*	*98.7%*	*99.0%*	*99.2%*	*99.0%*	*99.1%*	*98.9%*	*95.0%*
%H (All HH)		*100.0%*	*42.0%*	*15.6%*	*77.6%*	*35.3%*	*42.3%*	*81.7%*
%H (TV HH)			*42.0%*	*15.6%*	*77.6%*	*35.3%*	*42.3%*	
Kitchen	687	687	348	97	608	358	249	603
%V	*9.8%*	*10.3%*	*12.4%*	*9.3%*	*11.8%*	*15.2%*	*8.8%*	*10.6%*
%H (All HH)		*100.0%*	*50.7%*	*14.1%*	*88.5%*	*52.1%*	*36.2%*	*87.8%*
%H (TV HH)			*50.7%*	*14.1%*	*88.5%*	*52.1%*	*36.2%*	
Adult's bedroom	3121	3121	1504	569	2552	1475	1077	2774
%V	*44.7%*	*46.7%*	*53.7%*	*54.8%*	*49.3%*	*62.8%*	*38.2%*	*48.9%*
%H (All HH)		*100.0%*	*48.2%*	*18.2%*	*81.8%*	*47.3%*	*34.5%*	*88.9%*
%H (TV HH)			*48.2%*	*18.2%*	*81.8%*	*47.3%*	*34.5%*	
Child's bedroom	709	709	400	141	529	356	173	692
%V	*10.1%*	*10.6%*	*14.3%*	*13.6%*	*10.2%*	*15.1%*	*6.1%*	*12.2%*
%H (All HH)		*100.0%*	*56.4%*	*19.9%*	*74.6%*	*50.2%*	*24.4%*	*97.6%*
%H (TV HH)			*56.4%*	*19.9%*	*74.6%*	*50.2%*	*24.4%*	
Other bedroom	452	452	238	87	380	252	128	426
%V	*6.5%*	*6.8%*	*8.5%*	*8.4%*	*7.3%*	*10.7%*	*4.5%*	*7.5%*
%H (All HH)		*100.0%*	*52.7%*	*19.2%*	*84.1%*	*55.8%*	*28.3%*	*94.2%*
%H (TV HH)			*52.7%*	*19.2%*	*84.1%*	*55.8%*	*28.3%*	
Second living/dining room	730	730	355	129	610	358	251	659
%V	*10.4%*	*10.9%*	*12.7%*	*12.4%*	*11.8%*	*15.2%*	*8.9%*	*11.6%*
%H (All HH)		*100.0%*	*48.6%*	*17.7%*	*83.6%*	*49.0%*	*34.4%*	*90.3%*
%H (TV HH)			*48.6%*	*17.7%*	*83.6%*	*49.0%*	*34.4%*	
Study/office	79	79	51	13	68	50	18	76
%V	*1.1%*	*1.2%*	*1.8%*	*1.3%*	*1.3%*	*2.1%*	*0.6%*	*1.3%*
%H (All HH)		*100.0%*	*64.6%*	*16.5%*	*86.1%*	*63.3%*	*22.8%*	*96.2%*
%H (TV HH)			*64.6%*	*16.5%*	*86.1%*	*63.3%*	*22.8%*	
TV room	30	30	20	5	25	19	6	30
%V	*0.4%*	*0.4%*	*0.7%*	*0.5%*	*0.5%*	*0.8%*	*0.2%*	*0.5%*
%H (All HH)		*100.0%*	*66.7%*	*16.7%*	*83.3%*	*63.3%*	*20.0%*	*100.0%*
%H (TV HH)			*66.7%*	*16.7%*	*83.3%*	*63.3%*	*20.0%*	
Conservatory	208	208	115	29	173	107	66	187
%V	*3.0%*	*3.1%*	*4.1%*	*2.8%*	*3.3%*	*4.6%*	*2.3%*	*3.3%*
%H (All HH)		*100.0%*	*55.3%*	*13.9%*	*83.2%*	*51.4%*	*31.7%*	*89.9%*
%H (TV HH)			*55.3%*	*13.9%*	*83.2%*	*51.4%*	*31.7%*	
Attic or loft room	16	16	7	4	13	8	5	15
%V	*0.2%*	*0.2%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*43.8%*	*25.0%*	*81.3%*	*50.0%*	*31.3%*	*93.8%*
%H (TV HH)			*43.8%*	*25.0%*	*81.3%*	*50.0%*	*31.3%*	
No specific location	11	11	5	2	11	7	4	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*45.5%*	*18.2%*	*100.0%*	*63.6%*	*36.4%*	*81.8%*
%H (TV HH)			*45.5%*	*18.2%*	*100.0%*	*63.6%*	*36.4%*	
Other	61	61	32	9	55	34	21	56
%V	*0.9%*	*0.9%*	*1.1%*	*0.9%*	*1.1%*	*1.4%*	*0.7%*	*1.0%*
%H (All HH)		*100.0%*	*52.5%*	*14.8%*	*90.2%*	*55.7%*	*34.4%*	*91.8%*
%H (TV HH)			*52.5%*	*14.8%*	*90.2%*	*55.7%*	*34.4%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6986	6688	2799	1039	5172	2350	2822	5676
%H (All HH)		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*
%H (TV HH)			*41.9%*	*15.5%*	*77.3%*	*35.1%*	*42.2%*	
Any DSAT provider	2799	2799	2799	74	1792	1792	0	2555
%V	*40.1%*	*41.9%*	*100.0%*	*7.1%*	*34.6%*	*76.3%*	*0.0%*	*45.0%*
%H (All HH)			*100.0%*	*2.6%*	*64.0%*	*64.0%*	*0.0%*	*91.3%*
%H (TV HH)			*100.0%*	*2.6%*	*64.0%*	*64.0%*	*0.0%*	
Sky with subcription	2334	2334	2334	44	1493	1493	0	2160
%V	*33.4%*	*34.9%*	*83.4%*	*4.2%*	*28.9%*	*63.5%*	*0.0%*	*38.1%*
%H (All HH)			*100.0%*	*1.9%*	*64.0%*	*64.0%*	*0.0%*	*92.5%*
%H (TV HH)			*100.0%*	*1.9%*	*64.0%*	*64.0%*	*0.0%*	
Sky without subscription	176	176	176	7	98	98	0	143
%V	*2.5%*	*2.6%*	*6.3%*	*0.7%*	*1.9%*	*4.2%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*4.0%*	*55.7%*	*55.7%*	*0.0%*	*81.3%*
%H (TV HH)			*100.0%*	*4.0%*	*55.7%*	*55.7%*	*0.0%*	
Freesat	306	306	306	20	237	237	0	276
%V	*4.4%*	*4.6%*	*10.9%*	*1.9%*	*4.6%*	*10.1%*	*0.0%*	*4.9%*
%H (All HH)			*100.0%*	*6.5%*	*77.5%*	*77.5%*	*0.0%*	*90.2%*
%H (TV HH)			*100.0%*	*6.5%*	*77.5%*	*77.5%*	*0.0%*	
Other satellite provider	116	116	116	9	68	68	0	107
%V	*1.7%*	*1.7%*	*4.1%*	*0.9%*	*1.3%*	*2.9%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*7.8%*	*58.6%*	*58.6%*	*0.0%*	*92.2%*
%H (TV HH)			*100.0%*	*7.8%*	*58.6%*	*58.6%*	*0.0%*	
DCAB	1039	1039	74	1039	606	606	0	955
%V	*14.9%*	*15.5%*	*2.6%*	*100.0%*	*11.7%*	*25.8%*	*0.0%*	*16.8%*
%H (All HH)			*7.1%*	*100.0%*	*58.3%*	*58.3%*	*0.0%*	*91.9%*
%H (TV HH)			*7.1%*	*100.0%*	*58.3%*	*58.3%*	*0.0%*	
DTT	5172	5172	1792	606	5172	2350	2822	4095
%V	*74.0%*	*77.3%*	*64.0%*	*58.3%*	*100.0%*	*100.0%*	*100.0%*	*72.1%*
%H (All HH)		*100.0%*	*34.6%*	*11.7%*	*100.0%*	*45.4%*	*54.6%*	*79.2%*
%H (TV HH)			*34.6%*	*11.7%*	*100.0%*	*45.4%*	*54.6%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 27.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6986	6688	2799	1039	5172	2350	2822	5676
%H (All HH)		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*
%H (TV HH)			*41.9%*	*15.5%*	*77.3%*	*35.1%*	*42.2%*	
PVR	4151	4151	2447	882	2941	2057	884	3772
%V	*59.4%*	*62.1%*	*87.4%*	*84.9%*	*56.9%*	*87.5%*	*31.3%*	*66.5%*
%H (All HH)		*100.0%*	*58.9%*	*21.2%*	*70.9%*	*49.6%*	*21.3%*	*90.9%*
%H (TV HH)			*58.9%*	*21.2%*	*70.9%*	*49.6%*	*21.3%*	
DVDR	189	189	83	27	164	85	79	161
%V	*2.7%*	*2.8%*	*3.0%*	*2.6%*	*3.2%*	*3.6%*	*2.8%*	*2.8%*
%H (All HH)		*100.0%*	*43.9%*	*14.3%*	*86.8%*	*45.0%*	*41.8%*	*85.2%*
%H (TV HH)			*43.9%*	*14.3%*	*86.8%*	*45.0%*	*41.8%*	
VCR	160	160	58	15	138	50	88	112
%V	*2.3%*	*2.4%*	*2.1%*	*1.4%*	*2.7%*	*2.1%*	*3.1%*	*2.0%*
%H (All HH)		*100.0%*	*36.3%*	*9.4%*	*86.3%*	*31.3%*	*55.0%*	*70.0%*
%H (TV HH)			*36.3%*	*9.4%*	*86.3%*	*31.3%*	*55.0%*	
Any recorder	4283	4283	2469	888	3060	2073	987	3854
%V	*61.3%*	*64.0%*	*88.2%*	*85.5%*	*59.2%*	*88.2%*	*35.0%*	*67.9%*
%H (All HH)		*100.0%*	*57.6%*	*20.7%*	*71.4%*	*48.4%*	*23.0%*	*90.0%*
%H (TV HH)			*57.6%*	*20.7%*	*71.4%*	*48.4%*	*23.0%*	
Receives HDTV (via STB or built-in reception)	4068	4068	2117	864	3020	1868	1152	3666
%V	*58.2%*	*60.8%*	*75.6%*	*83.2%*	*58.4%*	*79.5%*	*40.8%*	*64.6%*
%H (All HH)		*100.0%*	*52.0%*	*21.2%*	*74.2%*	*45.9%*	*28.3%*	*90.1%*
%H (TV HH)			*52.0%*	*21.2%*	*74.2%*	*45.9%*	*28.3%*	
DVD/Blu-ray player or recorder	4822	4822	2114	783	3801	1866	1935	4118
%V	*69.0%*	*72.1%*	*75.5%*	*75.4%*	*73.5%*	*79.4%*	*68.6%*	*72.6%*
%H (All HH)		*100.0%*	*43.8%*	*16.2%*	*78.8%*	*38.7%*	*40.1%*	*85.4%*
%H (TV HH)			*43.8%*	*16.2%*	*78.8%*	*38.7%*	*40.1%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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C4/Five - North Macro Region

Household level data

Table 27.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6986	6688	2799	1039	5172	2350	2822	5676
%H (All HH)		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*
%H (TV HH)			*41.9%*	*15.5%*	*77.3%*	*35.1%*	*42.2%*	
Has broadband internet	5676	5458	2555	955	4095	2165	1931	5676
%V	*81.2%*	*81.6%*	*91.3%*	*91.9%*	*79.2%*	*92.1%*	*68.4%*	*100.0%*
%H (All HH)		*96.2%*	*45.0%*	*16.8%*	*72.1%*	*38.1%*	*34.0%*	*100.0%*
%H (TV HH)			*46.8%*	*17.5%*	*75.0%*	*39.7%*	*35.4%*	
Number of computers (PCs and laptops)								
0	1474	1389	321	110	1180	240	940	273
%V	*21.1%*	*20.8%*	*11.5%*	*10.6%*	*22.8%*	*10.2%*	*33.3%*	*4.8%*
%H (All HH)		*94.2%*	*21.8%*	*7.5%*	*80.1%*	*16.3%*	*63.8%*	*18.5%*
%H (TV HH)			*23.1%*	*7.9%*	*85.0%*	*17.3%*	*67.7%*	
1	1891	1790	698	295	1340	555	785	1800
%V	*27.1%*	*26.8%*	*24.9%*	*28.4%*	*25.9%*	*23.6%*	*27.8%*	*31.7%*
%H (All HH)		*94.7%*	*36.9%*	*15.6%*	*70.9%*	*29.3%*	*41.5%*	*95.2%*
%H (TV HH)			*39.0%*	*16.5%*	*74.9%*	*31.0%*	*43.9%*	
2	1610	1542	718	252	1187	620	567	1601
%V	*23.0%*	*23.1%*	*25.7%*	*24.3%*	*23.0%*	*26.4%*	*20.1%*	*28.2%*
%H (All HH)		*95.8%*	*44.6%*	*15.7%*	*73.7%*	*38.5%*	*35.2%*	*99.4%*
%H (TV HH)			*46.6%*	*16.3%*	*77.0%*	*40.2%*	*36.8%*	
3	928	906	479	171	673	416	257	924
%V	*13.3%*	*13.5%*	*17.1%*	*16.5%*	*13.0%*	*17.7%*	*9.1%*	*16.3%*
%H (All HH)		*97.6%*	*51.6%*	*18.4%*	*72.5%*	*44.8%*	*27.7%*	*99.6%*
%H (TV HH)			*52.9%*	*18.9%*	*74.3%*	*45.9%*	*28.4%*	
4	547	535	296	98	400	256	144	546
%V	*7.8%*	*8.0%*	*10.6%*	*9.4%*	*7.7%*	*10.9%*	*5.1%*	*9.6%*
%H (All HH)		*97.8%*	*54.1%*	*17.9%*	*73.1%*	*46.8%*	*26.3%*	*99.8%*
%H (TV HH)			*55.3%*	*18.3%*	*74.8%*	*47.9%*	*26.9%*	
5+	536	526	287	113	390	262	129	533
%V	*7.7%*	*7.9%*	*10.3%*	*10.9%*	*7.5%*	*11.1%*	*4.6%*	*9.4%*
%H (All HH)		*98.1%*	*53.5%*	*21.1%*	*72.8%*	*48.9%*	*24.1%*	*99.4%*
%H (TV HH)			*54.6%*	*21.5%*	*74.1%*	*49.8%*	*24.5%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Set level data

Table 27.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13642	6379	2294	10901	5884	5017	11829
%H		*46.8%*	*16.8%*	*79.9%*	*43.1%*	*36.8%*	*86.7%*
Under 20"	1435	607	240	1233	633	600	1249
%V	*10.5%*	*9.5%*	*10.5%*	*11.3%*	*10.8%*	*12.0%*	*10.6%*
%H		*42.3%*	*16.7%*	*85.9%*	*44.1%*	*41.8%*	*87.0%*
20" - 29"	2819	1224	430	2415	1232	1183	2342
%V	*20.7%*	*19.2%*	*18.7%*	*22.2%*	*20.9%*	*23.6%*	*19.8%*
%H		*43.4%*	*15.3%*	*85.7%*	*43.7%*	*42.0%*	*83.1%*
30" - 39"	4269	1905	704	3390	1731	1658	3626
%V	*31.3%*	*29.9%*	*30.7%*	*31.1%*	*29.4%*	*33.0%*	*30.7%*
%H		*44.6%*	*16.5%*	*79.4%*	*40.5%*	*38.8%*	*84.9%*
40" and over	4774	2492	871	3568	2135	1433	4347
%V	*35.0%*	*39.1%*	*38.0%*	*32.7%*	*36.3%*	*28.6%*	*36.7%*
%H		*52.2%*	*18.2%*	*74.7%*	*44.7%*	*30.0%*	*91.1%*
Don't know	345	151	49	296	154	143	265
%V	*2.5%*	*2.4%*	*2.1%*	*2.7%*	*2.6%*	*2.9%*	*2.2%*
%H		*43.8%*	*14.2%*	*85.8%*	*44.6%*	*41.4%*	*76.8%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - North Macro Region

Set level data

Table 27.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13642	6379	2294	10901	5884	5017	11829
%H		*46.8%*	*16.8%*	*79.9%*	*43.1%*	*36.8%*	*86.7%*
Main living room	6643	2795	1037	5151	2350	2801	5430
%V	*48.7%*	*43.8%*	*45.2%*	*47.3%*	*39.9%*	*55.8%*	*45.9%*
%H		*42.1%*	*15.6%*	*77.5%*	*35.4%*	*42.2%*	*81.7%*
Kitchen	690	350	98	610	360	250	605
%V	*5.1%*	*5.5%*	*4.3%*	*5.6%*	*6.1%*	*5.0%*	*5.1%*
%H		*50.7%*	*14.2%*	*88.4%*	*52.2%*	*36.2%*	*87.7%*
Adult's bedroom	3678	1814	678	3015	1797	1217	3315
%V	*27.0%*	*28.4%*	*29.6%*	*27.7%*	*30.5%*	*24.3%*	*28.0%*
%H		*49.3%*	*18.4%*	*82.0%*	*48.9%*	*33.1%*	*90.1%*
Child's bedroom	920	524	181	679	458	221	898
%V	*6.7%*	*8.2%*	*7.9%*	*6.2%*	*7.8%*	*4.4%*	*7.6%*
%H		*57.0%*	*19.7%*	*73.8%*	*49.8%*	*24.0%*	*97.6%*
Other bedroom	555	297	107	472	319	153	529
%V	*4.1%*	*4.7%*	*4.7%*	*4.3%*	*5.4%*	*3.0%*	*4.5%*
%H		*53.5%*	*19.3%*	*85.0%*	*57.5%*	*27.6%*	*95.3%*
Second living/dining room	740	361	131	619	365	254	669
%V	*5.4%*	*5.7%*	*5.7%*	*5.7%*	*6.2%*	*5.1%*	*5.7%*
%H		*48.8%*	*17.7%*	*83.6%*	*49.3%*	*34.3%*	*90.4%*
Study/office	83	54	13	71	53	18	79
%V	*0.6%*	*0.8%*	*0.6%*	*0.7%*	*0.9%*	*0.4%*	*0.7%*
%H		*65.1%*	*15.7%*	*85.5%*	*63.9%*	*21.7%*	*95.2%*
TV room	31	21	5	26	20	6	30
%V	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.3%*
%H		*67.7%*	*16.1%*	*83.9%*	*64.5%*	*19.4%*	*96.8%*
Conservatory	209	116	29	174	108	66	188
%V	*1.5%*	*1.8%*	*1.3%*	*1.6%*	*1.8%*	*1.3%*	*1.6%*
%H		*55.5%*	*13.9%*	*83.3%*	*51.7%*	*31.6%*	*90.0%*
Attic or loft room	17	7	4	14	8	6	16
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*41.2%*	*23.5%*	*82.4%*	*47.1%*	*35.3%*	*94.1%*
No specific location	12	6	2	12	8	4	11
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*16.7%*	*100.0%*	*66.7%*	*33.3%*	*91.7%*
Other	64	34	9	58	37	22	58
%V	*0.5%*	*0.5%*	*0.4%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*53.1%*	*14.1%*	*90.6%*	*57.8%*	*34.4%*	*90.6%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - North Macro Region

Set level data

Table 27.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13642	6379	2294	10901	5884	5017	11829
%H		*46.8%*	*16.8%*	*79.9%*	*43.1%*	*36.8%*	*86.7%*
PVR	5524	3435	1194	3802	2816	986	5098
%V	*40.5%*	*53.8%*	*52.0%*	*34.9%*	*47.9%*	*19.7%*	*43.1%*
%H		*62.2%*	*21.6%*	*68.8%*	*51.0%*	*17.8%*	*92.3%*
DVDR	206	91	30	180	94	86	176
%V	*1.5%*	*1.4%*	*1.3%*	*1.7%*	*1.6%*	*1.7%*	*1.5%*
%H		*44.2%*	*14.6%*	*87.4%*	*45.6%*	*41.7%*	*85.4%*
VCR	167	61	16	145	55	90	118
%V	*1.2%*	*1.0%*	*0.7%*	*1.3%*	*0.9%*	*1.8%*	*1.0%*
%H		*36.5%*	*9.6%*	*86.8%*	*32.9%*	*53.9%*	*70.7%*
Any recorder	5703	3478	1208	3968	2861	1107	5221
%V	*41.8%*	*54.5%*	*52.7%*	*36.4%*	*48.6%*	*22.1%*	*44.1%*
%H		*61.0%*	*21.2%*	*69.6%*	*50.2%*	*19.4%*	*91.5%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13642	6379	2294	10901	5884	5017	11829
%H		*46.8%*	*16.8%*	*79.9%*	*43.1%*	*36.8%*	*86.7%*
Receives HDTV (via STB or built-in reception)	6002	3202	1313	4528	2939	1589	5517
%V	*44.0%*	*50.2%*	*57.2%*	*41.5%*	*49.9%*	*31.7%*	*46.6%*
%H		*53.3%*	*21.9%*	*75.4%*	*49.0%*	*26.5%*	*91.9%*
DVD/Blu-ray player or recorder	7005	3259	1207	5627	3050	2577	6189
%V	*51.3%*	*51.1%*	*52.6%*	*51.6%*	*51.8%*	*51.4%*	*52.3%*
%H		*46.5%*	*17.2%*	*80.3%*	*43.5%*	*36.8%*	*88.4%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - North Macro Region

Set level data

Table 27.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6673	2797	1038	5172	2350	2822	5445
%H		*41.9%*	*15.6%*	*77.5%*	*35.2%*	*42.3%*	*81.6%*
Under 20"	78	12	10	66	12	54	48
%V	*1.2%*	*0.4%*	*1.0%*	*1.3%*	*0.5%*	*1.9%*	*0.9%*
%H		*15.4%*	*12.8%*	*84.6%*	*15.4%*	*69.2%*	*61.5%*
20" - 29"	584	121	54	504	100	405	345
%V	*8.8%*	*4.3%*	*5.2%*	*9.7%*	*4.3%*	*14.4%*	*6.3%*
%H		*20.7%*	*9.2%*	*86.3%*	*17.1%*	*69.3%*	*59.1%*
30" - 39"	2167	765	292	1722	631	1092	1648
%V	*32.5%*	*27.4%*	*28.1%*	*33.3%*	*26.9%*	*38.7%*	*30.3%*
%H		*35.3%*	*13.5%*	*79.5%*	*29.1%*	*50.4%*	*76.0%*
40" and over	3665	1834	662	2723	1542	1180	3283
%V	*54.9%*	*65.6%*	*63.8%*	*52.6%*	*65.6%*	*41.8%*	*60.3%*
%H		*50.0%*	*18.1%*	*74.3%*	*42.1%*	*32.2%*	*89.6%*
Don't know	178	66	20	156	65	91	120
%V	*2.7%*	*2.4%*	*1.9%*	*3.0%*	*2.8%*	*3.2%*	*2.2%*
%H		*37.1%*	*11.2%*	*87.6%*	*36.5%*	*51.1%*	*67.4%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - North Macro Region

Set level data

Table 27.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6673	2797	1038	5172	2350	2822	5445
%H		*41.9%*	*15.6%*	*77.5%*	*35.2%*	*42.3%*	*81.6%*
PVR	4047	2408	867	2850	2017	833	3678
%V	*60.6%*	*86.1%*	*83.5%*	*55.1%*	*85.8%*	*29.5%*	*67.5%*
%H		*59.5%*	*21.4%*	*70.4%*	*49.8%*	*20.6%*	*90.9%*
DVDR	161	71	17	138	66	73	133
%V	*2.4%*	*2.5%*	*1.6%*	*2.7%*	*2.8%*	*2.6%*	*2.4%*
%H		*44.1%*	*10.6%*	*85.7%*	*41.0%*	*45.3%*	*82.6%*
VCR	129	42	11	111	34	77	88
%V	*1.9%*	*1.5%*	*1.1%*	*2.1%*	*1.4%*	*2.7%*	*1.6%*
%H		*32.6%*	*8.5%*	*86.0%*	*26.4%*	*59.7%*	*68.2%*
Any recorder	4172	2430	871	2964	2033	931	3755
%V	*62.5%*	*86.9%*	*83.9%*	*57.3%*	*86.5%*	*33.0%*	*69.0%*
%H		*58.2%*	*20.9%*	*71.0%*	*48.7%*	*22.3%*	*90.0%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6673	2797	1038	5172	2350	2822	5445
%H		*41.9%*	*15.6%*	*77.5%*	*35.2%*	*42.3%*	*81.6%*
Receives HDTV (via STB or built-in reception)	3943	2058	852	2911	1817	1095	3553
%V	*59.1%*	*73.6%*	*82.1%*	*56.3%*	*77.3%*	*38.8%*	*65.3%*
%H		*52.2%*	*21.6%*	*73.8%*	*46.1%*	*27.8%*	*90.1%*
DVD/Blu-ray player or recorder	4353	1891	682	3424	1640	1784	3695
%V	*65.2%*	*67.6%*	*65.7%*	*66.2%*	*69.8%*	*63.2%*	*67.9%*
%H		*43.4%*	*15.7%*	*78.7%*	*37.7%*	*41.0%*	*84.9%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Set level data

Table 27.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6970	3582	1256	5730	3534	2195	6385
%H		*51.4%*	*18.0%*	*82.2%*	*50.7%*	*31.5%*	*91.6%*
Under 20"	1358	595	229	1167	620	546	1201
%V	*19.5%*	*16.6%*	*18.2%*	*20.4%*	*17.5%*	*24.9%*	*18.8%*
%H		*43.8%*	*16.9%*	*85.9%*	*45.7%*	*40.2%*	*88.4%*
20" - 29"	2235	1103	376	1910	1132	778	1997
%V	*32.1%*	*30.8%*	*29.9%*	*33.3%*	*32.0%*	*35.4%*	*31.3%*
%H		*49.4%*	*16.8%*	*85.5%*	*50.6%*	*34.8%*	*89.4%*
30" - 39"	2102	1141	412	1668	1101	567	1978
%V	*30.2%*	*31.9%*	*32.8%*	*29.1%*	*31.2%*	*25.8%*	*31.0%*
%H		*54.3%*	*19.6%*	*79.4%*	*52.4%*	*27.0%*	*94.1%*
40" and over	1109	658	209	845	592	253	1064
%V	*15.9%*	*18.4%*	*16.6%*	*14.7%*	*16.8%*	*11.5%*	*16.7%*
%H		*59.3%*	*18.8%*	*76.2%*	*53.4%*	*22.8%*	*95.9%*
Don't know	167	86	29	140	89	51	145
%V	*2.4%*	*2.4%*	*2.3%*	*2.4%*	*2.5%*	*2.3%*	*2.3%*
%H		*51.5%*	*17.4%*	*83.8%*	*53.3%*	*30.5%*	*86.8%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - North Macro Region

Set level data

Table 27.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6970	3582	1256	5730	3534	2195	6385
%H		*51.4%*	*18.0%*	*82.2%*	*50.7%*	*31.5%*	*91.6%*
PVR	1477	1027	327	953	799	154	1420
%V	*21.2%*	*28.7%*	*26.0%*	*16.6%*	*22.6%*	*7.0%*	*22.2%*
%H		*69.5%*	*22.1%*	*64.5%*	*54.1%*	*10.4%*	*96.1%*
DVDR	45	20	13	41	28	13	43
%V	*0.6%*	*0.6%*	*1.0%*	*0.7%*	*0.8%*	*0.6%*	*0.7%*
%H		*44.4%*	*28.9%*	*91.1%*	*62.2%*	*28.9%*	*95.6%*
VCR	38	19	6	34	21	13	30
%V	*0.5%*	*0.5%*	*0.5%*	*0.6%*	*0.6%*	*0.6%*	*0.5%*
%H		*50.0%*	*15.8%*	*89.5%*	*55.3%*	*34.2%*	*78.9%*
Any recorder	1531	1048	337	1004	828	176	1466
%V	*22.0%*	*29.3%*	*26.8%*	*17.5%*	*23.4%*	*8.0%*	*23.0%*
%H		*68.5%*	*22.0%*	*65.6%*	*54.1%*	*11.5%*	*95.8%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6970	3582	1256	5730	3534	2195	6385
%H		*51.4%*	*18.0%*	*82.2%*	*50.7%*	*31.5%*	*91.6%*
Receives HDTV (via STB or built-in reception)	2059	1144	461	1616	1122	494	1964
%V	*29.5%*	*31.9%*	*36.7%*	*28.2%*	*31.7%*	*22.5%*	*30.8%*
%H		*55.6%*	*22.4%*	*78.5%*	*54.5%*	*24.0%*	*95.4%*
DVD/Blu-ray player or recorder	2653	1368	525	2203	1410	793	2495
%V	*38.1%*	*38.2%*	*41.8%*	*38.4%*	*39.9%*	*36.1%*	*39.1%*
%H		*51.6%*	*19.8%*	*83.0%*	*53.1%*	*29.9%*	*94.0%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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C4/Five - North Macro Region

Individual level data

Table 27.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	15928	15319	7267	2596	11473	6025	5448	14118
%H		*96.2%*	*45.6%*	*16.3%*	*72.0%*	*37.8%*	*34.2%*	*88.6%*
Total Children	3007	2920	1605	530	1995	1210	785	2898
%V	*18.9%*	*19.1%*	*22.1%*	*20.4%*	*17.4%*	*20.1%*	*14.4%*	*20.5%*
%H		*97.1%*	*53.4%*	*17.6%*	*66.3%*	*40.2%*	*26.1%*	*96.4%*
0 - 3	753	722	401	110	477	272	205	719
%V	*4.7%*	*4.7%*	*5.5%*	*4.2%*	*4.2%*	*4.5%*	*3.8%*	*5.1%*
%H		*95.9%*	*53.3%*	*14.6%*	*63.3%*	*36.1%*	*27.2%*	*95.5%*
4 - 15	2253	2198	1203	420	1517	937	580	2179
%V	*14.1%*	*14.3%*	*16.6%*	*16.2%*	*13.2%*	*15.6%*	*10.6%*	*15.4%*
%H		*97.6%*	*53.4%*	*18.6%*	*67.3%*	*41.6%*	*25.7%*	*96.7%*
4 - 9	1195	1161	645	217	776	468	308	1152
%V	*7.5%*	*7.6%*	*8.9%*	*8.4%*	*6.8%*	*7.8%*	*5.7%*	*8.2%*
%H		*97.2%*	*54.0%*	*18.2%*	*64.9%*	*39.2%*	*25.8%*	*96.4%*
10 - 15	1058	1037	559	204	741	469	272	1027
%V	*6.6%*	*6.8%*	*7.7%*	*7.9%*	*6.5%*	*7.8%*	*5.0%*	*7.3%*
%H		*98.0%*	*52.8%*	*19.3%*	*70.0%*	*44.3%*	*25.7%*	*97.1%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - North Macro Region

Individual level data

Table 27.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	15928	15319	7267	2596	11473	6025	5448	14118
%H		*96.2%*	*45.6%*	*16.3%*	*72.0%*	*37.8%*	*34.2%*	*88.6%*
Total Adults (16+)	12922	12399	5662	2066	9479	4816	4663	11220
%V	*81.1%*	*80.9%*	*77.9%*	*79.6%*	*82.6%*	*79.9%*	*85.6%*	*79.5%*
%H		*96.0%*	*43.8%*	*16.0%*	*73.4%*	*37.3%*	*36.1%*	*86.8%*
16 - 19	734	703	372	132	517	314	203	710
%V	*4.6%*	*4.6%*	*5.1%*	*5.1%*	*4.5%*	*5.2%*	*3.7%*	*5.0%*
%H		*95.8%*	*50.7%*	*18.0%*	*70.4%*	*42.8%*	*27.7%*	*96.7%*
20 - 24	1041	930	411	162	694	357	337	983
%V	*6.5%*	*6.1%*	*5.7%*	*6.2%*	*6.0%*	*5.9%*	*6.2%*	*7.0%*
%H		*89.3%*	*39.5%*	*15.6%*	*66.7%*	*34.3%*	*32.4%*	*94.4%*
25 - 34	2085	1943	1006	334	1311	735	576	1998
%V	*13.1%*	*12.7%*	*13.8%*	*12.9%*	*11.4%*	*12.2%*	*10.6%*	*14.2%*
%H		*93.2%*	*48.2%*	*16.0%*	*62.9%*	*35.3%*	*27.6%*	*95.8%*
35 - 44	1947	1869	981	350	1305	774	531	1871
%V	*12.2%*	*12.2%*	*13.5%*	*13.5%*	*11.4%*	*12.8%*	*9.7%*	*13.3%*
%H		*96.0%*	*50.4%*	*18.0%*	*67.0%*	*39.8%*	*27.3%*	*96.1%*
45 - 54	2302	2240	1112	406	1723	985	738	2138
%V	*14.5%*	*14.6%*	*15.3%*	*15.6%*	*15.0%*	*16.3%*	*13.5%*	*15.1%*
%H		*97.3%*	*48.3%*	*17.6%*	*74.8%*	*42.8%*	*32.1%*	*92.9%*
55 - 64	1926	1890	840	321	1492	750	742	1710
%V	*12.1%*	*12.3%*	*11.6%*	*12.4%*	*13.0%*	*12.4%*	*13.6%*	*12.1%*
%H		*98.1%*	*43.6%*	*16.7%*	*77.5%*	*38.9%*	*38.5%*	*88.8%*
65+	2886	2824	939	361	2437	901	1536	1810
%V	*18.1%*	*18.4%*	*12.9%*	*13.9%*	*21.2%*	*15.0%*	*28.2%*	*12.8%*
%H		*97.9%*	*32.5%*	*12.5%*	*84.4%*	*31.2%*	*53.2%*	*62.7%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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C4/Five - North Macro Region

Individual level data

Table 27.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	12922	12399	5662	2066	9479	4816	4663	11220
%H		*96.0%*	*43.8%*	*16.0%*	*73.4%*	*37.3%*	*36.1%*	*86.8%*
AB	2907	2833	1425	465	2143	1177	966	2786
%V	*22.5%*	*22.8%*	*25.2%*	*22.5%*	*22.6%*	*24.4%*	*20.7%*	*24.8%*
%H		*97.5%*	*49.0%*	*16.0%*	*73.7%*	*40.5%*	*33.2%*	*95.8%*
C1	3653	3455	1609	588	2664	1401	1263	3362
%V	*28.3%*	*27.9%*	*28.4%*	*28.5%*	*28.1%*	*29.1%*	*27.1%*	*30.0%*
%H		*94.6%*	*44.0%*	*16.1%*	*72.9%*	*38.4%*	*34.6%*	*92.0%*
C2	2879	2807	1335	470	2162	1164	998	2527
%V	*22.3%*	*22.6%*	*23.6%*	*22.7%*	*22.8%*	*24.2%*	*21.4%*	*22.5%*
%H		*97.5%*	*46.4%*	*16.3%*	*75.1%*	*40.4%*	*34.7%*	*87.8%*
D	2170	2068	862	360	1538	717	821	1742
%V	*16.8%*	*16.7%*	*15.2%*	*17.4%*	*16.2%*	*14.9%*	*17.6%*	*15.5%*
%H		*95.3%*	*39.7%*	*16.6%*	*70.9%*	*33.0%*	*37.8%*	*80.3%*
E	1313	1236	431	183	972	356	615	804
%V	*10.2%*	*10.0%*	*7.6%*	*8.9%*	*10.3%*	*7.4%*	*13.2%*	*7.2%*
%H		*94.1%*	*32.8%*	*13.9%*	*74.0%*	*27.1%*	*46.8%*	*61.2%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - North Macro Region

Individual level data

Table 27.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	12922	12399	5662	2066	9479	4816	4663	11220
%H		*96.0%*	*43.8%*	*16.0%*	*73.4%*	*37.3%*	*36.1%*	*86.8%*
Working full time	5822	5621	2890	1048	4093	2414	1679	5592
%V	*45.1%*	*45.3%*	*51.0%*	*50.7%*	*43.2%*	*50.1%*	*36.0%*	*49.8%*
%H		*96.5%*	*49.6%*	*18.0%*	*70.3%*	*41.5%*	*28.8%*	*96.0%*
Working part time	1262	1223	575	205	929	484	445	1183
%V	*9.8%*	*9.9%*	*10.2%*	*9.9%*	*9.8%*	*10.0%*	*9.5%*	*10.5%*
%H		*96.9%*	*45.6%*	*16.2%*	*73.6%*	*38.4%*	*35.3%*	*93.7%*
Not working	5838	5555	2197	813	4456	1917	2539	4444
%V	*45.2%*	*44.8%*	*38.8%*	*39.4%*	*47.0%*	*39.8%*	*54.4%*	*39.6%*
%H		*95.2%*	*37.6%*	*13.9%*	*76.3%*	*32.8%*	*43.5%*	*76.1%*
Housewife/Houseperson	6986	6688	2799	1039	5172	2350	2822	5676
%V	*54.1%*	*53.9%*	*49.4%*	*50.3%*	*54.6%*	*48.8%*	*60.5%*	*50.6%*
%H		*95.7%*	*40.1%*	*14.9%*	*74.0%*	*33.6%*	*40.4%*	*81.2%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - North Macro Region

Individual level data

Table 27.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6299	6008	2841	1025	4535	2410	2125	5554
%H		*95.4%*	*45.1%*	*16.3%*	*72.0%*	*38.3%*	*33.7%*	*88.2%*
16 - 19	386	370	202	77	261	168	93	377
%V	*6.1%*	*6.2%*	*7.1%*	*7.5%*	*5.8%*	*7.0%*	*4.4%*	*6.8%*
%H		*95.9%*	*52.3%*	*19.9%*	*67.6%*	*43.5%*	*24.1%*	*97.7%*
20 - 24	507	448	206	75	326	173	152	475
%V	*8.0%*	*7.5%*	*7.3%*	*7.3%*	*7.2%*	*7.2%*	*7.2%*	*8.6%*
%H		*88.4%*	*40.6%*	*14.8%*	*64.3%*	*34.1%*	*30.0%*	*93.7%*
25 - 34	1045	966	499	165	654	364	290	998
%V	*16.6%*	*16.1%*	*17.6%*	*16.1%*	*14.4%*	*15.1%*	*13.6%*	*18.0%*
%H		*92.4%*	*47.8%*	*15.8%*	*62.6%*	*34.8%*	*27.8%*	*95.5%*
35 - 44	957	907	465	169	628	368	260	910
%V	*15.2%*	*15.1%*	*16.4%*	*16.5%*	*13.8%*	*15.3%*	*12.2%*	*16.4%*
%H		*94.8%*	*48.6%*	*17.7%*	*65.6%*	*38.5%*	*27.2%*	*95.1%*
45 - 54	1132	1095	561	198	830	489	341	1051
%V	*18.0%*	*18.2%*	*19.7%*	*19.3%*	*18.3%*	*20.3%*	*16.0%*	*18.9%*
%H		*96.7%*	*49.6%*	*17.5%*	*73.3%*	*43.2%*	*30.1%*	*92.8%*
55 - 64	949	929	424	153	733	374	359	835
%V	*15.1%*	*15.5%*	*14.9%*	*14.9%*	*16.2%*	*15.5%*	*16.9%*	*15.0%*
%H		*97.9%*	*44.7%*	*16.1%*	*77.2%*	*39.4%*	*37.8%*	*88.0%*
65+	1323	1293	484	189	1103	473	630	907
%V	*21.0%*	*21.5%*	*17.0%*	*18.4%*	*24.3%*	*19.6%*	*29.6%*	*16.3%*
%H		*97.7%*	*36.6%*	*14.3%*	*83.4%*	*35.8%*	*47.6%*	*68.6%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - North Macro Region

Individual level data

Table 27.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6299	6008	2841	1025	4535	2410	2125	5554
%H		*95.4%*	*45.1%*	*16.3%*	*72.0%*	*38.3%*	*33.7%*	*88.2%*
AB	1443	1407	723	237	1053	597	457	1386
%V	*22.9%*	*23.4%*	*25.4%*	*23.1%*	*23.2%*	*24.8%*	*21.5%*	*25.0%*
%H		*97.5%*	*50.1%*	*16.4%*	*73.0%*	*41.4%*	*31.7%*	*96.0%*
C1	1690	1590	791	277	1210	684	526	1595
%V	*26.8%*	*26.5%*	*27.8%*	*27.0%*	*26.7%*	*28.4%*	*24.8%*	*28.7%*
%H		*94.1%*	*46.8%*	*16.4%*	*71.6%*	*40.5%*	*31.1%*	*94.4%*
C2	1558	1509	709	253	1156	615	541	1346
%V	*24.7%*	*25.1%*	*25.0%*	*24.7%*	*25.5%*	*25.5%*	*25.5%*	*24.2%*
%H		*96.9%*	*45.5%*	*16.2%*	*74.2%*	*39.5%*	*34.7%*	*86.4%*
D	1041	980	428	179	717	359	357	861
%V	*16.5%*	*16.3%*	*15.1%*	*17.5%*	*15.8%*	*14.9%*	*16.8%*	*15.5%*
%H		*94.1%*	*41.1%*	*17.2%*	*68.9%*	*34.5%*	*34.3%*	*82.7%*
E	567	522	191	78	399	155	244	365
%V	*9.0%*	*8.7%*	*6.7%*	*7.6%*	*8.8%*	*6.4%*	*11.5%*	*6.6%*
%H		*92.1%*	*33.7%*	*13.8%*	*70.4%*	*27.3%*	*43.0%*	*64.4%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - North Macro Region

Individual level data

Table 27.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6299	6008	2841	1025	4535	2410	2125	5554
%H		*95.4%*	*45.1%*	*16.3%*	*72.0%*	*38.3%*	*33.7%*	*88.2%*
Working full time	3537	3400	1785	609	2471	1467	1003	3384
%V	*56.2%*	*56.6%*	*62.8%*	*59.4%*	*54.5%*	*60.9%*	*47.2%*	*60.9%*
%H		*96.1%*	*50.5%*	*17.2%*	*69.9%*	*41.5%*	*28.4%*	*95.7%*
Working part time	266	251	113	35	181	79	102	238
%V	*4.2%*	*4.2%*	*4.0%*	*3.4%*	*4.0%*	*3.3%*	*4.8%*	*4.3%*
%H		*94.4%*	*42.5%*	*13.2%*	*68.0%*	*29.7%*	*38.3%*	*89.5%*
Not working	2496	2357	944	381	1883	864	1020	1931
%V	*39.6%*	*39.2%*	*33.2%*	*37.2%*	*41.5%*	*35.9%*	*48.0%*	*34.8%*
%H		*94.4%*	*37.8%*	*15.3%*	*75.4%*	*34.6%*	*40.9%*	*77.4%*
Housewife/Houseperson	1535	1407	531	200	1095	441	653	1115
%V	*24.4%*	*23.4%*	*18.7%*	*19.5%*	*24.1%*	*18.3%*	*30.7%*	*20.1%*
%H		*91.7%*	*34.6%*	*13.0%*	*71.3%*	*28.7%*	*42.5%*	*72.6%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - North Macro Region

Individual level data

Table 27.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6623	6391	2820	1041	4943	2405	2538	5666
%H		*96.5%*	*42.6%*	*15.7%*	*74.6%*	*36.3%*	*38.3%*	*85.6%*
16 - 19	348	333	170	55	256	146	111	333
%V	*5.3%*	*5.2%*	*6.0%*	*5.3%*	*5.2%*	*6.1%*	*4.4%*	*5.9%*
%H		*95.7%*	*48.9%*	*15.8%*	*73.6%*	*42.0%*	*31.9%*	*95.7%*
20 - 24	534	482	205	87	368	184	184	508
%V	*8.1%*	*7.5%*	*7.3%*	*8.4%*	*7.4%*	*7.7%*	*7.2%*	*9.0%*
%H		*90.3%*	*38.4%*	*16.3%*	*68.9%*	*34.5%*	*34.5%*	*95.1%*
25 - 34	1040	977	508	169	657	371	287	1000
%V	*15.7%*	*15.3%*	*18.0%*	*16.2%*	*13.3%*	*15.4%*	*11.3%*	*17.6%*
%H		*93.9%*	*48.8%*	*16.3%*	*63.2%*	*35.7%*	*27.6%*	*96.2%*
35 - 44	990	961	516	182	677	406	271	961
%V	*14.9%*	*15.0%*	*18.3%*	*17.5%*	*13.7%*	*16.9%*	*10.7%*	*17.0%*
%H		*97.1%*	*52.1%*	*18.4%*	*68.4%*	*41.0%*	*27.4%*	*97.1%*
45 - 54	1170	1145	551	208	893	496	397	1087
%V	*17.7%*	*17.9%*	*19.5%*	*20.0%*	*18.1%*	*20.6%*	*15.6%*	*19.2%*
%H		*97.9%*	*47.1%*	*17.8%*	*76.3%*	*42.4%*	*33.9%*	*92.9%*
55 - 64	978	960	416	168	758	376	382	875
%V	*14.8%*	*15.0%*	*14.8%*	*16.1%*	*15.3%*	*15.6%*	*15.1%*	*15.4%*
%H		*98.2%*	*42.5%*	*17.2%*	*77.5%*	*38.4%*	*39.1%*	*89.5%*
65+	1563	1532	455	173	1334	427	906	903
%V	*23.6%*	*24.0%*	*16.1%*	*16.6%*	*27.0%*	*17.8%*	*35.7%*	*15.9%*
%H		*98.0%*	*29.1%*	*11.1%*	*85.3%*	*27.3%*	*58.0%*	*57.8%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - North Macro Region

Individual level data

Table 27.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6623	6391	2820	1041	4943	2405	2538	5666
%H		*96.5%*	*42.6%*	*15.7%*	*74.6%*	*36.3%*	*38.3%*	*85.6%*
AB	1464	1426	702	228	1090	581	509	1399
%V	*22.1%*	*22.3%*	*24.9%*	*21.9%*	*22.1%*	*24.2%*	*20.1%*	*24.7%*
%H		*97.4%*	*48.0%*	*15.6%*	*74.5%*	*39.7%*	*34.8%*	*95.6%*
C1	1963	1865	818	311	1454	717	737	1767
%V	*29.6%*	*29.2%*	*29.0%*	*29.9%*	*29.4%*	*29.8%*	*29.0%*	*31.2%*
%H		*95.0%*	*41.7%*	*15.8%*	*74.1%*	*36.5%*	*37.5%*	*90.0%*
C2	1322	1298	625	217	1005	548	457	1181
%V	*20.0%*	*20.3%*	*22.2%*	*20.8%*	*20.3%*	*22.8%*	*18.0%*	*20.8%*
%H		*98.2%*	*47.3%*	*16.4%*	*76.0%*	*41.5%*	*34.6%*	*89.3%*
D	1129	1088	435	180	822	358	464	881
%V	*17.0%*	*17.0%*	*15.4%*	*17.3%*	*16.6%*	*14.9%*	*18.3%*	*15.5%*
%H		*96.4%*	*38.5%*	*15.9%*	*72.8%*	*31.7%*	*41.1%*	*78.0%*
E	745	714	240	105	573	201	372	439
%V	*11.2%*	*11.2%*	*8.5%*	*10.1%*	*11.6%*	*8.4%*	*14.7%*	*7.7%*
%H		*95.8%*	*32.2%*	*14.1%*	*76.9%*	*27.0%*	*49.9%*	*58.9%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - North Macro Region

Individual level data

Table 27.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6623	6391	2820	1041	4943	2405	2538	5666
%H		*96.5%*	*42.6%*	*15.7%*	*74.6%*	*36.3%*	*38.3%*	*85.6%*
Working full time	2285	2221	1105	439	1623	947	676	2208
%V	*34.5%*	*34.8%*	*39.2%*	*42.2%*	*32.8%*	*39.4%*	*26.6%*	*39.0%*
%H		*97.2%*	*48.4%*	*19.2%*	*71.0%*	*41.4%*	*29.6%*	*96.6%*
Working part time	996	972	463	170	748	405	343	945
%V	*15.0%*	*15.2%*	*16.4%*	*16.3%*	*15.1%*	*16.8%*	*13.5%*	*16.7%*
%H		*97.6%*	*46.5%*	*17.1%*	*75.1%*	*40.7%*	*34.4%*	*94.9%*
Not working	3342	3198	1252	433	2573	1054	1519	2513
%V	*50.5%*	*50.0%*	*44.4%*	*41.6%*	*52.1%*	*43.8%*	*59.9%*	*44.4%*
%H		*95.7%*	*37.5%*	*13.0%*	*77.0%*	*31.5%*	*45.5%*	*75.2%*
Housewife/Houseperson	5450	5280	2269	839	4078	1909	2169	4561
%V	*82.3%*	*82.6%*	*80.5%*	*80.6%*	*82.5%*	*79.4%*	*85.5%*	*80.5%*
%H		*96.9%*	*41.6%*	*15.4%*	*74.8%*	*35.0%*	*39.8%*	*83.7%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - Scotland Macro Region

Household level data

Table 28.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2507	1149	383	1813	881	932	2151
%H (All HH)		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*
%H (TV HH)			*45.8%*	*15.3%*	*72.3%*	*35.1%*	*37.2%*	
AB	625	591	283	103	420	221	199	584
%V	*23.6%*	*23.6%*	*24.6%*	*26.9%*	*23.2%*	*25.1%*	*21.4%*	*27.2%*
%H (All HH)		*94.6%*	*45.3%*	*16.5%*	*67.2%*	*35.4%*	*31.8%*	*93.4%*
%H (TV HH)			*47.9%*	*17.4%*	*71.1%*	*37.4%*	*33.7%*	
C1	723	675	311	112	471	234	237	643
%V	*27.3%*	*26.9%*	*27.1%*	*29.2%*	*26.0%*	*26.6%*	*25.4%*	*29.9%*
%H (All HH)		*93.4%*	*43.0%*	*15.5%*	*65.1%*	*32.4%*	*32.8%*	*88.9%*
%H (TV HH)			*46.1%*	*16.6%*	*69.8%*	*34.7%*	*35.1%*	
C2	510	496	259	67	367	204	163	428
%V	*19.3%*	*19.8%*	*22.5%*	*17.5%*	*20.2%*	*23.2%*	*17.5%*	*19.9%*
%H (All HH)		*97.3%*	*50.8%*	*13.1%*	*72.0%*	*40.0%*	*32.0%*	*83.9%*
%H (TV HH)			*52.2%*	*13.5%*	*74.0%*	*41.1%*	*32.9%*	
D	450	428	188	61	311	141	170	326
%V	*17.0%*	*17.1%*	*16.4%*	*15.9%*	*17.2%*	*16.0%*	*18.2%*	*15.2%*
%H (All HH)		*95.1%*	*41.8%*	*13.6%*	*69.1%*	*31.3%*	*37.8%*	*72.4%*
%H (TV HH)			*43.9%*	*14.3%*	*72.7%*	*32.9%*	*39.7%*	
E	336	316	107	39	244	81	162	170
%V	*12.7%*	*12.6%*	*9.3%*	*10.2%*	*13.5%*	*9.2%*	*17.4%*	*7.9%*
%H (All HH)		*94.0%*	*31.8%*	*11.6%*	*72.6%*	*24.1%*	*48.2%*	*50.6%*
%H (TV HH)			*33.9%*	*12.3%*	*77.2%*	*25.6%*	*51.3%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - Scotland Macro Region

Household level data

Table 28.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2507	1149	383	1813	881	932	2151
%H (All HH)		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*
%H (TV HH)			*45.8%*	*15.3%*	*72.3%*	*35.1%*	*37.2%*	
Under 25	142	112	40	12	68	24	44	129
%V	*5.4%*	*4.5%*	*3.5%*	*3.1%*	*3.8%*	*2.7%*	*4.7%*	*6.0%*
%H (All HH)		*78.9%*	*28.2%*	*8.5%*	*47.9%*	*16.9%*	*31.0%*	*90.8%*
%H (TV HH)			*35.7%*	*10.7%*	*60.7%*	*21.4%*	*39.3%*	
25 - 34	393	348	180	52	220	125	95	372
%V	*14.9%*	*13.9%*	*15.7%*	*13.6%*	*12.1%*	*14.2%*	*10.2%*	*17.3%*
%H (All HH)		*88.5%*	*45.8%*	*13.2%*	*56.0%*	*31.8%*	*24.2%*	*94.7%*
%H (TV HH)			*51.7%*	*14.9%*	*63.2%*	*35.9%*	*27.3%*	
35 - 44	411	393	217	62	258	149	110	387
%V	*15.5%*	*15.7%*	*18.9%*	*16.2%*	*14.2%*	*16.9%*	*11.8%*	*18.0%*
%H (All HH)		*95.6%*	*52.8%*	*15.1%*	*62.8%*	*36.3%*	*26.8%*	*94.2%*
%H (TV HH)			*55.2%*	*15.8%*	*65.6%*	*37.9%*	*28.0%*	
45 - 54	521	504	252	86	357	197	160	469
%V	*19.7%*	*20.1%*	*21.9%*	*22.5%*	*19.7%*	*22.4%*	*17.2%*	*21.8%*
%H (All HH)		*96.7%*	*48.4%*	*16.5%*	*68.5%*	*37.8%*	*30.7%*	*90.0%*
%H (TV HH)			*50.0%*	*17.1%*	*70.8%*	*39.1%*	*31.7%*	
55 - 64	456	443	202	73	340	171	169	383
%V	*17.2%*	*17.7%*	*17.6%*	*19.1%*	*18.8%*	*19.4%*	*18.1%*	*17.8%*
%H (All HH)		*97.1%*	*44.3%*	*16.0%*	*74.6%*	*37.5%*	*37.1%*	*84.0%*
%H (TV HH)			*45.6%*	*16.5%*	*76.7%*	*38.6%*	*38.1%*	
65 +	723	707	259	98	569	216	352	411
%V	*27.3%*	*28.2%*	*22.5%*	*25.6%*	*31.4%*	*24.5%*	*37.8%*	*19.1%*
%H (All HH)		*97.8%*	*35.8%*	*13.6%*	*78.7%*	*29.9%*	*48.7%*	*56.8%*
%H (TV HH)			*36.6%*	*13.9%*	*80.5%*	*30.6%*	*49.8%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - Scotland Macro Region

Household level data

Table 28.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2507	1149	383	1813	881	932	2151
%H (All HH)		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*
%H (TV HH)			*45.8%*	*15.3%*	*72.3%*	*35.1%*	*37.2%*	
1	947	879	280	118	681	217	464	573
%V	*35.8%*	*35.1%*	*24.4%*	*30.8%*	*37.6%*	*24.6%*	*49.8%*	*26.6%*
%H (All HH)		*92.8%*	*29.6%*	*12.5%*	*71.9%*	*22.9%*	*49.0%*	*60.5%*
%H (TV HH)			*31.9%*	*13.4%*	*77.5%*	*24.7%*	*52.8%*	
2	927	885	425	142	631	327	305	826
%V	*35.1%*	*35.3%*	*37.0%*	*37.1%*	*34.8%*	*37.1%*	*32.7%*	*38.4%*
%H (All HH)		*95.5%*	*45.8%*	*15.3%*	*68.1%*	*35.3%*	*32.9%*	*89.1%*
%H (TV HH)			*48.0%*	*16.0%*	*71.3%*	*36.9%*	*34.5%*	
3	388	373	214	66	246	163	83	375
%V	*14.7%*	*14.9%*	*18.6%*	*17.2%*	*13.6%*	*18.5%*	*8.9%*	*17.4%*
%H (All HH)		*96.1%*	*55.2%*	*17.0%*	*63.4%*	*42.0%*	*21.4%*	*96.6%*
%H (TV HH)			*57.4%*	*17.7%*	*66.0%*	*43.7%*	*22.3%*	
4	276	265	167	39	181	124	57	271
%V	*10.4%*	*10.6%*	*14.5%*	*10.2%*	*10.0%*	*14.1%*	*6.1%*	*12.6%*
%H (All HH)		*96.0%*	*60.5%*	*14.1%*	*65.6%*	*44.9%*	*20.7%*	*98.2%*
%H (TV HH)			*63.0%*	*14.7%*	*68.3%*	*46.8%*	*21.5%*	
5+	107	105	63	18	73	51	23	106
%V	*4.0%*	*4.2%*	*5.5%*	*4.7%*	*4.0%*	*5.8%*	*2.5%*	*4.9%*
%H (All HH)		*98.1%*	*58.9%*	*16.8%*	*68.2%*	*47.7%*	*21.5%*	*99.1%*
%H (TV HH)			*60.0%*	*17.1%*	*69.5%*	*48.6%*	*21.9%*	
Average HH size	2.13	2.15	2.42	2.22	2.09	2.41	1.79	2.32

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 28.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2507	1149	383	1813	881	932	2151
%H (All HH)		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*
%H (TV HH)			*45.8%*	*15.3%*	*72.3%*	*35.1%*	*37.2%*	
Without	2057	1939	806	298	1444	640	804	1581
%V	*77.8%*	*77.3%*	*70.1%*	*77.8%*	*79.6%*	*72.6%*	*86.3%*	*73.5%*
%H (All HH)		*94.3%*	*39.2%*	*14.5%*	*70.2%*	*31.1%*	*39.1%*	*76.9%*
%H (TV HH)			*41.6%*	*15.4%*	*74.5%*	*33.0%*	*41.5%*	
With	588	569	343	85	369	241	128	570
%V	*22.2%*	*22.7%*	*29.9%*	*22.2%*	*20.4%*	*27.4%*	*13.7%*	*26.5%*
%H (All HH)		*96.8%*	*58.3%*	*14.5%*	*62.8%*	*41.0%*	*21.8%*	*96.9%*
%H (TV HH)			*60.3%*	*14.9%*	*64.9%*	*42.4%*	*22.5%*	
0 - 3	207	197	113	27	124	75	49	197
%V	*7.8%*	*7.9%*	*9.8%*	*7.0%*	*6.8%*	*8.5%*	*5.3%*	*9.2%*
%H (All HH)		*95.2%*	*54.6%*	*13.0%*	*59.9%*	*36.2%*	*23.7%*	*95.2%*
%H (TV HH)			*57.4%*	*13.7%*	*62.9%*	*38.1%*	*24.9%*	
4 - 9	298	290	181	42	181	120	61	291
%V	*11.3%*	*11.6%*	*15.8%*	*11.0%*	*10.0%*	*13.6%*	*6.5%*	*13.5%*
%H (All HH)		*97.3%*	*60.7%*	*14.1%*	*60.7%*	*40.3%*	*20.5%*	*97.7%*
%H (TV HH)			*62.4%*	*14.5%*	*62.4%*	*41.4%*	*21.0%*	
10 - 15	266	260	160	39	180	123	57	261
%V	*10.1%*	*10.4%*	*13.9%*	*10.2%*	*9.9%*	*14.0%*	*6.1%*	*12.1%*
%H (All HH)		*97.7%*	*60.2%*	*14.7%*	*67.7%*	*46.2%*	*21.4%*	*98.1%*
%H (TV HH)			*61.5%*	*15.0%*	*69.2%*	*47.3%*	*21.9%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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C4/Five - Scotland Macro Region

Household level data

Table 28.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2507	1149	383	1813	881	932	2151
%H (All HH)		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*
%H (TV HH)			*45.8%*	*15.3%*	*72.3%*	*35.1%*	*37.2%*	
1	947	947	326	126	624	172	453	671
%V	*35.8%*	*37.8%*	*28.4%*	*32.9%*	*34.4%*	*19.5%*	*48.6%*	*31.2%*
%H (All HH)		*100.0%*	*34.4%*	*13.3%*	*65.9%*	*18.2%*	*47.8%*	*70.9%*
%H (TV HH)			*34.4%*	*13.3%*	*65.9%*	*18.2%*	*47.8%*	
2	868	868	421	136	638	330	308	719
%V	*32.8%*	*34.6%*	*36.6%*	*35.5%*	*35.2%*	*37.5%*	*33.0%*	*33.4%*
%H (All HH)		*100.0%*	*48.5%*	*15.7%*	*73.5%*	*38.0%*	*35.5%*	*82.8%*
%H (TV HH)			*48.5%*	*15.7%*	*73.5%*	*38.0%*	*35.5%*	
3	435	435	243	73	341	222	119	401
%V	*16.5%*	*17.4%*	*21.1%*	*19.1%*	*18.8%*	*25.2%*	*12.8%*	*18.6%*
%H (All HH)		*100.0%*	*55.9%*	*16.8%*	*78.4%*	*51.0%*	*27.4%*	*92.2%*
%H (TV HH)			*55.9%*	*16.8%*	*78.4%*	*51.0%*	*27.4%*	
4	170	170	100	33	134	98	36	163
%V	*6.4%*	*6.8%*	*8.7%*	*8.6%*	*7.4%*	*11.1%*	*3.9%*	*7.6%*
%H (All HH)		*100.0%*	*58.8%*	*19.4%*	*78.8%*	*57.6%*	*21.2%*	*95.9%*
%H (TV HH)			*58.8%*	*19.4%*	*78.8%*	*57.6%*	*21.2%*	
5+	87	87	59	14	75	59	16	86
%V	*3.3%*	*3.5%*	*5.1%*	*3.7%*	*4.1%*	*6.7%*	*1.7%*	*4.0%*
%H (All HH)		*100.0%*	*67.8%*	*16.1%*	*86.2%*	*67.8%*	*18.4%*	*98.9%*
%H (TV HH)			*67.8%*	*16.1%*	*86.2%*	*67.8%*	*18.4%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 28.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2507	1149	383	1813	881	932	2151
%H (All HH)		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*
%H (TV HH)			*45.8%*	*15.3%*	*72.3%*	*35.1%*	*37.2%*	
Under 20"	452	452	220	59	364	196	168	382
%V	*17.1%*	*18.0%*	*19.1%*	*15.4%*	*20.1%*	*22.2%*	*18.0%*	*17.8%*
%H (All HH)		*100.0%*	*48.7%*	*13.1%*	*80.5%*	*43.4%*	*37.2%*	*84.5%*
%H (TV HH)			*48.7%*	*13.1%*	*80.5%*	*43.4%*	*37.2%*	
20" - 29"	812	812	365	124	632	316	316	652
%V	*30.7%*	*32.4%*	*31.8%*	*32.4%*	*34.9%*	*35.9%*	*33.9%*	*30.3%*
%H (All HH)		*100.0%*	*45.0%*	*15.3%*	*77.8%*	*38.9%*	*38.9%*	*80.3%*
%H (TV HH)			*45.0%*	*15.3%*	*77.8%*	*38.9%*	*38.9%*	
30" - 39"	1383	1383	639	220	1029	523	506	1118
%V	*52.3%*	*55.2%*	*55.6%*	*57.4%*	*56.8%*	*59.4%*	*54.3%*	*52.0%*
%H (All HH)		*100.0%*	*46.2%*	*15.9%*	*74.4%*	*37.8%*	*36.6%*	*80.8%*
%H (TV HH)			*46.2%*	*15.9%*	*74.4%*	*37.8%*	*36.6%*	
40" and over	1392	1392	763	239	981	608	373	1263
%V	*52.6%*	*55.5%*	*66.4%*	*62.4%*	*54.1%*	*69.0%*	*40.0%*	*58.7%*
%H (All HH)		*100.0%*	*54.8%*	*17.2%*	*70.5%*	*43.7%*	*26.8%*	*90.7%*
%H (TV HH)			*54.8%*	*17.2%*	*70.5%*	*43.7%*	*26.8%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 28.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2507	1149	383	1813	881	932	2151
%H (All HH)		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*
%H (TV HH)			*45.8%*	*15.3%*	*72.3%*	*35.1%*	*37.2%*	
Main living room	2472	2472	1139	379	1791	877	914	2009
%V	*93.5%*	*98.6%*	*99.1%*	*99.0%*	*98.8%*	*99.5%*	*98.1%*	*93.4%*
%H (All HH)		*100.0%*	*46.1%*	*15.3%*	*72.5%*	*35.5%*	*37.0%*	*81.3%*
%H (TV HH)			*46.1%*	*15.3%*	*72.5%*	*35.5%*	*37.0%*	
Kitchen	293	293	166	40	241	152	89	255
%V	*11.1%*	*11.7%*	*14.4%*	*10.4%*	*13.3%*	*17.3%*	*9.5%*	*11.9%*
%H (All HH)		*100.0%*	*56.7%*	*13.7%*	*82.3%*	*51.9%*	*30.4%*	*87.0%*
%H (TV HH)			*56.7%*	*13.7%*	*82.3%*	*51.9%*	*30.4%*	
Adult's bedroom	1187	1187	625	202	918	558	360	1038
%V	*44.9%*	*47.3%*	*54.4%*	*52.7%*	*50.6%*	*63.3%*	*38.6%*	*48.3%*
%H (All HH)		*100.0%*	*52.7%*	*17.0%*	*77.3%*	*47.0%*	*30.3%*	*87.4%*
%H (TV HH)			*52.7%*	*17.0%*	*77.3%*	*47.0%*	*30.3%*	
Child's bedroom	293	293	185	52	206	153	53	287
%V	*11.1%*	*11.7%*	*16.1%*	*13.6%*	*11.4%*	*17.4%*	*5.7%*	*13.3%*
%H (All HH)		*100.0%*	*63.1%*	*17.7%*	*70.3%*	*52.2%*	*18.1%*	*98.0%*
%H (TV HH)			*63.1%*	*17.7%*	*70.3%*	*52.2%*	*18.1%*	
Other bedroom	128	128	79	13	104	69	35	120
%V	*4.8%*	*5.1%*	*6.9%*	*3.4%*	*5.7%*	*7.8%*	*3.8%*	*5.6%*
%H (All HH)		*100.0%*	*61.7%*	*10.2%*	*81.3%*	*53.9%*	*27.3%*	*93.8%*
%H (TV HH)			*61.7%*	*10.2%*	*81.3%*	*53.9%*	*27.3%*	
Second living/dining room	194	194	99	35	150	88	61	179
%V	*7.3%*	*7.7%*	*8.6%*	*9.1%*	*8.3%*	*10.0%*	*6.5%*	*8.3%*
%H (All HH)		*100.0%*	*51.0%*	*18.0%*	*77.3%*	*45.4%*	*31.4%*	*92.3%*
%H (TV HH)			*51.0%*	*18.0%*	*77.3%*	*45.4%*	*31.4%*	
Study/office	31	31	15	8	23	14	9	29
%V	*1.2%*	*1.2%*	*1.3%*	*2.1%*	*1.3%*	*1.6%*	*1.0%*	*1.3%*
%H (All HH)		*100.0%*	*48.4%*	*25.8%*	*74.2%*	*45.2%*	*29.0%*	*93.5%*
%H (TV HH)			*48.4%*	*25.8%*	*74.2%*	*45.2%*	*29.0%*	
TV room	39	39	24	4	32	21	11	39
%V	*1.5%*	*1.6%*	*2.1%*	*1.0%*	*1.8%*	*2.4%*	*1.2%*	*1.8%*
%H (All HH)		*100.0%*	*61.5%*	*10.3%*	*82.1%*	*53.8%*	*28.2%*	*100.0%*
%H (TV HH)			*61.5%*	*10.3%*	*82.1%*	*53.8%*	*28.2%*	
Conservatory	52	52	28	7	44	26	18	47
%V	*2.0%*	*2.1%*	*2.4%*	*1.8%*	*2.4%*	*3.0%*	*1.9%*	*2.2%*
%H (All HH)		*100.0%*	*53.8%*	*13.5%*	*84.6%*	*50.0%*	*34.6%*	*90.4%*
%H (TV HH)			*53.8%*	*13.5%*	*84.6%*	*50.0%*	*34.6%*	
Attic or loft room	5	5	3	1	5	4	1	5
%V	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*60.0%*	*20.0%*	*100.0%*	*80.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*20.0%*	*100.0%*	*80.0%*	*20.0%*	
No specific location	3	3	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%*	*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*66.7%*
%H (TV HH)			*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
Other	22	22	14	3	15	10	5	20
%V	*0.8%*	*0.9%*	*1.2%*	*0.8%*	*0.8%*	*1.1%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*63.6%*	*13.6%*	*68.2%*	*45.5%*	*22.7%*	*90.9%*
%H (TV HH)			*63.6%*	*13.6%*	*68.2%*	*45.5%*	*22.7%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Household level data

Table 28.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2507	1149	383	1813	881	932	2151
%H (All HH)		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*
%H (TV HH)			*45.8%*	*15.3%*	*72.3%*	*35.1%*	*37.2%*	
Any DSAT provider	1149	1149	1149	9	691	691	0	1027
%V	*43.5%*	*45.8%*	*100.0%*	*2.3%*	*38.1%*	*78.4%*	*0.0%*	*47.7%*
%H (All HH)			*100.0%*	*0.8%*	*60.1%*	*60.1%*	*0.0%*	*89.4%*
%H (TV HH)			*100.0%*	*0.8%*	*60.1%*	*60.1%*	*0.0%*	
Sky with subcription	959	959	959	3	587	587	0	870
%V	*36.3%*	*38.3%*	*83.5%*	*0.8%*	*32.4%*	*66.6%*	*0.0%*	*40.4%*
%H (All HH)			*100.0%*	*0.3%*	*61.2%*	*61.2%*	*0.0%*	*90.7%*
%H (TV HH)			*100.0%*	*0.3%*	*61.2%*	*61.2%*	*0.0%*	
Sky without subscription	68	68	68	1	39	39	0	53
%V	*2.6%*	*2.7%*	*5.9%*	*0.3%*	*2.2%*	*4.4%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*1.5%*	*57.4%*	*57.4%*	*0.0%*	*77.9%*
%H (TV HH)			*100.0%*	*1.5%*	*57.4%*	*57.4%*	*0.0%*	
Freesat	124	124	124	5	69	69	0	109
%V	*4.7%*	*4.9%*	*10.8%*	*1.3%*	*3.8%*	*7.8%*	*0.0%*	*5.1%*
%H (All HH)			*100.0%*	*4.0%*	*55.6%*	*55.6%*	*0.0%*	*87.9%*
%H (TV HH)			*100.0%*	*4.0%*	*55.6%*	*55.6%*	*0.0%*	
Other satellite provider	44	44	44	1	22	22	0	40
%V	*1.7%*	*1.8%*	*3.8%*	*0.3%*	*1.2%*	*2.5%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*2.3%*	*50.0%*	*50.0%*	*0.0%*	*90.9%*
%H (TV HH)			*100.0%*	*2.3%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	383	383	9	383	198	198	0	344
%V	*14.5%*	*15.3%*	*0.8%*	*100.0%*	*10.9%*	*22.5%*	*0.0%*	*16.0%*
%H (All HH)			*2.3%*	*100.0%*	*51.7%*	*51.7%*	*0.0%*	*89.8%*
%H (TV HH)			*2.3%*	*100.0%*	*51.7%*	*51.7%*	*0.0%*	
DTT	1813	1813	691	198	1813	881	932	1423
%V	*68.6%*	*72.3%*	*60.1%*	*51.7%*	*100.0%*	*100.0%*	*100.0%*	*66.2%*
%H (All HH)		*100.0%*	*38.1%*	*10.9%*	*100.0%*	*48.6%*	*51.4%*	*78.5%*
%H (TV HH)			*38.1%*	*10.9%*	*100.0%*	*48.6%*	*51.4%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Household level data

Table 28.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2507	1149	383	1813	881	932	2151
%H (All HH)		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*
%H (TV HH)			*45.8%*	*15.3%*	*72.3%*	*35.1%*	*37.2%*	
PVR	1552	1552	993	315	1017	766	251	1406
%V	*58.7%*	*61.9%*	*86.4%*	*82.2%*	*56.1%*	*86.9%*	*26.9%*	*65.4%*
%H (All HH)		*100.0%*	*64.0%*	*20.3%*	*65.5%*	*49.4%*	*16.2%*	*90.6%*
%H (TV HH)			*64.0%*	*20.3%*	*65.5%*	*49.4%*	*16.2%*	
DVDR	64	64	28	11	43	19	25	56
%V	*2.4%*	*2.6%*	*2.4%*	*2.9%*	*2.4%*	*2.2%*	*2.7%*	*2.6%*
%H (All HH)		*100.0%*	*43.8%*	*17.2%*	*67.2%*	*29.7%*	*39.1%*	*87.5%*
%H (TV HH)			*43.8%*	*17.2%*	*67.2%*	*29.7%*	*39.1%*	
VCR	38	38	19	5	27	12	15	27
%V	*1.4%*	*1.5%*	*1.7%*	*1.3%*	*1.5%*	*1.4%*	*1.6%*	*1.3%*
%H (All HH)		*100.0%*	*50.0%*	*13.2%*	*71.1%*	*31.6%*	*39.5%*	*71.1%*
%H (TV HH)			*50.0%*	*13.2%*	*71.1%*	*31.6%*	*39.5%*	
Any recorder	1587	1587	999	318	1045	768	277	1427
%V	*60.0%*	*63.3%*	*86.9%*	*83.0%*	*57.6%*	*87.2%*	*29.7%*	*66.3%*
%H (All HH)		*100.0%*	*62.9%*	*20.0%*	*65.8%*	*48.4%*	*17.5%*	*89.9%*
%H (TV HH)			*62.9%*	*20.0%*	*65.8%*	*48.4%*	*17.5%*	
Receives HDTV (via STB or built-in reception)	1571	1571	872	312	1091	697	395	1404
%V	*59.4%*	*62.7%*	*75.9%*	*81.5%*	*60.2%*	*79.1%*	*42.4%*	*65.3%*
%H (All HH)		*100.0%*	*55.5%*	*19.9%*	*69.4%*	*44.4%*	*25.1%*	*89.4%*
%H (TV HH)			*55.5%*	*19.9%*	*69.4%*	*44.4%*	*25.1%*	
DVD/Blu-ray player or recorder	1937	1937	932	315	1430	753	678	1640
%V	*73.3%*	*77.3%*	*81.1%*	*82.2%*	*78.9%*	*85.5%*	*72.7%*	*76.2%*
%H (All HH)		*100.0%*	*48.1%*	*16.3%*	*73.8%*	*38.9%*	*35.0%*	*84.7%*
%H (TV HH)			*48.1%*	*16.3%*	*73.8%*	*38.9%*	*35.0%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Household level data

Table 28.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2507	1149	383	1813	881	932	2151
%H (All HH)		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*
%H (TV HH)			*45.8%*	*15.3%*	*72.3%*	*35.1%*	*37.2%*	
Has broadband internet	2151	2040	1027	344	1423	796	627	2151
%V	*81.4%*	*81.4%*	*89.4%*	*89.8%*	*78.5%*	*90.4%*	*67.3%*	*100.0%*
%H (All HH)		*94.8%*	*47.7%*	*16.0%*	*66.2%*	*37.0%*	*29.1%*	*100.0%*
%H (TV HH)			*50.3%*	*16.9%*	*69.8%*	*39.0%*	*30.7%*	
Number of computers (PCs and laptops)								
0	562	535	148	53	433	105	328	95
%V	*21.3%*	*21.3%*	*12.9%*	*13.8%*	*23.9%*	*11.9%*	*35.2%*	*4.4%*
%H (All HH)		*95.2%*	*26.3%*	*9.4%*	*77.0%*	*18.7%*	*58.4%*	*16.9%*
%H (TV HH)			*27.7%*	*9.9%*	*80.9%*	*19.6%*	*61.3%*	
1	670	628	269	102	461	216	245	647
%V	*25.3%*	*25.0%*	*23.4%*	*26.6%*	*25.4%*	*24.5%*	*26.3%*	*30.1%*
%H (All HH)		*93.7%*	*40.1%*	*15.2%*	*68.8%*	*32.2%*	*36.6%*	*96.6%*
%H (TV HH)			*42.8%*	*16.2%*	*73.4%*	*34.4%*	*39.0%*	
2	624	585	295	93	404	221	183	621
%V	*23.6%*	*23.3%*	*25.7%*	*24.3%*	*22.3%*	*25.1%*	*19.6%*	*28.9%*
%H (All HH)		*93.8%*	*47.3%*	*14.9%*	*64.7%*	*35.4%*	*29.3%*	*99.5%*
%H (TV HH)			*50.4%*	*15.9%*	*69.1%*	*37.8%*	*31.3%*	
3	363	350	196	58	232	142	90	362
%V	*13.7%*	*14.0%*	*17.1%*	*15.1%*	*12.8%*	*16.1%*	*9.7%*	*16.8%*
%H (All HH)		*96.4%*	*54.0%*	*16.0%*	*63.9%*	*39.1%*	*24.8%*	*99.7%*
%H (TV HH)			*56.0%*	*16.6%*	*66.3%*	*40.6%*	*25.7%*	
4	213	201	115	39	142	99	44	213
%V	*8.1%*	*8.0%*	*10.0%*	*10.2%*	*7.8%*	*11.2%*	*4.7%*	*9.9%*
%H (All HH)		*94.4%*	*54.0%*	*18.3%*	*66.7%*	*46.5%*	*20.7%*	*100.0%*
%H (TV HH)			*57.2%*	*19.4%*	*70.6%*	*49.3%*	*21.9%*	
5+	213	209	126	38	141	98	43	212
%V	*8.1%*	*8.3%*	*11.0%*	*9.9%*	*7.8%*	*11.1%*	*4.6%*	*9.9%*
%H (All HH)		*98.1%*	*59.2%*	*17.8%*	*66.2%*	*46.0%*	*20.2%*	*99.5%*
%H (TV HH)			*60.3%*	*18.2%*	*67.5%*	*46.9%*	*20.6%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Set level data

Table 28.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5139	2616	827	3870	2215	1656	4431
%H		*50.9%*	*16.1%*	*75.3%*	*43.1%*	*32.2%*	*86.2%*
Under 20"	544	263	68	448	239	208	465
%V	*10.6%*	*10.1%*	*8.2%*	*11.6%*	*10.8%*	*12.6%*	*10.5%*
%H		*48.3%*	*12.5%*	*82.4%*	*43.9%*	*38.2%*	*85.5%*
20" - 29"	1032	479	155	817	424	393	843
%V	*20.1%*	*18.3%*	*18.7%*	*21.1%*	*19.1%*	*23.7%*	*19.0%*
%H		*46.4%*	*15.0%*	*79.2%*	*41.1%*	*38.1%*	*81.7%*
30" - 39"	1706	817	281	1287	696	591	1423
%V	*33.2%*	*31.2%*	*34.0%*	*33.3%*	*31.4%*	*35.7%*	*32.1%*
%H		*47.9%*	*16.5%*	*75.4%*	*40.8%*	*34.6%*	*83.4%*
40" and over	1782	1025	308	1267	832	435	1643
%V	*34.7%*	*39.2%*	*37.2%*	*32.7%*	*37.6%*	*26.3%*	*37.1%*
%H		*57.5%*	*17.3%*	*71.1%*	*46.7%*	*24.4%*	*92.2%*
Don't know	74	31	15	51	23	28	58
%V	*1.4%*	*1.2%*	*1.8%*	*1.3%*	*1.0%*	*1.7%*	*1.3%*
%H		*41.9%*	*20.3%*	*68.9%*	*31.1%*	*37.8%*	*78.4%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Set level data

Table 28.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5139	2616	827	3870	2215	1656	4431
%H		*50.9%*	*16.1%*	*75.3%*	*43.1%*	*32.2%*	*86.2%*
Main living room	2485	1146	381	1800	884	916	2021
%V	*48.4%*	*43.8%*	*46.1%*	*46.5%*	*39.9%*	*55.3%*	*45.6%*
%H		*46.1%*	*15.3%*	*72.4%*	*35.6%*	*36.9%*	*81.3%*
Kitchen	295	167	40	242	153	89	256
%V	*5.7%*	*6.4%*	*4.8%*	*6.3%*	*6.9%*	*5.4%*	*5.8%*
%H		*56.6%*	*13.6%*	*82.0%*	*51.9%*	*30.2%*	*86.8%*
Adult's bedroom	1478	778	264	1163	725	437	1313
%V	*28.8%*	*29.7%*	*31.9%*	*30.1%*	*32.7%*	*26.4%*	*29.6%*
%H		*52.6%*	*17.9%*	*78.7%*	*49.1%*	*29.6%*	*88.8%*
Child's bedroom	375	241	66	264	200	64	368
%V	*7.3%*	*9.2%*	*8.0%*	*6.8%*	*9.0%*	*3.9%*	*8.3%*
%H		*64.3%*	*17.6%*	*70.4%*	*53.3%*	*17.1%*	*98.1%*
Other bedroom	151	95	16	123	84	39	143
%V	*2.9%*	*3.6%*	*1.9%*	*3.2%*	*3.8%*	*2.4%*	*3.2%*
%H		*62.9%*	*10.6%*	*81.5%*	*55.6%*	*25.8%*	*94.7%*
Second living/dining room	198	100	36	154	90	64	184
%V	*3.9%*	*3.8%*	*4.4%*	*4.0%*	*4.1%*	*3.9%*	*4.2%*
%H		*50.5%*	*18.2%*	*77.8%*	*45.5%*	*32.3%*	*92.9%*
Study/office	32	15	8	24	15	9	29
%V	*0.6%*	*0.6%*	*1.0%*	*0.6%*	*0.7%*	*0.5%*	*0.7%*
%H		*46.9%*	*25.0%*	*75.0%*	*46.9%*	*28.1%*	*90.6%*
TV room	40	25	4	33	22	11	40
%V	*0.8%*	*1.0%*	*0.5%*	*0.9%*	*1.0%*	*0.7%*	*0.9%*
%H		*62.5%*	*10.0%*	*82.5%*	*55.0%*	*27.5%*	*100.0%*
Conservatory	52	28	7	44	26	18	47
%V	*1.0%*	*1.1%*	*0.8%*	*1.1%*	*1.2%*	*1.1%*	*1.1%*
%H		*53.8%*	*13.5%*	*84.6%*	*50.0%*	*34.6%*	*90.4%*
Attic or loft room	6	4	1	6	5	1	6
%V	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*66.7%*	*16.7%*	*100.0%*	*83.3%*	*16.7%*	*100.0%*
No specific location	3	1	0	2	1	1	2
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*
%H		*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*66.7%*
Other	23	15	3	15	10	5	22
%V	*0.4%*	*0.6%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*65.2%*	*13.0%*	*65.2%*	*43.5%*	*21.7%*	*95.7%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Set level data

Table 28.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5139	2616	827	3870	2215	1656	4431
%H		*50.9%*	*16.1%*	*75.3%*	*43.1%*	*32.2%*	*86.2%*
PVR	2099	1381	440	1323	1036	287	1931
%V	*40.8%*	*52.8%*	*53.2%*	*34.2%*	*46.8%*	*17.3%*	*43.6%*
%H		*65.8%*	*21.0%*	*63.0%*	*49.4%*	*13.7%*	*92.0%*
DVDR	70	31	12	48	21	26	62
%V	*1.4%*	*1.2%*	*1.5%*	*1.2%*	*0.9%*	*1.6%*	*1.4%*
%H		*44.3%*	*17.1%*	*68.6%*	*30.0%*	*37.1%*	*88.6%*
VCR	38	19	5	27	12	15	28
%V	*0.7%*	*0.7%*	*0.6%*	*0.7%*	*0.5%*	*0.9%*	*0.6%*
%H		*50.0%*	*13.2%*	*71.1%*	*31.6%*	*39.5%*	*73.7%*
Any recorder	2147	1394	444	1361	1044	318	1965
%V	*41.8%*	*53.3%*	*53.7%*	*35.2%*	*47.1%*	*19.2%*	*44.3%*
%H		*64.9%*	*20.7%*	*63.4%*	*48.6%*	*14.8%*	*91.5%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5139	2616	827	3870	2215	1656	4431
%H		*50.9%*	*16.1%*	*75.3%*	*43.1%*	*32.2%*	*86.2%*
Receives HDTV (via STB or built-in reception)	2372	1334	491	1674	1115	559	2163
%V	*46.2%*	*51.0%*	*59.4%*	*43.3%*	*50.3%*	*33.8%*	*48.8%*
%H		*56.2%*	*20.7%*	*70.6%*	*47.0%*	*23.6%*	*91.2%*
DVD/Blu-ray player or recorder	2926	1478	501	2224	1288	936	2574
%V	*56.9%*	*56.5%*	*60.6%*	*57.5%*	*58.1%*	*56.5%*	*58.1%*
%H		*50.5%*	*17.1%*	*76.0%*	*44.0%*	*32.0%*	*88.0%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Set level data

Table 28.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2503	1148	383	1812	881	930	2036
%H		*45.9%*	*15.3%*	*72.4%*	*35.2%*	*37.2%*	*81.3%*
Under 20"	36	7	2	29	6	24	28
%V	*1.4%*	*0.6%*	*0.5%*	*1.6%*	*0.7%*	*2.6%*	*1.4%*
%H		*19.4%*	*5.6%*	*80.6%*	*16.7%*	*66.7%*	*77.8%*
20" - 29"	214	52	17	162	24	138	125
%V	*8.5%*	*4.5%*	*4.4%*	*8.9%*	*2.7%*	*14.8%*	*6.1%*
%H		*24.3%*	*7.9%*	*75.7%*	*11.2%*	*64.5%*	*58.4%*
30" - 39"	859	331	123	644	253	392	624
%V	*34.3%*	*28.8%*	*32.1%*	*35.5%*	*28.7%*	*42.2%*	*30.6%*
%H		*38.5%*	*14.3%*	*75.0%*	*29.5%*	*45.6%*	*72.6%*
40" and over	1357	746	234	954	594	360	1231
%V	*54.2%*	*65.0%*	*61.1%*	*52.6%*	*67.4%*	*38.7%*	*60.5%*
%H		*55.0%*	*17.2%*	*70.3%*	*43.8%*	*26.5%*	*90.7%*
Don't know	36	12	6	23	5	17	26
%V	*1.4%*	*1.0%*	*1.6%*	*1.3%*	*0.6%*	*1.8%*	*1.3%*
%H		*33.3%*	*16.7%*	*63.9%*	*13.9%*	*47.2%*	*72.2%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Set level data

Table 28.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2503	1148	383	1812	881	930	2036
%H		*45.9%*	*15.3%*	*72.4%*	*35.2%*	*37.2%*	*81.3%*
PVR	1518	978	309	992	755	237	1376
%V	*60.6%*	*85.2%*	*80.7%*	*54.7%*	*85.7%*	*25.5%*	*67.6%*
%H		*64.4%*	*20.4%*	*65.3%*	*49.7%*	*15.6%*	*90.6%*
DVDR	54	23	9	36	16	21	47
%V	*2.2%*	*2.0%*	*2.3%*	*2.0%*	*1.8%*	*2.3%*	*2.3%*
%H		*42.6%*	*16.7%*	*66.7%*	*29.6%*	*38.9%*	*87.0%*
VCR	30	15	4	20	9	11	20
%V	*1.2%*	*1.3%*	*1.0%*	*1.1%*	*1.0%*	*1.2%*	*1.0%*
%H		*50.0%*	*13.3%*	*66.7%*	*30.0%*	*36.7%*	*66.7%*
Any recorder	1551	985	312	1017	757	260	1395
%V	*62.0%*	*85.8%*	*81.5%*	*56.1%*	*85.9%*	*28.0%*	*68.5%*
%H		*63.5%*	*20.1%*	*65.6%*	*48.8%*	*16.8%*	*89.9%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2503	1148	383	1812	881	930	2036
%H		*45.9%*	*15.3%*	*72.4%*	*35.2%*	*37.2%*	*81.3%*
Receives HDTV (via STB or built-in reception)	1528	854	307	1057	683	374	1366
%V	*61.0%*	*74.4%*	*80.2%*	*58.3%*	*77.5%*	*40.2%*	*67.1%*
%H		*55.9%*	*20.1%*	*69.2%*	*44.7%*	*24.5%*	*89.4%*
DVD/Blu-ray player or recorder	1725	821	275	1273	656	617	1447
%V	*68.9%*	*71.5%*	*71.8%*	*70.3%*	*74.5%*	*66.3%*	*71.1%*
%H		*47.6%*	*15.9%*	*73.8%*	*38.0%*	*35.8%*	*83.9%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Set level data

Table 28.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2636	1468	444	2059	1333	725	2395
%H		*55.7%*	*16.8%*	*78.1%*	*50.6%*	*27.5%*	*90.9%*
Under 20"	509	257	66	418	233	185	436
%V	*19.3%*	*17.5%*	*14.9%*	*20.3%*	*17.5%*	*25.5%*	*18.2%*
%H		*50.5%*	*13.0%*	*82.1%*	*45.8%*	*36.3%*	*85.7%*
20" - 29"	818	427	138	656	401	255	718
%V	*31.0%*	*29.1%*	*31.1%*	*31.9%*	*30.1%*	*35.2%*	*30.0%*
%H		*52.2%*	*16.9%*	*80.2%*	*49.0%*	*31.2%*	*87.8%*
30" - 39"	847	486	158	643	443	200	799
%V	*32.1%*	*33.1%*	*35.6%*	*31.2%*	*33.2%*	*27.6%*	*33.4%*
%H		*57.4%*	*18.7%*	*75.9%*	*52.3%*	*23.6%*	*94.3%*
40" and over	425	279	74	313	238	75	411
%V	*16.1%*	*19.0%*	*16.7%*	*15.2%*	*17.9%*	*10.3%*	*17.2%*
%H		*65.6%*	*17.4%*	*73.6%*	*56.0%*	*17.6%*	*96.7%*
Don't know	38	19	9	28	18	10	31
%V	*1.4%*	*1.3%*	*2.0%*	*1.4%*	*1.4%*	*1.4%*	*1.3%*
%H		*50.0%*	*23.7%*	*73.7%*	*47.4%*	*26.3%*	*81.6%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Set level data

Table 28.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2636	1468	444	2059	1333	725	2395
%H		*55.7%*	*16.8%*	*78.1%*	*50.6%*	*27.5%*	*90.9%*
PVR	580	403	130	331	282	50	556
%V	*22.0%*	*27.5%*	*29.3%*	*16.1%*	*21.2%*	*6.9%*	*23.2%*
%H		*69.5%*	*22.4%*	*57.1%*	*48.6%*	*8.6%*	*95.9%*
DVDR	16	8	2	11	5	6	15
%V	*0.6%*	*0.5%*	*0.5%*	*0.5%*	*0.4%*	*0.8%*	*0.6%*
%H		*50.0%*	*12.5%*	*68.8%*	*31.3%*	*37.5%*	*93.8%*
VCR	9	4	0	7	3	4	8
%V	*0.3%*	*0.3%*	*0.0%*	*0.3%*	*0.2%*	*0.6%*	*0.3%*
%H		*44.4%*	*0.0%*	*77.8%*	*33.3%*	*44.4%*	*88.9%*
Any recorder	596	409	132	344	286	58	570
%V	*22.6%*	*27.9%*	*29.7%*	*16.7%*	*21.5%*	*8.0%*	*23.8%*
%H		*68.6%*	*22.1%*	*57.7%*	*48.0%*	*9.7%*	*95.6%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.20: 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	2636	1468	444	2059	1333	725	2395
%H		*55.7%*	*16.8%*	*78.1%*	*50.6%*	*27.5%*	*90.9%*
Receives HDTV (via STB or built-in reception)	844	479	184	617	432	185	797
%V	*32.0%*	*32.6%*	*41.4%*	*30.0%*	*32.4%*	*25.5%*	*33.3%*
%H		*56.8%*	*21.8%*	*73.1%*	*51.2%*	*21.9%*	*94.4%*
DVD/Blu-ray player or recorder	1200	657	226	951	632	319	1127
%V	*45.5%*	*44.8%*	*50.9%*	*46.2%*	*47.4%*	*44.0%*	*47.1%*
%H		*54.8%*	*18.8%*	*79.3%*	*52.7%*	*26.6%*	*93.9%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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April 2015 - March 2016

C4/Five - Scotland Macro Region

Individual level data

Table 28.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5639	5389	2778	848	3798	2127	1671	4999
%H		*95.6%*	*49.3%*	*15.0%*	*67.4%*	*37.7%*	*29.6%*	*88.7%*
Total Children	959	929	569	136	600	396	204	930
%V	*17.0%*	*17.2%*	*20.5%*	*16.0%*	*15.8%*	*18.6%*	*12.2%*	*18.6%*
%H		*96.9%*	*59.3%*	*14.2%*	*62.6%*	*41.3%*	*21.3%*	*97.0%*
0 - 3	242	230	131	31	145	86	59	228
%V	*4.3%*	*4.3%*	*4.7%*	*3.7%*	*3.8%*	*4.0%*	*3.5%*	*4.6%*
%H		*95.0%*	*54.1%*	*12.8%*	*59.9%*	*35.5%*	*24.4%*	*94.2%*
4 - 15	717	699	438	105	455	310	145	702
%V	*12.7%*	*13.0%*	*15.8%*	*12.4%*	*12.0%*	*14.6%*	*8.7%*	*14.0%*
%H		*97.5%*	*61.1%*	*14.6%*	*63.5%*	*43.2%*	*20.2%*	*97.9%*
4 - 9	377	366	227	58	224	151	73	367
%V	*6.7%*	*6.8%*	*8.2%*	*6.8%*	*5.9%*	*7.1%*	*4.4%*	*7.3%*
%H		*97.1%*	*60.2%*	*15.4%*	*59.4%*	*40.1%*	*19.4%*	*97.3%*
10 - 15	340	333	212	47	231	159	72	335
%V	*6.0%*	*6.2%*	*7.6%*	*5.5%*	*6.1%*	*7.5%*	*4.3%*	*6.7%*
%H		*97.9%*	*62.4%*	*13.8%*	*67.9%*	*46.8%*	*21.2%*	*98.5%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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C4/Five - Scotland Macro Region

Individual level data

Table 28.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5639	5389	2778	848	3798	2127	1671	4999
%H		*95.6%*	*49.3%*	*15.0%*	*67.4%*	*37.7%*	*29.6%*	*88.7%*
Total Adults (16+)	4681	4460	2209	712	3197	1730	1467	4069
%V	*83.0%*	*82.8%*	*79.5%*	*84.0%*	*84.2%*	*81.3%*	*87.8%*	*81.4%*
%H		*95.3%*	*47.2%*	*15.2%*	*68.3%*	*37.0%*	*31.3%*	*86.9%*
16 - 19	243	230	122	42	161	103	59	237
%V	*4.3%*	*4.3%*	*4.4%*	*5.0%*	*4.2%*	*4.8%*	*3.5%*	*4.7%*
%H		*94.7%*	*50.2%*	*17.3%*	*66.3%*	*42.4%*	*24.3%*	*97.5%*
20 - 24	375	328	150	54	224	121	103	360
%V	*6.7%*	*6.1%*	*5.4%*	*6.4%*	*5.9%*	*5.7%*	*6.2%*	*7.2%*
%H		*87.5%*	*40.0%*	*14.4%*	*59.7%*	*32.3%*	*27.5%*	*96.0%*
25 - 34	739	663	358	105	415	250	165	706
%V	*13.1%*	*12.3%*	*12.9%*	*12.4%*	*10.9%*	*11.8%*	*9.9%*	*14.1%*
%H		*89.7%*	*48.4%*	*14.2%*	*56.2%*	*33.8%*	*22.3%*	*95.5%*
35 - 44	692	664	392	103	434	273	161	661
%V	*12.3%*	*12.3%*	*14.1%*	*12.1%*	*11.4%*	*12.8%*	*9.6%*	*13.2%*
%H		*96.0%*	*56.6%*	*14.9%*	*62.7%*	*39.5%*	*23.3%*	*95.5%*
45 - 54	846	823	433	143	585	345	240	782
%V	*15.0%*	*15.3%*	*15.6%*	*16.9%*	*15.4%*	*16.2%*	*14.4%*	*15.6%*
%H		*97.3%*	*51.2%*	*16.9%*	*69.1%*	*40.8%*	*28.4%*	*92.4%*
55 - 64	736	720	347	117	547	290	258	651
%V	*13.1%*	*13.4%*	*12.5%*	*13.8%*	*14.4%*	*13.6%*	*15.4%*	*13.0%*
%H		*97.8%*	*47.1%*	*15.9%*	*74.3%*	*39.4%*	*35.1%*	*88.5%*
65+	1049	1031	406	148	831	350	481	672
%V	*18.6%*	*19.1%*	*14.6%*	*17.5%*	*21.9%*	*16.5%*	*28.8%*	*13.4%*
%H		*98.3%*	*38.7%*	*14.1%*	*79.2%*	*33.4%*	*45.9%*	*64.1%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4681	4460	2209	712	3197	1730	1467	4069
%H		*95.3%*	*47.2%*	*15.2%*	*68.3%*	*37.0%*	*31.3%*	*86.9%*
AB	1174	1123	562	206	793	448	345	1126
%V	*25.1%*	*25.2%*	*25.4%*	*28.9%*	*24.8%*	*25.9%*	*23.5%*	*27.7%*
%H		*95.7%*	*47.9%*	*17.5%*	*67.5%*	*38.2%*	*29.4%*	*95.9%*
C1	1316	1230	611	212	860	479	381	1219
%V	*28.1%*	*27.6%*	*27.7%*	*29.8%*	*26.9%*	*27.7%*	*26.0%*	*30.0%*
%H		*93.5%*	*46.4%*	*16.1%*	*65.3%*	*36.4%*	*29.0%*	*92.6%*
C2	985	963	527	132	716	423	294	863
%V	*21.0%*	*21.6%*	*23.9%*	*18.5%*	*22.4%*	*24.5%*	*20.0%*	*21.2%*
%H		*97.8%*	*53.5%*	*13.4%*	*72.7%*	*42.9%*	*29.8%*	*87.6%*
D	763	725	356	101	514	264	251	609
%V	*16.3%*	*16.3%*	*16.1%*	*14.2%*	*16.1%*	*15.3%*	*17.1%*	*15.0%*
%H		*95.0%*	*46.7%*	*13.2%*	*67.4%*	*34.6%*	*32.9%*	*79.8%*
E	443	420	152	60	314	118	197	252
%V	*9.5%*	*9.4%*	*6.9%*	*8.4%*	*9.8%*	*6.8%*	*13.4%*	*6.2%*
%H		*94.8%*	*34.3%*	*13.5%*	*70.9%*	*26.6%*	*44.5%*	*56.9%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4681	4460	2209	712	3197	1730	1467	4069
%H		*95.3%*	*47.2%*	*15.2%*	*68.3%*	*37.0%*	*31.3%*	*86.9%*
Working full time	2133	2040	1123	334	1395	855	540	2049
%V	*45.6%*	*45.7%*	*50.8%*	*46.9%*	*43.6%*	*49.4%*	*36.8%*	*50.4%*
%H		*95.6%*	*52.6%*	*15.7%*	*65.4%*	*40.1%*	*25.3%*	*96.1%*
Working part time	454	440	244	71	305	182	122	432
%V	*9.7%*	*9.9%*	*11.0%*	*10.0%*	*9.5%*	*10.5%*	*8.3%*	*10.6%*
%H		*96.9%*	*53.7%*	*15.6%*	*67.2%*	*40.1%*	*26.9%*	*95.2%*
Not working	2094	1979	841	307	1497	693	804	1587
%V	*44.7%*	*44.4%*	*38.1%*	*43.1%*	*46.8%*	*40.1%*	*54.8%*	*39.0%*
%H		*94.5%*	*40.2%*	*14.7%*	*71.5%*	*33.1%*	*38.4%*	*75.8%*
Housewife/Houseperson	2644	2507	1149	383	1813	881	932	2151
%V	*56.5%*	*56.2%*	*52.0%*	*53.8%*	*56.7%*	*50.9%*	*63.5%*	*52.9%*
%H		*94.8%*	*43.5%*	*14.5%*	*68.6%*	*33.3%*	*35.2%*	*81.4%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2259	2142	1090	345	1527	862	664	1982
%H		*94.8%*	*48.3%*	*15.3%*	*67.6%*	*38.2%*	*29.4%*	*87.7%*
16 - 19	127	119	60	27	83	53	29	125
%V	*5.6%*	*5.6%*	*5.5%*	*7.8%*	*5.4%*	*6.1%*	*4.4%*	*6.3%*
%H		*93.7%*	*47.2%*	*21.3%*	*65.4%*	*41.7%*	*22.8%*	*98.4%*
20 - 24	184	163	75	31	110	64	46	176
%V	*8.1%*	*7.6%*	*6.9%*	*9.0%*	*7.2%*	*7.4%*	*6.9%*	*8.9%*
%H		*88.6%*	*40.8%*	*16.8%*	*59.8%*	*34.8%*	*25.0%*	*95.7%*
25 - 34	364	322	176	50	199	123	76	344
%V	*16.1%*	*15.0%*	*16.1%*	*14.5%*	*13.0%*	*14.3%*	*11.4%*	*17.4%*
%H		*88.5%*	*48.4%*	*13.7%*	*54.7%*	*33.8%*	*20.9%*	*94.5%*
35 - 44	340	322	197	42	214	137	76	320
%V	*15.1%*	*15.0%*	*18.1%*	*12.2%*	*14.0%*	*15.9%*	*11.4%*	*16.1%*
%H		*94.7%*	*57.9%*	*12.4%*	*62.9%*	*40.3%*	*22.4%*	*94.1%*
45 - 54	410	397	212	66	283	168	115	374
%V	*18.1%*	*18.5%*	*19.4%*	*19.1%*	*18.5%*	*19.5%*	*17.3%*	*18.9%*
%H		*96.8%*	*51.7%*	*16.1%*	*69.0%*	*41.0%*	*28.0%*	*91.2%*
55 - 64	359	350	169	56	267	142	125	312
%V	*15.9%*	*16.3%*	*15.5%*	*16.2%*	*17.5%*	*16.5%*	*18.8%*	*15.7%*
%H		*97.5%*	*47.1%*	*15.6%*	*74.4%*	*39.6%*	*34.8%*	*86.9%*
65+	476	469	201	73	371	175	196	331
%V	*21.1%*	*21.9%*	*18.4%*	*21.2%*	*24.3%*	*20.3%*	*29.5%*	*16.7%*
%H		*98.5%*	*42.2%*	*15.3%*	*77.9%*	*36.8%*	*41.2%*	*69.5%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2259	2142	1090	345	1527	862	664	1982
%H		*94.8%*	*48.3%*	*15.3%*	*67.6%*	*38.2%*	*29.4%*	*87.7%*
AB	573	547	281	104	385	229	156	553
%V	*25.4%*	*25.5%*	*25.8%*	*30.1%*	*25.2%*	*26.6%*	*23.5%*	*27.9%*
%H		*95.5%*	*49.0%*	*18.2%*	*67.2%*	*40.0%*	*27.2%*	*96.5%*
C1	610	566	292	103	388	231	157	571
%V	*27.0%*	*26.4%*	*26.8%*	*29.9%*	*25.4%*	*26.8%*	*23.6%*	*28.8%*
%H		*92.8%*	*47.9%*	*16.9%*	*63.6%*	*37.9%*	*25.7%*	*93.6%*
C2	527	514	281	67	382	224	158	460
%V	*23.3%*	*24.0%*	*25.8%*	*19.4%*	*25.0%*	*26.0%*	*23.8%*	*23.2%*
%H		*97.5%*	*53.3%*	*12.7%*	*72.5%*	*42.5%*	*30.0%*	*87.3%*
D	347	328	168	44	231	125	106	281
%V	*15.4%*	*15.3%*	*15.4%*	*12.8%*	*15.1%*	*14.5%*	*16.0%*	*14.2%*
%H		*94.5%*	*48.4%*	*12.7%*	*66.6%*	*36.0%*	*30.5%*	*81.0%*
E	201	188	69	28	140	54	86	117
%V	*8.9%*	*8.8%*	*6.3%*	*8.1%*	*9.2%*	*6.3%*	*13.0%*	*5.9%*
%H		*93.5%*	*34.3%*	*13.9%*	*69.7%*	*26.9%*	*42.8%*	*58.2%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Individual level data

Table 28.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2259	2142	1090	345	1527	862	664	1982
%H		*94.8%*	*48.3%*	*15.3%*	*67.6%*	*38.2%*	*29.4%*	*87.7%*
Working full time	1263	1208	677	186	833	518	315	1210
%V	*55.9%*	*56.4%*	*62.1%*	*53.9%*	*54.6%*	*60.1%*	*47.4%*	*61.0%*
%H		*95.6%*	*53.6%*	*14.7%*	*66.0%*	*41.0%*	*24.9%*	*95.8%*
Working part time	82	78	41	11	55	30	25	73
%V	*3.6%*	*3.6%*	*3.8%*	*3.2%*	*3.6%*	*3.5%*	*3.8%*	*3.7%*
%H		*95.1%*	*50.0%*	*13.4%*	*67.1%*	*36.6%*	*30.5%*	*89.0%*
Not working	915	856	372	148	639	315	324	699
%V	*40.5%*	*40.0%*	*34.1%*	*42.9%*	*41.8%*	*36.5%*	*48.8%*	*35.3%*
%H		*93.6%*	*40.7%*	*16.2%*	*69.8%*	*34.4%*	*35.4%*	*76.4%*
Housewife/Houseperson	641	592	245	83	426	181	245	460
%V	*28.4%*	*27.6%*	*22.5%*	*24.1%*	*27.9%*	*21.0%*	*36.9%*	*23.2%*
%H		*92.4%*	*38.2%*	*12.9%*	*66.5%*	*28.2%*	*38.2%*	*71.8%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2421	2317	1118	367	1670	868	803	2086
%H		*95.7%*	*46.2%*	*15.2%*	*69.0%*	*35.9%*	*33.2%*	*86.2%*
16 - 19	116	111	62	16	78	49	29	112
%V	*4.8%*	*4.8%*	*5.5%*	*4.4%*	*4.7%*	*5.6%*	*3.6%*	*5.4%*
%H		*95.7%*	*53.4%*	*13.8%*	*67.2%*	*42.2%*	*25.0%*	*96.6%*
20 - 24	191	164	75	22	113	57	57	184
%V	*7.9%*	*7.1%*	*6.7%*	*6.0%*	*6.8%*	*6.6%*	*7.1%*	*8.8%*
%H		*85.9%*	*39.3%*	*11.5%*	*59.2%*	*29.8%*	*29.8%*	*96.3%*
25 - 34	375	341	182	55	216	127	89	362
%V	*15.5%*	*14.7%*	*16.3%*	*15.0%*	*12.9%*	*14.6%*	*11.1%*	*17.4%*
%H		*90.9%*	*48.5%*	*14.7%*	*57.6%*	*33.9%*	*23.7%*	*96.5%*
35 - 44	352	342	196	61	221	136	85	342
%V	*14.5%*	*14.8%*	*17.5%*	*16.6%*	*13.2%*	*15.7%*	*10.6%*	*16.4%*
%H		*97.2%*	*55.7%*	*17.3%*	*62.8%*	*38.6%*	*24.1%*	*97.2%*
45 - 54	436	426	221	77	303	177	125	408
%V	*18.0%*	*18.4%*	*19.8%*	*21.0%*	*18.1%*	*20.4%*	*15.6%*	*19.6%*
%H		*97.7%*	*50.7%*	*17.7%*	*69.5%*	*40.6%*	*28.7%*	*93.6%*
55 - 64	378	371	178	62	280	148	133	339
%V	*15.6%*	*16.0%*	*15.9%*	*16.9%*	*16.8%*	*17.1%*	*16.6%*	*16.3%*
%H		*98.1%*	*47.1%*	*16.4%*	*74.1%*	*39.2%*	*35.2%*	*89.7%*
65+	573	562	205	75	459	175	285	340
%V	*23.7%*	*24.3%*	*18.3%*	*20.4%*	*27.5%*	*20.2%*	*35.5%*	*16.3%*
%H		*98.1%*	*35.8%*	*13.1%*	*80.1%*	*30.5%*	*49.7%*	*59.3%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
April 2015 - March 2016

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2421	2317	1118	367	1670	868	803	2086
%H		*95.7%*	*46.2%*	*15.2%*	*69.0%*	*35.9%*	*33.2%*	*86.2%*
AB	600	576	281	103	408	219	189	573
%V	*24.8%*	*24.9%*	*25.1%*	*28.1%*	*24.4%*	*25.2%*	*23.5%*	*27.5%*
%H		*96.0%*	*46.8%*	*17.2%*	*68.0%*	*36.5%*	*31.5%*	*95.5%*
C1	706	664	319	110	471	248	223	648
%V	*29.2%*	*28.7%*	*28.5%*	*30.0%*	*28.2%*	*28.6%*	*27.8%*	*31.1%*
%H		*94.1%*	*45.2%*	*15.6%*	*66.7%*	*35.1%*	*31.6%*	*91.8%*
C2	458	449	246	66	334	199	135	403
%V	*18.9%*	*19.4%*	*22.0%*	*18.0%*	*20.0%*	*22.9%*	*16.8%*	*19.3%*
%H		*98.0%*	*53.7%*	*14.4%*	*72.9%*	*43.4%*	*29.5%*	*88.0%*
D	416	397	188	57	283	139	144	328
%V	*17.2%*	*17.1%*	*16.8%*	*15.5%*	*16.9%*	*16.0%*	*17.9%*	*15.7%*
%H		*95.4%*	*45.2%*	*13.7%*	*68.0%*	*33.4%*	*34.6%*	*78.8%*
E	242	231	84	32	174	64	111	134
%V	*10.0%*	*10.0%*	*7.5%*	*8.7%*	*10.4%*	*7.4%*	*13.8%*	*6.4%*
%H		*95.5%*	*34.7%*	*13.2%*	*71.9%*	*26.4%*	*45.9%*	*55.4%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL

April 2015 - March 2016

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2421	2317	1118	367	1670	868	803	2086
%H		*95.7%*	*46.2%*	*15.2%*	*69.0%*	*35.9%*	*33.2%*	*86.2%*
Working full time	871	832	446	148	562	337	225	839
%V	*36.0%*	*35.9%*	*39.9%*	*40.3%*	*33.7%*	*38.8%*	*28.0%*	*40.2%*
%H		*95.5%*	*51.2%*	*17.0%*	*64.5%*	*38.7%*	*25.8%*	*96.3%*
Working part time	371	361	203	60	250	152	97	359
%V	*15.3%*	*15.6%*	*18.2%*	*16.3%*	*15.0%*	*17.5%*	*12.1%*	*17.2%*
%H		*97.3%*	*54.7%*	*16.2%*	*67.4%*	*41.0%*	*26.1%*	*96.8%*
Not working	1179	1124	469	160	859	379	480	888
%V	*48.7%*	*48.5%*	*41.9%*	*43.6%*	*51.4%*	*43.7%*	*59.8%*	*42.6%*
%H		*95.3%*	*39.8%*	*13.6%*	*72.9%*	*32.1%*	*40.7%*	*75.3%*
Housewife/Houseperson	2003	1915	904	300	1387	700	687	1690
%V	*82.7%*	*82.6%*	*80.9%*	*81.7%*	*83.1%*	*80.6%*	*85.6%*	*81.0%*
%H		*95.6%*	*45.1%*	*15.0%*	*69.2%*	*34.9%*	*34.3%*	*84.4%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total