

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

July 2015 to June 2016



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2015 - June 2016

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See also

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

This reports contains the weighted data results from the Establishment survey for the period July 2015 - June 2016

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

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

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Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5312	4882	1951	956	3370	1427	1943	4613
%V (All HH)		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%
%H (TV HH)			40.0%	19.6%	69.0%	29.2%	39.8%	
AB	1436	1338	546	288	907	410	498	1387
%V	27.0%	27.4%	28.0%	30.1%	26.9%	28.7%	25.6%	30.1%
%H (All HH)		93.2%	38.0%	20.1%	63.2%	28.6%	34.7%	96.6%
%H (TV HH)			40.8%	21.5%	67.8%	30.6%	37.2%	
C1	1624	1469	582	313	1009	443	566	1478
%V	30.6%	30.1%	29.8%	32.7%	29.9%	31.0%	29.1%	32.0%
%H (All HH)		90.5%	35.8%	19.3%	62.1%	27.3%	34.9%	91.0%
%H (TV HH)			39.6%	21.3%	68.7%	30.2%	38.5%	
C2	914	857	370	178	603	300	304	809
%V	17.2%	17.6%	19.0%	18.6%	17.9%	21.0%	15.6%	17.5%
%H (All HH)		93.8%	40.5%	19.5%	66.0%	32.8%	33.3%	88.5%
%H (TV HH)			43.2%	20.8%	70.4%	35.0%	35.5%	
D	843	764	314	118	506	187	320	679
%V	15.9%	15.6%	16.1%	12.3%	15.0%	13.1%	16.5%	14.7%
%H (All HH)		90.6%	37.2%	14.0%	60.0%	22.2%	38.0%	80.5%
%H (TV HH)			41.1%	15.4%	66.2%	24.5%	41.9%	
E	494	455	139	60	344	88	256	261
%V	9.3%	9.3%	7.1%	6.3%	10.2%	6.2%	13.2%	5.7%
%H (All HH)		92.1%	28.1%	12.1%	69.6%	17.8%	51.8%	52.8%
%H (TV HH)			30.5%	13.2%	75.6%	19.3%	56.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5312	4882	1951	956	3370	1427	1943	4613
%V (All HH)		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%
%H (TV HH)			40.0%	19.6%	69.0%	29.2%	39.8%	
Under 25	218	161	55	33	106	40	66	205
%V	4.1%	3.3%	2.8%	3.5%	3.1%	2.8%	3.4%	4.4%
%H (All HH)		73.9%	25.2%	15.1%	48.6%	18.3%	30.3%	94.0%
%H (TV HH)			34.2%	20.5%	65.8%	24.8%	41.0%	
25 - 34	1050	885	386	180	544	252	293	1026
%V	19.8%	18.1%	19.8%	18.8%	16.1%	17.7%	15.1%	22.2%
%H (All HH)		84.3%	36.8%	17.1%	51.8%	24.0%	27.9%	97.7%
%H (TV HH)			43.6%	20.3%	61.5%	28.5%	33.1%	
35 - 44	1063	974	469	209	618	334	284	1032
%V	20.0%	20.0%	24.0%	21.9%	18.3%	23.4%	14.6%	22.4%
%H (All HH)		91.6%	44.1%	19.7%	58.1%	31.4%	26.7%	97.1%
%H (TV HH)			48.2%	21.5%	63.4%	34.3%	29.2%	
45 - 54	1024	973	425	218	650	314	336	969
%V	19.3%	19.9%	21.8%	22.8%	19.3%	22.0%	17.3%	21.0%
%H (All HH)		95.0%	41.5%	21.3%	63.5%	30.7%	32.8%	94.6%
%H (TV HH)			43.7%	22.4%	66.8%	32.3%	34.5%	
55 - 64	771	738	297	163	517	233	284	685
%V	14.5%	15.1%	15.2%	17.1%	15.3%	16.3%	14.6%	14.8%
%H (All HH)		95.7%	38.5%	21.1%	67.1%	30.2%	36.8%	88.8%
%H (TV HH)			40.2%	22.1%	70.1%	31.6%	38.5%	
65 +	1187	1151	318	154	936	254	681	697
%V	22.3%	23.6%	16.3%	16.1%	27.8%	17.8%	35.0%	15.1%
%H (All HH)		97.0%	26.8%	13.0%	78.9%	21.4%	57.4%	58.7%
%H (TV HH)			27.6%	13.4%	81.3%	22.1%	59.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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July 2015 - June 2016

BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5312	4882	1951	956	3370	1427	1943	4613
%H (All HH)		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%
%H (TV HH)			40.0%	19.6%	69.0%	29.2%	39.8%	
1	1619	1436	358	221	1100	253	847	1092
%V	30.5%	29.4%	18.3%	23.1%	32.6%	17.7%	43.6%	23.7%
%H (All HH)		88.7%	22.1%	13.7%	67.9%	15.6%	52.3%	67.4%
%H (TV HH)			24.9%	15.4%	76.6%	17.6%	59.0%	
2	1602	1491	614	299	1065	495	570	1467
%V	30.2%	30.5%	31.5%	31.3%	31.6%	34.7%	29.3%	31.8%
%H (All HH)		93.1%	38.3%	18.7%	66.5%	30.9%	35.6%	91.6%
%H (TV HH)			41.2%	20.1%	71.4%	33.2%	38.2%	
3	856	796	366	171	516	264	252	836
%V	16.1%	16.3%	18.8%	17.9%	15.3%	18.5%	13.0%	18.1%
%H (All HH)		93.0%	42.8%	20.0%	60.3%	30.8%	29.4%	97.7%
%H (TV HH)			46.0%	21.5%	64.8%	33.2%	31.7%	
4	818	775	400	177	475	285	191	809
%V	15.4%	15.9%	20.5%	18.5%	14.1%	20.0%	9.8%	17.5%
%H (All HH)		94.7%	48.9%	21.6%	58.1%	34.8%	23.3%	98.9%
%H (TV HH)			51.6%	22.8%	61.3%	36.8%	24.6%	
5+	416	384	213	87	213	130	83	410
%V	7.8%	7.9%	10.9%	9.1%	6.3%	9.1%	4.3%	8.9%
%H (All HH)		92.3%	51.2%	20.9%	51.2%	31.3%	20.0%	98.6%
%H (TV HH)			55.5%	22.7%	55.5%	33.9%	21.6%	
Average HH size	2.43	2.46	2.79	2.63	2.33	2.72	2.04	2.60

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5312	4882	1951	956	3370	1427	1943	4613
%H (All HH)		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%
%H (TV HH)			40.0%	19.6%	69.0%	29.2%	39.8%	
Without	3819	3472	1234	660	2514	954	1560	3152
%V	71.9%	71.1%	63.2%	69.0%	74.6%	66.9%	80.3%	68.3%
%H (All HH)		90.9%	32.3%	17.3%	65.8%	25.0%	40.8%	82.5%
%H (TV HH)			35.5%	19.0%	72.4%	27.5%	44.9%	
With	1493	1410	718	296	856	472	383	1462
%V	28.1%	28.9%	36.8%	31.0%	25.4%	33.1%	19.7%	31.7%
%H (All HH)		94.4%	48.1%	19.8%	57.3%	31.6%	25.7%	97.9%
%H (TV HH)			50.9%	21.0%	60.7%	33.5%	27.2%	
0 - 3	604	558	266	113	332	162	170	589
%V	11.4%	11.4%	13.6%	11.8%	9.9%	11.4%	8.7%	12.8%
%H (All HH)		92.4%	44.0%	18.7%	55.0%	26.8%	28.1%	97.5%
%H (TV HH)			47.7%	20.3%	59.5%	29.0%	30.5%	
4 - 9	764	722	391	143	420	242	179	749
%V	14.4%	14.8%	20.0%	15.0%	12.5%	17.0%	9.2%	16.2%
%H (All HH)		94.5%	51.2%	18.7%	55.0%	31.7%	23.4%	98.0%
%H (TV HH)			54.2%	19.8%	58.2%	33.5%	24.8%	
10 - 15	652	631	334	135	390	231	159	639
%V	12.3%	12.9%	17.1%	14.1%	11.6%	16.2%	8.2%	13.9%
%H (All HH)		96.8%	51.2%	20.7%	59.8%	35.4%	24.4%	98.0%
%H (TV HH)			52.9%	21.4%	61.8%	36.6%	25.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5312	4882	1951	956	3370	1427	1943	4613
%H (All HH)		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%
%H (TV HH)			40.0%	19.6%	69.0%	29.2%	39.8%	
1	2497	2497	841	425	1614	439	1175	2066
%V	47.0%	51.1%	43.1%	44.5%	47.9%	30.8%	60.5%	44.8%
%H (All HH)		100.0%	33.7%	17.0%	64.6%	17.6%	47.1%	82.7%
%H (TV HH)			33.7%	17.0%	64.6%	17.6%	47.1%	
2	1472	1472	648	311	1034	512	522	1306
%V	27.7%	30.2%	33.2%	32.5%	30.7%	35.9%	26.9%	28.3%
%H (All HH)		100.0%	44.0%	21.1%	70.2%	34.8%	35.5%	88.7%
%H (TV HH)			44.0%	21.1%	70.2%	34.8%	35.5%	
3	594	594	289	139	461	284	177	562
%V	11.2%	12.2%	14.8%	14.5%	13.7%	19.9%	9.1%	12.2%
%H (All HH)		100.0%	48.7%	23.4%	77.6%	47.8%	29.8%	94.6%
%H (TV HH)			48.7%	23.4%	77.6%	47.8%	29.8%	
4	219	219	109	60	174	121	53	213
%V	4.1%	4.5%	5.6%	6.3%	5.2%	8.5%	2.7%	4.6%
%H (All HH)		100.0%	49.8%	27.4%	79.5%	55.3%	24.2%	97.3%
%H (TV HH)			49.8%	27.4%	79.5%	55.3%	24.2%	
5+	100	100	65	21	86	70	16	99
%V	1.9%	2.0%	3.3%	2.2%	2.6%	4.9%	0.8%	2.1%
%H (All HH)		100.0%	65.0%	21.0%	86.0%	70.0%	16.0%	99.0%
%H (TV HH)			65.0%	21.0%	86.0%	70.0%	16.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London
Household level data
Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5312	4882	1951	956	3370	1427	1943	4613
%H (All HH)		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%
%H (TV HH)			40.0%	19.6%	69.0%	29.2%	39.8%	
Under 20"	612	612	225	119	511	238	273	518
%V	11.5%	12.5%	11.5%	12.4%	15.2%	16.7%	14.1%	11.2%
%H (All HH)		100.0%	36.8%	19.4%	83.5%	38.9%	44.6%	84.6%
%H (TV HH)			36.8%	19.4%	83.5%	38.9%	44.6%	
20" - 29"	1381	1381	505	272	1087	485	602	1160
%V	26.0%	28.3%	25.9%	28.5%	32.3%	34.0%	31.0%	25.1%
%H (All HH)		100.0%	36.6%	19.7%	78.7%	35.1%	43.6%	84.0%
%H (TV HH)			36.6%	19.7%	78.7%	35.1%	43.6%	
30" - 39"	2309	2309	900	482	1633	711	921	2020
%V	43.5%	47.3%	46.1%	50.4%	48.5%	49.8%	47.4%	43.8%
%H (All HH)		100.0%	39.0%	20.9%	70.7%	30.8%	39.9%	87.5%
%H (TV HH)			39.0%	20.9%	70.7%	30.8%	39.9%	
40" and over	2611	2611	1301	556	1709	959	750	2455
%V	49.2%	53.5%	66.7%	58.2%	50.7%	67.2%	38.6%	53.2%
%H (All HH)		100.0%	49.8%	21.3%	65.5%	36.7%	28.7%	94.0%
%H (TV HH)			49.8%	21.3%	65.5%	36.7%	28.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5312	4882	1951	956	3370	1427	1943	4613
%H (All HH)		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%
%H (TV HH)			40.0%	19.6%	69.0%	29.2%	39.8%	
Main living room	4810	4810	1931	942	3321	1408	1913	4183
%V	90.5%	98.5%	99.0%	98.5%	98.5%	98.7%	98.5%	90.7%
%H (All HH)		100.0%	40.1%	19.6%	69.0%	29.3%	39.8%	87.0%
%H (TV HH)			40.1%	19.6%	69.0%	29.3%	39.8%	
Kitchen	441	441	198	84	365	203	162	401
%V	8.3%	9.0%	10.1%	8.8%	10.8%	14.2%	8.3%	8.7%
%H (All HH)		100.0%	44.9%	19.0%	82.8%	46.0%	36.7%	90.9%
%H (TV HH)			44.9%	19.0%	82.8%	46.0%	36.7%	
Adult's bedroom	1877	1877	875	419	1378	785	593	1719
%V	35.3%	38.4%	44.8%	43.8%	40.9%	55.0%	30.5%	37.3%
%H (All HH)		100.0%	46.6%	22.3%	73.4%	41.8%	31.6%	91.6%
%H (TV HH)			46.6%	22.3%	73.4%	41.8%	31.6%	
Child's bedroom	250	250	146	56	178	128	50	244
%V	4.7%	5.1%	7.5%	5.9%	5.3%	9.0%	2.6%	5.3%
%H (All HH)		100.0%	58.4%	22.4%	71.2%	51.2%	20.0%	97.6%
%H (TV HH)			58.4%	22.4%	71.2%	51.2%	20.0%	
Other bedroom	169	169	87	42	129	84	45	159
%V	3.2%	3.5%	4.5%	4.4%	3.8%	5.9%	2.3%	3.4%
%H (All HH)		100.0%	51.5%	24.9%	76.3%	49.7%	26.6%	94.1%
%H (TV HH)			51.5%	24.9%	76.3%	49.7%	26.6%	
Second living/dining room	308	308	149	66	243	146	97	287
%V	5.8%	6.3%	7.6%	6.9%	7.2%	10.2%	5.0%	6.2%
%H (All HH)		100.0%	48.4%	21.4%	78.9%	47.4%	31.5%	93.2%
%H (TV HH)			48.4%	21.4%	78.9%	47.4%	31.5%	
Study/office	56	56	29	14	41	27	14	55
%V	1.1%	1.1%	1.5%	1.5%	1.2%	1.9%	0.7%	1.2%
%H (All HH)		100.0%	51.8%	25.0%	73.2%	48.2%	25.0%	98.2%
%H (TV HH)			51.8%	25.0%	73.2%	48.2%	25.0%	
TV room	51	51	29	12	42	29	13	48
%V	1.0%	1.0%	1.5%	1.3%	1.2%	2.0%	0.7%	1.0%
%H (All HH)		100.0%	56.9%	23.5%	82.4%	56.9%	25.5%	94.1%
%H (TV HH)			56.9%	23.5%	82.4%	56.9%	25.5%	
Conservatory	41	41	20	8	36	23	13	39
%V	0.8%	0.8%	1.0%	0.8%	1.1%	1.6%	0.7%	0.8%
%H (All HH)		100.0%	48.8%	19.5%	87.8%	56.1%	31.7%	95.1%
%H (TV HH)			48.8%	19.5%	87.8%	56.1%	31.7%	
Attic or loft room	10	10	6	3	8	5	2	10
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	30.0%	80.0%	50.0%	20.0%	100.0%
%H (TV HH)			60.0%	30.0%	80.0%	50.0%	20.0%	
No specific location	6	6	4	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%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
Other	53	53	27	13	39	27	12	51
%V	1.0%	1.1%	1.4%	1.4%	1.2%	1.9%	0.6%	1.1%
%H (All HH)		100.0%	50.9%	24.5%	73.6%	50.9%	22.6%	96.2%
%H (TV HH)			50.9%	24.5%	73.6%	50.9%	22.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5312	4882	1951	956	3370	1427	1943	4613
%V (All HH)		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%
%H (TV HH)			40.0%	19.6%	69.0%	29.2%	39.8%	
Any DSAT provider	1951	1951	1951	61	979	979	0	1833
%V	36.7%	40.0%	100.0%	6.4%	29.1%	68.6%	0.0%	39.7%
%H (All HH)			100.0%	3.1%	50.2%	50.2%	0.0%	94.0%
%H (TV HH)			100.0%	3.1%	50.2%	50.2%	0.0%	
Sky with subscription	1633	1633	1633	36	825	825	0	1551
%V	30.7%	33.4%	83.7%	3.8%	24.5%	57.8%	0.0%	33.6%
%H (All HH)			100.0%	2.2%	50.5%	50.5%	0.0%	95.0%
%H (TV HH)			100.0%	2.2%	50.5%	50.5%	0.0%	
Sky without subscription	100	100	100	2	33	33	0	86
%V	1.9%	2.0%	5.1%	0.2%	1.0%	2.3%	0.0%	1.9%
%H (All HH)			100.0%	2.0%	33.0%	33.0%	0.0%	86.0%
%H (TV HH)			100.0%	2.0%	33.0%	33.0%	0.0%	
Freesat	152	152	152	11	85	85	0	139
%V	2.9%	3.1%	7.8%	1.2%	2.5%	6.0%	0.0%	3.0%
%H (All HH)			100.0%	7.2%	55.9%	55.9%	0.0%	91.4%
%H (TV HH)			100.0%	7.2%	55.9%	55.9%	0.0%	
Other satellite provider	137	137	137	19	78	78	0	124
%V	2.6%	2.8%	7.0%	2.0%	2.3%	5.5%	0.0%	2.7%
%H (All HH)			100.0%	13.9%	56.9%	56.9%	0.0%	90.5%
%H (TV HH)			100.0%	13.9%	56.9%	56.9%	0.0%	
DCAB	956	956	61	956	479	479	0	905
%V	18.0%	19.6%	3.1%	100.0%	14.2%	33.6%	0.0%	19.6%
%H (All HH)			6.4%	100.0%	50.1%	50.1%	0.0%	94.7%
%H (TV HH)			6.4%	100.0%	50.1%	50.1%	0.0%	
DTT	3370	3370	979	479	3370	1427	1943	2830
%V	63.4%	69.0%	50.2%	50.1%	100.0%	100.0%	100.0%	61.3%
%H (All HH)		100.0%	29.1%	14.2%	100.0%	42.3%	57.7%	84.0%
%H (TV HH)			29.1%	14.2%	100.0%	42.3%	57.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5312	4882	1951	956	3370	1427	1943	4613
%H (All HH)		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%
%H (TV HH)			40.0%	19.6%	69.0%	29.2%	39.8%	
PVR	2888	2888	1631	810	1681	1192	489	2705
%V	54.4%	59.2%	83.6%	84.7%	49.9%	83.5%	25.2%	58.6%
%H (All HH)		100.0%	56.5%	28.0%	58.2%	41.3%	16.9%	93.7%
%H (TV HH)			56.5%	28.0%	58.2%	41.3%	16.9%	
DVDR	123	123	37	25	98	36	61	105
%V	2.3%	2.5%	1.9%	2.6%	2.9%	2.5%	3.1%	2.3%
%H (All HH)		100.0%	30.1%	20.3%	79.7%	29.3%	49.6%	85.4%
%H (TV HH)			30.1%	20.3%	79.7%	29.3%	49.6%	
VCR	75	75	19	8	65	18	47	55
%V	1.4%	1.5%	1.0%	0.8%	1.9%	1.3%	2.4%	1.2%
%H (All HH)		100.0%	25.3%	10.7%	86.7%	24.0%	62.7%	73.3%
%H (TV HH)			25.3%	10.7%	86.7%	24.0%	62.7%	
Any recorder	2967	2967	1639	815	1752	1198	554	2759
%V	55.9%	60.8%	84.0%	85.3%	52.0%	84.0%	28.5%	59.8%
%H (All HH)		100.0%	55.2%	27.5%	59.0%	40.4%	18.7%	93.0%
%H (TV HH)			55.2%	27.5%	59.0%	40.4%	18.7%	
Receives HDTV (via STB or built-in reception)	3399	3399	1582	813	2277	1222	1054	3151
%V	64.0%	69.6%	81.1%	85.0%	67.6%	85.6%	54.2%	68.3%
%H (All HH)		100.0%	46.5%	23.9%	67.0%	36.0%	31.0%	92.7%
%H (TV HH)			46.5%	23.9%	67.0%	36.0%	31.0%	
DVD/Blu-ray player or recorder	3236	3236	1348	687	2297	1103	1194	2920
%V	60.9%	66.3%	69.1%	71.9%	68.2%	77.3%	61.5%	63.3%
%H (All HH)		100.0%	41.7%	21.2%	71.0%	34.1%	36.9%	90.2%
%H (TV HH)			41.7%	21.2%	71.0%	34.1%	36.9%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5312	4882	1951	956	3370	1427	1943	4613
%H (All HH)		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%
%H (TV HH)			40.0%	19.6%	69.0%	29.2%	39.8%	
Has broadband internet	4613	4246	1833	905	2830	1350	1481	4613
%V	86.8%	87.0%	94.0%	94.7%	84.0%	94.6%	76.2%	100.0%
%H (All HH)		92.0%	39.7%	19.6%	61.3%	29.3%	32.1%	100.0%
%H (TV HH)			43.2%	21.3%	66.7%	31.8%	34.9%	
Number of computers (PCs and laptops)								
0	816	737	162	66	601	99	502	175
%V	15.4%	15.1%	8.3%	6.9%	17.8%	6.9%	25.8%	3.8%
%H (All HH)		90.3%	19.9%	8.1%	73.7%	12.1%	61.5%	21.4%
%H (TV HH)			22.0%	9.0%	81.5%	13.4%	68.1%	
1	1471	1320	500	249	893	334	559	1425
%V	27.7%	27.0%	25.6%	26.0%	26.5%	23.4%	28.8%	30.9%
%H (All HH)		89.7%	34.0%	16.9%	60.7%	22.7%	38.0%	96.9%
%H (TV HH)			37.9%	18.9%	67.7%	25.3%	42.3%	
2	1388	1282	583	250	864	426	438	1380
%V	26.1%	26.3%	29.9%	26.2%	25.6%	29.9%	22.5%	29.9%
%H (All HH)		92.4%	42.0%	18.0%	62.2%	30.7%	31.6%	99.4%
%H (TV HH)			45.5%	19.5%	67.4%	33.2%	34.2%	
3	772	721	320	174	469	244	224	771
%V	14.5%	14.8%	16.4%	18.2%	13.9%	17.1%	11.5%	16.7%
%H (All HH)		93.4%	41.5%	22.5%	60.8%	31.6%	29.0%	99.9%
%H (TV HH)			44.4%	24.1%	65.0%	33.8%	31.1%	
4	403	380	169	98	253	140	113	401
%V	7.6%	7.8%	8.7%	10.3%	7.5%	9.8%	5.8%	8.7%
%H (All HH)		94.3%	41.9%	24.3%	62.8%	34.7%	28.0%	99.5%
%H (TV HH)			44.5%	25.8%	66.6%	36.8%	29.7%	
5+	462	442	217	119	291	184	107	461
%V	8.7%	9.1%	11.1%	12.4%	8.6%	12.9%	5.5%	10.0%
%H (All HH)		95.7%	47.0%	25.8%	63.0%	39.8%	23.2%	99.8%
%H (TV HH)			49.1%	26.9%	65.8%	41.6%	24.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8645	3791	1817	6226	3177	3049	7756
%H		43.9%	21.0%	72.0%	36.7%	35.3%	89.7%
Under 20"	737	274	141	623	295	328	628
%V	8.5%	7.2%	7.8%	10.0%	9.3%	10.8%	8.1%
%H		37.2%	19.1%	84.5%	40.0%	44.5%	85.2%
20" - 29"	1714	652	340	1375	652	722	1461
%V	19.8%	17.2%	18.7%	22.1%	20.5%	23.7%	18.8%
%H		38.0%	19.8%	80.2%	38.0%	42.1%	85.2%
30" - 39"	2748	1121	599	1951	923	1027	2436
%V	31.8%	29.6%	33.0%	31.3%	29.1%	33.7%	31.4%
%H		40.8%	21.8%	71.0%	33.6%	37.4%	88.6%
40" and over	3132	1622	678	2068	1232	837	2966
%V	36.2%	42.8%	37.3%	33.2%	38.8%	27.5%	38.2%
%H		51.8%	21.6%	66.0%	39.3%	26.7%	94.7%
Don't know	313	122	60	209	74	135	264
%V	3.6%	3.2%	3.3%	3.4%	2.3%	4.4%	3.4%
%H		39.0%	19.2%	66.8%	23.6%	43.1%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8645	3791	1817	6226	3177	3049	7756
%H		43.9%	21.0%	72.0%	36.7%	35.3%	89.7%
Main living room	4835	1943	946	3340	1417	1922	4203
%V	55.9%	51.3%	52.1%	53.6%	44.6%	63.0%	54.2%
%H		40.2%	19.6%	69.1%	29.3%	39.8%	86.9%
Kitchen	443	199	84	366	203	163	403
%V	5.1%	5.2%	4.6%	5.9%	6.4%	5.3%	5.2%
%H		44.9%	19.0%	82.6%	45.8%	36.8%	91.0%
Adult's bedroom	2333	1095	554	1735	1034	701	2163
%V	27.0%	28.9%	30.5%	27.9%	32.5%	23.0%	27.9%
%H		46.9%	23.7%	74.4%	44.3%	30.0%	92.7%
Child's bedroom	307	182	70	219	162	58	301
%V	3.6%	4.8%	3.9%	3.5%	5.1%	1.9%	3.9%
%H		59.3%	22.8%	71.3%	52.8%	18.9%	98.0%
Other bedroom	192	103	44	147	96	51	181
%V	2.2%	2.7%	2.4%	2.4%	3.0%	1.7%	2.3%
%H		53.6%	22.9%	76.6%	50.0%	26.6%	94.3%
Second living/dining room	312	152	67	246	148	98	291
%V	3.6%	4.0%	3.7%	4.0%	4.7%	3.2%	3.8%
%H		48.7%	21.5%	78.8%	47.4%	31.4%	93.3%
Study/office	57	29	14	42	28	15	56
%V	0.7%	0.8%	0.8%	0.7%	0.9%	0.5%	0.7%
%H		50.9%	24.6%	73.7%	49.1%	26.3%	98.2%
TV room	52	29	12	43	30	13	48
%V	0.6%	0.8%	0.7%	0.7%	0.9%	0.4%	0.6%
%H		55.8%	23.1%	82.7%	57.7%	25.0%	92.3%
Conservatory	41	20	8	36	23	13	39
%V	0.5%	0.5%	0.4%	0.6%	0.7%	0.4%	0.5%
%H		48.8%	19.5%	87.8%	56.1%	31.7%	95.1%
Attic or loft room	10	6	3	8	5	2	10
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		60.0%	30.0%	80.0%	50.0%	20.0%	100.0%
No specific location	6	4	0	4	3	2	6
%H	0.1%	66.7%	0.0%	66.7%	50.0%	33.3%	100.0%
Other	56	28	14	41	29	12	54
%V	0.6%	0.7%	0.8%	0.7%	0.9%	0.4%	0.7%
%H		50.0%	25.0%	73.2%	51.8%	21.4%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8645	3791	1817	6226	3177	3049	7756
%H		43.9%	21.0%	72.0%	36.7%	35.3%	89.7%
PVR	3821	2258	1086	2150	1606	543	3614
%V	44.2%	59.6%	59.8%	34.5%	50.6%	17.8%	46.6%
%H		59.1%	28.4%	56.3%	42.0%	14.2%	94.6%
DVDR	137	43	26	110	43	68	119
%V	1.6%	1.1%	1.4%	1.8%	1.4%	2.2%	1.5%
%H		31.4%	19.0%	80.3%	31.4%	49.6%	86.9%
VCR	82	22	9	72	23	49	60
%V	0.9%	0.6%	0.5%	1.2%	0.7%	1.6%	0.8%
%H		26.8%	11.0%	87.8%	28.0%	59.8%	73.2%
Any recorder	3924	2274	1095	2242	1623	619	3688
%V	45.4%	60.0%	60.3%	36.0%	51.1%	20.3%	47.6%
%H		58.0%	27.9%	57.1%	41.4%	15.8%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8645	3791	1817	6226	3177	3049	7756
%H		43.9%	21.0%	72.0%	36.7%	35.3%	89.7%
Receives HDTV (via STB or built-in reception)	4844	2354	1185	3310	1926	1384	4543
%V	56.0%	62.1%	65.2%	53.2%	60.6%	45.4%	58.6%
%H		48.6%	24.5%	68.3%	39.8%	28.6%	93.8%
DVD/Blu-ray player or recorder	4436	1958	983	3221	1714	1506	4072
%V	51.3%	51.6%	54.1%	51.7%	54.0%	49.4%	52.5%
%H		44.1%	22.2%	72.6%	38.6%	33.9%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4881	1951	956	3370	1427	1943	4245
%H		40.0%	19.6%	69.0%	29.2%	39.8%	87.0%
Under 20"	79	14	8	63	10	53	49
%V	1.6%	0.7%	0.8%	1.9%	0.7%	2.7%	1.2%
%H		17.7%	10.1%	79.7%	12.7%	67.1%	62.0%
20" - 29"	513	103	71	402	73	329	354
%V	10.5%	5.3%	7.4%	11.9%	5.1%	16.9%	8.3%
%H		20.1%	13.8%	78.4%	14.2%	64.1%	69.0%
30" - 39"	1598	513	312	1150	389	760	1334
%V	32.7%	26.3%	32.6%	34.1%	27.3%	39.1%	31.4%
%H		32.1%	19.5%	72.0%	24.3%	47.6%	83.5%
40" and over	2548	1273	541	1662	933	729	2396
%V	52.2%	65.2%	56.6%	49.3%	65.4%	37.5%	56.4%
%H		50.0%	21.2%	65.2%	36.6%	28.6%	94.0%
Don't know	143	49	24	93	21	71	112
%V	2.9%	2.5%	2.5%	2.8%	1.5%	3.7%	2.6%
%H		34.3%	16.8%	65.0%	14.7%	49.7%	78.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4881	1951	956	3370	1427	1943	4245
%H		40.0%	19.6%	69.0%	29.2%	39.8%	87.0%
PVR	2841	1617	803	1638	1175	463	2661
%V	58.2%	82.9%	84.0%	48.6%	82.3%	23.8%	62.7%
%H		56.9%	28.3%	57.7%	41.4%	16.3%	93.7%
DVDR	108	32	20	87	30	57	91
%V	2.2%	1.6%	2.1%	2.6%	2.1%	2.9%	2.1%
%H		29.6%	18.5%	80.6%	27.8%	52.8%	84.3%
VCR	58	13	6	49	12	37	42
%V	1.2%	0.7%	0.6%	1.5%	0.8%	1.9%	1.0%
%H		22.4%	10.3%	84.5%	20.7%	63.8%	72.4%
Any recorder	2915	1625	809	1704	1181	522	2711
%V	59.7%	83.3%	84.6%	50.6%	82.8%	26.9%	63.9%
%H		55.7%	27.8%	58.5%	40.5%	17.9%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4881	1951	956	3370	1427	1943	4245
%H		40.0%	19.6%	69.0%	29.2%	39.8%	87.0%
Receives HDTV (via STB or built-in reception)	3318	1556	796	2206	1192	1014	3076
%V	68.0%	79.8%	83.3%	65.5%	83.5%	52.2%	72.5%
%H		46.9%	24.0%	66.5%	35.9%	30.6%	92.7%
DVD/Blu-ray player or recorder	3016	1247	639	2137	1013	1124	2716
%V	61.8%	63.9%	66.8%	63.4%	71.0%	57.8%	64.0%
%H		41.3%	21.2%	70.9%	33.6%	37.3%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3764	1840	861	2857	1750	1106	3511
%H		48.9%	22.9%	75.9%	46.5%	29.4%	93.3%
Under 20"	658	260	133	560	285	275	578
%V	17.5%	14.1%	15.4%	19.6%	16.3%	24.9%	16.5%
%H		39.5%	20.2%	85.1%	43.3%	41.8%	87.8%
20" - 29"	1200	549	268	973	579	393	1107
%V	31.9%	29.8%	31.1%	34.1%	33.1%	35.5%	31.5%
%H		45.8%	22.3%	81.1%	48.3%	32.8%	92.3%
30" - 39"	1150	608	287	801	534	267	1103
%V	30.6%	33.0%	33.3%	28.0%	30.5%	24.1%	31.4%
%H		52.9%	25.0%	69.7%	46.4%	23.2%	95.9%
40" and over	585	349	137	406	298	108	570
%V	15.5%	19.0%	15.9%	14.2%	17.0%	9.8%	16.2%
%H		59.7%	23.4%	69.4%	50.9%	18.5%	97.4%
Don't know	170	73	36	117	53	64	153
%V	4.5%	4.0%	4.2%	4.1%	3.0%	5.8%	4.4%
%H		42.9%	21.2%	68.8%	31.2%	37.6%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3764	1840	861	2857	1750	1106	3511
%H		48.9%	22.9%	75.9%	46.5%	29.4%	93.3%
PVR	979	641	282	511	432	80	953
%V	26.0%	34.8%	32.8%	17.9%	24.7%	7.2%	27.1%
%H		65.5%	28.8%	52.2%	44.1%	8.2%	97.3%
DVDR	28	11	7	23	13	10	28
%V	0.7%	0.6%	0.8%	0.8%	0.7%	0.9%	0.8%
%H		39.3%	25.0%	82.1%	46.4%	35.7%	100.0%
VCR	23	9	3	22	11	11	18
%V	0.6%	0.5%	0.3%	0.8%	0.6%	1.0%	0.5%
%H		39.1%	13.0%	95.7%	47.8%	47.8%	78.3%
Any recorder	1009	649	287	539	442	97	977
%V	26.8%	35.3%	33.3%	18.9%	25.3%	8.8%	27.8%
%H		64.3%	28.4%	53.4%	43.8%	9.6%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3764	1840	861	2857	1750	1106	3511
%H		48.9%	22.9%	75.9%	46.5%	29.4%	93.3%
Receives HDTV (via STB or built-in reception)	1527	798	389	1104	734	370	1467
%V	40.6%	43.4%	45.2%	38.6%	41.9%	33.5%	41.8%
%H		52.3%	25.5%	72.3%	48.1%	24.2%	96.1%
DVD/Blu-ray player or recorder	1420	711	344	1084	701	383	1356
%V	37.7%	38.6%	40.0%	37.9%	40.1%	34.6%	38.6%
%H		50.1%	24.2%	76.3%	49.4%	27.0%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12930	11992	5447	2510	7839	3879	3960	11994
%H		92.7%	42.1%	19.4%	60.6%	30.0%	30.6%	92.8%
Total Children	2628	2479	1287	515	1482	831	651	2572
%V	20.3%	20.7%	23.6%	20.5%	18.9%	21.4%	16.4%	21.4%
%H		94.3%	49.0%	19.6%	56.4%	31.6%	24.8%	97.9%
0 - 3	738	677	326	137	400	198	202	717
%V	5.7%	5.6%	6.0%	5.5%	5.1%	5.1%	5.1%	6.0%
%H		91.7%	44.2%	18.6%	54.2%	26.8%	27.4%	97.2%
4 - 15	1890	1802	961	378	1082	633	449	1855
%V	14.6%	15.0%	17.6%	15.1%	13.8%	16.3%	11.3%	15.5%
%H		95.3%	50.8%	20.0%	57.2%	33.5%	23.8%	98.1%
4 - 9	1031	969	531	200	559	330	229	1012
%V	8.0%	8.1%	9.7%	8.0%	7.1%	8.5%	5.8%	8.4%
%H		94.0%	51.5%	19.4%	54.2%	32.0%	22.2%	98.2%
10 - 15	859	833	430	178	523	303	220	843
%V	6.6%	6.9%	7.9%	7.1%	6.7%	7.8%	5.6%	7.0%
%H		97.0%	50.1%	20.7%	60.9%	35.3%	25.6%	98.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	12930	11992	5447	2510	7839	3879	3960	11994
%H		92.7%	42.1%	19.4%	60.6%	30.0%	30.6%	92.8%
Total Adults (16+)	10301	9512	4160	1994	6357	3048	3309	9422
%V	79.7%	79.3%	76.4%	79.4%	81.1%	78.6%	83.6%	78.6%
%H		92.3%	40.4%	19.4%	61.7%	29.6%	32.1%	91.5%
16 - 19	501	471	235	114	313	185	128	491
%V	3.9%	3.9%	4.3%	4.5%	4.0%	4.8%	3.2%	4.1%
%H		94.0%	46.9%	22.8%	62.5%	36.9%	25.5%	98.0%
20 - 24	844	716	319	161	451	229	222	819
%V	6.5%	6.0%	5.9%	6.4%	5.8%	5.9%	5.6%	6.8%
%H		84.8%	37.8%	19.1%	53.4%	27.1%	26.3%	97.0%
25 - 34	2247	1930	898	407	1159	578	581	2204
%V	17.4%	16.1%	16.5%	16.2%	14.8%	14.9%	14.7%	18.4%
%H		85.9%	40.0%	18.1%	51.6%	25.7%	25.9%	98.1%
35 - 44	1962	1812	887	397	1133	630	503	1923
%V	15.2%	15.1%	16.3%	15.8%	14.5%	16.2%	12.7%	16.0%
%H		92.4%	45.2%	20.2%	57.7%	32.1%	25.6%	98.0%
45 - 54	1765	1688	755	396	1129	583	546	1692
%V	13.7%	14.1%	13.9%	15.8%	14.4%	15.0%	13.8%	14.1%
%H		95.6%	42.8%	22.4%	64.0%	33.0%	30.9%	95.9%
55 - 64	1253	1210	533	271	829	413	416	1149
%V	9.7%	10.1%	9.8%	10.8%	10.6%	10.6%	10.5%	9.6%
%H		96.6%	42.5%	21.6%	66.2%	33.0%	33.2%	91.7%
65+	1729	1685	531	248	1343	429	913	1143
%V	13.4%	14.1%	9.7%	9.9%	17.1%	11.1%	23.1%	9.5%
%H		97.5%	30.7%	14.3%	77.7%	24.8%	52.8%	66.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10301	9512	4160	1994	6357	3048	3309	9422
%H		92.3%	40.4%	19.4%	61.7%	29.6%	32.1%	91.5%
AB	2922	2743	1200	615	1842	918	924	2860
%V	28.4%	28.8%	28.8%	30.8%	29.0%	30.1%	27.9%	30.4%
%H		93.9%	41.1%	21.0%	63.0%	31.4%	31.6%	97.9%
C1	3182	2883	1238	651	1926	945	981	3001
%V	30.9%	30.3%	29.8%	32.6%	30.3%	31.0%	29.6%	31.9%
%H		90.6%	38.9%	20.5%	60.5%	29.7%	30.8%	94.3%
C2	1893	1774	812	393	1214	657	557	1746
%V	18.4%	18.7%	19.5%	19.7%	19.1%	21.6%	16.8%	18.5%
%H		93.7%	42.9%	20.8%	64.1%	34.7%	29.4%	92.2%
D	1642	1495	697	250	929	396	533	1424
%V	15.9%	15.7%	16.8%	12.5%	14.6%	13.0%	16.1%	15.1%
%H		91.0%	42.4%	15.2%	56.6%	24.1%	32.5%	86.7%
E	662	617	214	86	446	132	314	391
%V	6.4%	6.5%	5.1%	4.3%	7.0%	4.3%	9.5%	4.1%
%H		93.2%	32.3%	13.0%	67.4%	19.9%	47.4%	59.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10301	9512	4160	1994	6357	3048	3309	9422
%H		92.3%	40.4%	19.4%	61.7%	29.6%	32.1%	91.5%
Working full time	5430	4974	2284	1164	3189	1703	1486	5332
%V	52.7%	52.3%	54.9%	58.4%	50.2%	55.9%	44.9%	56.6%
%H		91.6%	42.1%	21.4%	58.7%	31.4%	27.4%	98.2%
Working part time	1015	948	438	207	637	335	302	975
%V	9.9%	10.0%	10.5%	10.4%	10.0%	11.0%	9.1%	10.3%
%H		93.4%	43.2%	20.4%	62.8%	33.0%	29.8%	96.1%
Not working	3857	3590	1438	623	2531	1009	1521	3115
%V	37.4%	37.7%	34.6%	31.2%	39.8%	33.1%	46.0%	33.1%
%H		93.1%	37.3%	16.2%	65.6%	26.2%	39.4%	80.8%
Housewife/Houseperson	5312	4882	1951	956	3370	1427	1943	4613
%V	51.6%	51.3%	46.9%	47.9%	53.0%	46.8%	58.7%	49.0%
%H		91.9%	36.7%	18.0%	63.4%	26.9%	36.6%	86.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5062	4634	2031	1013	3055	1499	1555	4683
%H		91.5%	40.1%	20.0%	60.4%	29.6%	30.7%	92.5%
16 - 19	261	247	119	62	170	101	69	257
%V	5.2%	5.3%	5.9%	6.1%	5.6%	6.7%	4.4%	5.5%
%H		94.6%	45.6%	23.8%	65.1%	38.7%	26.4%	98.5%
20 - 24	410	349	159	81	211	109	102	399
%V	8.1%	7.5%	7.8%	8.0%	6.9%	7.3%	6.6%	8.5%
%H		85.1%	38.8%	19.8%	51.5%	26.6%	24.9%	97.3%
25 - 34	1131	961	441	214	567	288	279	1109
%V	22.3%	20.7%	21.7%	21.1%	18.6%	19.2%	17.9%	23.7%
%H		85.0%	39.0%	18.9%	50.1%	25.5%	24.7%	98.1%
35 - 44	994	908	442	202	558	311	247	975
%V	19.6%	19.6%	21.8%	19.9%	18.3%	20.7%	15.9%	20.8%
%H		91.3%	44.5%	20.3%	56.1%	31.3%	24.8%	98.1%
45 - 54	872	825	365	198	553	288	265	830
%V	17.2%	17.8%	18.0%	19.5%	18.1%	19.2%	17.0%	17.7%
%H		94.6%	41.9%	22.7%	63.4%	33.0%	30.4%	95.2%
55 - 64	622	593	257	137	406	204	202	567
%V	12.3%	12.8%	12.7%	13.5%	13.3%	13.6%	13.0%	12.1%
%H		95.3%	41.3%	22.0%	65.3%	32.8%	32.5%	91.2%
65+	772	751	248	118	589	199	390	546
%V	15.3%	16.2%	12.2%	11.6%	19.3%	13.3%	25.1%	11.7%
%H		97.3%	32.1%	15.3%	76.3%	25.8%	50.5%	70.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5062	4634	2031	1013	3055	1499	1555	4683
%H		91.5%	40.1%	20.0%	60.4%	29.6%	30.7%	92.5%
AB	1475	1382	609	315	925	471	454	1446
%V	29.1%	29.8%	30.0%	31.1%	30.3%	31.4%	29.2%	30.9%
%H		93.7%	41.3%	21.4%	62.7%	31.9%	30.8%	98.0%
C1	1507	1355	592	323	894	461	433	1451
%V	29.8%	29.2%	29.1%	31.9%	29.3%	30.8%	27.8%	31.0%
%H		89.9%	39.3%	21.4%	59.3%	30.6%	28.7%	96.3%
C2	998	928	414	211	630	335	294	921
%V	19.7%	20.0%	20.4%	20.8%	20.6%	22.3%	18.9%	19.7%
%H		93.0%	41.5%	21.1%	63.1%	33.6%	29.5%	92.3%
D	795	706	328	125	418	177	241	701
%V	15.7%	15.2%	16.1%	12.3%	13.7%	11.8%	15.5%	15.0%
%H		88.8%	41.3%	15.7%	52.6%	22.3%	30.3%	88.2%
E	287	263	87	39	188	54	133	164
%V	5.7%	5.7%	4.3%	3.8%	6.2%	3.6%	8.6%	3.5%
%H		91.6%	30.3%	13.6%	65.5%	18.8%	46.3%	57.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5062	4634	2031	1013	3055	1499	1555	4683
%H		91.5%	40.1%	20.0%	60.4%	29.6%	30.7%	92.5%
Working full time	3285	3005	1389	706	1895	1016	879	3218
%V	64.9%	64.8%	68.4%	69.7%	62.0%	67.8%	56.5%	68.7%
%H		91.5%	42.3%	21.5%	57.7%	30.9%	26.8%	98.0%
Working part time	258	229	106	45	158	80	79	240
%V	5.1%	4.9%	5.2%	4.4%	5.2%	5.3%	5.1%	5.1%
%H		88.8%	41.1%	17.4%	61.2%	31.0%	30.6%	93.0%
Not working	1519	1400	536	262	1002	404	598	1225
%V	30.0%	30.2%	26.4%	25.9%	32.8%	27.0%	38.5%	26.2%
%H		92.2%	35.3%	17.2%	66.0%	26.6%	39.4%	80.6%
Housewife/Houseperson	1238	1072	332	217	771	263	508	999
%V	24.5%	23.1%	16.3%	21.4%	25.2%	17.5%	32.7%	21.3%
%H		86.6%	26.8%	17.5%	62.3%	21.2%	41.0%	80.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2015 - June 2016
BBC London
Individual level data
Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5240	4878	2129	982	3302	1548	1754	4738
%H		93.1%	40.6%	18.7%	63.0%	29.5%	33.5%	90.4%
16 - 19	240	224	116	52	143	84	59	234
%V	4.6%	4.6%	5.4%	5.3%	4.3%	5.4%	3.4%	4.9%
%H		93.3%	48.3%	21.7%	59.6%	35.0%	24.6%	97.5%
20 - 24	434	366	160	80	240	120	120	420
%V	8.3%	7.5%	7.5%	8.1%	7.3%	7.8%	6.8%	8.9%
%H		84.3%	36.9%	18.4%	55.3%	27.6%	27.6%	96.8%
25 - 34	1116	970	457	193	592	291	301	1095
%V	21.3%	19.9%	21.5%	19.7%	17.9%	18.8%	17.2%	23.1%
%H		86.9%	40.9%	17.3%	53.0%	26.1%	27.0%	98.1%
35 - 44	968	904	445	195	575	319	255	948
%V	18.5%	18.5%	20.9%	19.9%	17.4%	20.6%	14.5%	20.0%
%H		93.4%	46.0%	20.1%	59.4%	33.0%	26.3%	97.9%
45 - 54	893	863	391	198	575	295	281	862
%V	17.0%	17.7%	18.4%	20.2%	17.4%	19.1%	16.0%	18.2%
%H		96.6%	43.8%	22.2%	64.4%	33.0%	31.5%	96.5%
55 - 64	631	616	277	134	423	209	214	582
%V	12.0%	12.6%	13.0%	13.6%	12.8%	13.5%	12.2%	12.3%
%H		97.6%	43.9%	21.2%	67.0%	33.1%	33.9%	92.2%
65+	957	935	284	130	754	230	524	597
%V	18.3%	19.2%	13.3%	13.2%	22.8%	14.9%	29.9%	12.6%
%H		97.7%	29.7%	13.6%	78.8%	24.0%	54.8%	62.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5240	4878	2129	982	3302	1548	1754	4738
%H		93.1%	40.6%	18.7%	63.0%	29.5%	33.5%	90.4%
AB	1447	1360	590	300	917	446	470	1414
%V	27.6%	27.9%	27.7%	30.5%	27.8%	28.8%	26.8%	29.8%
%H		94.0%	40.8%	20.7%	63.4%	30.8%	32.5%	97.7%
C1	1675	1528	645	328	1033	484	548	1549
%V	32.0%	31.3%	30.3%	33.4%	31.3%	31.3%	31.2%	32.7%
%H		91.2%	38.5%	19.6%	61.7%	28.9%	32.7%	92.5%
C2	895	846	398	182	584	321	262	825
%V	17.1%	17.3%	18.7%	18.5%	17.7%	20.7%	14.9%	17.4%
%H		94.5%	44.5%	20.3%	65.3%	35.9%	29.3%	92.2%
D	847	790	369	125	511	219	292	723
%V	16.2%	16.2%	17.3%	12.7%	15.5%	14.1%	16.6%	15.3%
%H		93.3%	43.6%	14.8%	60.3%	25.9%	34.5%	85.4%
E	375	354	126	47	259	77	181	227
%V	7.2%	7.3%	5.9%	4.8%	7.8%	5.0%	10.3%	4.8%
%H		94.4%	33.6%	12.5%	69.1%	20.5%	48.3%	60.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5240	4878	2129	982	3302	1548	1754	4738
%H		93.1%	40.6%	18.7%	63.0%	29.5%	33.5%	90.4%
Working full time	2145	1969	895	458	1295	687	608	2113
%V	40.9%	40.4%	42.0%	46.6%	39.2%	44.4%	34.7%	44.6%
%H		91.8%	41.7%	21.4%	60.4%	32.0%	28.3%	98.5%
Working part time	757	719	331	162	479	256	223	735
%V	14.4%	14.7%	15.5%	16.5%	14.5%	16.5%	12.7%	15.5%
%H		95.0%	43.7%	21.4%	63.3%	33.8%	29.5%	97.1%
Not working	2338	2190	902	362	1529	606	923	1890
%V	44.6%	44.9%	42.4%	36.9%	46.3%	39.1%	52.6%	39.9%
%H		93.7%	38.6%	15.5%	65.4%	25.9%	39.5%	80.8%
Housewife/Houseperson	4074	3810	1619	739	2599	1164	1435	3615
%V	77.7%	78.1%	76.0%	75.3%	78.7%	75.2%	81.8%	76.3%
%H		93.5%	39.7%	18.1%	63.8%	28.6%	35.2%	88.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1122	1061	467	150	738	301	437	960
%H (All HH)		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%
%H (TV HH)			44.0%	14.1%	69.6%	28.4%	41.2%	
AB	316	298	140	51	211	103	108	301
%V	28.2%	28.1%	30.0%	34.0%	28.6%	34.2%	24.7%	31.4%
%H (All HH)		94.3%	44.3%	16.1%	66.8%	32.6%	34.2%	95.3%
%H (TV HH)			47.0%	17.1%	70.8%	34.6%	36.2%	
C1	346	324	143	37	226	88	138	308
%V	30.8%	30.5%	30.6%	24.7%	30.6%	29.2%	31.6%	32.1%
%H (All HH)		93.6%	41.3%	10.7%	65.3%	25.4%	39.9%	89.0%
%H (TV HH)			44.1%	11.4%	69.8%	27.2%	42.6%	
C2	205	197	93	37	129	60	68	175
%V	18.3%	18.6%	19.9%	24.7%	17.5%	19.9%	15.6%	18.2%
%H (All HH)		96.1%	45.4%	18.0%	62.9%	29.3%	33.2%	85.4%
%H (TV HH)			47.2%	18.8%	65.5%	30.5%	34.5%	
D	149	140	56	16	102	35	66	116
%V	13.3%	13.2%	12.0%	10.7%	13.8%	11.6%	15.1%	12.1%
%H (All HH)		94.0%	37.6%	10.7%	68.5%	23.5%	44.3%	77.9%
%H (TV HH)			40.0%	11.4%	72.9%	25.0%	47.1%	
E	106	102	34	9	71	15	56	60
%V	9.4%	9.6%	7.3%	6.0%	9.6%	5.0%	12.8%	6.3%
%H (All HH)		96.2%	32.1%	8.5%	67.0%	14.2%	52.8%	56.6%
%H (TV HH)			33.3%	8.8%	69.6%	14.7%	54.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1122	1061	467	150	738	301	437	960
%V (All HH)		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%
%H (TV HH)			44.0%	14.1%	69.6%	28.4%	41.2%	
Under 25	51	37	11	2	25	5	20	49
%V	4.5%	3.5%	2.4%	1.3%	3.4%	1.7%	4.6%	5.1%
%H (All HH)		72.5%	21.6%	3.9%	49.0%	9.8%	39.2%	96.1%
%H (TV HH)			29.7%	5.4%	67.6%	13.5%	54.1%	
25 - 34	141	130	63	16	69	26	43	132
%V	12.6%	12.3%	13.5%	10.7%	9.3%	8.6%	9.8%	13.8%
%H (All HH)		92.2%	44.7%	11.3%	48.9%	18.4%	30.5%	93.6%
%H (TV HH)			48.5%	12.3%	53.1%	20.0%	33.1%	
35 - 44	166	155	81	32	101	58	42	162
%V	14.8%	14.6%	17.3%	21.3%	13.7%	19.3%	9.6%	16.9%
%H (All HH)		93.4%	48.8%	19.3%	60.8%	34.9%	25.3%	97.6%
%H (TV HH)			52.3%	20.6%	65.2%	37.4%	27.1%	
45 - 54	223	213	92	39	154	72	81	207
%V	19.9%	20.1%	19.7%	26.0%	20.9%	23.9%	18.5%	21.6%
%H (All HH)		95.5%	41.3%	17.5%	69.1%	32.3%	36.3%	92.8%
%H (TV HH)			43.2%	18.3%	72.3%	33.8%	38.0%	
55 - 64	192	187	93	23	119	47	73	177
%V	17.1%	17.6%	19.9%	15.3%	16.1%	15.6%	16.7%	18.4%
%H (All HH)		97.4%	48.4%	12.0%	62.0%	24.5%	38.0%	92.2%
%H (TV HH)			49.7%	12.3%	63.6%	25.1%	39.0%	
65 +	349	339	128	38	270	92	177	232
%V	31.1%	32.0%	27.4%	25.3%	36.6%	30.6%	40.5%	24.2%
%H (All HH)		97.1%	36.7%	10.9%	77.4%	26.4%	50.7%	66.5%
%H (TV HH)			37.8%	11.2%	79.6%	27.1%	52.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1122	1061	467	150	738	301	437	960
%H (All HH)		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%
%H (TV HH)			44.0%	14.1%	69.6%	28.4%	41.2%	
1	350	322	96	36	243	57	186	230
%V	31.2%	30.3%	20.6%	24.0%	32.9%	18.9%	42.6%	24.0%
%H (All HH)		92.0%	27.4%	10.3%	69.4%	16.3%	53.1%	65.7%
%H (TV HH)			29.8%	11.2%	75.5%	17.7%	57.8%	
2	385	371	172	48	260	111	149	353
%V	34.3%	35.0%	36.8%	32.0%	35.2%	36.9%	34.1%	36.8%
%H (All HH)		96.4%	44.7%	12.5%	67.5%	28.8%	38.7%	91.7%
%H (TV HH)			46.4%	12.9%	70.1%	29.9%	40.2%	
3	167	158	77	29	104	53	51	161
%V	14.9%	14.9%	16.5%	19.3%	14.1%	17.6%	11.7%	16.8%
%H (All HH)		94.6%	46.1%	17.4%	62.3%	31.7%	30.5%	96.4%
%H (TV HH)			48.7%	18.4%	65.8%	33.5%	32.3%	
4	145	141	78	27	91	53	38	144
%V	12.9%	13.3%	16.7%	18.0%	12.3%	17.6%	8.7%	15.0%
%H (All HH)		97.2%	53.8%	18.6%	62.8%	36.6%	26.2%	99.3%
%H (TV HH)			55.3%	19.1%	64.5%	37.6%	27.0%	
5+	75	68	43	9	40	26	13	73
%V	6.7%	6.4%	9.2%	6.0%	5.4%	8.6%	3.0%	7.6%
%H (All HH)		90.7%	57.3%	12.0%	53.3%	34.7%	17.3%	97.3%
%H (TV HH)			63.2%	13.2%	58.8%	38.2%	19.1%	
Average HH size	2.32	2.32	2.60	2.53	2.24	2.63	1.96	2.48

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1122	1061	467	150	738	301	437	960
%V		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%
%H (All HH)			44.0%	14.1%	69.6%	28.4%	41.2%	
%H (TV HH)								
Without	831	781	312	109	562	207	355	679
%V	74.1%	73.6%	66.8%	72.7%	76.2%	68.8%	81.2%	70.7%
%H (All HH)		94.0%	37.5%	13.1%	67.6%	24.9%	42.7%	81.7%
%H (TV HH)			39.9%	14.0%	72.0%	26.5%	45.5%	
With	292	280	155	41	176	94	82	281
%V	26.0%	26.4%	33.2%	27.3%	23.8%	31.2%	18.8%	29.3%
%H (All HH)		95.9%	53.1%	14.0%	60.3%	32.2%	28.1%	96.2%
%H (TV HH)			55.4%	14.6%	62.9%	33.6%	29.3%	
0 - 3	99	94	47	15	55	26	29	95
%V	8.8%	8.9%	10.1%	10.0%	7.5%	8.6%	6.6%	9.9%
%H (All HH)		94.9%	47.5%	15.2%	55.6%	26.3%	29.3%	96.0%
%H (TV HH)			50.0%	16.0%	58.5%	27.7%	30.9%	
4 - 9	154	148	88	18	92	51	41	147
%V	13.7%	13.9%	18.8%	12.0%	12.5%	16.9%	9.4%	15.3%
%H (All HH)		96.1%	57.1%	11.7%	59.7%	33.1%	26.6%	95.5%
%H (TV HH)			59.5%	12.2%	62.2%	34.5%	27.7%	
10 - 15	131	126	75	22	78	48	30	128
%V	11.7%	11.9%	16.1%	14.7%	10.6%	15.9%	6.9%	13.3%
%H (All HH)		96.2%	57.3%	16.8%	59.5%	36.6%	22.9%	97.7%
%H (TV HH)			59.5%	17.5%	61.9%	38.1%	23.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1122	1061	467	150	738	301	437	960
%H (All HH)		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%
%H (TV HH)			44.0%	14.1%	69.6%	28.4%	41.2%	
1	434	434	153	48	276	56	221	340
%V	38.7%	40.9%	32.8%	32.0%	37.4%	18.6%	50.6%	35.4%
%H (All HH)		100.0%	35.3%	11.1%	63.6%	12.9%	50.9%	78.3%
%H (TV HH)			35.3%	11.1%	63.6%	12.9%	50.9%	
2	360	360	166	51	262	116	146	314
%V	32.1%	33.9%	35.5%	34.0%	35.5%	38.5%	33.4%	32.7%
%H (All HH)		100.0%	46.1%	14.2%	72.8%	32.2%	40.6%	87.2%
%H (TV HH)			46.1%	14.2%	72.8%	32.2%	40.6%	
3	168	168	82	34	122	68	54	157
%V	15.0%	15.8%	17.6%	22.7%	16.5%	22.6%	12.4%	16.4%
%H (All HH)		100.0%	48.8%	20.2%	72.6%	40.5%	32.1%	93.5%
%H (TV HH)			48.8%	20.2%	72.6%	40.5%	32.1%	
4	71	71	45	15	55	44	11	70
%V	6.3%	6.7%	9.6%	10.0%	7.5%	14.6%	2.5%	7.3%
%H (All HH)		100.0%	63.4%	21.1%	77.5%	62.0%	15.5%	98.6%
%H (TV HH)			63.4%	21.1%	77.5%	62.0%	15.5%	
5+	29	29	20	3	23	17	6	29
%V	2.6%	2.7%	4.3%	2.0%	3.1%	5.6%	1.4%	3.0%
%H (All HH)		100.0%	69.0%	10.3%	79.3%	58.6%	20.7%	100.0%
%H (TV HH)			69.0%	10.3%	79.3%	58.6%	20.7%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1122	1061	467	150	738	301	437	960
%H (All HH)		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%
%H (TV HH)			44.0%	14.1%	69.6%	28.4%	41.2%	
Under 20"	233	233	105	34	190	93	96	202
%V	20.8%	22.0%	22.5%	22.7%	25.7%	30.9%	22.0%	21.0%
%H (All HH)		100.0%	45.1%	14.6%	81.5%	39.9%	41.2%	86.7%
%H (TV HH)			45.1%	14.6%	81.5%	39.9%	41.2%	
20" - 29"	394	394	161	58	293	119	174	324
%V	35.1%	37.1%	34.5%	38.7%	39.7%	39.5%	39.8%	33.8%
%H (All HH)		100.0%	40.9%	14.7%	74.4%	30.2%	44.2%	82.2%
%H (TV HH)			40.9%	14.7%	74.4%	30.2%	44.2%	
30" - 39"	545	545	258	84	381	176	205	477
%V	48.6%	51.4%	55.2%	56.0%	51.6%	58.5%	46.9%	49.7%
%H (All HH)		100.0%	47.3%	15.4%	69.9%	32.3%	37.6%	87.5%
%H (TV HH)			47.3%	15.4%	69.9%	32.3%	37.6%	
40" and over	510	510	274	77	340	184	156	481
%V	45.5%	48.1%	58.7%	51.3%	46.1%	61.1%	35.7%	50.1%
%H (All HH)		100.0%	53.7%	15.1%	66.7%	36.1%	30.6%	94.3%
%H (TV HH)			53.7%	15.1%	66.7%	36.1%	30.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1122	1061	467	150	738	301	437	960
%V (All HH)		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%
%H (TV HH)			44.0%	14.1%	69.6%	28.4%	41.2%	
Main living room	1051	1051	464	149	734	301	433	901
%V	93.7%	99.1%	99.4%	99.3%	99.5%	100.0%	99.1%	93.9%
%H (All HH)		100.0%	44.1%	14.2%	69.8%	28.6%	41.2%	85.7%
%H (TV HH)			44.1%	14.2%	69.8%	28.6%	41.2%	
Kitchen	118	118	66	16	92	55	37	108
%V	10.5%	11.1%	14.1%	10.7%	12.5%	18.3%	8.5%	11.3%
%H (All HH)		100.0%	55.9%	13.6%	78.0%	46.6%	31.4%	91.5%
%H (TV HH)			55.9%	13.6%	78.0%	46.6%	31.4%	
Adult's bedroom	465	465	226	82	346	188	159	423
%V	41.4%	43.8%	48.4%	54.7%	46.9%	62.5%	36.4%	44.1%
%H (All HH)		100.0%	48.6%	17.6%	74.4%	40.4%	34.2%	91.0%
%H (TV HH)			48.6%	17.6%	74.4%	40.4%	34.2%	
Child's bedroom	98	98	58	18	67	45	22	95
%V	8.7%	9.2%	12.4%	12.0%	9.1%	15.0%	5.0%	9.9%
%H (All HH)		100.0%	59.2%	18.4%	68.4%	45.9%	22.4%	96.9%
%H (TV HH)			59.2%	18.4%	68.4%	45.9%	22.4%	
Other bedroom	97	97	57	19	70	49	22	93
%V	8.6%	9.1%	12.2%	12.7%	9.5%	16.3%	5.0%	9.7%
%H (All HH)		100.0%	58.8%	19.6%	72.2%	50.5%	22.7%	95.9%
%H (TV HH)			58.8%	19.6%	72.2%	50.5%	22.7%	
Second living/dining room	85	85	45	10	61	32	29	79
%V	7.6%	8.0%	9.6%	6.7%	8.3%	10.6%	6.6%	8.2%
%H (All HH)		100.0%	52.9%	11.8%	71.8%	37.6%	34.1%	92.9%
%H (TV HH)			52.9%	11.8%	71.8%	37.6%	34.1%	
Study/office	27	27	16	4	20	13	7	24
%V	2.4%	2.5%	3.4%	2.7%	2.7%	4.3%	1.6%	2.5%
%H (All HH)		100.0%	59.3%	14.8%	74.1%	48.1%	25.9%	88.9%
%H (TV HH)			59.3%	14.8%	74.1%	48.1%	25.9%	
TV room	11	11	8	0	9	6	3	11
%V	1.0%	1.0%	1.7%	0.0%	1.2%	2.0%	0.7%	1.1%
%H (All HH)		100.0%	72.7%	0.0%	81.8%	54.5%	27.3%	100.0%
%H (TV HH)			72.7%	0.0%	81.8%	54.5%	27.3%	
Conservatory	16	16	8	2	13	8	4	15
%V	1.4%	1.5%	1.7%	1.3%	1.8%	2.7%	0.9%	1.6%
%H (All HH)		100.0%	50.0%	12.5%	81.3%	50.0%	25.0%	93.8%
%H (TV HH)			50.0%	12.5%	81.3%	50.0%	25.0%	
Attic or loft room	4	4	3	1	3	2	1	4
%V	0.4%	0.4%	0.6%	0.7%	0.4%	0.7%	0.2%	0.4%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	50.0%	25.0%	
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	15	15	10	1	12	8	4	15
%V	1.3%	1.4%	2.1%	0.7%	1.6%	2.7%	0.9%	1.6%
%H (All HH)		100.0%	66.7%	6.7%	80.0%	53.3%	26.7%	100.0%
%H (TV HH)			66.7%	6.7%	80.0%	53.3%	26.7%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1122	1061	467	150	738	301	437	960
%H (All HH)		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%
%H (TV HH)			44.0%	14.1%	69.6%	28.4%	41.2%	
Any DSAT provider	467	467	467	10	236	236	0	435
%V	41.6%	44.0%	100.0%	6.7%	32.0%	78.4%	0.0%	45.3%
%H (All HH)			100.0%	2.1%	50.5%	50.5%	0.0%	93.1%
%H (TV HH)			100.0%	2.1%	50.5%	50.5%	0.0%	
Sky with subscription	358	358	358	7	184	184	0	338
%V	31.9%	33.7%	76.7%	4.7%	24.9%	61.1%	0.0%	35.2%
%H (All HH)			100.0%	2.0%	51.4%	51.4%	0.0%	94.4%
%H (TV HH)			100.0%	2.0%	51.4%	51.4%	0.0%	
Sky without subscription	26	26	26	1	13	13	0	23
%V	2.3%	2.5%	5.6%	0.7%	1.8%	4.3%	0.0%	2.4%
%H (All HH)			100.0%	3.8%	50.0%	50.0%	0.0%	88.5%
%H (TV HH)			100.0%	3.8%	50.0%	50.0%	0.0%	
Freesat	92	92	92	4	45	45	0	85
%V	8.2%	8.7%	19.7%	2.7%	6.1%	15.0%	0.0%	8.9%
%H (All HH)			100.0%	4.3%	48.9%	48.9%	0.0%	92.4%
%H (TV HH)			100.0%	4.3%	48.9%	48.9%	0.0%	
Other satellite provider	27	27	27	1	14	14	0	25
%V	2.4%	2.5%	5.8%	0.7%	1.9%	4.7%	0.0%	2.6%
%H (All HH)			100.0%	3.7%	51.9%	51.9%	0.0%	92.6%
%H (TV HH)			100.0%	3.7%	51.9%	51.9%	0.0%	
DCAB	150	150	10	150	71	71	0	144
%V	13.4%	14.1%	2.1%	100.0%	9.6%	23.6%	0.0%	15.0%
%H (All HH)			6.7%	100.0%	47.3%	47.3%	0.0%	96.0%
%H (TV HH)			6.7%	100.0%	47.3%	47.3%	0.0%	
DTT	738	738	236	71	738	301	437	608
%V	65.8%	69.6%	50.5%	47.3%	100.0%	100.0%	100.0%	63.3%
%H (All HH)		100.0%	32.0%	9.6%	100.0%	40.8%	59.2%	82.4%
%H (TV HH)			32.0%	9.6%	100.0%	40.8%	59.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1122	1061	467	150	738	301	437	960
%H (All HH)		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%
%H (TV HH)			44.0%	14.1%	69.6%	28.4%	41.2%	
PVR	696	696	394	121	450	261	189	639
%V	62.0%	65.6%	84.4%	80.7%	61.0%	86.7%	43.2%	66.6%
%H (All HH)		100.0%	56.6%	17.4%	64.7%	37.5%	27.2%	91.8%
%H (TV HH)			56.6%	17.4%	64.7%	37.5%	27.2%	
DVDR	39	39	11	7	30	9	22	33
%V	3.5%	3.7%	2.4%	4.7%	4.1%	3.0%	5.0%	3.4%
%H (All HH)		100.0%	28.2%	17.9%	76.9%	23.1%	56.4%	84.6%
%H (TV HH)			28.2%	17.9%	76.9%	23.1%	56.4%	
VCR	16	16	4	2	15	4	10	12
%V	1.4%	1.5%	0.9%	1.3%	2.0%	1.3%	2.3%	1.3%
%H (All HH)		100.0%	25.0%	12.5%	93.8%	25.0%	62.5%	75.0%
%H (TV HH)			25.0%	12.5%	93.8%	25.0%	62.5%	
Any recorder	713	713	397	124	464	264	200	650
%V	63.5%	67.2%	85.0%	82.7%	62.9%	87.7%	45.8%	67.7%
%H (All HH)		100.0%	55.7%	17.4%	65.1%	37.0%	28.1%	91.2%
%H (TV HH)			55.7%	17.4%	65.1%	37.0%	28.1%	
Receives HDTV (via STB or built-in reception)	673	673	348	125	451	244	207	626
%V	60.0%	63.4%	74.5%	83.3%	61.1%	81.1%	47.4%	65.2%
%H (All HH)		100.0%	51.7%	18.6%	67.0%	36.3%	30.8%	93.0%
%H (TV HH)			51.7%	18.6%	67.0%	36.3%	30.8%	
DVD/Blu-ray player or recorder	846	846	387	128	589	256	332	744
%V	75.4%	79.7%	82.9%	85.3%	79.8%	85.0%	76.0%	77.5%
%H (All HH)		100.0%	45.7%	15.1%	69.6%	30.3%	39.2%	87.9%
%H (TV HH)			45.7%	15.1%	69.6%	30.3%	39.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1122	1061	467	150	738	301	437	960
%H (All HH)		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%
%H (TV HH)			44.0%	14.1%	69.6%	28.4%	41.2%	
Has broadband internet	960	910	435	144	608	285	323	960
%V	85.6%	85.8%	93.1%	96.0%	82.4%	94.7%	73.9%	100.0%
%H (All HH)		94.8%	45.3%	15.0%	63.3%	29.7%	33.6%	100.0%
%H (TV HH)			47.8%	15.8%	66.8%	31.3%	35.5%	
Number of computers (PCs and laptops)								
0	185	170	43	12	138	21	117	38
%V	16.5%	16.0%	9.2%	8.0%	18.7%	7.0%	26.8%	4.0%
%H (All HH)		91.9%	23.2%	6.5%	74.6%	11.4%	63.2%	20.5%
%H (TV HH)			25.3%	7.1%	81.2%	12.4%	68.8%	
1	248	232	95	29	155	52	103	236
%V	22.1%	21.9%	20.3%	19.3%	21.0%	17.3%	23.6%	24.6%
%H (All HH)		93.5%	38.3%	11.7%	62.5%	21.0%	41.5%	95.2%
%H (TV HH)			40.9%	12.5%	66.8%	22.4%	44.4%	
2	264	252	123	38	168	78	89	263
%V	23.5%	23.8%	26.3%	25.3%	22.8%	25.9%	20.4%	27.4%
%H (All HH)		95.5%	46.6%	14.4%	63.6%	29.5%	33.7%	99.6%
%H (TV HH)			48.8%	15.1%	66.7%	31.0%	35.3%	
3	161	158	73	24	118	60	58	160
%V	14.3%	14.9%	15.6%	16.0%	16.0%	19.9%	13.3%	16.7%
%H (All HH)		98.1%	45.3%	14.9%	73.3%	37.3%	36.0%	99.4%
%H (TV HH)			46.2%	15.2%	74.7%	38.0%	36.7%	
4	129	121	63	24	75	42	34	129
%V	11.5%	11.4%	13.5%	16.0%	10.2%	14.0%	7.8%	13.4%
%H (All HH)		93.8%	48.8%	18.6%	58.1%	32.6%	26.4%	100.0%
%H (TV HH)			52.1%	19.8%	62.0%	34.7%	28.1%	
5+	135	128	70	22	84	48	36	135
%V	12.0%	12.1%	15.0%	14.7%	11.4%	15.9%	8.2%	14.1%
%H (All HH)		94.8%	51.9%	16.3%	62.2%	35.6%	26.7%	100.0%
%H (TV HH)			54.7%	17.2%	65.6%	37.5%	28.1%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2099	1027	324	1515	765	750	1877
%H		48.9%	15.4%	72.2%	36.4%	35.7%	89.4%
Under 20"	302	137	46	250	127	123	265
%V	14.4%	13.3%	14.2%	16.5%	16.6%	16.4%	14.1%
%H		45.4%	15.2%	82.8%	42.1%	40.7%	87.7%
20" - 29"	485	201	72	371	159	211	410
%V	23.1%	19.6%	22.2%	24.5%	20.8%	28.1%	21.8%
%H		41.4%	14.8%	76.5%	32.8%	43.5%	84.5%
30" - 39"	649	321	105	456	231	225	576
%V	30.9%	31.3%	32.4%	30.1%	30.2%	30.0%	30.7%
%H		49.5%	16.2%	70.3%	35.6%	34.7%	88.8%
40" and over	625	352	96	416	240	176	594
%V	29.8%	34.3%	29.6%	27.5%	31.4%	23.5%	31.6%
%H		56.3%	15.4%	66.6%	38.4%	28.2%	95.0%
Don't know	37	16	6	23	8	15	32
%V	1.8%	1.6%	1.9%	1.5%	1.0%	2.0%	1.7%
%H		43.2%	16.2%	62.2%	21.6%	40.5%	86.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2099	1027	324	1515	765	750	1877
%H		48.9%	15.4%	72.2%	36.4%	35.7%	89.4%
Main living room	1055	466	151	735	302	433	905
%V	50.3%	45.4%	46.6%	48.5%	39.5%	57.7%	48.2%
%H		44.2%	14.3%	69.7%	28.6%	41.0%	85.8%
Kitchen	119	66	16	93	55	38	109
%V	5.7%	6.4%	4.9%	6.1%	7.2%	5.1%	5.8%
%H		55.5%	13.4%	78.2%	46.2%	31.9%	91.6%
Adult's bedroom	514	249	95	386	213	173	469
%V	24.5%	24.2%	29.3%	25.5%	27.8%	23.1%	25.0%
%H		48.4%	18.5%	75.1%	41.4%	33.7%	91.2%
Child's bedroom	126	78	20	88	60	28	123
%V	6.0%	7.6%	6.2%	5.8%	7.8%	3.7%	6.6%
%H		61.9%	15.9%	69.8%	47.6%	22.2%	97.6%
Other bedroom	122	72	24	92	64	27	117
%V	5.8%	7.0%	7.4%	6.1%	8.4%	3.6%	6.2%
%H		59.0%	19.7%	75.4%	52.5%	22.1%	95.9%
Second living/dining room	86	47	10	62	33	29	81
%V	4.1%	4.6%	3.1%	4.1%	4.3%	3.9%	4.3%
%H		54.7%	11.6%	72.1%	38.4%	33.7%	94.2%
Study/office	28	16	4	21	13	8	24
%V	1.3%	1.6%	1.2%	1.4%	1.7%	1.1%	1.3%
%H		57.1%	14.3%	75.0%	46.4%	28.6%	85.7%
TV room	11	8	0	9	6	3	11
%V	0.5%	0.8%	0.0%	0.6%	0.8%	0.4%	0.6%
%H		72.7%	0.0%	81.8%	54.5%	27.3%	100.0%
Conservatory	16	8	2	13	8	4	15
%V	0.8%	0.8%	0.6%	0.9%	1.0%	0.5%	0.8%
%H		50.0%	12.5%	81.3%	50.0%	25.0%	93.8%
Attic or loft room	4	3	1	3	2	1	4
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%	0.2%
%H		75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	17	12	1	14	9	5	17
%V	0.8%	1.2%	0.3%	0.9%	1.2%	0.7%	0.9%
%H		70.6%	5.9%	82.4%	52.9%	29.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2099	1027	324	1515	765	750	1877
%H		48.9%	15.4%	72.2%	36.4%	35.7%	89.4%
PVR	896	524	172	560	348	212	833
%V	42.7%	51.0%	53.1%	37.0%	45.5%	28.3%	44.4%
%H		58.5%	19.2%	62.5%	38.8%	23.7%	93.0%
DVDR	41	11	7	32	9	23	34
%V	2.0%	1.1%	2.2%	2.1%	1.2%	3.1%	1.8%
%H		26.8%	17.1%	78.0%	22.0%	56.1%	82.9%
VCR	16	4	2	15	4	10	12
%V	0.8%	0.4%	0.6%	1.0%	0.5%	1.3%	0.6%
%H		25.0%	12.5%	93.8%	25.0%	62.5%	75.0%
Any recorder	921	531	174	582	354	228	852
%V	43.9%	51.7%	53.7%	38.4%	46.3%	30.4%	45.4%
%H		57.7%	18.9%	63.2%	38.4%	24.8%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: 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	2099	1027	324	1515	765	750	1877
%H		48.9%	15.4%	72.2%	36.4%	35.7%	89.4%
Receives HDTV (via STB or built-in reception)	940	490	193	637	368	269	891
%V	44.8%	47.7%	59.6%	42.0%	48.1%	35.9%	47.5%
%H		52.1%	20.5%	67.8%	39.1%	28.6%	94.8%
DVD/Blu-ray player or recorder	1237	599	194	881	435	446	1111
%V	58.9%	58.3%	59.9%	58.2%	56.9%	59.5%	59.2%
%H		48.4%	15.7%	71.2%	35.2%	36.1%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1059	467	150	737	301	436	907
%H		44.1%	14.2%	69.6%	28.4%	41.2%	85.6%
Under 20"	15	1	0	13	0	13	8
%V	1.4%	0.2%	0.0%	1.8%	0.0%	3.0%	0.9%
%H		6.7%	0.0%	86.7%	0.0%	86.7%	53.3%
20" - 29"	155	38	23	115	22	93	105
%V	14.6%	8.1%	15.3%	15.6%	7.3%	21.3%	11.6%
%H		24.5%	14.8%	74.2%	14.2%	60.0%	67.7%
30" - 39"	383	159	53	271	101	170	319
%V	36.2%	34.0%	35.3%	36.8%	33.6%	39.0%	35.2%
%H		41.5%	13.8%	70.8%	26.4%	44.4%	83.3%
40" and over	491	263	72	330	177	154	463
%V	46.4%	56.3%	48.0%	44.8%	58.8%	35.3%	51.0%
%H		53.6%	14.7%	67.2%	36.0%	31.4%	94.3%
Don't know	14	6	1	8	1	6	12
%V	1.3%	1.3%	0.7%	1.1%	0.3%	1.4%	1.3%
%H		42.9%	7.1%	57.1%	7.1%	42.9%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1059	467	150	737	301	436	907
%H		44.1%	14.2%	69.6%	28.4%	41.2%	85.6%
PVR	683	387	121	438	254	184	628
%V	64.5%	82.9%	80.7%	59.4%	84.4%	42.2%	69.2%
%H		56.7%	17.7%	64.1%	37.2%	26.9%	91.9%
DVDR	28	7	6	22	5	16	24
%V	2.6%	1.5%	4.0%	3.0%	1.7%	3.7%	2.6%
%H		25.0%	21.4%	78.6%	17.9%	57.1%	85.7%
VCR	13	3	2	11	4	8	10
%V	1.2%	0.6%	1.3%	1.5%	1.3%	1.8%	1.1%
%H		23.1%	15.4%	84.6%	30.8%	61.5%	76.9%
Any recorder	698	390	123	451	257	193	638
%V	65.9%	83.5%	82.0%	61.2%	85.4%	44.3%	70.3%
%H		55.9%	17.6%	64.6%	36.8%	27.7%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1059	467	150	737	301	436	907
%H		44.1%	14.2%	69.6%	28.4%	41.2%	85.6%
Receives HDTV (via STB or built-in reception)	663	343	124	443	240	202	617
%V	62.6%	73.4%	82.7%	60.1%	79.7%	46.3%	68.0%
%H		51.7%	18.7%	66.8%	36.2%	30.5%	93.1%
DVD/Blu-ray player or recorder	790	356	116	550	231	318	690
%V	74.6%	76.2%	77.3%	74.6%	76.7%	72.9%	76.1%
%H		45.1%	14.7%	69.6%	29.2%	40.3%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1040	560	174	778	465	313	969
%H		53.8%	16.7%	74.8%	44.7%	30.1%	93.2%
Under 20"	288	135	46	237	127	110	257
%V	27.7%	24.1%	26.4%	30.5%	27.3%	35.1%	26.5%
%H		46.9%	16.0%	82.3%	44.1%	38.2%	89.2%
20" - 29"	330	164	49	256	138	118	305
%V	31.7%	29.3%	28.2%	32.9%	29.7%	37.7%	31.5%
%H		49.7%	14.8%	77.6%	41.8%	35.8%	92.4%
30" - 39"	266	163	51	184	130	54	257
%V	25.6%	29.1%	29.3%	23.7%	28.0%	17.3%	26.5%
%H		61.3%	19.2%	69.2%	48.9%	20.3%	96.6%
40" and over	134	88	24	85	63	22	131
%V	12.9%	15.7%	13.8%	10.9%	13.5%	7.0%	13.5%
%H		65.7%	17.9%	63.4%	47.0%	16.4%	97.8%
Don't know	22	10	4	15	7	8	19
%V	2.1%	1.8%	2.3%	1.9%	1.5%	2.6%	2.0%
%H		45.5%	18.2%	68.2%	31.8%	36.4%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

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	1040	560	174	778	465	313	969
%H		53.8%	16.7%	74.8%	44.7%	30.1%	93.2%
PVR	213	137	51	122	93	28	206
%V	20.5%	24.5%	29.3%	15.7%	20.0%	8.9%	21.3%
%H		64.3%	23.9%	57.3%	43.7%	13.1%	96.7%
DVDR	12	4	1	11	3	7	11
%V	1.2%	0.7%	0.6%	1.4%	0.6%	2.2%	1.1%
%H		33.3%	8.3%	91.7%	25.0%	58.3%	91.7%
VCR	3	1	0	3	1	3	2
%V	0.3%	0.2%	0.0%	0.4%	0.2%	1.0%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	100.0%	66.7%
Any recorder	223	141	52	131	97	34	214
%V	21.4%	25.2%	29.9%	16.8%	20.9%	10.9%	22.1%
%H		63.2%	23.3%	58.7%	43.5%	15.2%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1040	560	174	778	465	313	969
%H		53.8%	16.7%	74.8%	44.7%	30.1%	93.2%
Receives HDTV (via STB or built-in reception)	278	147	69	194	128	66	274
%V	26.7%	26.3%	39.7%	24.9%	27.5%	21.1%	28.3%
%H		52.9%	24.8%	69.8%	46.0%	23.7%	98.6%
DVD/Blu-ray player or recorder	447	243	78	331	203	128	421
%V	43.0%	43.4%	44.8%	42.5%	43.7%	40.9%	43.4%
%H		54.4%	17.4%	74.0%	45.4%	28.6%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2015 - June 2016
BBC South East
Individual level data
Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2599	2464	1214	380	1650	792	858	2381
%H		94.8%	46.7%	14.6%	63.5%	30.5%	33.0%	91.6%
Total Children	495	473	271	71	287	159	128	478
%V	19.0%	19.2%	22.3%	18.7%	17.4%	20.1%	14.9%	20.1%
%H		95.6%	54.7%	14.3%	58.0%	32.1%	25.9%	96.6%
0 - 3	111	106	53	17	61	30	31	107
%V	4.3%	4.3%	4.4%	4.5%	3.7%	3.8%	3.6%	4.5%
%H		95.5%	47.7%	15.3%	55.0%	27.0%	27.9%	96.4%
4 - 15	383	368	218	54	226	129	97	371
%V	14.7%	14.9%	18.0%	14.2%	13.7%	16.3%	11.3%	15.6%
%H		96.1%	56.9%	14.1%	59.0%	33.7%	25.3%	96.9%
4 - 9	207	198	118	21	123	66	58	197
%V	8.0%	8.0%	9.7%	5.5%	7.5%	8.3%	6.8%	8.3%
%H		95.7%	57.0%	10.1%	59.4%	31.9%	28.0%	95.2%
10 - 15	176	170	100	32	103	64	39	174
%V	6.8%	6.9%	8.2%	8.4%	6.2%	8.1%	4.5%	7.3%
%H		96.6%	56.8%	18.2%	58.5%	36.4%	22.2%	98.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2599	2464	1214	380	1650	792	858	2381
%H		94.8%	46.7%	14.6%	63.5%	30.5%	33.0%	91.6%
Total Adults (16+)	2104	1991	943	309	1363	633	730	1903
%V	81.0%	80.8%	77.7%	81.3%	82.6%	79.9%	85.1%	79.9%
%H		94.6%	44.8%	14.7%	64.8%	30.1%	34.7%	90.4%
16 - 19	119	110	53	27	68	38	30	116
%V	4.6%	4.5%	4.4%	7.1%	4.1%	4.8%	3.5%	4.9%
%H		92.4%	44.5%	22.7%	57.1%	31.9%	25.2%	97.5%
20 - 24	146	121	48	19	83	35	48	144
%V	5.6%	4.9%	4.0%	5.0%	5.0%	4.4%	5.6%	6.0%
%H		82.9%	32.9%	13.0%	56.8%	24.0%	32.9%	98.6%
25 - 34	305	279	141	36	162	71	91	293
%V	11.7%	11.3%	11.6%	9.5%	9.8%	9.0%	10.6%	12.3%
%H		91.5%	46.2%	11.8%	53.1%	23.3%	29.8%	96.1%
35 - 44	302	284	158	55	181	109	72	294
%V	11.6%	11.5%	13.0%	14.5%	11.0%	13.8%	8.4%	12.3%
%H		94.0%	52.3%	18.2%	59.9%	36.1%	23.8%	97.4%
45 - 54	378	363	165	73	254	131	124	358
%V	14.5%	14.7%	13.6%	19.2%	15.4%	16.5%	14.5%	15.0%
%H		96.0%	43.7%	19.3%	67.2%	34.7%	32.8%	94.7%
55 - 64	327	320	165	40	209	91	118	309
%V	12.6%	13.0%	13.6%	10.5%	12.7%	11.5%	13.8%	13.0%
%H		97.9%	50.5%	12.2%	63.9%	27.8%	36.1%	94.5%
65+	527	516	213	59	405	157	248	390
%V	20.3%	20.9%	17.5%	15.5%	24.5%	19.8%	28.9%	16.4%
%H		97.9%	40.4%	11.2%	76.9%	29.8%	47.1%	74.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2104	1991	943	309	1363	633	730	1903
%H		94.6%	44.8%	14.7%	64.8%	30.1%	34.7%	90.4%
AB	622	589	291	99	414	211	203	603
%V	29.6%	29.6%	30.9%	32.0%	30.4%	33.3%	27.8%	31.7%
%H		94.7%	46.8%	15.9%	66.6%	33.9%	32.6%	96.9%
C1	654	608	284	86	407	179	227	608
%V	31.1%	30.5%	30.1%	27.8%	29.9%	28.3%	31.1%	31.9%
%H		93.0%	43.4%	13.1%	62.2%	27.4%	34.7%	93.0%
C2	422	407	207	83	269	149	120	382
%V	20.1%	20.4%	22.0%	26.9%	19.7%	23.5%	16.4%	20.1%
%H		96.4%	49.1%	19.7%	63.7%	35.3%	28.4%	90.5%
D	269	253	116	29	180	74	107	227
%V	12.8%	12.7%	12.3%	9.4%	13.2%	11.7%	14.7%	11.9%
%H		94.1%	43.1%	10.8%	66.9%	27.5%	39.8%	84.4%
E	138	133	46	12	93	20	73	84
%V	6.6%	6.7%	4.9%	3.9%	6.8%	3.2%	10.0%	4.4%
%H		96.4%	33.3%	8.7%	67.4%	14.5%	52.9%	60.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2104	1991	943	309	1363	633	730	1903
%H		94.6%	44.8%	14.7%	64.8%	30.1%	34.7%	90.4%
Working full time	932	881	452	159	565	300	265	910
%V	44.3%	44.2%	47.9%	51.5%	41.5%	47.4%	36.3%	47.8%
%H		94.5%	48.5%	17.1%	60.6%	32.2%	28.4%	97.6%
Working part time	262	252	116	37	175	78	97	247
%V	12.5%	12.7%	12.3%	12.0%	12.8%	12.3%	13.3%	13.0%
%H		96.2%	44.3%	14.1%	66.8%	29.8%	37.0%	94.3%
Not working	910	858	375	113	623	255	368	747
%V	43.3%	43.1%	39.8%	36.6%	45.7%	40.3%	50.4%	39.3%
%H		94.3%	41.2%	12.4%	68.5%	28.0%	40.4%	82.1%
Housewife/Houseperson	1122	1061	467	150	738	301	437	960
%V	53.3%	53.3%	49.5%	48.5%	54.1%	47.6%	59.9%	50.4%
%H		94.6%	41.6%	13.4%	65.8%	26.8%	38.9%	85.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1032	961	467	160	653	326	327	950
%H		93.1%	45.3%	15.5%	63.3%	31.6%	31.7%	92.1%
16 - 19	62	53	29	14	33	22	12	60
%V	6.0%	5.5%	6.2%	8.8%	5.1%	6.7%	3.7%	6.3%
%H		85.5%	46.8%	22.6%	53.2%	35.5%	19.4%	96.8%
20 - 24	76	62	24	13	40	19	21	76
%V	7.4%	6.5%	5.1%	8.1%	6.1%	5.8%	6.4%	8.0%
%H		81.6%	31.6%	17.1%	52.6%	25.0%	27.6%	100.0%
25 - 34	158	139	63	21	84	36	48	154
%V	15.3%	14.5%	13.5%	13.1%	12.9%	11.0%	14.7%	16.2%
%H		88.0%	39.9%	13.3%	53.2%	22.8%	30.4%	97.5%
35 - 44	147	138	78	24	87	51	35	142
%V	14.2%	14.4%	16.7%	15.0%	13.3%	15.6%	10.7%	14.9%
%H		93.9%	53.1%	16.3%	59.2%	34.7%	23.8%	96.6%
45 - 54	187	179	84	40	122	68	54	176
%V	18.1%	18.6%	18.0%	25.0%	18.7%	20.9%	16.5%	18.5%
%H		95.7%	44.9%	21.4%	65.2%	36.4%	28.9%	94.1%
55 - 64	163	160	85	21	109	53	56	153
%V	15.8%	16.6%	18.2%	13.1%	16.7%	16.3%	17.1%	16.1%
%H		98.2%	52.1%	12.9%	66.9%	32.5%	34.4%	93.9%
65+	238	230	104	28	178	78	100	188
%V	23.1%	23.9%	22.3%	17.5%	27.3%	23.9%	30.6%	19.8%
%H		96.6%	43.7%	11.8%	74.8%	32.8%	42.0%	79.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1032	961	467	160	653	326	327	950
%H		93.1%	45.3%	15.5%	63.3%	31.6%	31.7%	92.1%
AB	316	297	149	51	209	110	99	308
%V	30.6%	30.9%	31.9%	31.9%	32.0%	33.7%	30.3%	32.4%
%H		94.0%	47.2%	16.1%	66.1%	34.8%	31.3%	97.5%
C1	312	284	141	42	185	91	94	296
%V	30.2%	29.6%	30.2%	26.3%	28.3%	27.9%	28.7%	31.2%
%H		91.0%	45.2%	13.5%	59.3%	29.2%	30.1%	94.9%
C2	223	213	102	47	144	77	67	198
%V	21.6%	22.2%	21.8%	29.4%	22.1%	23.6%	20.5%	20.8%
%H		95.5%	45.7%	21.1%	64.6%	34.5%	30.0%	88.8%
D	130	118	57	16	82	40	42	113
%V	12.6%	12.3%	12.2%	10.0%	12.6%	12.3%	12.8%	11.9%
%H		90.8%	43.8%	12.3%	63.1%	30.8%	32.3%	86.9%
E	51	49	18	4	33	8	25	35
%V	4.9%	5.1%	3.9%	2.5%	5.1%	2.5%	7.6%	3.7%
%H		96.1%	35.3%	7.8%	64.7%	15.7%	49.0%	68.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1032	961	467	160	653	326	327	950
%H		93.1%	45.3%	15.5%	63.3%	31.6%	31.7%	92.1%
Working full time	607	570	289	109	369	200	169	591
%V	58.8%	59.3%	61.9%	68.1%	56.5%	61.3%	51.7%	62.2%
%H		93.9%	47.6%	18.0%	60.8%	32.9%	27.8%	97.4%
Working part time	56	52	24	8	35	16	19	51
%V	5.4%	5.4%	5.1%	5.0%	5.4%	4.9%	5.8%	5.4%
%H		92.9%	42.9%	14.3%	62.5%	28.6%	33.9%	91.1%
Not working	368	339	155	44	249	110	139	308
%V	35.7%	35.3%	33.2%	27.5%	38.1%	33.7%	42.5%	32.4%
%H		92.1%	42.1%	12.0%	67.7%	29.9%	37.8%	83.7%
Housewife/Houseperson	221	191	76	29	137	54	83	172
%V	21.4%	19.9%	16.3%	18.1%	21.0%	16.6%	25.4%	18.1%
%H		86.4%	34.4%	13.1%	62.0%	24.4%	37.6%	77.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1072	1030	476	148	710	307	403	954
%H		96.1%	44.4%	13.8%	66.2%	28.6%	37.6%	89.0%
16 - 19	57	56	24	14	35	17	18	56
%V	5.3%	5.4%	5.0%	9.5%	4.9%	5.5%	4.5%	5.9%
%H		98.2%	42.1%	24.6%	61.4%	29.8%	31.6%	98.2%
20 - 24	70	59	24	6	43	17	27	68
%V	6.5%	5.7%	5.0%	4.1%	6.1%	5.5%	6.7%	7.1%
%H		84.3%	34.3%	8.6%	61.4%	24.3%	38.6%	97.1%
25 - 34	147	140	78	15	78	35	43	139
%V	13.7%	13.6%	16.4%	10.1%	11.0%	11.4%	10.7%	14.6%
%H		95.2%	53.1%	10.2%	53.1%	23.8%	29.3%	94.6%
35 - 44	155	145	79	31	94	58	36	151
%V	14.5%	14.1%	16.6%	20.9%	13.2%	18.9%	8.9%	15.8%
%H		93.5%	51.0%	20.0%	60.6%	37.4%	23.2%	97.4%
45 - 54	191	184	81	33	132	63	69	182
%V	17.8%	17.9%	17.0%	22.3%	18.6%	20.5%	17.1%	19.1%
%H		96.3%	42.4%	17.3%	69.1%	33.0%	36.1%	95.3%
55 - 64	163	160	81	19	100	39	61	156
%V	15.2%	15.5%	17.0%	12.8%	14.1%	12.7%	15.1%	16.4%
%H		98.2%	49.7%	11.7%	61.3%	23.9%	37.4%	95.7%
65+	289	285	109	31	227	79	148	202
%V	27.0%	27.7%	22.9%	20.9%	32.0%	25.7%	36.7%	21.2%
%H		98.6%	37.7%	10.7%	78.5%	27.3%	51.2%	69.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1072	1030	476	148	710	307	403	954
%H		96.1%	44.4%	13.8%	66.2%	28.6%	37.6%	89.0%
AB	306	292	141	48	206	102	104	295
%V	28.5%	28.3%	29.6%	32.4%	29.0%	33.2%	25.8%	30.9%
%H		95.4%	46.1%	15.7%	67.3%	33.3%	34.0%	96.4%
C1	342	324	143	43	221	88	133	312
%V	31.9%	31.5%	30.0%	29.1%	31.1%	28.7%	33.0%	32.7%
%H		94.7%	41.8%	12.6%	64.6%	25.7%	38.9%	91.2%
C2	199	194	106	36	125	72	53	184
%V	18.6%	18.8%	22.3%	24.3%	17.6%	23.5%	13.2%	19.3%
%H		97.5%	53.3%	18.1%	62.8%	36.2%	26.6%	92.5%
D	139	135	59	13	98	34	64	114
%V	13.0%	13.1%	12.4%	8.8%	13.8%	11.1%	15.9%	11.9%
%H		97.1%	42.4%	9.4%	70.5%	24.5%	46.0%	82.0%
E	87	84	27	8	60	12	48	49
%V	8.1%	8.2%	5.7%	5.4%	8.5%	3.9%	11.9%	5.1%
%H		96.6%	31.0%	9.2%	69.0%	13.8%	55.2%	56.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1072	1030	476	148	710	307	403	954
%H		96.1%	44.4%	13.8%	66.2%	28.6%	37.6%	89.0%
Working full time	325	311	163	50	196	100	96	319
%V	30.3%	30.2%	34.2%	33.8%	27.6%	32.6%	23.8%	33.4%
%H		95.7%	50.2%	15.4%	60.3%	30.8%	29.5%	98.2%
Working part time	206	200	92	29	140	62	78	196
%V	19.2%	19.4%	19.3%	19.6%	19.7%	20.2%	19.4%	20.5%
%H		97.1%	44.7%	14.1%	68.0%	30.1%	37.9%	95.1%
Not working	541	519	221	69	374	146	229	439
%V	50.5%	50.4%	46.4%	46.6%	52.7%	47.6%	56.8%	46.0%
%H		95.9%	40.9%	12.8%	69.1%	27.0%	42.3%	81.1%
Housewife/Houseperson	901	870	391	121	601	247	355	788
%V	84.0%	84.5%	82.1%	81.8%	84.6%	80.5%	88.1%	82.6%
%H		96.6%	43.4%	13.4%	66.7%	27.4%	39.4%	87.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3667	3513	1337	697	2747	1274	1472	2993
%H (All HH)		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%
%H (TV HH)			38.1%	19.8%	78.2%	36.3%	41.9%	
AB	863	836	364	154	647	331	316	815
%V	23.5%	23.8%	27.2%	22.1%	23.6%	26.0%	21.5%	27.2%
%H (All HH)		96.9%	42.2%	17.8%	75.0%	38.4%	36.6%	94.4%
%H (TV HH)			43.5%	18.4%	77.4%	39.6%	37.8%	
C1	952	906	354	195	700	343	357	834
%V	26.0%	25.8%	26.5%	28.0%	25.5%	26.9%	24.3%	27.9%
%H (All HH)		95.2%	37.2%	20.5%	73.5%	36.0%	37.5%	87.6%
%H (TV HH)			39.1%	21.5%	77.3%	37.9%	39.4%	
C2	766	746	264	169	603	293	310	630
%V	20.9%	21.2%	19.7%	24.2%	22.0%	23.0%	21.1%	21.0%
%H (All HH)		97.4%	34.5%	22.1%	78.7%	38.3%	40.5%	82.2%
%H (TV HH)			35.4%	22.7%	80.8%	39.3%	41.6%	
D	681	646	248	130	491	223	268	503
%V	18.6%	18.4%	18.5%	18.7%	17.9%	17.5%	18.2%	16.8%
%H (All HH)		94.9%	36.4%	19.1%	72.1%	32.7%	39.4%	73.9%
%H (TV HH)			38.4%	20.1%	76.0%	34.5%	41.5%	
E	406	379	108	50	305	85	220	210
%V	11.1%	10.8%	8.1%	7.2%	11.1%	6.7%	14.9%	7.0%
%H (All HH)		93.3%	26.6%	12.3%	75.1%	20.9%	54.2%	51.7%
%H (TV HH)			28.5%	13.2%	80.5%	22.4%	58.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3667	3513	1337	697	2747	1274	1472	2993
%H (All HH)		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%
%H (TV HH)			38.1%	19.8%	78.2%	36.3%	41.9%	
Under 25	187	157	49	27	119	47	71	177
%V	5.1%	4.5%	3.7%	3.9%	4.3%	3.7%	4.8%	5.9%
%H (All HH)		84.0%	26.2%	14.4%	63.6%	25.1%	38.0%	94.7%
%H (TV HH)			31.2%	17.2%	75.8%	29.9%	45.2%	
25 - 34	568	522	239	105	352	180	172	538
%V	15.5%	14.9%	17.9%	15.1%	12.8%	14.1%	11.7%	18.0%
%H (All HH)		91.9%	42.1%	18.5%	62.0%	31.7%	30.3%	94.7%
%H (TV HH)			45.8%	20.1%	67.4%	34.5%	33.0%	
35 - 44	593	568	268	127	406	239	167	558
%V	16.2%	16.2%	20.0%	18.2%	14.8%	18.8%	11.3%	18.6%
%H (All HH)		95.8%	45.2%	21.4%	68.5%	40.3%	28.2%	94.1%
%H (TV HH)			47.2%	22.4%	71.5%	42.1%	29.4%	
45 - 54	692	677	272	168	535	295	241	645
%V	18.9%	19.3%	20.3%	24.1%	19.5%	23.2%	16.4%	21.6%
%H (All HH)		97.8%	39.3%	24.3%	77.3%	42.6%	34.8%	93.2%
%H (TV HH)			40.2%	24.8%	79.0%	43.6%	35.6%	
55 - 64	594	579	233	116	470	238	231	516
%V	16.2%	16.5%	17.4%	16.6%	17.1%	18.7%	15.7%	17.2%
%H (All HH)		97.5%	39.2%	19.5%	79.1%	40.1%	38.9%	86.9%
%H (TV HH)			40.2%	20.0%	81.2%	41.1%	39.9%	
65 +	1033	1010	276	153	865	275	590	559
%V	28.2%	28.8%	20.6%	22.0%	31.5%	21.6%	40.1%	18.7%
%H (All HH)		97.8%	26.7%	14.8%	83.7%	26.6%	57.1%	54.1%
%H (TV HH)			27.3%	15.1%	85.6%	27.2%	58.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3667	3513	1337	697	2747	1274	1472	2993
%H (All HH)		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%
%H (TV HH)			38.1%	19.8%	78.2%	36.3%	41.9%	
1	1102	1020	272	121	857	234	622	629
%V	30.1%	29.0%	20.3%	17.4%	31.2%	18.4%	42.3%	21.0%
%H (All HH)		92.6%	24.7%	11.0%	77.8%	21.2%	56.4%	57.1%
%H (TV HH)			26.7%	11.9%	84.0%	22.9%	61.0%	
2	1276	1238	470	267	967	470	496	1114
%V	34.8%	35.2%	35.2%	38.3%	35.2%	36.9%	33.7%	37.2%
%H (All HH)		97.0%	36.8%	20.9%	75.8%	36.8%	38.9%	87.3%
%H (TV HH)			38.0%	21.6%	78.1%	38.0%	40.1%	
3	555	542	245	143	407	251	156	534
%V	15.1%	15.4%	18.3%	20.5%	14.8%	19.7%	10.6%	17.8%
%H (All HH)		97.7%	44.1%	25.8%	73.3%	45.2%	28.1%	96.2%
%H (TV HH)			45.2%	26.4%	75.1%	46.3%	28.8%	
4	475	462	222	104	340	206	134	462
%V	13.0%	13.2%	16.6%	14.9%	12.4%	16.2%	9.1%	15.4%
%H (All HH)		97.3%	46.7%	21.9%	71.6%	43.4%	28.2%	97.3%
%H (TV HH)			48.1%	22.5%	73.6%	44.6%	29.0%	
5+	259	251	128	61	177	113	64	252
%V	7.1%	7.1%	9.6%	8.8%	6.4%	8.9%	4.3%	8.4%
%H (All HH)		96.9%	49.4%	23.6%	68.3%	43.6%	24.7%	97.3%
%H (TV HH)			51.0%	24.3%	70.5%	45.0%	25.5%	
Average HH size	2.35	2.37	2.64	2.64	2.31	2.64	2.02	2.57

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3667	3513	1337	697	2747	1274	1472	2993
%H (All HH)		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%
%H (TV HH)			38.1%	19.8%	78.2%	36.3%	41.9%	
Without	2712	2582	903	477	2084	886	1197	2068
%V	74.0%	73.5%	67.5%	68.4%	75.9%	69.5%	81.3%	69.1%
%H (All HH)		95.2%	33.3%	17.6%	76.8%	32.7%	44.1%	76.3%
%H (TV HH)			35.0%	18.5%	80.7%	34.3%	46.4%	
With	956	930	434	219	663	388	275	925
%V	26.1%	26.5%	32.5%	31.4%	24.1%	30.5%	18.7%	30.9%
%H (All HH)		97.3%	45.4%	22.9%	69.4%	40.6%	28.8%	96.8%
%H (TV HH)			46.7%	23.5%	71.3%	41.7%	29.6%	
0 - 3	370	355	171	80	244	141	102	354
%V	10.1%	10.1%	12.8%	11.5%	8.9%	11.1%	6.9%	11.8%
%H (All HH)		95.9%	46.2%	21.6%	65.9%	38.1%	27.6%	95.7%
%H (TV HH)			48.2%	22.5%	68.7%	39.7%	28.7%	
4 - 9	491	475	231	103	340	200	140	472
%V	13.4%	13.5%	17.3%	14.8%	12.4%	15.7%	9.5%	15.8%
%H (All HH)		96.7%	47.0%	21.0%	69.2%	40.7%	28.5%	96.1%
%H (TV HH)			48.6%	21.7%	71.6%	42.1%	29.5%	
10 - 15	456	451	211	117	325	198	127	449
%V	12.4%	12.8%	15.8%	16.8%	11.8%	15.5%	8.6%	15.0%
%H (All HH)		98.9%	46.3%	25.7%	71.3%	43.4%	27.9%	98.5%
%H (TV HH)			46.8%	25.9%	72.1%	43.9%	28.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3667	3513	1337	697	2747	1274	1472	2993
%H (All HH)		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%
%H (TV HH)			38.1%	19.8%	78.2%	36.3%	41.9%	
1	1405	1405	447	223	991	286	705	1020
%V	38.3%	40.0%	33.4%	32.0%	36.1%	22.4%	47.9%	34.1%
%H (All HH)		100.0%	31.8%	15.9%	70.5%	20.4%	50.2%	72.6%
%H (TV HH)			31.8%	15.9%	70.5%	20.4%	50.2%	
2	1199	1199	466	247	970	475	495	1008
%V	32.7%	34.1%	34.9%	35.4%	35.3%	37.3%	33.6%	33.7%
%H (All HH)		100.0%	38.9%	20.6%	80.9%	39.6%	41.3%	84.1%
%H (TV HH)			38.9%	20.6%	80.9%	39.6%	41.3%	
3	556	556	245	133	478	294	184	512
%V	15.2%	15.8%	18.3%	19.1%	17.4%	23.1%	12.5%	17.1%
%H (All HH)		100.0%	44.1%	23.9%	86.0%	52.9%	33.1%	92.1%
%H (TV HH)			44.1%	23.9%	86.0%	52.9%	33.1%	
4	235	235	115	61	205	142	63	228
%V	6.4%	6.7%	8.6%	8.8%	7.5%	11.1%	4.3%	7.6%
%H (All HH)		100.0%	48.9%	26.0%	87.2%	60.4%	26.8%	97.0%
%H (TV HH)			48.9%	26.0%	87.2%	60.4%	26.8%	
5+	118	118	65	32	103	78	25	117
%V	3.2%	3.4%	4.9%	4.6%	3.7%	6.1%	1.7%	3.9%
%H (All HH)		100.0%	55.1%	27.1%	87.3%	66.1%	21.2%	99.2%
%H (TV HH)			55.1%	27.1%	87.3%	66.1%	21.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3667	3513	1337	697	2747	1274	1472	2993
%H (All HH)		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%
%H (TV HH)			38.1%	19.8%	78.2%	36.3%	41.9%	
Under 20"	594	594	218	117	523	261	262	494
%V	16.2%	16.9%	16.3%	16.8%	19.0%	20.5%	17.8%	16.5%
%H (All HH)		100.0%	36.7%	19.7%	88.0%	43.9%	44.1%	83.2%
%H (TV HH)			36.7%	19.7%	88.0%	43.9%	44.1%	
20" - 29"	1182	1182	425	224	1008	470	538	959
%V	32.2%	33.6%	31.8%	32.1%	36.7%	36.9%	36.5%	32.0%
%H (All HH)		100.0%	36.0%	19.0%	85.3%	39.8%	45.5%	81.1%
%H (TV HH)			36.0%	19.0%	85.3%	39.8%	45.5%	
30" - 39"	1875	1875	711	383	1506	723	782	1551
%V	51.1%	53.4%	53.2%	54.9%	54.8%	56.8%	53.1%	51.8%
%H (All HH)		100.0%	37.9%	20.4%	80.3%	38.6%	41.7%	82.7%
%H (TV HH)			37.9%	20.4%	80.3%	38.6%	41.7%	
40" and over	1846	1846	868	431	1394	835	558	1683
%V	50.3%	52.5%	64.9%	61.8%	50.7%	65.5%	37.9%	56.2%
%H (All HH)		100.0%	47.0%	23.3%	75.5%	45.2%	30.2%	91.2%
%H (TV HH)			47.0%	23.3%	75.5%	45.2%	30.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3667	3513	1337	697	2747	1274	1472	2993
%V (All HH)		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%
%H (TV HH)			38.1%	19.8%	78.2%	36.3%	41.9%	
Main living room	3474	3474	1329	691	2722	1267	1455	2854
%V	94.7%	98.9%	99.4%	99.1%	99.1%	99.5%	98.8%	95.4%
%H (All HH)		100.0%	38.3%	19.9%	78.4%	36.5%	41.9%	82.2%
%H (TV HH)			38.3%	19.9%	78.4%	36.5%	41.9%	
Kitchen	426	426	180	75	377	199	177	370
%V	11.6%	12.1%	13.5%	10.8%	13.7%	15.6%	12.0%	12.4%
%H (All HH)		100.0%	42.3%	17.6%	88.5%	46.7%	41.5%	86.9%
%H (TV HH)			42.3%	17.6%	88.5%	46.7%	41.5%	
Adult's bedroom	1584	1584	673	372	1329	777	553	1411
%V	43.2%	45.1%	50.3%	53.4%	48.4%	61.0%	37.6%	47.1%
%H (All HH)		100.0%	42.5%	23.5%	83.9%	49.1%	34.9%	89.1%
%H (TV HH)			42.5%	23.5%	83.9%	49.1%	34.9%	
Child's bedroom	343	343	166	96	271	186	85	338
%V	9.4%	9.8%	12.4%	13.8%	9.9%	14.6%	5.8%	11.3%
%H (All HH)		100.0%	48.4%	28.0%	79.0%	54.2%	24.8%	98.5%
%H (TV HH)			48.4%	28.0%	79.0%	54.2%	24.8%	
Other bedroom	204	204	94	47	174	109	66	192
%V	5.6%	5.8%	7.0%	6.7%	6.3%	8.6%	4.5%	6.4%
%H (All HH)		100.0%	46.1%	23.0%	85.3%	53.4%	32.4%	94.1%
%H (TV HH)			46.1%	23.0%	85.3%	53.4%	32.4%	
Second living/dining room	347	347	154	83	295	178	118	297
%V	9.5%	9.9%	11.5%	11.9%	10.7%	14.0%	8.0%	9.9%
%H (All HH)		100.0%	44.4%	23.9%	85.0%	51.3%	34.0%	85.6%
%H (TV HH)			44.4%	23.9%	85.0%	51.3%	34.0%	
Study/office	49	49	25	10	42	27	15	48
%V	1.3%	1.4%	1.9%	1.4%	1.5%	2.1%	1.0%	1.6%
%H (All HH)		100.0%	51.0%	20.4%	85.7%	55.1%	30.6%	98.0%
%H (TV HH)			51.0%	20.4%	85.7%	55.1%	30.6%	
TV room	24	24	11	5	20	11	9	24
%V	0.7%	0.7%	0.8%	0.7%	0.7%	0.9%	0.6%	0.8%
%H (All HH)		100.0%	45.8%	20.8%	83.3%	45.8%	37.5%	100.0%
%H (TV HH)			45.8%	20.8%	83.3%	45.8%	37.5%	
Conservatory	83	83	39	21	68	44	24	77
%V	2.3%	2.4%	2.9%	3.0%	2.5%	3.5%	1.6%	2.6%
%H (All HH)		100.0%	47.0%	25.3%	81.9%	53.0%	28.9%	92.8%
%H (TV HH)			47.0%	25.3%	81.9%	53.0%	28.9%	
Attic or loft room	9	9	5	3	7	6	1	9
%V	0.2%	0.3%	0.4%	0.4%	0.3%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	55.6%	33.3%	77.8%	66.7%	11.1%	100.0%
%H (TV HH)			55.6%	33.3%	77.8%	66.7%	11.1%	
No specific location	5	5	3	2	5	3	2	5
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	40.0%	100.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	40.0%	100.0%	60.0%	40.0%	
Other	26	26	9	8	23	13	10	25
%V	0.7%	0.7%	0.7%	1.1%	0.8%	1.0%	0.7%	0.8%
%H (All HH)		100.0%	34.6%	30.8%	88.5%	50.0%	38.5%	96.2%
%H (TV HH)			34.6%	30.8%	88.5%	50.0%	38.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3667	3513	1337	697	2747	1274	1472	2993
%V (All HH)		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%
%H (TV HH)			38.1%	19.8%	78.2%	36.3%	41.9%	
Any DSAT provider	1337	1337	1337	36	855	855	0	1225
%V	36.5%	38.1%	100.0%	5.2%	31.1%	67.1%	0.0%	40.9%
%H (All HH)			100.0%	2.7%	63.9%	63.9%	0.0%	91.6%
%H (TV HH)			100.0%	2.7%	63.9%	63.9%	0.0%	
Sky with subscription	1063	1063	1063	15	690	690	0	991
%V	29.0%	30.3%	79.5%	2.2%	25.1%	54.2%	0.0%	33.1%
%H (All HH)			100.0%	1.4%	64.9%	64.9%	0.0%	93.2%
%H (TV HH)			100.0%	1.4%	64.9%	64.9%	0.0%	
Sky without subscription	83	83	83	7	45	45	0	69
%V	2.3%	2.4%	6.2%	1.0%	1.6%	3.5%	0.0%	2.3%
%H (All HH)			100.0%	8.4%	54.2%	54.2%	0.0%	83.1%
%H (TV HH)			100.0%	8.4%	54.2%	54.2%	0.0%	
Freesat	139	139	139	11	89	89	0	123
%V	3.8%	4.0%	10.4%	1.6%	3.2%	7.0%	0.0%	4.1%
%H (All HH)			100.0%	7.9%	64.0%	64.0%	0.0%	88.5%
%H (TV HH)			100.0%	7.9%	64.0%	64.0%	0.0%	
Other satellite provider	86	86	86	6	52	52	0	78
%V	2.3%	2.4%	6.4%	0.9%	1.9%	4.1%	0.0%	2.6%
%H (All HH)			100.0%	7.0%	60.5%	60.5%	0.0%	90.7%
%H (TV HH)			100.0%	7.0%	60.5%	60.5%	0.0%	
DCAB	697	697	36	697	444	444	0	637
%V	19.0%	19.8%	2.7%	100.0%	16.2%	34.9%	0.0%	21.3%
%H (All HH)			5.2%	100.0%	63.7%	63.7%	0.0%	91.4%
%H (TV HH)			5.2%	100.0%	63.7%	63.7%	0.0%	
DTT	2747	2747	855	444	2747	1274	1472	2196
%V	74.9%	78.2%	63.9%	63.7%	100.0%	100.0%	100.0%	73.4%
%H (All HH)		100.0%	31.1%	16.2%	100.0%	46.4%	53.6%	79.9%
%H (TV HH)			31.1%	16.2%	100.0%	46.4%	53.6%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3667	3513	1337	697	2747	1274	1472	2993
%H (All HH)		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%
%H (TV HH)			38.1%	19.8%	78.2%	36.3%	41.9%	
PVR	2124	2124	1133	592	1556	1122	434	1949
%V	57.9%	60.5%	84.7%	84.9%	56.6%	88.1%	29.5%	65.1%
%H (All HH)		100.0%	53.3%	27.9%	73.3%	52.8%	20.4%	91.8%
%H (TV HH)			53.3%	27.9%	73.3%	52.8%	20.4%	
DVDR	90	90	28	21	78	35	43	76
%V	2.5%	2.6%	2.1%	3.0%	2.8%	2.7%	2.9%	2.5%
%H (All HH)		100.0%	31.1%	23.3%	86.7%	38.9%	47.8%	84.4%
%H (TV HH)			31.1%	23.3%	86.7%	38.9%	47.8%	
VCR	61	61	12	8	55	13	41	35
%V	1.7%	1.7%	0.9%	1.1%	2.0%	1.0%	2.8%	1.2%
%H (All HH)		100.0%	19.7%	13.1%	90.2%	21.3%	67.2%	57.4%
%H (TV HH)			19.7%	13.1%	90.2%	21.3%	67.2%	
Any recorder	2185	2185	1136	596	1613	1126	487	1981
%V	59.6%	62.2%	85.0%	85.5%	58.7%	88.4%	33.1%	66.2%
%H (All HH)		100.0%	52.0%	27.3%	73.8%	51.5%	22.3%	90.7%
%H (TV HH)			52.0%	27.3%	73.8%	51.5%	22.3%	
Receives HDTV (via STB or built-in reception)	2259	2259	996	561	1766	1031	735	2045
%V	61.6%	64.3%	74.5%	80.5%	64.3%	80.9%	49.9%	68.3%
%H (All HH)		100.0%	44.1%	24.8%	78.2%	45.6%	32.5%	90.5%
%H (TV HH)			44.1%	24.8%	78.2%	45.6%	32.5%	
DVD/Blu-ray player or recorder	2473	2473	991	511	1946	970	976	2135
%V	67.4%	70.4%	74.1%	73.3%	70.8%	76.1%	66.3%	71.3%
%H (All HH)		100.0%	40.1%	20.7%	78.7%	39.2%	39.5%	86.3%
%H (TV HH)			40.1%	20.7%	78.7%	39.2%	39.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3667	3513	1337	697	2747	1274	1472	2993
%H (All HH)		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%
%H (TV HH)			38.1%	19.8%	78.2%	36.3%	41.9%	
Has broadband internet	2993	2884	1225	637	2196	1181	1015	2993
%V	81.6%	82.1%	91.6%	91.4%	79.9%	92.7%	69.0%	100.0%
%H (All HH)		96.4%	40.9%	21.3%	73.4%	39.5%	33.9%	100.0%
%H (TV HH)			42.5%	22.1%	76.1%	41.0%	35.2%	
Number of computers (PCs and laptops)								
0	760	708	143	78	610	127	483	140
%V	20.7%	20.2%	10.7%	11.2%	22.2%	10.0%	32.8%	4.7%
%H (All HH)		93.2%	18.8%	10.3%	80.3%	16.7%	63.6%	18.4%
%H (TV HH)			20.2%	11.0%	86.2%	17.9%	68.2%	
1	1028	979	361	191	742	323	419	986
%V	28.0%	27.9%	27.0%	27.4%	27.0%	25.4%	28.5%	32.9%
%H (All HH)		95.2%	35.1%	18.6%	72.2%	31.4%	40.8%	95.9%
%H (TV HH)			36.9%	19.5%	75.8%	33.0%	42.8%	
2	799	774	344	154	594	321	273	789
%V	21.8%	22.0%	25.7%	22.1%	21.6%	25.2%	18.5%	26.4%
%H (All HH)		96.9%	43.1%	19.3%	74.3%	40.2%	34.2%	98.7%
%H (TV HH)			44.4%	19.9%	76.7%	41.5%	35.3%	
3	462	448	204	116	333	202	131	462
%V	12.6%	12.8%	15.3%	16.6%	12.1%	15.9%	8.9%	15.4%
%H (All HH)		97.0%	44.2%	25.1%	72.1%	43.7%	28.4%	100.0%
%H (TV HH)			45.5%	25.9%	74.3%	45.1%	29.2%	
4	303	297	142	76	231	150	81	303
%V	8.3%	8.5%	10.6%	10.9%	8.4%	11.8%	5.5%	10.1%
%H (All HH)		98.0%	46.9%	25.1%	76.2%	49.5%	26.7%	100.0%
%H (TV HH)			47.8%	25.6%	77.8%	50.5%	27.3%	
5+	314	307	143	82	236	150	86	313
%V	8.6%	8.7%	10.7%	11.8%	8.6%	11.8%	5.8%	10.5%
%H (All HH)		97.8%	45.5%	26.1%	75.2%	47.8%	27.4%	99.7%
%H (TV HH)			46.6%	26.7%	76.9%	48.9%	28.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7047	2925	1535	5743	3108	2635	6112
%H		41.5%	21.8%	81.5%	44.1%	37.4%	86.7%
Under 20"	735	273	154	648	335	314	624
%V	10.4%	9.3%	10.0%	11.3%	10.8%	11.9%	10.2%
%H		37.1%	21.0%	88.2%	45.6%	42.7%	84.9%
20" - 29"	1543	570	307	1328	651	677	1291
%V	21.9%	19.5%	20.0%	23.1%	20.9%	25.7%	21.1%
%H		36.9%	19.9%	86.1%	42.2%	43.9%	83.7%
30" - 39"	2315	929	490	1883	979	904	1961
%V	32.9%	31.8%	31.9%	32.8%	31.5%	34.3%	32.1%
%H		40.1%	21.2%	81.3%	42.3%	39.0%	84.7%
40" and over	2267	1081	553	1725	1066	658	2094
%V	32.2%	37.0%	36.0%	30.0%	34.3%	25.0%	34.3%
%H		47.7%	24.4%	76.1%	47.0%	29.0%	92.4%
Don't know	187	72	32	159	77	82	143
%V	2.7%	2.5%	2.1%	2.8%	2.5%	3.1%	2.3%
%H		38.5%	17.1%	85.0%	41.2%	43.9%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7047	2925	1535	5743	3108	2635	6112
%H		41.5%	21.8%	81.5%	44.1%	37.4%	86.7%
Main living room	3490	1337	693	2736	1276	1460	2869
%V	49.5%	45.7%	45.1%	47.6%	41.1%	55.4%	46.9%
%H		38.3%	19.9%	78.4%	36.6%	41.8%	82.2%
Kitchen	426	180	75	377	199	177	370
%V	6.0%	6.2%	4.9%	6.6%	6.4%	6.7%	6.1%
%H		42.3%	17.6%	88.5%	46.7%	41.5%	86.9%
Adult's bedroom	1883	815	452	1596	960	635	1700
%V	26.7%	27.9%	29.4%	27.8%	30.9%	24.1%	27.8%
%H		43.3%	24.0%	84.8%	51.0%	33.7%	90.3%
Child's bedroom	454	226	124	358	249	109	448
%V	6.4%	7.7%	8.1%	6.2%	8.0%	4.1%	7.3%
%H		49.8%	27.3%	78.9%	54.8%	24.0%	98.7%
Other bedroom	245	118	57	209	136	74	232
%V	3.5%	4.0%	3.7%	3.6%	4.4%	2.8%	3.8%
%H		48.2%	23.3%	85.3%	55.5%	30.2%	94.7%
Second living/dining room	351	158	84	300	181	119	301
%V	5.0%	5.4%	5.5%	5.2%	5.8%	4.5%	4.9%
%H		45.0%	23.9%	85.5%	51.6%	33.9%	85.8%
Study/office	51	26	10	43	28	16	49
%V	0.7%	0.9%	0.7%	0.7%	0.9%	0.6%	0.8%
%H		51.0%	19.6%	84.3%	54.9%	31.4%	96.1%
TV room	24	11	5	20	11	9	24
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		45.8%	20.8%	83.3%	45.8%	37.5%	100.0%
Conservatory	83	39	21	68	44	24	77
%V	1.2%	1.3%	1.4%	1.2%	1.4%	0.9%	1.3%
%H		47.0%	25.3%	81.9%	53.0%	28.9%	92.8%
Attic or loft room	9	5	3	7	6	1	9
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		55.6%	33.3%	77.8%	66.7%	11.1%	100.0%
No specific location	5	3	2	5	3	2	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		60.0%	40.0%	100.0%	60.0%	40.0%	100.0%
Other	28	9	9	25	14	11	27
%V	0.4%	0.3%	0.6%	0.4%	0.5%	0.4%	0.4%
%H		32.1%	32.1%	89.3%	50.0%	39.3%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7047	2925	1535	5743	3108	2635	6112
%H		41.5%	21.8%	81.5%	44.1%	37.4%	86.7%
PVR	2719	1518	773	1940	1463	477	2523
%V	38.6%	51.9%	50.4%	33.8%	47.1%	18.1%	41.3%
%H		55.8%	28.4%	71.3%	53.8%	17.5%	92.8%
DVDR	96	31	22	83	38	45	81
%V	1.4%	1.1%	1.4%	1.4%	1.2%	1.7%	1.3%
%H		32.3%	22.9%	86.5%	39.6%	46.9%	84.4%
VCR	64	14	9	57	15	43	37
%V	0.9%	0.5%	0.6%	1.0%	0.5%	1.6%	0.6%
%H		21.9%	14.1%	89.1%	23.4%	67.2%	57.8%
Any recorder	2807	1536	784	2021	1483	539	2579
%V	39.8%	52.5%	51.1%	35.2%	47.7%	20.5%	42.2%
%H		54.7%	27.9%	72.0%	52.8%	19.2%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7047	2925	1535	5743	3108	2635	6112
%H		41.5%	21.8%	81.5%	44.1%	37.4%	86.7%
Receives HDTV (via STB or built-in reception)	3321	1467	868	2651	1611	1040	3060
%V	47.1%	50.2%	56.5%	46.2%	51.8%	39.5%	50.1%
%H		44.2%	26.1%	79.8%	48.5%	31.3%	92.1%
DVD/Blu-ray player or recorder	3586	1512	757	2885	1551	1334	3182
%V	50.9%	51.7%	49.3%	50.2%	49.9%	50.6%	52.1%
%H		42.2%	21.1%	80.5%	43.3%	37.2%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3510	1337	697	2746	1274	1472	2882
%H		38.1%	19.9%	78.2%	36.3%	41.9%	82.1%
Under 20"	30	4	3	26	5	22	18
%V	0.9%	0.3%	0.4%	0.9%	0.4%	1.5%	0.6%
%H		13.3%	10.0%	86.7%	16.7%	73.3%	60.0%
20" - 29"	365	73	44	308	67	241	224
%V	10.4%	5.5%	6.3%	11.2%	5.3%	16.4%	7.8%
%H		20.0%	12.1%	84.4%	18.4%	66.0%	61.4%
30" - 39"	1242	394	214	998	370	628	951
%V	35.4%	29.5%	30.7%	36.3%	29.0%	42.7%	33.0%
%H		31.7%	17.2%	80.4%	29.8%	50.6%	76.6%
40" and over	1797	844	423	1355	813	542	1636
%V	51.2%	63.1%	60.7%	49.3%	63.8%	36.8%	56.8%
%H		47.0%	23.5%	75.4%	45.2%	30.2%	91.0%
Don't know	77	22	13	60	20	39	53
%V	2.2%	1.6%	1.9%	2.2%	1.6%	2.6%	1.8%
%H		28.6%	16.9%	77.9%	26.0%	50.6%	68.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3510	1337	697	2746	1274	1472	2882
%H		38.1%	19.9%	78.2%	36.3%	41.9%	82.1%
PVR	2074	1115	581	1510	1099	410	1903
%V	59.1%	83.4%	83.4%	55.0%	86.3%	27.9%	66.0%
%H		53.8%	28.0%	72.8%	53.0%	19.8%	91.8%
DVDR	70	19	16	62	26	36	59
%V	2.0%	1.4%	2.3%	2.3%	2.0%	2.4%	2.0%
%H		27.1%	22.9%	88.6%	37.1%	51.4%	84.3%
VCR	49	9	6	43	8	35	26
%V	1.4%	0.7%	0.9%	1.6%	0.6%	2.4%	0.9%
%H		18.4%	12.2%	87.8%	16.3%	71.4%	53.1%
Any recorder	2131	1119	584	1563	1105	458	1933
%V	60.7%	83.7%	83.8%	56.9%	86.7%	31.1%	67.1%
%H		52.5%	27.4%	73.3%	51.9%	21.5%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3510	1337	697	2746	1274	1472	2882
%H		38.1%	19.9%	78.2%	36.3%	41.9%	82.1%
Receives HDTV (via STB or built-in reception)	2193	968	549	1707	999	707	1988
%V	62.5%	72.4%	78.8%	62.2%	78.4%	48.0%	69.0%
%H		44.1%	25.0%	77.8%	45.6%	32.2%	90.7%
DVD/Blu-ray player or recorder	2242	892	451	1755	856	899	1924
%V	63.9%	66.7%	64.7%	63.9%	67.2%	61.1%	66.8%
%H		39.8%	20.1%	78.3%	38.2%	40.1%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3537	1588	838	2997	1833	1164	3230
%H		44.9%	23.7%	84.7%	51.8%	32.9%	91.3%
Under 20"	705	269	150	622	330	292	606
%V	19.9%	16.9%	17.9%	20.8%	18.0%	25.1%	18.8%
%H		38.2%	21.3%	88.2%	46.8%	41.4%	86.0%
20" - 29"	1178	497	263	1020	584	436	1068
%V	33.3%	31.3%	31.4%	34.0%	31.9%	37.5%	33.1%
%H		42.2%	22.3%	86.6%	49.6%	37.0%	90.7%
30" - 39"	1073	535	277	885	609	276	1010
%V	30.3%	33.7%	33.1%	29.5%	33.2%	23.7%	31.3%
%H		49.9%	25.8%	82.5%	56.8%	25.7%	94.1%
40" and over	470	237	130	370	253	117	458
%V	13.3%	14.9%	15.5%	12.3%	13.8%	10.1%	14.2%
%H		50.4%	27.7%	78.7%	53.8%	24.9%	97.4%
Don't know	110	49	18	100	57	43	90
%V	3.1%	3.1%	2.1%	3.3%	3.1%	3.7%	2.8%
%H		44.5%	16.4%	90.9%	51.8%	39.1%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3537	1588	838	2997	1833	1164	3230
%H		44.9%	23.7%	84.7%	51.8%	32.9%	91.3%
PVR	644	404	193	430	363	67	621
%V	18.2%	25.4%	23.0%	14.3%	19.8%	5.8%	19.2%
%H		62.7%	30.0%	66.8%	56.4%	10.4%	96.4%
DVDR	26	12	7	21	12	9	22
%V	0.7%	0.8%	0.8%	0.7%	0.7%	0.8%	0.7%
%H		46.2%	26.9%	80.8%	46.2%	34.6%	84.6%
VCR	16	5	3	15	7	8	11
%V	0.5%	0.3%	0.4%	0.5%	0.4%	0.7%	0.3%
%H		31.3%	18.8%	93.8%	43.8%	50.0%	68.8%
Any recorder	676	417	199	459	378	81	646
%V	19.1%	26.3%	23.7%	15.3%	20.6%	7.0%	20.0%
%H		61.7%	29.4%	67.9%	55.9%	12.0%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3537	1588	838	2997	1833	1164	3230
%H		44.9%	23.7%	84.7%	51.8%	32.9%	91.3%
Receives HDTV (via STB or built-in reception)	1128	499	319	945	612	333	1072
%V	31.9%	31.4%	38.1%	31.5%	33.4%	28.6%	33.2%
%H		44.2%	28.3%	83.8%	54.3%	29.5%	95.0%
DVD/Blu-ray player or recorder	1345	620	306	1130	695	435	1258
%V	38.0%	39.0%	36.5%	37.7%	37.9%	37.4%	38.9%
%H		46.1%	22.8%	84.0%	51.7%	32.3%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8629	8331	3529	1838	6332	3366	2967	7684
%H		96.5%	40.9%	21.3%	73.4%	39.0%	34.4%	89.0%
Total Children	1698	1645	779	376	1166	676	490	1642
%V	19.7%	19.7%	22.1%	20.5%	18.4%	20.1%	16.5%	21.4%
%H		96.9%	45.9%	22.1%	68.7%	39.8%	28.9%	96.7%
0 - 3	434	413	200	91	281	161	120	415
%V	5.0%	5.0%	5.7%	5.0%	4.4%	4.8%	4.0%	5.4%
%H		95.2%	46.1%	21.0%	64.7%	37.1%	27.6%	95.6%
4 - 15	1264	1232	580	284	884	515	370	1227
%V	14.6%	14.8%	16.4%	15.5%	14.0%	15.3%	12.5%	16.0%
%H		97.5%	45.9%	22.5%	69.9%	40.7%	29.3%	97.1%
4 - 9	663	640	306	135	457	261	195	635
%V	7.7%	7.7%	8.7%	7.3%	7.2%	7.8%	6.6%	8.3%
%H		96.5%	46.2%	20.4%	68.9%	39.4%	29.4%	95.8%
10 - 15	601	592	273	149	428	253	175	592
%V	7.0%	7.1%	7.7%	8.1%	6.8%	7.5%	5.9%	7.7%
%H		98.5%	45.4%	24.8%	71.2%	42.1%	29.1%	98.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8629	8331	3529	1838	6332	3366	2967	7684
%H		96.5%	40.9%	21.3%	73.4%	39.0%	34.4%	89.0%
Total Adults (16+)	6931	6685	2750	1462	5167	2690	2477	6042
%V	80.3%	80.2%	77.9%	79.5%	81.6%	79.9%	83.5%	78.6%
%H		96.5%	39.7%	21.1%	74.5%	38.8%	35.7%	87.2%
16 - 19	414	399	173	113	313	197	116	402
%V	4.8%	4.8%	4.9%	6.1%	4.9%	5.9%	3.9%	5.2%
%H		96.4%	41.8%	27.3%	75.6%	47.6%	28.0%	97.1%
20 - 24	559	512	207	113	387	211	175	542
%V	6.5%	6.1%	5.9%	6.1%	6.1%	6.3%	5.9%	7.1%
%H		91.6%	37.0%	20.2%	69.2%	37.7%	31.3%	97.0%
25 - 34	1133	1060	512	228	727	411	316	1086
%V	13.1%	12.7%	14.5%	12.4%	11.5%	12.2%	10.7%	14.1%
%H		93.6%	45.2%	20.1%	64.2%	36.3%	27.9%	95.9%
35 - 44	1050	1009	499	227	722	442	280	997
%V	12.2%	12.1%	14.1%	12.4%	11.4%	13.1%	9.4%	13.0%
%H		96.1%	47.5%	21.6%	68.8%	42.1%	26.7%	95.0%
45 - 54	1207	1187	496	309	925	537	388	1143
%V	14.0%	14.2%	14.1%	16.8%	14.6%	16.0%	13.1%	14.9%
%H		98.3%	41.1%	25.6%	76.6%	44.5%	32.1%	94.7%
55 - 64	986	965	394	207	777	408	369	886
%V	11.4%	11.6%	11.2%	11.3%	12.3%	12.1%	12.4%	11.5%
%H		97.9%	40.0%	21.0%	78.8%	41.4%	37.4%	89.9%
65+	1582	1554	470	265	1316	483	832	986
%V	18.3%	18.7%	13.3%	14.4%	20.8%	14.3%	28.0%	12.8%
%H		98.2%	29.7%	16.8%	83.2%	30.5%	52.6%	62.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6931	6685	2750	1462	5167	2690	2477	6042
%H		96.5%	39.7%	21.1%	74.5%	38.8%	35.7%	87.2%
AB	1718	1671	764	323	1287	700	587	1654
%V	24.8%	25.0%	27.8%	22.1%	24.9%	26.0%	23.7%	27.4%
%H		97.3%	44.5%	18.8%	74.9%	40.7%	34.2%	96.3%
C1	1824	1747	740	403	1339	732	608	1672
%V	26.3%	26.1%	26.9%	27.6%	25.9%	27.2%	24.5%	27.7%
%H		95.8%	40.6%	22.1%	73.4%	40.1%	33.3%	91.7%
C2	1514	1483	559	380	1188	648	540	1321
%V	21.8%	22.2%	20.3%	26.0%	23.0%	24.1%	21.8%	21.9%
%H		98.0%	36.9%	25.1%	78.5%	42.8%	35.7%	87.3%
D	1303	1244	517	276	929	475	454	1056
%V	18.8%	18.6%	18.8%	18.9%	18.0%	17.7%	18.3%	17.5%
%H		95.5%	39.7%	21.2%	71.3%	36.5%	34.8%	81.0%
E	571	541	169	81	424	136	288	339
%V	8.2%	8.1%	6.1%	5.5%	8.2%	5.1%	11.6%	5.6%
%H		94.7%	29.6%	14.2%	74.3%	23.8%	50.4%	59.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6931	6685	2750	1462	5167	2690	2477	6042
%H		96.5%	39.7%	21.1%	74.5%	38.8%	35.7%	87.2%
Working full time	3169	3080	1410	728	2312	1368	944	3051
%V	45.7%	46.1%	51.3%	49.8%	44.7%	50.9%	38.1%	50.5%
%H		97.2%	44.5%	23.0%	73.0%	43.2%	29.8%	96.3%
Working part time	684	664	276	153	497	258	239	642
%V	9.9%	9.9%	10.0%	10.5%	9.6%	9.6%	9.6%	10.6%
%H		97.1%	40.4%	22.4%	72.7%	37.7%	34.9%	93.9%
Not working	3078	2942	1064	581	2358	1063	1294	2348
%V	44.4%	44.0%	38.7%	39.7%	45.6%	39.5%	52.2%	38.9%
%H		95.6%	34.6%	18.9%	76.6%	34.5%	42.0%	76.3%
Housewife/Houseperson	3667	3513	1337	697	2747	1274	1472	2993
%V	52.9%	52.6%	48.6%	47.7%	53.2%	47.4%	59.4%	49.5%
%H		95.8%	36.5%	19.0%	74.9%	34.7%	40.1%	81.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3393	3252	1358	733	2506	1338	1168	2989
%H		95.8%	40.0%	21.6%	73.9%	39.4%	34.4%	88.1%
16 - 19	221	213	93	63	167	108	60	216
%V	6.5%	6.5%	6.8%	8.6%	6.7%	8.1%	5.1%	7.2%
%H		96.4%	42.1%	28.5%	75.6%	48.9%	27.1%	97.7%
20 - 24	275	247	104	60	184	108	76	269
%V	8.1%	7.6%	7.7%	8.2%	7.3%	8.1%	6.5%	9.0%
%H		89.8%	37.8%	21.8%	66.9%	39.3%	27.6%	97.8%
25 - 34	566	529	253	117	368	210	158	543
%V	16.7%	16.3%	18.6%	16.0%	14.7%	15.7%	13.5%	18.2%
%H		93.5%	44.7%	20.7%	65.0%	37.1%	27.9%	95.9%
35 - 44	516	488	244	108	351	215	136	481
%V	15.2%	15.0%	18.0%	14.7%	14.0%	16.1%	11.6%	16.1%
%H		94.6%	47.3%	20.9%	68.0%	41.7%	26.4%	93.2%
45 - 54	595	584	242	152	450	257	192	558
%V	17.5%	18.0%	17.8%	20.7%	18.0%	19.2%	16.4%	18.7%
%H		98.2%	40.7%	25.5%	75.6%	43.2%	32.3%	93.8%
55 - 64	491	478	184	103	387	196	192	432
%V	14.5%	14.7%	13.5%	14.1%	15.4%	14.6%	16.4%	14.5%
%H		97.4%	37.5%	21.0%	78.8%	39.9%	39.1%	88.0%
65+	728	714	237	131	599	245	354	490
%V	21.5%	22.0%	17.5%	17.9%	23.9%	18.3%	30.3%	16.4%
%H		98.1%	32.6%	18.0%	82.3%	33.7%	48.6%	67.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3393	3252	1358	733	2506	1338	1168	2989
%H		95.8%	40.0%	21.6%	73.9%	39.4%	34.4%	88.1%
AB	880	849	388	167	653	357	295	847
%V	25.9%	26.1%	28.6%	22.8%	26.1%	26.7%	25.3%	28.3%
%H		96.5%	44.1%	19.0%	74.2%	40.6%	33.5%	96.3%
C1	827	785	349	186	593	339	254	776
%V	24.4%	24.1%	25.7%	25.4%	23.7%	25.3%	21.7%	26.0%
%H		94.9%	42.2%	22.5%	71.7%	41.0%	30.7%	93.8%
C2	812	793	301	207	637	351	285	698
%V	23.9%	24.4%	22.2%	28.2%	25.4%	26.2%	24.4%	23.4%
%H		97.7%	37.1%	25.5%	78.4%	43.2%	35.1%	86.0%
D	643	608	256	144	452	241	211	530
%V	19.0%	18.7%	18.9%	19.6%	18.0%	18.0%	18.1%	17.7%
%H		94.6%	39.8%	22.4%	70.3%	37.5%	32.8%	82.4%
E	232	217	65	28	171	49	122	138
%V	6.8%	6.7%	4.8%	3.8%	6.8%	3.7%	10.4%	4.6%
%H		93.5%	28.0%	12.1%	73.7%	21.1%	52.6%	59.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3393	3252	1358	733	2506	1338	1168	2989
%H		95.8%	40.0%	21.6%	73.9%	39.4%	34.4%	88.1%
Working full time	1946	1887	871	448	1413	842	571	1870
%V	57.4%	58.0%	64.1%	61.1%	56.4%	62.9%	48.9%	62.6%
%H		97.0%	44.8%	23.0%	72.6%	43.3%	29.3%	96.1%
Working part time	156	145	55	29	107	45	63	137
%V	4.6%	4.5%	4.1%	4.0%	4.3%	3.4%	5.4%	4.6%
%H		92.9%	35.3%	18.6%	68.6%	28.8%	40.4%	87.8%
Not working	1291	1220	432	256	985	452	534	982
%V	38.0%	37.5%	31.8%	34.9%	39.3%	33.8%	45.7%	32.9%
%H		94.5%	33.5%	19.8%	76.3%	35.0%	41.4%	76.1%
Housewife/Houseperson	798	732	240	129	577	219	358	568
%V	23.5%	22.5%	17.7%	17.6%	23.0%	16.4%	30.7%	19.0%
%H		91.7%	30.1%	16.2%	72.3%	27.4%	44.9%	71.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3537	3433	1393	730	2661	1352	1309	3053
%H		97.1%	39.4%	20.6%	75.2%	38.2%	37.0%	86.3%
16 - 19	193	186	80	50	146	89	56	186
%V	5.5%	5.4%	5.7%	6.8%	5.5%	6.6%	4.3%	6.1%
%H		96.4%	41.5%	25.9%	75.6%	46.1%	29.0%	96.4%
20 - 24	284	265	103	53	203	104	100	273
%V	8.0%	7.7%	7.4%	7.3%	7.6%	7.7%	7.6%	8.9%
%H		93.3%	36.3%	18.7%	71.5%	36.6%	35.2%	96.1%
25 - 34	567	531	259	111	359	201	158	543
%V	16.0%	15.5%	18.6%	15.2%	13.5%	14.9%	12.1%	17.8%
%H		93.7%	45.7%	19.6%	63.3%	35.4%	27.9%	95.8%
35 - 44	534	521	254	119	372	227	144	516
%V	15.1%	15.2%	18.2%	16.3%	14.0%	16.8%	11.0%	16.9%
%H		97.6%	47.6%	22.3%	69.7%	42.5%	27.0%	96.6%
45 - 54	612	603	253	157	475	280	196	585
%V	17.3%	17.6%	18.2%	21.5%	17.9%	20.7%	15.0%	19.2%
%H		98.5%	41.3%	25.7%	77.6%	45.8%	32.0%	95.6%
55 - 64	494	488	210	104	389	213	177	454
%V	14.0%	14.2%	15.1%	14.2%	14.6%	15.8%	13.5%	14.9%
%H		98.8%	42.5%	21.1%	78.7%	43.1%	35.8%	91.9%
65+	853	839	233	134	717	239	479	496
%V	24.1%	24.4%	16.7%	18.4%	26.9%	17.7%	36.6%	16.2%
%H		98.4%	27.3%	15.7%	84.1%	28.0%	56.2%	58.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3537	3433	1393	730	2661	1352	1309	3053
%H		97.1%	39.4%	20.6%	75.2%	38.2%	37.0%	86.3%
AB	838	822	377	156	634	342	292	808
%V	23.7%	23.9%	27.1%	21.4%	23.8%	25.3%	22.3%	26.5%
%H		98.1%	45.0%	18.6%	75.7%	40.8%	34.8%	96.4%
C1	996	962	392	217	747	393	354	896
%V	28.2%	28.0%	28.1%	29.7%	28.1%	29.1%	27.0%	29.3%
%H		96.6%	39.4%	21.8%	75.0%	39.5%	35.5%	90.0%
C2	703	690	258	173	551	296	255	623
%V	19.9%	20.1%	18.5%	23.7%	20.7%	21.9%	19.5%	20.4%
%H		98.2%	36.7%	24.6%	78.4%	42.1%	36.3%	88.6%
D	660	635	261	132	477	234	243	526
%V	18.7%	18.5%	18.7%	18.1%	17.9%	17.3%	18.6%	17.2%
%H		96.2%	39.5%	20.0%	72.3%	35.5%	36.8%	79.7%
E	340	324	105	52	252	87	165	201
%V	9.6%	9.4%	7.5%	7.1%	9.5%	6.4%	12.6%	6.6%
%H		95.3%	30.9%	15.3%	74.1%	25.6%	48.5%	59.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3537	3433	1393	730	2661	1352	1309	3053
%H		97.1%	39.4%	20.6%	75.2%	38.2%	37.0%	86.3%
Working full time	1223	1193	539	280	899	526	372	1181
%V	34.6%	34.8%	38.7%	38.4%	33.8%	38.9%	28.4%	38.7%
%H		97.5%	44.1%	22.9%	73.5%	43.0%	30.4%	96.6%
Working part time	528	519	221	124	390	214	176	506
%V	14.9%	15.1%	15.9%	17.0%	14.7%	15.8%	13.4%	16.6%
%H		98.3%	41.9%	23.5%	73.9%	40.5%	33.3%	95.8%
Not working	1787	1722	633	326	1372	612	760	1367
%V	50.5%	50.2%	45.4%	44.7%	51.6%	45.3%	58.1%	44.8%
%H		96.4%	35.4%	18.2%	76.8%	34.2%	42.5%	76.5%
Housewife/Houseperson	2869	2781	1098	567	2170	1056	1114	2425
%V	81.1%	81.0%	78.8%	77.7%	81.5%	78.1%	85.1%	79.4%
%H		96.9%	38.3%	19.8%	75.6%	36.8%	38.8%	84.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1973	1902	864	258	1398	633	764	1686
%H (All HH)		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%
%H (TV HH)			45.4%	13.6%	73.5%	33.3%	40.2%	
AB	526	508	245	77	363	176	187	503
%V	26.7%	26.7%	28.4%	29.8%	26.0%	27.8%	24.5%	29.8%
%H (All HH)		96.6%	46.6%	14.6%	69.0%	33.5%	35.6%	95.6%
%H (TV HH)			48.2%	15.2%	71.5%	34.6%	36.8%	
C1	565	548	234	73	407	176	231	509
%V	28.6%	28.8%	27.1%	28.3%	29.1%	27.8%	30.2%	30.2%
%H (All HH)		97.0%	41.4%	12.9%	72.0%	31.2%	40.9%	90.1%
%H (TV HH)			42.7%	13.3%	74.3%	32.1%	42.2%	
C2	412	407	203	54	303	151	152	355
%V	20.9%	21.4%	23.5%	20.9%	21.7%	23.9%	19.9%	21.1%
%H (All HH)		98.8%	49.3%	13.1%	73.5%	36.7%	36.9%	86.2%
%H (TV HH)			49.9%	13.3%	74.4%	37.1%	37.3%	
D	292	272	124	37	189	86	102	227
%V	14.8%	14.3%	14.4%	14.3%	13.5%	13.6%	13.4%	13.5%
%H (All HH)		93.2%	42.5%	12.7%	64.7%	29.5%	34.9%	77.7%
%H (TV HH)			45.6%	13.6%	69.5%	31.6%	37.5%	
E	177	167	58	17	136	43	92	92
%V	9.0%	8.8%	6.7%	6.6%	9.7%	6.8%	12.0%	5.5%
%H (All HH)		94.4%	32.8%	9.6%	76.8%	24.3%	52.0%	52.0%
%H (TV HH)			34.7%	10.2%	81.4%	25.7%	55.1%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1973	1902	864	258	1398	633	764	1686
%V (All HH)		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%
%H (TV HH)			45.4%	13.6%	73.5%	33.3%	40.2%	
Under 25	76	65	30	7	34	15	20	71
%V	3.9%	3.4%	3.5%	2.7%	2.4%	2.4%	2.6%	4.2%
%H (All HH)		85.5%	39.5%	9.2%	44.7%	19.7%	26.3%	93.4%
%H (TV HH)			46.2%	10.8%	52.3%	23.1%	30.8%	
25 - 34	284	265	137	43	167	87	79	276
%V	14.4%	13.9%	15.9%	16.7%	11.9%	13.7%	10.3%	16.4%
%H (All HH)		93.3%	48.2%	15.1%	58.8%	30.6%	27.8%	97.2%
%H (TV HH)			51.7%	16.2%	63.0%	32.8%	29.8%	
35 - 44	335	319	178	51	206	117	89	324
%V	17.0%	16.8%	20.6%	19.8%	14.7%	18.5%	11.6%	19.2%
%H (All HH)		95.2%	53.1%	15.2%	61.5%	34.9%	26.6%	96.7%
%H (TV HH)			55.8%	16.0%	64.6%	36.7%	27.9%	
45 - 54	362	350	178	60	254	142	112	345
%V	18.3%	18.4%	20.6%	23.3%	18.2%	22.4%	14.7%	20.5%
%H (All HH)		96.7%	49.2%	16.6%	70.2%	39.2%	30.9%	95.3%
%H (TV HH)			50.9%	17.1%	72.6%	40.6%	32.0%	
55 - 64	336	332	150	46	259	124	135	306
%V	17.0%	17.5%	17.4%	17.8%	18.5%	19.6%	17.7%	18.1%
%H (All HH)		98.8%	44.6%	13.7%	77.1%	36.9%	40.2%	91.1%
%H (TV HH)			45.2%	13.9%	78.0%	37.3%	40.7%	
65 +	580	570	192	51	478	149	329	364
%V	29.4%	30.0%	22.2%	19.8%	34.2%	23.5%	43.1%	21.6%
%H (All HH)		98.3%	33.1%	8.8%	82.4%	25.7%	56.7%	62.8%
%H (TV HH)			33.7%	8.9%	83.9%	26.1%	57.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1973	1902	864	258	1398	633	764	1686
%H (All HH)		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%
%H (TV HH)			45.4%	13.6%	73.5%	33.3%	40.2%	
1	565	536	156	62	407	96	311	358
%V	28.6%	28.2%	18.1%	24.0%	29.1%	15.2%	40.7%	21.2%
%H (All HH)		94.9%	27.6%	11.0%	72.0%	17.0%	55.0%	63.4%
%H (TV HH)			29.1%	11.6%	75.9%	17.9%	58.0%	
2	728	708	329	86	546	260	285	662
%V	36.9%	37.2%	38.1%	33.3%	39.1%	41.1%	37.3%	39.3%
%H (All HH)		97.3%	45.2%	11.8%	75.0%	35.7%	39.1%	90.9%
%H (TV HH)			46.5%	12.1%	77.1%	36.7%	40.3%	
3	270	261	155	40	185	120	65	263
%V	13.7%	13.7%	17.9%	15.5%	13.2%	19.0%	8.5%	15.6%
%H (All HH)		96.7%	57.4%	14.8%	68.5%	44.4%	24.1%	97.4%
%H (TV HH)			59.4%	15.3%	70.9%	46.0%	24.9%	
4	290	281	155	45	184	109	75	284
%V	14.7%	14.8%	17.9%	17.4%	13.2%	17.2%	9.8%	16.8%
%H (All HH)		96.9%	53.4%	15.5%	63.4%	37.6%	25.9%	97.9%
%H (TV HH)			55.2%	16.0%	65.5%	38.8%	26.7%	
5+	121	116	69	24	76	47	29	118
%V	6.1%	6.1%	8.0%	9.3%	5.4%	7.4%	3.8%	7.0%
%H (All HH)		95.9%	57.0%	19.8%	62.8%	38.8%	24.0%	97.5%
%H (TV HH)			59.5%	20.7%	65.5%	40.5%	25.0%	
Average HH size	2.35	2.36	2.63	2.59	2.29	2.64	2.00	2.52

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1973	1902	864	258	1398	633	764	1686
%H (All HH)		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%
%H (TV HH)			45.4%	13.6%	73.5%	33.3%	40.2%	
Without	1450	1392	571	170	1074	433	641	1176
%V	73.5%	73.2%	66.1%	65.9%	76.8%	68.4%	83.9%	69.8%
%H (All HH)		96.0%	39.4%	11.7%	74.1%	29.9%	44.2%	81.1%
%H (TV HH)			41.0%	12.2%	77.2%	31.1%	46.0%	
With	523	510	293	88	324	200	124	510
%V	26.5%	26.8%	33.9%	34.1%	23.2%	31.6%	16.2%	30.2%
%H (All HH)		97.5%	56.0%	16.8%	62.0%	38.2%	23.7%	97.5%
%H (TV HH)			57.5%	17.3%	63.5%	39.2%	24.3%	
0 - 3	208	202	115	30	126	71	55	201
%V	10.5%	10.6%	13.3%	11.6%	9.0%	11.2%	7.2%	11.9%
%H (All HH)		97.1%	55.3%	14.4%	60.6%	34.1%	26.4%	96.6%
%H (TV HH)			56.9%	14.9%	62.4%	35.1%	27.2%	
4 - 9	274	266	150	45	169	99	71	267
%V	13.9%	14.0%	17.4%	17.4%	12.1%	15.6%	9.3%	15.8%
%H (All HH)		97.1%	54.7%	16.4%	61.7%	36.1%	25.9%	97.4%
%H (TV HH)			56.4%	16.9%	63.5%	37.2%	26.7%	
10 - 15	224	221	121	48	145	94	51	221
%V	11.4%	11.6%	14.0%	18.6%	10.4%	14.8%	6.7%	13.1%
%H (All HH)		98.7%	54.0%	21.4%	64.7%	42.0%	22.8%	98.7%
%H (TV HH)			54.8%	21.7%	65.6%	42.5%	23.1%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1973	1902	864	258	1398	633	764	1686
%H (All HH)		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%
%H (TV HH)			45.4%	13.6%	73.5%	33.3%	40.2%	
1	709	709	253	94	458	115	343	542
%V	35.9%	37.3%	29.3%	36.4%	32.8%	18.2%	44.9%	32.1%
%H (All HH)		100.0%	35.7%	13.3%	64.6%	16.2%	48.4%	76.4%
%H (TV HH)			35.7%	13.3%	64.6%	16.2%	48.4%	
2	671	671	318	89	506	245	260	586
%V	34.0%	35.3%	36.8%	34.5%	36.2%	38.7%	34.0%	34.8%
%H (All HH)		100.0%	47.4%	13.3%	75.4%	36.5%	38.7%	87.3%
%H (TV HH)			47.4%	13.3%	75.4%	36.5%	38.7%	
3	332	332	177	43	278	164	114	313
%V	16.8%	17.5%	20.5%	16.7%	19.9%	25.9%	14.9%	18.6%
%H (All HH)		100.0%	53.3%	13.0%	83.7%	49.4%	34.3%	94.3%
%H (TV HH)			53.3%	13.0%	83.7%	49.4%	34.3%	
4	119	119	73	20	96	68	28	118
%V	6.0%	6.3%	8.4%	7.8%	6.9%	10.7%	3.7%	7.0%
%H (All HH)		100.0%	61.3%	16.8%	80.7%	57.1%	23.5%	99.2%
%H (TV HH)			61.3%	16.8%	80.7%	57.1%	23.5%	
5+	71	71	43	12	60	41	20	70
%V	3.6%	3.7%	5.0%	4.7%	4.3%	6.5%	2.6%	4.2%
%H (All HH)		100.0%	60.6%	16.9%	84.5%	57.7%	28.2%	98.6%
%H (TV HH)			60.6%	16.9%	84.5%	57.7%	28.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1973	1902	864	258	1398	633	764	1686
%H (All HH)		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%
%H (TV HH)			45.4%	13.6%	73.5%	33.3%	40.2%	
Under 20"	449	449	193	46	384	174	210	385
%V	22.8%	23.6%	22.3%	17.8%	27.5%	27.5%	27.5%	22.8%
%H (All HH)		100.0%	43.0%	10.2%	85.5%	38.8%	46.8%	85.7%
%H (TV HH)			43.0%	10.2%	85.5%	38.8%	46.8%	
20" - 29"	677	677	291	90	547	251	295	561
%V	34.3%	35.6%	33.7%	34.9%	39.1%	39.7%	38.6%	33.3%
%H (All HH)		100.0%	43.0%	13.3%	80.8%	37.1%	43.6%	82.9%
%H (TV HH)			43.0%	13.3%	80.8%	37.1%	43.6%	
30" - 39"	957	957	453	137	717	351	365	849
%V	48.5%	50.3%	52.4%	53.1%	51.3%	55.5%	47.8%	50.4%
%H (All HH)		100.0%	47.3%	14.3%	74.9%	36.7%	38.1%	88.7%
%H (TV HH)			47.3%	14.3%	74.9%	36.7%	38.1%	
40" and over	1018	1018	556	155	715	408	307	951
%V	51.6%	53.5%	64.4%	60.1%	51.1%	64.5%	40.2%	56.4%
%H (All HH)		100.0%	54.6%	15.2%	70.2%	40.1%	30.2%	93.4%
%H (TV HH)			54.6%	15.2%	70.2%	40.1%	30.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1973	1902	864	258	1398	633	764	1686
%V (All HH)		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%
%H (TV HH)			45.4%	13.6%	73.5%	33.3%	40.2%	
Main living room	1881	1881	860	255	1382	630	752	1610
%V	95.3%	98.9%	99.5%	98.8%	98.9%	99.5%	98.4%	95.5%
%H (All HH)		100.0%	45.7%	13.6%	73.5%	33.5%	40.0%	85.6%
%H (TV HH)			45.7%	13.6%	73.5%	33.5%	40.0%	
Kitchen	274	274	143	26	241	133	108	253
%V	13.9%	14.4%	16.6%	10.1%	17.2%	21.0%	14.1%	15.0%
%H (All HH)		100.0%	52.2%	9.5%	88.0%	48.5%	39.4%	92.3%
%H (TV HH)			52.2%	9.5%	88.0%	48.5%	39.4%	
Adult's bedroom	878	878	465	126	697	404	293	804
%V	44.5%	46.2%	53.8%	48.8%	49.9%	63.8%	38.4%	47.7%
%H (All HH)		100.0%	53.0%	14.4%	79.4%	46.0%	33.4%	91.6%
%H (TV HH)			53.0%	14.4%	79.4%	46.0%	33.4%	
Child's bedroom	165	165	95	38	118	83	35	160
%V	8.4%	8.7%	11.0%	14.7%	8.4%	13.1%	4.6%	9.5%
%H (All HH)		100.0%	57.6%	23.0%	71.5%	50.3%	21.2%	97.0%
%H (TV HH)			57.6%	23.0%	71.5%	50.3%	21.2%	
Other bedroom	103	103	54	21	85	55	30	101
%V	5.2%	5.4%	6.3%	8.1%	6.1%	8.7%	3.9%	6.0%
%H (All HH)		100.0%	52.4%	20.4%	82.5%	53.4%	29.1%	98.1%
%H (TV HH)			52.4%	20.4%	82.5%	53.4%	29.1%	
Second living/dining room	189	189	100	21	152	83	69	174
%V	9.6%	9.9%	11.6%	8.1%	10.9%	13.1%	9.0%	10.3%
%H (All HH)		100.0%	52.9%	11.1%	80.4%	43.9%	36.5%	92.1%
%H (TV HH)			52.9%	11.1%	80.4%	43.9%	36.5%	
Study/office	39	39	23	3	33	19	13	38
%V	2.0%	2.1%	2.7%	1.2%	2.4%	3.0%	1.7%	2.3%
%H (All HH)		100.0%	59.0%	7.7%	84.6%	48.7%	33.3%	97.4%
%H (TV HH)			59.0%	7.7%	84.6%	48.7%	33.3%	
TV room	23	23	13	4	20	13	8	23
%V	1.2%	1.2%	1.5%	1.6%	1.4%	2.1%	1.0%	1.4%
%H (All HH)		100.0%	56.5%	17.4%	87.0%	56.5%	34.8%	100.0%
%H (TV HH)			56.5%	17.4%	87.0%	56.5%	34.8%	
Conservatory	44	44	23	4	40	22	18	41
%V	2.2%	2.3%	2.7%	1.6%	2.9%	3.5%	2.4%	2.4%
%H (All HH)		100.0%	52.3%	9.1%	90.9%	50.0%	40.9%	93.2%
%H (TV HH)			52.3%	9.1%	90.9%	50.0%	40.9%	
Attic or loft room	5	5	1	1	2	1	1	5
%V	0.3%	0.3%	0.1%	0.4%	0.1%	0.2%	0.1%	0.3%
%H (All HH)		100.0%	20.0%	20.0%	40.0%	20.0%	20.0%	100.0%
%H (TV HH)			20.0%	20.0%	40.0%	20.0%	20.0%	
No specific location	4	4	2	0	4	2	2	4
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	34	34	19	6	25	16	9	34
%V	1.7%	1.8%	2.2%	2.3%	1.8%	2.5%	1.2%	2.0%
%H (All HH)		100.0%	55.9%	17.6%	73.5%	47.1%	26.5%	100.0%
%H (TV HH)			55.9%	17.6%	73.5%	47.1%	26.5%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1973	1902	864	258	1398	633	764	1686
%H (All HH)		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%
%H (TV HH)			45.4%	13.6%	73.5%	33.3%	40.2%	
Any DSAT provider	864	864	864	16	521	521	0	792
%V	43.8%	45.4%	100.0%	6.2%	37.3%	82.3%	0.0%	47.0%
%H (All HH)			100.0%	1.9%	60.3%	60.3%	0.0%	91.7%
%H (TV HH)			100.0%	1.9%	60.3%	60.3%	0.0%	
Sky with subscription	671	671	671	6	407	407	0	620
%V	34.0%	35.3%	77.7%	2.3%	29.1%	64.3%	0.0%	36.8%
%H (All HH)			100.0%	0.9%	60.7%	60.7%	0.0%	92.4%
%H (TV HH)			100.0%	0.9%	60.7%	60.7%	0.0%	
Sky without subscription	55	55	55	4	28	28	0	45
%V	2.8%	2.9%	6.4%	1.6%	2.0%	4.4%	0.0%	2.7%
%H (All HH)			100.0%	7.3%	50.9%	50.9%	0.0%	81.8%
%H (TV HH)			100.0%	7.3%	50.9%	50.9%	0.0%	
Freesat	133	133	133	1	91	91	0	121
%V	6.7%	7.0%	15.4%	0.4%	6.5%	14.4%	0.0%	7.2%
%H (All HH)			100.0%	0.8%	68.4%	68.4%	0.0%	91.0%
%H (TV HH)			100.0%	0.8%	68.4%	68.4%	0.0%	
Other satellite provider	56	56	56	5	32	32	0	52
%V	2.8%	2.9%	6.5%	1.9%	2.3%	5.1%	0.0%	3.1%
%H (All HH)			100.0%	8.9%	57.1%	57.1%	0.0%	92.9%
%H (TV HH)			100.0%	8.9%	57.1%	57.1%	0.0%	
DCAB	258	258	16	258	122	122	0	240
%V	13.1%	13.6%	1.9%	100.0%	8.7%	19.3%	0.0%	14.2%
%H (All HH)			6.2%	100.0%	47.3%	47.3%	0.0%	93.0%
%H (TV HH)			6.2%	100.0%	47.3%	47.3%	0.0%	
DTT	1398	1398	521	122	1398	633	764	1170
%V	70.9%	73.5%	60.3%	47.3%	100.0%	100.0%	100.0%	69.4%
%H (All HH)		100.0%	37.3%	8.7%	100.0%	45.3%	54.6%	83.7%
%H (TV HH)			37.3%	8.7%	100.0%	45.3%	54.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1973	1902	864	258	1398	633	764	1686
%H (All HH)		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%
%H (TV HH)			45.4%	13.6%	73.5%	33.3%	40.2%	
PVR	1214	1214	740	227	812	552	261	1122
%V	61.5%	63.8%	85.6%	88.0%	58.1%	87.2%	34.2%	66.5%
%H (All HH)		100.0%	61.0%	18.7%	66.9%	45.5%	21.5%	92.4%
%H (TV HH)			61.0%	18.7%	66.9%	45.5%	21.5%	
DVDR	70	70	31	7	60	26	33	64
%V	3.5%	3.7%	3.6%	2.7%	4.3%	4.1%	4.3%	3.8%
%H (All HH)		100.0%	44.3%	10.0%	85.7%	37.1%	47.1%	91.4%
%H (TV HH)			44.3%	10.0%	85.7%	37.1%	47.1%	
VCR	42	42	15	5	34	11	23	32
%V	2.1%	2.2%	1.7%	1.9%	2.4%	1.7%	3.0%	1.9%
%H (All HH)		100.0%	35.7%	11.9%	81.0%	26.2%	54.8%	76.2%
%H (TV HH)			35.7%	11.9%	81.0%	26.2%	54.8%	
Any recorder	1242	1242	744	229	836	554	281	1141
%V	62.9%	65.3%	86.1%	88.8%	59.8%	87.5%	36.8%	67.7%
%H (All HH)		100.0%	59.9%	18.4%	67.3%	44.6%	22.6%	91.9%
%H (TV HH)			59.9%	18.4%	67.3%	44.6%	22.6%	
Receives HDTV (via STB or built-in reception)	1313	1313	672	229	959	533	426	1205
%V	66.5%	69.0%	77.8%	88.8%	68.6%	84.2%	55.8%	71.5%
%H (All HH)		100.0%	51.2%	17.4%	73.0%	40.6%	32.4%	91.8%
%H (TV HH)			51.2%	17.4%	73.0%	40.6%	32.4%	
DVD/Blu-ray player or recorder	1385	1385	656	202	1021	505	515	1229
%V	70.2%	72.8%	75.9%	78.3%	73.0%	79.8%	67.4%	72.9%
%H (All HH)		100.0%	47.4%	14.6%	73.7%	36.5%	37.2%	88.7%
%H (TV HH)			47.4%	14.6%	73.7%	36.5%	37.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1973	1902	864	258	1398	633	764	1686
%H (All HH)		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%
%H (TV HH)			45.4%	13.6%	73.5%	33.3%	40.2%	
Has broadband internet	1686	1629	792	240	1170	586	583	1686
%V	85.5%	85.6%	91.7%	93.0%	83.7%	92.6%	76.3%	100.0%
%H (All HH)		96.6%	47.0%	14.2%	69.4%	34.8%	34.6%	100.0%
%H (TV HH)			48.6%	14.7%	71.8%	36.0%	35.8%	
Number of computers (PCs and laptops)								
0	292	280	74	19	233	45	187	40
%V	14.8%	14.7%	8.6%	7.4%	16.7%	7.1%	24.5%	2.4%
%H (All HH)		95.9%	25.3%	6.5%	79.8%	15.4%	64.0%	13.7%
%H (TV HH)			26.4%	6.8%	83.2%	16.1%	66.8%	
1	455	439	180	58	309	109	199	429
%V	23.1%	23.1%	20.8%	22.5%	22.1%	17.2%	26.0%	25.4%
%H (All HH)		96.5%	39.6%	12.7%	67.9%	24.0%	43.7%	94.3%
%H (TV HH)			41.0%	13.2%	70.4%	24.8%	45.3%	
2	454	436	209	59	325	161	164	449
%V	23.0%	22.9%	24.2%	22.9%	23.2%	25.4%	21.5%	26.6%
%H (All HH)		96.0%	46.0%	13.0%	71.6%	35.5%	36.1%	98.9%
%H (TV HH)			47.9%	13.5%	74.5%	36.9%	37.6%	
3	315	305	170	37	225	130	95	314
%V	16.0%	16.0%	19.7%	14.3%	16.1%	20.5%	12.4%	18.6%
%H (All HH)		96.8%	54.0%	11.7%	71.4%	41.3%	30.2%	99.7%
%H (TV HH)			55.7%	12.1%	73.8%	42.6%	31.1%	
4	209	201	108	37	149	92	57	209
%V	10.6%	10.6%	12.5%	14.3%	10.7%	14.5%	7.5%	12.4%
%H (All HH)		96.2%	51.7%	17.7%	71.3%	44.0%	27.3%	100.0%
%H (TV HH)			53.7%	18.4%	74.1%	45.8%	28.4%	
5+	247	241	124	47	158	97	62	245
%V	12.5%	12.7%	14.4%	18.2%	11.3%	15.3%	8.1%	14.5%
%H (All HH)		97.6%	50.2%	19.0%	64.0%	39.3%	25.1%	99.2%
%H (TV HH)			51.5%	19.5%	65.6%	40.2%	25.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3906	1948	547	3012	1594	1418	3502
%H		49.9%	14.0%	77.1%	40.8%	36.3%	89.7%
Under 20"	568	249	53	490	224	266	497
%V	14.5%	12.8%	9.7%	16.3%	14.1%	18.8%	14.2%
%H		43.8%	9.3%	86.3%	39.4%	46.8%	87.5%
20" - 29"	884	393	121	727	355	371	745
%V	22.6%	20.2%	22.1%	24.1%	22.3%	26.2%	21.3%
%H		44.5%	13.7%	82.2%	40.2%	42.0%	84.3%
30" - 39"	1154	558	172	877	447	430	1039
%V	29.5%	28.6%	31.4%	29.1%	28.0%	30.3%	29.7%
%H		48.4%	14.9%	76.0%	38.7%	37.3%	90.0%
40" and over	1261	725	198	890	552	338	1189
%V	32.3%	37.2%	36.2%	29.5%	34.6%	23.8%	34.0%
%H		57.5%	15.7%	70.6%	43.8%	26.8%	94.3%
Don't know	39	22	3	29	15	14	30
%V	1.0%	1.1%	0.5%	1.0%	0.9%	1.0%	0.9%
%H		56.4%	7.7%	74.4%	38.5%	35.9%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2015 - June 2016
BBC East
Set level data
Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3906	1948	547	3012	1594	1418	3502
%H		49.9%	14.0%	77.1%	40.8%	36.3%	89.7%
Main living room	1899	867	256	1395	635	760	1625
%V	48.6%	44.5%	46.8%	46.3%	39.8%	53.6%	46.4%
%H		45.7%	13.5%	73.5%	33.4%	40.0%	85.6%
Kitchen	276	144	26	242	134	108	255
%V	7.1%	7.4%	4.8%	8.0%	8.4%	7.6%	7.3%
%H		52.2%	9.4%	87.7%	48.6%	39.1%	92.4%
Adult's bedroom	1057	567	153	845	499	346	977
%V	27.1%	29.1%	28.0%	28.1%	31.3%	24.4%	27.9%
%H		53.6%	14.5%	79.9%	47.2%	32.7%	92.4%
Child's bedroom	217	124	48	158	109	49	209
%V	5.6%	6.4%	8.8%	5.2%	6.8%	3.5%	6.0%
%H		57.1%	22.1%	72.8%	50.2%	22.6%	96.3%
Other bedroom	117	63	25	93	60	33	114
%V	3.0%	3.2%	4.6%	3.1%	3.8%	2.3%	3.3%
%H		53.8%	21.4%	79.5%	51.3%	28.2%	97.4%
Second living/dining room	191	102	21	153	85	69	176
%V	4.9%	5.2%	3.8%	5.1%	5.3%	4.9%	5.0%
%H		53.4%	11.0%	80.1%	44.5%	36.1%	92.1%
Study/office	40	23	3	33	19	14	39
%V	1.0%	1.2%	0.5%	1.1%	1.2%	1.0%	1.1%
%H		57.5%	7.5%	82.5%	47.5%	35.0%	97.5%
TV room	23	13	4	20	13	8	23
%V	0.6%	0.7%	0.7%	0.7%	0.8%	0.6%	0.7%
%H		56.5%	17.4%	87.0%	56.5%	34.8%	100.0%
Conservatory	44	23	4	40	22	18	41
%V	1.1%	1.2%	0.7%	1.3%	1.4%	1.3%	1.2%
%H		52.3%	9.1%	90.9%	50.0%	40.9%	93.2%
Attic or loft room	5	1	1	2	1	1	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		20.0%	20.0%	40.0%	20.0%	20.0%	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	35	19	6	26	16	10	35
%V	0.9%	1.0%	1.1%	0.9%	1.0%	0.7%	1.0%
%H		54.3%	17.1%	74.3%	45.7%	28.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3906	1948	547	3012	1594	1418	3502
%H		49.9%	14.0%	77.1%	40.8%	36.3%	89.7%
PVR	1628	1043	311	1055	765	290	1519
%V	41.7%	53.5%	56.9%	35.0%	48.0%	20.5%	43.4%
%H		64.1%	19.1%	64.8%	47.0%	17.8%	93.3%
DVDR	75	32	7	64	28	37	69
%V	1.9%	1.6%	1.3%	2.1%	1.8%	2.6%	2.0%
%H		42.7%	9.3%	85.3%	37.3%	49.3%	92.0%
VCR	45	15	5	37	12	25	34
%V	1.2%	0.8%	0.9%	1.2%	0.8%	1.8%	1.0%
%H		33.3%	11.1%	82.2%	26.7%	55.6%	75.6%
Any recorder	1674	1054	315	1096	774	322	1557
%V	42.9%	54.1%	57.6%	36.4%	48.6%	22.7%	44.5%
%H		63.0%	18.8%	65.5%	46.2%	19.2%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: 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	3906	1948	547	3012	1594	1418	3502
%H		49.9%	14.0%	77.1%	40.8%	36.3%	89.7%
Receives HDTV (via STB or built-in reception)	1954	1033	351	1455	860	595	1825
%V	50.0%	53.0%	64.2%	48.3%	54.0%	42.0%	52.1%
%H		52.9%	18.0%	74.5%	44.0%	30.5%	93.4%
DVD/Blu-ray player or recorder	2071	1023	314	1564	839	725	1882
%V	53.0%	52.5%	57.4%	51.9%	52.6%	51.1%	53.7%
%H		49.4%	15.2%	75.5%	40.5%	35.0%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1901	864	258	1397	633	764	1628
%H		45.4%	13.6%	73.5%	33.3%	40.2%	85.6%
Under 20"	41	4	4	32	3	29	26
%V	2.2%	0.5%	1.6%	2.3%	0.5%	3.8%	1.6%
%H		9.8%	9.8%	78.0%	7.3%	70.7%	63.4%
20" - 29"	232	59	20	181	31	150	143
%V	12.2%	6.8%	7.8%	13.0%	4.9%	19.6%	8.8%
%H		25.4%	8.6%	78.0%	13.4%	64.7%	61.6%
30" - 39"	629	258	82	485	203	282	528
%V	33.1%	29.9%	31.8%	34.7%	32.1%	36.9%	32.4%
%H		41.0%	13.0%	77.1%	32.3%	44.8%	83.9%
40" and over	986	536	151	689	393	297	920
%V	51.9%	62.0%	58.5%	49.3%	62.1%	38.9%	56.5%
%H		54.4%	15.3%	69.9%	39.9%	30.1%	93.3%
Don't know	14	6	2	10	4	6	9
%V	0.7%	0.7%	0.8%	0.7%	0.6%	0.8%	0.6%
%H		42.9%	14.3%	71.4%	28.6%	42.9%	64.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1901	864	258	1397	633	764	1628
%H		45.4%	13.6%	73.5%	33.3%	40.2%	85.6%
PVR	1182	725	221	782	536	246	1092
%V	62.2%	83.9%	85.7%	56.0%	84.7%	32.2%	67.1%
%H		61.3%	18.7%	66.2%	45.3%	20.8%	92.4%
DVDR	58	27	5	48	21	27	53
%V	3.1%	3.1%	1.9%	3.4%	3.3%	3.5%	3.3%
%H		46.6%	8.6%	82.8%	36.2%	46.6%	91.4%
VCR	32	10	3	27	7	19	22
%V	1.7%	1.2%	1.2%	1.9%	1.1%	2.5%	1.4%
%H		31.3%	9.4%	84.4%	21.9%	59.4%	68.8%
Any recorder	1209	730	223	805	539	266	1111
%V	63.6%	84.5%	86.4%	57.6%	85.2%	34.8%	68.2%
%H		60.4%	18.4%	66.6%	44.6%	22.0%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1901	864	258	1397	633	764	1628
%H		45.4%	13.6%	73.5%	33.3%	40.2%	85.6%
Receives HDTV (via STB or built-in reception)	1271	650	225	921	513	408	1167
%V	66.9%	75.2%	87.2%	65.9%	81.0%	53.4%	71.7%
%H		51.1%	17.7%	72.5%	40.4%	32.1%	91.8%
DVD/Blu-ray player or recorder	1259	584	184	919	444	475	1110
%V	66.2%	67.6%	71.3%	65.8%	70.1%	62.2%	68.2%
%H		46.4%	14.6%	73.0%	35.3%	37.7%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2005	1084	289	1616	961	655	1874
%H		54.1%	14.4%	80.6%	47.9%	32.7%	93.5%
Under 20"	527	246	50	458	221	237	471
%V	26.3%	22.7%	17.3%	28.3%	23.0%	36.2%	25.1%
%H		46.7%	9.5%	86.9%	41.9%	45.0%	89.4%
20" - 29"	653	334	100	546	325	221	602
%V	32.6%	30.8%	34.6%	33.8%	33.8%	33.7%	32.1%
%H		51.1%	15.3%	83.6%	49.8%	33.8%	92.2%
30" - 39"	525	299	91	392	245	147	511
%V	26.2%	27.6%	31.5%	24.3%	25.5%	22.4%	27.3%
%H		57.0%	17.3%	74.7%	46.7%	28.0%	97.3%
40" and over	275	189	47	200	159	41	269
%V	13.7%	17.4%	16.3%	12.4%	16.5%	6.3%	14.4%
%H		68.7%	17.1%	72.7%	57.8%	14.9%	97.8%
Don't know	25	16	1	19	11	8	21
%V	1.2%	1.5%	0.3%	1.2%	1.1%	1.2%	1.1%
%H		64.0%	4.0%	76.0%	44.0%	32.0%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2005	1084	289	1616	961	655	1874
%H		54.1%	14.4%	80.6%	47.9%	32.7%	93.5%
PVR	446	318	90	273	229	44	428
%V	22.2%	29.3%	31.1%	16.9%	23.8%	6.7%	22.8%
%H		71.3%	20.2%	61.2%	51.3%	9.9%	96.0%
DVDR	17	5	2	16	7	10	16
%V	0.8%	0.5%	0.7%	1.0%	0.7%	1.5%	0.9%
%H		29.4%	11.8%	94.1%	41.2%	58.8%	94.1%
VCR	12	4	2	10	5	6	12
%V	0.6%	0.4%	0.7%	0.6%	0.5%	0.9%	0.6%
%H		33.3%	16.7%	83.3%	41.7%	50.0%	100.0%
Any recorder	465	323	92	291	235	56	446
%V	23.2%	29.8%	31.8%	18.0%	24.5%	8.5%	23.8%
%H		69.5%	19.8%	62.6%	50.5%	12.0%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2005	1084	289	1616	961	655	1874
%H		54.1%	14.4%	80.6%	47.9%	32.7%	93.5%
Receives HDTV (via STB or built-in reception)	683	383	126	534	347	187	657
%V	34.1%	35.3%	43.6%	33.0%	36.1%	28.5%	35.1%
%H		56.1%	18.4%	78.2%	50.8%	27.4%	96.2%
DVD/Blu-ray player or recorder	812	439	131	645	395	250	772
%V	40.5%	40.5%	45.3%	39.9%	41.1%	38.2%	41.2%
%H		54.1%	16.1%	79.4%	48.6%	30.8%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4642	4487	2273	666	3201	1672	1529	4247
%H		96.7%	49.0%	14.3%	69.0%	36.0%	32.9%	91.5%
Total Children	928	903	517	155	566	342	224	900
%V	20.0%	20.1%	22.7%	23.3%	17.7%	20.5%	14.7%	21.2%
%H		97.3%	55.7%	16.7%	61.0%	36.9%	24.1%	97.0%
0 - 3	256	246	145	36	148	86	62	245
%V	5.5%	5.5%	6.4%	5.4%	4.6%	5.1%	4.1%	5.8%
%H		96.1%	56.6%	14.1%	57.8%	33.6%	24.2%	95.7%
4 - 15	672	657	372	118	418	256	163	655
%V	14.5%	14.6%	16.4%	17.7%	13.1%	15.3%	10.7%	15.4%
%H		97.8%	55.4%	17.6%	62.2%	38.1%	24.3%	97.5%
4 - 9	367	357	207	56	224	131	92	354
%V	7.9%	8.0%	9.1%	8.4%	7.0%	7.8%	6.0%	8.3%
%H		97.3%	56.4%	15.3%	61.0%	35.7%	25.1%	96.5%
10 - 15	304	300	164	63	195	124	70	301
%V	6.5%	6.7%	7.2%	9.5%	6.1%	7.4%	4.6%	7.1%
%H		98.7%	53.9%	20.7%	64.1%	40.8%	23.0%	99.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4642	4487	2273	666	3201	1672	1529	4247
%H		96.7%	49.0%	14.3%	69.0%	36.0%	32.9%	91.5%
Total Adults (16+)	3714	3585	1756	511	2635	1330	1304	3347
%V	80.0%	79.9%	77.3%	76.7%	82.3%	79.5%	85.3%	78.8%
%H		96.5%	47.3%	13.8%	70.9%	35.8%	35.1%	90.1%
16 - 19	188	182	101	29	126	75	51	185
%V	4.0%	4.1%	4.4%	4.4%	3.9%	4.5%	3.3%	4.4%
%H		96.8%	53.7%	15.4%	67.0%	39.9%	27.1%	98.4%
20 - 24	248	225	112	35	153	84	69	241
%V	5.3%	5.0%	4.9%	5.3%	4.8%	5.0%	4.5%	5.7%
%H		90.7%	45.2%	14.1%	61.7%	33.9%	27.8%	97.2%
25 - 34	591	551	291	99	367	206	161	577
%V	12.7%	12.3%	12.8%	14.9%	11.5%	12.3%	10.5%	13.6%
%H		93.2%	49.2%	16.8%	62.1%	34.9%	27.2%	97.6%
35 - 44	596	565	316	86	366	210	156	577
%V	12.8%	12.6%	13.9%	12.9%	11.4%	12.6%	10.2%	13.6%
%H		94.8%	53.0%	14.4%	61.4%	35.2%	26.2%	96.8%
45 - 54	641	627	346	100	457	277	180	619
%V	13.8%	14.0%	15.2%	15.0%	14.3%	16.6%	11.8%	14.6%
%H		97.8%	54.0%	15.6%	71.3%	43.2%	28.1%	96.6%
55 - 64	562	556	264	79	434	220	214	523
%V	12.1%	12.4%	11.6%	11.9%	13.6%	13.2%	14.0%	12.3%
%H		98.9%	47.0%	14.1%	77.2%	39.1%	38.1%	93.1%
65+	890	877	325	82	732	258	473	625
%V	19.2%	19.5%	14.3%	12.3%	22.9%	15.4%	30.9%	14.7%
%H		98.5%	36.5%	9.2%	82.2%	29.0%	53.1%	70.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3714	3585	1756	511	2635	1330	1304	3347
%H		96.5%	47.3%	13.8%	70.9%	35.8%	35.1%	90.1%
AB	1037	1008	500	159	720	368	352	1009
%V	27.9%	28.1%	28.5%	31.1%	27.3%	27.7%	27.0%	30.1%
%H		97.2%	48.2%	15.3%	69.4%	35.5%	33.9%	97.3%
C1	1064	1028	478	148	758	369	389	993
%V	28.6%	28.7%	27.2%	29.0%	28.8%	27.7%	29.8%	29.7%
%H		96.6%	44.9%	13.9%	71.2%	34.7%	36.6%	93.3%
C2	831	822	432	116	618	335	283	754
%V	22.4%	22.9%	24.6%	22.7%	23.5%	25.2%	21.7%	22.5%
%H		98.9%	52.0%	14.0%	74.4%	40.3%	34.1%	90.7%
D	544	500	257	67	358	193	164	457
%V	14.6%	13.9%	14.6%	13.1%	13.6%	14.5%	12.6%	13.7%
%H		91.9%	47.2%	12.3%	65.8%	35.5%	30.1%	84.0%
E	239	227	89	22	181	65	116	134
%V	6.4%	6.3%	5.1%	4.3%	6.9%	4.9%	8.9%	4.0%
%H		95.0%	37.2%	9.2%	75.7%	27.2%	48.5%	56.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3714	3585	1756	511	2635	1330	1304	3347
%H		96.5%	47.3%	13.8%	70.9%	35.8%	35.1%	90.1%
Working full time	1780	1700	902	274	1196	677	519	1734
%V	47.9%	47.4%	51.4%	53.6%	45.4%	50.9%	39.8%	51.8%
%H		95.5%	50.7%	15.4%	67.2%	38.0%	29.2%	97.4%
Working part time	422	419	226	68	297	167	130	401
%V	11.4%	11.7%	12.9%	13.3%	11.3%	12.6%	10.0%	12.0%
%H		99.3%	53.6%	16.1%	70.4%	39.6%	30.8%	95.0%
Not working	1513	1466	628	170	1142	486	655	1211
%V	40.7%	40.9%	35.8%	33.3%	43.3%	36.5%	50.2%	36.2%
%H		96.9%	41.5%	11.2%	75.5%	32.1%	43.3%	80.0%
Housewife/Houseperson	1973	1902	864	258	1398	633	764	1686
%V	53.1%	53.1%	49.2%	50.5%	53.1%	47.6%	58.6%	50.4%
%H		96.4%	43.8%	13.1%	70.9%	32.1%	38.7%	85.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1823	1742	883	251	1260	659	602	1672
%H		95.6%	48.4%	13.8%	69.1%	36.1%	33.0%	91.7%
16 - 19	102	99	55	14	67	36	31	100
%V	5.6%	5.7%	6.2%	5.6%	5.3%	5.5%	5.1%	6.0%
%H		97.1%	53.9%	13.7%	65.7%	35.3%	30.4%	98.0%
20 - 24	121	103	54	18	70	44	26	121
%V	6.6%	5.9%	6.1%	7.2%	5.6%	6.7%	4.3%	7.2%
%H		85.1%	44.6%	14.9%	57.9%	36.4%	21.5%	100.0%
25 - 34	289	266	140	52	175	103	72	281
%V	15.9%	15.3%	15.9%	20.7%	13.9%	15.6%	12.0%	16.8%
%H		92.0%	48.4%	18.0%	60.6%	35.6%	24.9%	97.2%
35 - 44	298	277	147	44	178	95	82	287
%V	16.3%	15.9%	16.6%	17.5%	14.1%	14.4%	13.6%	17.2%
%H		93.0%	49.3%	14.8%	59.7%	31.9%	27.5%	96.3%
45 - 54	321	313	186	46	225	144	81	308
%V	17.6%	18.0%	21.1%	18.3%	17.9%	21.9%	13.5%	18.4%
%H		97.5%	57.9%	14.3%	70.1%	44.9%	25.2%	96.0%
55 - 64	261	257	129	33	202	104	98	239
%V	14.3%	14.8%	14.6%	13.1%	16.0%	15.8%	16.3%	14.3%
%H		98.5%	49.4%	12.6%	77.4%	39.8%	37.5%	91.6%
65+	431	425	172	44	343	133	210	335
%V	23.6%	24.4%	19.5%	17.5%	27.2%	20.2%	34.9%	20.0%
%H		98.6%	39.9%	10.2%	79.6%	30.9%	48.7%	77.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1823	1742	883	251	1260	659	602	1672
%H		95.6%	48.4%	13.8%	69.1%	36.1%	33.0%	91.7%
AB	529	513	253	85	364	186	177	519
%V	29.0%	29.4%	28.7%	33.9%	28.9%	28.2%	29.4%	31.0%
%H		97.0%	47.8%	16.1%	68.8%	35.2%	33.5%	98.1%
C1	504	481	241	67	349	181	168	480
%V	27.6%	27.6%	27.3%	26.7%	27.7%	27.5%	27.9%	28.7%
%H		95.4%	47.8%	13.3%	69.2%	35.9%	33.3%	95.2%
C2	438	433	234	62	317	175	142	396
%V	24.0%	24.9%	26.5%	24.7%	25.2%	26.6%	23.6%	23.7%
%H		98.9%	53.4%	14.2%	72.4%	40.0%	32.4%	90.4%
D	257	228	120	29	161	91	70	220
%V	14.1%	13.1%	13.6%	11.6%	12.8%	13.8%	11.6%	13.2%
%H		88.7%	46.7%	11.3%	62.6%	35.4%	27.2%	85.6%
E	94	87	35	7	70	25	45	56
%V	5.2%	5.0%	4.0%	2.8%	5.6%	3.8%	7.5%	3.3%
%H		92.6%	37.2%	7.4%	74.5%	26.6%	47.9%	59.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1823	1742	883	251	1260	659	602	1672
%H		95.6%	48.4%	13.8%	69.1%	36.1%	33.0%	91.7%
Working full time	1114	1059	581	167	733	425	308	1087
%V	61.1%	60.8%	65.8%	66.5%	58.2%	64.5%	51.2%	65.0%
%H		95.1%	52.2%	15.0%	65.8%	38.2%	27.6%	97.6%
Working part time	71	71	36	16	49	27	22	66
%V	3.9%	4.1%	4.1%	6.4%	3.9%	4.1%	3.7%	3.9%
%H		100.0%	50.7%	22.5%	69.0%	38.0%	31.0%	93.0%
Not working	637	611	267	68	478	206	272	519
%V	34.9%	35.1%	30.2%	27.1%	37.9%	31.3%	45.2%	31.0%
%H		95.9%	41.9%	10.7%	75.0%	32.3%	42.7%	81.5%
Housewife/Houseperson	386	358	146	47	245	90	156	304
%V	21.2%	20.6%	16.5%	18.7%	19.4%	13.7%	25.9%	18.2%
%H		92.7%	37.8%	12.2%	63.5%	23.3%	40.4%	78.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1892	1843	872	260	1375	672	703	1675
%H		97.4%	46.1%	13.7%	72.7%	35.5%	37.2%	88.5%
16 - 19	86	83	46	16	59	39	20	85
%V	4.5%	4.5%	5.3%	6.2%	4.3%	5.8%	2.8%	5.1%
%H		96.5%	53.5%	18.6%	68.6%	45.3%	23.3%	98.8%
20 - 24	127	122	58	17	83	41	43	120
%V	6.7%	6.6%	6.7%	6.5%	6.0%	6.1%	6.1%	7.2%
%H		96.1%	45.7%	13.4%	65.4%	32.3%	33.9%	94.5%
25 - 34	302	285	150	47	192	103	89	295
%V	16.0%	15.5%	17.2%	18.1%	14.0%	15.3%	12.7%	17.6%
%H		94.4%	49.7%	15.6%	63.6%	34.1%	29.5%	97.7%
35 - 44	297	288	169	42	188	114	74	290
%V	15.7%	15.6%	19.4%	16.2%	13.7%	17.0%	10.5%	17.3%
%H		97.0%	56.9%	14.1%	63.3%	38.4%	24.9%	97.6%
45 - 54	320	314	160	54	232	133	99	312
%V	16.9%	17.0%	18.3%	20.8%	16.9%	19.8%	14.1%	18.6%
%H		98.1%	50.0%	16.9%	72.5%	41.6%	30.9%	97.5%
55 - 64	302	299	136	46	232	116	116	283
%V	16.0%	16.2%	15.6%	17.7%	16.9%	17.3%	16.5%	16.9%
%H		99.0%	45.0%	15.2%	76.8%	38.4%	38.4%	93.7%
65+	459	452	153	38	388	125	263	290
%V	24.3%	24.5%	17.5%	14.6%	28.2%	18.6%	37.4%	17.3%
%H		98.5%	33.3%	8.3%	84.5%	27.2%	57.3%	63.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1892	1843	872	260	1375	672	703	1675
%H		97.4%	46.1%	13.7%	72.7%	35.5%	37.2%	88.5%
AB	508	495	247	74	356	181	175	490
%V	26.8%	26.9%	28.3%	28.5%	25.9%	26.9%	24.9%	29.3%
%H		97.4%	48.6%	14.6%	70.1%	35.6%	34.4%	96.5%
C1	559	546	237	81	409	188	222	513
%V	29.5%	29.6%	27.2%	31.2%	29.7%	28.0%	31.6%	30.6%
%H		97.7%	42.4%	14.5%	73.2%	33.6%	39.7%	91.8%
C2	393	390	198	53	301	160	141	358
%V	20.8%	21.2%	22.7%	20.4%	21.9%	23.8%	20.1%	21.4%
%H		99.2%	50.4%	13.5%	76.6%	40.7%	35.9%	91.1%
D	287	272	137	37	197	102	94	236
%V	15.2%	14.8%	15.7%	14.2%	14.3%	15.2%	13.4%	14.1%
%H		94.8%	47.7%	12.9%	68.6%	35.5%	32.8%	82.2%
E	145	140	55	15	111	41	71	78
%V	7.7%	7.6%	6.3%	5.8%	8.1%	6.1%	10.1%	4.7%
%H		96.6%	37.9%	10.3%	76.6%	28.3%	49.0%	53.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1892	1843	872	260	1375	672	703	1675
%H		97.4%	46.1%	13.7%	72.7%	35.5%	37.2%	88.5%
Working full time	665	641	321	106	463	252	212	647
%V	35.1%	34.8%	36.8%	40.8%	33.7%	37.5%	30.2%	38.6%
%H		96.4%	48.3%	15.9%	69.6%	37.9%	31.9%	97.3%
Working part time	351	348	190	52	248	140	108	335
%V	18.6%	18.9%	21.8%	20.0%	18.0%	20.8%	15.4%	20.0%
%H		99.1%	54.1%	14.8%	70.7%	39.9%	30.8%	95.4%
Not working	876	854	361	102	663	280	383	693
%V	46.3%	46.3%	41.4%	39.2%	48.2%	41.7%	54.5%	41.4%
%H		97.5%	41.2%	11.6%	75.7%	32.0%	43.7%	79.1%
Housewife/Houseperson	1587	1545	718	211	1152	544	609	1382
%V	83.9%	83.8%	82.3%	81.2%	83.8%	81.0%	86.6%	82.5%
%H		97.4%	45.2%	13.3%	72.6%	34.3%	38.4%	87.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1049	991	373	156	745	297	448	920
%H (All HH)		94.5%	35.6%	14.9%	71.0%	28.3%	42.7%	87.7%
%H (TV HH)			37.6%	15.7%	75.2%	30.0%	45.2%	
AB	292	280	94	52	201	72	129	283
%V	27.8%	28.3%	25.2%	33.3%	27.0%	24.2%	28.8%	30.8%
%H (All HH)		95.9%	32.2%	17.8%	68.8%	24.7%	44.2%	96.9%
%H (TV HH)			33.6%	18.6%	71.8%	25.7%	46.1%	
C1	320	301	106	47	228	89	139	291
%V	30.5%	30.4%	28.4%	30.1%	30.6%	30.0%	31.0%	31.6%
%H (All HH)		94.1%	33.1%	14.7%	71.3%	27.8%	43.4%	90.9%
%H (TV HH)			35.2%	15.6%	75.7%	29.6%	46.2%	
C2	206	196	88	30	152	74	79	182
%V	19.6%	19.8%	23.6%	19.2%	20.4%	24.9%	17.6%	19.8%
%H (All HH)		95.1%	42.7%	14.6%	73.8%	35.9%	38.3%	88.3%
%H (TV HH)			44.9%	15.3%	77.6%	37.8%	40.3%	
D	148	139	60	19	106	45	60	113
%V	14.1%	14.0%	16.1%	12.2%	14.2%	15.2%	13.4%	12.3%
%H (All HH)		93.9%	40.5%	12.8%	71.6%	30.4%	40.5%	76.4%
%H (TV HH)			43.2%	13.7%	76.3%	32.4%	43.2%	
E	83	76	25	8	58	17	41	52
%V	7.9%	7.7%	6.7%	5.1%	7.8%	5.7%	9.2%	5.7%
%H (All HH)		91.6%	30.1%	9.6%	69.9%	20.5%	49.4%	62.7%
%H (TV HH)			32.9%	10.5%	76.3%	22.4%	53.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1049	991	373	156	745	297	448	920
%V (All HH)		94.5%	35.6%	14.9%	71.0%	28.3%	42.7%	87.7%
%H (TV HH)			37.6%	15.7%	75.2%	30.0%	45.2%	
Under 25	47	39	9	5	25	7	18	44
%V	4.5%	3.9%	2.4%	3.2%	3.4%	2.4%	4.0%	4.8%
%H (All HH)		83.0%	19.1%	10.6%	53.2%	14.9%	38.3%	93.6%
%H (TV HH)			23.1%	12.8%	64.1%	17.9%	46.2%	
25 - 34	151	138	63	24	83	38	45	148
%V	14.4%	13.9%	16.9%	15.4%	11.1%	12.8%	10.0%	16.1%
%H (All HH)		91.4%	41.7%	15.9%	55.0%	25.2%	29.8%	98.0%
%H (TV HH)			45.7%	17.4%	60.1%	27.5%	32.6%	
35 - 44	178	167	78	33	111	58	53	170
%V	17.0%	16.9%	20.9%	21.2%	14.9%	19.5%	11.8%	18.5%
%H (All HH)		93.8%	43.8%	18.5%	62.4%	32.6%	29.8%	95.5%
%H (TV HH)			46.7%	19.8%	66.5%	34.7%	31.7%	
45 - 54	207	196	68	38	152	63	88	199
%V	19.7%	19.8%	18.2%	24.4%	20.4%	21.2%	19.6%	21.6%
%H (All HH)		94.7%	32.9%	18.4%	73.4%	30.4%	42.5%	96.1%
%H (TV HH)			34.7%	19.4%	77.6%	32.1%	44.9%	
55 - 64	178	169	68	23	135	56	79	166
%V	17.0%	17.1%	18.2%	14.7%	18.1%	18.9%	17.6%	18.0%
%H (All HH)		94.9%	38.2%	12.9%	75.8%	31.5%	44.4%	93.3%
%H (TV HH)			40.2%	13.6%	79.9%	33.1%	46.7%	
65 +	288	283	87	33	239	74	164	193
%V	27.5%	28.6%	23.3%	21.2%	32.1%	24.9%	36.6%	21.0%
%H (All HH)		98.3%	30.2%	11.5%	83.0%	25.7%	56.9%	67.0%
%H (TV HH)			30.7%	11.7%	84.5%	26.1%	58.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1049	991	373	156	745	297	448	920
%H (All HH)		94.5%	35.6%	14.9%	71.0%	28.3%	42.7%	87.7%
%H (TV HH)			37.6%	15.7%	75.2%	30.0%	45.2%	
1	322	294	78	39	236	61	174	229
%V	30.7%	29.7%	20.9%	25.0%	31.7%	20.5%	38.8%	24.9%
%H (All HH)		91.3%	24.2%	12.1%	73.3%	18.9%	54.0%	71.1%
%H (TV HH)			26.5%	13.3%	80.3%	20.7%	59.2%	
2	381	364	129	57	278	107	171	351
%V	36.3%	36.7%	34.6%	36.5%	37.3%	36.0%	38.2%	38.2%
%H (All HH)		95.5%	33.9%	15.0%	73.0%	28.1%	44.9%	92.1%
%H (TV HH)			35.4%	15.7%	76.4%	29.4%	47.0%	
3	150	141	70	24	100	55	46	146
%V	14.3%	14.2%	18.8%	15.4%	13.4%	18.5%	10.3%	15.9%
%H (All HH)		94.0%	46.7%	16.0%	66.7%	36.7%	30.7%	97.3%
%H (TV HH)			49.6%	17.0%	70.9%	39.0%	32.6%	
4	136	133	63	25	95	53	42	133
%V	13.0%	13.4%	16.9%	16.0%	12.8%	17.8%	9.4%	14.5%
%H (All HH)		97.8%	46.3%	18.4%	69.9%	39.0%	30.9%	97.8%
%H (TV HH)			47.4%	18.8%	71.4%	39.8%	31.6%	
5+	61	59	33	10	35	21	14	60
%V	5.8%	6.0%	8.8%	6.4%	4.7%	7.1%	3.1%	6.5%
%H (All HH)		96.7%	54.1%	16.4%	57.4%	34.4%	23.0%	98.4%
%H (TV HH)			55.9%	16.9%	59.3%	35.6%	23.7%	
Average HH size	2.28	2.31	2.61	2.44	2.23	2.57	2.00	2.41

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1049	991	373	156	745	297	448	920
%H (All HH)		94.5%	35.6%	14.9%	71.0%	28.3%	42.7%	87.7%
%H (TV HH)			37.6%	15.7%	75.2%	30.0%	45.2%	
Without	789	742	247	112	579	207	372	667
%V	75.2%	74.9%	66.2%	71.8%	77.7%	69.7%	83.0%	72.5%
%H (All HH)		94.0%	31.3%	14.2%	73.4%	26.2%	47.1%	84.5%
%H (TV HH)			33.3%	15.1%	78.0%	27.9%	50.1%	
With	260	250	126	44	166	90	76	253
%V	24.8%	25.2%	33.8%	28.2%	22.3%	30.3%	17.0%	27.5%
%H (All HH)		96.2%	48.5%	16.9%	63.8%	34.6%	29.2%	97.3%
%H (TV HH)			50.4%	17.6%	66.4%	36.0%	30.4%	
0 - 3	89	85	45	13	48	24	24	86
%V	8.5%	8.6%	12.1%	8.3%	6.4%	8.1%	5.4%	9.3%
%H (All HH)		95.5%	50.6%	14.6%	53.9%	27.0%	27.0%	96.6%
%H (TV HH)			52.9%	15.3%	56.5%	28.2%	28.2%	
4 - 9	132	126	66	22	81	45	36	128
%V	12.6%	12.7%	17.7%	14.1%	10.9%	15.2%	8.0%	13.9%
%H (All HH)		95.5%	50.0%	16.7%	61.4%	34.1%	27.3%	97.0%
%H (TV HH)			52.4%	17.5%	64.3%	35.7%	28.6%	
10 - 15	117	114	60	20	80	47	33	115
%V	11.2%	11.5%	16.1%	12.8%	10.7%	15.8%	7.4%	12.5%
%H (All HH)		97.4%	51.3%	17.1%	68.4%	40.2%	28.2%	98.3%
%H (TV HH)			52.6%	17.5%	70.2%	41.2%	28.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1049	991	373	156	745	297	448	920
%H (All HH)		94.5%	35.6%	14.9%	71.0%	28.3%	42.7%	87.7%
%H (TV HH)			37.6%	15.7%	75.2%	30.0%	45.2%	
1	406	406	114	60	270	54	216	337
%V	38.7%	41.0%	30.6%	38.5%	36.2%	18.2%	48.2%	36.6%
%H (All HH)		100.0%	28.1%	14.8%	66.5%	13.3%	53.2%	83.0%
%H (TV HH)			28.1%	14.8%	66.5%	13.3%	53.2%	
2	325	325	131	49	253	109	144	286
%V	31.0%	32.8%	35.1%	31.4%	34.0%	36.7%	32.1%	31.1%
%H (All HH)		100.0%	40.3%	15.1%	77.8%	33.5%	44.3%	88.0%
%H (TV HH)			40.3%	15.1%	77.8%	33.5%	44.3%	
3	157	157	68	28	131	67	63	147
%V	15.0%	15.8%	18.2%	17.9%	17.6%	22.6%	14.1%	16.0%
%H (All HH)		100.0%	43.3%	17.8%	83.4%	42.7%	40.1%	93.6%
%H (TV HH)			43.3%	17.8%	83.4%	42.7%	40.1%	
4	70	70	43	12	61	47	15	69
%V	6.7%	7.1%	11.5%	7.7%	8.2%	15.8%	3.3%	7.5%
%H (All HH)		100.0%	61.4%	17.1%	87.1%	67.1%	21.4%	98.6%
%H (TV HH)			61.4%	17.1%	87.1%	67.1%	21.4%	
5+	33	33	17	6	29	20	9	32
%V	3.1%	3.3%	4.6%	3.8%	3.9%	6.7%	2.0%	3.5%
%H (All HH)		100.0%	51.5%	18.2%	87.9%	60.6%	27.3%	97.0%
%H (TV HH)			51.5%	18.2%	87.9%	60.6%	27.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1049	991	373	156	745	297	448	920
%H (All HH)		94.5%	35.6%	14.9%	71.0%	28.3%	42.7%	87.7%
%H (TV HH)			37.6%	15.7%	75.2%	30.0%	45.2%	
Under 20"	161	161	64	25	140	68	71	146
%V	15.3%	16.2%	17.2%	16.0%	18.8%	22.9%	15.8%	15.9%
%H (All HH)		100.0%	39.8%	15.5%	87.0%	42.2%	44.1%	90.7%
%H (TV HH)			39.8%	15.5%	87.0%	42.2%	44.1%	
20" - 29"	389	389	150	59	322	141	181	336
%V	37.1%	39.3%	40.2%	37.8%	43.2%	47.5%	40.4%	36.5%
%H (All HH)		100.0%	38.6%	15.2%	82.8%	36.2%	46.5%	86.4%
%H (TV HH)			38.6%	15.2%	82.8%	36.2%	46.5%	
30" - 39"	557	557	211	86	432	181	250	491
%V	53.1%	56.2%	56.6%	55.1%	58.0%	60.9%	55.8%	53.4%
%H (All HH)		100.0%	37.9%	15.4%	77.6%	32.5%	44.9%	88.2%
%H (TV HH)			37.9%	15.4%	77.6%	32.5%	44.9%	
40" and over	470	470	221	85	338	175	163	442
%V	44.8%	47.4%	59.2%	54.5%	45.4%	58.9%	36.4%	48.0%
%H (All HH)		100.0%	47.0%	18.1%	71.9%	37.2%	34.7%	94.0%
%H (TV HH)			47.0%	18.1%	71.9%	37.2%	34.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1049	991	373	156	745	297	448	920
%H (All HH)		94.5%	35.6%	14.9%	71.0%	28.3%	42.7%	87.7%
%H (TV HH)			37.6%	15.7%	75.2%	30.0%	45.2%	
Main living room	977	977	369	156	740	296	444	858
%V	93.1%	98.6%	98.9%	100.0%	99.3%	99.7%	99.1%	93.3%
%H (All HH)		100.0%	37.8%	16.0%	75.7%	30.3%	45.4%	87.8%
%H (TV HH)			37.8%	16.0%	75.7%	30.3%	45.4%	
Kitchen	116	116	49	16	109	57	52	105
%V	11.1%	11.7%	13.1%	10.3%	14.6%	19.2%	11.6%	11.4%
%H (All HH)		100.0%	42.2%	13.8%	94.0%	49.1%	44.8%	90.5%
%H (TV HH)			42.2%	13.8%	94.0%	49.1%	44.8%	
Adult's bedroom	436	436	191	72	351	181	170	402
%V	41.6%	44.0%	51.2%	46.2%	47.1%	60.9%	37.9%	43.7%
%H (All HH)		100.0%	43.8%	16.5%	80.5%	41.5%	39.0%	92.2%
%H (TV HH)			43.8%	16.5%	80.5%	41.5%	39.0%	
Child's bedroom	102	102	60	17	82	59	23	101
%V	9.7%	10.3%	16.1%	10.9%	11.0%	19.9%	5.1%	11.0%
%H (All HH)		100.0%	58.8%	16.7%	80.4%	57.8%	22.5%	99.0%
%H (TV HH)			58.8%	16.7%	80.4%	57.8%	22.5%	
Other bedroom	55	55	26	14	44	29	15	49
%V	5.2%	5.5%	7.0%	9.0%	5.9%	9.8%	3.3%	5.3%
%H (All HH)		100.0%	47.3%	25.5%	80.0%	52.7%	27.3%	89.1%
%H (TV HH)			47.3%	25.5%	80.0%	52.7%	27.3%	
Second living/dining room	93	93	42	11	78	40	39	85
%V	8.9%	9.4%	11.3%	7.1%	10.5%	13.5%	8.7%	9.2%
%H (All HH)		100.0%	45.2%	11.8%	83.9%	43.0%	41.9%	91.4%
%H (TV HH)			45.2%	11.8%	83.9%	43.0%	41.9%	
Study/office	26	26	12	4	19	10	10	25
%V	2.5%	2.6%	3.2%	2.6%	2.6%	3.4%	2.2%	2.7%
%H (All HH)		100.0%	46.2%	15.4%	73.1%	38.5%	38.5%	96.2%
%H (TV HH)			46.2%	15.4%	73.1%	38.5%	38.5%	
TV room	7	7	3	2	5	3	2	7
%V	0.7%	0.7%	0.8%	1.3%	0.7%	1.0%	0.4%	0.8%
%H (All HH)		100.0%	42.9%	28.6%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			42.9%	28.6%	71.4%	42.9%	28.6%	
Conservatory	26	26	12	7	21	14	7	25
%V	2.5%	2.6%	3.2%	4.5%	2.8%	4.7%	1.6%	2.7%
%H (All HH)		100.0%	46.2%	26.9%	80.8%	53.8%	26.9%	96.2%
%H (TV HH)			46.2%	26.9%	80.8%	53.8%	26.9%	
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%	0.4%	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	6	6	2	1	4	2	2	6
%V	0.6%	0.6%	0.5%	0.6%	0.5%	0.7%	0.4%	0.7%
%H (All HH)		100.0%	33.3%	16.7%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	16.7%	66.7%	33.3%	33.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1049	991	373	156	745	297	448	920
%H (All HH)		94.5%	35.6%	14.9%	71.0%	28.3%	42.7%	87.7%
%H (TV HH)			37.6%	15.7%	75.2%	30.0%	45.2%	
Any DSAT provider	373	373	373	9	219	219	0	347
%V	35.6%	37.6%	100.0%	5.8%	29.4%	73.7%	0.0%	37.7%
%H (All HH)			100.0%	2.4%	58.7%	58.7%	0.0%	93.0%
%H (TV HH)			100.0%	2.4%	58.7%	58.7%	0.0%	
Sky with subscription	302	302	302	4	174	174	0	284
%V	28.8%	30.5%	81.0%	2.6%	23.4%	58.6%	0.0%	30.9%
%H (All HH)			100.0%	1.3%	57.6%	57.6%	0.0%	94.0%
%H (TV HH)			100.0%	1.3%	57.6%	57.6%	0.0%	
Sky without subscription	17	17	17	1	13	13	0	14
%V	1.6%	1.7%	4.6%	0.6%	1.7%	4.4%	0.0%	1.5%
%H (All HH)			100.0%	5.9%	76.5%	76.5%	0.0%	82.4%
%H (TV HH)			100.0%	5.9%	76.5%	76.5%	0.0%	
Freesat	50	50	50	3	30	30	0	47
%V	4.8%	5.0%	13.4%	1.9%	4.0%	10.1%	0.0%	5.1%
%H (All HH)			100.0%	6.0%	60.0%	60.0%	0.0%	94.0%
%H (TV HH)			100.0%	6.0%	60.0%	60.0%	0.0%	
Other satellite provider	18	18	18	3	11	11	0	17
%V	1.7%	1.8%	4.8%	1.9%	1.5%	3.7%	0.0%	1.8%
%H (All HH)			100.0%	16.7%	61.1%	61.1%	0.0%	94.4%
%H (TV HH)			100.0%	16.7%	61.1%	61.1%	0.0%	
DCAB	156	156	9	156	82	82	0	146
%V	14.9%	15.7%	2.4%	100.0%	11.0%	27.6%	0.0%	15.9%
%H (All HH)			5.8%	100.0%	52.6%	52.6%	0.0%	93.6%
%H (TV HH)			5.8%	100.0%	52.6%	52.6%	0.0%	
DTT	745	745	219	82	745	297	448	642
%V	71.0%	75.2%	58.7%	52.6%	100.0%	100.0%	100.0%	69.8%
%H (All HH)		100.0%	29.4%	11.0%	100.0%	39.9%	60.1%	86.2%
%H (TV HH)			29.4%	11.0%	100.0%	39.9%	60.1%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1049	991	373	156	745	297	448	920
%H (All HH)		94.5%	35.6%	14.9%	71.0%	28.3%	42.7%	87.7%
%H (TV HH)			37.6%	15.7%	75.2%	30.0%	45.2%	
PVR	605	605	330	140	411	267	144	567
%V	57.7%	61.0%	88.5%	89.7%	55.2%	89.9%	32.1%	61.6%
%H (All HH)		100.0%	54.5%	23.1%	67.9%	44.1%	23.8%	93.7%
%H (TV HH)			54.5%	23.1%	67.9%	44.1%	23.8%	
DVDR	28	28	7	4	25	8	17	25
%V	2.7%	2.8%	1.9%	2.6%	3.4%	2.7%	3.8%	2.7%
%H (All HH)		100.0%	25.0%	14.3%	89.3%	28.6%	60.7%	89.3%
%H (TV HH)			25.0%	14.3%	89.3%	28.6%	60.7%	
VCR	5	5	1	0	5	1	5	3
%V	0.5%	0.5%	0.3%	0.0%	0.7%	0.3%	1.1%	0.3%
%H (All HH)		100.0%	20.0%	0.0%	100.0%	20.0%	100.0%	60.0%
%H (TV HH)			20.0%	0.0%	100.0%	20.0%	100.0%	
Any recorder	617	617	331	141	422	268	154	574
%V	58.8%	62.3%	88.7%	90.4%	56.6%	90.2%	34.4%	62.4%
%H (All HH)		100.0%	53.6%	22.9%	68.4%	43.4%	25.0%	93.0%
%H (TV HH)			53.6%	22.9%	68.4%	43.4%	25.0%	
Receives HDTV (via STB or built-in reception)	642	642	286	135	468	239	229	592
%V	61.2%	64.8%	76.7%	86.5%	62.8%	80.5%	51.1%	64.3%
%H (All HH)		100.0%	44.5%	21.0%	72.9%	37.2%	35.7%	92.2%
%H (TV HH)			44.5%	21.0%	72.9%	37.2%	35.7%	
DVD/Blu-ray player or recorder	811	811	318	123	620	257	363	734
%V	77.3%	81.8%	85.3%	78.8%	83.2%	86.5%	81.0%	79.8%
%H (All HH)		100.0%	39.2%	15.2%	76.4%	31.7%	44.8%	90.5%
%H (TV HH)			39.2%	15.2%	76.4%	31.7%	44.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1049	991	373	156	745	297	448	920
%H (All HH)		94.5%	35.6%	14.9%	71.0%	28.3%	42.7%	87.7%
%H (TV HH)			37.6%	15.7%	75.2%	30.0%	45.2%	
Has broadband internet	920	872	347	146	642	278	365	920
%V	87.7%	88.0%	93.0%	93.6%	86.2%	93.6%	81.5%	100.0%
%H (All HH)		94.8%	37.7%	15.9%	69.8%	30.2%	39.7%	100.0%
%H (TV HH)			39.8%	16.7%	73.6%	31.9%	41.9%	
Number of computers (PCs and laptops)								
0	152	140	34	14	119	26	93	32
%V	14.5%	14.1%	9.1%	9.0%	16.0%	8.8%	20.8%	3.5%
%H (All HH)		92.1%	22.4%	9.2%	78.3%	17.1%	61.2%	21.1%
%H (TV HH)			24.3%	10.0%	85.0%	18.6%	66.4%	
1	238	219	72	28	169	53	115	232
%V	22.7%	22.1%	19.3%	17.9%	22.7%	17.8%	25.7%	25.2%
%H (All HH)		92.0%	30.3%	11.8%	71.0%	22.3%	48.3%	97.5%
%H (TV HH)			32.9%	12.8%	77.2%	24.2%	52.5%	
2	288	278	107	45	198	78	120	287
%V	27.5%	28.1%	28.7%	28.8%	26.6%	26.3%	26.8%	31.2%
%H (All HH)		96.5%	37.2%	15.6%	68.8%	27.1%	41.7%	99.7%
%H (TV HH)			38.5%	16.2%	71.2%	28.1%	43.2%	
3	161	152	69	27	116	62	54	161
%V	15.3%	15.3%	18.5%	17.3%	15.6%	20.9%	12.1%	17.5%
%H (All HH)		94.4%	42.9%	16.8%	72.0%	38.5%	33.5%	100.0%
%H (TV HH)			45.4%	17.8%	76.3%	40.8%	35.5%	
4	96	91	38	18	62	28	33	96
%V	9.2%	9.2%	10.2%	11.5%	8.3%	9.4%	7.4%	10.4%
%H (All HH)		94.8%	39.6%	18.8%	64.6%	29.2%	34.4%	100.0%
%H (TV HH)			41.8%	19.8%	68.1%	30.8%	36.3%	
5+	114	111	53	24	81	49	32	113
%V	10.9%	11.2%	14.2%	15.4%	10.9%	16.5%	7.1%	12.3%
%H (All HH)		97.4%	46.5%	21.1%	71.1%	43.0%	28.1%	99.1%
%H (TV HH)			47.7%	21.6%	73.0%	44.1%	28.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1987	845	329	1572	771	801	1803
%H		42.5%	16.6%	79.1%	38.8%	40.3%	90.7%
Under 20"	201	85	30	178	93	85	185
%V	10.1%	10.1%	9.1%	11.3%	12.1%	10.6%	10.3%
%H		42.3%	14.9%	88.6%	46.3%	42.3%	92.0%
20" - 29"	518	198	86	438	203	235	454
%V	26.1%	23.4%	26.1%	27.9%	26.3%	29.3%	25.2%
%H		38.2%	16.6%	84.6%	39.2%	45.4%	87.6%
30" - 39"	678	270	110	530	241	289	604
%V	34.1%	32.0%	33.4%	33.7%	31.3%	36.1%	33.5%
%H		39.8%	16.2%	78.2%	35.5%	42.6%	89.1%
40" and over	580	289	102	420	231	189	549
%V	29.2%	34.2%	31.0%	26.7%	30.0%	23.6%	30.4%
%H		49.8%	17.6%	72.4%	39.8%	32.6%	94.7%
Don't know	10	4	1	6	4	3	10
%V	0.5%	0.5%	0.3%	0.4%	0.5%	0.4%	0.6%
%H		40.0%	10.0%	60.0%	40.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1987	845	329	1572	771	801	1803
%H		42.5%	16.6%	79.1%	38.8%	40.3%	90.7%
Main living room	983	372	158	744	298	446	863
%V	49.5%	44.0%	48.0%	47.3%	38.7%	55.7%	47.9%
%H		37.8%	16.1%	75.7%	30.3%	45.4%	87.8%
Kitchen	116	49	16	109	57	52	105
%V	5.8%	5.8%	4.9%	6.9%	7.4%	6.5%	5.8%
%H		42.2%	13.8%	94.0%	49.1%	44.8%	90.5%
Adult's bedroom	526	238	91	424	230	194	489
%V	26.5%	28.2%	27.7%	27.0%	29.8%	24.2%	27.1%
%H		45.2%	17.3%	80.6%	43.7%	36.9%	93.0%
Child's bedroom	139	84	23	116	86	31	139
%V	7.0%	9.9%	7.0%	7.4%	11.2%	3.9%	7.7%
%H		60.4%	16.5%	83.5%	61.9%	22.3%	100.0%
Other bedroom	60	29	15	49	33	16	54
%V	3.0%	3.4%	4.6%	3.1%	4.3%	2.0%	3.0%
%H		48.3%	25.0%	81.7%	55.0%	26.7%	90.0%
Second living/dining room	93	43	11	78	40	39	85
%V	4.7%	5.1%	3.3%	5.0%	5.2%	4.9%	4.7%
%H		46.2%	11.8%	83.9%	43.0%	41.9%	91.4%
Study/office	26	12	4	19	10	10	25
%V	1.3%	1.4%	1.2%	1.2%	1.3%	1.2%	1.4%
%H		46.2%	15.4%	73.1%	38.5%	38.5%	96.2%
TV room	7	3	2	5	3	2	7
%V	0.4%	0.4%	0.6%	0.3%	0.4%	0.2%	0.4%
%H		42.9%	28.6%	71.4%	42.9%	28.6%	100.0%
Conservatory	26	12	7	21	14	7	25
%V	1.3%	1.4%	2.1%	1.3%	1.8%	0.9%	1.4%
%H		46.2%	26.9%	80.8%	53.8%	26.9%	96.2%
Attic or loft room	3	1	0	2	1	2	3
%V	0.2%	0.1%	0.0%	0.1%	0.1%	0.2%	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	7	3	1	5	2	2	7
%V	0.4%	0.4%	0.3%	0.3%	0.3%	0.2%	0.4%
%H		42.9%	14.3%	71.4%	28.6%	28.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1987	845	329	1572	771	801	1803
%H		42.5%	16.6%	79.1%	38.8%	40.3%	90.7%
PVR	768	440	183	501	344	157	720
%V	38.7%	52.1%	55.6%	31.9%	44.6%	19.6%	39.9%
%H		57.3%	23.8%	65.2%	44.8%	20.4%	93.8%
DVDR	30	8	4	26	9	17	27
%V	1.5%	0.9%	1.2%	1.7%	1.2%	2.1%	1.5%
%H		26.7%	13.3%	86.7%	30.0%	56.7%	90.0%
VCR	5	1	0	5	1	5	3
%V	0.3%	0.1%	0.0%	0.3%	0.1%	0.6%	0.2%
%H		20.0%	0.0%	100.0%	20.0%	100.0%	60.0%
Any recorder	785	444	186	517	349	167	732
%V	39.5%	52.5%	56.5%	32.9%	45.3%	20.8%	40.6%
%H		56.6%	23.7%	65.9%	44.5%	21.3%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1987	845	329	1572	771	801	1803
%H		42.5%	16.6%	79.1%	38.8%	40.3%	90.7%
Receives HDTV (via STB or built-in reception)	920	415	186	686	355	330	853
%V	46.3%	49.1%	56.5%	43.6%	46.0%	41.2%	47.3%
%H		45.1%	20.2%	74.6%	38.6%	35.9%	92.7%
DVD/Blu-ray player or recorder	1215	516	196	954	455	499	1122
%V	61.1%	61.1%	59.6%	60.7%	59.0%	62.3%	62.2%
%H		42.5%	16.1%	78.5%	37.4%	41.1%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	990	373	156	745	297	448	870
%H		37.7%	15.8%	75.3%	30.0%	45.3%	87.9%
Under 20"	9	2	1	7	2	6	8
%V	0.9%	0.5%	0.6%	0.9%	0.7%	1.3%	0.9%
%H		22.2%	11.1%	77.8%	22.2%	66.7%	88.9%
20" - 29"	127	23	16	102	17	85	97
%V	12.8%	6.2%	10.3%	13.7%	5.7%	19.0%	11.1%
%H		18.1%	12.6%	80.3%	13.4%	66.9%	76.4%
30" - 39"	396	131	57	309	108	201	335
%V	40.0%	35.1%	36.5%	41.5%	36.4%	44.9%	38.5%
%H		33.1%	14.4%	78.0%	27.3%	50.8%	84.6%
40" and over	454	216	82	324	169	155	427
%V	45.9%	57.9%	52.6%	43.5%	56.9%	34.6%	49.1%
%H		47.6%	18.1%	71.4%	37.2%	34.1%	94.1%
Don't know	4	2	0	2	1	1	4
%V	0.4%	0.5%	0.0%	0.3%	0.3%	0.2%	0.5%
%H		50.0%	0.0%	50.0%	25.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	990	373	156	745	297	448	870
%H		37.7%	15.8%	75.3%	30.0%	45.3%	87.9%
PVR	596	325	139	402	262	140	557
%V	60.2%	87.1%	89.1%	54.0%	88.2%	31.3%	64.0%
%H		54.5%	23.3%	67.4%	44.0%	23.5%	93.5%
DVDR	24	5	3	21	5	16	20
%V	2.4%	1.3%	1.9%	2.8%	1.7%	3.6%	2.3%
%H		20.8%	12.5%	87.5%	20.8%	66.7%	83.3%
VCR	5	0	0	5	0	5	3
%V	0.5%	0.0%	0.0%	0.7%	0.0%	1.1%	0.3%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	60.0%
Any recorder	607	325	140	412	262	149	564
%V	61.3%	87.1%	89.7%	55.3%	88.2%	33.3%	64.8%
%H		53.5%	23.1%	67.9%	43.2%	24.5%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: 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	990	373	156	745	297	448	870
%H		37.7%	15.8%	75.3%	30.0%	45.3%	87.9%
Receives HDTV (via STB or built-in reception)	630	279	134	457	232	225	583
%V	63.6%	74.8%	85.9%	61.3%	78.1%	50.2%	67.0%
%H		44.3%	21.3%	72.5%	36.8%	35.7%	92.5%
DVD/Blu-ray player or recorder	755	291	116	578	234	343	683
%V	76.3%	78.0%	74.4%	77.6%	78.8%	76.6%	78.5%
%H		38.5%	15.4%	76.6%	31.0%	45.4%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	997	471	173	828	475	353	932
%H		47.2%	17.4%	83.0%	47.6%	35.4%	93.5%
Under 20"	192	83	29	171	91	80	177
%V	19.3%	17.6%	16.8%	20.7%	19.2%	22.7%	19.0%
%H		43.2%	15.1%	89.1%	47.4%	41.7%	92.2%
20" - 29"	391	175	69	336	186	149	356
%V	39.2%	37.2%	39.9%	40.6%	39.2%	42.2%	38.2%
%H		44.8%	17.6%	85.9%	47.6%	38.1%	91.0%
30" - 39"	282	139	53	221	133	88	269
%V	28.3%	29.5%	30.6%	26.7%	28.0%	24.9%	28.9%
%H		49.3%	18.8%	78.4%	47.2%	31.2%	95.4%
40" and over	125	73	20	96	62	34	123
%V	12.5%	15.5%	11.6%	11.6%	13.1%	9.6%	13.2%
%H		58.4%	16.0%	76.8%	49.6%	27.2%	98.4%
Don't know	6	2	1	4	2	2	6
%V	0.6%	0.4%	0.6%	0.5%	0.4%	0.6%	0.6%
%H		33.3%	16.7%	66.7%	33.3%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	997	471	173	828	475	353	932
%H		47.2%	17.4%	83.0%	47.6%	35.4%	93.5%
PVR	172	115	45	99	82	16	163
%V	17.3%	24.4%	26.0%	12.0%	17.3%	4.5%	17.5%
%H		66.9%	26.2%	57.6%	47.7%	9.3%	94.8%
DVDR	6	3	1	6	4	2	6
%V	0.6%	0.6%	0.6%	0.7%	0.8%	0.6%	0.6%
%H		50.0%	16.7%	100.0%	66.7%	33.3%	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	178	119	45	105	87	18	168
%V	17.9%	25.3%	26.0%	12.7%	18.3%	5.1%	18.0%
%H		66.9%	25.3%	59.0%	48.9%	10.1%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	997	471	173	828	475	353	932
%H		47.2%	17.4%	83.0%	47.6%	35.4%	93.5%
Receives HDTV (via STB or built-in reception)	290	136	52	228	123	105	270
%V	29.1%	28.9%	30.1%	27.5%	25.9%	29.7%	29.0%
%H		46.9%	17.9%	78.6%	42.4%	36.2%	93.1%
DVD/Blu-ray player or recorder	461	225	81	376	220	156	439
%V	46.2%	47.8%	46.8%	45.4%	46.3%	44.2%	47.1%
%H		48.8%	17.6%	81.6%	47.7%	33.8%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2396	2288	974	381	1659	763	896	2219
%H		95.5%	40.7%	15.9%	69.2%	31.8%	37.4%	92.6%
Total Children	437	421	218	72	270	149	122	425
%V	18.2%	18.4%	22.4%	18.9%	16.3%	19.5%	13.6%	19.2%
%H		96.3%	49.9%	16.5%	61.8%	34.1%	27.9%	97.3%
0 - 3	105	99	51	15	55	26	30	100
%V	4.4%	4.3%	5.2%	3.9%	3.3%	3.4%	3.3%	4.5%
%H		94.3%	48.6%	14.3%	52.4%	24.8%	28.6%	95.2%
4 - 15	332	322	167	57	215	123	92	326
%V	13.9%	14.1%	17.1%	15.0%	13.0%	16.1%	10.3%	14.7%
%H		97.0%	50.3%	17.2%	64.8%	37.0%	27.7%	98.2%
4 - 9	180	173	90	33	109	61	47	175
%V	7.5%	7.6%	9.2%	8.7%	6.6%	8.0%	5.2%	7.9%
%H		96.1%	50.0%	18.3%	60.6%	33.9%	26.1%	97.2%
10 - 15	153	149	77	25	106	61	45	151
%V	6.4%	6.5%	7.9%	6.6%	6.4%	8.0%	5.0%	6.8%
%H		97.4%	50.3%	16.3%	69.3%	39.9%	29.4%	98.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2396	2288	974	381	1659	763	896	2219
%H		95.5%	40.7%	15.9%	69.2%	31.8%	37.4%	92.6%
Total Adults (16+)	1959	1867	756	309	1389	614	775	1793
%V	81.8%	81.6%	77.6%	81.1%	83.7%	80.5%	86.5%	80.8%
%H		95.3%	38.6%	15.8%	70.9%	31.3%	39.6%	91.5%
16 - 19	117	115	49	21	83	42	40	116
%V	4.9%	5.0%	5.0%	5.5%	5.0%	5.5%	4.5%	5.2%
%H		98.3%	41.9%	17.9%	70.9%	35.9%	34.2%	99.1%
20 - 24	149	133	49	26	96	45	51	145
%V	6.2%	5.8%	5.0%	6.8%	5.8%	5.9%	5.7%	6.5%
%H		89.3%	32.9%	17.4%	64.4%	30.2%	34.2%	97.3%
25 - 34	298	272	128	51	170	88	82	293
%V	12.4%	11.9%	13.1%	13.4%	10.2%	11.5%	9.2%	13.2%
%H		91.3%	43.0%	17.1%	57.0%	29.5%	27.5%	98.3%
35 - 44	308	292	138	56	195	101	94	296
%V	12.9%	12.8%	14.2%	14.7%	11.8%	13.2%	10.5%	13.3%
%H		94.8%	44.8%	18.2%	63.3%	32.8%	30.5%	96.1%
45 - 54	360	346	131	63	266	118	148	347
%V	15.0%	15.1%	13.4%	16.5%	16.0%	15.5%	16.5%	15.6%
%H		96.1%	36.4%	17.5%	73.9%	32.8%	41.1%	96.4%
55 - 64	291	279	123	39	218	100	119	275
%V	12.1%	12.2%	12.6%	10.2%	13.1%	13.1%	13.3%	12.4%
%H		95.9%	42.3%	13.4%	74.9%	34.4%	40.9%	94.5%
65+	437	430	138	53	360	120	240	322
%V	18.2%	18.8%	14.2%	13.9%	21.7%	15.7%	26.8%	14.5%
%H		98.4%	31.6%	12.1%	82.4%	27.5%	54.9%	73.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1959	1867	756	309	1389	614	775	1793
%H		95.3%	38.6%	15.8%	70.9%	31.3%	39.6%	91.5%
AB	579	558	197	105	393	150	244	566
%V	29.6%	29.9%	26.1%	34.0%	28.3%	24.4%	31.5%	31.6%
%H		96.4%	34.0%	18.1%	67.9%	25.9%	42.1%	97.8%
C1	585	551	206	91	420	181	239	551
%V	29.9%	29.5%	27.2%	29.4%	30.2%	29.5%	30.8%	30.7%
%H		94.2%	35.2%	15.6%	71.8%	30.9%	40.9%	94.2%
C2	418	407	198	63	315	169	146	384
%V	21.3%	21.8%	26.2%	20.4%	22.7%	27.5%	18.8%	21.4%
%H		97.4%	47.4%	15.1%	75.4%	40.4%	34.9%	91.9%
D	268	252	119	39	186	91	95	218
%V	13.7%	13.5%	15.7%	12.6%	13.4%	14.8%	12.3%	12.2%
%H		94.0%	44.4%	14.6%	69.4%	34.0%	35.4%	81.3%
E	109	99	35	11	75	24	51	74
%V	5.6%	5.3%	4.6%	3.6%	5.4%	3.9%	6.6%	4.1%
%H		90.8%	32.1%	10.1%	68.8%	22.0%	46.8%	67.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2015 - June 2016
BBC West
Individual level data
Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1959	1867	756	309	1389	614	775	1793
%H		95.3%	38.6%	15.8%	70.9%	31.3%	39.6%	91.5%
Working full time	937	889	376	176	632	309	322	909
%V	47.8%	47.6%	49.7%	57.0%	45.5%	50.3%	41.5%	50.7%
%H		94.9%	40.1%	18.8%	67.4%	33.0%	34.4%	97.0%
Working part time	245	235	98	36	176	76	100	237
%V	12.5%	12.6%	13.0%	11.7%	12.7%	12.4%	12.9%	13.2%
%H		95.9%	40.0%	14.7%	71.8%	31.0%	40.8%	96.7%
Not working	778	743	282	97	581	229	352	647
%V	39.7%	39.8%	37.3%	31.4%	41.8%	37.3%	45.4%	36.1%
%H		95.5%	36.2%	12.5%	74.7%	29.4%	45.2%	83.2%
Housewife/Houseperson	1048	991	373	156	745	297	448	919
%V	53.5%	53.1%	49.3%	50.5%	53.6%	48.4%	57.8%	51.3%
%H		94.6%	35.6%	14.9%	71.1%	28.3%	42.7%	87.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	958	907	388	147	665	311	354	891
%H		94.7%	40.5%	15.3%	69.4%	32.5%	37.0%	93.0%
16 - 19	60	59	31	10	40	24	16	60
%V	6.3%	6.5%	8.0%	6.8%	6.0%	7.7%	4.5%	6.7%
%H		98.3%	51.7%	16.7%	66.7%	40.0%	26.7%	100.0%
20 - 24	82	72	27	10	52	24	28	80
%V	8.6%	7.9%	7.0%	6.8%	7.8%	7.7%	7.9%	9.0%
%H		87.8%	32.9%	12.2%	63.4%	29.3%	34.1%	97.6%
25 - 34	148	132	63	28	80	45	36	146
%V	15.4%	14.6%	16.2%	19.0%	12.0%	14.5%	10.2%	16.4%
%H		89.2%	42.6%	18.9%	54.1%	30.4%	24.3%	98.6%
35 - 44	150	141	66	26	92	47	46	142
%V	15.7%	15.5%	17.0%	17.7%	13.8%	15.1%	13.0%	15.9%
%H		94.0%	44.0%	17.3%	61.3%	31.3%	30.7%	94.7%
45 - 54	180	172	69	27	132	59	73	170
%V	18.8%	19.0%	17.8%	18.4%	19.8%	19.0%	20.6%	19.1%
%H		95.6%	38.3%	15.0%	73.3%	32.8%	40.6%	94.4%
55 - 64	138	131	63	21	100	51	49	131
%V	14.4%	14.4%	16.2%	14.3%	15.0%	16.4%	13.8%	14.7%
%H		94.9%	45.7%	15.2%	72.5%	37.0%	35.5%	94.9%
65+	202	198	68	25	167	61	106	161
%V	21.1%	21.8%	17.5%	17.0%	25.1%	19.6%	29.9%	18.1%
%H		98.0%	33.7%	12.4%	82.7%	30.2%	52.5%	79.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	958	907	388	147	665	311	354	891
%H		94.7%	40.5%	15.3%	69.4%	32.5%	37.0%	93.0%
AB	281	270	102	49	189	77	113	276
%V	29.3%	29.8%	26.3%	33.3%	28.4%	24.8%	31.9%	31.0%
%H		96.1%	36.3%	17.4%	67.3%	27.4%	40.2%	98.2%
C1	275	258	103	41	192	89	103	265
%V	28.7%	28.4%	26.5%	27.9%	28.9%	28.6%	29.1%	29.7%
%H		93.8%	37.5%	14.9%	69.8%	32.4%	37.5%	96.4%
C2	226	218	108	33	167	88	78	208
%V	23.6%	24.0%	27.8%	22.4%	25.1%	28.3%	22.0%	23.3%
%H		96.5%	47.8%	14.6%	73.9%	38.9%	34.5%	92.0%
D	132	122	61	19	88	45	43	109
%V	13.8%	13.5%	15.7%	12.9%	13.2%	14.5%	12.1%	12.2%
%H		92.4%	46.2%	14.4%	66.7%	34.1%	32.6%	82.6%
E	44	38	15	5	29	12	17	33
%V	4.6%	4.2%	3.9%	3.4%	4.4%	3.9%	4.8%	3.7%
%H		86.4%	34.1%	11.4%	65.9%	27.3%	38.6%	75.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	958	907	388	147	665	311	354	891
%H		94.7%	40.5%	15.3%	69.4%	32.5%	37.0%	93.0%
Working full time	572	538	240	98	378	188	190	555
%V	59.7%	59.3%	61.9%	66.7%	56.8%	60.5%	53.7%	62.3%
%H		94.1%	42.0%	17.1%	66.1%	32.9%	33.2%	97.0%
Working part time	50	48	18	7	38	15	23	46
%V	5.2%	5.3%	4.6%	4.8%	5.7%	4.8%	6.5%	5.2%
%H		96.0%	36.0%	14.0%	76.0%	30.0%	46.0%	92.0%
Not working	336	321	129	43	248	107	141	291
%V	35.1%	35.4%	33.2%	29.3%	37.3%	34.4%	39.8%	32.7%
%H		95.5%	38.4%	12.8%	73.8%	31.8%	42.0%	86.6%
Housewife/Houseperson	211	187	60	31	143	53	90	175
%V	22.0%	20.6%	15.5%	21.1%	21.5%	17.0%	25.4%	19.6%
%H		88.6%	28.4%	14.7%	67.8%	25.1%	42.7%	82.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1001	960	368	161	724	303	421	902
%H		95.9%	36.8%	16.1%	72.3%	30.3%	42.1%	90.1%
16 - 19	57	55	18	10	43	18	25	56
%V	5.7%	5.7%	4.9%	6.2%	5.9%	5.9%	5.9%	6.2%
%H		96.5%	31.6%	17.5%	75.4%	31.6%	43.9%	98.2%
20 - 24	67	61	22	16	44	21	23	64
%V	6.7%	6.4%	6.0%	9.9%	6.1%	6.9%	5.5%	7.1%
%H		91.0%	32.8%	23.9%	65.7%	31.3%	34.3%	95.5%
25 - 34	150	140	65	24	90	43	47	147
%V	15.0%	14.6%	17.7%	14.9%	12.4%	14.2%	11.2%	16.3%
%H		93.3%	43.3%	16.0%	60.0%	28.7%	31.3%	98.0%
35 - 44	158	151	72	30	102	54	48	153
%V	15.8%	15.7%	19.6%	18.6%	14.1%	17.8%	11.4%	17.0%
%H		95.6%	45.6%	19.0%	64.6%	34.2%	30.4%	96.8%
45 - 54	180	174	62	36	134	59	75	177
%V	18.0%	18.1%	16.8%	22.4%	18.5%	19.5%	17.8%	19.6%
%H		96.7%	34.4%	20.0%	74.4%	32.8%	41.7%	98.3%
55 - 64	154	147	59	18	118	49	69	144
%V	15.4%	15.3%	16.0%	11.2%	16.3%	16.2%	16.4%	16.0%
%H		95.5%	38.3%	11.7%	76.6%	31.8%	44.8%	93.5%
65+	235	231	70	28	193	59	134	160
%V	23.5%	24.1%	19.0%	17.4%	26.7%	19.5%	31.8%	17.7%
%H		98.3%	29.8%	11.9%	82.1%	25.1%	57.0%	68.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1001	960	368	161	724	303	421	902
%H		95.9%	36.8%	16.1%	72.3%	30.3%	42.1%	90.1%
AB	298	288	95	56	204	73	131	290
%V	29.8%	30.0%	25.8%	34.8%	28.2%	24.1%	31.1%	32.2%
%H		96.6%	31.9%	18.8%	68.5%	24.5%	44.0%	97.3%
C1	310	293	103	50	228	93	136	286
%V	31.0%	30.5%	28.0%	31.1%	31.5%	30.7%	32.3%	31.7%
%H		94.5%	33.2%	16.1%	73.5%	30.0%	43.9%	92.3%
C2	191	188	91	30	148	80	68	176
%V	19.1%	19.6%	24.7%	18.6%	20.4%	26.4%	16.2%	19.5%
%H		98.4%	47.6%	15.7%	77.5%	41.9%	35.6%	92.1%
D	136	130	58	20	98	46	52	109
%V	13.6%	13.5%	15.8%	12.4%	13.5%	15.2%	12.4%	12.1%
%H		95.6%	42.6%	14.7%	72.1%	33.8%	38.2%	80.1%
E	65	61	20	6	46	12	35	41
%V	6.5%	6.4%	5.4%	3.7%	6.4%	4.0%	8.3%	4.5%
%H		93.8%	30.8%	9.2%	70.8%	18.5%	53.8%	63.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1001	960	368	161	724	303	421	902
%H		95.9%	36.8%	16.1%	72.3%	30.3%	42.1%	90.1%
Working full time	364	351	135	78	253	121	132	355
%V	36.4%	36.6%	36.7%	48.4%	34.9%	39.9%	31.4%	39.4%
%H		96.4%	37.1%	21.4%	69.5%	33.2%	36.3%	97.5%
Working part time	194	187	80	29	138	61	77	191
%V	19.4%	19.5%	21.7%	18.0%	19.1%	20.1%	18.3%	21.2%
%H		96.4%	41.2%	14.9%	71.1%	31.4%	39.7%	98.5%
Not working	442	423	153	54	333	122	211	356
%V	44.2%	44.1%	41.6%	33.5%	46.0%	40.3%	50.1%	39.5%
%H		95.7%	34.6%	12.2%	75.3%	27.6%	47.7%	80.5%
Housewife/Houseperson	838	803	313	125	602	244	358	744
%V	83.7%	83.6%	85.1%	77.6%	83.1%	80.5%	85.0%	82.5%
%H		95.8%	37.4%	14.9%	71.8%	29.1%	42.7%	88.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
July 2015 - June 2016
BBC South West
Household level data
Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	880	850	346	73	670	255	415	724
%H (All HH)		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%
%H (TV HH)			40.7%	8.6%	78.8%	30.0%	48.8%	
AB	242	234	115	17	174	76	97	224
%V	27.5%	27.5%	33.2%	23.3%	26.0%	29.8%	23.4%	30.9%
%H (All HH)		96.7%	47.5%	7.0%	71.9%	31.4%	40.1%	92.6%
%H (TV HH)			49.1%	7.3%	74.4%	32.5%	41.5%	
C1	249	240	92	18	191	65	126	221
%V	28.3%	28.2%	26.6%	24.7%	28.5%	25.5%	30.4%	30.5%
%H (All HH)		96.4%	36.9%	7.2%	76.7%	26.1%	50.6%	88.8%
%H (TV HH)			38.3%	7.5%	79.6%	27.1%	52.5%	
C2	193	188	77	23	150	65	85	164
%V	21.9%	22.1%	22.3%	31.5%	22.4%	25.5%	20.5%	22.7%
%H (All HH)		97.4%	39.9%	11.9%	77.7%	33.7%	44.0%	85.0%
%H (TV HH)			41.0%	12.2%	79.8%	34.6%	45.2%	
D	119	113	42	10	92	34	58	77
%V	13.5%	13.3%	12.1%	13.7%	13.7%	13.3%	14.0%	10.6%
%H (All HH)		95.0%	35.3%	8.4%	77.3%	28.6%	48.7%	64.7%
%H (TV HH)			37.2%	8.8%	81.4%	30.1%	51.3%	
E	77	74	20	5	63	15	48	38
%V	8.8%	8.7%	5.8%	6.8%	9.4%	5.9%	11.6%	5.2%
%H (All HH)		96.1%	26.0%	6.5%	81.8%	19.5%	62.3%	49.4%
%H (TV HH)			27.0%	6.8%	85.1%	20.3%	64.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	880	850	346	73	670	255	415	724
%V (All HH)		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%
%H (TV HH)			40.7%	8.6%	78.8%	30.0%	48.8%	
Under 25	30	29	10	4	24	10	14	29
%V	3.4%	3.4%	2.9%	5.5%	3.6%	3.9%	3.4%	4.0%
%H (All HH)		96.7%	33.3%	13.3%	80.0%	33.3%	46.7%	96.7%
%H (TV HH)			34.5%	13.8%	82.8%	34.5%	48.3%	
25 - 34	113	105	42	12	63	21	42	106
%V	12.8%	12.4%	12.1%	16.4%	9.4%	8.2%	10.1%	14.6%
%H (All HH)		92.9%	37.2%	10.6%	55.8%	18.6%	37.2%	93.8%
%H (TV HH)			40.0%	11.4%	60.0%	20.0%	40.0%	
35 - 44	117	112	50	14	81	39	43	113
%V	13.3%	13.2%	14.5%	19.2%	12.1%	15.3%	10.4%	15.6%
%H (All HH)		95.7%	42.7%	12.0%	69.2%	33.3%	36.8%	96.6%
%H (TV HH)			44.6%	12.5%	72.3%	34.8%	38.4%	
45 - 54	161	156	77	16	113	52	61	150
%V	18.3%	18.4%	22.3%	21.9%	16.9%	20.4%	14.7%	20.7%
%H (All HH)		96.9%	47.8%	9.9%	70.2%	32.3%	37.9%	93.2%
%H (TV HH)			49.4%	10.3%	72.4%	33.3%	39.1%	
55 - 64	158	153	69	11	128	55	73	143
%V	18.0%	18.0%	19.9%	15.1%	19.1%	21.6%	17.6%	19.8%
%H (All HH)		96.8%	43.7%	7.0%	81.0%	34.8%	46.2%	90.5%
%H (TV HH)			45.1%	7.2%	83.7%	35.9%	47.7%	
65 +	301	295	98	16	260	78	182	183
%V	34.2%	34.7%	28.3%	21.9%	38.8%	30.6%	43.9%	25.3%
%H (All HH)		98.0%	32.6%	5.3%	86.4%	25.9%	60.5%	60.8%
%H (TV HH)			33.2%	5.4%	88.1%	26.4%	61.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	880	850	346	73	670	255	415	724
%H (All HH)		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%
%H (TV HH)			40.7%	8.6%	78.8%	30.0%	48.8%	
1	274	262	77	10	221	50	171	155
%V	31.1%	30.8%	22.3%	13.7%	33.0%	19.6%	41.2%	21.4%
%H (All HH)		95.6%	28.1%	3.6%	80.7%	18.2%	62.4%	56.6%
%H (TV HH)			29.4%	3.8%	84.4%	19.1%	65.3%	
2	336	326	142	31	257	108	150	304
%V	38.2%	38.4%	41.0%	42.5%	38.4%	42.4%	36.1%	42.0%
%H (All HH)		97.0%	42.3%	9.2%	76.5%	32.1%	44.6%	90.5%
%H (TV HH)			43.6%	9.5%	78.8%	33.1%	46.0%	
3	120	115	57	12	82	41	42	116
%V	13.6%	13.5%	16.5%	16.4%	12.2%	16.1%	10.1%	16.0%
%H (All HH)		95.8%	47.5%	10.0%	68.3%	34.2%	35.0%	96.7%
%H (TV HH)			49.6%	10.4%	71.3%	35.7%	36.5%	
4	109	107	54	12	82	44	39	108
%V	12.4%	12.6%	15.6%	16.4%	12.2%	17.3%	9.4%	14.9%
%H (All HH)		98.2%	49.5%	11.0%	75.2%	40.4%	35.8%	99.1%
%H (TV HH)			50.5%	11.2%	76.6%	41.1%	36.4%	
5+	41	39	17	8	27	13	14	41
%V	4.7%	4.6%	4.9%	11.0%	4.0%	5.1%	3.4%	5.7%
%H (All HH)		95.1%	41.5%	19.5%	65.9%	31.7%	34.1%	100.0%
%H (TV HH)			43.6%	20.5%	69.2%	33.3%	35.9%	
Average HH size	2.24	2.25	2.43	2.72	2.18	2.48	1.99	2.45

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	880	850	346	73	670	255	415	724
%H (All HH)		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%
%H (TV HH)			40.7%	8.6%	78.8%	30.0%	48.8%	
Without	688	666	261	51	539	195	344	536
%V	78.2%	78.4%	75.4%	69.9%	80.4%	76.5%	82.9%	74.0%
%H (All HH)		96.8%	37.9%	7.4%	78.3%	28.3%	50.0%	77.9%
%H (TV HH)			39.2%	7.7%	80.9%	29.3%	51.7%	
With	193	184	85	22	131	61	71	188
%V	21.9%	21.6%	24.6%	30.1%	19.6%	23.9%	17.1%	26.0%
%H (All HH)		95.3%	44.0%	11.4%	67.9%	31.6%	36.8%	97.4%
%H (TV HH)			46.2%	12.0%	71.2%	33.2%	38.6%	
0 - 3	73	69	31	9	46	21	25	71
%V	8.3%	8.1%	9.0%	12.3%	6.9%	8.2%	6.0%	9.8%
%H (All HH)		94.5%	42.5%	12.3%	63.0%	28.8%	34.2%	97.3%
%H (TV HH)			44.9%	13.0%	66.7%	30.4%	36.2%	
4 - 9	94	90	38	13	62	28	34	92
%V	10.7%	10.6%	11.0%	17.8%	9.3%	11.0%	8.2%	12.7%
%H (All HH)		95.7%	40.4%	13.8%	66.0%	29.8%	36.2%	97.9%
%H (TV HH)			42.2%	14.4%	68.9%	31.1%	37.8%	
10 - 15	91	87	45	8	63	30	33	90
%V	10.3%	10.2%	13.0%	11.0%	9.4%	11.8%	8.0%	12.4%
%H (All HH)		95.6%	49.5%	8.8%	69.2%	33.0%	36.3%	98.9%
%H (TV HH)			51.7%	9.2%	72.4%	34.5%	37.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	880	850	346	73	670	255	415	724
%H (All HH)		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%
%H (TV HH)			40.7%	8.6%	78.8%	30.0%	48.8%	
1	330	330	112	16	238	49	189	244
%V	37.5%	38.8%	32.4%	21.9%	35.5%	19.2%	45.5%	33.7%
%H (All HH)		100.0%	33.9%	4.8%	72.1%	14.8%	57.3%	73.9%
%H (TV HH)			33.9%	4.8%	72.1%	14.8%	57.3%	
2	305	305	118	29	253	99	155	259
%V	34.7%	35.9%	34.1%	39.7%	37.8%	38.8%	37.3%	35.8%
%H (All HH)		100.0%	38.7%	9.5%	83.0%	32.5%	50.8%	84.9%
%H (TV HH)			38.7%	9.5%	83.0%	32.5%	50.8%	
3	137	137	70	17	114	65	50	125
%V	15.6%	16.1%	20.2%	23.3%	17.0%	25.5%	12.0%	17.3%
%H (All HH)		100.0%	51.1%	12.4%	83.2%	47.4%	36.5%	91.2%
%H (TV HH)			51.1%	12.4%	83.2%	47.4%	36.5%	
4	55	55	33	7	45	29	16	51
%V	6.3%	6.5%	9.5%	9.6%	6.7%	11.4%	3.9%	7.0%
%H (All HH)		100.0%	60.0%	12.7%	81.8%	52.7%	29.1%	92.7%
%H (TV HH)			60.0%	12.7%	81.8%	52.7%	29.1%	
5+	22	22	12	4	19	13	6	22
%V	2.5%	2.6%	3.5%	5.5%	2.8%	5.1%	1.4%	3.0%
%H (All HH)		100.0%	54.5%	18.2%	86.4%	59.1%	27.3%	100.0%
%H (TV HH)			54.5%	18.2%	86.4%	59.1%	27.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	880	850	346	73	670	255	415	724
%H (All HH)		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%
%H (TV HH)			40.7%	8.6%	78.8%	30.0%	48.8%	
Under 20"	188	188	72	15	167	67	100	157
%V	21.4%	22.1%	20.8%	20.5%	24.9%	26.3%	24.1%	21.7%
%H (All HH)		100.0%	38.3%	8.0%	88.8%	35.6%	53.2%	83.5%
%H (TV HH)			38.3%	8.0%	88.8%	35.6%	53.2%	
20" - 29"	328	328	133	25	281	113	168	260
%V	37.3%	38.6%	38.4%	34.2%	41.9%	44.3%	40.5%	35.9%
%H (All HH)		100.0%	40.5%	7.6%	85.7%	34.5%	51.2%	79.3%
%H (TV HH)			40.5%	7.6%	85.7%	34.5%	51.2%	
30" - 39"	451	451	174	46	359	137	223	382
%V	51.3%	53.1%	50.3%	63.0%	53.6%	53.7%	53.7%	52.8%
%H (All HH)		100.0%	38.6%	10.2%	79.6%	30.4%	49.4%	84.7%
%H (TV HH)			38.6%	10.2%	79.6%	30.4%	49.4%	
40" and over	402	402	214	47	296	160	136	368
%V	45.7%	47.3%	61.8%	64.4%	44.2%	62.7%	32.8%	50.8%
%H (All HH)		100.0%	53.2%	11.7%	73.6%	39.8%	33.8%	91.5%
%H (TV HH)			53.2%	11.7%	73.6%	39.8%	33.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	880	850	346	73	670	255	415	724
%V (All HH)		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%
%H (TV HH)			40.7%	8.6%	78.8%	30.0%	48.8%	
Main living room	840	840	346	73	663	255	408	692
%V	95.5%	98.8%	100.0%	100.0%	99.0%	100.0%	98.3%	95.6%
%H (All HH)		100.0%	41.2%	8.7%	78.9%	30.4%	48.6%	82.4%
%H (TV HH)			41.2%	8.7%	78.9%	30.4%	48.6%	
Kitchen	128	128	60	10	110	50	60	109
%V	14.5%	15.1%	17.3%	13.7%	16.4%	19.6%	14.5%	15.1%
%H (All HH)		100.0%	46.9%	7.8%	85.9%	39.1%	46.9%	85.2%
%H (TV HH)			46.9%	7.8%	85.9%	39.1%	46.9%	
Adult's bedroom	385	385	175	45	320	157	163	339
%V	43.8%	45.3%	50.6%	61.6%	47.8%	61.6%	39.3%	46.8%
%H (All HH)		100.0%	45.5%	11.7%	83.1%	40.8%	42.3%	88.1%
%H (TV HH)			45.5%	11.7%	83.1%	40.8%	42.3%	
Child's bedroom	64	64	33	12	48	30	19	64
%V	7.3%	7.5%	9.5%	16.4%	7.2%	11.8%	4.6%	8.8%
%H (All HH)		100.0%	51.6%	18.8%	75.0%	46.9%	29.7%	100.0%
%H (TV HH)			51.6%	18.8%	75.0%	46.9%	29.7%	
Other bedroom	42	42	20	6	37	20	17	38
%V	4.8%	4.9%	5.8%	8.2%	5.5%	7.8%	4.1%	5.2%
%H (All HH)		100.0%	47.6%	14.3%	88.1%	47.6%	40.5%	90.5%
%H (TV HH)			47.6%	14.3%	88.1%	47.6%	40.5%	
Second living/dining room	75	75	37	7	64	33	31	66
%V	8.5%	8.8%	10.7%	9.6%	9.6%	12.9%	7.5%	9.1%
%H (All HH)		100.0%	49.3%	9.3%	85.3%	44.0%	41.3%	88.0%
%H (TV HH)			49.3%	9.3%	85.3%	44.0%	41.3%	
Study/office	16	16	11	2	10	7	3	16
%V	1.8%	1.9%	3.2%	2.7%	1.5%	2.7%	0.7%	2.2%
%H (All HH)		100.0%	68.8%	12.5%	62.5%	43.8%	18.8%	100.0%
%H (TV HH)			68.8%	12.5%	62.5%	43.8%	18.8%	
TV room	2	2	2	0	2	2	0	2
%V	0.2%	0.2%	0.6%	0.0%	0.3%	0.8%	0.0%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Conservatory	10	10	8	1	10	8	2	10
%V	1.1%	1.2%	2.3%	1.4%	1.5%	3.1%	0.5%	1.4%
%H (All HH)		100.0%	80.0%	10.0%	100.0%	80.0%	20.0%	100.0%
%H (TV HH)			80.0%	10.0%	100.0%	80.0%	20.0%	
Attic or loft room	3	3	2	0	2	1	1	3
%V	0.3%	0.4%	0.6%	0.0%	0.3%	0.4%	0.2%	0.4%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
No specific location	3	3	1	0	3	1	2	2
%V	0.3%	0.4%	0.3%	0.0%	0.4%	0.4%	0.5%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Other	7	7	4	0	6	3	3	6
%V	0.8%	0.8%	1.2%	0.0%	0.9%	1.2%	0.7%	0.8%
%H (All HH)		100.0%	57.1%	0.0%	85.7%	42.9%	42.9%	85.7%
%H (TV HH)			57.1%	0.0%	85.7%	42.9%	42.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	880	850	346	73	670	255	415	724
%H (All HH)		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%
%H (TV HH)			40.7%	8.6%	78.8%	30.0%	48.8%	
Any DSAT provider	346	346	346	3	214	214	0	307
%V	39.3%	40.7%	100.0%	4.1%	31.9%	83.9%	0.0%	42.4%
%H (All HH)			100.0%	0.9%	61.8%	61.8%	0.0%	88.7%
%H (TV HH)			100.0%	0.9%	61.8%	61.8%	0.0%	
Sky with subcription	265	265	265	2	159	159	0	242
%V	30.1%	31.2%	76.6%	2.7%	23.7%	62.4%	0.0%	33.4%
%H (All HH)			100.0%	0.8%	60.0%	60.0%	0.0%	91.3%
%H (TV HH)			100.0%	0.8%	60.0%	60.0%	0.0%	
Sky without subcription	18	18	18	0	13	13	0	11
%V	2.0%	2.1%	5.2%	0.0%	1.9%	5.1%	0.0%	1.5%
%H (All HH)			100.0%	0.0%	72.2%	72.2%	0.0%	61.1%
%H (TV HH)			100.0%	0.0%	72.2%	72.2%	0.0%	
Freesat	63	63	63	1	39	39	0	57
%V	7.2%	7.4%	18.2%	1.4%	5.8%	15.3%	0.0%	7.9%
%H (All HH)			100.0%	1.6%	61.9%	61.9%	0.0%	90.5%
%H (TV HH)			100.0%	1.6%	61.9%	61.9%	0.0%	
Other satellite provider	18	18	18	0	12	12	0	16
%V	2.0%	2.1%	5.2%	0.0%	1.8%	4.7%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	66.7%	66.7%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
DCAB	73	73	3	73	44	44	0	71
%V	8.3%	8.6%	0.9%	100.0%	6.6%	17.3%	0.0%	9.8%
%H (All HH)			4.1%	100.0%	60.3%	60.3%	0.0%	97.3%
%H (TV HH)			4.1%	100.0%	60.3%	60.3%	0.0%	
DTT	670	670	214	44	670	255	415	534
%V	76.1%	78.8%	61.8%	60.3%	100.0%	100.0%	100.0%	73.8%
%H (All HH)		100.0%	31.9%	6.6%	100.0%	38.1%	61.9%	79.7%
%H (TV HH)			31.9%	6.6%	100.0%	38.1%	61.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	880	850	346	73	670	255	415	724
%H (All HH)		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%
%H (TV HH)			40.7%	8.6%	78.8%	30.0%	48.8%	
PVR	546	546	302	62	407	224	184	485
%V	62.0%	64.2%	87.3%	84.9%	60.7%	87.8%	44.3%	67.0%
%H (All HH)		100.0%	55.3%	11.4%	74.5%	41.0%	33.7%	88.8%
%H (TV HH)			55.3%	11.4%	74.5%	41.0%	33.7%	
DVDR	18	18	7	0	16	6	11	14
%V	2.0%	2.1%	2.0%	0.0%	2.4%	2.4%	2.7%	1.9%
%H (All HH)		100.0%	38.9%	0.0%	88.9%	33.3%	61.1%	77.8%
%H (TV HH)			38.9%	0.0%	88.9%	33.3%	61.1%	
VCR	7	7	4	0	7	4	3	7
%V	0.8%	0.8%	1.2%	0.0%	1.0%	1.6%	0.7%	1.0%
%H (All HH)		100.0%	57.1%	0.0%	100.0%	57.1%	42.9%	100.0%
%H (TV HH)			57.1%	0.0%	100.0%	57.1%	42.9%	
Any recorder	554	554	303	62	414	224	190	490
%V	63.0%	65.2%	87.6%	84.9%	61.8%	87.8%	45.8%	67.7%
%H (All HH)		100.0%	54.7%	11.2%	74.7%	40.4%	34.3%	88.4%
%H (TV HH)			54.7%	11.2%	74.7%	40.4%	34.3%	
Receives HDTV (via STB or built-in reception)	545	545	262	67	425	206	219	494
%V	61.9%	64.1%	75.7%	91.8%	63.4%	80.8%	52.8%	68.2%
%H (All HH)		100.0%	48.1%	12.3%	78.0%	37.8%	40.2%	90.6%
%H (TV HH)			48.1%	12.3%	78.0%	37.8%	40.2%	
DVD/Blu-ray player or recorder	697	697	297	65	545	221	324	600
%V	79.2%	82.0%	85.8%	89.0%	81.3%	86.7%	78.1%	82.9%
%H (All HH)		100.0%	42.6%	9.3%	78.2%	31.7%	46.5%	86.1%
%H (TV HH)			42.6%	9.3%	78.2%	31.7%	46.5%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	880	850	346	73	670	255	415	724
%H (All HH)		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%
%H (TV HH)			40.7%	8.6%	78.8%	30.0%	48.8%	
Has broadband internet	724	701	307	71	534	225	308	724
%V	82.3%	82.5%	88.7%	97.3%	79.7%	88.2%	74.2%	100.0%
%H (All HH)		96.8%	42.4%	9.8%	73.8%	31.1%	42.5%	100.0%
%H (TV HH)			43.8%	10.1%	76.2%	32.1%	43.9%	
Number of computers (PCs and laptops)								
0	162	155	41	4	139	32	107	15
%V	18.4%	18.2%	11.8%	5.5%	20.7%	12.5%	25.8%	2.1%
%H (All HH)		95.7%	25.3%	2.5%	85.8%	19.8%	66.0%	9.3%
%H (TV HH)			26.5%	2.6%	89.7%	20.6%	69.0%	
1	212	203	69	17	163	50	113	205
%V	24.1%	23.9%	19.9%	23.3%	24.3%	19.6%	27.2%	28.3%
%H (All HH)		95.8%	32.5%	8.0%	76.9%	23.6%	53.3%	96.7%
%H (TV HH)			34.0%	8.4%	80.3%	24.6%	55.7%	
2	206	200	88	19	148	61	87	205
%V	23.4%	23.5%	25.4%	26.0%	22.1%	23.9%	21.0%	28.3%
%H (All HH)		97.1%	42.7%	9.2%	71.8%	29.6%	42.2%	99.5%
%H (TV HH)			44.0%	9.5%	74.0%	30.5%	43.5%	
3	119	117	54	11	87	39	48	119
%V	13.5%	13.8%	15.6%	15.1%	13.0%	15.3%	11.6%	16.4%
%H (All HH)		98.3%	45.4%	9.2%	73.1%	32.8%	40.3%	100.0%
%H (TV HH)			46.2%	9.4%	74.4%	33.3%	41.0%	
4	91	89	48	12	66	36	30	91
%V	10.3%	10.5%	13.9%	16.4%	9.9%	14.1%	7.2%	12.6%
%H (All HH)		97.8%	52.7%	13.2%	72.5%	39.6%	33.0%	100.0%
%H (TV HH)			53.9%	13.5%	74.2%	40.4%	33.7%	
5+	89	86	47	9	68	37	31	89
%V	10.1%	10.1%	13.6%	12.3%	10.1%	14.5%	7.5%	12.3%
%H (All HH)		96.6%	52.8%	10.1%	76.4%	41.6%	34.8%	100.0%
%H (TV HH)			54.7%	10.5%	79.1%	43.0%	36.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1690	760	173	1369	628	741	1457
%H		45.0%	10.2%	81.0%	37.2%	43.8%	86.2%
Under 20"	235	90	20	211	87	124	195
%V	13.9%	11.8%	11.6%	15.4%	13.9%	16.7%	13.4%
%H		38.3%	8.5%	89.8%	37.0%	52.8%	83.0%
20" - 29"	415	177	31	356	151	205	332
%V	24.6%	23.3%	17.9%	26.0%	24.0%	27.7%	22.8%
%H		42.7%	7.5%	85.8%	36.4%	49.4%	80.0%
30" - 39"	536	215	58	427	173	254	462
%V	31.7%	28.3%	33.5%	31.2%	27.5%	34.3%	31.7%
%H		40.1%	10.8%	79.7%	32.3%	47.4%	86.2%
40" and over	500	273	64	371	213	158	463
%V	29.6%	35.9%	37.0%	27.1%	33.9%	21.3%	31.8%
%H		54.6%	12.8%	74.2%	42.6%	31.6%	92.6%
Don't know	5	4	0	4	3	1	5
%V	0.3%	0.5%	0.0%	0.3%	0.5%	0.1%	0.3%
%H		80.0%	0.0%	80.0%	60.0%	20.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1690	760	173	1369	628	741	1457
%H		45.0%	10.2%	81.0%	37.2%	43.8%	86.2%
Main living room	843	348	73	666	257	409	696
%V	49.9%	45.8%	42.2%	48.6%	40.9%	55.2%	47.8%
%H		41.3%	8.7%	79.0%	30.5%	48.5%	82.6%
Kitchen	128	60	10	110	50	60	109
%V	7.6%	7.9%	5.8%	8.0%	8.0%	8.1%	7.5%
%H		46.9%	7.8%	85.9%	39.1%	46.9%	85.2%
Adult's bedroom	465	215	57	388	199	189	415
%V	27.5%	28.3%	32.9%	28.3%	31.7%	25.5%	28.5%
%H		46.2%	12.3%	83.4%	42.8%	40.6%	89.2%
Child's bedroom	85	45	16	63	41	22	85
%V	5.0%	5.9%	9.2%	4.6%	6.5%	3.0%	5.8%
%H		52.9%	18.8%	74.1%	48.2%	25.9%	100.0%
Other bedroom	52	27	7	44	25	19	47
%V	3.1%	3.6%	4.0%	3.2%	4.0%	2.6%	3.2%
%H		51.9%	13.5%	84.6%	48.1%	36.5%	90.4%
Second living/dining room	75	38	7	65	34	31	67
%V	4.4%	5.0%	4.0%	4.7%	5.4%	4.2%	4.6%
%H		50.7%	9.3%	86.7%	45.3%	41.3%	89.3%
Study/office	17	11	2	11	7	4	17
%V	1.0%	1.4%	1.2%	0.8%	1.1%	0.5%	1.2%
%H		64.7%	11.8%	64.7%	41.2%	23.5%	100.0%
TV room	2	2	0	2	2	0	2
%V	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Conservatory	10	8	1	10	8	2	10
%V	0.6%	1.1%	0.6%	0.7%	1.3%	0.3%	0.7%
%H		80.0%	10.0%	100.0%	80.0%	20.0%	100.0%
Attic or loft room	3	2	0	2	1	1	3
%V	0.2%	0.3%	0.0%	0.1%	0.2%	0.1%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
No specific location	3	1	0	3	1	2	2
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.3%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Other	7	4	0	6	3	3	6
%V	0.4%	0.5%	0.0%	0.4%	0.5%	0.4%	0.4%
%H		57.1%	0.0%	85.7%	42.9%	42.9%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1690	760	173	1369	628	741	1457
%H		45.0%	10.2%	81.0%	37.2%	43.8%	86.2%
PVR	693	409	80	496	291	205	624
%V	41.0%	53.8%	46.2%	36.2%	46.3%	27.7%	42.8%
%H		59.0%	11.5%	71.6%	42.0%	29.6%	90.0%
DVDR	19	7	0	17	6	12	15
%V	1.1%	0.9%	0.0%	1.2%	1.0%	1.6%	1.0%
%H		36.8%	0.0%	89.5%	31.6%	63.2%	78.9%
VCR	8	5	0	8	5	3	8
%V	0.5%	0.7%	0.0%	0.6%	0.8%	0.4%	0.5%
%H		62.5%	0.0%	100.0%	62.5%	37.5%	100.0%
Any recorder	703	412	80	506	293	213	631
%V	41.6%	54.2%	46.2%	37.0%	46.7%	28.7%	43.3%
%H		58.6%	11.4%	72.0%	41.7%	30.3%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1690	760	173	1369	628	741	1457
%H		45.0%	10.2%	81.0%	37.2%	43.8%	86.2%
Receives HDTV (via STB or built-in reception)	779	377	105	619	320	300	715
%V	46.1%	49.6%	60.7%	45.2%	51.0%	40.5%	49.1%
%H		48.4%	13.5%	79.5%	41.1%	38.5%	91.8%
DVD/Blu-ray player or recorder	1002	449	108	805	373	432	888
%V	59.3%	59.1%	62.4%	58.8%	59.4%	58.3%	60.9%
%H		44.8%	10.8%	80.3%	37.2%	43.1%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	849	346	73	670	255	415	700
%H		40.8%	8.6%	78.9%	30.0%	48.9%	82.4%
Under 20"	18	3	1	14	2	12	13
%V	2.1%	0.9%	1.4%	2.1%	0.8%	2.9%	1.9%
%H		16.7%	5.6%	77.8%	11.1%	66.7%	72.2%
20" - 29"	124	30	3	109	20	89	77
%V	14.6%	8.7%	4.1%	16.3%	7.8%	21.4%	11.0%
%H		24.2%	2.4%	87.9%	16.1%	71.8%	62.1%
30" - 39"	319	107	24	261	80	182	257
%V	37.6%	30.9%	32.9%	39.0%	31.4%	43.9%	36.7%
%H		33.5%	7.5%	81.8%	25.1%	57.1%	80.6%
40" and over	387	206	46	285	154	131	354
%V	45.6%	59.5%	63.0%	42.5%	60.4%	31.6%	50.6%
%H		53.2%	11.9%	73.6%	39.8%	33.9%	91.5%
Don't know	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	849	346	73	670	255	415	700
%H		40.8%	8.6%	78.9%	30.0%	48.9%	82.4%
PVR	535	298	62	397	220	177	478
%V	63.0%	86.1%	84.9%	59.3%	86.3%	42.7%	68.3%
%H		55.7%	11.6%	74.2%	41.1%	33.1%	89.3%
DVDR	16	7	0	14	5	9	12
%V	1.9%	2.0%	0.0%	2.1%	2.0%	2.2%	1.7%
%H		43.8%	0.0%	87.5%	31.3%	56.3%	75.0%
VCR	5	3	0	5	3	2	5
%V	0.6%	0.9%	0.0%	0.7%	1.2%	0.5%	0.7%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
Any recorder	541	299	62	402	220	182	481
%V	63.7%	86.4%	84.9%	60.0%	86.3%	43.9%	68.7%
%H		55.3%	11.5%	74.3%	40.7%	33.6%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	849	346	73	670	255	415	700
%H		40.8%	8.6%	78.9%	30.0%	48.9%	82.4%
Receives HDTV (via STB or built-in reception)	525	254	67	407	200	207	478
%V	61.8%	73.4%	91.8%	60.7%	78.4%	49.9%	68.3%
%H		48.4%	12.8%	77.5%	38.1%	39.4%	91.0%
DVD/Blu-ray player or recorder	649	276	57	508	202	306	558
%V	76.4%	79.8%	78.1%	75.8%	79.2%	73.7%	79.7%
%H		42.5%	8.8%	78.3%	31.1%	47.1%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	841	413	99	699	373	326	757
%H		49.1%	11.8%	83.1%	44.4%	38.8%	90.0%
Under 20"	217	87	20	197	86	111	183
%V	25.8%	21.1%	20.2%	28.2%	23.1%	34.0%	24.2%
%H		40.1%	9.2%	90.8%	39.6%	51.2%	84.3%
20" - 29"	291	147	28	247	131	116	256
%V	34.6%	35.6%	28.3%	35.3%	35.1%	35.6%	33.8%
%H		50.5%	9.6%	84.9%	45.0%	39.9%	88.0%
30" - 39"	216	108	33	165	93	72	205
%V	25.7%	26.2%	33.3%	23.6%	24.9%	22.1%	27.1%
%H		50.0%	15.3%	76.4%	43.1%	33.3%	94.9%
40" and over	113	67	18	86	60	26	110
%V	13.4%	16.2%	18.2%	12.3%	16.1%	8.0%	14.5%
%H		59.3%	15.9%	76.1%	53.1%	23.0%	97.3%
Don't know	4	4	0	3	3	0	4
%V	0.5%	1.0%	0.0%	0.4%	0.8%	0.0%	0.5%
%H		100.0%	0.0%	75.0%	75.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	841	413	99	699	373	326	757
%H		49.1%	11.8%	83.1%	44.4%	38.8%	90.0%
PVR	157	111	18	100	71	29	146
%V	18.7%	26.9%	18.2%	14.3%	19.0%	8.9%	19.3%
%H		70.7%	11.5%	63.7%	45.2%	18.5%	93.0%
DVDR	3	0	0	3	0	3	3
%V	0.4%	0.0%	0.0%	0.4%	0.0%	0.9%	0.4%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
VCR	3	2	0	3	2	1	3
%V	0.4%	0.5%	0.0%	0.4%	0.5%	0.3%	0.4%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Any recorder	161	113	18	104	72	31	150
%V	19.1%	27.4%	18.2%	14.9%	19.3%	9.5%	19.8%
%H		70.2%	11.2%	64.6%	44.7%	19.3%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	841	413	99	699	373	326	757
%H		49.1%	11.8%	83.1%	44.4%	38.8%	90.0%
Receives HDTV (via STB or built-in reception)	253	123	38	212	120	93	237
%V	30.1%	29.8%	38.4%	30.3%	32.2%	28.5%	31.3%
%H		48.6%	15.0%	83.8%	47.4%	36.8%	93.7%
DVD/Blu-ray player or recorder	353	173	51	296	170	126	330
%V	42.0%	41.9%	51.5%	42.3%	45.6%	38.7%	43.6%
%H		49.0%	14.4%	83.9%	48.2%	35.7%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1972	1907	840	199	1458	634	824	1772
%H		96.7%	42.6%	10.1%	73.9%	32.2%	41.8%	89.9%
Total Children	338	322	147	45	224	103	121	332
%V	17.1%	16.9%	17.5%	22.6%	15.4%	16.2%	14.7%	18.7%
%H		95.3%	43.5%	13.3%	66.3%	30.5%	35.8%	98.2%
0 - 3	88	84	39	9	56	26	31	85
%V	4.5%	4.4%	4.6%	4.5%	3.8%	4.1%	3.8%	4.8%
%H		95.5%	44.3%	10.2%	63.6%	29.5%	35.2%	96.6%
4 - 15	250	239	107	36	168	77	91	247
%V	12.7%	12.5%	12.7%	18.1%	11.5%	12.1%	11.0%	13.9%
%H		95.6%	42.8%	14.4%	67.2%	30.8%	36.4%	98.8%
4 - 9	127	120	51	21	82	37	45	123
%V	6.4%	6.3%	6.1%	10.6%	5.6%	5.8%	5.5%	6.9%
%H		94.5%	40.2%	16.5%	64.6%	29.1%	35.4%	96.9%
10 - 15	124	119	57	15	86	40	46	123
%V	6.3%	6.2%	6.8%	7.5%	5.9%	6.3%	5.6%	6.9%
%H		96.0%	46.0%	12.1%	69.4%	32.3%	37.1%	99.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1972	1907	840	199	1458	634	824	1772
%H		96.7%	42.6%	10.1%	73.9%	32.2%	41.8%	89.9%
Total Adults (16+)	1634	1584	693	154	1234	531	703	1440
%V	82.9%	83.1%	82.5%	77.4%	84.6%	83.8%	85.3%	81.3%
%H		96.9%	42.4%	9.4%	75.5%	32.5%	43.0%	88.1%
16 - 19	77	77	44	11	57	36	21	76
%V	3.9%	4.0%	5.2%	5.5%	3.9%	5.7%	2.5%	4.3%
%H		100.0%	57.1%	14.3%	74.0%	46.8%	27.3%	98.7%
20 - 24	109	106	43	9	81	36	45	109
%V	5.5%	5.6%	5.1%	4.5%	5.6%	5.7%	5.5%	6.2%
%H		97.2%	39.4%	8.3%	74.3%	33.0%	41.3%	100.0%
25 - 34	229	215	83	36	141	60	82	220
%V	11.6%	11.3%	9.9%	18.1%	9.7%	9.5%	10.0%	12.4%
%H		93.9%	36.2%	15.7%	61.6%	26.2%	35.8%	96.1%
35 - 44	216	205	95	27	147	72	75	210
%V	11.0%	10.7%	11.3%	13.6%	10.1%	11.4%	9.1%	11.9%
%H		94.9%	44.0%	12.5%	68.1%	33.3%	34.7%	97.2%
45 - 54	278	270	140	26	198	95	103	264
%V	14.1%	14.2%	16.7%	13.1%	13.6%	15.0%	12.5%	14.9%
%H		97.1%	50.4%	9.4%	71.2%	34.2%	37.1%	95.0%
55 - 64	261	255	121	19	211	97	114	242
%V	13.2%	13.4%	14.4%	9.5%	14.5%	15.3%	13.8%	13.7%
%H		97.7%	46.4%	7.3%	80.8%	37.2%	43.7%	92.7%
65+	464	456	168	26	398	135	264	320
%V	23.5%	23.9%	20.0%	13.1%	27.3%	21.3%	32.0%	18.1%
%H		98.3%	36.2%	5.6%	85.8%	29.1%	56.9%	69.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1634	1584	693	154	1234	531	703	1440
	%H		96.9%	42.4%	9.4%	75.5%	32.5%	43.0%	88.1%
AB		478	464	249	34	339	164	175	453
	%V	29.3%	29.3%	35.9%	22.1%	27.5%	30.9%	24.9%	31.5%
	%H		97.1%	52.1%	7.1%	70.9%	34.3%	36.6%	94.8%
C1		475	461	175	39	367	134	232	442
	%V	29.1%	29.1%	25.3%	25.3%	29.7%	25.2%	33.0%	30.7%
	%H		97.1%	36.8%	8.2%	77.3%	28.2%	48.8%	93.1%
C2		377	369	165	53	291	143	147	334
	%V	23.1%	23.3%	23.8%	34.4%	23.6%	26.9%	20.9%	23.2%
	%H		97.9%	43.8%	14.1%	77.2%	37.9%	39.0%	88.6%
D		201	191	76	19	157	69	88	153
	%V	12.3%	12.1%	11.0%	12.3%	12.7%	13.0%	12.5%	10.6%
	%H		95.0%	37.8%	9.5%	78.1%	34.3%	43.8%	76.1%
E		103	99	28	8	81	21	60	58
	%V	6.3%	6.3%	4.0%	5.2%	6.6%	4.0%	8.5%	4.0%
	%H		96.1%	27.2%	7.8%	78.6%	20.4%	58.3%	56.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1634	1584	693	154	1234	531	703	1440
%H		96.9%	42.4%	9.4%	75.5%	32.5%	43.0%	88.1%
Working full time	702	678	325	79	503	248	255	676
%V	43.0%	42.8%	46.9%	51.3%	40.8%	46.7%	36.3%	46.9%
%H		96.6%	46.3%	11.3%	71.7%	35.3%	36.3%	96.3%
Working part time	204	198	88	20	154	67	87	196
%V	12.5%	12.5%	12.7%	13.0%	12.5%	12.6%	12.4%	13.6%
%H		97.1%	43.1%	9.8%	75.5%	32.8%	42.6%	96.1%
Not working	728	708	280	55	577	217	360	568
%V	44.6%	44.7%	40.4%	35.7%	46.8%	40.9%	51.2%	39.4%
%H		97.3%	38.5%	7.6%	79.3%	29.8%	49.5%	78.0%
Housewife/Houseperson	880	850	346	73	670	255	415	724
%V	53.9%	53.7%	49.9%	47.4%	54.3%	48.0%	59.0%	50.3%
%H		96.6%	39.3%	8.3%	76.1%	29.0%	47.2%	82.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	792	763	338	76	587	259	328	714
%H		96.3%	42.7%	9.6%	74.1%	32.7%	41.4%	90.2%
16 - 19	36	36	21	4	24	14	10	35
%V	4.5%	4.7%	6.2%	5.3%	4.1%	5.4%	3.0%	4.9%
%H		100.0%	58.3%	11.1%	66.7%	38.9%	27.8%	97.2%
20 - 24	62	61	24	4	44	18	26	62
%V	7.8%	8.0%	7.1%	5.3%	7.5%	6.9%	7.9%	8.7%
%H		98.4%	38.7%	6.5%	71.0%	29.0%	41.9%	100.0%
25 - 34	113	107	38	21	73	32	41	108
%V	14.3%	14.0%	11.2%	27.6%	12.4%	12.4%	12.5%	15.1%
%H		94.7%	33.6%	18.6%	64.6%	28.3%	36.3%	95.6%
35 - 44	110	103	48	13	69	33	36	106
%V	13.9%	13.5%	14.2%	17.1%	11.8%	12.7%	11.0%	14.8%
%H		93.6%	43.6%	11.8%	62.7%	30.0%	32.7%	96.4%
45 - 54	134	129	69	13	94	48	46	126
%V	16.9%	16.9%	20.4%	17.1%	16.0%	18.5%	14.0%	17.6%
%H		96.3%	51.5%	9.7%	70.1%	35.8%	34.3%	94.0%
55 - 64	128	125	61	8	104	48	56	117
%V	16.2%	16.4%	18.0%	10.5%	17.7%	18.5%	17.1%	16.4%
%H		97.7%	47.7%	6.3%	81.3%	37.5%	43.8%	91.4%
65+	208	203	77	14	179	67	113	159
%V	26.3%	26.6%	22.8%	18.4%	30.5%	25.9%	34.5%	22.3%
%H		97.6%	37.0%	6.7%	86.1%	32.2%	54.3%	76.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	792	763	338	76	587	259	328	714
%H		96.3%	42.7%	9.6%	74.1%	32.7%	41.4%	90.2%
AB	238	232	123	18	166	79	87	227
%V	30.1%	30.4%	36.4%	23.7%	28.3%	30.5%	26.5%	31.8%
%H		97.5%	51.7%	7.6%	69.7%	33.2%	36.6%	95.4%
C1	223	216	81	18	171	65	106	211
%V	28.2%	28.3%	24.0%	23.7%	29.1%	25.1%	32.3%	29.6%
%H		96.9%	36.3%	8.1%	76.7%	29.1%	47.5%	94.6%
C2	198	192	84	27	152	74	78	174
%V	25.0%	25.2%	24.9%	35.5%	25.9%	28.6%	23.8%	24.4%
%H		97.0%	42.4%	13.6%	76.8%	37.4%	39.4%	87.9%
D	97	90	40	8	73	34	39	79
%V	12.2%	11.8%	11.8%	10.5%	12.4%	13.1%	11.9%	11.1%
%H		92.8%	41.2%	8.2%	75.3%	35.1%	40.2%	81.4%
E	35	33	10	4	25	7	18	23
%V	4.4%	4.3%	3.0%	5.3%	4.3%	2.7%	5.5%	3.2%
%H		94.3%	28.6%	11.4%	71.4%	20.0%	51.4%	65.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	792	763	338	76	587	259	328	714
%H		96.3%	42.7%	9.6%	74.1%	32.7%	41.4%	90.2%
Working full time	436	420	199	50	311	151	159	416
%V	55.1%	55.0%	58.9%	65.8%	53.0%	58.3%	48.5%	58.3%
%H		96.3%	45.6%	11.5%	71.3%	34.6%	36.5%	95.4%
Working part time	39	38	18	5	30	16	15	37
%V	4.9%	5.0%	5.3%	6.6%	5.1%	6.2%	4.6%	5.2%
%H		97.4%	46.2%	12.8%	76.9%	41.0%	38.5%	94.9%
Not working	317	305	122	21	246	92	154	260
%V	40.0%	40.0%	36.1%	27.6%	41.9%	35.5%	47.0%	36.4%
%H		96.2%	38.5%	6.6%	77.6%	29.0%	48.6%	82.0%
Housewife/Houseperson	180	167	59	10	134	42	92	135
%V	22.7%	21.9%	17.5%	13.2%	22.8%	16.2%	28.0%	18.9%
%H		92.8%	32.8%	5.6%	74.4%	23.3%	51.1%	75.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	842	821	355	78	647	273	375	727
%H		97.5%	42.2%	9.3%	76.8%	32.4%	44.5%	86.3%
16 - 19	41	41	23	7	33	22	11	41
%V	4.9%	5.0%	6.5%	9.0%	5.1%	8.1%	2.9%	5.6%
%H		100.0%	56.1%	17.1%	80.5%	53.7%	26.8%	100.0%
20 - 24	46	45	19	5	37	19	18	46
%V	5.5%	5.5%	5.4%	6.4%	5.7%	7.0%	4.8%	6.3%
%H		97.8%	41.3%	10.9%	80.4%	41.3%	39.1%	100.0%
25 - 34	116	108	45	15	69	28	41	112
%V	13.8%	13.2%	12.7%	19.2%	10.7%	10.3%	10.9%	15.4%
%H		93.1%	38.8%	12.9%	59.5%	24.1%	35.3%	96.6%
35 - 44	106	102	47	13	78	38	39	104
%V	12.6%	12.4%	13.2%	16.7%	12.1%	13.9%	10.4%	14.3%
%H		96.2%	44.3%	12.3%	73.6%	35.8%	36.8%	98.1%
45 - 54	145	142	70	14	104	48	57	138
%V	17.2%	17.3%	19.7%	17.9%	16.1%	17.6%	15.2%	19.0%
%H		97.9%	48.3%	9.7%	71.7%	33.1%	39.3%	95.2%
55 - 64	133	130	60	11	107	49	58	125
%V	15.8%	15.8%	16.9%	14.1%	16.5%	17.9%	15.5%	17.2%
%H		97.7%	45.1%	8.3%	80.5%	36.8%	43.6%	94.0%
65+	256	253	91	13	219	68	151	161
%V	30.4%	30.8%	25.6%	16.7%	33.8%	24.9%	40.3%	22.1%
%H		98.8%	35.5%	5.1%	85.5%	26.6%	59.0%	62.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	842	821	355	78	647	273	375	727
%H		97.5%	42.2%	9.3%	76.8%	32.4%	44.5%	86.3%
AB	240	232	126	15	173	85	88	225
%V	28.5%	28.3%	35.5%	19.2%	26.7%	31.1%	23.5%	30.9%
%H		96.7%	52.5%	6.3%	72.1%	35.4%	36.7%	93.8%
C1	252	245	94	21	196	70	127	231
%V	29.9%	29.8%	26.5%	26.9%	30.3%	25.6%	33.9%	31.8%
%H		97.2%	37.3%	8.3%	77.8%	27.8%	50.4%	91.7%
C2	178	177	81	26	139	70	69	160
%V	21.1%	21.6%	22.8%	33.3%	21.5%	25.6%	18.4%	22.0%
%H		99.4%	45.5%	14.6%	78.1%	39.3%	38.8%	89.9%
D	104	101	37	12	84	35	49	74
%V	12.4%	12.3%	10.4%	15.4%	13.0%	12.8%	13.1%	10.2%
%H		97.1%	35.6%	11.5%	80.8%	33.7%	47.1%	71.2%
E	67	66	19	5	56	14	42	36
%V	8.0%	8.0%	5.4%	6.4%	8.7%	5.1%	11.2%	5.0%
%H		98.5%	28.4%	7.5%	83.6%	20.9%	62.7%	53.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	842	821	355	78	647	273	375	727
%H		97.5%	42.2%	9.3%	76.8%	32.4%	44.5%	86.3%
Working full time	266	258	127	29	192	96	96	260
%V	31.6%	31.4%	35.8%	37.2%	29.7%	35.2%	25.6%	35.8%
%H		97.0%	47.7%	10.9%	72.2%	36.1%	36.1%	97.7%
Working part time	165	160	70	15	124	51	73	159
%V	19.6%	19.5%	19.7%	19.2%	19.2%	18.7%	19.5%	21.9%
%H		97.0%	42.4%	9.1%	75.2%	30.9%	44.2%	96.4%
Not working	411	403	158	34	331	125	206	308
%V	48.8%	49.1%	44.5%	43.6%	51.2%	45.8%	54.9%	42.4%
%H		98.1%	38.4%	8.3%	80.5%	30.4%	50.1%	74.9%
Housewife/Houseperson	700	683	287	63	536	213	323	589
%V	83.1%	83.2%	80.8%	80.8%	82.8%	78.0%	86.1%	81.0%
%H		97.6%	41.0%	9.0%	76.6%	30.4%	46.1%	84.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2127	2027	816	298	1472	576	896	1822
%H (All HH)		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%
%H (TV HH)			40.3%	14.7%	72.6%	28.4%	44.2%	
AB	691	661	264	99	485	193	293	655
%V	32.5%	32.6%	32.4%	33.2%	32.9%	33.5%	32.7%	35.9%
%H (All HH)		95.7%	38.2%	14.3%	70.2%	27.9%	42.4%	94.8%
%H (TV HH)			39.9%	15.0%	73.4%	29.2%	44.3%	
C1	620	587	249	73	427	169	258	548
%V	29.1%	29.0%	30.5%	24.5%	29.0%	29.3%	28.8%	30.1%
%H (All HH)		94.7%	40.2%	11.8%	68.9%	27.3%	41.6%	88.4%
%H (TV HH)			42.4%	12.4%	72.7%	28.8%	44.0%	
C2	408	396	174	66	275	124	151	346
%V	19.2%	19.5%	21.3%	22.1%	18.7%	21.5%	16.9%	19.0%
%H (All HH)		97.1%	42.6%	16.2%	67.4%	30.4%	37.0%	84.8%
%H (TV HH)			43.9%	16.7%	69.4%	31.3%	38.1%	
D	255	238	92	39	170	63	107	192
%V	12.0%	11.7%	11.3%	13.1%	11.5%	10.9%	11.9%	10.5%
%H (All HH)		93.3%	36.1%	15.3%	66.7%	24.7%	42.0%	75.3%
%H (TV HH)			38.7%	16.4%	71.4%	26.5%	45.0%	
E	152	145	37	21	115	27	88	81
%V	7.1%	7.2%	4.5%	7.0%	7.8%	4.7%	9.8%	4.4%
%H (All HH)		95.4%	24.3%	13.8%	75.7%	17.8%	57.9%	53.3%
%H (TV HH)			25.5%	14.5%	79.3%	18.6%	60.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2127	2027	816	298	1472	576	896	1822
%V (All HH)		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%
%H (TV HH)			40.3%	14.7%	72.6%	28.4%	44.2%	
Under 25	61	46	15	7	29	9	20	58
%V	2.9%	2.3%	1.8%	2.3%	2.0%	1.6%	2.2%	3.2%
%H (All HH)		75.4%	24.6%	11.5%	47.5%	14.8%	32.8%	95.1%
%H (TV HH)			32.6%	15.2%	63.0%	19.6%	43.5%	
25 - 34	267	240	118	35	135	55	80	257
%V	12.6%	11.8%	14.5%	11.7%	9.2%	9.5%	8.9%	14.1%
%H (All HH)		89.9%	44.2%	13.1%	50.6%	20.6%	30.0%	96.3%
%H (TV HH)			49.2%	14.6%	56.3%	22.9%	33.3%	
35 - 44	354	337	167	57	208	103	105	343
%V	16.6%	16.6%	20.5%	19.1%	14.1%	17.9%	11.7%	18.8%
%H (All HH)		95.2%	47.2%	16.1%	58.8%	29.1%	29.7%	96.9%
%H (TV HH)			49.6%	16.9%	61.7%	30.6%	31.2%	
45 - 54	426	411	185	75	292	140	152	406
%V	20.0%	20.3%	22.7%	25.2%	19.8%	24.3%	17.0%	22.3%
%H (All HH)		96.5%	43.4%	17.6%	68.5%	32.9%	35.7%	95.3%
%H (TV HH)			45.0%	18.2%	71.0%	34.1%	37.0%	
55 - 64	361	355	136	54	279	113	166	331
%V	17.0%	17.5%	16.7%	18.1%	19.0%	19.6%	18.5%	18.2%
%H (All HH)		98.3%	37.7%	15.0%	77.3%	31.3%	46.0%	91.7%
%H (TV HH)			38.3%	15.2%	78.6%	31.8%	46.8%	
65 +	658	638	196	69	528	155	373	426
%V	30.9%	31.5%	24.0%	23.2%	35.9%	26.9%	41.6%	23.4%
%H (All HH)		97.0%	29.8%	10.5%	80.2%	23.6%	56.7%	64.7%
%H (TV HH)			30.7%	10.8%	82.8%	24.3%	58.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2127	2027	816	298	1472	576	896	1822
%H (All HH)		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%
%H (TV HH)			40.3%	14.7%	72.6%	28.4%	44.2%	
1	628	576	142	66	459	96	362	404
%V	29.5%	28.4%	17.4%	22.1%	31.2%	16.7%	40.4%	22.2%
%H (All HH)		91.7%	22.6%	10.5%	73.1%	15.3%	57.6%	64.3%
%H (TV HH)			24.7%	11.5%	79.7%	16.7%	62.8%	
2	753	729	304	104	539	221	318	688
%V	35.4%	36.0%	37.3%	34.9%	36.6%	38.4%	35.5%	37.8%
%H (All HH)		96.8%	40.4%	13.8%	71.6%	29.3%	42.2%	91.4%
%H (TV HH)			41.7%	14.3%	73.9%	30.3%	43.6%	
3	332	320	155	52	209	100	109	318
%V	15.6%	15.8%	19.0%	17.4%	14.2%	17.4%	12.2%	17.5%
%H (All HH)		96.4%	46.7%	15.7%	63.0%	30.1%	32.8%	95.8%
%H (TV HH)			48.4%	16.3%	65.3%	31.3%	34.1%	
4	289	282	149	56	188	116	72	288
%V	13.6%	13.9%	18.3%	18.8%	12.8%	20.1%	8.0%	15.8%
%H (All HH)		97.6%	51.6%	19.4%	65.1%	40.1%	24.9%	99.7%
%H (TV HH)			52.8%	19.9%	66.7%	41.1%	25.5%	
5+	124	120	67	20	78	43	35	123
%V	5.8%	5.9%	8.2%	6.7%	5.3%	7.5%	3.9%	6.8%
%H (All HH)		96.8%	54.0%	16.1%	62.9%	34.7%	28.2%	99.2%
%H (TV HH)			55.8%	16.7%	65.0%	35.8%	29.2%	
Average HH size	2.33	2.35	2.66	2.55	2.27	2.67	2.01	2.50

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2127	2027	816	298	1472	576	896	1822
%H (All HH)		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%
%H (TV HH)			40.3%	14.7%	72.6%	28.4%	44.2%	
Without	1607	1520	545	212	1150	400	751	1313
%V	75.6%	75.0%	66.8%	71.1%	78.1%	69.4%	83.8%	72.1%
%H (All HH)		94.6%	33.9%	13.2%	71.6%	24.9%	46.7%	81.7%
%H (TV HH)			35.9%	13.9%	75.7%	26.3%	49.4%	
With	520	507	272	86	322	176	145	508
%V	24.4%	25.0%	33.3%	28.9%	21.9%	30.6%	16.2%	27.9%
%H (All HH)		97.5%	52.3%	16.5%	61.9%	33.8%	27.9%	97.7%
%H (TV HH)			53.6%	17.0%	63.5%	34.7%	28.6%	
0 - 3	184	176	95	29	107	57	51	180
%V	8.7%	8.7%	11.6%	9.7%	7.3%	9.9%	5.7%	9.9%
%H (All HH)		95.7%	51.6%	15.8%	58.2%	31.0%	27.7%	97.8%
%H (TV HH)			54.0%	16.5%	60.8%	32.4%	29.0%	
4 - 9	271	263	145	43	155	80	74	266
%V	12.7%	13.0%	17.8%	14.4%	10.5%	13.9%	8.3%	14.6%
%H (All HH)		97.0%	53.5%	15.9%	57.2%	29.5%	27.3%	98.2%
%H (TV HH)			55.1%	16.3%	58.9%	30.4%	28.1%	
10 - 15	244	241	129	43	159	92	67	238
%V	11.5%	11.9%	15.8%	14.4%	10.8%	16.0%	7.5%	13.1%
%H (All HH)		98.8%	52.9%	17.6%	65.2%	37.7%	27.5%	97.5%
%H (TV HH)			53.5%	17.8%	66.0%	38.2%	27.8%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2127	2027	816	298	1472	576	896	1822
%H (All HH)		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%
%H (TV HH)			40.3%	14.7%	72.6%	28.4%	44.2%	
1	774	774	237	99	511	92	419	603
%V	36.4%	38.2%	29.0%	33.2%	34.7%	16.0%	46.8%	33.1%
%H (All HH)		100.0%	30.6%	12.8%	66.0%	11.9%	54.1%	77.9%
%H (TV HH)			30.6%	12.8%	66.0%	11.9%	54.1%	
2	695	695	283	101	515	205	310	612
%V	32.7%	34.3%	34.7%	33.9%	35.0%	35.6%	34.6%	33.6%
%H (All HH)		100.0%	40.7%	14.5%	74.1%	29.5%	44.6%	88.1%
%H (TV HH)			40.7%	14.5%	74.1%	29.5%	44.6%	
3	343	343	165	59	271	152	119	317
%V	16.1%	16.9%	20.2%	19.8%	18.4%	26.4%	13.3%	17.4%
%H (All HH)		100.0%	48.1%	17.2%	79.0%	44.3%	34.7%	92.4%
%H (TV HH)			48.1%	17.2%	79.0%	44.3%	34.7%	
4	144	144	87	27	118	86	32	143
%V	6.8%	7.1%	10.7%	9.1%	8.0%	14.9%	3.6%	7.8%
%H (All HH)		100.0%	60.4%	18.8%	81.9%	59.7%	22.2%	99.3%
%H (TV HH)			60.4%	18.8%	81.9%	59.7%	22.2%	
5+	70	70	44	12	57	40	17	70
%V	3.3%	3.5%	5.4%	4.0%	3.9%	6.9%	1.9%	3.8%
%H (All HH)		100.0%	62.9%	17.1%	81.4%	57.1%	24.3%	100.0%
%H (TV HH)			62.9%	17.1%	81.4%	57.1%	24.3%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2127	2027	816	298	1472	576	896	1822
%H (All HH)		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%
%H (TV HH)			40.3%	14.7%	72.6%	28.4%	44.2%	
Under 20"	447	447	176	65	376	171	205	382
%V	21.0%	22.1%	21.6%	21.8%	25.5%	29.7%	22.9%	21.0%
%H (All HH)		100.0%	39.4%	14.5%	84.1%	38.3%	45.9%	85.5%
%H (TV HH)			39.4%	14.5%	84.1%	38.3%	45.9%	
20" - 29"	748	748	299	111	604	264	340	640
%V	35.2%	36.9%	36.6%	37.2%	41.0%	45.8%	37.9%	35.1%
%H (All HH)		100.0%	40.0%	14.8%	80.7%	35.3%	45.5%	85.6%
%H (TV HH)			40.0%	14.8%	80.7%	35.3%	45.5%	
30" - 39"	1052	1052	436	164	772	322	450	927
%V	49.5%	51.9%	53.4%	55.0%	52.4%	55.9%	50.2%	50.9%
%H (All HH)		100.0%	41.4%	15.6%	73.4%	30.6%	42.8%	88.1%
%H (TV HH)			41.4%	15.6%	73.4%	30.6%	42.8%	
40" and over	1039	1039	528	166	712	372	340	965
%V	48.8%	51.3%	64.7%	55.7%	48.4%	64.6%	37.9%	53.0%
%H (All HH)		100.0%	50.8%	16.0%	68.5%	35.8%	32.7%	92.9%
%H (TV HH)			50.8%	16.0%	68.5%	35.8%	32.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2127	2027	816	298	1472	576	896	1822
%V (All HH)		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%
%H (TV HH)			40.3%	14.7%	72.6%	28.4%	44.2%	
Main living room	1998	1998	812	293	1451	572	879	1721
%V	93.9%	98.6%	99.5%	98.3%	98.6%	99.3%	98.1%	94.5%
%H (All HH)		100.0%	40.6%	14.7%	72.6%	28.6%	44.0%	86.1%
%H (TV HH)			40.6%	14.7%	72.6%	28.6%	44.0%	
Kitchen	273	273	143	29	232	129	103	245
%V	12.8%	13.5%	17.5%	9.7%	15.8%	22.4%	11.5%	13.4%
%H (All HH)		100.0%	52.4%	10.6%	85.0%	47.3%	37.7%	89.7%
%H (TV HH)			52.4%	10.6%	85.0%	47.3%	37.7%	
Adult's bedroom	956	956	434	162	743	381	361	872
%V	44.9%	47.2%	53.2%	54.4%	50.5%	66.1%	40.3%	47.9%
%H (All HH)		100.0%	45.4%	16.9%	77.7%	39.9%	37.8%	91.2%
%H (TV HH)			45.4%	16.9%	77.7%	39.9%	37.8%	
Child's bedroom	146	146	89	31	97	70	27	145
%V	6.9%	7.2%	10.9%	10.4%	6.6%	12.2%	3.0%	8.0%
%H (All HH)		100.0%	61.0%	21.2%	66.4%	47.9%	18.5%	99.3%
%H (TV HH)			61.0%	21.2%	66.4%	47.9%	18.5%	
Other bedroom	143	143	80	26	119	81	39	137
%V	6.7%	7.1%	9.8%	8.7%	8.1%	14.1%	4.4%	7.5%
%H (All HH)		100.0%	55.9%	18.2%	83.2%	56.6%	27.3%	95.8%
%H (TV HH)			55.9%	18.2%	83.2%	56.6%	27.3%	
Second living/dining room	180	180	85	34	140	77	63	164
%V	8.5%	8.9%	10.4%	11.4%	9.5%	13.4%	7.0%	9.0%
%H (All HH)		100.0%	47.2%	18.9%	77.8%	42.8%	35.0%	91.1%
%H (TV HH)			47.2%	18.9%	77.8%	42.8%	35.0%	
Study/office	49	49	26	6	37	19	18	49
%V	2.3%	2.4%	3.2%	2.0%	2.5%	3.3%	2.0%	2.7%
%H (All HH)		100.0%	53.1%	12.2%	75.5%	38.8%	36.7%	100.0%
%H (TV HH)			53.1%	12.2%	75.5%	38.8%	36.7%	
TV room	27	27	16	3	19	11	8	27
%V	1.3%	1.3%	2.0%	1.0%	1.3%	1.9%	0.9%	1.5%
%H (All HH)		100.0%	59.3%	11.1%	70.4%	40.7%	29.6%	100.0%
%H (TV HH)			59.3%	11.1%	70.4%	40.7%	29.6%	
Conservatory	48	48	25	12	39	27	11	44
%V	2.3%	2.4%	3.1%	4.0%	2.6%	4.7%	1.2%	2.4%
%H (All HH)		100.0%	52.1%	25.0%	81.3%	56.3%	22.9%	91.7%
%H (TV HH)			52.1%	25.0%	81.3%	56.3%	22.9%	
Attic or loft room	7	7	3	1	5	2	3	6
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	42.9%	14.3%	71.4%	28.6%	42.9%	85.7%
%H (TV HH)			42.9%	14.3%	71.4%	28.6%	42.9%	
No specific location	6	6	1	2	5	2	2	5
%V	0.3%	0.3%	0.1%	0.7%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	16.7%	33.3%	83.3%	33.3%	33.3%	83.3%
%H (TV HH)			16.7%	33.3%	83.3%	33.3%	33.3%	
Other	25	25	14	2	20	11	9	24
%V	1.2%	1.2%	1.7%	0.7%	1.4%	1.9%	1.0%	1.3%
%H (All HH)		100.0%	56.0%	8.0%	80.0%	44.0%	36.0%	96.0%
%H (TV HH)			56.0%	8.0%	80.0%	44.0%	36.0%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2127	2027	816	298	1472	576	896	1822
%H (All HH)		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%
%H (TV HH)			40.3%	14.7%	72.6%	28.4%	44.2%	
Any DSAT provider	816	816	816	10	436	436	0	763
%V	38.4%	40.3%	100.0%	3.4%	29.6%	75.7%	0.0%	41.9%
%H (All HH)			100.0%	1.2%	53.4%	53.4%	0.0%	93.5%
%H (TV HH)			100.0%	1.2%	53.4%	53.4%	0.0%	
Sky with subscription	669	669	669	5	354	354	0	634
%V	31.5%	33.0%	82.0%	1.7%	24.0%	61.5%	0.0%	34.8%
%H (All HH)			100.0%	0.7%	52.9%	52.9%	0.0%	94.8%
%H (TV HH)			100.0%	0.7%	52.9%	52.9%	0.0%	
Sky without subscription	39	39	39	2	24	24	0	28
%V	1.8%	1.9%	4.8%	0.7%	1.6%	4.2%	0.0%	1.5%
%H (All HH)			100.0%	5.1%	61.5%	61.5%	0.0%	71.8%
%H (TV HH)			100.0%	5.1%	61.5%	61.5%	0.0%	
Freesat	108	108	108	4	57	57	0	101
%V	5.1%	5.3%	13.2%	1.3%	3.9%	9.9%	0.0%	5.5%
%H (All HH)			100.0%	3.7%	52.8%	52.8%	0.0%	93.5%
%H (TV HH)			100.0%	3.7%	52.8%	52.8%	0.0%	
Other satellite provider	36	36	36	1	21	21	0	34
%V	1.7%	1.8%	4.4%	0.3%	1.4%	3.6%	0.0%	1.9%
%H (All HH)			100.0%	2.8%	58.3%	58.3%	0.0%	94.4%
%H (TV HH)			100.0%	2.8%	58.3%	58.3%	0.0%	
DCAB	298	298	10	298	146	146	0	286
%V	14.0%	14.7%	1.2%	100.0%	9.9%	25.3%	0.0%	15.7%
%H (All HH)			3.4%	100.0%	49.0%	49.0%	0.0%	96.0%
%H (TV HH)			3.4%	100.0%	49.0%	49.0%	0.0%	
DTT	1472	1472	436	146	1472	576	896	1224
%V	69.2%	72.6%	53.4%	49.0%	100.0%	100.0%	100.0%	67.2%
%H (All HH)		100.0%	29.6%	9.9%	100.0%	39.1%	60.9%	83.2%
%H (TV HH)			29.6%	9.9%	100.0%	39.1%	60.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2127	2027	816	298	1472	576	896	1822
%H (All HH)		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%
%H (TV HH)			40.3%	14.7%	72.6%	28.4%	44.2%	
PVR	1313	1313	724	257	863	523	340	1228
%V	61.7%	64.8%	88.7%	86.2%	58.6%	90.8%	37.9%	67.4%
%H (All HH)		100.0%	55.1%	19.6%	65.7%	39.8%	25.9%	93.5%
%H (TV HH)			55.1%	19.6%	65.7%	39.8%	25.9%	
DVDR	82	82	25	11	66	21	45	67
%V	3.9%	4.0%	3.1%	3.7%	4.5%	3.6%	5.0%	3.7%
%H (All HH)		100.0%	30.5%	13.4%	80.5%	25.6%	54.9%	81.7%
%H (TV HH)			30.5%	13.4%	80.5%	25.6%	54.9%	
VCR	49	49	12	6	45	15	30	33
%V	2.3%	2.4%	1.5%	2.0%	3.1%	2.6%	3.3%	1.8%
%H (All HH)		100.0%	24.5%	12.2%	91.8%	30.6%	61.2%	67.3%
%H (TV HH)			24.5%	12.2%	91.8%	30.6%	61.2%	
Any recorder	1362	1362	726	260	909	527	382	1260
%V	64.0%	67.2%	89.0%	87.2%	61.8%	91.5%	42.6%	69.2%
%H (All HH)		100.0%	53.3%	19.1%	66.7%	38.7%	28.0%	92.5%
%H (TV HH)			53.3%	19.1%	66.7%	38.7%	28.0%	
Receives HDTV (via STB or built-in reception)	1364	1364	653	259	964	502	463	1276
%V	64.1%	67.3%	80.0%	86.9%	65.5%	87.2%	51.7%	70.0%
%H (All HH)		100.0%	47.9%	19.0%	70.7%	36.8%	33.9%	93.5%
%H (TV HH)			47.9%	19.0%	70.7%	36.8%	33.9%	
DVD/Blu-ray player or recorder	1534	1534	642	238	1128	480	648	1376
%V	72.1%	75.7%	78.7%	79.9%	76.6%	83.3%	72.3%	75.5%
%H (All HH)		100.0%	41.9%	15.5%	73.5%	31.3%	42.2%	89.7%
%H (TV HH)			41.9%	15.5%	73.5%	31.3%	42.2%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2127	2027	816	298	1472	576	896	1822
%V		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%
%H (All HH)			40.3%	14.7%	72.6%	28.4%	44.2%	
%H (TV HH)								
Has broadband internet	1822	1745	763	286	1224	544	680	1822
%V	85.7%	86.1%	93.5%	96.0%	83.2%	94.4%	75.9%	100.0%
%H (All HH)		95.8%	41.9%	15.7%	67.2%	29.9%	37.3%	100.0%
%H (TV HH)			43.7%	16.4%	70.1%	31.2%	39.0%	
Number of computers (PCs and laptops)								
0	327	305	63	20	266	46	220	44
%V	15.4%	15.0%	7.7%	6.7%	18.1%	8.0%	24.6%	2.4%
%H (All HH)		93.3%	19.3%	6.1%	81.3%	14.1%	67.3%	13.5%
%H (TV HH)			20.7%	6.6%	87.2%	15.1%	72.1%	
1	459	433	151	64	309	95	213	442
%V	21.6%	21.4%	18.5%	21.5%	21.0%	16.5%	23.8%	24.3%
%H (All HH)		94.3%	32.9%	13.9%	67.3%	20.7%	46.4%	96.3%
%H (TV HH)			34.9%	14.8%	71.4%	21.9%	49.2%	
2	528	500	224	79	346	151	195	527
%V	24.8%	24.7%	27.5%	26.5%	23.5%	26.2%	21.8%	28.9%
%H (All HH)		94.7%	42.4%	15.0%	65.5%	28.6%	36.9%	99.8%
%H (TV HH)			44.8%	15.8%	69.2%	30.2%	39.0%	
3	330	319	134	57	230	105	125	328
%V	15.5%	15.7%	16.4%	19.1%	15.6%	18.2%	14.0%	18.0%
%H (All HH)		96.7%	40.6%	17.3%	69.7%	31.8%	37.9%	99.4%
%H (TV HH)			42.0%	17.9%	72.1%	32.9%	39.2%	
4	204	195	98	30	128	68	61	204
%V	9.6%	9.6%	12.0%	10.1%	8.7%	11.8%	6.8%	11.2%
%H (All HH)		95.6%	48.0%	14.7%	62.7%	33.3%	29.9%	100.0%
%H (TV HH)			50.3%	15.4%	65.6%	34.9%	31.3%	
5+	278	275	145	47	193	111	82	277
%V	13.1%	13.6%	17.8%	15.8%	13.1%	19.3%	9.2%	15.2%
%H (All HH)		98.9%	52.2%	16.9%	69.4%	39.9%	29.5%	99.6%
%H (TV HH)			52.7%	17.1%	70.2%	40.4%	29.8%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4145	1888	650	3128	1518	1609	3723
%H		45.5%	15.7%	75.5%	36.6%	38.8%	89.8%
Under 20"	564	231	83	473	225	248	492
%V	13.6%	12.2%	12.8%	15.1%	14.8%	15.4%	13.2%
%H		41.0%	14.7%	83.9%	39.9%	44.0%	87.2%
20" - 29"	960	399	146	783	362	421	835
%V	23.2%	21.1%	22.5%	25.0%	23.8%	26.2%	22.4%
%H		41.6%	15.2%	81.6%	37.7%	43.9%	87.0%
30" - 39"	1296	568	205	956	433	524	1158
%V	31.3%	30.1%	31.5%	30.6%	28.5%	32.6%	31.1%
%H		43.8%	15.8%	73.8%	33.4%	40.4%	89.4%
40" and over	1295	680	214	896	494	402	1213
%V	31.2%	36.0%	32.9%	28.6%	32.5%	25.0%	32.6%
%H		52.5%	16.5%	69.2%	38.1%	31.0%	93.7%
Don't know	31	11	3	19	5	15	25
%V	0.7%	0.6%	0.5%	0.6%	0.3%	0.9%	0.7%
%H		35.5%	9.7%	61.3%	16.1%	48.4%	80.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4145	1888	650	3128	1518	1609	3723
%H		45.5%	15.7%	75.5%	36.6%	38.8%	89.8%
Main living room	2010	818	295	1458	575	883	1733
%V	48.5%	43.3%	45.4%	46.6%	37.9%	54.9%	46.5%
%H		40.7%	14.7%	72.5%	28.6%	43.9%	86.2%
Kitchen	274	144	29	233	130	103	247
%V	6.6%	7.6%	4.5%	7.4%	8.6%	6.4%	6.6%
%H		52.6%	10.6%	85.0%	47.4%	37.6%	90.1%
Adult's bedroom	1149	538	195	896	476	421	1060
%V	27.7%	28.5%	30.0%	28.6%	31.4%	26.2%	28.5%
%H		46.8%	17.0%	78.0%	41.4%	36.6%	92.3%
Child's bedroom	191	117	39	125	88	37	190
%V	4.6%	6.2%	6.0%	4.0%	5.8%	2.3%	5.1%
%H		61.3%	20.4%	65.4%	46.1%	19.4%	99.5%
Other bedroom	170	97	29	143	97	46	164
%V	4.1%	5.1%	4.5%	4.6%	6.4%	2.9%	4.4%
%H		57.1%	17.1%	84.1%	57.1%	27.1%	96.5%
Second living/dining room	184	87	35	143	79	64	168
%V	4.4%	4.6%	5.4%	4.6%	5.2%	4.0%	4.5%
%H		47.3%	19.0%	77.7%	42.9%	34.8%	91.3%
Study/office	52	28	7	39	20	19	52
%V	1.3%	1.5%	1.1%	1.2%	1.3%	1.2%	1.4%
%H		53.8%	13.5%	75.0%	38.5%	36.5%	100.0%
TV room	27	16	3	19	11	8	27
%V	0.7%	0.8%	0.5%	0.6%	0.7%	0.5%	0.7%
%H		59.3%	11.1%	70.4%	40.7%	29.6%	100.0%
Conservatory	48	26	12	39	27	11	44
%V	1.2%	1.4%	1.8%	1.2%	1.8%	0.7%	1.2%
%H		54.2%	25.0%	81.3%	56.3%	22.9%	91.7%
Attic or loft room	7	3	1	5	2	3	6
%V	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%
%H		42.9%	14.3%	71.4%	28.6%	42.9%	85.7%
No specific location	6	1	2	5	2	2	5
%V	0.1%	0.1%	0.3%	0.2%	0.1%	0.1%	0.1%
%H		16.7%	33.3%	83.3%	33.3%	33.3%	83.3%
Other	28	14	2	23	11	11	27
%V	0.7%	0.7%	0.3%	0.7%	0.7%	0.7%	0.7%
%H		50.0%	7.1%	82.1%	39.3%	39.3%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4145	1888	650	3128	1518	1609	3723
%H		45.5%	15.7%	75.5%	36.6%	38.8%	89.8%
PVR	1738	1032	345	1109	730	379	1645
%V	41.9%	54.7%	53.1%	35.5%	48.1%	23.6%	44.2%
%H		59.4%	19.9%	63.8%	42.0%	21.8%	94.6%
DVDR	89	27	12	73	24	49	72
%V	2.1%	1.4%	1.8%	2.3%	1.6%	3.0%	1.9%
%H		30.3%	13.5%	82.0%	27.0%	55.1%	80.9%
VCR	50	13	6	46	16	30	34
%V	1.2%	0.7%	0.9%	1.5%	1.1%	1.9%	0.9%
%H		26.0%	12.0%	92.0%	32.0%	60.0%	68.0%
Any recorder	1801	1038	350	1168	737	431	1689
%V	43.4%	55.0%	53.8%	37.3%	48.6%	26.8%	45.4%
%H		57.6%	19.4%	64.9%	40.9%	23.9%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4145	1888	650	3128	1518	1609	3723
%H		45.5%	15.7%	75.5%	36.6%	38.8%	89.8%
Receives HDTV (via STB or built-in reception)	2024	1036	390	1463	841	622	1924
%V	48.8%	54.9%	60.0%	46.8%	55.4%	38.7%	51.7%
%H		51.2%	19.3%	72.3%	41.6%	30.7%	95.1%
DVD/Blu-ray player or recorder	2264	1028	373	1697	828	869	2084
%V	54.6%	54.4%	57.4%	54.3%	54.5%	54.0%	56.0%
%H		45.4%	16.5%	75.0%	36.6%	38.4%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2026	816	298	1472	576	896	1744
%H		40.3%	14.7%	72.7%	28.4%	44.2%	86.1%
Under 20"	40	5	2	36	4	32	25
%V	2.0%	0.6%	0.7%	2.4%	0.7%	3.6%	1.4%
%H		12.5%	5.0%	90.0%	10.0%	80.0%	62.5%
20" - 29"	244	53	30	200	40	160	170
%V	12.0%	6.5%	10.1%	13.6%	6.9%	17.9%	9.7%
%H		21.7%	12.3%	82.0%	16.4%	65.6%	69.7%
30" - 39"	721	248	101	538	171	367	604
%V	35.6%	30.4%	33.9%	36.5%	29.7%	41.0%	34.6%
%H		34.4%	14.0%	74.6%	23.7%	50.9%	83.8%
40" and over	1008	508	164	689	360	329	937
%V	49.8%	62.3%	55.0%	46.8%	62.5%	36.7%	53.7%
%H		50.4%	16.3%	68.4%	35.7%	32.6%	93.0%
Don't know	13	2	1	9	1	8	9
%V	0.6%	0.2%	0.3%	0.6%	0.2%	0.9%	0.5%
%H		15.4%	7.7%	69.2%	7.7%	61.5%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2026	816	298	1472	576	896	1744
%H		40.3%	14.7%	72.7%	28.4%	44.2%	86.1%
PVR	1283	713	252	837	513	324	1204
%V	63.3%	87.4%	84.6%	56.9%	89.1%	36.2%	69.0%
%H		55.6%	19.6%	65.2%	40.0%	25.3%	93.8%
DVDR	67	20	10	53	16	37	54
%V	3.3%	2.5%	3.4%	3.6%	2.8%	4.1%	3.1%
%H		29.9%	14.9%	79.1%	23.9%	55.2%	80.6%
VCR	42	11	4	39	13	26	29
%V	2.1%	1.3%	1.3%	2.6%	2.3%	2.9%	1.7%
%H		26.2%	9.5%	92.9%	31.0%	61.9%	69.0%
Any recorder	1329	715	256	880	516	364	1236
%V	65.6%	87.6%	85.9%	59.8%	89.6%	40.6%	70.9%
%H		53.8%	19.3%	66.2%	38.8%	27.4%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2026	816	298	1472	576	896	1744
%H		40.3%	14.7%	72.7%	28.4%	44.2%	86.1%
Receives HDTV (via STB or built-in reception)	1321	638	253	926	487	439	1237
%V	65.2%	78.2%	84.9%	62.9%	84.5%	49.0%	70.9%
%H		48.3%	19.2%	70.1%	36.9%	33.2%	93.6%
DVD/Blu-ray player or recorder	1427	596	223	1042	441	601	1280
%V	70.4%	73.0%	74.8%	70.8%	76.6%	67.1%	73.4%
%H		41.8%	15.6%	73.0%	30.9%	42.1%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2119	1072	352	1656	942	713	1978
%H		50.6%	16.6%	78.2%	44.5%	33.6%	93.3%
Under 20"	524	225	81	437	221	216	466
%V	24.7%	21.0%	23.0%	26.4%	23.5%	30.3%	23.6%
%H		42.9%	15.5%	83.4%	42.2%	41.2%	88.9%
20" - 29"	716	346	115	583	322	261	666
%V	33.8%	32.3%	32.7%	35.2%	34.2%	36.6%	33.7%
%H		48.3%	16.1%	81.4%	45.0%	36.5%	93.0%
30" - 39"	574	320	104	418	261	157	554
%V	27.1%	29.9%	29.5%	25.2%	27.7%	22.0%	28.0%
%H		55.7%	18.1%	72.8%	45.5%	27.4%	96.5%
40" and over	287	172	50	208	135	73	277
%V	13.5%	16.0%	14.2%	12.6%	14.3%	10.2%	14.0%
%H		59.9%	17.4%	72.5%	47.0%	25.4%	96.5%
Don't know	18	9	1	10	3	7	16
%V	0.8%	0.8%	0.3%	0.6%	0.3%	1.0%	0.8%
%H		50.0%	5.6%	55.6%	16.7%	38.9%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2119	1072	352	1656	942	713	1978
%H		50.6%	16.6%	78.2%	44.5%	33.6%	93.3%
PVR	455	319	93	272	217	55	441
%V	21.5%	29.8%	26.4%	16.4%	23.0%	7.7%	22.3%
%H		70.1%	20.4%	59.8%	47.7%	12.1%	96.9%
DVDR	21	7	2	20	8	12	18
%V	1.0%	0.7%	0.6%	1.2%	0.8%	1.7%	0.9%
%H		33.3%	9.5%	95.2%	38.1%	57.1%	85.7%
VCR	8	3	2	6	3	4	5
%V	0.4%	0.3%	0.6%	0.4%	0.3%	0.6%	0.3%
%H		37.5%	25.0%	75.0%	37.5%	50.0%	62.5%
Any recorder	471	322	94	288	221	67	453
%V	22.2%	30.0%	26.7%	17.4%	23.5%	9.4%	22.9%
%H		68.4%	20.0%	61.1%	46.9%	14.2%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2119	1072	352	1656	942	713	1978
%H		50.6%	16.6%	78.2%	44.5%	33.6%	93.3%
Receives HDTV (via STB or built-in reception)	703	398	137	537	353	184	687
%V	33.2%	37.1%	38.9%	32.4%	37.5%	25.8%	34.7%
%H		56.6%	19.5%	76.4%	50.2%	26.2%	97.7%
DVD/Blu-ray player or recorder	838	432	150	655	387	268	804
%V	39.5%	40.3%	42.6%	39.6%	41.1%	37.6%	40.6%
%H		51.6%	17.9%	78.2%	46.2%	32.0%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4958	4770	2175	760	3337	1535	1802	4553
%H		96.2%	43.9%	15.3%	67.3%	31.0%	36.3%	91.8%
Total Children	898	873	475	149	541	294	247	883
%V	18.1%	18.3%	21.8%	19.6%	16.2%	19.2%	13.7%	19.4%
%H		97.2%	52.9%	16.6%	60.2%	32.7%	27.5%	98.3%
0 - 3	218	208	110	37	129	69	60	214
%V	4.4%	4.4%	5.1%	4.9%	3.9%	4.5%	3.3%	4.7%
%H		95.4%	50.5%	17.0%	59.2%	31.7%	27.5%	98.2%
4 - 15	680	665	365	111	412	225	187	669
%V	13.7%	13.9%	16.8%	14.6%	12.3%	14.7%	10.4%	14.7%
%H		97.8%	53.7%	16.3%	60.6%	33.1%	27.5%	98.4%
4 - 9	365	354	198	59	207	111	96	359
%V	7.4%	7.4%	9.1%	7.8%	6.2%	7.2%	5.3%	7.9%
%H		97.0%	54.2%	16.2%	56.7%	30.4%	26.3%	98.4%
10 - 15	315	311	167	52	205	114	91	310
%V	6.4%	6.5%	7.7%	6.8%	6.1%	7.4%	5.0%	6.8%
%H		98.7%	53.0%	16.5%	65.1%	36.2%	28.9%	98.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4958	4770	2175	760	3337	1535	1802	4553
%H		96.2%	43.9%	15.3%	67.3%	31.0%	36.3%	91.8%
Total Adults (16+)	4060	3898	1700	611	2796	1241	1555	3670
%V	81.9%	81.7%	78.2%	80.4%	83.8%	80.8%	86.3%	80.6%
%H		96.0%	41.9%	15.0%	68.9%	30.6%	38.3%	90.4%
16 - 19	228	222	113	38	162	95	67	223
%V	4.6%	4.7%	5.2%	5.0%	4.9%	6.2%	3.7%	4.9%
%H		97.4%	49.6%	16.7%	71.1%	41.7%	29.4%	97.8%
20 - 24	270	245	111	39	162	78	84	265
%V	5.4%	5.1%	5.1%	5.1%	4.9%	5.1%	4.7%	5.8%
%H		90.7%	41.1%	14.4%	60.0%	28.9%	31.1%	98.1%
25 - 34	572	520	250	82	312	138	174	555
%V	11.5%	10.9%	11.5%	10.8%	9.3%	9.0%	9.7%	12.2%
%H		90.9%	43.7%	14.3%	54.5%	24.1%	30.4%	97.0%
35 - 44	636	609	313	103	377	193	184	621
%V	12.8%	12.8%	14.4%	13.6%	11.3%	12.6%	10.2%	13.6%
%H		95.8%	49.2%	16.2%	59.3%	30.3%	28.9%	97.6%
45 - 54	745	726	340	134	517	263	254	719
%V	15.0%	15.2%	15.6%	17.6%	15.5%	17.1%	14.1%	15.8%
%H		97.4%	45.6%	18.0%	69.4%	35.3%	34.1%	96.5%
55 - 64	597	589	239	102	450	199	251	561
%V	12.0%	12.3%	11.0%	13.4%	13.5%	13.0%	13.9%	12.3%
%H		98.7%	40.0%	17.1%	75.4%	33.3%	42.0%	94.0%
65+	1011	987	334	113	816	275	541	727
%V	20.4%	20.7%	15.4%	14.9%	24.5%	17.9%	30.0%	16.0%
%H		97.6%	33.0%	11.2%	80.7%	27.2%	53.5%	71.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4060	3898	1700	611	2796	1241	1555	3670
%H		96.0%	41.9%	15.0%	68.9%	30.6%	38.3%	90.4%
AB	1378	1329	571	208	963	419	543	1331
%V	33.9%	34.1%	33.6%	34.0%	34.4%	33.8%	34.9%	36.3%
%H		96.4%	41.4%	15.1%	69.9%	30.4%	39.4%	96.6%
C1	1184	1129	509	145	809	355	454	1093
%V	29.2%	29.0%	29.9%	23.7%	28.9%	28.6%	29.2%	29.8%
%H		95.4%	43.0%	12.2%	68.3%	30.0%	38.3%	92.3%
C2	814	794	370	145	556	282	274	726
%V	20.0%	20.4%	21.8%	23.7%	19.9%	22.7%	17.6%	19.8%
%H		97.5%	45.5%	17.8%	68.3%	34.6%	33.7%	89.2%
D	483	451	195	80	319	143	176	398
%V	11.9%	11.6%	11.5%	13.1%	11.4%	11.5%	11.3%	10.8%
%H		93.4%	40.4%	16.6%	66.0%	29.6%	36.4%	82.4%
E	202	194	54	33	149	42	107	122
%V	5.0%	5.0%	3.2%	5.4%	5.3%	3.4%	6.9%	3.3%
%H		96.0%	26.7%	16.3%	73.8%	20.8%	53.0%	60.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4060	3898	1700	611	2796	1241	1555	3670
%H		96.0%	41.9%	15.0%	68.9%	30.6%	38.3%	90.4%
Working full time	1932	1849	886	316	1249	618	631	1883
%V	47.6%	47.4%	52.1%	51.7%	44.7%	49.8%	40.6%	51.3%
%H		95.7%	45.9%	16.4%	64.6%	32.0%	32.7%	97.5%
Working part time	481	465	232	69	316	157	159	461
%V	11.8%	11.9%	13.6%	11.3%	11.3%	12.7%	10.2%	12.6%
%H		96.7%	48.2%	14.3%	65.7%	32.6%	33.1%	95.8%
Not working	1647	1584	582	226	1230	465	764	1326
%V	40.6%	40.6%	34.2%	37.0%	44.0%	37.5%	49.1%	36.1%
%H		96.2%	35.3%	13.7%	74.7%	28.2%	46.4%	80.5%
Housewife/Houseperson	2127	2027	816	298	1472	576	896	1822
%V	52.4%	52.0%	48.0%	48.8%	52.6%	46.4%	57.6%	49.6%
%H		95.3%	38.4%	14.0%	69.2%	27.1%	42.1%	85.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1967	1886	836	304	1345	618	727	1803
%H		95.9%	42.5%	15.5%	68.4%	31.4%	37.0%	91.7%
16 - 19	111	108	55	19	80	48	32	108
%V	5.6%	5.7%	6.6%	6.3%	5.9%	7.8%	4.4%	6.0%
%H		97.3%	49.5%	17.1%	72.1%	43.2%	28.8%	97.3%
20 - 24	138	129	60	18	84	41	42	137
%V	7.0%	6.8%	7.2%	5.9%	6.2%	6.6%	5.8%	7.6%
%H		93.5%	43.5%	13.0%	60.9%	29.7%	30.4%	99.3%
25 - 34	282	251	119	44	153	70	83	274
%V	14.3%	13.3%	14.2%	14.5%	11.4%	11.3%	11.4%	15.2%
%H		89.0%	42.2%	15.6%	54.3%	24.8%	29.4%	97.2%
35 - 44	307	292	149	53	176	91	85	302
%V	15.6%	15.5%	17.8%	17.4%	13.1%	14.7%	11.7%	16.7%
%H		95.1%	48.5%	17.3%	57.3%	29.6%	27.7%	98.4%
45 - 54	363	355	164	67	255	131	125	346
%V	18.5%	18.8%	19.6%	22.0%	19.0%	21.2%	17.2%	19.2%
%H		97.8%	45.2%	18.5%	70.2%	36.1%	34.4%	95.3%
55 - 64	293	290	121	52	218	98	119	274
%V	14.9%	15.4%	14.5%	17.1%	16.2%	15.9%	16.4%	15.2%
%H		99.0%	41.3%	17.7%	74.4%	33.4%	40.6%	93.5%
65+	473	462	169	52	380	139	241	362
%V	24.0%	24.5%	20.2%	17.1%	28.3%	22.5%	33.1%	20.1%
%H		97.7%	35.7%	11.0%	80.3%	29.4%	51.0%	76.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1967	1886	836	304	1345	618	727	1803
%H		95.9%	42.5%	15.5%	68.4%	31.4%	37.0%	91.7%
AB	676	653	286	104	472	212	260	655
%V	34.4%	34.6%	34.2%	34.2%	35.1%	34.3%	35.8%	36.3%
%H		96.6%	42.3%	15.4%	69.8%	31.4%	38.5%	96.9%
C1	556	530	244	74	379	178	200	529
%V	28.3%	28.1%	29.2%	24.3%	28.2%	28.8%	27.5%	29.3%
%H		95.3%	43.9%	13.3%	68.2%	32.0%	36.0%	95.1%
C2	427	417	186	79	293	143	150	377
%V	21.7%	22.1%	22.2%	26.0%	21.8%	23.1%	20.6%	20.9%
%H		97.7%	43.6%	18.5%	68.6%	33.5%	35.1%	88.3%
D	231	212	97	36	145	68	77	194
%V	11.7%	11.2%	11.6%	11.8%	10.8%	11.0%	10.6%	10.8%
%H		91.8%	42.0%	15.6%	62.8%	29.4%	33.3%	84.0%
E	77	75	23	11	57	17	40	48
%V	3.9%	4.0%	2.8%	3.6%	4.2%	2.8%	5.5%	2.7%
%H		97.4%	29.9%	14.3%	74.0%	22.1%	51.9%	62.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1967	1886	836	304	1345	618	727	1803
%H		95.9%	42.5%	15.5%	68.4%	31.4%	37.0%	91.7%
Working full time	1165	1120	541	204	756	388	368	1135
%V	59.2%	59.4%	64.7%	67.1%	56.2%	62.8%	50.6%	63.0%
%H		96.1%	46.4%	17.5%	64.9%	33.3%	31.6%	97.4%
Working part time	99	90	43	13	65	32	33	91
%V	5.0%	4.8%	5.1%	4.3%	4.8%	5.2%	4.5%	5.0%
%H		90.9%	43.4%	13.1%	65.7%	32.3%	33.3%	91.9%
Not working	703	676	253	88	524	198	326	577
%V	35.7%	35.8%	30.3%	28.9%	39.0%	32.0%	44.8%	32.0%
%H		96.2%	36.0%	12.5%	74.5%	28.2%	46.4%	82.1%
Housewife/Houseperson	417	384	131	52	287	90	197	321
%V	21.2%	20.4%	15.7%	17.1%	21.3%	14.6%	27.1%	17.8%
%H		92.1%	31.4%	12.5%	68.8%	21.6%	47.2%	77.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2093	2012	863	307	1451	623	828	1867
%H		96.1%	41.2%	14.7%	69.3%	29.8%	39.6%	89.2%
16 - 19	117	114	58	20	82	47	35	114
%V	5.6%	5.7%	6.7%	6.5%	5.7%	7.5%	4.2%	6.1%
%H		97.4%	49.6%	17.1%	70.1%	40.2%	29.9%	97.4%
20 - 24	132	117	51	21	79	37	42	128
%V	6.3%	5.8%	5.9%	6.8%	5.4%	5.9%	5.1%	6.9%
%H		88.6%	38.6%	15.9%	59.8%	28.0%	31.8%	97.0%
25 - 34	290	269	131	38	159	68	91	281
%V	13.9%	13.4%	15.2%	12.4%	11.0%	10.9%	11.0%	15.1%
%H		92.8%	45.2%	13.1%	54.8%	23.4%	31.4%	96.9%
35 - 44	329	317	164	51	201	102	99	319
%V	15.7%	15.8%	19.0%	16.6%	13.9%	16.4%	12.0%	17.1%
%H		96.4%	49.8%	15.5%	61.1%	31.0%	30.1%	97.0%
45 - 54	383	371	176	67	262	132	130	373
%V	18.3%	18.4%	20.4%	21.8%	18.1%	21.2%	15.7%	20.0%
%H		96.9%	46.0%	17.5%	68.4%	34.5%	33.9%	97.4%
55 - 64	304	299	118	51	233	101	132	288
%V	14.5%	14.9%	13.7%	16.6%	16.1%	16.2%	15.9%	15.4%
%H		98.4%	38.8%	16.8%	76.6%	33.2%	43.4%	94.7%
65+	538	525	165	60	436	136	300	365
%V	25.7%	26.1%	19.1%	19.5%	30.0%	21.8%	36.2%	19.6%
%H		97.6%	30.7%	11.2%	81.0%	25.3%	55.8%	67.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2093	2012	863	307	1451	623	828	1867
%H		96.1%	41.2%	14.7%	69.3%	29.8%	39.6%	89.2%
AB	701	676	284	104	491	207	283	676
%V	33.5%	33.6%	32.9%	33.9%	33.8%	33.2%	34.2%	36.2%
%H		96.4%	40.5%	14.8%	70.0%	29.5%	40.4%	96.4%
C1	628	599	266	71	430	176	254	565
%V	30.0%	29.8%	30.8%	23.1%	29.6%	28.3%	30.7%	30.3%
%H		95.4%	42.4%	11.3%	68.5%	28.0%	40.4%	90.0%
C2	387	378	185	66	263	139	124	349
%V	18.5%	18.8%	21.4%	21.5%	18.1%	22.3%	15.0%	18.7%
%H		97.7%	47.8%	17.1%	68.0%	35.9%	32.0%	90.2%
D	252	239	98	44	174	75	99	204
%V	12.0%	11.9%	11.4%	14.3%	12.0%	12.0%	12.0%	10.9%
%H		94.8%	38.9%	17.5%	69.0%	29.8%	39.3%	81.0%
E	124	119	31	22	93	25	67	74
%V	5.9%	5.9%	3.6%	7.2%	6.4%	4.0%	8.1%	4.0%
%H		96.0%	25.0%	17.7%	75.0%	20.2%	54.0%	59.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2093	2012	863	307	1451	623	828	1867
%H		96.1%	41.2%	14.7%	69.3%	29.8%	39.6%	89.2%
Working full time	767	729	345	113	493	230	264	748
%V	36.6%	36.2%	40.0%	36.8%	34.0%	36.9%	31.9%	40.1%
%H		95.0%	45.0%	14.7%	64.3%	30.0%	34.4%	97.5%
Working part time	382	375	189	56	252	126	126	369
%V	18.3%	18.6%	21.9%	18.2%	17.4%	20.2%	15.2%	19.8%
%H		98.2%	49.5%	14.7%	66.0%	33.0%	33.0%	96.6%
Not working	944	908	330	138	706	267	438	750
%V	45.1%	45.1%	38.2%	45.0%	48.7%	42.9%	52.9%	40.2%
%H		96.2%	35.0%	14.6%	74.8%	28.3%	46.4%	79.4%
Housewife/Houseperson	1710	1643	685	246	1185	486	699	1501
%V	81.7%	81.7%	79.4%	80.1%	81.7%	78.0%	84.4%	80.4%
%H		96.1%	40.1%	14.4%	69.3%	28.4%	40.9%	87.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2510	1109	341	1999	924	1076	2150
%H (All HH)		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%
%H (TV HH)			44.2%	13.6%	79.6%	36.8%	42.9%	
AB	535	522	257	77	399	202	196	503
%V	20.3%	20.8%	23.2%	22.6%	20.0%	21.9%	18.2%	23.4%
%H (All HH)		97.6%	48.0%	14.4%	74.6%	37.8%	36.6%	94.0%
%H (TV HH)			49.2%	14.8%	76.4%	38.7%	37.5%	
C1	714	667	326	90	539	278	261	640
%V	27.1%	26.6%	29.4%	26.4%	27.0%	30.1%	24.3%	29.8%
%H (All HH)		93.4%	45.7%	12.6%	75.5%	38.9%	36.6%	89.6%
%H (TV HH)			48.9%	13.5%	80.8%	41.7%	39.1%	
C2	551	539	258	70	435	224	210	463
%V	21.0%	21.5%	23.3%	20.5%	21.8%	24.2%	19.5%	21.5%
%H (All HH)		97.8%	46.8%	12.7%	78.9%	40.7%	38.1%	84.0%
%H (TV HH)			47.9%	13.0%	80.7%	41.6%	39.0%	
D	485	458	166	72	358	140	217	362
%V	18.4%	18.2%	15.0%	21.1%	17.9%	15.2%	20.2%	16.8%
%H (All HH)		94.4%	34.2%	14.8%	73.8%	28.9%	44.7%	74.6%
%H (TV HH)			36.2%	15.7%	78.2%	30.6%	47.4%	
E	345	325	102	33	270	79	191	182
%V	13.1%	12.9%	9.2%	9.7%	13.5%	8.5%	17.8%	8.5%
%H (All HH)		94.2%	29.6%	9.6%	78.3%	22.9%	55.4%	52.8%
%H (TV HH)			31.4%	10.2%	83.1%	24.3%	58.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2510	1109	341	1999	924	1076	2150
%V (All HH)		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%
%H (TV HH)			44.2%	13.6%	79.6%	36.8%	42.9%	
Under 25	141	113	36	14	81	26	56	126
%V	5.4%	4.5%	3.2%	4.1%	4.1%	2.8%	5.2%	5.9%
%H (All HH)		80.1%	25.5%	9.9%	57.4%	18.4%	39.7%	89.4%
%H (TV HH)			31.9%	12.4%	71.7%	23.0%	49.6%	
25 - 34	405	366	180	58	267	145	122	381
%V	15.4%	14.6%	16.2%	17.0%	13.4%	15.7%	11.3%	17.7%
%H (All HH)		90.4%	44.4%	14.3%	65.9%	35.8%	30.1%	94.1%
%H (TV HH)			49.2%	15.8%	73.0%	39.6%	33.3%	
35 - 44	412	392	219	70	278	166	113	392
%V	15.7%	15.6%	19.7%	20.5%	13.9%	18.0%	10.5%	18.2%
%H (All HH)		95.1%	53.2%	17.0%	67.5%	40.3%	27.4%	95.1%
%H (TV HH)			55.9%	17.9%	70.9%	42.3%	28.8%	
45 - 54	518	503	262	76	400	227	173	483
%V	19.7%	20.0%	23.6%	22.3%	20.0%	24.6%	16.1%	22.5%
%H (All HH)		97.1%	50.6%	14.7%	77.2%	43.8%	33.4%	93.2%
%H (TV HH)			52.1%	15.1%	79.5%	45.1%	34.4%	
55 - 64	433	424	199	52	349	171	178	363
%V	16.5%	16.9%	17.9%	15.2%	17.5%	18.5%	16.5%	16.9%
%H (All HH)		97.9%	46.0%	12.0%	80.6%	39.5%	41.1%	83.8%
%H (TV HH)			46.9%	12.3%	82.3%	40.3%	42.0%	
65 +	722	712	214	72	625	190	435	405
%V	27.5%	28.4%	19.3%	21.1%	31.3%	20.6%	40.4%	18.8%
%H (All HH)		98.6%	29.6%	10.0%	86.6%	26.3%	60.2%	56.1%
%H (TV HH)			30.1%	10.1%	87.8%	26.7%	61.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2510	1109	341	1999	924	1076	2150
%H (All HH)		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%
%H (TV HH)			44.2%	13.6%	79.6%	36.8%	42.9%	
1	813	756	194	83	629	152	476	476
%V	30.9%	30.1%	17.5%	24.3%	31.5%	16.5%	44.2%	22.1%
%H (All HH)		93.0%	23.9%	10.2%	77.4%	18.7%	58.5%	58.5%
%H (TV HH)			25.7%	11.0%	83.2%	20.1%	63.0%	
2	936	907	417	126	731	359	372	820
%V	35.6%	36.1%	37.6%	37.0%	36.6%	38.9%	34.6%	38.1%
%H (All HH)		96.9%	44.6%	13.5%	78.1%	38.4%	39.7%	87.6%
%H (TV HH)			46.0%	13.9%	80.6%	39.6%	41.0%	
3	400	386	218	65	301	193	108	385
%V	15.2%	15.4%	19.7%	19.1%	15.1%	20.9%	10.0%	17.9%
%H (All HH)		96.5%	54.5%	16.3%	75.3%	48.3%	27.0%	96.3%
%H (TV HH)			56.5%	16.8%	78.0%	50.0%	28.0%	
4	329	319	199	38	244	160	84	323
%V	12.5%	12.7%	17.9%	11.1%	12.2%	17.3%	7.8%	15.0%
%H (All HH)		97.0%	60.5%	11.6%	74.2%	48.6%	25.5%	98.2%
%H (TV HH)			62.4%	11.9%	76.5%	50.2%	26.3%	
5+	152	141	81	29	94	59	35	145
%V	5.8%	5.6%	7.3%	8.5%	4.7%	6.4%	3.3%	6.7%
%H (All HH)		92.8%	53.3%	19.1%	61.8%	38.8%	23.0%	95.4%
%H (TV HH)			57.4%	20.6%	66.7%	41.8%	24.8%	
Average HH size	2.30	2.31	2.65	2.48	2.25	2.62	1.93	2.50

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2510	1109	341	1999	924	1076	2150
%H (All HH)		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%
%H (TV HH)			44.2%	13.6%	79.6%	36.8%	42.9%	
Without	1968	1866	737	240	1527	629	897	1513
%V	74.8%	74.3%	66.5%	70.4%	76.4%	68.1%	83.4%	70.4%
%H (All HH)		94.8%	37.4%	12.2%	77.6%	32.0%	45.6%	76.9%
%H (TV HH)			39.5%	12.9%	81.8%	33.7%	48.1%	
With	662	644	372	102	473	294	178	637
%V	25.2%	25.7%	33.5%	29.9%	23.7%	31.8%	16.5%	29.6%
%H (All HH)		97.3%	56.2%	15.4%	71.5%	44.4%	26.9%	96.2%
%H (TV HH)			57.8%	15.8%	73.4%	45.7%	27.6%	
0 - 3	232	220	120	32	155	88	67	218
%V	8.8%	8.8%	10.8%	9.4%	7.8%	9.5%	6.2%	10.1%
%H (All HH)		94.8%	51.7%	13.8%	66.8%	37.9%	28.9%	94.0%
%H (TV HH)			54.5%	14.5%	70.5%	40.0%	30.5%	
4 - 9	339	330	199	51	232	148	85	327
%V	12.9%	13.1%	17.9%	15.0%	11.6%	16.0%	7.9%	15.2%
%H (All HH)		97.3%	58.7%	15.0%	68.4%	43.7%	25.1%	96.5%
%H (TV HH)			60.3%	15.5%	70.3%	44.8%	25.8%	
10 - 15	315	310	186	49	232	153	79	304
%V	12.0%	12.4%	16.8%	14.4%	11.6%	16.6%	7.3%	14.1%
%H (All HH)		98.4%	59.0%	15.6%	73.7%	48.6%	25.1%	96.5%
%H (TV HH)			60.0%	15.8%	74.8%	49.4%	25.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2510	1109	341	1999	924	1076	2150
%H (All HH)		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%
%H (TV HH)			44.2%	13.6%	79.6%	36.8%	42.9%	
1	1003	1003	329	131	748	209	539	719
%V	38.1%	40.0%	29.7%	38.4%	37.4%	22.6%	50.1%	33.4%
%H (All HH)		100.0%	32.8%	13.1%	74.6%	20.8%	53.7%	71.7%
%H (TV HH)			32.8%	13.1%	74.6%	20.8%	53.7%	
2	837	837	384	113	673	327	346	704
%V	31.8%	33.3%	34.6%	33.1%	33.7%	35.4%	32.2%	32.7%
%H (All HH)		100.0%	45.9%	13.5%	80.4%	39.1%	41.3%	84.1%
%H (TV HH)			45.9%	13.5%	80.4%	39.1%	41.3%	
3	375	375	208	55	317	200	117	349
%V	14.3%	14.9%	18.8%	16.1%	15.9%	21.6%	10.9%	16.2%
%H (All HH)		100.0%	55.5%	14.7%	84.5%	53.3%	31.2%	93.1%
%H (TV HH)			55.5%	14.7%	84.5%	53.3%	31.2%	
4	193	193	121	27	166	117	50	186
%V	7.3%	7.7%	10.9%	7.9%	8.3%	12.7%	4.6%	8.7%
%H (All HH)		100.0%	62.7%	14.0%	86.0%	60.6%	25.9%	96.4%
%H (TV HH)			62.7%	14.0%	86.0%	60.6%	25.9%	
5+	103	103	68	15	96	72	24	102
%V	3.9%	4.1%	6.1%	4.4%	4.8%	7.8%	2.2%	4.7%
%H (All HH)		100.0%	66.0%	14.6%	93.2%	69.9%	23.3%	99.0%
%H (TV HH)			66.0%	14.6%	93.2%	69.9%	23.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2510	1109	341	1999	924	1076	2150
%H (All HH)		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%
%H (TV HH)			44.2%	13.6%	79.6%	36.8%	42.9%	
Under 20"	456	456	202	69	396	203	193	392
%V	17.3%	18.2%	18.2%	20.2%	19.8%	22.0%	17.9%	18.2%
%H (All HH)		100.0%	44.3%	15.1%	86.8%	44.5%	42.3%	86.0%
%H (TV HH)			44.3%	15.1%	86.8%	44.5%	42.3%	
20" - 29"	804	804	363	94	699	346	353	665
%V	30.6%	32.0%	32.7%	27.6%	35.0%	37.4%	32.8%	30.9%
%H (All HH)		100.0%	45.1%	11.7%	86.9%	43.0%	43.9%	82.7%
%H (TV HH)			45.1%	11.7%	86.9%	43.0%	43.9%	
30" - 39"	1215	1215	555	167	968	467	501	1013
%V	46.2%	48.4%	50.0%	49.0%	48.4%	50.5%	46.6%	47.1%
%H (All HH)		100.0%	45.7%	13.7%	79.7%	38.4%	41.2%	83.4%
%H (TV HH)			45.7%	13.7%	79.7%	38.4%	41.2%	
40" and over	1376	1376	737	210	1062	608	454	1248
%V	52.3%	54.8%	66.5%	61.6%	53.1%	65.8%	42.2%	58.0%
%H (All HH)		100.0%	53.6%	15.3%	77.2%	44.2%	33.0%	90.7%
%H (TV HH)			53.6%	15.3%	77.2%	44.2%	33.0%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2510	1109	341	1999	924	1076	2150
%V (All HH)		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%
%H (TV HH)			44.2%	13.6%	79.6%	36.8%	42.9%	
Main living room	2485	2485	1100	337	1982	916	1065	2040
%V	94.5%	99.0%	99.2%	98.8%	99.1%	99.1%	99.0%	94.9%
%H (All HH)		100.0%	44.3%	13.6%	79.8%	36.9%	42.9%	82.1%
%H (TV HH)			44.3%	13.6%	79.8%	36.9%	42.9%	
Kitchen	292	292	162	33	264	163	101	257
%V	11.1%	11.6%	14.6%	9.7%	13.2%	17.6%	9.4%	12.0%
%H (All HH)		100.0%	55.5%	11.3%	90.4%	55.8%	34.6%	88.0%
%H (TV HH)			55.5%	11.3%	90.4%	55.8%	34.6%	
Adult's bedroom	1135	1135	602	165	952	561	391	1014
%V	43.2%	45.2%	54.3%	48.4%	47.6%	60.7%	36.3%	47.2%
%H (All HH)		100.0%	53.0%	14.5%	83.9%	49.4%	34.4%	89.3%
%H (TV HH)			53.0%	14.5%	83.9%	49.4%	34.4%	
Child's bedroom	280	280	168	41	223	151	72	275
%V	10.6%	11.2%	15.1%	12.0%	11.2%	16.3%	6.7%	12.8%
%H (All HH)		100.0%	60.0%	14.6%	79.6%	53.9%	25.7%	98.2%
%H (TV HH)			60.0%	14.6%	79.6%	53.9%	25.7%	
Other bedroom	158	158	93	24	134	90	45	152
%V	6.0%	6.3%	8.4%	7.0%	6.7%	9.7%	4.2%	7.1%
%H (All HH)		100.0%	58.9%	15.2%	84.8%	57.0%	28.5%	96.2%
%H (TV HH)			58.9%	15.2%	84.8%	57.0%	28.5%	
Second living/dining room	238	238	125	31	210	126	84	214
%V	9.0%	9.5%	11.3%	9.1%	10.5%	13.6%	7.8%	10.0%
%H (All HH)		100.0%	52.5%	13.0%	88.2%	52.9%	35.3%	89.9%
%H (TV HH)			52.5%	13.0%	88.2%	52.9%	35.3%	
Study/office	28	28	17	5	23	16	7	27
%V	1.1%	1.1%	1.5%	1.5%	1.2%	1.7%	0.7%	1.3%
%H (All HH)		100.0%	60.7%	17.9%	82.1%	57.1%	25.0%	96.4%
%H (TV HH)			60.7%	17.9%	82.1%	57.1%	25.0%	
TV room	6	6	5	1	6	6	0	6
%V	0.2%	0.2%	0.5%	0.3%	0.3%	0.6%	0.0%	0.3%
%H (All HH)		100.0%	83.3%	16.7%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			83.3%	16.7%	100.0%	100.0%	0.0%	
Conservatory	93	93	57	6	80	49	32	85
%V	3.5%	3.7%	5.1%	1.8%	4.0%	5.3%	3.0%	4.0%
%H (All HH)		100.0%	61.3%	6.5%	86.0%	52.7%	34.4%	91.4%
%H (TV HH)			61.3%	6.5%	86.0%	52.7%	34.4%	
Attic or loft room	6	6	3	1	5	3	2	6
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	33.3%	
No specific location	5	5	3	1	5	3	2	5
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	60.0%	20.0%	100.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	20.0%	100.0%	60.0%	40.0%	
Other	30	30	14	4	28	17	11	28
%V	1.1%	1.2%	1.3%	1.2%	1.4%	1.8%	1.0%	1.3%
%H (All HH)		100.0%	46.7%	13.3%	93.3%	56.7%	36.7%	93.3%
%H (TV HH)			46.7%	13.3%	93.3%	56.7%	36.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

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Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2510	1109	341	1999	924	1076	2150
%H (All HH)		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%
%H (TV HH)			44.2%	13.6%	79.6%	36.8%	42.9%	
Any DSAT provider	1109	1109	1109	48	755	755	0	1026
%V	42.2%	44.2%	100.0%	14.1%	37.8%	81.7%	0.0%	47.7%
%H (All HH)			100.0%	4.3%	68.1%	68.1%	0.0%	92.5%
%H (TV HH)			100.0%	4.3%	68.1%	68.1%	0.0%	
Sky with subcription	904	904	904	35	620	620	0	843
%V	34.4%	36.0%	81.5%	10.3%	31.0%	67.1%	0.0%	39.2%
%H (All HH)			100.0%	3.9%	68.6%	68.6%	0.0%	93.3%
%H (TV HH)			100.0%	3.9%	68.6%	68.6%	0.0%	
Sky without subcription	66	66	66	3	38	38	0	58
%V	2.5%	2.6%	6.0%	0.9%	1.9%	4.1%	0.0%	2.7%
%H (All HH)			100.0%	4.5%	57.6%	57.6%	0.0%	87.9%
%H (TV HH)			100.0%	4.5%	57.6%	57.6%	0.0%	
Freesat	160	160	160	12	123	123	0	147
%V	6.1%	6.4%	14.4%	3.5%	6.2%	13.3%	0.0%	6.8%
%H (All HH)			100.0%	7.5%	76.9%	76.9%	0.0%	91.9%
%H (TV HH)			100.0%	7.5%	76.9%	76.9%	0.0%	
Other satellite provider	59	59	59	6	35	35	0	55
%V	2.2%	2.4%	5.3%	1.8%	1.8%	3.8%	0.0%	2.6%
%H (All HH)			100.0%	10.2%	59.3%	59.3%	0.0%	93.2%
%H (TV HH)			100.0%	10.2%	59.3%	59.3%	0.0%	
DCAB	341	341	48	341	196	196	0	317
%V	13.0%	13.6%	4.3%	100.0%	9.8%	21.2%	0.0%	14.7%
%H (All HH)			14.1%	100.0%	57.5%	57.5%	0.0%	93.0%
%H (TV HH)			14.1%	100.0%	57.5%	57.5%	0.0%	
DTT	1999	1999	755	196	1999	924	1076	1598
%V	76.0%	79.6%	68.1%	57.5%	100.0%	100.0%	100.0%	74.3%
%H (All HH)		100.0%	37.8%	9.8%	100.0%	46.2%	53.8%	79.9%
%H (TV HH)			37.8%	9.8%	100.0%	46.2%	53.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2510	1109	341	1999	924	1076	2150
%H (All HH)		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%
%H (TV HH)			44.2%	13.6%	79.6%	36.8%	42.9%	
PVR	1483	1483	949	270	1098	792	306	1366
%V	56.4%	59.1%	85.6%	79.2%	54.9%	85.7%	28.4%	63.5%
%H (All HH)		100.0%	64.0%	18.2%	74.0%	53.4%	20.6%	92.1%
%H (TV HH)			64.0%	18.2%	74.0%	53.4%	20.6%	
DVDR	93	93	43	9	80	41	40	79
%V	3.5%	3.7%	3.9%	2.6%	4.0%	4.4%	3.7%	3.7%
%H (All HH)		100.0%	46.2%	9.7%	86.0%	44.1%	43.0%	84.9%
%H (TV HH)			46.2%	9.7%	86.0%	44.1%	43.0%	
VCR	89	89	33	10	71	24	47	60
%V	3.4%	3.5%	3.0%	2.9%	3.6%	2.6%	4.4%	2.8%
%H (All HH)		100.0%	37.1%	11.2%	79.8%	27.0%	52.8%	67.4%
%H (TV HH)			37.1%	11.2%	79.8%	27.0%	52.8%	
Any recorder	1559	1559	963	273	1165	800	366	1410
%V	59.3%	62.1%	86.8%	80.1%	58.3%	86.6%	34.0%	65.6%
%H (All HH)		100.0%	61.8%	17.5%	74.7%	51.3%	23.5%	90.4%
%H (TV HH)			61.8%	17.5%	74.7%	51.3%	23.5%	
Receives HDTV (via STB or built-in reception)	1467	1467	817	264	1123	698	425	1337
%V	55.8%	58.4%	73.7%	77.4%	56.2%	75.5%	39.5%	62.2%
%H (All HH)		100.0%	55.7%	18.0%	76.6%	47.6%	29.0%	91.1%
%H (TV HH)			55.7%	18.0%	76.6%	47.6%	29.0%	
DVD/Blu-ray player or recorder	1755	1755	828	241	1411	709	702	1519
%V	66.7%	69.9%	74.7%	70.7%	70.6%	76.7%	65.2%	70.7%
%H (All HH)		100.0%	47.2%	13.7%	80.4%	40.4%	40.0%	86.6%
%H (TV HH)			47.2%	13.7%	80.4%	40.4%	40.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2630	2510	1109	341	1999	924	1076	2150
%H (All HH)		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%
%H (TV HH)			44.2%	13.6%	79.6%	36.8%	42.9%	
Has broadband internet	2150	2060	1026	317	1598	864	734	2150
%V	81.7%	82.1%	92.5%	93.0%	79.9%	93.5%	68.2%	100.0%
%H (All HH)		95.8%	47.7%	14.7%	74.3%	40.2%	34.1%	100.0%
%H (TV HH)			49.8%	15.4%	77.6%	41.9%	35.6%	
Number of computers (PCs and laptops)								
0	545	510	107	34	442	75	368	102
%V	20.7%	20.3%	9.6%	10.0%	22.1%	8.1%	34.2%	4.7%
%H (All HH)		93.6%	19.6%	6.2%	81.1%	13.8%	67.5%	18.7%
%H (TV HH)			21.0%	6.7%	86.7%	14.7%	72.2%	
1	696	657	266	103	512	224	288	668
%V	26.5%	26.2%	24.0%	30.2%	25.6%	24.2%	26.8%	31.1%
%H (All HH)		94.4%	38.2%	14.8%	73.6%	32.2%	41.4%	96.0%
%H (TV HH)			40.5%	15.7%	77.9%	34.1%	43.8%	
2	618	589	301	87	475	267	208	613
%V	23.5%	23.5%	27.1%	25.5%	23.8%	28.9%	19.3%	28.5%
%H (All HH)		95.3%	48.7%	14.1%	76.9%	43.2%	33.7%	99.2%
%H (TV HH)			51.1%	14.8%	80.6%	45.3%	35.3%	
3	372	363	208	51	272	163	109	370
%V	14.1%	14.5%	18.8%	15.0%	13.6%	17.6%	10.1%	17.2%
%H (All HH)		97.6%	55.9%	13.7%	73.1%	43.8%	29.3%	99.5%
%H (TV HH)			57.3%	14.0%	74.9%	44.9%	30.0%	
4	202	198	114	28	151	93	58	202
%V	7.7%	7.9%	10.3%	8.2%	7.6%	10.1%	5.4%	9.4%
%H (All HH)		98.0%	56.4%	13.9%	74.8%	46.0%	28.7%	100.0%
%H (TV HH)			57.6%	14.1%	76.3%	47.0%	29.3%	
5+	197	192	112	38	146	102	44	194
%V	7.5%	7.6%	10.1%	11.1%	7.3%	11.0%	4.1%	9.0%
%H (All HH)		97.5%	56.9%	19.3%	74.1%	51.8%	22.3%	98.5%
%H (TV HH)			58.3%	19.8%	76.0%	53.1%	22.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5126	2573	710	4229	2323	1906	4469
%H		50.2%	13.9%	82.5%	45.3%	37.2%	87.2%
Under 20"	582	277	91	505	279	227	513
%V	11.4%	10.8%	12.8%	11.9%	12.0%	11.9%	11.5%
%H		47.6%	15.6%	86.8%	47.9%	39.0%	88.1%
20" - 29"	1038	486	124	919	481	437	880
%V	20.2%	18.9%	17.5%	21.7%	20.7%	22.9%	19.7%
%H		46.8%	11.9%	88.5%	46.3%	42.1%	84.8%
30" - 39"	1521	733	214	1224	634	590	1293
%V	29.7%	28.5%	30.1%	28.9%	27.3%	31.0%	28.9%
%H		48.2%	14.1%	80.5%	41.7%	38.8%	85.0%
40" and over	1710	958	261	1334	812	522	1576
%V	33.4%	37.2%	36.8%	31.5%	35.0%	27.4%	35.3%
%H		56.0%	15.3%	78.0%	47.5%	30.5%	92.2%
Don't know	275	118	21	246	117	129	208
%V	5.4%	4.6%	3.0%	5.8%	5.0%	6.8%	4.7%
%H		42.9%	7.6%	89.5%	42.5%	46.9%	75.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5126	2573	710	4229	2323	1906	4469
%H		50.2%	13.9%	82.5%	45.3%	37.2%	87.2%
Main living room	2503	1111	339	1996	925	1071	2058
%V	48.8%	43.2%	47.7%	47.2%	39.8%	56.2%	46.1%
%H		44.4%	13.5%	79.7%	37.0%	42.8%	82.2%
Kitchen	293	163	33	265	164	101	259
%V	5.7%	6.3%	4.6%	6.3%	7.1%	5.3%	5.8%
%H		55.6%	11.3%	90.4%	56.0%	34.5%	88.4%
Adult's bedroom	1358	733	205	1146	696	450	1229
%V	26.5%	28.5%	28.9%	27.1%	30.0%	23.6%	27.5%
%H		54.0%	15.1%	84.4%	51.3%	33.1%	90.5%
Child's bedroom	369	226	52	295	202	93	362
%V	7.2%	8.8%	7.3%	7.0%	8.7%	4.9%	8.1%
%H		61.2%	14.1%	79.9%	54.7%	25.2%	98.1%
Other bedroom	186	108	31	161	109	52	180
%V	3.6%	4.2%	4.4%	3.8%	4.7%	2.7%	4.0%
%H		58.1%	16.7%	86.6%	58.6%	28.0%	96.8%
Second living/dining room	243	128	32	213	128	85	219
%V	4.7%	5.0%	4.5%	5.0%	5.5%	4.5%	4.9%
%H		52.7%	13.2%	87.7%	52.7%	35.0%	90.1%
Study/office	30	19	5	25	18	7	29
%V	0.6%	0.7%	0.7%	0.6%	0.8%	0.4%	0.6%
%H		63.3%	16.7%	83.3%	60.0%	23.3%	96.7%
TV room	6	5	1	6	6	0	6
%V	0.1%	0.2%	0.1%	0.1%	0.3%	0.0%	0.1%
%H		83.3%	16.7%	100.0%	100.0%	0.0%	100.0%
Conservatory	94	58	6	82	50	32	86
%V	1.8%	2.3%	0.8%	1.9%	2.2%	1.7%	1.9%
%H		61.7%	6.4%	87.2%	53.2%	34.0%	91.5%
Attic or loft room	6	3	1	5	3	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
No specific location	6	3	1	6	3	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	16.7%	100.0%	50.0%	33.3%	100.0%
Other	31	16	4	29	18	11	29
%V	0.6%	0.6%	0.6%	0.7%	0.8%	0.6%	0.6%
%H		51.6%	12.9%	93.5%	58.1%	35.5%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5126	2573	710	4229	2323	1906	4469
%H		50.2%	13.9%	82.5%	45.3%	37.2%	87.2%
PVR	1911	1300	334	1396	1061	335	1785
%V	37.3%	50.5%	47.0%	33.0%	45.7%	17.6%	39.9%
%H		68.0%	17.5%	73.1%	55.5%	17.5%	93.4%
DVDR	98	44	10	85	42	43	83
%V	1.9%	1.7%	1.4%	2.0%	1.8%	2.3%	1.9%
%H		44.9%	10.2%	86.7%	42.9%	43.9%	84.7%
VCR	93	34	10	76	25	50	62
%V	1.8%	1.3%	1.4%	1.8%	1.1%	2.6%	1.4%
%H		36.6%	10.8%	81.7%	26.9%	53.8%	66.7%
Any recorder	2010	1323	341	1485	1082	404	1847
%V	39.2%	51.4%	48.0%	35.1%	46.6%	21.2%	41.3%
%H		65.8%	17.0%	73.9%	53.8%	20.1%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: 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	5126	2573	710	4229	2323	1906	4469
%H		50.2%	13.9%	82.5%	45.3%	37.2%	87.2%
Receives HDTV (via STB or built-in reception)	2138	1239	375	1680	1097	583	1985
%V	41.7%	48.2%	52.8%	39.7%	47.2%	30.6%	44.4%
%H		58.0%	17.5%	78.6%	51.3%	27.3%	92.8%
DVD/Blu-ray player or recorder	2581	1303	359	2108	1163	945	2297
%V	50.4%	50.6%	50.6%	49.8%	50.1%	49.6%	51.4%
%H		50.5%	13.9%	81.7%	45.1%	36.6%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2508	1109	340	1999	924	1076	2059
%H		44.2%	13.6%	79.7%	36.8%	42.9%	82.1%
Under 20"	30	4	3	24	5	20	16
%V	1.2%	0.4%	0.9%	1.2%	0.5%	1.9%	0.8%
%H		13.3%	10.0%	80.0%	16.7%	66.7%	53.3%
20" - 29"	224	58	22	195	50	145	145
%V	8.9%	5.2%	6.5%	9.8%	5.4%	13.5%	7.0%
%H		25.9%	9.8%	87.1%	22.3%	64.7%	64.7%
30" - 39"	788	289	100	629	234	395	606
%V	31.4%	26.1%	29.4%	31.5%	25.3%	36.7%	29.4%
%H		36.7%	12.7%	79.8%	29.7%	50.1%	76.9%
40" and over	1327	706	206	1022	584	439	1200
%V	52.9%	63.7%	60.6%	51.1%	63.2%	40.8%	58.3%
%H		53.2%	15.5%	77.0%	44.0%	33.1%	90.4%
Don't know	140	53	9	129	52	77	92
%V	5.6%	4.8%	2.6%	6.5%	5.6%	7.2%	4.5%
%H		37.9%	6.4%	92.1%	37.1%	55.0%	65.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2508	1109	340	1999	924	1076	2059
%H		44.2%	13.6%	79.7%	36.8%	42.9%	82.1%
PVR	1444	932	264	1062	772	290	1328
%V	57.6%	84.0%	77.6%	53.1%	83.5%	27.0%	64.5%
%H		64.5%	18.3%	73.5%	53.5%	20.1%	92.0%
DVDR	79	37	7	69	34	35	67
%V	3.1%	3.3%	2.1%	3.5%	3.7%	3.3%	3.3%
%H		46.8%	8.9%	87.3%	43.0%	44.3%	84.8%
VCR	71	25	7	56	15	40	44
%V	2.8%	2.3%	2.1%	2.8%	1.6%	3.7%	2.1%
%H		35.2%	9.9%	78.9%	21.1%	56.3%	62.0%
Any recorder	1514	945	266	1126	781	344	1368
%V	60.4%	85.2%	78.2%	56.3%	84.5%	32.0%	66.4%
%H		62.4%	17.6%	74.4%	51.6%	22.7%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: 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	2508	1109	340	1999	924	1076	2059
%H		44.2%	13.6%	79.7%	36.8%	42.9%	82.1%
Receives HDTV (via STB or built-in reception)	1424	793	259	1086	677	409	1298
%V	56.8%	71.5%	76.2%	54.3%	73.3%	38.0%	63.0%
%H		55.7%	18.2%	76.3%	47.5%	28.7%	91.2%
DVD/Blu-ray player or recorder	1583	743	213	1271	630	641	1361
%V	63.1%	67.0%	62.6%	63.6%	68.2%	59.6%	66.1%
%H		46.9%	13.5%	80.3%	39.8%	40.5%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2618	1464	370	2229	1399	830	2410
%H		55.9%	14.1%	85.1%	53.4%	31.7%	92.1%
Under 20"	552	273	88	481	274	207	496
%V	21.1%	18.6%	23.8%	21.6%	19.6%	24.9%	20.6%
%H		49.5%	15.9%	87.1%	49.6%	37.5%	89.9%
20" - 29"	814	429	102	723	431	292	735
%V	31.1%	29.3%	27.6%	32.4%	30.8%	35.2%	30.5%
%H		52.7%	12.5%	88.8%	52.9%	35.9%	90.3%
30" - 39"	733	445	113	595	401	195	687
%V	28.0%	30.4%	30.5%	26.7%	28.7%	23.5%	28.5%
%H		60.7%	15.4%	81.2%	54.7%	26.6%	93.7%
40" and over	384	252	55	312	228	84	376
%V	14.7%	17.2%	14.9%	14.0%	16.3%	10.1%	15.6%
%H		65.6%	14.3%	81.3%	59.4%	21.9%	97.9%
Don't know	135	66	12	118	65	52	116
%V	5.2%	4.5%	3.2%	5.3%	4.6%	6.3%	4.8%
%H		48.9%	8.9%	87.4%	48.1%	38.5%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2618	1464	370	2229	1399	830	2410
%H		55.9%	14.1%	85.1%	53.4%	31.7%	92.1%
PVR	468	368	71	334	289	45	456
%V	17.9%	25.1%	19.2%	15.0%	20.7%	5.4%	18.9%
%H		78.6%	15.2%	71.4%	61.8%	9.6%	97.4%
DVDR	18	8	3	16	9	8	17
%V	0.7%	0.5%	0.8%	0.7%	0.6%	1.0%	0.7%
%H		44.4%	16.7%	88.9%	50.0%	44.4%	94.4%
VCR	22	9	3	20	10	10	18
%V	0.8%	0.6%	0.8%	0.9%	0.7%	1.2%	0.7%
%H		40.9%	13.6%	90.9%	45.5%	45.5%	81.8%
Any recorder	496	378	75	359	300	59	479
%V	18.9%	25.8%	20.3%	16.1%	21.4%	7.1%	19.9%
%H		76.2%	15.1%	72.4%	60.5%	11.9%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: 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	2618	1464	370	2229	1399	830	2410
%H		55.9%	14.1%	85.1%	53.4%	31.7%	92.1%
Receives HDTV (via STB or built-in reception)	714	446	115	594	419	174	687
%V	27.3%	30.5%	31.1%	26.6%	29.9%	21.0%	28.5%
%H		62.5%	16.1%	83.2%	58.7%	24.4%	96.2%
DVD/Blu-ray player or recorder	998	560	146	837	533	305	935
%V	38.1%	38.3%	39.5%	37.6%	38.1%	36.7%	38.8%
%H		56.1%	14.6%	83.9%	53.4%	30.6%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6049	5798	2938	845	4496	2419	2077	5374
%H		95.9%	48.6%	14.0%	74.3%	40.0%	34.3%	88.8%
Total Children	1145	1111	657	169	793	497	295	1097
%V	18.9%	19.2%	22.4%	20.0%	17.6%	20.5%	14.2%	20.4%
%H		97.0%	57.4%	14.8%	69.3%	43.4%	25.8%	95.8%
0 - 3	280	264	145	36	187	105	82	263
%V	4.6%	4.6%	4.9%	4.3%	4.2%	4.3%	3.9%	4.9%
%H		94.3%	51.8%	12.9%	66.8%	37.5%	29.3%	93.9%
4 - 15	864	846	512	134	606	393	213	834
%V	14.3%	14.6%	17.4%	15.9%	13.5%	16.2%	10.3%	15.5%
%H		97.9%	59.3%	15.5%	70.1%	45.5%	24.7%	96.5%
4 - 9	464	452	281	68	314	204	110	449
%V	7.7%	7.8%	9.6%	8.0%	7.0%	8.4%	5.3%	8.4%
%H		97.4%	60.6%	14.7%	67.7%	44.0%	23.7%	96.8%
10 - 15	400	394	231	66	292	189	103	385
%V	6.6%	6.8%	7.9%	7.8%	6.5%	7.8%	5.0%	7.2%
%H		98.5%	57.8%	16.5%	73.0%	47.3%	25.8%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6049	5798	2938	845	4496	2419	2077	5374
%H		95.9%	48.6%	14.0%	74.3%	40.0%	34.3%	88.8%
Total Adults (16+)	4905	4688	2281	675	3703	1921	1782	4277
%V	81.1%	80.9%	77.6%	79.9%	82.4%	79.4%	85.8%	79.6%
%H		95.6%	46.5%	13.8%	75.5%	39.2%	36.3%	87.2%
16 - 19	280	259	141	46	194	119	75	271
%V	4.6%	4.5%	4.8%	5.4%	4.3%	4.9%	3.6%	5.0%
%H		92.5%	50.4%	16.4%	69.3%	42.5%	26.8%	96.8%
20 - 24	419	368	160	52	287	139	148	398
%V	6.9%	6.3%	5.4%	6.2%	6.4%	5.7%	7.1%	7.4%
%H		87.8%	38.2%	12.4%	68.5%	33.2%	35.3%	95.0%
25 - 34	796	728	381	122	532	305	227	758
%V	13.2%	12.6%	13.0%	14.4%	11.8%	12.6%	10.9%	14.1%
%H		91.5%	47.9%	15.3%	66.8%	38.3%	28.5%	95.2%
35 - 44	734	703	407	121	503	313	190	706
%V	12.1%	12.1%	13.9%	14.3%	11.2%	12.9%	9.1%	13.1%
%H		95.8%	55.4%	16.5%	68.5%	42.6%	25.9%	96.2%
45 - 54	858	840	467	120	663	399	263	813
%V	14.2%	14.5%	15.9%	14.2%	14.7%	16.5%	12.7%	15.1%
%H		97.9%	54.4%	14.0%	77.3%	46.5%	30.7%	94.8%
55 - 64	740	730	358	102	595	314	281	652
%V	12.2%	12.6%	12.2%	12.1%	13.2%	13.0%	13.5%	12.1%
%H		98.6%	48.4%	13.8%	80.4%	42.4%	38.0%	88.1%
65+	1077	1061	367	112	929	332	597	679
%V	17.8%	18.3%	12.5%	13.3%	20.7%	13.7%	28.7%	12.6%
%H		98.5%	34.1%	10.4%	86.3%	30.8%	55.4%	63.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4905	4688	2281	675	3703	1921	1782	4277
%H		95.6%	46.5%	13.8%	75.5%	39.2%	36.3%	87.2%
AB	1050	1028	538	159	785	433	352	1010
%V	21.4%	21.9%	23.6%	23.6%	21.2%	22.5%	19.8%	23.6%
%H		97.9%	51.2%	15.1%	74.8%	41.2%	33.5%	96.2%
C1	1402	1307	674	192	1058	593	465	1305
%V	28.6%	27.9%	29.5%	28.4%	28.6%	30.9%	26.1%	30.5%
%H		93.2%	48.1%	13.7%	75.5%	42.3%	33.2%	93.1%
C2	1101	1079	565	146	860	484	376	970
%V	22.4%	23.0%	24.8%	21.6%	23.2%	25.2%	21.1%	22.7%
%H		98.0%	51.3%	13.3%	78.1%	44.0%	34.2%	88.1%
D	882	832	337	131	642	285	357	716
%V	18.0%	17.7%	14.8%	19.4%	17.3%	14.8%	20.0%	16.7%
%H		94.3%	38.2%	14.9%	72.8%	32.3%	40.5%	81.2%
E	469	442	166	47	358	126	232	276
%V	9.6%	9.4%	7.3%	7.0%	9.7%	6.6%	13.0%	6.5%
%H		94.2%	35.4%	10.0%	76.3%	26.9%	49.5%	58.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4905	4688	2281	675	3703	1921	1782	4277
%H		95.6%	46.5%	13.8%	75.5%	39.2%	36.3%	87.2%
Working full time	2230	2147	1173	336	1630	966	663	2139
%V	45.5%	45.8%	51.4%	49.8%	44.0%	50.3%	37.2%	50.0%
%H		96.3%	52.6%	15.1%	73.1%	43.3%	29.7%	95.9%
Working part time	481	470	235	77	368	207	161	460
%V	9.8%	10.0%	10.3%	11.4%	9.9%	10.8%	9.0%	10.8%
%H		97.7%	48.9%	16.0%	76.5%	43.0%	33.5%	95.6%
Not working	2194	2071	873	261	1705	748	957	1679
%V	44.7%	44.2%	38.3%	38.7%	46.0%	38.9%	53.7%	39.3%
%H		94.4%	39.8%	11.9%	77.7%	34.1%	43.6%	76.5%
Housewife/Houseperson	2630	2510	1109	341	1999	924	1076	2150
%V	53.6%	53.5%	48.6%	50.5%	54.0%	48.1%	60.4%	50.3%
%H		95.4%	42.2%	13.0%	76.0%	35.1%	40.9%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2391	2273	1140	328	1782	961	821	2122
%H		95.1%	47.7%	13.7%	74.5%	40.2%	34.3%	88.7%
16 - 19	143	131	77	24	96	64	32	140
%V	6.0%	5.8%	6.8%	7.3%	5.4%	6.7%	3.9%	6.6%
%H		91.6%	53.8%	16.8%	67.1%	44.8%	22.4%	97.9%
20 - 24	211	189	89	19	146	74	72	200
%V	8.8%	8.3%	7.8%	5.8%	8.2%	7.7%	8.8%	9.4%
%H		89.6%	42.2%	9.0%	69.2%	35.1%	34.1%	94.8%
25 - 34	394	356	183	60	260	144	116	375
%V	16.5%	15.7%	16.1%	18.3%	14.6%	15.0%	14.1%	17.7%
%H		90.4%	46.4%	15.2%	66.0%	36.5%	29.4%	95.2%
35 - 44	368	346	195	60	245	152	94	346
%V	15.4%	15.2%	17.1%	18.3%	13.7%	15.8%	11.4%	16.3%
%H		94.0%	53.0%	16.3%	66.6%	41.3%	25.5%	94.0%
45 - 54	420	409	229	59	317	194	123	400
%V	17.6%	18.0%	20.1%	18.0%	17.8%	20.2%	15.0%	18.9%
%H		97.4%	54.5%	14.0%	75.5%	46.2%	29.3%	95.2%
55 - 64	366	360	180	51	295	159	136	323
%V	15.3%	15.8%	15.8%	15.5%	16.6%	16.5%	16.6%	15.2%
%H		98.4%	49.2%	13.9%	80.6%	43.4%	37.2%	88.3%
65+	489	481	187	55	422	175	247	338
%V	20.5%	21.2%	16.4%	16.8%	23.7%	18.2%	30.1%	15.9%
%H		98.4%	38.2%	11.2%	86.3%	35.8%	50.5%	69.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2391	2273	1140	328	1782	961	821	2122
%H		95.1%	47.7%	13.7%	74.5%	40.2%	34.3%	88.7%
AB	522	513	278	76	390	220	170	503
%V	21.8%	22.6%	24.4%	23.2%	21.9%	22.9%	20.7%	23.7%
%H		98.3%	53.3%	14.6%	74.7%	42.1%	32.6%	96.4%
C1	663	619	340	93	499	300	199	630
%V	27.7%	27.2%	29.8%	28.4%	28.0%	31.2%	24.2%	29.7%
%H		93.4%	51.3%	14.0%	75.3%	45.2%	30.0%	95.0%
C2	590	572	293	78	454	250	204	515
%V	24.7%	25.2%	25.7%	23.8%	25.5%	26.0%	24.8%	24.3%
%H		96.9%	49.7%	13.2%	76.9%	42.4%	34.6%	87.3%
D	426	396	164	62	302	139	164	356
%V	17.8%	17.4%	14.4%	18.9%	16.9%	14.5%	20.0%	16.8%
%H		93.0%	38.5%	14.6%	70.9%	32.6%	38.5%	83.6%
E	189	172	66	19	137	52	84	117
%V	7.9%	7.6%	5.8%	5.8%	7.7%	5.4%	10.2%	5.5%
%H		91.0%	34.9%	10.1%	72.5%	27.5%	44.4%	61.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2391	2273	1140	328	1782	961	821	2122
%H		95.1%	47.7%	13.7%	74.5%	40.2%	34.3%	88.7%
Working full time	1374	1322	742	200	1004	611	394	1311
%V	57.5%	58.2%	65.1%	61.0%	56.3%	63.6%	48.0%	61.8%
%H		96.2%	54.0%	14.6%	73.1%	44.5%	28.7%	95.4%
Working part time	96	92	41	15	68	31	36	89
%V	4.0%	4.0%	3.6%	4.6%	3.8%	3.2%	4.4%	4.2%
%H		95.8%	42.7%	15.6%	70.8%	32.3%	37.5%	92.7%
Not working	921	858	358	113	710	319	391	722
%V	38.5%	37.7%	31.4%	34.5%	39.8%	33.2%	47.6%	34.0%
%H		93.2%	38.9%	12.3%	77.1%	34.6%	42.5%	78.4%
Housewife/Houseperson	571	516	186	68	414	155	259	422
%V	23.9%	22.7%	16.3%	20.7%	23.2%	16.1%	31.5%	19.9%
%H		90.4%	32.6%	11.9%	72.5%	27.1%	45.4%	73.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2514	2415	1141	347	1921	960	961	2156
%H		96.1%	45.4%	13.8%	76.4%	38.2%	38.2%	85.8%
16 - 19	138	128	64	22	97	55	43	131
%V	5.5%	5.3%	5.6%	6.3%	5.0%	5.7%	4.5%	6.1%
%H		92.8%	46.4%	15.9%	70.3%	39.9%	31.2%	94.9%
20 - 24	208	179	72	33	141	65	76	198
%V	8.3%	7.4%	6.3%	9.5%	7.3%	6.8%	7.9%	9.2%
%H		86.1%	34.6%	15.9%	67.8%	31.3%	36.5%	95.2%
25 - 34	401	371	198	62	273	161	111	383
%V	16.0%	15.4%	17.4%	17.9%	14.2%	16.8%	11.6%	17.8%
%H		92.5%	49.4%	15.5%	68.1%	40.1%	27.7%	95.5%
35 - 44	366	356	211	61	258	162	96	360
%V	14.6%	14.7%	18.5%	17.6%	13.4%	16.9%	10.0%	16.7%
%H		97.3%	57.7%	16.7%	70.5%	44.3%	26.2%	98.4%
45 - 54	438	431	238	61	345	205	140	413
%V	17.4%	17.8%	20.9%	17.6%	18.0%	21.4%	14.6%	19.2%
%H		98.4%	54.3%	13.9%	78.8%	46.8%	32.0%	94.3%
55 - 64	374	370	179	51	300	155	144	329
%V	14.9%	15.3%	15.7%	14.7%	15.6%	16.1%	15.0%	15.3%
%H		98.9%	47.9%	13.6%	80.2%	41.4%	38.5%	88.0%
65+	588	580	179	57	507	157	350	341
%V	23.4%	24.0%	15.7%	16.4%	26.4%	16.4%	36.4%	15.8%
%H		98.6%	30.4%	9.7%	86.2%	26.7%	59.5%	58.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2514	2415	1141	347	1921	960	961	2156
%H		96.1%	45.4%	13.8%	76.4%	38.2%	38.2%	85.8%
AB	528	515	260	83	395	213	182	507
%V	21.0%	21.3%	22.8%	23.9%	20.6%	22.2%	18.9%	23.5%
%H		97.5%	49.2%	15.7%	74.8%	40.3%	34.5%	96.0%
C1	739	687	334	100	559	293	266	675
%V	29.4%	28.4%	29.3%	28.8%	29.1%	30.5%	27.7%	31.3%
%H		93.0%	45.2%	13.5%	75.6%	39.6%	36.0%	91.3%
C2	511	507	273	68	406	233	172	454
%V	20.3%	21.0%	23.9%	19.6%	21.1%	24.3%	17.9%	21.1%
%H		99.2%	53.4%	13.3%	79.5%	45.6%	33.7%	88.8%
D	456	435	174	69	340	146	193	360
%V	18.1%	18.0%	15.2%	19.9%	17.7%	15.2%	20.1%	16.7%
%H		95.4%	38.2%	15.1%	74.6%	32.0%	42.3%	78.9%
E	280	270	100	28	222	74	148	159
%V	11.1%	11.2%	8.8%	8.1%	11.6%	7.7%	15.4%	7.4%
%H		96.4%	35.7%	10.0%	79.3%	26.4%	52.9%	56.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2514	2415	1141	347	1921	960	961	2156
%H		96.1%	45.4%	13.8%	76.4%	38.2%	38.2%	85.8%
Working full time	856	824	431	136	625	356	270	828
%V	34.0%	34.1%	37.8%	39.2%	32.5%	37.1%	28.1%	38.4%
%H		96.3%	50.4%	15.9%	73.0%	41.6%	31.5%	96.7%
Working part time	385	378	194	63	301	176	125	371
%V	15.3%	15.7%	17.0%	18.2%	15.7%	18.3%	13.0%	17.2%
%H		98.2%	50.4%	16.4%	78.2%	45.7%	32.5%	96.4%
Not working	1273	1213	516	148	995	429	566	956
%V	50.6%	50.2%	45.2%	42.7%	51.8%	44.7%	58.9%	44.3%
%H		95.3%	40.5%	11.6%	78.2%	33.7%	44.5%	75.1%
Housewife/Houseperson	2060	1994	923	274	1586	769	817	1728
%V	81.9%	82.6%	80.9%	79.0%	82.6%	80.1%	85.0%	80.1%
%H		96.8%	44.8%	13.3%	77.0%	37.3%	39.7%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1527	1481	608	211	1106	459	647	1212
%H (All HH)		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%
%H (TV HH)			41.1%	14.2%	74.7%	31.0%	43.7%	
AB	344	338	160	47	248	115	133	324
%V	22.5%	22.8%	26.3%	22.3%	22.4%	25.1%	20.6%	26.7%
%H (All HH)		98.3%	46.5%	13.7%	72.1%	33.4%	38.7%	94.2%
%H (TV HH)			47.3%	13.9%	73.4%	34.0%	39.3%	
C1	374	355	153	50	266	117	149	327
%V	24.5%	24.0%	25.2%	23.7%	24.1%	25.5%	23.0%	27.0%
%H (All HH)		94.9%	40.9%	13.4%	71.1%	31.3%	39.8%	87.4%
%H (TV HH)			43.1%	14.1%	74.9%	33.0%	42.0%	
C2	317	314	138	50	233	108	125	249
%V	20.8%	21.2%	22.7%	23.7%	21.1%	23.5%	19.3%	20.5%
%H (All HH)		99.1%	43.5%	15.8%	73.5%	34.1%	39.4%	78.5%
%H (TV HH)			43.9%	15.9%	74.2%	34.4%	39.8%	
D	269	261	99	37	194	75	119	191
%V	17.6%	17.6%	16.3%	17.5%	17.5%	16.3%	18.4%	15.8%
%H (All HH)		97.0%	36.8%	13.8%	72.1%	27.9%	44.2%	71.0%
%H (TV HH)			37.9%	14.2%	74.3%	28.7%	45.6%	
E	223	213	56	27	166	45	121	122
%V	14.6%	14.4%	9.2%	12.8%	15.0%	9.8%	18.7%	10.1%
%H (All HH)		95.5%	25.1%	12.1%	74.4%	20.2%	54.3%	54.7%
%H (TV HH)			26.3%	12.7%	77.9%	21.1%	56.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1527	1481	608	211	1106	459	647	1212
%H (All HH)		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%
%H (TV HH)			41.1%	14.2%	74.7%	31.0%	43.7%	
Under 25	69	58	26	6	34	14	21	62
%V	4.5%	3.9%	4.3%	2.8%	3.1%	3.1%	3.2%	5.1%
%H (All HH)		84.1%	37.7%	8.7%	49.3%	20.3%	30.4%	89.9%
%H (TV HH)			44.8%	10.3%	58.6%	24.1%	36.2%	
25 - 34	205	197	97	28	116	53	63	194
%V	13.4%	13.3%	16.0%	13.3%	10.5%	11.5%	9.7%	16.0%
%H (All HH)		96.1%	47.3%	13.7%	56.6%	25.9%	30.7%	94.6%
%H (TV HH)			49.2%	14.2%	58.9%	26.9%	32.0%	
35 - 44	228	220	114	36	139	74	65	211
%V	14.9%	14.9%	18.8%	17.1%	12.6%	16.1%	10.0%	17.4%
%H (All HH)		96.5%	50.0%	15.8%	61.0%	32.5%	28.5%	92.5%
%H (TV HH)			51.8%	16.4%	63.2%	33.6%	29.5%	
45 - 54	295	288	125	47	219	102	117	267
%V	19.3%	19.4%	20.6%	22.3%	19.8%	22.2%	18.1%	22.0%
%H (All HH)		97.6%	42.4%	15.9%	74.2%	34.6%	39.7%	90.5%
%H (TV HH)			43.4%	16.3%	76.0%	35.4%	40.6%	
55 - 64	271	266	100	31	216	81	135	224
%V	17.7%	18.0%	16.4%	14.7%	19.5%	17.6%	20.9%	18.5%
%H (All HH)		98.2%	36.9%	11.4%	79.7%	29.9%	49.8%	82.7%
%H (TV HH)			37.6%	11.7%	81.2%	30.5%	50.8%	
65 +	460	453	145	62	382	136	246	255
%V	30.1%	30.6%	23.8%	29.4%	34.5%	29.6%	38.0%	21.0%
%H (All HH)		98.5%	31.5%	13.5%	83.0%	29.6%	53.5%	55.4%
%H (TV HH)			32.0%	13.7%	84.3%	30.0%	54.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1527	1481	608	211	1106	459	647	1212
%H (All HH)		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%
%H (TV HH)			41.1%	14.2%	74.7%	31.0%	43.7%	
1	494	473	133	53	381	105	276	273
%V	32.4%	31.9%	21.9%	25.1%	34.4%	22.9%	42.7%	22.5%
%H (All HH)		95.7%	26.9%	10.7%	77.1%	21.3%	55.9%	55.3%
%H (TV HH)			28.1%	11.2%	80.5%	22.2%	58.4%	
2	566	555	240	75	418	181	237	491
%V	37.1%	37.5%	39.5%	35.5%	37.8%	39.4%	36.6%	40.5%
%H (All HH)		98.1%	42.4%	13.3%	73.9%	32.0%	41.9%	86.7%
%H (TV HH)			43.2%	13.5%	75.3%	32.6%	42.7%	
3	238	231	109	45	160	84	76	225
%V	15.6%	15.6%	17.9%	21.3%	14.5%	18.3%	11.7%	18.6%
%H (All HH)		97.1%	45.8%	18.9%	67.2%	35.3%	31.9%	94.5%
%H (TV HH)			47.2%	19.5%	69.3%	36.4%	32.9%	
4	154	150	84	30	98	61	37	151
%V	10.1%	10.1%	13.8%	14.2%	8.9%	13.3%	5.7%	12.5%
%H (All HH)		97.4%	54.5%	19.5%	63.6%	39.6%	24.0%	98.1%
%H (TV HH)			56.0%	20.0%	65.3%	40.7%	24.7%	
5+	75	72	42	8	49	29	21	72
%V	4.9%	4.9%	6.9%	3.8%	4.4%	6.3%	3.2%	5.9%
%H (All HH)		96.0%	56.0%	10.7%	65.3%	38.7%	28.0%	96.0%
%H (TV HH)			58.3%	11.1%	68.1%	40.3%	29.2%	
Average HH size	2.20	2.20	2.46	2.38	2.12	2.42	1.91	2.41

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1527	1481	608	211	1106	459	647	1212
%H (All HH)		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%
%H (TV HH)			41.1%	14.2%	74.7%	31.0%	43.7%	
Without	1182	1142	425	154	889	341	548	882
%V	77.4%	77.1%	69.9%	73.0%	80.4%	74.3%	84.7%	72.8%
%H (All HH)		96.6%	36.0%	13.0%	75.2%	28.8%	46.4%	74.6%
%H (TV HH)			37.2%	13.5%	77.8%	29.9%	48.0%	
With	345	339	182	57	218	119	99	330
%V	22.6%	22.9%	29.9%	27.0%	19.7%	25.9%	15.3%	27.2%
%H (All HH)		98.3%	52.8%	16.5%	63.2%	34.5%	28.7%	95.7%
%H (TV HH)			53.7%	16.8%	64.3%	35.1%	29.2%	
0 - 3	131	128	72	20	75	40	34	125
%V	8.6%	8.6%	11.8%	9.5%	6.8%	8.7%	5.3%	10.3%
%H (All HH)		97.7%	55.0%	15.3%	57.3%	30.5%	26.0%	95.4%
%H (TV HH)			56.3%	15.6%	58.6%	31.3%	26.6%	
4 - 9	178	174	98	28	109	60	49	167
%V	11.7%	11.7%	16.1%	13.3%	9.9%	13.1%	7.6%	13.8%
%H (All HH)		97.8%	55.1%	15.7%	61.2%	33.7%	27.5%	93.8%
%H (TV HH)			56.3%	16.1%	62.6%	34.5%	28.2%	
10 - 15	168	164	87	29	110	65	46	164
%V	11.0%	11.1%	14.3%	13.7%	9.9%	14.2%	7.1%	13.5%
%H (All HH)		97.6%	51.8%	17.3%	65.5%	38.7%	27.4%	97.6%
%H (TV HH)			53.0%	17.7%	67.1%	39.6%	28.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1527	1481	608	211	1106	459	647	1212
%H (All HH)		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%
%H (TV HH)			41.1%	14.2%	74.7%	31.0%	43.7%	
1	517	517	150	59	359	72	287	352
%V	33.9%	34.9%	24.7%	28.0%	32.5%	15.7%	44.4%	29.0%
%H (All HH)		100.0%	29.0%	11.4%	69.4%	13.9%	55.5%	68.1%
%H (TV HH)			29.0%	11.4%	69.4%	13.9%	55.5%	
2	530	530	224	75	400	171	229	425
%V	34.7%	35.8%	36.8%	35.5%	36.2%	37.3%	35.4%	35.1%
%H (All HH)		100.0%	42.3%	14.2%	75.5%	32.3%	43.2%	80.2%
%H (TV HH)			42.3%	14.2%	75.5%	32.3%	43.2%	
3	264	264	131	50	208	121	87	240
%V	17.3%	17.8%	21.5%	23.7%	18.8%	26.4%	13.4%	19.8%
%H (All HH)		100.0%	49.6%	18.9%	78.8%	45.8%	33.0%	90.9%
%H (TV HH)			49.6%	18.9%	78.8%	45.8%	33.0%	
4	115	115	64	19	91	59	32	110
%V	7.5%	7.8%	10.5%	9.0%	8.2%	12.9%	4.9%	9.1%
%H (All HH)		100.0%	55.7%	16.5%	79.1%	51.3%	27.8%	95.7%
%H (TV HH)			55.7%	16.5%	79.1%	51.3%	27.8%	
5+	56	56	38	8	48	37	11	55
%V	3.7%	3.8%	6.3%	3.8%	4.3%	8.1%	1.7%	4.5%
%H (All HH)		100.0%	67.9%	14.3%	85.7%	66.1%	19.6%	98.2%
%H (TV HH)			67.9%	14.3%	85.7%	66.1%	19.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1527	1481	608	211	1106	459	647	1212
%H (All HH)		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%
%H (TV HH)			41.1%	14.2%	74.7%	31.0%	43.7%	
Under 20"	274	274	116	38	231	112	119	225
%V	17.9%	18.5%	19.1%	18.0%	20.9%	24.4%	18.4%	18.6%
%H (All HH)		100.0%	42.3%	13.9%	84.3%	40.9%	43.4%	82.1%
%H (TV HH)			42.3%	13.9%	84.3%	40.9%	43.4%	
20" - 29"	487	487	205	76	391	182	209	384
%V	31.9%	32.9%	33.7%	36.0%	35.4%	39.7%	32.3%	31.7%
%H (All HH)		100.0%	42.1%	15.6%	80.3%	37.4%	42.9%	78.9%
%H (TV HH)			42.1%	15.6%	80.3%	37.4%	42.9%	
30" - 39"	778	778	327	104	597	257	340	627
%V	50.9%	52.5%	53.8%	49.3%	54.0%	56.0%	52.6%	51.7%
%H (All HH)		100.0%	42.0%	13.4%	76.7%	33.0%	43.7%	80.6%
%H (TV HH)			42.0%	13.4%	76.7%	33.0%	43.7%	
40" and over	899	899	436	149	640	330	310	788
%V	58.9%	60.7%	71.7%	70.6%	57.9%	71.9%	47.9%	65.0%
%H (All HH)		100.0%	48.5%	16.6%	71.2%	36.7%	34.5%	87.7%
%H (TV HH)			48.5%	16.6%	71.2%	36.7%	34.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1527	1481	608	211	1106	459	647	1212
%V (All HH)		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%
%H (TV HH)			41.1%	14.2%	74.7%	31.0%	43.7%	
Main living room	1464	1464	603	210	1096	457	639	1168
%V	95.9%	98.9%	99.2%	99.5%	99.1%	99.6%	98.8%	96.4%
%H (All HH)		100.0%	41.2%	14.3%	74.9%	31.2%	43.6%	79.8%
%H (TV HH)			41.2%	14.3%	74.9%	31.2%	43.6%	
Kitchen	167	167	86	23	138	79	59	141
%V	10.9%	11.3%	14.1%	10.9%	12.5%	17.2%	9.1%	11.6%
%H (All HH)		100.0%	51.5%	13.8%	82.6%	47.3%	35.3%	84.4%
%H (TV HH)			51.5%	13.8%	82.6%	47.3%	35.3%	
Adult's bedroom	717	717	342	111	573	306	267	618
%V	47.0%	48.4%	56.3%	52.6%	51.8%	66.7%	41.3%	51.0%
%H (All HH)		100.0%	47.7%	15.5%	79.9%	42.7%	37.2%	86.2%
%H (TV HH)			47.7%	15.5%	79.9%	42.7%	37.2%	
Child's bedroom	179	179	102	30	121	72	48	171
%V	11.7%	12.1%	16.8%	14.2%	10.9%	15.7%	7.4%	14.1%
%H (All HH)		100.0%	57.0%	16.8%	67.6%	40.2%	26.8%	95.5%
%H (TV HH)			57.0%	16.8%	67.6%	40.2%	26.8%	
Other bedroom	162	162	83	26	133	79	54	147
%V	10.6%	10.9%	13.7%	12.3%	12.0%	17.2%	8.3%	12.1%
%H (All HH)		100.0%	51.2%	16.0%	82.1%	48.8%	33.3%	90.7%
%H (TV HH)			51.2%	16.0%	82.1%	48.8%	33.3%	
Second living/dining room	135	135	60	28	107	57	50	120
%V	8.8%	9.1%	9.9%	13.3%	9.7%	12.4%	7.7%	9.9%
%H (All HH)		100.0%	44.4%	20.7%	79.3%	42.2%	37.0%	88.9%
%H (TV HH)			44.4%	20.7%	79.3%	42.2%	37.0%	
Study/office	22	22	14	1	20	13	6	21
%V	1.4%	1.5%	2.3%	0.5%	1.8%	2.8%	0.9%	1.7%
%H (All HH)		100.0%	63.6%	4.5%	90.9%	59.1%	27.3%	95.5%
%H (TV HH)			63.6%	4.5%	90.9%	59.1%	27.3%	
TV room	9	9	8	3	7	7	0	9
%V	0.6%	0.6%	1.3%	1.4%	0.6%	1.5%	0.0%	0.7%
%H (All HH)		100.0%	88.9%	33.3%	77.8%	77.8%	0.0%	100.0%
%H (TV HH)			88.9%	33.3%	77.8%	77.8%	0.0%	
Conservatory	52	52	29	7	43	27	16	48
%V	3.4%	3.5%	4.8%	3.3%	3.9%	5.9%	2.5%	4.0%
%H (All HH)		100.0%	55.8%	13.5%	82.7%	51.9%	30.8%	92.3%
%H (TV HH)			55.8%	13.5%	82.7%	51.9%	30.8%	
Attic or loft room	2	2	2	0	2	1	0	2
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.2%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	50.0%	0.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.2%	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	18	18	12	2	15	10	5	17
%V	1.2%	1.2%	2.0%	0.9%	1.4%	2.2%	0.8%	1.4%
%H (All HH)		100.0%	66.7%	11.1%	83.3%	55.6%	27.8%	94.4%
%H (TV HH)			66.7%	11.1%	83.3%	55.6%	27.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1527	1481	608	211	1106	459	647	1212
%H (All HH)		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%
%H (TV HH)			41.1%	14.2%	74.7%	31.0%	43.7%	
Any DSAT provider	608	608	608	11	358	358	0	543
%V	39.8%	41.1%	100.0%	5.2%	32.4%	78.0%	0.0%	44.8%
%H (All HH)			100.0%	1.8%	58.9%	58.9%	0.0%	89.3%
%H (TV HH)			100.0%	1.8%	58.9%	58.9%	0.0%	
Sky with subscription	494	494	494	7	289	289	0	450
%V	32.4%	33.4%	81.3%	3.3%	26.1%	63.0%	0.0%	37.1%
%H (All HH)			100.0%	1.4%	58.5%	58.5%	0.0%	91.1%
%H (TV HH)			100.0%	1.4%	58.5%	58.5%	0.0%	
Sky without subscription	52	52	52	1	31	31	0	40
%V	3.4%	3.5%	8.6%	0.5%	2.8%	6.8%	0.0%	3.3%
%H (All HH)			100.0%	1.9%	59.6%	59.6%	0.0%	76.9%
%H (TV HH)			100.0%	1.9%	59.6%	59.6%	0.0%	
Freesat	66	66	66	1	44	44	0	58
%V	4.3%	4.5%	10.9%	0.5%	4.0%	9.6%	0.0%	4.8%
%H (All HH)			100.0%	1.5%	66.7%	66.7%	0.0%	87.9%
%H (TV HH)			100.0%	1.5%	66.7%	66.7%	0.0%	
Other satellite provider	21	21	21	2	15	15	0	19
%V	1.4%	1.4%	3.5%	0.9%	1.4%	3.3%	0.0%	1.6%
%H (All HH)			100.0%	9.5%	71.4%	71.4%	0.0%	90.5%
%H (TV HH)			100.0%	9.5%	71.4%	71.4%	0.0%	
DCAB	211	211	11	211	109	109	0	189
%V	13.8%	14.2%	1.8%	100.0%	9.9%	23.7%	0.0%	15.6%
%H (All HH)			5.2%	100.0%	51.7%	51.7%	0.0%	89.6%
%H (TV HH)			5.2%	100.0%	51.7%	51.7%	0.0%	
DTT	1106	1106	358	109	1106	459	647	848
%V	72.4%	74.7%	58.9%	51.7%	100.0%	100.0%	100.0%	70.0%
%H (All HH)		100.0%	32.4%	9.9%	100.0%	41.5%	58.5%	76.7%
%H (TV HH)			32.4%	9.9%	100.0%	41.5%	58.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1527	1481	608	211	1106	459	647	1212
%H (All HH)		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%
%H (TV HH)			41.1%	14.2%	74.7%	31.0%	43.7%	
PVR	904	904	530	183	603	401	202	801
%V	59.2%	61.0%	87.2%	86.7%	54.5%	87.4%	31.2%	66.1%
%H (All HH)		100.0%	58.6%	20.2%	66.7%	44.4%	22.3%	88.6%
%H (TV HH)			58.6%	20.2%	66.7%	44.4%	22.3%	
DVDR	49	49	17	10	41	19	22	39
%V	3.2%	3.3%	2.8%	4.7%	3.7%	4.1%	3.4%	3.2%
%H (All HH)		100.0%	34.7%	20.4%	83.7%	38.8%	44.9%	79.6%
%H (TV HH)			34.7%	20.4%	83.7%	38.8%	44.9%	
VCR	19	19	6	2	19	8	11	13
%V	1.2%	1.3%	1.0%	0.9%	1.7%	1.7%	1.7%	1.1%
%H (All HH)		100.0%	31.6%	10.5%	100.0%	42.1%	57.9%	68.4%
%H (TV HH)			31.6%	10.5%	100.0%	42.1%	57.9%	
Any recorder	931	931	533	186	628	405	223	818
%V	61.0%	62.9%	87.7%	88.2%	56.8%	88.2%	34.5%	67.5%
%H (All HH)		100.0%	57.3%	20.0%	67.5%	43.5%	24.0%	87.9%
%H (TV HH)			57.3%	20.0%	67.5%	43.5%	24.0%	
Receives HDTV (via STB or built-in reception)	879	879	458	180	611	360	251	769
%V	57.6%	59.4%	75.3%	85.3%	55.2%	78.4%	38.8%	63.4%
%H (All HH)		100.0%	52.1%	20.5%	69.5%	41.0%	28.6%	87.5%
%H (TV HH)			52.1%	20.5%	69.5%	41.0%	28.6%	
DVD/Blu-ray player or recorder	1073	1073	461	159	807	359	448	887
%V	70.3%	72.5%	75.8%	75.4%	73.0%	78.2%	69.2%	73.2%
%H (All HH)		100.0%	43.0%	14.8%	75.2%	33.5%	41.8%	82.7%
%H (TV HH)			43.0%	14.8%	75.2%	33.5%	41.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1527	1481	608	211	1106	459	647	1212
%V		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%
%H (All HH)			41.1%	14.2%	74.7%	31.0%	43.7%	
%H (TV HH)								
Has broadband internet	1212	1181	543	189	848	413	435	1212
%V	79.4%	79.7%	89.3%	89.6%	76.7%	90.0%	67.2%	100.0%
%H (All HH)		97.4%	44.8%	15.6%	70.0%	34.1%	35.9%	100.0%
%H (TV HH)			46.0%	16.0%	71.8%	35.0%	36.8%	
Number of computers (PCs and laptops)								
0	353	339	85	29	280	59	221	72
%V	23.1%	22.9%	14.0%	13.7%	25.3%	12.9%	34.2%	5.9%
%H (All HH)		96.0%	24.1%	8.2%	79.3%	16.7%	62.6%	20.4%
%H (TV HH)			25.1%	8.6%	82.6%	17.4%	65.2%	
1	413	399	160	53	288	109	179	384
%V	27.0%	26.9%	26.3%	25.1%	26.0%	23.7%	27.7%	31.7%
%H (All HH)		96.6%	38.7%	12.8%	69.7%	26.4%	43.3%	93.0%
%H (TV HH)			40.1%	13.3%	72.2%	27.3%	44.9%	
2	338	328	144	54	237	112	126	334
%V	22.1%	22.1%	23.7%	25.6%	21.4%	24.4%	19.5%	27.6%
%H (All HH)		97.0%	42.6%	16.0%	70.1%	33.1%	37.3%	98.8%
%H (TV HH)			43.9%	16.5%	72.3%	34.1%	38.4%	
3	188	184	91	33	131	72	58	187
%V	12.3%	12.4%	15.0%	15.6%	11.8%	15.7%	9.0%	15.4%
%H (All HH)		97.9%	48.4%	17.6%	69.7%	38.3%	30.9%	99.5%
%H (TV HH)			49.5%	17.9%	71.2%	39.1%	31.5%	
4	121	118	62	23	88	53	35	121
%V	7.9%	8.0%	10.2%	10.9%	8.0%	11.5%	5.4%	10.0%
%H (All HH)		97.5%	51.2%	19.0%	72.7%	43.8%	28.9%	100.0%
%H (TV HH)			52.5%	19.5%	74.6%	44.9%	29.7%	
5+	115	113	66	19	82	54	28	115
%V	7.5%	7.6%	10.9%	9.0%	7.4%	11.8%	4.3%	9.5%
%H (All HH)		98.3%	57.4%	16.5%	71.3%	47.0%	24.3%	100.0%
%H (TV HH)			58.4%	16.8%	72.6%	47.8%	24.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3125	1452	475	2403	1206	1197	2652
%H		46.5%	15.2%	76.9%	38.6%	38.3%	84.9%
Under 20"	341	143	48	288	137	151	283
%V	10.9%	9.8%	10.1%	12.0%	11.4%	12.6%	10.7%
%H		41.9%	14.1%	84.5%	40.2%	44.3%	83.0%
20" - 29"	628	274	98	508	246	262	506
%V	20.1%	18.9%	20.6%	21.1%	20.4%	21.9%	19.1%
%H		43.6%	15.6%	80.9%	39.2%	41.7%	80.6%
30" - 39"	972	433	127	750	348	402	807
%V	31.1%	29.8%	26.7%	31.2%	28.9%	33.6%	30.4%
%H		44.5%	13.1%	77.2%	35.8%	41.4%	83.0%
40" and over	1172	598	196	847	468	378	1044
%V	37.5%	41.2%	41.3%	35.2%	38.8%	31.6%	39.4%
%H		51.0%	16.7%	72.3%	39.9%	32.3%	89.1%
Don't know	13	3	5	10	6	4	12
%V	0.4%	0.2%	1.1%	0.4%	0.5%	0.3%	0.5%
%H		23.1%	38.5%	76.9%	46.2%	30.8%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3125	1452	475	2403	1206	1197	2652
%H		46.5%	15.2%	76.9%	38.6%	38.3%	84.9%
Main living room	1473	606	211	1102	459	642	1176
%V	47.1%	41.7%	44.4%	45.9%	38.1%	53.6%	44.3%
%H		41.1%	14.3%	74.8%	31.2%	43.6%	79.8%
Kitchen	168	87	23	139	79	59	142
%V	5.4%	6.0%	4.8%	5.8%	6.6%	4.9%	5.4%
%H		51.8%	13.7%	82.7%	47.0%	35.1%	84.5%
Adult's bedroom	811	388	129	651	354	297	707
%V	26.0%	26.7%	27.2%	27.1%	29.4%	24.8%	26.7%
%H		47.8%	15.9%	80.3%	43.6%	36.6%	87.2%
Child's bedroom	239	142	40	159	100	59	230
%V	7.6%	9.8%	8.4%	6.6%	8.3%	4.9%	8.7%
%H		59.4%	16.7%	66.5%	41.8%	24.7%	96.2%
Other bedroom	190	100	31	154	95	60	174
%V	6.1%	6.9%	6.5%	6.4%	7.9%	5.0%	6.6%
%H		52.6%	16.3%	81.1%	50.0%	31.6%	91.6%
Second living/dining room	137	61	28	109	58	51	122
%V	4.4%	4.2%	5.9%	4.5%	4.8%	4.3%	4.6%
%H		44.5%	20.4%	79.6%	42.3%	37.2%	89.1%
Study/office	22	14	1	20	13	6	21
%V	0.7%	1.0%	0.2%	0.8%	1.1%	0.5%	0.8%
%H		63.6%	4.5%	90.9%	59.1%	27.3%	95.5%
TV room	10	9	3	7	7	0	10
%V	0.3%	0.6%	0.6%	0.3%	0.6%	0.0%	0.4%
%H		90.0%	30.0%	70.0%	70.0%	0.0%	100.0%
Conservatory	52	29	7	43	27	16	48
%V	1.7%	2.0%	1.5%	1.8%	2.2%	1.3%	1.8%
%H		55.8%	13.5%	82.7%	51.9%	30.8%	92.3%
Attic or loft room	2	2	0	2	1	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	50.0%	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	20	13	2	16	11	6	19
%V	0.6%	0.9%	0.4%	0.7%	0.9%	0.5%	0.7%
%H		65.0%	10.0%	80.0%	55.0%	30.0%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3125	1452	475	2403	1206	1197	2652
%H		46.5%	15.2%	76.9%	38.6%	38.3%	84.9%
PVR	1202	744	248	785	558	228	1082
%V	38.5%	51.2%	52.2%	32.7%	46.3%	19.0%	40.8%
%H		61.9%	20.6%	65.3%	46.4%	19.0%	90.0%
DVDR	53	19	11	44	21	23	43
%V	1.7%	1.3%	2.3%	1.8%	1.7%	1.9%	1.6%
%H		35.8%	20.8%	83.0%	39.6%	43.4%	81.1%
VCR	21	7	3	21	9	11	15
%V	0.7%	0.5%	0.6%	0.9%	0.7%	0.9%	0.6%
%H		33.3%	14.3%	100.0%	42.9%	52.4%	71.4%
Any recorder	1243	750	255	824	569	254	1111
%V	39.8%	51.7%	53.7%	34.3%	47.2%	21.2%	41.9%
%H		60.3%	20.5%	66.3%	45.8%	20.4%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3125	1452	475	2403	1206	1197	2652
%H		46.5%	15.2%	76.9%	38.6%	38.3%	84.9%
Receives HDTV (via STB or built-in reception)	1307	691	271	940	574	366	1169
%V	41.8%	47.6%	57.1%	39.1%	47.6%	30.6%	44.1%
%H		52.9%	20.7%	71.9%	43.9%	28.0%	89.4%
DVD/Blu-ray player or recorder	1573	713	245	1211	593	618	1351
%V	50.3%	49.1%	51.6%	50.4%	49.2%	51.6%	50.9%
%H		45.3%	15.6%	77.0%	37.7%	39.3%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1479	608	211	1106	459	646	1179
%H		41.1%	14.3%	74.8%	31.0%	43.7%	79.7%
Under 20"	14	3	1	12	2	10	9
%V	0.9%	0.5%	0.5%	1.1%	0.4%	1.5%	0.8%
%H		21.4%	7.1%	85.7%	14.3%	71.4%	64.3%
20" - 29"	126	30	13	104	24	80	68
%V	8.5%	4.9%	6.2%	9.4%	5.2%	12.4%	5.8%
%H		23.8%	10.3%	82.5%	19.0%	63.5%	54.0%
30" - 39"	462	150	49	365	110	255	334
%V	31.2%	24.7%	23.2%	33.0%	24.0%	39.5%	28.3%
%H		32.5%	10.6%	79.0%	23.8%	55.2%	72.3%
40" and over	873	425	145	621	321	300	765
%V	59.0%	69.9%	68.7%	56.1%	69.9%	46.4%	64.9%
%H		48.7%	16.6%	71.1%	36.8%	34.4%	87.6%
Don't know	4	1	2	3	2	1	4
%V	0.3%	0.2%	0.9%	0.3%	0.4%	0.2%	0.3%
%H		25.0%	50.0%	75.0%	50.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1479	608	211	1106	459	646	1179
%H		41.1%	14.3%	74.8%	31.0%	43.7%	79.7%
PVR	878	520	181	581	393	188	777
%V	59.4%	85.5%	85.8%	52.5%	85.6%	29.1%	65.9%
%H		59.2%	20.6%	66.2%	44.8%	21.4%	88.5%
DVDR	38	14	6	30	12	18	28
%V	2.6%	2.3%	2.8%	2.7%	2.6%	2.8%	2.4%
%H		36.8%	15.8%	78.9%	31.6%	47.4%	73.7%
VCR	16	5	1	15	5	10	11
%V	1.1%	0.8%	0.5%	1.4%	1.1%	1.5%	0.9%
%H		31.3%	6.3%	93.8%	31.3%	62.5%	68.8%
Any recorder	903	523	182	604	395	208	793
%V	61.1%	86.0%	86.3%	54.6%	86.1%	32.2%	67.3%
%H		57.9%	20.2%	66.9%	43.7%	23.0%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1479	608	211	1106	459	646	1179
%H		41.1%	14.3%	74.8%	31.0%	43.7%	79.7%
Receives HDTV (via STB or built-in reception)	851	447	177	589	352	237	744
%V	57.5%	73.5%	83.9%	53.3%	76.7%	36.7%	63.1%
%H		52.5%	20.8%	69.2%	41.4%	27.8%	87.4%
DVD/Blu-ray player or recorder	949	399	136	714	305	409	777
%V	64.2%	65.6%	64.5%	64.6%	66.4%	63.3%	65.9%
%H		42.0%	14.3%	75.2%	32.1%	43.1%	81.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1646	844	264	1298	747	551	1472
%H		51.3%	16.0%	78.9%	45.4%	33.5%	89.4%
Under 20"	326	140	47	277	136	141	274
%V	19.8%	16.6%	17.8%	21.3%	18.2%	25.6%	18.6%
%H		42.9%	14.4%	85.0%	41.7%	43.3%	84.0%
20" - 29"	502	245	86	403	221	182	438
%V	30.5%	29.0%	32.6%	31.0%	29.6%	33.0%	29.8%
%H		48.8%	17.1%	80.3%	44.0%	36.3%	87.3%
30" - 39"	509	284	78	385	238	147	473
%V	30.9%	33.6%	29.5%	29.7%	31.9%	26.7%	32.1%
%H		55.8%	15.3%	75.6%	46.8%	28.9%	92.9%
40" and over	299	173	51	226	147	78	279
%V	18.2%	20.5%	19.3%	17.4%	19.7%	14.2%	19.0%
%H		57.9%	17.1%	75.6%	49.2%	26.1%	93.3%
Don't know	9	3	3	7	4	3	9
%V	0.5%	0.4%	1.1%	0.5%	0.5%	0.5%	0.6%
%H		33.3%	33.3%	77.8%	44.4%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1646	844	264	1298	747	551	1472
%H		51.3%	16.0%	78.9%	45.4%	33.5%	89.4%
PVR	325	223	67	205	165	40	305
%V	19.7%	26.4%	25.4%	15.8%	22.1%	7.3%	20.7%
%H		68.6%	20.6%	63.1%	50.8%	12.3%	93.8%
DVDR	15	5	5	14	9	5	14
%V	0.9%	0.6%	1.9%	1.1%	1.2%	0.9%	1.0%
%H		33.3%	33.3%	93.3%	60.0%	33.3%	93.3%
VCR	6	2	3	6	4	1	4
%V	0.4%	0.2%	1.1%	0.5%	0.5%	0.2%	0.3%
%H		33.3%	50.0%	100.0%	66.7%	16.7%	66.7%
Any recorder	340	227	72	220	174	46	318
%V	20.7%	26.9%	27.3%	16.9%	23.3%	8.3%	21.6%
%H		66.8%	21.2%	64.7%	51.2%	13.5%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1646	844	264	1298	747	551	1472
%H		51.3%	16.0%	78.9%	45.4%	33.5%	89.4%
Receives HDTV (via STB or built-in reception)	456	244	94	351	223	129	425
%V	27.7%	28.9%	35.6%	27.0%	29.9%	23.4%	28.9%
%H		53.5%	20.6%	77.0%	48.9%	28.3%	93.2%
DVD/Blu-ray player or recorder	625	314	109	497	288	209	574
%V	38.0%	37.2%	41.3%	38.3%	38.6%	37.9%	39.0%
%H		50.2%	17.4%	79.5%	46.1%	33.4%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3354	3257	1495	501	2347	1111	1236	2915
%H		97.1%	44.6%	14.9%	70.0%	33.1%	36.9%	86.9%
Total Children	593	579	319	93	366	204	163	568
%V	17.7%	17.8%	21.3%	18.6%	15.6%	18.4%	13.2%	19.5%
%H		97.6%	53.8%	15.7%	61.7%	34.4%	27.5%	95.8%
0 - 3	147	145	81	21	84	44	40	140
%V	4.4%	4.5%	5.4%	4.2%	3.6%	4.0%	3.2%	4.8%
%H		98.6%	55.1%	14.3%	57.1%	29.9%	27.2%	95.2%
4 - 15	446	435	238	72	282	160	122	427
%V	13.3%	13.4%	15.9%	14.4%	12.0%	14.4%	9.9%	14.6%
%H		97.5%	53.4%	16.1%	63.2%	35.9%	27.4%	95.7%
4 - 9	230	224	128	36	140	78	62	217
%V	6.9%	6.9%	8.6%	7.2%	6.0%	7.0%	5.0%	7.4%
%H		97.4%	55.7%	15.7%	60.9%	33.9%	27.0%	94.3%
10 - 15	217	210	110	37	142	82	60	210
%V	6.5%	6.4%	7.4%	7.4%	6.1%	7.4%	4.9%	7.2%
%H		96.8%	50.7%	17.1%	65.4%	37.8%	27.6%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3354	3257	1495	501	2347	1111	1236	2915
%H		97.1%	44.6%	14.9%	70.0%	33.1%	36.9%	86.9%
Total Adults (16+)	2761	2678	1176	408	1980	907	1073	2348
%V	82.3%	82.2%	78.7%	81.4%	84.4%	81.6%	86.8%	80.5%
%H		97.0%	42.6%	14.8%	71.7%	32.9%	38.9%	85.0%
16 - 19	128	124	59	24	92	51	41	123
%V	3.8%	3.8%	3.9%	4.8%	3.9%	4.6%	3.3%	4.2%
%H		96.9%	46.1%	18.8%	71.9%	39.8%	32.0%	96.1%
20 - 24	224	196	80	25	137	58	80	207
%V	6.7%	6.0%	5.4%	5.0%	5.8%	5.2%	6.5%	7.1%
%H		87.5%	35.7%	11.2%	61.2%	25.9%	35.7%	92.4%
25 - 34	396	381	204	61	233	127	106	379
%V	11.8%	11.7%	13.6%	12.2%	9.9%	11.4%	8.6%	13.0%
%H		96.2%	51.5%	15.4%	58.8%	32.1%	26.8%	95.7%
35 - 44	390	380	200	66	241	133	107	367
%V	11.6%	11.7%	13.4%	13.2%	10.3%	12.0%	8.7%	12.6%
%H		97.4%	51.3%	16.9%	61.8%	34.1%	27.4%	94.1%
45 - 54	492	482	220	84	363	182	181	450
%V	14.7%	14.8%	14.7%	16.8%	15.5%	16.4%	14.6%	15.4%
%H		98.0%	44.7%	17.1%	73.8%	37.0%	36.8%	91.5%
55 - 64	442	438	176	59	347	142	205	386
%V	13.2%	13.4%	11.8%	11.8%	14.8%	12.8%	16.6%	13.2%
%H		99.1%	39.8%	13.3%	78.5%	32.1%	46.4%	87.3%
65+	687	678	236	88	568	215	353	436
%V	20.5%	20.8%	15.8%	17.6%	24.2%	19.4%	28.6%	15.0%
%H		98.7%	34.4%	12.8%	82.7%	31.3%	51.4%	63.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2761	2678	1176	408	1980	907	1073	2348
%H		97.0%	42.6%	14.8%	71.7%	32.9%	38.9%	85.0%
AB	665	653	317	96	480	234	246	636
%V	24.1%	24.4%	27.0%	23.5%	24.2%	25.8%	22.9%	27.1%
%H		98.2%	47.7%	14.4%	72.2%	35.2%	37.0%	95.6%
C1	704	661	290	102	489	228	261	640
%V	25.5%	24.7%	24.7%	25.0%	24.7%	25.1%	24.3%	27.3%
%H		93.9%	41.2%	14.5%	69.5%	32.4%	37.1%	90.9%
C2	615	611	292	101	450	232	218	518
%V	22.3%	22.8%	24.8%	24.8%	22.7%	25.6%	20.3%	22.1%
%H		99.3%	47.5%	16.4%	73.2%	37.7%	35.4%	84.2%
D	465	453	192	69	328	144	184	368
%V	16.8%	16.9%	16.3%	16.9%	16.6%	15.9%	17.1%	15.7%
%H		97.4%	41.3%	14.8%	70.5%	31.0%	39.6%	79.1%
E	312	298	85	40	234	69	164	185
%V	11.3%	11.1%	7.2%	9.8%	11.8%	7.6%	15.3%	7.9%
%H		95.5%	27.2%	12.8%	75.0%	22.1%	52.6%	59.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2761	2678	1176	408	1980	907	1073	2348
%H		97.0%	42.6%	14.8%	71.7%	32.9%	38.9%	85.0%
Working full time	1142	1119	582	188	764	419	345	1082
%V	41.4%	41.8%	49.5%	46.1%	38.6%	46.2%	32.2%	46.1%
%H		98.0%	51.0%	16.5%	66.9%	36.7%	30.2%	94.7%
Working part time	277	273	133	37	207	104	102	257
%V	10.0%	10.2%	11.3%	9.1%	10.5%	11.5%	9.5%	10.9%
%H		98.6%	48.0%	13.4%	74.7%	37.5%	36.8%	92.8%
Not working	1341	1285	461	183	1010	384	626	1009
%V	48.6%	48.0%	39.2%	44.9%	51.0%	42.3%	58.3%	43.0%
%H		95.8%	34.4%	13.6%	75.3%	28.6%	46.7%	75.2%
Housewife/Houseperson	1527	1481	608	211	1106	459	647	1212
%V	55.3%	55.3%	51.7%	51.7%	55.9%	50.6%	60.3%	51.6%
%H		97.0%	39.8%	13.8%	72.4%	30.1%	42.4%	79.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1353	1307	595	200	958	457	501	1157
%H		96.6%	44.0%	14.8%	70.8%	33.8%	37.0%	85.5%
16 - 19	71	69	37	15	46	30	17	69
%V	5.2%	5.3%	6.2%	7.5%	4.8%	6.6%	3.4%	6.0%
%H		97.2%	52.1%	21.1%	64.8%	42.3%	23.9%	97.2%
20 - 24	109	94	33	11	69	24	45	99
%V	8.1%	7.2%	5.5%	5.5%	7.2%	5.3%	9.0%	8.6%
%H		86.2%	30.3%	10.1%	63.3%	22.0%	41.3%	90.8%
25 - 34	201	193	109	31	122	71	50	191
%V	14.9%	14.8%	18.3%	15.5%	12.7%	15.5%	10.0%	16.5%
%H		96.0%	54.2%	15.4%	60.7%	35.3%	24.9%	95.0%
35 - 44	189	182	93	29	113	60	53	175
%V	14.0%	13.9%	15.6%	14.5%	11.8%	13.1%	10.6%	15.1%
%H		96.3%	49.2%	15.3%	59.8%	31.7%	28.0%	92.6%
45 - 54	240	233	113	39	174	91	83	213
%V	17.7%	17.8%	19.0%	19.5%	18.2%	19.9%	16.6%	18.4%
%H		97.1%	47.1%	16.3%	72.5%	37.9%	34.6%	88.8%
55 - 64	223	221	88	34	172	73	99	194
%V	16.5%	16.9%	14.8%	17.0%	18.0%	16.0%	19.8%	16.8%
%H		99.1%	39.5%	15.2%	77.1%	32.7%	44.4%	87.0%
65+	320	316	122	40	262	109	153	215
%V	23.7%	24.2%	20.5%	20.0%	27.3%	23.9%	30.5%	18.6%
%H		98.8%	38.1%	12.5%	81.9%	34.1%	47.8%	67.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1353	1307	595	200	958	457	501	1157
%H		96.6%	44.0%	14.8%	70.8%	33.8%	37.0%	85.5%
AB	333	327	161	49	239	119	120	317
%V	24.6%	25.0%	27.1%	24.5%	24.9%	26.0%	24.0%	27.4%
%H		98.2%	48.3%	14.7%	71.8%	35.7%	36.0%	95.2%
C1	330	307	148	47	223	114	109	308
%V	24.4%	23.5%	24.9%	23.5%	23.3%	24.9%	21.8%	26.6%
%H		93.0%	44.8%	14.2%	67.6%	34.5%	33.0%	93.3%
C2	331	329	156	51	246	124	121	270
%V	24.5%	25.2%	26.2%	25.5%	25.7%	27.1%	24.2%	23.3%
%H		99.4%	47.1%	15.4%	74.3%	37.5%	36.6%	81.6%
D	224	216	95	34	154	71	83	180
%V	16.6%	16.5%	16.0%	17.0%	16.1%	15.5%	16.6%	15.6%
%H		96.4%	42.4%	15.2%	68.8%	31.7%	37.1%	80.4%
E	135	127	35	18	96	29	67	82
%V	10.0%	9.7%	5.9%	9.0%	10.0%	6.3%	13.4%	7.1%
%H		94.1%	25.9%	13.3%	71.1%	21.5%	49.6%	60.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1353	1307	595	200	958	457	501	1157
%H		96.6%	44.0%	14.8%	70.8%	33.8%	37.0%	85.5%
Working full time	692	676	353	111	460	250	210	650
%V	51.1%	51.7%	59.3%	55.5%	48.0%	54.7%	41.9%	56.2%
%H		97.7%	51.0%	16.0%	66.5%	36.1%	30.3%	93.9%
Working part time	62	60	28	6	49	23	26	54
%V	4.6%	4.6%	4.7%	3.0%	5.1%	5.0%	5.2%	4.7%
%H		96.8%	45.2%	9.7%	79.0%	37.1%	41.9%	87.1%
Not working	599	571	214	83	449	184	265	453
%V	44.3%	43.7%	36.0%	41.5%	46.9%	40.3%	52.9%	39.2%
%H		95.3%	35.7%	13.9%	75.0%	30.7%	44.2%	75.6%
Housewife/Houseperson	338	319	114	37	247	88	159	221
%V	25.0%	24.4%	19.2%	18.5%	25.8%	19.3%	31.7%	19.1%
%H		94.4%	33.7%	10.9%	73.1%	26.0%	47.0%	65.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1408	1371	581	208	1022	450	572	1191
%H		97.4%	41.3%	14.8%	72.6%	32.0%	40.6%	84.6%
16 - 19	58	55	22	9	45	21	24	54
%V	4.1%	4.0%	3.8%	4.3%	4.4%	4.7%	4.2%	4.5%
%H		94.8%	37.9%	15.5%	77.6%	36.2%	41.4%	93.1%
20 - 24	116	102	47	14	68	34	34	108
%V	8.2%	7.4%	8.1%	6.7%	6.7%	7.6%	5.9%	9.1%
%H		87.9%	40.5%	12.1%	58.6%	29.3%	29.3%	93.1%
25 - 34	195	187	95	30	111	55	56	187
%V	13.8%	13.6%	16.4%	14.4%	10.9%	12.2%	9.8%	15.7%
%H		95.9%	48.7%	15.4%	56.9%	28.2%	28.7%	95.9%
35 - 44	201	198	108	38	128	73	54	191
%V	14.3%	14.4%	18.6%	18.3%	12.5%	16.2%	9.4%	16.0%
%H		98.5%	53.7%	18.9%	63.7%	36.3%	26.9%	95.0%
45 - 54	252	249	108	45	189	91	98	237
%V	17.9%	18.2%	18.6%	21.6%	18.5%	20.2%	17.1%	19.9%
%H		98.8%	42.9%	17.9%	75.0%	36.1%	38.9%	94.0%
55 - 64	219	217	88	25	174	69	105	192
%V	15.6%	15.8%	15.1%	12.0%	17.0%	15.3%	18.4%	16.1%
%H		99.1%	40.2%	11.4%	79.5%	31.5%	47.9%	87.7%
65+	367	362	114	47	306	106	200	222
%V	26.1%	26.4%	19.6%	22.6%	29.9%	23.6%	35.0%	18.6%
%H		98.6%	31.1%	12.8%	83.4%	28.9%	54.5%	60.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1408	1371	581	208	1022	450	572	1191
%H		97.4%	41.3%	14.8%	72.6%	32.0%	40.6%	84.6%
AB	332	326	156	47	241	115	126	319
%V	23.6%	23.8%	26.9%	22.6%	23.6%	25.6%	22.0%	26.8%
%H		98.2%	47.0%	14.2%	72.6%	34.6%	38.0%	96.1%
C1	374	354	142	54	266	114	152	332
%V	26.6%	25.8%	24.4%	26.0%	26.0%	25.3%	26.6%	27.9%
%H		94.7%	38.0%	14.4%	71.1%	30.5%	40.6%	88.8%
C2	284	282	136	50	204	108	97	249
%V	20.2%	20.6%	23.4%	24.0%	20.0%	24.0%	17.0%	20.9%
%H		99.3%	47.9%	17.6%	71.8%	38.0%	34.2%	87.7%
D	241	238	97	35	174	73	101	188
%V	17.1%	17.4%	16.7%	16.8%	17.0%	16.2%	17.7%	15.8%
%H		98.8%	40.2%	14.5%	72.2%	30.3%	41.9%	78.0%
E	177	171	50	22	137	40	97	104
%V	12.6%	12.5%	8.6%	10.6%	13.4%	8.9%	17.0%	8.7%
%H		96.6%	28.2%	12.4%	77.4%	22.6%	54.8%	58.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1408	1371	581	208	1022	450	572	1191
%H		97.4%	41.3%	14.8%	72.6%	32.0%	40.6%	84.6%
Working full time	450	443	229	77	304	169	135	431
%V	32.0%	32.3%	39.4%	37.0%	29.7%	37.6%	23.6%	36.2%
%H		98.4%	50.9%	17.1%	67.6%	37.6%	30.0%	95.8%
Working part time	216	213	105	31	158	81	76	204
%V	15.3%	15.5%	18.1%	14.9%	15.5%	18.0%	13.3%	17.1%
%H		98.6%	48.6%	14.4%	73.1%	37.5%	35.2%	94.4%
Not working	742	715	248	99	561	200	361	556
%V	52.7%	52.2%	42.7%	47.6%	54.9%	44.4%	63.1%	46.7%
%H		96.4%	33.4%	13.3%	75.6%	27.0%	48.7%	74.9%
Housewife/Houseperson	1188	1162	493	173	859	371	488	991
%V	84.4%	84.8%	84.9%	83.2%	84.1%	82.4%	85.3%	83.2%
%H		97.8%	41.5%	14.6%	72.3%	31.2%	41.1%	83.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3033	2909	1164	482	2230	993	1236	2493
%H (All HH)		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%
%H (TV HH)			40.0%	16.6%	76.7%	34.1%	42.5%	
AB	630	608	278	97	472	242	231	586
%V	20.8%	20.9%	23.9%	20.1%	21.2%	24.4%	18.7%	23.5%
%H (All HH)		96.5%	44.1%	15.4%	74.9%	38.4%	36.7%	93.0%
%H (TV HH)			45.7%	16.0%	77.6%	39.8%	38.0%	
C1	866	832	343	144	636	298	338	759
%V	28.6%	28.6%	29.5%	29.9%	28.5%	30.0%	27.3%	30.4%
%H (All HH)		96.1%	39.6%	16.6%	73.4%	34.4%	39.0%	87.6%
%H (TV HH)			41.2%	17.3%	76.4%	35.8%	40.6%	
C2	608	591	253	104	449	217	232	524
%V	20.0%	20.3%	21.7%	21.6%	20.1%	21.9%	18.8%	21.0%
%H (All HH)		97.2%	41.6%	17.1%	73.8%	35.7%	38.2%	86.2%
%H (TV HH)			42.8%	17.6%	76.0%	36.7%	39.3%	
D	517	495	178	80	382	152	229	386
%V	17.0%	17.0%	15.3%	16.6%	17.1%	15.3%	18.5%	15.5%
%H (All HH)		95.7%	34.4%	15.5%	73.9%	29.4%	44.3%	74.7%
%H (TV HH)			36.0%	16.2%	77.2%	30.7%	46.3%	
E	412	383	113	57	291	85	206	239
%V	13.6%	13.2%	9.7%	11.8%	13.0%	8.6%	16.7%	9.6%
%H (All HH)		93.0%	27.4%	13.8%	70.6%	20.6%	50.0%	58.0%
%H (TV HH)			29.5%	14.9%	76.0%	22.2%	53.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3033	2909	1164	482	2230	993	1236	2493
%V (All HH)		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%
%H (TV HH)			40.0%	16.6%	76.7%	34.1%	42.5%	
Under 25	136	116	41	18	81	32	49	123
%V	4.5%	4.0%	3.5%	3.7%	3.6%	3.2%	4.0%	4.9%
%H (All HH)		85.3%	30.1%	13.2%	59.6%	23.5%	36.0%	90.4%
%H (TV HH)			35.3%	15.5%	69.8%	27.6%	42.2%	
25 - 34	460	423	205	63	283	141	142	435
%V	15.2%	14.5%	17.6%	13.1%	12.7%	14.2%	11.5%	17.4%
%H (All HH)		92.0%	44.6%	13.7%	61.5%	30.7%	30.9%	94.6%
%H (TV HH)			48.5%	14.9%	66.9%	33.3%	33.6%	
35 - 44	491	466	213	89	332	175	157	468
%V	16.2%	16.0%	18.3%	18.5%	14.9%	17.6%	12.7%	18.8%
%H (All HH)		94.9%	43.4%	18.1%	67.6%	35.6%	32.0%	95.3%
%H (TV HH)			45.7%	19.1%	71.2%	37.6%	33.7%	
45 - 54	613	593	270	116	446	240	206	556
%V	20.2%	20.4%	23.2%	24.1%	20.0%	24.2%	16.7%	22.3%
%H (All HH)		96.7%	44.0%	18.9%	72.8%	39.2%	33.6%	90.7%
%H (TV HH)			45.5%	19.6%	75.2%	40.5%	34.7%	
55 - 64	493	482	196	88	384	184	200	425
%V	16.3%	16.6%	16.8%	18.3%	17.2%	18.5%	16.2%	17.0%
%H (All HH)		97.8%	39.8%	17.8%	77.9%	37.3%	40.6%	86.2%
%H (TV HH)			40.7%	18.3%	79.7%	38.2%	41.5%	
65 +	840	829	240	107	704	222	482	485
%V	27.7%	28.5%	20.6%	22.2%	31.6%	22.4%	39.0%	19.5%
%H (All HH)		98.7%	28.6%	12.7%	83.8%	26.4%	57.4%	57.7%
%H (TV HH)			29.0%	12.9%	84.9%	26.8%	58.1%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3033	2909	1164	482	2230	993	1236	2493
%H (All HH)		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%
%H (TV HH)			40.0%	16.6%	76.7%	34.1%	42.5%	
1	979	922	241	108	744	184	560	581
%V	32.3%	31.7%	20.7%	22.4%	33.4%	18.5%	45.3%	23.3%
%H (All HH)		94.2%	24.6%	11.0%	76.0%	18.8%	57.2%	59.3%
%H (TV HH)			26.1%	11.7%	80.7%	20.0%	60.7%	
2	1023	989	413	164	770	366	405	915
%V	33.7%	34.0%	35.5%	34.0%	34.5%	36.9%	32.8%	36.7%
%H (All HH)		96.7%	40.4%	16.0%	75.3%	35.8%	39.6%	89.4%
%H (TV HH)			41.8%	16.6%	77.9%	37.0%	41.0%	
3	481	464	231	96	336	204	132	457
%V	15.9%	16.0%	19.8%	19.9%	15.1%	20.5%	10.7%	18.3%
%H (All HH)		96.5%	48.0%	20.0%	69.9%	42.4%	27.4%	95.0%
%H (TV HH)			49.8%	20.7%	72.4%	44.0%	28.4%	
4	374	364	189	83	263	170	93	368
%V	12.3%	12.5%	16.2%	17.2%	11.8%	17.1%	7.5%	14.8%
%H (All HH)		97.3%	50.5%	22.2%	70.3%	45.5%	24.9%	98.4%
%H (TV HH)			51.9%	22.8%	72.3%	46.7%	25.5%	
5+	175	170	91	30	117	69	47	172
%V	5.8%	5.8%	7.8%	6.2%	5.2%	6.9%	3.8%	6.9%
%H (All HH)		97.1%	52.0%	17.1%	66.9%	39.4%	26.9%	98.3%
%H (TV HH)			53.5%	17.6%	68.8%	40.6%	27.6%	
Average HH size	2.28	2.29	2.58	2.53	2.23	2.60	1.93	2.48

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3033	2909	1164	482	2230	993	1236	2493
%H (All HH)		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%
%H (TV HH)			40.0%	16.6%	76.7%	34.1%	42.5%	
Without	2265	2165	781	335	1710	682	1028	1751
%V	74.7%	74.4%	67.1%	69.5%	76.7%	68.7%	83.2%	70.2%
%H (All HH)		95.6%	34.5%	14.8%	75.5%	30.1%	45.4%	77.3%
%H (TV HH)			36.1%	15.5%	79.0%	31.5%	47.5%	
With	767	744	383	146	519	311	208	742
%V	25.3%	25.6%	32.9%	30.3%	23.3%	31.3%	16.8%	29.8%
%H (All HH)		97.0%	49.9%	19.0%	67.7%	40.5%	27.1%	96.7%
%H (TV HH)			51.5%	19.6%	69.8%	41.8%	28.0%	
0 - 3	293	280	152	45	188	110	78	282
%V	9.7%	9.6%	13.1%	9.3%	8.4%	11.1%	6.3%	11.3%
%H (All HH)		95.6%	51.9%	15.4%	64.2%	37.5%	26.6%	96.2%
%H (TV HH)			54.3%	16.1%	67.1%	39.3%	27.9%	
4 - 9	405	393	204	83	265	163	103	392
%V	13.4%	13.5%	17.5%	17.2%	11.9%	16.4%	8.3%	15.7%
%H (All HH)		97.0%	50.4%	20.5%	65.4%	40.2%	25.4%	96.8%
%H (TV HH)			51.9%	21.1%	67.4%	41.5%	26.2%	
10 - 15	348	341	173	69	245	146	99	339
%V	11.5%	11.7%	14.9%	14.3%	11.0%	14.7%	8.0%	13.6%
%H (All HH)		98.0%	49.7%	19.8%	70.4%	42.0%	28.4%	97.4%
%H (TV HH)			50.7%	20.2%	71.8%	42.8%	29.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3033	2909	1164	482	2230	993	1236	2493
%H (All HH)		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%
%H (TV HH)			40.0%	16.6%	76.7%	34.1%	42.5%	
1	1131	1131	348	140	792	183	610	818
%V	37.3%	38.9%	29.9%	29.0%	35.5%	18.4%	49.4%	32.8%
%H (All HH)		100.0%	30.8%	12.4%	70.0%	16.2%	53.9%	72.3%
%H (TV HH)			30.8%	12.4%	70.0%	16.2%	53.9%	
2	989	989	409	171	775	363	411	829
%V	32.6%	34.0%	35.1%	35.5%	34.8%	36.6%	33.3%	33.3%
%H (All HH)		100.0%	41.4%	17.3%	78.4%	36.7%	41.6%	83.8%
%H (TV HH)			41.4%	17.3%	78.4%	36.7%	41.6%	
3	495	495	245	105	412	265	148	466
%V	16.3%	17.0%	21.0%	21.8%	18.5%	26.7%	12.0%	18.7%
%H (All HH)		100.0%	49.5%	21.2%	83.2%	53.5%	29.9%	94.1%
%H (TV HH)			49.5%	21.2%	83.2%	53.5%	29.9%	
4	196	196	106	49	164	119	45	191
%V	6.5%	6.7%	9.1%	10.2%	7.4%	12.0%	3.6%	7.7%
%H (All HH)		100.0%	54.1%	25.0%	83.7%	60.7%	23.0%	97.4%
%H (TV HH)			54.1%	25.0%	83.7%	60.7%	23.0%	
5+	99	99	57	18	87	64	23	97
%V	3.3%	3.4%	4.9%	3.7%	3.9%	6.4%	1.9%	3.9%
%H (All HH)		100.0%	57.6%	18.2%	87.9%	64.6%	23.2%	98.0%
%H (TV HH)			57.6%	18.2%	87.9%	64.6%	23.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3033	2909	1164	482	2230	993	1236	2493
%H (All HH)		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%
%H (TV HH)			40.0%	16.6%	76.7%	34.1%	42.5%	
Under 20"	412	412	153	70	363	174	190	349
%V	13.6%	14.2%	13.1%	14.5%	16.3%	17.5%	15.4%	14.0%
%H (All HH)		100.0%	37.1%	17.0%	88.1%	42.2%	46.1%	84.7%
%H (TV HH)			37.1%	17.0%	88.1%	42.2%	46.1%	
20" - 29"	911	911	356	155	776	374	402	737
%V	30.0%	31.3%	30.6%	32.2%	34.8%	37.7%	32.5%	29.6%
%H (All HH)		100.0%	39.1%	17.0%	85.2%	41.1%	44.1%	80.9%
%H (TV HH)			39.1%	17.0%	85.2%	41.1%	44.1%	
30" - 39"	1548	1548	637	274	1220	588	632	1302
%V	51.0%	53.2%	54.7%	56.8%	54.7%	59.2%	51.1%	52.2%
%H (All HH)		100.0%	41.1%	17.7%	78.8%	38.0%	40.8%	84.1%
%H (TV HH)			41.1%	17.7%	78.8%	38.0%	40.8%	
40" and over	1665	1665	799	312	1231	687	544	1512
%V	54.9%	57.2%	68.6%	64.7%	55.2%	69.2%	44.0%	60.6%
%H (All HH)		100.0%	48.0%	18.7%	73.9%	41.3%	32.7%	90.8%
%H (TV HH)			48.0%	18.7%	73.9%	41.3%	32.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3033	2909	1164	482	2230	993	1236	2493
%V (All HH)		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%
%H (TV HH)			40.0%	16.6%	76.7%	34.1%	42.5%	
Main living room	2880	2880	1156	479	2213	987	1225	2381
%V	95.0%	99.0%	99.3%	99.4%	99.2%	99.4%	99.1%	95.5%
%H (All HH)		100.0%	40.1%	16.6%	76.8%	34.3%	42.5%	82.7%
%H (TV HH)			40.1%	16.6%	76.8%	34.3%	42.5%	
Kitchen	258	258	127	38	226	131	95	232
%V	8.5%	8.9%	10.9%	7.9%	10.1%	13.2%	7.7%	9.3%
%H (All HH)		100.0%	49.2%	14.7%	87.6%	50.8%	36.8%	89.9%
%H (TV HH)			49.2%	14.7%	87.6%	50.8%	36.8%	
Adult's bedroom	1363	1363	625	275	1116	648	468	1221
%V	44.9%	46.9%	53.7%	57.1%	50.0%	65.3%	37.9%	49.0%
%H (All HH)		100.0%	45.9%	20.2%	81.9%	47.5%	34.3%	89.6%
%H (TV HH)			45.9%	20.2%	81.9%	47.5%	34.3%	
Child's bedroom	274	274	146	61	203	138	65	269
%V	9.0%	9.4%	12.5%	12.7%	9.1%	13.9%	5.3%	10.8%
%H (All HH)		100.0%	53.3%	22.3%	74.1%	50.4%	23.7%	98.2%
%H (TV HH)			53.3%	22.3%	74.1%	50.4%	23.7%	
Other bedroom	185	185	98	41	153	107	46	176
%V	6.1%	6.4%	8.4%	8.5%	6.9%	10.8%	3.7%	7.1%
%H (All HH)		100.0%	53.0%	22.2%	82.7%	57.8%	24.9%	95.1%
%H (TV HH)			53.0%	22.2%	82.7%	57.8%	24.9%	
Second living/dining room	373	373	178	71	316	188	128	335
%V	12.3%	12.8%	15.3%	14.7%	14.2%	18.9%	10.4%	13.4%
%H (All HH)		100.0%	47.7%	19.0%	84.7%	50.4%	34.3%	89.8%
%H (TV HH)			47.7%	19.0%	84.7%	50.4%	34.3%	
Study/office	36	36	20	7	32	22	10	36
%V	1.2%	1.2%	1.7%	1.5%	1.4%	2.2%	0.8%	1.4%
%H (All HH)		100.0%	55.6%	19.4%	88.9%	61.1%	27.8%	100.0%
%H (TV HH)			55.6%	19.4%	88.9%	61.1%	27.8%	
TV room	15	15	8	2	12	7	5	15
%V	0.5%	0.5%	0.7%	0.4%	0.5%	0.7%	0.4%	0.6%
%H (All HH)		100.0%	53.3%	13.3%	80.0%	46.7%	33.3%	100.0%
%H (TV HH)			53.3%	13.3%	80.0%	46.7%	33.3%	
Conservatory	78	78	43	14	66	44	22	71
%V	2.6%	2.7%	3.7%	2.9%	3.0%	4.4%	1.8%	2.8%
%H (All HH)		100.0%	55.1%	17.9%	84.6%	56.4%	28.2%	91.0%
%H (TV HH)			55.1%	17.9%	84.6%	56.4%	28.2%	
Attic or loft room	11	11	7	2	8	5	3	11
%V	0.4%	0.4%	0.6%	0.4%	0.4%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	63.6%	18.2%	72.7%	45.5%	27.3%	100.0%
%H (TV HH)			63.6%	18.2%	72.7%	45.5%	27.3%	
No specific location	6	6	2	2	6	3	3	5
%V	0.2%	0.2%	0.2%	0.4%	0.3%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	50.0%	50.0%	83.3%
%H (TV HH)			33.3%	33.3%	100.0%	50.0%	50.0%	
Other	26	26	15	5	22	16	6	22
%V	0.9%	0.9%	1.3%	1.0%	1.0%	1.6%	0.5%	0.9%
%H (All HH)		100.0%	57.7%	19.2%	84.6%	61.5%	23.1%	84.6%
%H (TV HH)			57.7%	19.2%	84.6%	61.5%	23.1%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3033	2909	1164	482	2230	993	1236	2493
%H (All HH)		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%
%H (TV HH)			40.0%	16.6%	76.7%	34.1%	42.5%	
Any DSAT provider	1164	1164	1164	20	727	727	0	1072
%V	38.4%	40.0%	100.0%	4.1%	32.6%	73.2%	0.0%	43.0%
%H (All HH)			100.0%	1.7%	62.5%	62.5%	0.0%	92.1%
%H (TV HH)			100.0%	1.7%	62.5%	62.5%	0.0%	
Sky with subscription	994	994	994	8	622	622	0	924
%V	32.8%	34.2%	85.4%	1.7%	27.9%	62.6%	0.0%	37.1%
%H (All HH)			100.0%	0.8%	62.6%	62.6%	0.0%	93.0%
%H (TV HH)			100.0%	0.8%	62.6%	62.6%	0.0%	
Sky without subscription	64	64	64	2	33	33	0	49
%V	2.1%	2.2%	5.5%	0.4%	1.5%	3.3%	0.0%	2.0%
%H (All HH)			100.0%	3.1%	51.6%	51.6%	0.0%	76.6%
%H (TV HH)			100.0%	3.1%	51.6%	51.6%	0.0%	
Freesat	90	90	90	7	69	69	0	85
%V	3.0%	3.1%	7.7%	1.5%	3.1%	6.9%	0.0%	3.4%
%H (All HH)			100.0%	7.8%	76.7%	76.7%	0.0%	94.4%
%H (TV HH)			100.0%	7.8%	76.7%	76.7%	0.0%	
Other satellite provider	69	69	69	7	40	40	0	63
%V	2.3%	2.4%	5.9%	1.5%	1.8%	4.0%	0.0%	2.5%
%H (All HH)			100.0%	10.1%	58.0%	58.0%	0.0%	91.3%
%H (TV HH)			100.0%	10.1%	58.0%	58.0%	0.0%	
DCAB	482	482	20	482	281	281	0	445
%V	15.9%	16.6%	1.7%	100.0%	12.6%	28.3%	0.0%	17.8%
%H (All HH)			4.1%	100.0%	58.3%	58.3%	0.0%	92.3%
%H (TV HH)			4.1%	100.0%	58.3%	58.3%	0.0%	
DTT	2230	2230	727	281	2230	993	1236	1794
%V	73.5%	76.7%	62.5%	58.3%	100.0%	100.0%	100.0%	72.0%
%H (All HH)		100.0%	32.6%	12.6%	100.0%	44.5%	55.4%	80.4%
%H (TV HH)			32.6%	12.6%	100.0%	44.5%	55.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3033	2909	1164	482	2230	993	1236	2493
%H (All HH)		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%
%H (TV HH)			40.0%	16.6%	76.7%	34.1%	42.5%	
PVR	1806	1806	1031	416	1271	899	372	1642
%V	59.5%	62.1%	88.6%	86.3%	57.0%	90.5%	30.1%	65.9%
%H (All HH)		100.0%	57.1%	23.0%	70.4%	49.8%	20.6%	90.9%
%H (TV HH)			57.1%	23.0%	70.4%	49.8%	20.6%	
DVDR	63	63	22	13	53	24	28	52
%V	2.1%	2.2%	1.9%	2.7%	2.4%	2.4%	2.3%	2.1%
%H (All HH)		100.0%	34.9%	20.6%	84.1%	38.1%	44.4%	82.5%
%H (TV HH)			34.9%	20.6%	84.1%	38.1%	44.4%	
VCR	33	33	11	3	31	12	18	22
%V	1.1%	1.1%	0.9%	0.6%	1.4%	1.2%	1.5%	0.9%
%H (All HH)		100.0%	33.3%	9.1%	93.9%	36.4%	54.5%	66.7%
%H (TV HH)			33.3%	9.1%	93.9%	36.4%	54.5%	
Any recorder	1847	1847	1034	420	1308	903	406	1665
%V	60.9%	63.5%	88.8%	87.1%	58.7%	90.9%	32.8%	66.8%
%H (All HH)		100.0%	56.0%	22.7%	70.8%	48.9%	22.0%	90.1%
%H (TV HH)			56.0%	22.7%	70.8%	48.9%	22.0%	
Receives HDTV (via STB or built-in reception)	1863	1863	909	413	1402	842	559	1702
%V	61.4%	64.0%	78.1%	85.7%	62.9%	84.8%	45.2%	68.3%
%H (All HH)		100.0%	48.8%	22.2%	75.3%	45.2%	30.0%	91.4%
%H (TV HH)			48.8%	22.2%	75.3%	45.2%	30.0%	
DVD/Blu-ray player or recorder	2086	2086	871	359	1634	793	841	1814
%V	68.8%	71.7%	74.8%	74.5%	73.3%	79.9%	68.0%	72.8%
%H (All HH)		100.0%	41.8%	17.2%	78.3%	38.0%	40.3%	87.0%
%H (TV HH)			41.8%	17.2%	78.3%	38.0%	40.3%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3033	2909	1164	482	2230	993	1236	2493
%H (All HH)		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%
%H (TV HH)			40.0%	16.6%	76.7%	34.1%	42.5%	
Has broadband internet	2493	2401	1072	445	1794	931	863	2493
%V	82.2%	82.5%	92.1%	92.3%	80.4%	93.8%	69.8%	100.0%
%H (All HH)		96.3%	43.0%	17.8%	72.0%	37.3%	34.6%	100.0%
%H (TV HH)			44.6%	18.5%	74.7%	38.8%	35.9%	
Number of computers (PCs and laptops)								
0	642	612	134	63	503	93	409	144
%V	21.2%	21.0%	11.5%	13.1%	22.6%	9.4%	33.1%	5.8%
%H (All HH)		95.3%	20.9%	9.8%	78.3%	14.5%	63.7%	22.4%
%H (TV HH)			21.9%	10.3%	82.2%	15.2%	66.8%	
1	817	772	293	133	555	224	330	781
%V	26.9%	26.5%	25.2%	27.6%	24.9%	22.6%	26.7%	31.3%
%H (All HH)		94.5%	35.9%	16.3%	67.9%	27.4%	40.4%	95.6%
%H (TV HH)			38.0%	17.2%	71.9%	29.0%	42.7%	
2	727	701	311	117	540	276	264	725
%V	24.0%	24.1%	26.7%	24.3%	24.2%	27.8%	21.4%	29.1%
%H (All HH)		96.4%	42.8%	16.1%	74.3%	38.0%	36.3%	99.7%
%H (TV HH)			44.4%	16.7%	77.0%	39.4%	37.7%	
3	396	387	191	84	288	176	111	395
%V	13.1%	13.3%	16.4%	17.4%	12.9%	17.7%	9.0%	15.8%
%H (All HH)		97.7%	48.2%	21.2%	72.7%	44.4%	28.0%	99.7%
%H (TV HH)			49.4%	21.7%	74.4%	45.5%	28.7%	
4	216	208	114	31	168	103	64	215
%V	7.1%	7.2%	9.8%	6.4%	7.5%	10.4%	5.2%	8.6%
%H (All HH)		96.3%	52.8%	14.4%	77.8%	47.7%	29.6%	99.5%
%H (TV HH)			54.8%	14.9%	80.8%	49.5%	30.8%	
5+	233	229	121	54	177	120	57	232
%V	7.7%	7.9%	10.4%	11.2%	7.9%	12.1%	4.6%	9.3%
%H (All HH)		98.3%	51.9%	23.2%	76.0%	51.5%	24.5%	99.6%
%H (TV HH)			52.8%	23.6%	77.3%	52.4%	24.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5911	2639	1086	4705	2529	2176	5167
%H		44.6%	18.4%	79.6%	42.8%	36.8%	87.4%
Under 20"	517	191	90	455	221	234	448
%V	8.7%	7.2%	8.3%	9.7%	8.7%	10.8%	8.7%
%H		36.9%	17.4%	88.0%	42.7%	45.3%	86.7%
20" - 29"	1171	477	198	1001	502	499	966
%V	19.8%	18.1%	18.2%	21.3%	19.8%	22.9%	18.7%
%H		40.7%	16.9%	85.5%	42.9%	42.6%	82.5%
30" - 39"	1965	844	379	1561	821	739	1690
%V	33.2%	32.0%	34.9%	33.2%	32.5%	34.0%	32.7%
%H		43.0%	19.3%	79.4%	41.8%	37.6%	86.0%
40" and over	2121	1063	398	1580	928	651	1949
%V	35.9%	40.3%	36.6%	33.6%	36.7%	29.9%	37.7%
%H		50.1%	18.8%	74.5%	43.8%	30.7%	91.9%
Don't know	138	64	21	108	57	52	115
%V	2.3%	2.4%	1.9%	2.3%	2.3%	2.4%	2.2%
%H		46.4%	15.2%	78.3%	41.3%	37.7%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5911	2639	1086	4705	2529	2176	5167
%H		44.6%	18.4%	79.6%	42.8%	36.8%	87.4%
Main living room	2896	1164	482	2224	994	1230	2394
%V	49.0%	44.1%	44.4%	47.3%	39.3%	56.5%	46.3%
%H		40.2%	16.6%	76.8%	34.3%	42.5%	82.7%
Kitchen	260	128	38	227	131	96	232
%V	4.4%	4.9%	3.5%	4.8%	5.2%	4.4%	4.5%
%H		49.2%	14.6%	87.3%	50.4%	36.9%	89.2%
Adult's bedroom	1624	756	338	1336	802	534	1476
%V	27.5%	28.6%	31.1%	28.4%	31.7%	24.5%	28.6%
%H		46.6%	20.8%	82.3%	49.4%	32.9%	90.9%
Child's bedroom	349	188	75	257	174	83	344
%V	5.9%	7.1%	6.9%	5.5%	6.9%	3.8%	6.7%
%H		53.9%	21.5%	73.6%	49.9%	23.8%	98.6%
Other bedroom	228	126	49	191	138	53	219
%V	3.9%	4.8%	4.5%	4.1%	5.5%	2.4%	4.2%
%H		55.3%	21.5%	83.8%	60.5%	23.2%	96.1%
Second living/dining room	378	181	71	321	192	129	339
%V	6.4%	6.9%	6.5%	6.8%	7.6%	5.9%	6.6%
%H		47.9%	18.8%	84.9%	50.8%	34.1%	89.7%
Study/office	37	21	7	33	23	10	36
%V	0.6%	0.8%	0.6%	0.7%	0.9%	0.5%	0.7%
%H		56.8%	18.9%	89.2%	62.2%	27.0%	97.3%
TV room	15	8	2	12	7	5	15
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		53.3%	13.3%	80.0%	46.7%	33.3%	100.0%
Conservatory	78	43	14	66	44	22	71
%V	1.3%	1.6%	1.3%	1.4%	1.7%	1.0%	1.4%
%H		55.1%	17.9%	84.6%	56.4%	28.2%	91.0%
Attic or loft room	12	7	2	9	5	4	11
%V	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		58.3%	16.7%	75.0%	41.7%	33.3%	91.7%
No specific location	6	2	2	6	3	3	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	100.0%	50.0%	50.0%	83.3%
Other	27	16	5	24	17	6	23
%V	0.5%	0.6%	0.5%	0.5%	0.7%	0.3%	0.4%
%H		59.3%	18.5%	88.9%	63.0%	22.2%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5911	2639	1086	4705	2529	2176	5167
%H		44.6%	18.4%	79.6%	42.8%	36.8%	87.4%
PVR	2468	1465	602	1679	1255	424	2284
%V	41.8%	55.5%	55.4%	35.7%	49.6%	19.5%	44.2%
%H		59.4%	24.4%	68.0%	50.9%	17.2%	92.5%
DVDR	77	31	18	66	36	30	66
%V	1.3%	1.2%	1.7%	1.4%	1.4%	1.4%	1.3%
%H		40.3%	23.4%	85.7%	46.8%	39.0%	85.7%
VCR	35	13	3	33	14	18	22
%V	0.6%	0.5%	0.3%	0.7%	0.6%	0.8%	0.4%
%H		37.1%	8.6%	94.3%	40.0%	51.4%	62.9%
Any recorder	2528	1480	610	1733	1273	461	2325
%V	42.8%	56.1%	56.2%	36.8%	50.3%	21.2%	45.0%
%H		58.5%	24.1%	68.6%	50.4%	18.2%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: 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	5911	2639	1086	4705	2529	2176	5167
%H		44.6%	18.4%	79.6%	42.8%	36.8%	87.4%
Receives HDTV (via STB or built-in reception)	2810	1391	672	2152	1375	777	2618
%V	47.5%	52.7%	61.9%	45.7%	54.4%	35.7%	50.7%
%H		49.5%	23.9%	76.6%	48.9%	27.7%	93.2%
DVD/Blu-ray player or recorder	3065	1370	567	2448	1331	1117	2762
%V	51.9%	51.9%	52.2%	52.0%	52.6%	51.3%	53.5%
%H		44.7%	18.5%	79.9%	43.4%	36.4%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2904	1163	482	2229	993	1236	2397
%H		40.0%	16.6%	76.8%	34.2%	42.6%	82.5%
Under 20"	31	3	4	27	4	23	17
%V	1.1%	0.3%	0.8%	1.2%	0.4%	1.9%	0.7%
%H		9.7%	12.9%	87.1%	12.9%	74.2%	54.8%
20" - 29"	244	43	24	210	35	175	139
%V	8.4%	3.7%	5.0%	9.4%	3.5%	14.2%	5.8%
%H		17.6%	9.8%	86.1%	14.3%	71.7%	57.0%
30" - 39"	949	318	142	749	270	480	729
%V	32.7%	27.3%	29.5%	33.6%	27.2%	38.8%	30.4%
%H		33.5%	15.0%	78.9%	28.5%	50.6%	76.8%
40" and over	1622	778	306	1196	667	528	1470
%V	55.9%	66.9%	63.5%	53.7%	67.2%	42.7%	61.3%
%H		48.0%	18.9%	73.7%	41.1%	32.6%	90.6%
Don't know	59	21	6	47	17	30	43
%V	2.0%	1.8%	1.2%	2.1%	1.7%	2.4%	1.8%
%H		35.6%	10.2%	79.7%	28.8%	50.8%	72.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2904	1163	482	2229	993	1236	2397
%H		40.0%	16.6%	76.8%	34.2%	42.6%	82.5%
PVR	1766	1015	409	1235	882	353	1607
%V	60.8%	87.3%	84.9%	55.4%	88.8%	28.6%	67.0%
%H		57.5%	23.2%	69.9%	49.9%	20.0%	91.0%
DVDR	57	18	12	47	20	27	46
%V	2.0%	1.5%	2.5%	2.1%	2.0%	2.2%	1.9%
%H		31.6%	21.1%	82.5%	35.1%	47.4%	80.7%
VCR	26	7	3	24	8	16	17
%V	0.9%	0.6%	0.6%	1.1%	0.8%	1.3%	0.7%
%H		26.9%	11.5%	92.3%	30.8%	61.5%	65.4%
Any recorder	1808	1019	414	1272	886	386	1631
%V	62.3%	87.6%	85.9%	57.1%	89.2%	31.2%	68.0%
%H		56.4%	22.9%	70.4%	49.0%	21.3%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2904	1163	482	2229	993	1236	2397
%H		40.0%	16.6%	76.8%	34.2%	42.6%	82.5%
Receives HDTV (via STB or built-in reception)	1811	884	406	1355	818	537	1654
%V	62.4%	76.0%	84.2%	60.8%	82.4%	43.4%	69.0%
%H		48.8%	22.4%	74.8%	45.2%	29.7%	91.3%
DVD/Blu-ray player or recorder	1865	762	312	1464	690	774	1611
%V	64.2%	65.5%	64.7%	65.7%	69.5%	62.6%	67.2%
%H		40.9%	16.7%	78.5%	37.0%	41.5%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3006	1476	604	2476	1537	940	2770
%H		49.1%	20.1%	82.4%	51.1%	31.3%	92.1%
Under 20"	485	188	87	428	217	211	430
%V	16.1%	12.7%	14.4%	17.3%	14.1%	22.4%	15.5%
%H		38.8%	17.9%	88.2%	44.7%	43.5%	88.7%
20" - 29"	926	434	174	792	468	324	827
%V	30.8%	29.4%	28.8%	32.0%	30.4%	34.5%	29.9%
%H		46.9%	18.8%	85.5%	50.5%	35.0%	89.3%
30" - 39"	1017	526	237	811	552	259	961
%V	33.8%	35.6%	39.2%	32.8%	35.9%	27.6%	34.7%
%H		51.7%	23.3%	79.7%	54.3%	25.5%	94.5%
40" and over	499	285	92	384	261	123	479
%V	16.6%	19.3%	15.2%	15.5%	17.0%	13.1%	17.3%
%H		57.1%	18.4%	77.0%	52.3%	24.6%	96.0%
Don't know	79	43	15	62	40	22	73
%V	2.6%	2.9%	2.5%	2.5%	2.6%	2.3%	2.6%
%H		54.4%	19.0%	78.5%	50.6%	27.8%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3006	1476	604	2476	1537	940	2770
%H		49.1%	20.1%	82.4%	51.1%	31.3%	92.1%
PVR	702	449	193	444	374	70	677
%V	23.4%	30.4%	32.0%	17.9%	24.3%	7.4%	24.4%
%H		64.0%	27.5%	63.2%	53.3%	10.0%	96.4%
DVDR	21	12	6	19	15	4	20
%V	0.7%	0.8%	1.0%	0.8%	1.0%	0.4%	0.7%
%H		57.1%	28.6%	90.5%	71.4%	19.0%	95.2%
VCR	8	6	0	8	6	2	6
%V	0.3%	0.4%	0.0%	0.3%	0.4%	0.2%	0.2%
%H		75.0%	0.0%	100.0%	75.0%	25.0%	75.0%
Any recorder	720	461	196	461	386	75	693
%V	24.0%	31.2%	32.5%	18.6%	25.1%	8.0%	25.0%
%H		64.0%	27.2%	64.0%	53.6%	10.4%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3006	1476	604	2476	1537	940	2770
%H		49.1%	20.1%	82.4%	51.1%	31.3%	92.1%
Receives HDTV (via STB or built-in reception)	999	507	266	797	557	240	964
%V	33.2%	34.3%	44.0%	32.2%	36.2%	25.5%	34.8%
%H		50.8%	26.6%	79.8%	55.8%	24.0%	96.5%
DVD/Blu-ray player or recorder	1200	608	255	984	641	343	1152
%V	39.9%	41.2%	42.2%	39.7%	41.7%	36.5%	41.6%
%H		50.7%	21.3%	82.0%	53.4%	28.6%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6906	6660	3000	1219	4972	2581	2391	6181
%H		96.4%	43.4%	17.7%	72.0%	37.4%	34.6%	89.5%
Total Children	1331	1293	670	249	888	526	361	1291
%V	19.3%	19.4%	22.3%	20.4%	17.9%	20.4%	15.1%	20.9%
%H		97.1%	50.3%	18.7%	66.7%	39.5%	27.1%	97.0%
0 - 3	339	326	172	54	220	126	93	327
%V	4.9%	4.9%	5.7%	4.4%	4.4%	4.9%	3.9%	5.3%
%H		96.2%	50.7%	15.9%	64.9%	37.2%	27.4%	96.5%
4 - 15	992	967	498	195	668	400	268	964
%V	14.4%	14.5%	16.6%	16.0%	13.4%	15.5%	11.2%	15.6%
%H		97.5%	50.2%	19.7%	67.3%	40.3%	27.0%	97.2%
4 - 9	527	512	266	104	343	207	136	511
%V	7.6%	7.7%	8.9%	8.5%	6.9%	8.0%	5.7%	8.3%
%H		97.2%	50.5%	19.7%	65.1%	39.3%	25.8%	97.0%
10 - 15	465	455	232	91	325	193	132	453
%V	6.7%	6.8%	7.7%	7.5%	6.5%	7.5%	5.5%	7.3%
%H		97.8%	49.9%	19.6%	69.9%	41.5%	28.4%	97.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6906	6660	3000	1219	4972	2581	2391	6181
%H		96.4%	43.4%	17.7%	72.0%	37.4%	34.6%	89.5%
Total Adults (16+)	5575	5367	2330	970	4084	2054	2030	4890
%V	80.7%	80.6%	77.7%	79.6%	82.1%	79.6%	84.9%	79.1%
%H		96.3%	41.8%	17.4%	73.3%	36.8%	36.4%	87.7%
16 - 19	295	287	141	57	215	125	90	287
%V	4.3%	4.3%	4.7%	4.7%	4.3%	4.8%	3.8%	4.6%
%H		97.3%	47.8%	19.3%	72.9%	42.4%	30.5%	97.3%
20 - 24	448	405	163	80	300	153	147	429
%V	6.5%	6.1%	5.4%	6.6%	6.0%	5.9%	6.1%	6.9%
%H		90.4%	36.4%	17.9%	67.0%	34.2%	32.8%	95.8%
25 - 34	921	860	428	149	581	321	260	881
%V	13.3%	12.9%	14.3%	12.2%	11.7%	12.4%	10.9%	14.3%
%H		93.4%	46.5%	16.2%	63.1%	34.9%	28.2%	95.7%
35 - 44	853	813	399	163	572	328	245	820
%V	12.4%	12.2%	13.3%	13.4%	11.5%	12.7%	10.2%	13.3%
%H		95.3%	46.8%	19.1%	67.1%	38.5%	28.7%	96.1%
45 - 54	996	969	453	189	736	409	327	921
%V	14.4%	14.5%	15.1%	15.5%	14.8%	15.8%	13.7%	14.9%
%H		97.3%	45.5%	19.0%	73.9%	41.1%	32.8%	92.5%
55 - 64	824	808	351	159	644	344	300	743
%V	11.9%	12.1%	11.7%	13.0%	13.0%	13.3%	12.5%	12.0%
%H		98.1%	42.6%	19.3%	78.2%	41.7%	36.4%	90.2%
65+	1239	1225	394	172	1036	375	662	808
%V	17.9%	18.4%	13.1%	14.1%	20.8%	14.5%	27.7%	13.1%
%H		98.9%	31.8%	13.9%	83.6%	30.3%	53.4%	65.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5575	5367	2330	970	4084	2054	2030	4890
%H		96.3%	41.8%	17.4%	73.3%	36.8%	36.4%	87.7%
AB	1244	1206	573	203	943	517	427	1185
%V	22.3%	22.5%	24.6%	20.9%	23.1%	25.2%	21.0%	24.2%
%H		96.9%	46.1%	16.3%	75.8%	41.6%	34.3%	95.3%
C1	1648	1582	690	295	1198	614	584	1514
%V	29.6%	29.5%	29.6%	30.4%	29.3%	29.9%	28.8%	31.0%
%H		96.0%	41.9%	17.9%	72.7%	37.3%	35.4%	91.9%
C2	1197	1166	536	217	890	477	412	1073
%V	21.5%	21.7%	23.0%	22.4%	21.8%	23.2%	20.3%	21.9%
%H		97.4%	44.8%	18.1%	74.4%	39.8%	34.4%	89.6%
D	921	886	353	169	662	311	351	756
%V	16.5%	16.5%	15.2%	17.4%	16.2%	15.1%	17.3%	15.5%
%H		96.2%	38.3%	18.3%	71.9%	33.8%	38.1%	82.1%
E	565	527	178	85	390	135	255	362
%V	10.1%	9.8%	7.6%	8.8%	9.5%	6.6%	12.6%	7.4%
%H		93.3%	31.5%	15.0%	69.0%	23.9%	45.1%	64.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2015 - June 2016
BBC North West
Individual level data
Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5575	5367	2330	970	4084	2054	2030	4890
%H		96.3%	41.8%	17.4%	73.3%	36.8%	36.4%	87.7%
Working full time	2589	2506	1208	504	1849	1073	776	2502
%V	46.4%	46.7%	51.8%	52.0%	45.3%	52.2%	38.2%	51.2%
%H		96.8%	46.7%	19.5%	71.4%	41.4%	30.0%	96.6%
Working part time	504	487	230	90	367	204	163	478
%V	9.0%	9.1%	9.9%	9.3%	9.0%	9.9%	8.0%	9.8%
%H		96.6%	45.6%	17.9%	72.8%	40.5%	32.3%	94.8%
Not working	2482	2374	892	376	1868	777	1092	1910
%V	44.5%	44.2%	38.3%	38.8%	45.7%	37.8%	53.8%	39.1%
%H		95.6%	35.9%	15.1%	75.3%	31.3%	44.0%	77.0%
Housewife/Houseperson	3033	2909	1164	482	2230	993	1236	2493
%V	54.4%	54.2%	50.0%	49.7%	54.6%	48.3%	60.9%	51.0%
%H		95.9%	38.4%	15.9%	73.5%	32.7%	40.8%	82.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2720	2600	1171	481	1951	1022	929	2427
%H		95.6%	43.1%	17.7%	71.7%	37.6%	34.2%	89.2%
16 - 19	156	152	79	30	108	65	43	150
%V	5.7%	5.8%	6.7%	6.2%	5.5%	6.4%	4.6%	6.2%
%H		97.4%	50.6%	19.2%	69.2%	41.7%	27.6%	96.2%
20 - 24	221	198	84	40	137	71	66	213
%V	8.1%	7.6%	7.2%	8.3%	7.0%	6.9%	7.1%	8.8%
%H		89.6%	38.0%	18.1%	62.0%	32.1%	29.9%	96.4%
25 - 34	461	426	206	75	288	158	130	440
%V	16.9%	16.4%	17.6%	15.6%	14.8%	15.5%	14.0%	18.1%
%H		92.4%	44.7%	16.3%	62.5%	34.3%	28.2%	95.4%
35 - 44	418	395	198	78	278	162	116	398
%V	15.4%	15.2%	16.9%	16.2%	14.2%	15.9%	12.5%	16.4%
%H		94.5%	47.4%	18.7%	66.5%	38.8%	27.8%	95.2%
45 - 54	490	473	228	88	356	198	158	452
%V	18.0%	18.2%	19.5%	18.3%	18.2%	19.4%	17.0%	18.6%
%H		96.5%	46.5%	18.0%	72.7%	40.4%	32.2%	92.2%
55 - 64	406	396	173	78	318	172	146	366
%V	14.9%	15.2%	14.8%	16.2%	16.3%	16.8%	15.7%	15.1%
%H		97.5%	42.6%	19.2%	78.3%	42.4%	36.0%	90.1%
65+	569	561	202	92	465	196	269	408
%V	20.9%	21.6%	17.3%	19.1%	23.8%	19.2%	29.0%	16.8%
%H		98.6%	35.5%	16.2%	81.7%	34.4%	47.3%	71.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2720	2600	1171	481	1951	1022	929	2427
%H		95.6%	43.1%	17.7%	71.7%	37.6%	34.2%	89.2%
AB	626	606	292	103	470	262	209	598
%V	23.0%	23.3%	24.9%	21.4%	24.1%	25.6%	22.5%	24.6%
%H		96.8%	46.6%	16.5%	75.1%	41.9%	33.4%	95.5%
C1	766	731	337	143	540	297	243	723
%V	28.2%	28.1%	28.8%	29.7%	27.7%	29.1%	26.2%	29.8%
%H		95.4%	44.0%	18.7%	70.5%	38.8%	31.7%	94.4%
C2	643	623	286	114	474	253	221	570
%V	23.6%	24.0%	24.4%	23.7%	24.3%	24.8%	23.8%	23.5%
%H		96.9%	44.5%	17.7%	73.7%	39.3%	34.4%	88.6%
D	435	413	172	85	304	151	152	368
%V	16.0%	15.9%	14.7%	17.7%	15.6%	14.8%	16.4%	15.2%
%H		94.9%	39.5%	19.5%	69.9%	34.7%	34.9%	84.6%
E	251	227	84	35	163	60	103	168
%V	9.2%	8.7%	7.2%	7.3%	8.4%	5.9%	11.1%	6.9%
%H		90.4%	33.5%	13.9%	64.9%	23.9%	41.0%	66.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2720	2600	1171	481	1951	1022	929	2427
%H		95.6%	43.1%	17.7%	71.7%	37.6%	34.2%	89.2%
Working full time	1526	1468	719	290	1084	634	450	1469
%V	56.1%	56.5%	61.4%	60.3%	55.6%	62.0%	48.4%	60.5%
%H		96.2%	47.1%	19.0%	71.0%	41.5%	29.5%	96.3%
Working part time	108	101	49	12	73	35	38	101
%V	4.0%	3.9%	4.2%	2.5%	3.7%	3.4%	4.1%	4.2%
%H		93.5%	45.4%	11.1%	67.6%	32.4%	35.2%	93.5%
Not working	1086	1031	403	179	793	353	441	857
%V	39.9%	39.7%	34.4%	37.2%	40.6%	34.5%	47.5%	35.3%
%H		94.9%	37.1%	16.5%	73.0%	32.5%	40.6%	78.9%
Housewife/Houseperson	716	657	246	98	487	185	301	545
%V	26.3%	25.3%	21.0%	20.4%	25.0%	18.1%	32.4%	22.5%
%H		91.8%	34.4%	13.7%	68.0%	25.8%	42.0%	76.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2855	2767	1159	489	2134	1032	1102	2463
%H		96.9%	40.6%	17.1%	74.7%	36.1%	38.6%	86.3%
16 - 19	140	135	62	27	107	60	46	137
%V	4.9%	4.9%	5.3%	5.5%	5.0%	5.8%	4.2%	5.6%
%H		96.4%	44.3%	19.3%	76.4%	42.9%	32.9%	97.9%
20 - 24	227	208	79	40	163	82	81	216
%V	8.0%	7.5%	6.8%	8.2%	7.6%	7.9%	7.4%	8.8%
%H		91.6%	34.8%	17.6%	71.8%	36.1%	35.7%	95.2%
25 - 34	460	434	222	74	293	162	130	441
%V	16.1%	15.7%	19.2%	15.1%	13.7%	15.7%	11.8%	17.9%
%H		94.3%	48.3%	16.1%	63.7%	35.2%	28.3%	95.9%
35 - 44	435	418	201	85	294	165	128	422
%V	15.2%	15.1%	17.3%	17.4%	13.8%	16.0%	11.6%	17.1%
%H		96.1%	46.2%	19.5%	67.6%	37.9%	29.4%	97.0%
45 - 54	506	496	226	102	380	211	169	470
%V	17.7%	17.9%	19.5%	20.9%	17.8%	20.4%	15.3%	19.1%
%H		98.0%	44.7%	20.2%	75.1%	41.7%	33.4%	92.9%
55 - 64	418	412	178	81	327	172	155	377
%V	14.6%	14.9%	15.4%	16.6%	15.3%	16.7%	14.1%	15.3%
%H		98.6%	42.6%	19.4%	78.2%	41.1%	37.1%	90.2%
65+	669	664	192	80	571	179	392	399
%V	23.4%	24.0%	16.6%	16.4%	26.8%	17.3%	35.6%	16.2%
%H		99.3%	28.7%	12.0%	85.4%	26.8%	58.6%	59.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2855	2767	1159	489	2134	1032	1102	2463
%H		96.9%	40.6%	17.1%	74.7%	36.1%	38.6%	86.3%
AB	619	600	281	100	473	255	218	587
%V	21.7%	21.7%	24.2%	20.4%	22.2%	24.7%	19.8%	23.8%
%H		96.9%	45.4%	16.2%	76.4%	41.2%	35.2%	94.8%
C1	882	851	353	152	658	317	341	791
%V	30.9%	30.8%	30.5%	31.1%	30.8%	30.7%	30.9%	32.1%
%H		96.5%	40.0%	17.2%	74.6%	35.9%	38.7%	89.7%
C2	554	543	250	103	416	225	191	503
%V	19.4%	19.6%	21.6%	21.1%	19.5%	21.8%	17.3%	20.4%
%H		98.0%	45.1%	18.6%	75.1%	40.6%	34.5%	90.8%
D	486	472	181	84	359	160	199	388
%V	17.0%	17.1%	15.6%	17.2%	16.8%	15.5%	18.1%	15.8%
%H		97.1%	37.2%	17.3%	73.9%	32.9%	40.9%	79.8%
E	314	300	94	50	227	75	152	194
%V	11.0%	10.8%	8.1%	10.2%	10.6%	7.3%	13.8%	7.9%
%H		95.5%	29.9%	15.9%	72.3%	23.9%	48.4%	61.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2855	2767	1159	489	2134	1032	1102	2463
%H		96.9%	40.6%	17.1%	74.7%	36.1%	38.6%	86.3%
Working full time	1063	1037	489	214	765	439	326	1034
%V	37.2%	37.5%	42.2%	43.8%	35.8%	42.5%	29.6%	42.0%
%H		97.6%	46.0%	20.1%	72.0%	41.3%	30.7%	97.3%
Working part time	396	386	181	79	294	169	125	377
%V	13.9%	14.0%	15.6%	16.2%	13.8%	16.4%	11.3%	15.3%
%H		97.5%	45.7%	19.9%	74.2%	42.7%	31.6%	95.2%
Not working	1396	1343	488	197	1075	424	651	1053
%V	48.9%	48.5%	42.1%	40.3%	50.4%	41.1%	59.1%	42.8%
%H		96.2%	35.0%	14.1%	77.0%	30.4%	46.6%	75.4%
Housewife/Houseperson	2316	2251	918	384	1743	808	935	1948
%V	81.1%	81.4%	79.2%	78.5%	81.7%	78.3%	84.8%	79.1%
%H		97.2%	39.6%	16.6%	75.3%	34.9%	40.4%	84.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2458	2337	1031	391	1700	825	874	2027
%H (All HH)		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			44.1%	16.7%	72.7%	35.3%	37.4%	
AB	589	563	270	104	403	221	182	558
%V	24.0%	24.1%	26.2%	26.6%	23.7%	26.8%	20.8%	27.5%
%H (All HH)		95.6%	45.8%	17.7%	68.4%	37.5%	30.9%	94.7%
%H (TV HH)			48.0%	18.5%	71.6%	39.3%	32.3%	
C1	668	625	282	114	433	218	215	594
%V	27.2%	26.7%	27.4%	29.2%	25.5%	26.4%	24.6%	29.3%
%H (All HH)		93.6%	42.2%	17.1%	64.8%	32.6%	32.2%	88.9%
%H (TV HH)			45.1%	18.2%	69.3%	34.9%	34.4%	
C2	459	445	217	69	329	175	154	400
%V	18.7%	19.0%	21.0%	17.6%	19.4%	21.2%	17.6%	19.7%
%H (All HH)		96.9%	47.3%	15.0%	71.7%	38.1%	33.6%	87.1%
%H (TV HH)			48.8%	15.5%	73.9%	39.3%	34.6%	
D	425	406	169	64	296	134	162	310
%V	17.3%	17.4%	16.4%	16.4%	17.4%	16.2%	18.5%	15.3%
%H (All HH)		95.5%	39.8%	15.1%	69.6%	31.5%	38.1%	72.9%
%H (TV HH)			41.6%	15.8%	72.9%	33.0%	39.9%	
E	317	299	92	40	239	78	161	164
%V	12.9%	12.8%	8.9%	10.2%	14.1%	9.5%	18.4%	8.1%
%H (All HH)		94.3%	29.0%	12.6%	75.4%	24.6%	50.8%	51.7%
%H (TV HH)			30.8%	13.4%	79.9%	26.1%	53.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2458	2337	1031	391	1700	825	874	2027
%H (All HH)		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			44.1%	16.7%	72.7%	35.3%	37.4%	
Under 25	116	87	30	11	52	16	36	107
%V	4.7%	3.7%	2.9%	2.8%	3.1%	1.9%	4.1%	5.3%
%H (All HH)		75.0%	25.9%	9.5%	44.8%	13.8%	31.0%	92.2%
%H (TV HH)			34.5%	12.6%	59.8%	18.4%	41.4%	
25 - 34	373	335	164	56	211	117	93	356
%V	15.2%	14.3%	15.9%	14.3%	12.4%	14.2%	10.6%	17.6%
%H (All HH)		89.8%	44.0%	15.0%	56.6%	31.4%	24.9%	95.4%
%H (TV HH)			49.0%	16.7%	63.0%	34.9%	27.8%	
35 - 44	383	365	193	61	245	142	103	362
%V	15.6%	15.6%	18.7%	15.6%	14.4%	17.2%	11.8%	17.9%
%H (All HH)		95.3%	50.4%	15.9%	64.0%	37.1%	26.9%	94.5%
%H (TV HH)			52.9%	16.7%	67.1%	38.9%	28.2%	
45 - 54	485	472	230	89	332	184	149	443
%V	19.7%	20.2%	22.3%	22.8%	19.5%	22.3%	17.0%	21.9%
%H (All HH)		97.3%	47.4%	18.4%	68.5%	37.9%	30.7%	91.3%
%H (TV HH)			48.7%	18.9%	70.3%	39.0%	31.6%	
55 - 64	430	417	183	76	322	164	158	365
%V	17.5%	17.8%	17.7%	19.4%	18.9%	19.9%	18.1%	18.0%
%H (All HH)		97.0%	42.6%	17.7%	74.9%	38.1%	36.7%	84.9%
%H (TV HH)			43.9%	18.2%	77.2%	39.3%	37.9%	
65 +	671	662	231	98	538	203	335	393
%V	27.3%	28.3%	22.4%	25.1%	31.6%	24.6%	38.3%	19.4%
%H (All HH)		98.7%	34.4%	14.6%	80.2%	30.3%	49.9%	58.6%
%H (TV HH)			34.9%	14.8%	81.3%	30.7%	50.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2458	2337	1031	391	1700	825	874	2027
%H (All HH)		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			44.1%	16.7%	72.7%	35.3%	37.4%	
1	893	833	250	122	649	204	445	556
%V	36.3%	35.6%	24.2%	31.2%	38.2%	24.7%	50.9%	27.4%
%H (All HH)		93.3%	28.0%	13.7%	72.7%	22.8%	49.8%	62.3%
%H (TV HH)			30.0%	14.6%	77.9%	24.5%	53.4%	
2	819	784	368	138	559	292	267	738
%V	33.3%	33.5%	35.7%	35.3%	32.9%	35.4%	30.5%	36.4%
%H (All HH)		95.7%	44.9%	16.8%	68.3%	35.7%	32.6%	90.1%
%H (TV HH)			46.9%	17.6%	71.3%	37.2%	34.1%	
3	365	350	189	71	236	154	81	355
%V	14.8%	15.0%	18.3%	18.2%	13.9%	18.7%	9.3%	17.5%
%H (All HH)		95.9%	51.8%	19.5%	64.7%	42.2%	22.2%	97.3%
%H (TV HH)			54.0%	20.3%	67.4%	44.0%	23.1%	
4	274	265	161	41	185	126	59	270
%V	11.1%	11.3%	15.6%	10.5%	10.9%	15.3%	6.8%	13.3%
%H (All HH)		96.7%	58.8%	15.0%	67.5%	46.0%	21.5%	98.5%
%H (TV HH)			60.8%	15.5%	69.8%	47.5%	22.3%	
5+	108	105	64	19	71	49	22	107
%V	4.4%	4.5%	6.2%	4.9%	4.2%	5.9%	2.5%	5.3%
%H (All HH)		97.2%	59.3%	17.6%	65.7%	45.4%	20.4%	99.1%
%H (TV HH)			61.0%	18.1%	67.6%	46.7%	21.0%	
Average HH size	2.15	2.17	2.46	2.24	2.11	2.44	1.80	2.34

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2458	2337	1031	391	1700	825	874	2027
%H (All HH)		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			44.1%	16.7%	72.7%	35.3%	37.4%	
Without	1907	1804	722	307	1348	601	747	1487
%V	77.6%	77.2%	70.0%	78.5%	79.3%	72.8%	85.5%	73.4%
%H (All HH)		94.6%	37.9%	16.1%	70.7%	31.5%	39.2%	78.0%
%H (TV HH)			40.0%	17.0%	74.7%	33.3%	41.4%	
With	551	533	310	83	352	225	128	540
%V	22.4%	22.8%	30.1%	21.2%	20.7%	27.3%	14.6%	26.6%
%H (All HH)		96.7%	56.3%	15.1%	63.9%	40.8%	23.2%	98.0%
%H (TV HH)			58.2%	15.6%	66.0%	42.2%	24.0%	
0 - 3	191	182	103	25	119	72	47	185
%V	7.8%	7.8%	10.0%	6.4%	7.0%	8.7%	5.4%	9.1%
%H (All HH)		95.3%	53.9%	13.1%	62.3%	37.7%	24.6%	96.9%
%H (TV HH)			56.6%	13.7%	65.4%	39.6%	25.8%	
4 - 9	282	274	166	41	174	114	61	278
%V	11.5%	11.7%	16.1%	10.5%	10.2%	13.8%	7.0%	13.7%
%H (All HH)		97.2%	58.9%	14.5%	61.7%	40.4%	21.6%	98.6%
%H (TV HH)			60.6%	15.0%	63.5%	41.6%	22.3%	
10 - 15	252	247	146	41	172	114	58	250
%V	10.3%	10.6%	14.2%	10.5%	10.1%	13.8%	6.6%	12.3%
%H (All HH)		98.0%	57.9%	16.3%	68.3%	45.2%	23.0%	99.2%
%H (TV HH)			59.1%	16.6%	69.6%	46.2%	23.5%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2458	2337	1031	391	1700	825	874	2027
%H (All HH)		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			44.1%	16.7%	72.7%	35.3%	37.4%	
1	840	840	269	118	560	149	412	599
%V	34.2%	35.9%	26.1%	30.2%	32.9%	18.1%	47.1%	29.6%
%H (All HH)		100.0%	32.0%	14.0%	66.7%	17.7%	49.0%	71.3%
%H (TV HH)			32.0%	14.0%	66.7%	17.7%	49.0%	
2	814	814	372	143	598	303	295	683
%V	33.1%	34.8%	36.1%	36.6%	35.2%	36.7%	33.8%	33.7%
%H (All HH)		100.0%	45.7%	17.6%	73.5%	37.2%	36.2%	83.9%
%H (TV HH)			45.7%	17.6%	73.5%	37.2%	36.2%	
3	431	431	232	83	336	218	118	400
%V	17.5%	18.4%	22.5%	21.2%	19.8%	26.4%	13.5%	19.7%
%H (All HH)		100.0%	53.8%	19.3%	78.0%	50.6%	27.4%	92.8%
%H (TV HH)			53.8%	19.3%	78.0%	50.6%	27.4%	
4	161	161	97	32	127	95	32	157
%V	6.6%	6.9%	9.4%	8.2%	7.5%	11.5%	3.7%	7.7%
%H (All HH)		100.0%	60.2%	19.9%	78.9%	59.0%	19.9%	97.5%
%H (TV HH)			60.2%	19.9%	78.9%	59.0%	19.9%	
5+	92	92	61	15	78	60	18	90
%V	3.7%	3.9%	5.9%	3.8%	4.6%	7.3%	2.1%	4.4%
%H (All HH)		100.0%	66.3%	16.3%	84.8%	65.2%	19.6%	97.8%
%H (TV HH)			66.3%	16.3%	84.8%	65.2%	19.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2458	2337	1031	391	1700	825	874	2027
%H (All HH)		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			44.1%	16.7%	72.7%	35.3%	37.4%	
Under 20"	406	406	194	56	331	176	155	349
%V	16.5%	17.4%	18.8%	14.3%	19.5%	21.3%	17.7%	17.2%
%H (All HH)		100.0%	47.8%	13.8%	81.5%	43.3%	38.2%	86.0%
%H (TV HH)			47.8%	13.8%	81.5%	43.3%	38.2%	
20" - 29"	761	761	337	123	603	307	295	617
%V	31.0%	32.6%	32.7%	31.5%	35.5%	37.2%	33.8%	30.4%
%H (All HH)		100.0%	44.3%	16.2%	79.2%	40.3%	38.8%	81.1%
%H (TV HH)			44.3%	16.2%	79.2%	40.3%	38.8%	
30" - 39"	1270	1270	565	218	955	484	471	1044
%V	51.7%	54.3%	54.8%	55.8%	56.2%	58.7%	53.9%	51.5%
%H (All HH)		100.0%	44.5%	17.2%	75.2%	38.1%	37.1%	82.2%
%H (TV HH)			44.5%	17.2%	75.2%	38.1%	37.1%	
40" and over	1357	1357	712	261	957	586	371	1246
%V	55.2%	58.1%	69.1%	66.8%	56.3%	71.0%	42.4%	61.5%
%H (All HH)		100.0%	52.5%	19.2%	70.5%	43.2%	27.3%	91.8%
%H (TV HH)			52.5%	19.2%	70.5%	43.2%	27.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2458	2337	1031	391	1700	825	874	2027
%V (All HH)		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			44.1%	16.7%	72.7%	35.3%	37.4%	
Main living room	2300	2300	1019	386	1675	818	857	1897
%V	93.6%	98.4%	98.8%	98.7%	98.5%	99.2%	98.1%	93.6%
%H (All HH)		100.0%	44.3%	16.8%	72.8%	35.6%	37.3%	82.5%
%H (TV HH)			44.3%	16.8%	72.8%	35.6%	37.3%	
Kitchen	279	279	160	37	234	150	84	244
%V	11.4%	11.9%	15.5%	9.5%	13.8%	18.2%	9.6%	12.0%
%H (All HH)		100.0%	57.3%	13.3%	83.9%	53.8%	30.1%	87.5%
%H (TV HH)			57.3%	13.3%	83.9%	53.8%	30.1%	
Adult's bedroom	1137	1137	569	218	879	529	350	1008
%V	46.3%	48.7%	55.2%	55.8%	51.7%	64.1%	40.0%	49.7%
%H (All HH)		100.0%	50.0%	19.2%	77.3%	46.5%	30.8%	88.7%
%H (TV HH)			50.0%	19.2%	77.3%	46.5%	30.8%	
Child's bedroom	285	285	175	53	201	147	54	282
%V	11.6%	12.2%	17.0%	13.6%	11.8%	17.8%	6.2%	13.9%
%H (All HH)		100.0%	61.4%	18.6%	70.5%	51.6%	18.9%	98.9%
%H (TV HH)			61.4%	18.6%	70.5%	51.6%	18.9%	
Other bedroom	134	134	79	17	108	72	36	126
%V	5.5%	5.7%	7.7%	4.3%	6.4%	8.7%	4.1%	6.2%
%H (All HH)		100.0%	59.0%	12.7%	80.6%	53.7%	26.9%	94.0%
%H (TV HH)			59.0%	12.7%	80.6%	53.7%	26.9%	
Second living/dining room	186	186	99	36	142	89	54	173
%V	7.6%	8.0%	9.6%	9.2%	8.4%	10.8%	6.2%	8.5%
%H (All HH)		100.0%	53.2%	19.4%	76.3%	47.8%	29.0%	93.0%
%H (TV HH)			53.2%	19.4%	76.3%	47.8%	29.0%	
Study/office	32	32	17	6	23	13	9	29
%V	1.3%	1.4%	1.6%	1.5%	1.4%	1.6%	1.0%	1.4%
%H (All HH)		100.0%	53.1%	18.8%	71.9%	40.6%	28.1%	90.6%
%H (TV HH)			53.1%	18.8%	71.9%	40.6%	28.1%	
TV room	41	41	24	4	34	21	13	40
%V	1.7%	1.8%	2.3%	1.0%	2.0%	2.5%	1.5%	2.0%
%H (All HH)		100.0%	58.5%	9.8%	82.9%	51.2%	31.7%	97.6%
%H (TV HH)			58.5%	9.8%	82.9%	51.2%	31.7%	
Conservatory	53	53	31	7	43	28	16	48
%V	2.2%	2.3%	3.0%	1.8%	2.5%	3.4%	1.8%	2.4%
%H (All HH)		100.0%	58.5%	13.2%	81.1%	52.8%	30.2%	90.6%
%H (TV HH)			58.5%	13.2%	81.1%	52.8%	30.2%	
Attic or loft room	5	5	2	1	4	3	2	5
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	20.0%	80.0%	60.0%	40.0%	100.0%
%H (TV HH)			40.0%	20.0%	80.0%	60.0%	40.0%	
No specific location	3	3	2	0	2	2	1	3
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	66.7%	33.3%	
Other	23	23	14	5	16	11	5	22
%V	0.9%	1.0%	1.4%	1.3%	0.9%	1.3%	0.6%	1.1%
%H (All HH)		100.0%	60.9%	21.7%	69.6%	47.8%	21.7%	95.7%
%H (TV HH)			60.9%	21.7%	69.6%	47.8%	21.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2458	2337	1031	391	1700	825	874	2027
%H (All HH)		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			44.1%	16.7%	72.7%	35.3%	37.4%	
Any DSAT provider	1031	1031	1031	11	618	618	0	938
%V	41.9%	44.1%	100.0%	2.8%	36.4%	74.9%	0.0%	46.3%
%H (All HH)			100.0%	1.1%	59.9%	59.9%	0.0%	91.0%
%H (TV HH)			100.0%	1.1%	59.9%	59.9%	0.0%	
Sky with subcription	866	866	866	5	526	526	0	797
%V	35.2%	37.1%	84.0%	1.3%	30.9%	63.8%	0.0%	39.3%
%H (All HH)			100.0%	0.6%	60.7%	60.7%	0.0%	92.0%
%H (TV HH)			100.0%	0.6%	60.7%	60.7%	0.0%	
Sky without subscription	60	60	60	1	30	30	0	49
%V	2.4%	2.6%	5.8%	0.3%	1.8%	3.6%	0.0%	2.4%
%H (All HH)			100.0%	1.7%	50.0%	50.0%	0.0%	81.7%
%H (TV HH)			100.0%	1.7%	50.0%	50.0%	0.0%	
Freesat	108	108	108	5	65	65	0	96
%V	4.4%	4.6%	10.5%	1.3%	3.8%	7.9%	0.0%	4.7%
%H (All HH)			100.0%	4.6%	60.2%	60.2%	0.0%	88.9%
%H (TV HH)			100.0%	4.6%	60.2%	60.2%	0.0%	
Other satellite provider	48	48	48	1	26	26	0	45
%V	2.0%	2.1%	4.7%	0.3%	1.5%	3.2%	0.0%	2.2%
%H (All HH)			100.0%	2.1%	54.2%	54.2%	0.0%	93.8%
%H (TV HH)			100.0%	2.1%	54.2%	54.2%	0.0%	
DCAB	391	391	11	391	215	215	0	358
%V	15.9%	16.7%	1.1%	100.0%	12.6%	26.1%	0.0%	17.7%
%H (All HH)			2.8%	100.0%	55.0%	55.0%	0.0%	91.6%
%H (TV HH)			2.8%	100.0%	55.0%	55.0%	0.0%	
DTT	1700	1700	618	215	1700	825	874	1354
%V	69.2%	72.7%	59.9%	55.0%	100.0%	100.0%	100.0%	66.8%
%H (All HH)		100.0%	36.4%	12.6%	100.0%	48.5%	51.4%	79.6%
%H (TV HH)			36.4%	12.6%	100.0%	48.5%	51.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2458	2337	1031	391	1700	825	874	2027
%H (All HH)		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			44.1%	16.7%	72.7%	35.3%	37.4%	
PVR	1435	1435	898	328	942	724	219	1322
%V	58.4%	61.4%	87.1%	83.9%	55.4%	87.8%	25.1%	65.2%
%H (All HH)		100.0%	62.6%	22.9%	65.6%	50.5%	15.3%	92.1%
%H (TV HH)			62.6%	22.9%	65.6%	50.5%	15.3%	
DVDR	58	58	27	8	41	18	23	53
%V	2.4%	2.5%	2.6%	2.0%	2.4%	2.2%	2.6%	2.6%
%H (All HH)		100.0%	46.6%	13.8%	70.7%	31.0%	39.7%	91.4%
%H (TV HH)			46.6%	13.8%	70.7%	31.0%	39.7%	
VCR	35	35	18	3	28	13	15	29
%V	1.4%	1.5%	1.7%	0.8%	1.6%	1.6%	1.7%	1.4%
%H (All HH)		100.0%	51.4%	8.6%	80.0%	37.1%	42.9%	82.9%
%H (TV HH)			51.4%	8.6%	80.0%	37.1%	42.9%	
Any recorder	1465	1465	903	330	967	726	241	1343
%V	59.6%	62.7%	87.6%	84.4%	56.9%	88.0%	27.6%	66.3%
%H (All HH)		100.0%	61.6%	22.5%	66.0%	49.6%	16.5%	91.7%
%H (TV HH)			61.6%	22.5%	66.0%	49.6%	16.5%	
Receives HDTV (via STB or built-in reception)	1528	1528	805	333	1077	678	400	1379
%V	62.2%	65.4%	78.1%	85.2%	63.4%	82.2%	45.8%	68.0%
%H (All HH)		100.0%	52.7%	21.8%	70.5%	44.4%	26.2%	90.2%
%H (TV HH)			52.7%	21.8%	70.5%	44.4%	26.2%	
DVD/Blu-ray player or recorder	1786	1786	825	317	1323	698	625	1533
%V	72.7%	76.4%	80.0%	81.1%	77.8%	84.6%	71.5%	75.6%
%H (All HH)		100.0%	46.2%	17.7%	74.1%	39.1%	35.0%	85.8%
%H (TV HH)			46.2%	17.7%	74.1%	39.1%	35.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2458	2337	1031	391	1700	825	874	2027
%H (All HH)		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%
%H (TV HH)			44.1%	16.7%	72.7%	35.3%	37.4%	
Has broadband internet	2027	1929	938	358	1354	759	595	2027
%V	82.5%	82.5%	91.0%	91.6%	79.6%	92.0%	68.1%	100.0%
%H (All HH)		95.2%	46.3%	17.7%	66.8%	37.4%	29.4%	100.0%
%H (TV HH)			48.6%	18.6%	70.2%	39.3%	30.8%	
Number of computers (PCs and laptops)								
0	506	480	120	46	397	90	307	97
%V	20.6%	20.5%	11.6%	11.8%	23.4%	10.9%	35.1%	4.8%
%H (All HH)		94.9%	23.7%	9.1%	78.5%	17.8%	60.7%	19.2%
%H (TV HH)			25.0%	9.6%	82.7%	18.8%	64.0%	
1	616	577	238	105	422	199	223	597
%V	25.1%	24.7%	23.1%	26.9%	24.8%	24.1%	25.5%	29.5%
%H (All HH)		93.7%	38.6%	17.0%	68.5%	32.3%	36.2%	96.9%
%H (TV HH)			41.2%	18.2%	73.1%	34.5%	38.6%	
2	584	554	271	101	379	211	168	582
%V	23.8%	23.7%	26.3%	25.8%	22.3%	25.6%	19.2%	28.7%
%H (All HH)		94.9%	46.4%	17.3%	64.9%	36.1%	28.8%	99.7%
%H (TV HH)			48.9%	18.2%	68.4%	38.1%	30.3%	
3	337	325	169	60	223	133	90	337
%V	13.7%	13.9%	16.4%	15.3%	13.1%	16.1%	10.3%	16.6%
%H (All HH)		96.4%	50.1%	17.8%	66.2%	39.5%	26.7%	100.0%
%H (TV HH)			52.0%	18.5%	68.6%	40.9%	27.7%	
4	203	194	107	38	140	94	46	203
%V	8.3%	8.3%	10.4%	9.7%	8.2%	11.4%	5.3%	10.0%
%H (All HH)		95.6%	52.7%	18.7%	69.0%	46.3%	22.7%	100.0%
%H (TV HH)			55.2%	19.6%	72.2%	48.5%	23.7%	
5+	212	207	126	41	138	98	40	211
%V	8.6%	8.9%	12.2%	10.5%	8.1%	11.9%	4.6%	10.4%
%H (All HH)		97.6%	59.4%	19.3%	65.1%	46.2%	18.9%	99.5%
%H (TV HH)			60.9%	19.8%	66.7%	47.3%	19.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4900	2430	859	3696	2118	1578	4278
%H		49.6%	17.5%	75.4%	43.2%	32.2%	87.3%
Under 20"	486	231	66	401	213	188	424
%V	9.9%	9.5%	7.7%	10.8%	10.1%	11.9%	9.9%
%H		47.5%	13.6%	82.5%	43.8%	38.7%	87.2%
20" - 29"	976	455	154	785	421	364	802
%V	19.9%	18.7%	17.9%	21.2%	19.9%	23.1%	18.7%
%H		46.6%	15.8%	80.4%	43.1%	37.3%	82.2%
30" - 39"	1578	731	278	1200	646	553	1334
%V	32.2%	30.1%	32.4%	32.5%	30.5%	35.0%	31.2%
%H		46.3%	17.6%	76.0%	40.9%	35.0%	84.5%
40" and over	1768	977	342	1251	812	439	1647
%V	36.1%	40.2%	39.8%	33.8%	38.3%	27.8%	38.5%
%H		55.3%	19.3%	70.8%	45.9%	24.8%	93.2%
Don't know	91	36	19	61	27	34	71
%V	1.9%	1.5%	2.2%	1.7%	1.3%	2.2%	1.7%
%H		39.6%	20.9%	67.0%	29.7%	37.4%	78.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4900	2430	859	3696	2118	1578	4278
%H		49.6%	17.5%	75.4%	43.2%	32.2%	87.3%
Main living room	2314	1025	389	1686	825	861	1909
%V	47.2%	42.2%	45.3%	45.6%	39.0%	54.6%	44.6%
%H		44.3%	16.8%	72.9%	35.7%	37.2%	82.5%
Kitchen	279	161	37	234	150	84	245
%V	5.7%	6.6%	4.3%	6.3%	7.1%	5.3%	5.7%
%H		57.7%	13.3%	83.9%	53.8%	30.1%	87.8%
Adult's bedroom	1427	723	285	1115	692	422	1281
%V	29.1%	29.8%	33.2%	30.2%	32.7%	26.7%	29.9%
%H		50.7%	20.0%	78.1%	48.5%	29.6%	89.8%
Child's bedroom	369	232	66	261	193	68	366
%V	7.5%	9.5%	7.7%	7.1%	9.1%	4.3%	8.6%
%H		62.9%	17.9%	70.7%	52.3%	18.4%	99.2%
Other bedroom	160	96	21	129	88	41	150
%V	3.3%	4.0%	2.4%	3.5%	4.2%	2.6%	3.5%
%H		60.0%	13.1%	80.6%	55.0%	25.6%	93.8%
Second living/dining room	191	101	37	146	90	56	178
%V	3.9%	4.2%	4.3%	4.0%	4.2%	3.5%	4.2%
%H		52.9%	19.4%	76.4%	47.1%	29.3%	93.2%
Study/office	32	17	7	23	14	9	29
%V	0.7%	0.7%	0.8%	0.6%	0.7%	0.6%	0.7%
%H		53.1%	21.9%	71.9%	43.8%	28.1%	90.6%
TV room	41	24	4	34	21	13	40
%V	0.8%	1.0%	0.5%	0.9%	1.0%	0.8%	0.9%
%H		58.5%	9.8%	82.9%	51.2%	31.7%	97.6%
Conservatory	53	31	7	43	28	16	48
%V	1.1%	1.3%	0.8%	1.2%	1.3%	1.0%	1.1%
%H		58.5%	13.2%	81.1%	52.8%	30.2%	90.6%
Attic or loft room	5	2	1	5	3	2	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	20.0%	100.0%	60.0%	40.0%	100.0%
No specific location	3	2	0	2	2	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	0.0%	66.7%	66.7%	33.3%	100.0%
Other	25	15	5	18	12	6	24
%V	0.5%	0.6%	0.6%	0.5%	0.6%	0.4%	0.6%
%H		60.0%	20.0%	72.0%	48.0%	24.0%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4900	2430	859	3696	2118	1578	4278
%H		49.6%	17.5%	75.4%	43.2%	32.2%	87.3%
PVR	1959	1275	447	1240	989	252	1828
%V	40.0%	52.5%	52.0%	33.5%	46.7%	16.0%	42.7%
%H		65.1%	22.8%	63.3%	50.5%	12.9%	93.3%
DVDR	64	31	9	45	21	24	60
%V	1.3%	1.3%	1.0%	1.2%	1.0%	1.5%	1.4%
%H		48.4%	14.1%	70.3%	32.8%	37.5%	93.8%
VCR	36	18	3	29	13	16	30
%V	0.7%	0.7%	0.3%	0.8%	0.6%	1.0%	0.7%
%H		50.0%	8.3%	80.6%	36.1%	44.4%	83.3%
Any recorder	2006	1291	451	1279	999	280	1867
%V	40.9%	53.1%	52.5%	34.6%	47.2%	17.7%	43.6%
%H		64.4%	22.5%	63.8%	49.8%	14.0%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4900	2430	859	3696	2118	1578	4278
%H		49.6%	17.5%	75.4%	43.2%	32.2%	87.3%
Receives HDTV (via STB or built-in reception)	2365	1276	531	1699	1125	574	2175
%V	48.3%	52.5%	61.8%	46.0%	53.1%	36.4%	50.8%
%H		54.0%	22.5%	71.8%	47.6%	24.3%	92.0%
DVD/Blu-ray player or recorder	2761	1353	520	2090	1218	873	2460
%V	56.3%	55.7%	60.5%	56.5%	57.5%	55.3%	57.5%
%H		49.0%	18.8%	75.7%	44.1%	31.6%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2335	1031	391	1699	825	874	1927
%H		44.2%	16.7%	72.8%	35.3%	37.4%	82.5%
Under 20"	24	4	2	20	4	17	20
%V	1.0%	0.4%	0.5%	1.2%	0.5%	1.9%	1.0%
%H		16.7%	8.3%	83.3%	16.7%	70.8%	83.3%
20" - 29"	191	44	19	146	26	120	108
%V	8.2%	4.3%	4.9%	8.6%	3.2%	13.7%	5.6%
%H		23.0%	9.9%	76.4%	13.6%	62.8%	56.5%
30" - 39"	757	274	109	578	220	358	557
%V	32.4%	26.6%	27.9%	34.0%	26.7%	41.0%	28.9%
%H		36.2%	14.4%	76.4%	29.1%	47.3%	73.6%
40" and over	1322	694	254	930	569	361	1212
%V	56.6%	67.3%	65.0%	54.7%	69.0%	41.3%	62.9%
%H		52.5%	19.2%	70.3%	43.0%	27.3%	91.7%
Don't know	42	14	7	25	6	19	29
%V	1.8%	1.4%	1.8%	1.5%	0.7%	2.2%	1.5%
%H		33.3%	16.7%	59.5%	14.3%	45.2%	69.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2335	1031	391	1699	825	874	1927
%H		44.2%	16.7%	72.8%	35.3%	37.4%	82.5%
PVR	1404	884	323	919	714	206	1292
%V	60.1%	85.7%	82.6%	54.1%	86.5%	23.6%	67.0%
%H		63.0%	23.0%	65.5%	50.9%	14.7%	92.0%
DVDR	48	22	6	34	15	20	44
%V	2.1%	2.1%	1.5%	2.0%	1.8%	2.3%	2.3%
%H		45.8%	12.5%	70.8%	31.3%	41.7%	91.7%
VCR	26	12	3	21	10	11	20
%V	1.1%	1.2%	0.8%	1.2%	1.2%	1.3%	1.0%
%H		46.2%	11.5%	80.8%	38.5%	42.3%	76.9%
Any recorder	1433	890	325	943	716	227	1313
%V	61.4%	86.3%	83.1%	55.5%	86.8%	26.0%	68.1%
%H		62.1%	22.7%	65.8%	50.0%	15.8%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2335	1031	391	1699	825	874	1927
%H		44.2%	16.7%	72.8%	35.3%	37.4%	82.5%
Receives HDTV (via STB or built-in reception)	1493	791	329	1048	665	382	1346
%V	63.9%	76.7%	84.1%	61.7%	80.6%	43.7%	69.8%
%H		53.0%	22.0%	70.2%	44.5%	25.6%	90.2%
DVD/Blu-ray player or recorder	1568	716	270	1159	595	564	1335
%V	67.2%	69.4%	69.1%	68.2%	72.1%	64.5%	69.3%
%H		45.7%	17.2%	73.9%	37.9%	36.0%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2564	1399	468	1997	1293	704	2351
%H		54.6%	18.3%	77.9%	50.4%	27.5%	91.7%
Under 20"	462	227	64	380	209	171	404
%V	18.0%	16.2%	13.7%	19.0%	16.2%	24.3%	17.2%
%H		49.1%	13.9%	82.3%	45.2%	37.0%	87.4%
20" - 29"	785	410	135	639	395	244	694
%V	30.6%	29.3%	28.8%	32.0%	30.5%	34.7%	29.5%
%H		52.2%	17.2%	81.4%	50.3%	31.1%	88.4%
30" - 39"	821	457	169	621	426	195	777
%V	32.0%	32.7%	36.1%	31.1%	32.9%	27.7%	33.0%
%H		55.7%	20.6%	75.6%	51.9%	23.8%	94.6%
40" and over	447	283	88	321	242	78	434
%V	17.4%	20.2%	18.8%	16.1%	18.7%	11.1%	18.5%
%H		63.3%	19.7%	71.8%	54.1%	17.4%	97.1%
Don't know	49	22	12	36	21	15	42
%V	1.9%	1.6%	2.6%	1.8%	1.6%	2.1%	1.8%
%H		44.9%	24.5%	73.5%	42.9%	30.6%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2564	1399	468	1997	1293	704	2351
%H		54.6%	18.3%	77.9%	50.4%	27.5%	91.7%
PVR	555	391	125	321	275	46	536
%V	21.6%	27.9%	26.7%	16.1%	21.3%	6.5%	22.8%
%H		70.5%	22.5%	57.8%	49.5%	8.3%	96.6%
DVDR	16	9	3	11	6	5	15
%V	0.6%	0.6%	0.6%	0.6%	0.5%	0.7%	0.6%
%H		56.3%	18.8%	68.8%	37.5%	31.3%	93.8%
VCR	10	5	0	8	4	5	10
%V	0.4%	0.4%	0.0%	0.4%	0.3%	0.7%	0.4%
%H		50.0%	0.0%	80.0%	40.0%	50.0%	100.0%
Any recorder	573	401	126	336	282	53	554
%V	22.3%	28.7%	26.9%	16.8%	21.8%	7.5%	23.6%
%H		70.0%	22.0%	58.6%	49.2%	9.2%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2564	1399	468	1997	1293	704	2351
%H		54.6%	18.3%	77.9%	50.4%	27.5%	91.7%
Receives HDTV (via STB or built-in reception)	873	486	202	651	460	192	829
%V	34.0%	34.7%	43.2%	32.6%	35.6%	27.3%	35.3%
%H		55.7%	23.1%	74.6%	52.7%	22.0%	95.0%
DVD/Blu-ray player or recorder	1193	637	250	932	623	309	1125
%V	46.5%	45.5%	53.4%	46.7%	48.2%	43.9%	47.9%
%H		53.4%	21.0%	78.1%	52.2%	25.9%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5296	5072	2539	876	3592	2017	1576	4751
%H		95.8%	47.9%	16.5%	67.8%	38.1%	29.8%	89.7%
Total Children	915	886	523	137	583	375	208	897
%V	17.3%	17.5%	20.6%	15.6%	16.2%	18.6%	13.2%	18.9%
%H		96.8%	57.2%	15.0%	63.7%	41.0%	22.7%	98.0%
0 - 3	231	220	122	30	143	83	59	223
%V	4.4%	4.3%	4.8%	3.4%	4.0%	4.1%	3.7%	4.7%
%H		95.2%	52.8%	13.0%	61.9%	35.9%	25.5%	96.5%
4 - 15	684	666	401	106	440	292	149	674
%V	12.9%	13.1%	15.8%	12.1%	12.2%	14.5%	9.5%	14.2%
%H		97.4%	58.6%	15.5%	64.3%	42.7%	21.8%	98.5%
4 - 9	356	345	207	56	215	142	74	350
%V	6.7%	6.8%	8.2%	6.4%	6.0%	7.0%	4.7%	7.4%
%H		96.9%	58.1%	15.7%	60.4%	39.9%	20.8%	98.3%
10 - 15	327	321	194	50	225	150	75	325
%V	6.2%	6.3%	7.6%	5.7%	6.3%	7.4%	4.8%	6.8%
%H		98.2%	59.3%	15.3%	68.8%	45.9%	22.9%	99.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5296	5072	2539	876	3592	2017	1576	4751
%H		95.8%	47.9%	16.5%	67.8%	38.1%	29.8%	89.7%
Total Adults (16+)	4381	4186	2016	739	3009	1641	1368	3854
%V	82.7%	82.5%	79.4%	84.4%	83.8%	81.4%	86.8%	81.1%
%H		95.5%	46.0%	16.9%	68.7%	37.5%	31.2%	88.0%
16 - 19	231	219	122	43	154	105	49	226
%V	4.4%	4.3%	4.8%	4.9%	4.3%	5.2%	3.1%	4.8%
%H		94.8%	52.8%	18.6%	66.7%	45.5%	21.2%	97.8%
20 - 24	340	293	135	59	195	109	86	330
%V	6.4%	5.8%	5.3%	6.7%	5.4%	5.4%	5.5%	6.9%
%H		86.2%	39.7%	17.4%	57.4%	32.1%	25.3%	97.1%
25 - 34	709	644	327	113	404	236	168	683
%V	13.4%	12.7%	12.9%	12.9%	11.2%	11.7%	10.7%	14.4%
%H		90.8%	46.1%	15.9%	57.0%	33.3%	23.7%	96.3%
35 - 44	656	628	354	104	416	257	159	629
%V	12.4%	12.4%	13.9%	11.9%	11.6%	12.7%	10.1%	13.2%
%H		95.7%	54.0%	15.9%	63.4%	39.2%	24.2%	95.9%
45 - 54	792	774	397	151	551	329	222	743
%V	15.0%	15.3%	15.6%	17.2%	15.3%	16.3%	14.1%	15.6%
%H		97.7%	50.1%	19.1%	69.6%	41.5%	28.0%	93.8%
55 - 64	688	673	314	124	514	279	235	611
%V	13.0%	13.3%	12.4%	14.2%	14.3%	13.8%	14.9%	12.9%
%H		97.8%	45.6%	18.0%	74.7%	40.6%	34.2%	88.8%
65+	966	955	366	144	775	327	448	632
%V	18.2%	18.8%	14.4%	16.4%	21.6%	16.2%	28.4%	13.3%
%H		98.9%	37.9%	14.9%	80.2%	33.9%	46.4%	65.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4381	4186	2016	739	3009	1641	1368	3854
%H		95.5%	46.0%	16.9%	68.7%	37.5%	31.2%	88.0%
AB	1130	1089	550	213	781	462	319	1092
%V	25.8%	26.0%	27.3%	28.8%	26.0%	28.2%	23.3%	28.3%
%H		96.4%	48.7%	18.8%	69.1%	40.9%	28.2%	96.6%
C1	1223	1145	562	217	795	449	346	1132
%V	27.9%	27.4%	27.9%	29.4%	26.4%	27.4%	25.3%	29.4%
%H		93.6%	46.0%	17.7%	65.0%	36.7%	28.3%	92.6%
C2	888	868	444	138	641	364	278	805
%V	20.3%	20.7%	22.0%	18.7%	21.3%	22.2%	20.3%	20.9%
%H		97.7%	50.0%	15.5%	72.2%	41.0%	31.3%	90.7%
D	719	686	324	112	483	251	231	581
%V	16.4%	16.4%	16.1%	15.2%	16.1%	15.3%	16.9%	15.1%
%H		95.4%	45.1%	15.6%	67.2%	34.9%	32.1%	80.8%
E	421	398	136	59	309	115	194	244
%V	9.6%	9.5%	6.7%	8.0%	10.3%	7.0%	14.2%	6.3%
%H		94.5%	32.3%	14.0%	73.4%	27.3%	46.1%	58.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4381	4186	2016	739	3009	1641	1368	3854
%H		95.5%	46.0%	16.9%	68.7%	37.5%	31.2%	88.0%
Working full time	2018	1937	1021	363	1327	811	516	1956
%V	46.1%	46.3%	50.6%	49.1%	44.1%	49.4%	37.7%	50.8%
%H		96.0%	50.6%	18.0%	65.8%	40.2%	25.6%	96.9%
Working part time	414	402	211	71	280	166	114	398
%V	9.4%	9.6%	10.5%	9.6%	9.3%	10.1%	8.3%	10.3%
%H		97.1%	51.0%	17.1%	67.6%	40.1%	27.5%	96.1%
Not working	1949	1847	784	305	1402	665	737	1500
%V	44.5%	44.1%	38.9%	41.3%	46.6%	40.5%	53.9%	38.9%
%H		94.8%	40.2%	15.6%	71.9%	34.1%	37.8%	77.0%
Housewife/Houseperson	2458	2337	1031	391	1700	825	874	2027
%V	56.1%	55.8%	51.1%	52.9%	56.5%	50.3%	63.9%	52.6%
%H		95.1%	41.9%	15.9%	69.2%	33.6%	35.6%	82.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2109	2001	996	358	1429	819	610	1873
%H		94.9%	47.2%	17.0%	67.8%	38.8%	28.9%	88.8%
16 - 19	119	112	60	26	78	54	25	118
%V	5.6%	5.6%	6.0%	7.3%	5.5%	6.6%	4.1%	6.3%
%H		94.1%	50.4%	21.8%	65.5%	45.4%	21.0%	99.2%
20 - 24	166	145	67	34	95	58	37	161
%V	7.9%	7.2%	6.7%	9.5%	6.6%	7.1%	6.1%	8.6%
%H		87.3%	40.4%	20.5%	57.2%	34.9%	22.3%	97.0%
25 - 34	348	309	158	51	194	114	80	331
%V	16.5%	15.4%	15.9%	14.2%	13.6%	13.9%	13.1%	17.7%
%H		88.8%	45.4%	14.7%	55.7%	32.8%	23.0%	95.1%
35 - 44	320	303	176	45	200	126	74	301
%V	15.2%	15.1%	17.7%	12.6%	14.0%	15.4%	12.1%	16.1%
%H		94.7%	55.0%	14.1%	62.5%	39.4%	23.1%	94.1%
45 - 54	383	372	194	67	270	161	109	356
%V	18.2%	18.6%	19.5%	18.7%	18.9%	19.7%	17.9%	19.0%
%H		97.1%	50.7%	17.5%	70.5%	42.0%	28.5%	93.0%
55 - 64	336	328	157	59	249	138	111	293
%V	15.9%	16.4%	15.8%	16.5%	17.4%	16.8%	18.2%	15.6%
%H		97.6%	46.7%	17.6%	74.1%	41.1%	33.0%	87.2%
65+	438	432	184	75	342	167	175	312
%V	20.8%	21.6%	18.5%	20.9%	23.9%	20.4%	28.7%	16.7%
%H		98.6%	42.0%	17.1%	78.1%	38.1%	40.0%	71.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2109	2001	996	358	1429	819	610	1873
%H		94.9%	47.2%	17.0%	67.8%	38.8%	28.9%	88.8%
AB	541	519	271	106	370	232	138	528
%V	25.7%	25.9%	27.2%	29.6%	25.9%	28.3%	22.6%	28.2%
%H		95.9%	50.1%	19.6%	68.4%	42.9%	25.5%	97.6%
C1	569	529	271	104	362	221	142	531
%V	27.0%	26.4%	27.2%	29.1%	25.3%	27.0%	23.3%	28.4%
%H		93.0%	47.6%	18.3%	63.6%	38.8%	25.0%	93.3%
C2	478	465	238	70	344	193	152	430
%V	22.7%	23.2%	23.9%	19.6%	24.1%	23.6%	24.9%	23.0%
%H		97.3%	49.8%	14.6%	72.0%	40.4%	31.8%	90.0%
D	332	314	154	51	221	123	98	272
%V	15.7%	15.7%	15.5%	14.2%	15.5%	15.0%	16.1%	14.5%
%H		94.6%	46.4%	15.4%	66.6%	37.0%	29.5%	81.9%
E	190	175	62	28	131	51	81	112
%V	9.0%	8.7%	6.2%	7.8%	9.2%	6.2%	13.3%	6.0%
%H		92.1%	32.6%	14.7%	68.9%	26.8%	42.6%	58.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2109	2001	996	358	1429	819	610	1873
%H		94.9%	47.2%	17.0%	67.8%	38.8%	28.9%	88.8%
Working full time	1187	1139	617	196	789	490	299	1147
%V	56.3%	56.9%	61.9%	54.7%	55.2%	59.8%	49.0%	61.2%
%H		96.0%	52.0%	16.5%	66.5%	41.3%	25.2%	96.6%
Working part time	74	70	34	12	44	23	21	68
%V	3.5%	3.5%	3.4%	3.4%	3.1%	2.8%	3.4%	3.6%
%H		94.6%	45.9%	16.2%	59.5%	31.1%	28.4%	91.9%
Not working	848	792	344	150	596	305	291	658
%V	40.2%	39.6%	34.5%	41.9%	41.7%	37.2%	47.7%	35.1%
%H		93.4%	40.6%	17.7%	70.3%	36.0%	34.3%	77.6%
Housewife/Houseperson	584	537	211	84	391	168	223	429
%V	27.7%	26.8%	21.2%	23.5%	27.4%	20.5%	36.6%	22.9%
%H		92.0%	36.1%	14.4%	67.0%	28.8%	38.2%	73.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2272	2185	1020	381	1580	823	757	1981
%H		96.2%	44.9%	16.8%	69.5%	36.2%	33.3%	87.2%
16 - 19	112	107	63	17	76	52	24	109
%V	4.9%	4.9%	6.2%	4.5%	4.8%	6.3%	3.2%	5.5%
%H		95.5%	56.3%	15.2%	67.9%	46.4%	21.4%	97.3%
20 - 24	174	148	67	25	99	51	49	169
%V	7.7%	6.8%	6.6%	6.6%	6.3%	6.2%	6.5%	8.5%
%H		85.1%	38.5%	14.4%	56.9%	29.3%	28.2%	97.1%
25 - 34	361	335	169	62	210	121	88	352
%V	15.9%	15.3%	16.6%	16.3%	13.3%	14.7%	11.6%	17.8%
%H		92.8%	46.8%	17.2%	58.2%	33.5%	24.4%	97.5%
35 - 44	336	325	178	59	216	131	85	327
%V	14.8%	14.9%	17.5%	15.5%	13.7%	15.9%	11.2%	16.5%
%H		96.7%	53.0%	17.6%	64.3%	39.0%	25.3%	97.3%
45 - 54	409	402	203	84	281	168	114	387
%V	18.0%	18.4%	19.9%	22.0%	17.8%	20.4%	15.1%	19.5%
%H		98.3%	49.6%	20.5%	68.7%	41.1%	27.9%	94.6%
55 - 64	352	345	157	65	265	141	124	318
%V	15.5%	15.8%	15.4%	17.1%	16.8%	17.1%	16.4%	16.1%
%H		98.0%	44.6%	18.5%	75.3%	40.1%	35.2%	90.3%
65+	529	523	182	69	433	160	273	320
%V	23.3%	23.9%	17.8%	18.1%	27.4%	19.4%	36.1%	16.2%
%H		98.9%	34.4%	13.0%	81.9%	30.2%	51.6%	60.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2272	2185	1020	381	1580	823	757	1981
%H		96.2%	44.9%	16.8%	69.5%	36.2%	33.3%	87.2%
AB	589	570	278	107	410	230	180	564
%V	25.9%	26.1%	27.3%	28.1%	25.9%	27.9%	23.8%	28.5%
%H		96.8%	47.2%	18.2%	69.6%	39.0%	30.6%	95.8%
C1	655	617	292	113	433	229	204	601
%V	28.8%	28.2%	28.6%	29.7%	27.4%	27.8%	26.9%	30.3%
%H		94.2%	44.6%	17.3%	66.1%	35.0%	31.1%	91.8%
C2	411	403	206	68	297	171	126	375
%V	18.1%	18.4%	20.2%	17.8%	18.8%	20.8%	16.6%	18.9%
%H		98.1%	50.1%	16.5%	72.3%	41.6%	30.7%	91.2%
D	387	372	170	62	262	129	133	309
%V	17.0%	17.0%	16.7%	16.3%	16.6%	15.7%	17.6%	15.6%
%H		96.1%	43.9%	16.0%	67.7%	33.3%	34.4%	79.8%
E	231	223	75	31	178	64	114	132
%V	10.2%	10.2%	7.4%	8.1%	11.3%	7.8%	15.1%	6.7%
%H		96.5%	32.5%	13.4%	77.1%	27.7%	49.4%	57.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2272	2185	1020	381	1580	823	757	1981
%H		96.2%	44.9%	16.8%	69.5%	36.2%	33.3%	87.2%
Working full time	831	798	404	166	538	321	217	809
%V	36.6%	36.5%	39.6%	43.6%	34.1%	39.0%	28.7%	40.8%
%H		96.0%	48.6%	20.0%	64.7%	38.6%	26.1%	97.4%
Working part time	340	332	177	59	236	143	93	330
%V	15.0%	15.2%	17.4%	15.5%	14.9%	17.4%	12.3%	16.7%
%H		97.6%	52.1%	17.4%	69.4%	42.1%	27.4%	97.1%
Not working	1101	1055	440	155	806	359	447	842
%V	48.5%	48.3%	43.1%	40.7%	51.0%	43.6%	59.0%	42.5%
%H		95.8%	40.0%	14.1%	73.2%	32.6%	40.6%	76.5%
Housewife/Houseperson	1873	1800	820	307	1309	658	651	1598
%V	82.4%	82.4%	80.4%	80.6%	82.8%	80.0%	86.0%	80.7%
%H		96.1%	43.8%	16.4%	69.9%	35.1%	34.8%	85.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	698	335	58	527	226	301	577
%H (All HH)		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%
%H (TV HH)			48.0%	8.3%	75.5%	32.4%	43.1%	
AB	153	147	77	16	110	56	54	144
%V	21.1%	21.1%	23.0%	27.6%	20.9%	24.8%	17.9%	25.0%
%H (All HH)		96.1%	50.3%	10.5%	71.9%	36.6%	35.3%	94.1%
%H (TV HH)			52.4%	10.9%	74.8%	38.1%	36.7%	
C1	172	168	86	17	125	59	66	151
%V	23.8%	24.1%	25.7%	29.3%	23.7%	26.1%	21.9%	26.2%
%H (All HH)		97.7%	50.0%	9.9%	72.7%	34.3%	38.4%	87.8%
%H (TV HH)			51.2%	10.1%	74.4%	35.1%	39.3%	
C2	145	138	70	8	105	45	59	122
%V	20.0%	19.8%	20.9%	13.8%	19.9%	19.9%	19.6%	21.1%
%H (All HH)		95.2%	48.3%	5.5%	72.4%	31.0%	40.7%	84.1%
%H (TV HH)			50.7%	5.8%	76.1%	32.6%	42.8%	
D	125	119	58	9	88	37	51	95
%V	17.3%	17.0%	17.3%	15.5%	16.7%	16.4%	16.9%	16.5%
%H (All HH)		95.2%	46.4%	7.2%	70.4%	29.6%	40.8%	76.0%
%H (TV HH)			48.7%	7.6%	73.9%	31.1%	42.9%	
E	130	125	44	9	100	28	71	65
%V	18.0%	17.9%	13.1%	15.5%	19.0%	12.4%	23.6%	11.3%
%H (All HH)		96.2%	33.8%	6.9%	76.9%	21.5%	54.6%	50.0%
%H (TV HH)			35.2%	7.2%	80.0%	22.4%	56.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2015 - June 2016
BBC Ulster
Household level data
Table 12.2: Housewife Age
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	698	335	58	527	226	301	577
%H (All HH)		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%
%H (TV HH)			48.0%	8.3%	75.5%	32.4%	43.1%	
Under 25	22	21	11	1	13	5	8	19
%V	3.0%	3.0%	3.3%	1.7%	2.5%	2.2%	2.7%	3.3%
%H (All HH)		95.5%	50.0%	4.5%	59.1%	22.7%	36.4%	86.4%
%H (TV HH)			52.4%	4.8%	61.9%	23.8%	38.1%	
25 - 34	109	103	55	10	68	32	36	101
%V	15.1%	14.8%	16.4%	17.2%	12.9%	14.2%	12.0%	17.5%
%H (All HH)		94.5%	50.5%	9.2%	62.4%	29.4%	33.0%	92.7%
%H (TV HH)			53.4%	9.7%	66.0%	31.1%	35.0%	
35 - 44	130	126	75	10	87	48	39	123
%V	18.0%	18.1%	22.4%	17.2%	16.5%	21.2%	13.0%	21.3%
%H (All HH)		96.9%	57.7%	7.7%	66.9%	36.9%	30.0%	94.6%
%H (TV HH)			59.5%	7.9%	69.0%	38.1%	31.0%	
45 - 54	152	146	78	13	111	55	56	135
%V	21.0%	20.9%	23.3%	22.4%	21.1%	24.3%	18.6%	23.4%
%H (All HH)		96.1%	51.3%	8.6%	73.0%	36.2%	36.8%	88.8%
%H (TV HH)			53.4%	8.9%	76.0%	37.7%	38.4%	
55 - 64	123	118	55	10	93	39	54	101
%V	17.0%	16.9%	16.4%	17.2%	17.6%	17.3%	17.9%	17.5%
%H (All HH)		95.9%	44.7%	8.1%	75.6%	31.7%	43.9%	82.1%
%H (TV HH)			46.6%	8.5%	78.8%	33.1%	45.8%	
65 +	187	182	60	15	155	47	108	97
%V	25.8%	26.1%	17.9%	25.9%	29.4%	20.8%	35.9%	16.8%
%H (All HH)		97.3%	32.1%	8.0%	82.9%	25.1%	57.8%	51.9%
%H (TV HH)			33.0%	8.2%	85.2%	25.8%	59.3%	

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	698	335	58	527	226	301	577
%H (All HH)		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%
%H (TV HH)			48.0%	8.3%	75.5%	32.4%	43.1%	
1	205	190	59	16	152	38	115	108
%V	28.3%	27.2%	17.6%	27.6%	28.8%	16.8%	38.2%	18.7%
%H (All HH)		92.7%	28.8%	7.8%	74.1%	18.5%	56.1%	52.7%
%H (TV HH)			31.1%	8.4%	80.0%	20.0%	60.5%	
2	222	216	108	19	162	74	88	183
%V	30.7%	30.9%	32.2%	32.8%	30.7%	32.7%	29.2%	31.7%
%H (All HH)		97.3%	48.6%	8.6%	73.0%	33.3%	39.6%	82.4%
%H (TV HH)			50.0%	8.8%	75.0%	34.3%	40.7%	
3	115	113	62	11	81	42	39	109
%V	15.9%	16.2%	18.5%	19.0%	15.4%	18.6%	13.0%	18.9%
%H (All HH)		98.3%	53.9%	9.6%	70.4%	36.5%	33.9%	94.8%
%H (TV HH)			54.9%	9.7%	71.7%	37.2%	34.5%	
4	105	102	61	9	75	43	31	102
%V	14.5%	14.6%	18.2%	15.5%	14.2%	19.0%	10.3%	17.7%
%H (All HH)		97.1%	58.1%	8.6%	71.4%	41.0%	29.5%	97.1%
%H (TV HH)			59.8%	8.8%	73.5%	42.2%	30.4%	
5+	78	77	45	4	58	30	28	75
%V	10.8%	11.0%	13.4%	6.9%	11.0%	13.3%	9.3%	13.0%
%H (All HH)		98.7%	57.7%	5.1%	74.4%	38.5%	35.9%	96.2%
%H (TV HH)			58.4%	5.2%	75.3%	39.0%	36.4%	
Average HH size	2.54	2.56	2.84	2.46	2.53	2.87	2.28	2.80

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	698	335	58	527	226	301	577
%H (All HH)		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%
%H (TV HH)			48.0%	8.3%	75.5%	32.4%	43.1%	
Without	513	490	209	42	384	147	237	375
%V	70.9%	70.2%	62.4%	72.4%	72.9%	65.0%	78.7%	65.0%
%H (All HH)		95.5%	40.7%	8.2%	74.9%	28.7%	46.2%	73.1%
%H (TV HH)			42.7%	8.6%	78.4%	30.0%	48.4%	
With	211	207	126	16	143	79	64	202
%V	29.1%	29.7%	37.6%	27.6%	27.1%	35.0%	21.3%	35.0%
%H (All HH)		98.1%	59.7%	7.6%	67.8%	37.4%	30.3%	95.7%
%H (TV HH)			60.9%	7.7%	69.1%	38.2%	30.9%	
0 - 3	85	83	48	8	55	29	27	80
%V	11.7%	11.9%	14.3%	13.8%	10.4%	12.8%	9.0%	13.9%
%H (All HH)		97.6%	56.5%	9.4%	64.7%	34.1%	31.8%	94.1%
%H (TV HH)			57.8%	9.6%	66.3%	34.9%	32.5%	
4 - 9	111	109	68	8	77	45	32	106
%V	15.3%	15.6%	20.3%	13.8%	14.6%	19.9%	10.6%	18.4%
%H (All HH)		98.2%	61.3%	7.2%	69.4%	40.5%	28.8%	95.5%
%H (TV HH)			62.4%	7.3%	70.6%	41.3%	29.4%	
10 - 15	102	100	63	7	70	41	30	99
%V	14.1%	14.3%	18.8%	12.1%	13.3%	18.1%	10.0%	17.2%
%H (All HH)		98.0%	61.8%	6.9%	68.6%	40.2%	29.4%	97.1%
%H (TV HH)			63.0%	7.0%	70.0%	41.0%	30.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	698	335	58	527	226	301	577
%H (All HH)		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%
%H (TV HH)			48.0%	8.3%	75.5%	32.4%	43.1%	
1	240	240	90	22	168	43	125	160
%V	33.1%	34.4%	26.9%	37.9%	31.9%	19.0%	41.5%	27.7%
%H (All HH)		100.0%	37.5%	9.2%	70.0%	17.9%	52.1%	66.7%
%H (TV HH)			37.5%	9.2%	70.0%	17.9%	52.1%	
2	279	279	133	23	212	89	123	233
%V	38.5%	40.0%	39.7%	39.7%	40.2%	39.4%	40.9%	40.4%
%H (All HH)		100.0%	47.7%	8.2%	76.0%	31.9%	44.1%	83.5%
%H (TV HH)			47.7%	8.2%	76.0%	31.9%	44.1%	
3	109	109	65	8	89	52	36	101
%V	15.1%	15.6%	19.4%	13.8%	16.9%	23.0%	12.0%	17.5%
%H (All HH)		100.0%	59.6%	7.3%	81.7%	47.7%	33.0%	92.7%
%H (TV HH)			59.6%	7.3%	81.7%	47.7%	33.0%	
4	46	46	31	4	38	26	12	45
%V	6.4%	6.6%	9.3%	6.9%	7.2%	11.5%	4.0%	7.8%
%H (All HH)		100.0%	67.4%	8.7%	82.6%	56.5%	26.1%	97.8%
%H (TV HH)			67.4%	8.7%	82.6%	56.5%	26.1%	
5+	24	24	16	2	21	15	5	23
%V	3.3%	3.4%	4.8%	3.4%	4.0%	6.6%	1.7%	4.0%
%H (All HH)		100.0%	66.7%	8.3%	87.5%	62.5%	20.8%	95.8%
%H (TV HH)			66.7%	8.3%	87.5%	62.5%	20.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	698	335	58	527	226	301	577
%H (All HH)		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%
%H (TV HH)			48.0%	8.3%	75.5%	32.4%	43.1%	
Under 20"	87	87	41	8	75	36	39	69
%V	12.0%	12.5%	12.2%	13.8%	14.2%	15.9%	13.0%	12.0%
%H (All HH)		100.0%	47.1%	9.2%	86.2%	41.4%	44.8%	79.3%
%H (TV HH)			47.1%	9.2%	86.2%	41.4%	44.8%	
20" - 29"	275	275	129	17	226	96	130	217
%V	38.0%	39.4%	38.5%	29.3%	42.9%	42.5%	43.2%	37.6%
%H (All HH)		100.0%	46.9%	6.2%	82.2%	34.9%	47.3%	78.9%
%H (TV HH)			46.9%	6.2%	82.2%	34.9%	47.3%	
30" - 39"	374	374	183	30	287	126	160	309
%V	51.7%	53.6%	54.6%	51.7%	54.5%	55.8%	53.2%	53.6%
%H (All HH)		100.0%	48.9%	8.0%	76.7%	33.7%	42.8%	82.6%
%H (TV HH)			48.9%	8.0%	76.7%	33.7%	42.8%	
40" and over	377	377	220	34	272	149	123	342
%V	52.1%	54.0%	65.7%	58.6%	51.6%	65.9%	40.9%	59.3%
%H (All HH)		100.0%	58.4%	9.0%	72.1%	39.5%	32.6%	90.7%
%H (TV HH)			58.4%	9.0%	72.1%	39.5%	32.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	698	335	58	527	226	301	577
%H (All HH)		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%
%H (TV HH)			48.0%	8.3%	75.5%	32.4%	43.1%	
Main living room	682	682	331	58	515	223	291	550
%V	94.2%	97.7%	98.8%	100.0%	97.7%	98.7%	96.7%	95.3%
%H (All HH)		100.0%	48.5%	8.5%	75.5%	32.7%	42.7%	80.6%
%H (TV HH)			48.5%	8.5%	75.5%	32.7%	42.7%	
Kitchen	184	184	94	9	158	76	82	160
%V	25.4%	26.4%	28.1%	15.5%	30.0%	33.6%	27.2%	27.7%
%H (All HH)		100.0%	51.1%	4.9%	85.9%	41.3%	44.6%	87.0%
%H (TV HH)			51.1%	4.9%	85.9%	41.3%	44.6%	
Adult's bedroom	255	255	145	23	198	111	87	227
%V	35.2%	36.5%	43.3%	39.7%	37.6%	49.1%	28.9%	39.3%
%H (All HH)		100.0%	56.9%	9.0%	77.6%	43.5%	34.1%	89.0%
%H (TV HH)			56.9%	9.0%	77.6%	43.5%	34.1%	
Child's bedroom	60	60	39	5	46	31	15	58
%V	8.3%	8.6%	11.6%	8.6%	8.7%	13.7%	5.0%	10.1%
%H (All HH)		100.0%	65.0%	8.3%	76.7%	51.7%	25.0%	96.7%
%H (TV HH)			65.0%	8.3%	76.7%	51.7%	25.0%	
Other bedroom	30	30	19	4	25	16	8	30
%V	4.1%	4.3%	5.7%	6.9%	4.7%	7.1%	2.7%	5.2%
%H (All HH)		100.0%	63.3%	13.3%	83.3%	53.3%	26.7%	100.0%
%H (TV HH)			63.3%	13.3%	83.3%	53.3%	26.7%	
Second living/dining room	115	115	65	8	89	46	42	106
%V	15.9%	16.5%	19.4%	13.8%	16.9%	20.4%	14.0%	18.4%
%H (All HH)		100.0%	56.5%	7.0%	77.4%	40.0%	36.5%	92.2%
%H (TV HH)			56.5%	7.0%	77.4%	40.0%	36.5%	
Study/office	8	8	5	1	7	4	2	8
%V	1.1%	1.1%	1.5%	1.7%	1.3%	1.8%	0.7%	1.4%
%H (All HH)		100.0%	62.5%	12.5%	87.5%	50.0%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	87.5%	50.0%	25.0%	
TV room	14	14	9	1	12	8	4	13
%V	1.9%	2.0%	2.7%	1.7%	2.3%	3.5%	1.3%	2.3%
%H (All HH)		100.0%	64.3%	7.1%	85.7%	57.1%	28.6%	92.9%
%H (TV HH)			64.3%	7.1%	85.7%	57.1%	28.6%	
Conservatory	14	14	7	1	12	7	5	13
%V	1.9%	2.0%	2.1%	1.7%	2.3%	3.1%	1.7%	2.3%
%H (All HH)		100.0%	50.0%	7.1%	85.7%	50.0%	35.7%	92.9%
%H (TV HH)			50.0%	7.1%	85.7%	50.0%	35.7%	
Attic or loft room	2	2	1	0	1	1	0	1
%V	0.3%	0.3%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	50.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	0.0%	
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	9	9	5	1	7	4	3	8
%V	1.2%	1.3%	1.5%	1.7%	1.3%	1.8%	1.0%	1.4%
%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%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	698	335	58	527	226	301	577
%H (All HH)		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%
%H (TV HH)			48.0%	8.3%	75.5%	32.4%	43.1%	
Any DSAT provider	335	335	335	4	195	195	0	305
%V	46.3%	48.0%	100.0%	6.9%	37.0%	86.3%	0.0%	52.9%
%H (All HH)			100.0%	1.2%	58.2%	58.2%	0.0%	91.0%
%H (TV HH)			100.0%	1.2%	58.2%	58.2%	0.0%	
Sky with subcription	273	273	273	2	156	156	0	255
%V	37.7%	39.1%	81.5%	3.4%	29.6%	69.0%	0.0%	44.2%
%H (All HH)			100.0%	0.7%	57.1%	57.1%	0.0%	93.4%
%H (TV HH)			100.0%	0.7%	57.1%	57.1%	0.0%	
Sky without subcription	28	28	28	0	16	16	0	22
%V	3.9%	4.0%	8.4%	0.0%	3.0%	7.1%	0.0%	3.8%
%H (All HH)			100.0%	0.0%	57.1%	57.1%	0.0%	78.6%
%H (TV HH)			100.0%	0.0%	57.1%	57.1%	0.0%	
Freesat	33	33	33	1	26	26	0	27
%V	4.6%	4.7%	9.9%	1.7%	4.9%	11.5%	0.0%	4.7%
%H (All HH)			100.0%	3.0%	78.8%	78.8%	0.0%	81.8%
%H (TV HH)			100.0%	3.0%	78.8%	78.8%	0.0%	
Other satellite provider	30	30	30	0	18	18	0	27
%V	4.1%	4.3%	9.0%	0.0%	3.4%	8.0%	0.0%	4.7%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
DCAB	58	58	4	58	33	33	0	53
%V	8.0%	8.3%	1.2%	100.0%	6.3%	14.6%	0.0%	9.2%
%H (All HH)			6.9%	100.0%	56.9%	56.9%	0.0%	91.4%
%H (TV HH)			6.9%	100.0%	56.9%	56.9%	0.0%	
DTT	527	527	195	33	527	226	301	409
%V	72.8%	75.5%	58.2%	56.9%	100.0%	100.0%	100.0%	70.9%
%H (All HH)		100.0%	37.0%	6.3%	100.0%	42.9%	57.1%	77.6%
%H (TV HH)			37.0%	6.3%	100.0%	42.9%	57.1%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	698	335	58	527	226	301	577
%H (All HH)		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%
%H (TV HH)			48.0%	8.3%	75.5%	32.4%	43.1%	
PVR	378	378	278	47	244	187	57	350
%V	52.2%	54.2%	83.0%	81.0%	46.3%	82.7%	18.9%	60.7%
%H (All HH)		100.0%	73.5%	12.4%	64.6%	49.5%	15.1%	92.6%
%H (TV HH)			73.5%	12.4%	64.6%	49.5%	15.1%	
DVDR	17	17	8	2	14	7	6	15
%V	2.3%	2.4%	2.4%	3.4%	2.7%	3.1%	2.0%	2.6%
%H (All HH)		100.0%	47.1%	11.8%	82.4%	41.2%	35.3%	88.2%
%H (TV HH)			47.1%	11.8%	82.4%	41.2%	35.3%	
VCR	4	4	1	0	4	1	2	2
%V	0.6%	0.6%	0.3%	0.0%	0.8%	0.4%	0.7%	0.3%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	50.0%	50.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	50.0%	
Any recorder	386	386	280	47	252	189	62	354
%V	53.3%	55.3%	83.6%	81.0%	47.8%	83.6%	20.6%	61.4%
%H (All HH)		100.0%	72.5%	12.2%	65.3%	49.0%	16.1%	91.7%
%H (TV HH)			72.5%	12.2%	65.3%	49.0%	16.1%	
Receives HDTV (via STB or built-in reception)	416	416	242	41	303	166	136	369
%V	57.5%	59.6%	72.2%	70.7%	57.5%	73.5%	45.2%	64.0%
%H (All HH)		100.0%	58.2%	9.9%	72.8%	39.9%	32.7%	88.7%
%H (TV HH)			58.2%	9.9%	72.8%	39.9%	32.7%	
DVD/Blu-ray player or recorder	434	434	227	38	327	158	169	374
%V	59.9%	62.2%	67.8%	65.5%	62.0%	69.9%	56.1%	64.8%
%H (All HH)		100.0%	52.3%	8.8%	75.3%	36.4%	38.9%	86.2%
%H (TV HH)			52.3%	8.8%	75.3%	36.4%	38.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	724	698	335	58	527	226	301	577
%V (All HH)		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%
%H (TV HH)			48.0%	8.3%	75.5%	32.4%	43.1%	
Has broadband internet	577	562	305	53	409	207	202	577
%V	79.7%	80.5%	91.0%	91.4%	77.6%	91.6%	67.1%	100.0%
%H (All HH)		97.4%	52.9%	9.2%	70.9%	35.9%	35.0%	100.0%
%H (TV HH)			54.3%	9.4%	72.8%	36.8%	35.9%	
Number of computers (PCs and laptops)								
0	162	152	39	6	130	25	105	27
%V	22.4%	21.8%	11.6%	10.3%	24.7%	11.1%	34.9%	4.7%
%H (All HH)		93.8%	24.1%	3.7%	80.2%	15.4%	64.8%	16.7%
%H (TV HH)			25.7%	3.9%	85.5%	16.4%	69.1%	
1	197	189	88	16	138	54	84	189
%V	27.2%	27.1%	26.3%	27.6%	26.2%	23.9%	27.9%	32.8%
%H (All HH)		95.9%	44.7%	8.1%	70.1%	27.4%	42.6%	95.9%
%H (TV HH)			46.6%	8.5%	73.0%	28.6%	44.4%	
2	170	165	89	15	120	59	60	168
%V	23.5%	23.6%	26.6%	25.9%	22.8%	26.1%	19.9%	29.1%
%H (All HH)		97.1%	52.4%	8.8%	70.6%	34.7%	35.3%	98.8%
%H (TV HH)			53.9%	9.1%	72.7%	35.8%	36.4%	
3	99	98	61	11	67	41	26	99
%V	13.7%	14.0%	18.2%	19.0%	12.7%	18.1%	8.6%	17.2%
%H (All HH)		99.0%	61.6%	11.1%	67.7%	41.4%	26.3%	100.0%
%H (TV HH)			62.2%	11.2%	68.4%	41.8%	26.5%	
4	47	46	29	5	36	24	12	47
%V	6.5%	6.6%	8.7%	8.6%	6.8%	10.6%	4.0%	8.1%
%H (All HH)		97.9%	61.7%	10.6%	76.6%	51.1%	25.5%	100.0%
%H (TV HH)			63.0%	10.9%	78.3%	52.2%	26.1%	
5+	48	48	29	5	36	23	13	47
%V	6.6%	6.9%	8.7%	8.6%	6.8%	10.2%	4.3%	8.1%
%H (All HH)		100.0%	60.4%	10.4%	75.0%	47.9%	27.1%	97.9%
%H (TV HH)			60.4%	10.4%	75.0%	47.9%	27.1%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1435	761	118	1121	565	556	1234
%H		53.0%	8.2%	78.1%	39.4%	38.7%	86.0%
Under 20"	105	51	8	91	45	46	85
%V	7.3%	6.7%	6.8%	8.1%	8.0%	8.3%	6.9%
%H		48.6%	7.6%	86.7%	42.9%	43.8%	81.0%
20" - 29"	350	169	23	294	134	159	285
%V	24.4%	22.2%	19.5%	26.2%	23.7%	28.6%	23.1%
%H		48.3%	6.6%	84.0%	38.3%	45.4%	81.4%
30" - 39"	462	234	37	355	165	190	391
%V	32.2%	30.7%	31.4%	31.7%	29.2%	34.2%	31.7%
%H		50.6%	8.0%	76.8%	35.7%	41.1%	84.6%
40" and over	485	292	44	352	205	147	447
%V	33.8%	38.4%	37.3%	31.4%	36.3%	26.4%	36.2%
%H		60.2%	9.1%	72.6%	42.3%	30.3%	92.2%
Don't know	34	14	5	29	15	14	26
%V	2.4%	1.8%	4.2%	2.6%	2.7%	2.5%	2.1%
%H		41.2%	14.7%	85.3%	44.1%	41.2%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1435	761	118	1121	565	556	1234
%H		53.0%	8.2%	78.1%	39.4%	38.7%	86.0%
Main living room	684	332	58	516	224	292	551
%V	47.7%	43.6%	49.2%	46.0%	39.6%	52.5%	44.7%
%H		48.5%	8.5%	75.4%	32.7%	42.7%	80.6%
Kitchen	185	94	9	159	77	82	161
%V	12.9%	12.4%	7.6%	14.2%	13.6%	14.7%	13.0%
%H		50.8%	4.9%	85.9%	41.6%	44.3%	87.0%
Adult's bedroom	294	170	26	231	133	98	264
%V	20.5%	22.3%	22.0%	20.6%	23.5%	17.6%	21.4%
%H		57.8%	8.8%	78.6%	45.2%	33.3%	89.8%
Child's bedroom	74	51	7	58	41	17	73
%V	5.2%	6.7%	5.9%	5.2%	7.3%	3.1%	5.9%
%H		68.9%	9.5%	78.4%	55.4%	23.0%	98.6%
Other bedroom	36	21	5	30	19	10	35
%V	2.5%	2.8%	4.2%	2.7%	3.4%	1.8%	2.8%
%H		58.3%	13.9%	83.3%	52.8%	27.8%	97.2%
Second living/dining room	116	66	8	89	47	42	107
%V	8.1%	8.7%	6.8%	7.9%	8.3%	7.6%	8.7%
%H		56.9%	6.9%	76.7%	40.5%	36.2%	92.2%
Study/office	8	5	1	7	4	2	8
%V	0.6%	0.7%	0.8%	0.6%	0.7%	0.4%	0.6%
%H		62.5%	12.5%	87.5%	50.0%	25.0%	100.0%
TV room	14	9	1	13	8	4	14
%V	1.0%	1.2%	0.8%	1.2%	1.4%	0.7%	1.1%
%H		64.3%	7.1%	92.9%	57.1%	28.6%	100.0%
Conservatory	14	7	1	12	7	5	13
%V	1.0%	0.9%	0.8%	1.1%	1.2%	0.9%	1.1%
%H		50.0%	7.1%	85.7%	50.0%	35.7%	92.9%
Attic or loft room	2	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		50.0%	0.0%	50.0%	50.0%	0.0%	50.0%
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	9	5	1	7	4	3	8
%V	0.6%	0.7%	0.8%	0.6%	0.7%	0.5%	0.6%
%H		55.6%	11.1%	77.8%	44.4%	33.3%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1435	761	118	1121	565	556	1234
%H		53.0%	8.2%	78.1%	39.4%	38.7%	86.0%
PVR	528	408	62	324	260	63	497
%V	36.8%	53.6%	52.5%	28.9%	46.0%	11.3%	40.3%
%H		77.3%	11.7%	61.4%	49.2%	11.9%	94.1%
DVDR	18	10	2	14	8	6	16
%V	1.3%	1.3%	1.7%	1.2%	1.4%	1.1%	1.3%
%H		55.6%	11.1%	77.8%	44.4%	33.3%	88.9%
VCR	4	1	0	4	1	2	2
%V	0.3%	0.1%	0.0%	0.4%	0.2%	0.4%	0.2%
%H		25.0%	0.0%	100.0%	25.0%	50.0%	50.0%
Any recorder	540	413	63	334	265	70	505
%V	37.6%	54.3%	53.4%	29.8%	46.9%	12.6%	40.9%
%H		76.5%	11.7%	61.9%	49.1%	13.0%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1435	761	118	1121	565	556	1234
%H		53.0%	8.2%	78.1%	39.4%	38.7%	86.0%
Receives HDTV (via STB or built-in reception)	652	388	63	480	275	205	594
%V	45.4%	51.0%	53.4%	42.8%	48.7%	36.9%	48.1%
%H		59.5%	9.7%	73.6%	42.2%	31.4%	91.1%
DVD/Blu-ray player or recorder	592	324	53	448	231	217	528
%V	41.3%	42.6%	44.9%	40.0%	40.9%	39.0%	42.8%
%H		54.7%	9.0%	75.7%	39.0%	36.7%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	335	58	527	226	301	561
%H		48.1%	8.3%	75.7%	32.5%	43.2%	80.6%
Under 20"	8	1	0	8	1	7	3
%V	1.1%	0.3%	0.0%	1.5%	0.4%	2.3%	0.5%
%H		12.5%	0.0%	100.0%	12.5%	87.5%	37.5%
20" - 29"	71	18	3	60	11	50	38
%V	10.2%	5.4%	5.2%	11.4%	4.9%	16.6%	6.8%
%H		25.4%	4.2%	84.5%	15.5%	70.4%	53.5%
30" - 39"	241	98	20	189	66	123	183
%V	34.6%	29.3%	34.5%	35.9%	29.2%	40.9%	32.6%
%H		40.7%	8.3%	78.4%	27.4%	51.0%	75.9%
40" and over	360	211	33	258	142	115	326
%V	51.7%	63.0%	56.9%	49.0%	62.8%	38.2%	58.1%
%H		58.6%	9.2%	71.7%	39.4%	31.9%	90.6%
Don't know	15	5	3	12	6	6	11
%V	2.2%	1.5%	5.2%	2.3%	2.7%	2.0%	2.0%
%H		33.3%	20.0%	80.0%	40.0%	40.0%	73.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	335	58	527	226	301	561
%H		48.1%	8.3%	75.7%	32.5%	43.2%	80.6%
PVR	365	270	46	233	181	52	339
%V	52.4%	80.6%	79.3%	44.2%	80.1%	17.3%	60.4%
%H		74.0%	12.6%	63.8%	49.6%	14.2%	92.9%
DVDR	11	5	1	9	4	5	9
%V	1.6%	1.5%	1.7%	1.7%	1.8%	1.7%	1.6%
%H		45.5%	9.1%	81.8%	36.4%	45.5%	81.8%
VCR	2	1	0	2	1	2	1
%V	0.3%	0.3%	0.0%	0.4%	0.4%	0.7%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	100.0%	50.0%
Any recorder	372	272	47	240	183	57	343
%V	53.4%	81.2%	81.0%	45.5%	81.0%	18.9%	61.1%
%H		73.1%	12.6%	64.5%	49.2%	15.3%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	696	335	58	527	226	301	561
%H		48.1%	8.3%	75.7%	32.5%	43.2%	80.6%
Receives HDTV (via STB or built-in reception)	400	234	40	289	160	129	355
%V	57.5%	69.9%	69.0%	54.8%	70.8%	42.9%	63.3%
%H		58.5%	10.0%	72.3%	40.0%	32.3%	88.8%
DVD/Blu-ray player or recorder	388	197	35	291	136	156	333
%V	55.7%	58.8%	60.3%	55.2%	60.2%	51.8%	59.4%
%H		50.8%	9.0%	75.0%	35.1%	40.2%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	740	426	59	595	339	255	674
%H		57.6%	8.0%	80.4%	45.8%	34.5%	91.1%
Under 20"	97	50	8	83	44	39	82
%V	13.1%	11.7%	13.6%	13.9%	13.0%	15.3%	12.2%
%H		51.5%	8.2%	85.6%	45.4%	40.2%	84.5%
20" - 29"	279	151	20	233	124	110	247
%V	37.7%	35.4%	33.9%	39.2%	36.6%	43.1%	36.6%
%H		54.1%	7.2%	83.5%	44.4%	39.4%	88.5%
30" - 39"	221	136	17	167	99	68	208
%V	29.9%	31.9%	28.8%	28.1%	29.2%	26.7%	30.9%
%H		61.5%	7.7%	75.6%	44.8%	30.8%	94.1%
40" and over	124	81	12	95	63	31	121
%V	16.8%	19.0%	20.3%	16.0%	18.6%	12.2%	18.0%
%H		65.3%	9.7%	76.6%	50.8%	25.0%	97.6%
Don't know	19	8	2	17	9	8	15
%V	2.6%	1.9%	3.4%	2.9%	2.7%	3.1%	2.2%
%H		42.1%	10.5%	89.5%	47.4%	42.1%	78.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	740	426	59	595	339	255	674
%H		57.6%	8.0%	80.4%	45.8%	34.5%	91.1%
PVR	163	138	16	90	79	11	158
%V	22.0%	32.4%	27.1%	15.1%	23.3%	4.3%	23.4%
%H		84.7%	9.8%	55.2%	48.5%	6.7%	96.9%
DVDR	7	5	1	5	4	1	7
%V	0.9%	1.2%	1.7%	0.8%	1.2%	0.4%	1.0%
%H		71.4%	14.3%	71.4%	57.1%	14.3%	100.0%
VCR	1	0	0	1	1	1	1
%V	0.1%	0.0%	0.0%	0.2%	0.3%	0.4%	0.1%
%H		0.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Any recorder	167	141	16	94	82	13	162
%V	22.6%	33.1%	27.1%	15.8%	24.2%	5.1%	24.0%
%H		84.4%	9.6%	56.3%	49.1%	7.8%	97.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	740	426	59	595	339	255	674
%H		57.6%	8.0%	80.4%	45.8%	34.5%	91.1%
Receives HDTV (via STB or built-in reception)	252	154	23	192	115	76	239
%V	34.1%	36.2%	39.0%	32.3%	33.9%	29.8%	35.5%
%H		61.1%	9.1%	76.2%	45.6%	30.2%	94.8%
DVD/Blu-ray player or recorder	205	127	17	157	96	61	194
%V	27.7%	29.8%	28.8%	26.4%	28.3%	23.9%	28.8%
%H		62.0%	8.3%	76.6%	46.8%	29.8%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1837	1786	950	143	1336	648	688	1618
%H		97.2%	51.7%	7.8%	72.7%	35.3%	37.5%	88.1%
Total Children	391	384	237	28	271	155	117	373
%V	21.3%	21.5%	24.9%	19.6%	20.3%	23.9%	17.0%	23.1%
%H		98.2%	60.6%	7.2%	69.3%	39.6%	29.9%	95.4%
0 - 3	98	97	57	9	64	34	30	92
%V	5.3%	5.4%	6.0%	6.3%	4.8%	5.2%	4.4%	5.7%
%H		99.0%	58.2%	9.2%	65.3%	34.7%	30.6%	93.9%
4 - 15	293	287	181	19	207	121	86	281
%V	15.9%	16.1%	19.1%	13.3%	15.5%	18.7%	12.5%	17.4%
%H		98.0%	61.8%	6.5%	70.6%	41.3%	29.4%	95.9%
4 - 9	157	154	94	10	112	64	48	149
%V	8.5%	8.6%	9.9%	7.0%	8.4%	9.9%	7.0%	9.2%
%H		98.1%	59.9%	6.4%	71.3%	40.8%	30.6%	94.9%
10 - 15	136	133	87	8	95	57	39	133
%V	7.4%	7.4%	9.2%	5.6%	7.1%	8.8%	5.7%	8.2%
%H		97.8%	64.0%	5.9%	69.9%	41.9%	28.7%	97.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1837	1786	950	143	1336	648	688	1618
%H		97.2%	51.7%	7.8%	72.7%	35.3%	37.5%	88.1%
Total Adults (16+)	1446	1402	713	116	1065	493	571	1245
%V	78.7%	78.5%	75.1%	81.1%	79.7%	76.1%	83.0%	76.9%
%H		97.0%	49.3%	8.0%	73.7%	34.1%	39.5%	86.1%
16 - 19	97	96	56	5	73	38	35	95
%V	5.3%	5.4%	5.9%	3.5%	5.5%	5.9%	5.1%	5.9%
%H		99.0%	57.7%	5.2%	75.3%	39.2%	36.1%	97.9%
20 - 24	108	104	55	6	79	37	42	103
%V	5.9%	5.8%	5.8%	4.2%	5.9%	5.7%	6.1%	6.4%
%H		96.3%	50.9%	5.6%	73.1%	34.3%	38.9%	95.4%
25 - 34	244	235	123	24	160	75	85	230
%V	13.3%	13.2%	12.9%	16.8%	12.0%	11.6%	12.4%	14.2%
%H		96.3%	50.4%	9.8%	65.6%	30.7%	34.8%	94.3%
35 - 44	238	233	137	19	164	88	76	226
%V	13.0%	13.0%	14.4%	13.3%	12.3%	13.6%	11.0%	14.0%
%H		97.9%	57.6%	8.0%	68.9%	37.0%	31.9%	95.0%
45 - 54	261	252	140	22	191	101	90	240
%V	14.2%	14.1%	14.7%	15.4%	14.3%	15.6%	13.1%	14.8%
%H		96.6%	53.6%	8.4%	73.2%	38.7%	34.5%	92.0%
55 - 64	212	205	99	17	163	72	91	183
%V	11.5%	11.5%	10.4%	11.9%	12.2%	11.1%	13.2%	11.3%
%H		96.7%	46.7%	8.0%	76.9%	34.0%	42.9%	86.3%
65+	284	278	104	22	235	82	153	167
%V	15.5%	15.6%	10.9%	15.4%	17.6%	12.7%	22.2%	10.3%
%H		97.9%	36.6%	7.7%	82.7%	28.9%	53.9%	58.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1446	1402	713	116	1065	493	571	1245
%H		97.0%	49.3%	8.0%	73.7%	34.1%	39.5%	86.1%
AB	329	319	172	33	240	126	114	314
%V	22.8%	22.8%	24.1%	28.4%	22.5%	25.6%	20.0%	25.2%
%H		97.0%	52.3%	10.0%	72.9%	38.3%	34.7%	95.4%
C1	365	358	192	37	269	137	132	335
%V	25.2%	25.5%	26.9%	31.9%	25.3%	27.8%	23.1%	26.9%
%H		98.1%	52.6%	10.1%	73.7%	37.5%	36.2%	91.8%
C2	328	316	162	18	245	111	134	292
%V	22.7%	22.5%	22.7%	15.5%	23.0%	22.5%	23.5%	23.5%
%H		96.3%	49.4%	5.5%	74.7%	33.8%	40.9%	89.0%
D	239	231	119	16	170	76	94	197
%V	16.5%	16.5%	16.7%	13.8%	16.0%	15.4%	16.5%	15.8%
%H		96.7%	49.8%	6.7%	71.1%	31.8%	39.3%	82.4%
E	186	178	68	13	140	43	97	107
%V	12.9%	12.7%	9.5%	11.2%	13.1%	8.7%	17.0%	8.6%
%H		95.7%	36.6%	7.0%	75.3%	23.1%	52.2%	57.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2015 - June 2016
BBC Ulster
Individual level data
Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1446	1402	713	116	1065	493	571	1245
%H		97.0%	49.3%	8.0%	73.7%	34.1%	39.5%	86.1%
Working full time	644	625	341	52	456	228	229	606
%V	44.5%	44.6%	47.8%	44.8%	42.8%	46.2%	40.1%	48.7%
%H		97.0%	53.0%	8.1%	70.8%	35.4%	35.6%	94.1%
Working part time	141	136	77	11	100	53	47	133
%V	9.8%	9.7%	10.8%	9.5%	9.4%	10.8%	8.2%	10.7%
%H		96.5%	54.6%	7.8%	70.9%	37.6%	33.3%	94.3%
Not working	662	642	294	52	508	212	296	506
%V	45.8%	45.8%	41.2%	44.8%	47.7%	43.0%	51.8%	40.6%
%H		97.0%	44.4%	7.9%	76.7%	32.0%	44.7%	76.4%
Housewife/Houseperson	724	698	335	58	527	226	301	577
%V	50.1%	49.8%	47.0%	50.0%	49.5%	45.8%	52.7%	46.3%
%H		96.4%	46.3%	8.0%	72.8%	31.2%	41.6%	79.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	704	682	346	56	522	244	278	611
%H		96.9%	49.1%	8.0%	74.1%	34.7%	39.5%	86.8%
16 - 19	51	51	29	3	41	21	19	50
%V	7.2%	7.5%	8.4%	5.4%	7.9%	8.6%	6.8%	8.2%
%H		100.0%	56.9%	5.9%	80.4%	41.2%	37.3%	98.0%
20 - 24	52	49	24	2	39	16	23	49
%V	7.4%	7.2%	6.9%	3.6%	7.5%	6.6%	8.3%	8.0%
%H		94.2%	46.2%	3.8%	75.0%	30.8%	44.2%	94.2%
25 - 34	123	117	57	13	82	36	45	115
%V	17.5%	17.2%	16.5%	23.2%	15.7%	14.8%	16.2%	18.8%
%H		95.1%	46.3%	10.6%	66.7%	29.3%	36.6%	93.5%
35 - 44	115	113	63	9	80	41	39	108
%V	16.3%	16.6%	18.2%	16.1%	15.3%	16.8%	14.0%	17.7%
%H		98.3%	54.8%	7.8%	69.6%	35.7%	33.9%	93.9%
45 - 54	129	123	70	12	93	52	41	116
%V	18.3%	18.0%	20.2%	21.4%	17.8%	21.3%	14.7%	19.0%
%H		95.3%	54.3%	9.3%	72.1%	40.3%	31.8%	89.9%
55 - 64	105	101	49	8	81	36	45	91
%V	14.9%	14.8%	14.2%	14.3%	15.5%	14.8%	16.2%	14.9%
%H		96.2%	46.7%	7.6%	77.1%	34.3%	42.9%	86.7%
65+	130	128	54	9	106	42	65	81
%V	18.5%	18.8%	15.6%	16.1%	20.3%	17.2%	23.4%	13.3%
%H		98.5%	41.5%	6.9%	81.5%	32.3%	50.0%	62.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	704	682	346	56	522	244	278	611
%H		96.9%	49.1%	8.0%	74.1%	34.7%	39.5%	86.8%
AB	164	160	86	15	123	65	58	158
%V	23.3%	23.5%	24.9%	26.8%	23.6%	26.6%	20.9%	25.9%
%H		97.6%	52.4%	9.1%	75.0%	39.6%	35.4%	96.3%
C1	172	169	88	18	129	66	63	158
%V	24.4%	24.8%	25.4%	32.1%	24.7%	27.0%	22.7%	25.9%
%H		98.3%	51.2%	10.5%	75.0%	38.4%	36.6%	91.9%
C2	173	166	84	9	129	56	72	151
%V	24.6%	24.3%	24.3%	16.1%	24.7%	23.0%	25.9%	24.7%
%H		96.0%	48.6%	5.2%	74.6%	32.4%	41.6%	87.3%
D	113	109	57	8	81	38	43	96
%V	16.1%	16.0%	16.5%	14.3%	15.5%	15.6%	15.5%	15.7%
%H		96.5%	50.4%	7.1%	71.7%	33.6%	38.1%	85.0%
E	82	78	31	5	61	20	41	48
%V	11.6%	11.4%	9.0%	8.9%	11.7%	8.2%	14.7%	7.9%
%H		95.1%	37.8%	6.1%	74.4%	24.4%	50.0%	58.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	704	682	346	56	522	244	278	611
%H		96.9%	49.1%	8.0%	74.1%	34.7%	39.5%	86.8%
Working full time	398	386	209	32	285	142	143	373
%V	56.5%	56.6%	60.4%	57.1%	54.6%	58.2%	51.4%	61.0%
%H		97.0%	52.5%	8.0%	71.6%	35.7%	35.9%	93.7%
Working part time	29	27	13	3	21	10	11	24
%V	4.1%	4.0%	3.8%	5.4%	4.0%	4.1%	4.0%	3.9%
%H		93.1%	44.8%	10.3%	72.4%	34.5%	37.9%	82.8%
Not working	278	269	124	21	216	92	124	214
%V	39.5%	39.4%	35.8%	37.5%	41.4%	37.7%	44.6%	35.0%
%H		96.8%	44.6%	7.6%	77.7%	33.1%	44.6%	77.0%
Housewife/Houseperson	139	129	53	13	96	35	61	92
%V	19.7%	18.9%	15.3%	23.2%	18.4%	14.3%	21.9%	15.1%
%H		92.8%	38.1%	9.4%	69.1%	25.2%	43.9%	66.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	720	366	60	543	249	294	634
%H		97.2%	49.4%	8.1%	73.3%	33.6%	39.7%	85.6%
16 - 19	46	45	27	3	32	16	15	45
%V	6.2%	6.3%	7.4%	5.0%	5.9%	6.4%	5.1%	7.1%
%H		97.8%	58.7%	6.5%	69.6%	34.8%	32.6%	97.8%
20 - 24	56	54	31	4	39	20	19	54
%V	7.6%	7.5%	8.5%	6.7%	7.2%	8.0%	6.5%	8.5%
%H		96.4%	55.4%	7.1%	69.6%	35.7%	33.9%	96.4%
25 - 34	122	117	66	11	78	38	40	115
%V	16.5%	16.3%	18.0%	18.3%	14.4%	15.3%	13.6%	18.1%
%H		95.9%	54.1%	9.0%	63.9%	31.1%	32.8%	94.3%
35 - 44	123	120	74	9	84	47	37	118
%V	16.6%	16.7%	20.2%	15.0%	15.5%	18.9%	12.6%	18.6%
%H		97.6%	60.2%	7.3%	68.3%	38.2%	30.1%	95.9%
45 - 54	132	129	70	11	98	49	49	123
%V	17.8%	17.9%	19.1%	18.3%	18.0%	19.7%	16.7%	19.4%
%H		97.7%	53.0%	8.3%	74.2%	37.1%	37.1%	93.2%
55 - 64	107	104	49	9	82	37	46	92
%V	14.4%	14.4%	13.4%	15.0%	15.1%	14.9%	15.6%	14.5%
%H		97.2%	45.8%	8.4%	76.6%	34.6%	43.0%	86.0%
65+	154	150	50	13	129	41	88	86
%V	20.8%	20.8%	13.7%	21.7%	23.8%	16.5%	29.9%	13.6%
%H		97.4%	32.5%	8.4%	83.8%	26.6%	57.1%	55.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	720	366	60	543	249	294	634
%H		97.2%	49.4%	8.1%	73.3%	33.6%	39.7%	85.6%
AB	165	159	85	17	118	61	56	156
%V	22.3%	22.1%	23.2%	28.3%	21.7%	24.5%	19.0%	24.6%
%H		96.4%	51.5%	10.3%	71.5%	37.0%	33.9%	94.5%
C1	193	189	103	18	141	71	69	177
%V	26.0%	26.3%	28.1%	30.0%	26.0%	28.5%	23.5%	27.9%
%H		97.9%	53.4%	9.3%	73.1%	36.8%	35.8%	91.7%
C2	155	149	78	9	117	55	62	141
%V	20.9%	20.7%	21.3%	15.0%	21.5%	22.1%	21.1%	22.2%
%H		96.1%	50.3%	5.8%	75.5%	35.5%	40.0%	91.0%
D	126	122	62	8	89	38	51	101
%V	17.0%	16.9%	16.9%	13.3%	16.4%	15.3%	17.3%	15.9%
%H		96.8%	49.2%	6.3%	70.6%	30.2%	40.5%	80.2%
E	103	100	37	7	79	23	56	59
%V	13.9%	13.9%	10.1%	11.7%	14.5%	9.2%	19.0%	9.3%
%H		97.1%	35.9%	6.8%	76.7%	22.3%	54.4%	57.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	741	720	366	60	543	249	294	634
%H		97.2%	49.4%	8.1%	73.3%	33.6%	39.7%	85.6%
Working full time	246	239	132	20	171	85	86	233
%V	33.2%	33.2%	36.1%	33.3%	31.5%	34.1%	29.3%	36.8%
%H		97.2%	53.7%	8.1%	69.5%	34.6%	35.0%	94.7%
Working part time	112	108	64	9	79	43	36	108
%V	15.1%	15.0%	17.5%	15.0%	14.5%	17.3%	12.2%	17.0%
%H		96.4%	57.1%	8.0%	70.5%	38.4%	32.1%	96.4%
Not working	384	373	171	31	292	120	172	292
%V	51.8%	51.8%	46.7%	51.7%	53.8%	48.2%	58.5%	46.1%
%H		97.1%	44.5%	8.1%	76.0%	31.3%	44.8%	76.0%
Housewife/Houseperson	585	569	282	45	432	191	241	485
%V	78.9%	79.0%	77.0%	75.0%	79.6%	76.7%	82.0%	76.5%
%H		97.3%	48.2%	7.7%	73.8%	32.6%	41.2%	82.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1340	1299	710	121	857	404	453	1071
%H (All HH)		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%
%H (TV HH)			54.7%	9.3%	66.0%	31.1%	34.9%	
AB	266	257	142	24	172	85	87	249
%V	19.9%	19.8%	20.0%	19.8%	20.1%	21.0%	19.2%	23.2%
%H (All HH)		96.6%	53.4%	9.0%	64.7%	32.0%	32.7%	93.6%
%H (TV HH)			55.3%	9.3%	66.9%	33.1%	33.9%	
C1	328	319	176	36	205	103	102	287
%V	24.5%	24.6%	24.8%	29.8%	23.9%	25.5%	22.5%	26.8%
%H (All HH)		97.3%	53.7%	11.0%	62.5%	31.4%	31.1%	87.5%
%H (TV HH)			55.2%	11.3%	64.3%	32.3%	32.0%	
C2	314	308	185	27	206	114	93	265
%V	23.4%	23.7%	26.1%	22.3%	24.0%	28.2%	20.5%	24.7%
%H (All HH)		98.1%	58.9%	8.6%	65.6%	36.3%	29.6%	84.4%
%H (TV HH)			60.1%	8.8%	66.9%	37.0%	30.2%	
D	249	241	126	22	157	65	92	178
%V	18.6%	18.6%	17.7%	18.2%	18.3%	16.1%	20.3%	16.6%
%H (All HH)		96.8%	50.6%	8.8%	63.1%	26.1%	36.9%	71.5%
%H (TV HH)			52.3%	9.1%	65.1%	27.0%	38.2%	
E	183	174	81	12	117	38	79	92
%V	13.7%	13.4%	11.4%	9.9%	13.7%	9.4%	17.4%	8.6%
%H (All HH)		95.1%	44.3%	6.6%	63.9%	20.8%	43.2%	50.3%
%H (TV HH)			46.6%	6.9%	67.2%	21.8%	45.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1340	1299	710	121	857	404	453	1071
%H (All HH)		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%
%H (TV HH)			54.7%	9.3%	66.0%	31.1%	34.9%	
Under 25	57	51	27	3	31	12	19	50
%V	4.3%	3.9%	3.8%	2.5%	3.6%	3.0%	4.2%	4.7%
%H (All HH)		89.5%	47.4%	5.3%	54.4%	21.1%	33.3%	87.7%
%H (TV HH)			52.9%	5.9%	60.8%	23.5%	37.3%	
25 - 34	187	177	105	16	98	49	49	175
%V	14.0%	13.6%	14.8%	13.2%	11.4%	12.1%	10.8%	16.3%
%H (All HH)		94.7%	56.1%	8.6%	52.4%	26.2%	26.2%	93.6%
%H (TV HH)			59.3%	9.0%	55.4%	27.7%	27.7%	
35 - 44	204	197	121	24	117	68	49	192
%V	15.2%	15.2%	17.0%	19.8%	13.7%	16.8%	10.8%	17.9%
%H (All HH)		96.6%	59.3%	11.8%	57.4%	33.3%	24.0%	94.1%
%H (TV HH)			61.4%	12.2%	59.4%	34.5%	24.9%	
45 - 54	251	245	150	25	157	89	69	231
%V	18.7%	18.9%	21.1%	20.7%	18.3%	22.0%	15.2%	21.6%
%H (All HH)		97.6%	59.8%	10.0%	62.5%	35.5%	27.5%	92.0%
%H (TV HH)			61.2%	10.2%	64.1%	36.3%	28.2%	
55 - 64	226	222	127	17	152	74	78	197
%V	16.9%	17.1%	17.9%	14.0%	17.7%	18.3%	17.2%	18.4%
%H (All HH)		98.2%	56.2%	7.5%	67.3%	32.7%	34.5%	87.2%
%H (TV HH)			57.2%	7.7%	68.5%	33.3%	35.1%	
65 +	414	407	181	37	302	113	190	226
%V	30.9%	31.3%	25.5%	30.6%	35.2%	28.0%	41.9%	21.1%
%H (All HH)		98.3%	43.7%	8.9%	72.9%	27.3%	45.9%	54.6%
%H (TV HH)			44.5%	9.1%	74.2%	27.8%	46.7%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1340	1299	710	121	857	404	453	1071
%H (All HH)		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%
%H (TV HH)			54.7%	9.3%	66.0%	31.1%	34.9%	
1	424	401	160	33	279	75	203	237
%V	31.6%	30.9%	22.5%	27.3%	32.6%	18.6%	44.8%	22.1%
%H (All HH)		94.6%	37.7%	7.8%	65.8%	17.7%	47.9%	55.9%
%H (TV HH)			39.9%	8.2%	69.6%	18.7%	50.6%	
2	470	461	264	41	311	157	153	405
%V	35.1%	35.5%	37.2%	33.9%	36.3%	38.9%	33.8%	37.8%
%H (All HH)		98.1%	56.2%	8.7%	66.2%	33.4%	32.6%	86.2%
%H (TV HH)			57.3%	8.9%	67.5%	34.1%	33.2%	
3	197	194	124	19	119	71	48	188
%V	14.7%	14.9%	17.5%	15.7%	13.9%	17.6%	10.6%	17.6%
%H (All HH)		98.5%	62.9%	9.6%	60.4%	36.0%	24.4%	95.4%
%H (TV HH)			63.9%	9.8%	61.3%	36.6%	24.7%	
4	169	167	114	21	103	71	32	166
%V	12.6%	12.9%	16.1%	17.4%	12.0%	17.6%	7.1%	15.5%
%H (All HH)		98.8%	67.5%	12.4%	60.9%	42.0%	18.9%	98.2%
%H (TV HH)			68.3%	12.6%	61.7%	42.5%	19.2%	
5+	79	76	48	7	46	29	17	76
%V	5.9%	5.9%	6.8%	5.8%	5.4%	7.2%	3.8%	7.1%
%H (All HH)		96.2%	60.8%	8.9%	58.2%	36.7%	21.5%	96.2%
%H (TV HH)			63.2%	9.2%	60.5%	38.2%	22.4%	
Average HH size	2.29	2.30	2.50	2.45	2.24	2.59	1.93	2.51

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1340	1299	710	121	857	404	453	1071
%H (All HH)		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%
%H (TV HH)			54.7%	9.3%	66.0%	31.1%	34.9%	
Without	1013	979	496	87	665	281	385	759
%V	75.6%	75.4%	69.9%	71.9%	77.6%	69.6%	85.0%	70.9%
%H (All HH)		96.6%	49.0%	8.6%	65.6%	27.7%	38.0%	74.9%
%H (TV HH)			50.7%	8.9%	67.9%	28.7%	39.3%	
With	327	321	215	34	191	123	68	312
%V	24.4%	24.7%	30.3%	28.1%	22.3%	30.4%	15.0%	29.1%
%H (All HH)		98.2%	65.7%	10.4%	58.4%	37.6%	20.8%	95.4%
%H (TV HH)			67.0%	10.6%	59.5%	38.3%	21.2%	
0 - 3	119	117	77	12	65	39	26	110
%V	8.9%	9.0%	10.8%	9.9%	7.6%	9.7%	5.7%	10.3%
%H (All HH)		98.3%	64.7%	10.1%	54.6%	32.8%	21.8%	92.4%
%H (TV HH)			65.8%	10.3%	55.6%	33.3%	22.2%	
4 - 9	166	162	110	16	96	61	35	157
%V	12.4%	12.5%	15.5%	13.2%	11.2%	15.1%	7.7%	14.7%
%H (All HH)		97.6%	66.3%	9.6%	57.8%	36.7%	21.1%	94.6%
%H (TV HH)			67.9%	9.9%	59.3%	37.7%	21.6%	
10 - 15	156	153	103	18	94	63	30	152
%V	11.6%	11.8%	14.5%	14.9%	11.0%	15.6%	6.6%	14.2%
%H (All HH)		98.1%	66.0%	11.5%	60.3%	40.4%	19.2%	97.4%
%H (TV HH)			67.3%	11.8%	61.4%	41.2%	19.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1340	1299	710	121	857	404	453	1071
%H (All HH)		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%
%H (TV HH)			54.7%	9.3%	66.0%	31.1%	34.9%	
1	481	481	204	47	271	54	217	332
%V	35.9%	37.0%	28.7%	38.8%	31.6%	13.4%	47.9%	31.0%
%H (All HH)		100.0%	42.4%	9.8%	56.3%	11.2%	45.1%	69.0%
%H (TV HH)			42.4%	9.8%	56.3%	11.2%	45.1%	
2	464	464	266	43	313	159	154	379
%V	34.6%	35.7%	37.5%	35.5%	36.5%	39.4%	34.0%	35.4%
%H (All HH)		100.0%	57.3%	9.3%	67.5%	34.3%	33.2%	81.7%
%H (TV HH)			57.3%	9.3%	67.5%	34.3%	33.2%	
3	213	213	138	18	161	105	56	199
%V	15.9%	16.4%	19.4%	14.9%	18.8%	26.0%	12.4%	18.6%
%H (All HH)		100.0%	64.8%	8.5%	75.6%	49.3%	26.3%	93.4%
%H (TV HH)			64.8%	8.5%	75.6%	49.3%	26.3%	
4	99	99	70	10	76	56	20	94
%V	7.4%	7.6%	9.9%	8.3%	8.9%	13.9%	4.4%	8.8%
%H (All HH)		100.0%	70.7%	10.1%	76.8%	56.6%	20.2%	94.9%
%H (TV HH)			70.7%	10.1%	76.8%	56.6%	20.2%	
5+	42	42	32	3	35	29	6	41
%V	3.1%	3.2%	4.5%	2.5%	4.1%	7.2%	1.3%	3.8%
%H (All HH)		100.0%	76.2%	7.1%	83.3%	69.0%	14.3%	97.6%
%H (TV HH)			76.2%	7.1%	83.3%	69.0%	14.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1340	1299	710	121	857	404	453	1071
%V (All HH)		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%
%V (TV HH)			54.7%	9.3%	66.0%	31.1%	34.9%	
Under 20"	220	220	128	14	169	94	75	179
%V	16.4%	16.9%	18.0%	11.6%	19.7%	23.3%	16.6%	16.7%
%H (All HH)		100.0%	58.2%	6.4%	76.8%	42.7%	34.1%	81.4%
%H (TV HH)			58.2%	6.4%	76.8%	42.7%	34.1%	
20" - 29"	445	445	238	40	338	173	165	353
%V	33.2%	34.3%	33.5%	33.1%	39.4%	42.8%	36.4%	33.0%
%H (All HH)		100.0%	53.5%	9.0%	76.0%	38.9%	37.1%	79.3%
%H (TV HH)			53.5%	9.0%	76.0%	38.9%	37.1%	
30" - 39"	734	734	413	71	504	257	247	601
%V	54.8%	56.5%	58.2%	58.7%	58.8%	63.6%	54.5%	56.1%
%H (All HH)		100.0%	56.3%	9.7%	68.7%	35.0%	33.7%	81.9%
%H (TV HH)			56.3%	9.7%	68.7%	35.0%	33.7%	
40" and over	688	688	443	69	426	254	172	620
%V	51.3%	53.0%	62.4%	57.0%	49.7%	62.9%	38.0%	57.9%
%H (All HH)		100.0%	64.4%	10.0%	61.9%	36.9%	25.0%	90.1%
%H (TV HH)			64.4%	10.0%	61.9%	36.9%	25.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1340	1299	710	121	857	404	453	1071
%V (All HH)		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%
%H (TV HH)			54.7%	9.3%	66.0%	31.1%	34.9%	
Main living room	1285	1285	707	121	847	401	446	1034
%V	95.9%	98.9%	99.6%	100.0%	98.8%	99.3%	98.5%	96.5%
%H (All HH)		100.0%	55.0%	9.4%	65.9%	31.2%	34.7%	80.5%
%H (TV HH)			55.0%	9.4%	65.9%	31.2%	34.7%	
Kitchen	175	175	109	13	145	90	55	151
%V	13.1%	13.5%	15.4%	10.7%	16.9%	22.3%	12.1%	14.1%
%H (All HH)		100.0%	62.3%	7.4%	82.9%	51.4%	31.4%	86.3%
%H (TV HH)			62.3%	7.4%	82.9%	51.4%	31.4%	
Adult's bedroom	575	575	359	52	415	254	161	509
%V	42.9%	44.3%	50.6%	43.0%	48.4%	62.9%	35.5%	47.5%
%H (All HH)		100.0%	62.4%	9.0%	72.2%	44.2%	28.0%	88.5%
%H (TV HH)			62.4%	9.0%	72.2%	44.2%	28.0%	
Child's bedroom	134	134	95	14	89	65	24	128
%V	10.0%	10.3%	13.4%	11.6%	10.4%	16.1%	5.3%	12.0%
%H (All HH)		100.0%	70.9%	10.4%	66.4%	48.5%	17.9%	95.5%
%H (TV HH)			70.9%	10.4%	66.4%	48.5%	17.9%	
Other bedroom	75	75	52	4	56	37	19	66
%V	5.6%	5.8%	7.3%	3.3%	6.5%	9.2%	4.2%	6.2%
%H (All HH)		100.0%	69.3%	5.3%	74.7%	49.3%	25.3%	88.0%
%H (TV HH)			69.3%	5.3%	74.7%	49.3%	25.3%	
Second living/dining room	169	169	106	18	128	82	46	149
%V	12.6%	13.0%	14.9%	14.9%	14.9%	20.3%	10.2%	13.9%
%H (All HH)		100.0%	62.7%	10.7%	75.7%	48.5%	27.2%	88.2%
%H (TV HH)			62.7%	10.7%	75.7%	48.5%	27.2%	
Study/office	21	21	14	2	16	10	5	19
%V	1.6%	1.6%	2.0%	1.7%	1.9%	2.5%	1.1%	1.8%
%H (All HH)		100.0%	66.7%	9.5%	76.2%	47.6%	23.8%	90.5%
%H (TV HH)			66.7%	9.5%	76.2%	47.6%	23.8%	
TV room	9	9	5	2	7	5	3	9
%V	0.7%	0.7%	0.7%	1.7%	0.8%	1.2%	0.7%	0.8%
%H (All HH)		100.0%	55.6%	22.2%	77.8%	55.6%	33.3%	100.0%
%H (TV HH)			55.6%	22.2%	77.8%	55.6%	33.3%	
Conservatory	28	28	19	2	21	13	8	27
%V	2.1%	2.2%	2.7%	1.7%	2.5%	3.2%	1.8%	2.5%
%H (All HH)		100.0%	67.9%	7.1%	75.0%	46.4%	28.6%	96.4%
%H (TV HH)			67.9%	7.1%	75.0%	46.4%	28.6%	
Attic or loft room	6	6	4	1	4	3	1	6
%V	0.4%	0.5%	0.6%	0.8%	0.5%	0.7%	0.2%	0.6%
%H (All HH)		100.0%	66.7%	16.7%	66.7%	50.0%	16.7%	100.0%
%H (TV HH)			66.7%	16.7%	66.7%	50.0%	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	10	10	6	1	9	6	3	9
%V	0.7%	0.8%	0.8%	0.8%	1.1%	1.5%	0.7%	0.8%
%H (All HH)		100.0%	60.0%	10.0%	90.0%	60.0%	30.0%	90.0%
%H (TV HH)			60.0%	10.0%	90.0%	60.0%	30.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1340	1299	710	121	857	404	453	1071
%H (All HH)		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%
%H (TV HH)			54.7%	9.3%	66.0%	31.1%	34.9%	
Any DSAT provider	710	710	710	7	359	359	0	619
%V	53.0%	54.7%	100.0%	5.8%	41.9%	88.9%	0.0%	57.8%
%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	580	580	580	4	293	293	0	517
%V	43.3%	44.6%	81.7%	3.3%	34.2%	72.5%	0.0%	48.3%
%H (All HH)			100.0%	0.7%	50.5%	50.5%	0.0%	89.1%
%H (TV HH)			100.0%	0.7%	50.5%	50.5%	0.0%	
Sky without subscription	68	68	68	1	30	30	0	51
%V	5.1%	5.2%	9.6%	0.8%	3.5%	7.4%	0.0%	4.8%
%H (All HH)			100.0%	1.5%	44.1%	44.1%	0.0%	75.0%
%H (TV HH)			100.0%	1.5%	44.1%	44.1%	0.0%	
Freesat	66	66	66	2	37	37	0	55
%V	4.9%	5.1%	9.3%	1.7%	4.3%	9.2%	0.0%	5.1%
%H (All HH)			100.0%	3.0%	56.1%	56.1%	0.0%	83.3%
%H (TV HH)			100.0%	3.0%	56.1%	56.1%	0.0%	
Other satellite provider	29	29	29	1	18	18	0	26
%V	2.2%	2.2%	4.1%	0.8%	2.1%	4.5%	0.0%	2.4%
%H (All HH)			100.0%	3.4%	62.1%	62.1%	0.0%	89.7%
%H (TV HH)			100.0%	3.4%	62.1%	62.1%	0.0%	
DCAB	121	121	7	121	48	48	0	106
%V	9.0%	9.3%	1.0%	100.0%	5.6%	11.9%	0.0%	9.9%
%H (All HH)			5.8%	100.0%	39.7%	39.7%	0.0%	87.6%
%H (TV HH)			5.8%	100.0%	39.7%	39.7%	0.0%	
DTT	857	857	359	48	857	404	453	670
%V	64.0%	66.0%	50.6%	39.7%	100.0%	100.0%	100.0%	62.6%
%H (All HH)		100.0%	41.9%	5.6%	100.0%	47.1%	52.9%	78.2%
%H (TV HH)			41.9%	5.6%	100.0%	47.1%	52.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1340	1299	710	121	857	404	453	1071
%H (All HH)		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%
%H (TV HH)			54.7%	9.3%	66.0%	31.1%	34.9%	
PVR	808	808	592	104	463	346	117	720
%V	60.3%	62.2%	83.4%	86.0%	54.0%	85.6%	25.8%	67.2%
%H (All HH)		100.0%	73.3%	12.9%	57.3%	42.8%	14.5%	89.1%
%H (TV HH)			73.3%	12.9%	57.3%	42.8%	14.5%	
DVDR	34	34	18	3	24	11	12	30
%V	2.5%	2.6%	2.5%	2.5%	2.8%	2.7%	2.6%	2.8%
%H (All HH)		100.0%	52.9%	8.8%	70.6%	32.4%	35.3%	88.2%
%H (TV HH)			52.9%	8.8%	70.6%	32.4%	35.3%	
VCR	11	11	5	1	8	4	4	7
%V	0.8%	0.8%	0.7%	0.8%	0.9%	1.0%	0.9%	0.7%
%H (All HH)		100.0%	45.5%	9.1%	72.7%	36.4%	36.4%	63.6%
%H (TV HH)			45.5%	9.1%	72.7%	36.4%	36.4%	
Any recorder	822	822	596	104	475	348	127	730
%V	61.3%	63.3%	83.9%	86.0%	55.4%	86.1%	28.0%	68.2%
%H (All HH)		100.0%	72.5%	12.7%	57.8%	42.3%	15.5%	88.8%
%H (TV HH)			72.5%	12.7%	57.8%	42.3%	15.5%	
Receives HDTV (via STB or built-in reception)	761	761	489	92	476	290	186	677
%V	56.8%	58.6%	68.9%	76.0%	55.5%	71.8%	41.1%	63.2%
%H (All HH)		100.0%	64.3%	12.1%	62.5%	38.1%	24.4%	89.0%
%H (TV HH)			64.3%	12.1%	62.5%	38.1%	24.4%	
DVD/Blu-ray player or recorder	965	965	548	92	651	334	316	819
%V	72.0%	74.3%	77.2%	76.0%	76.0%	82.7%	69.8%	76.5%
%H (All HH)		100.0%	56.8%	9.5%	67.5%	34.6%	32.7%	84.9%
%H (TV HH)			56.8%	9.5%	67.5%	34.6%	32.7%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1340	1299	710	121	857	404	453	1071
%V		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%
%H (All HH)			54.7%	9.3%	66.0%	31.1%	34.9%	
%H (TV HH)								
Has broadband internet	1071	1045	619	106	670	363	308	1071
%V	79.9%	80.4%	87.2%	87.6%	78.2%	89.9%	68.0%	100.0%
%H (All HH)		97.6%	57.8%	9.9%	62.6%	33.9%	28.8%	100.0%
%H (TV HH)			59.2%	10.1%	64.1%	34.7%	29.5%	
Number of computers (PCs and laptops)								
0	289	275	100	17	200	46	154	41
%V	21.6%	21.2%	14.1%	14.0%	23.3%	11.4%	34.0%	3.8%
%H (All HH)		95.2%	34.6%	5.9%	69.2%	15.9%	53.3%	14.2%
%H (TV HH)			36.4%	6.2%	72.7%	16.7%	56.0%	
1	356	343	183	34	220	97	123	339
%V	26.6%	26.4%	25.8%	28.1%	25.7%	24.0%	27.2%	31.7%
%H (All HH)		96.3%	51.4%	9.6%	61.8%	27.2%	34.6%	95.2%
%H (TV HH)			53.4%	9.9%	64.1%	28.3%	35.9%	
2	313	305	181	30	203	111	92	311
%V	23.4%	23.5%	25.5%	24.8%	23.7%	27.5%	20.3%	29.0%
%H (All HH)		97.4%	57.8%	9.6%	64.9%	35.5%	29.4%	99.4%
%H (TV HH)			59.3%	9.8%	66.6%	36.4%	30.2%	
3	186	184	123	17	112	70	42	185
%V	13.9%	14.2%	17.3%	14.0%	13.1%	17.3%	9.3%	17.3%
%H (All HH)		98.9%	66.1%	9.1%	60.2%	37.6%	22.6%	99.5%
%H (TV HH)			66.8%	9.2%	60.9%	38.0%	22.8%	
4	95	94	63	10	58	39	19	94
%V	7.1%	7.2%	8.9%	8.3%	6.8%	9.7%	4.2%	8.8%
%H (All HH)		98.9%	66.3%	10.5%	61.1%	41.1%	20.0%	98.9%
%H (TV HH)			67.0%	10.6%	61.7%	41.5%	20.2%	
5+	101	99	60	13	64	42	22	100
%V	7.5%	7.6%	8.5%	10.7%	7.5%	10.4%	4.9%	9.3%
%H (All HH)		98.0%	59.4%	12.9%	63.4%	41.6%	21.8%	99.0%
%H (TV HH)			60.6%	13.1%	64.6%	42.4%	22.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2667	1601	246	1870	1065	805	2280
%H		60.0%	9.2%	70.1%	39.9%	30.2%	85.5%
Under 20"	268	160	16	208	119	89	220
%V	10.0%	10.0%	6.5%	11.1%	11.2%	11.1%	9.6%
%H		59.7%	6.0%	77.6%	44.4%	33.2%	82.1%
20" - 29"	563	309	51	435	234	201	460
%V	21.1%	19.3%	20.7%	23.3%	22.0%	25.0%	20.2%
%H		54.9%	9.1%	77.3%	41.6%	35.7%	81.7%
30" - 39"	933	545	91	652	358	294	784
%V	35.0%	34.0%	37.0%	34.9%	33.6%	36.5%	34.4%
%H		58.4%	9.8%	69.9%	38.4%	31.5%	84.0%
40" and over	856	569	86	536	339	197	780
%V	32.1%	35.5%	35.0%	28.7%	31.8%	24.5%	34.2%
%H		66.5%	10.0%	62.6%	39.6%	23.0%	91.1%
Don't know	46	19	2	38	14	24	35
%V	1.7%	1.2%	0.8%	2.0%	1.3%	3.0%	1.5%
%H		41.3%	4.3%	82.6%	30.4%	52.2%	76.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2667	1601	246	1870	1065	805	2280
%H		60.0%	9.2%	70.1%	39.9%	30.2%	85.5%
Main living room	1291	712	121	852	404	448	1038
%V	48.4%	44.5%	49.2%	45.6%	37.9%	55.7%	45.5%
%H		55.2%	9.4%	66.0%	31.3%	34.7%	80.4%
Kitchen	176	109	13	145	90	55	152
%V	6.6%	6.8%	5.3%	7.8%	8.5%	6.8%	6.7%
%H		61.9%	7.4%	82.4%	51.1%	31.3%	86.4%
Adult's bedroom	684	431	64	498	316	182	614
%V	25.6%	26.9%	26.0%	26.6%	29.7%	22.6%	26.9%
%H		63.0%	9.4%	72.8%	46.2%	26.6%	89.8%
Child's bedroom	176	129	16	117	88	30	169
%V	6.6%	8.1%	6.5%	6.3%	8.3%	3.7%	7.4%
%H		73.3%	9.1%	66.5%	50.0%	17.0%	96.0%
Other bedroom	93	64	6	69	46	23	83
%V	3.5%	4.0%	2.4%	3.7%	4.3%	2.9%	3.6%
%H		68.8%	6.5%	74.2%	49.5%	24.7%	89.2%
Second living/dining room	172	108	18	130	83	47	151
%V	6.4%	6.7%	7.3%	7.0%	7.8%	5.8%	6.6%
%H		62.8%	10.5%	75.6%	48.3%	27.3%	87.8%
Study/office	21	14	2	16	10	5	19
%V	0.8%	0.9%	0.8%	0.9%	0.9%	0.6%	0.8%
%H		66.7%	9.5%	76.2%	47.6%	23.8%	90.5%
TV room	9	5	2	7	5	3	9
%V	0.3%	0.3%	0.8%	0.4%	0.5%	0.4%	0.4%
%H		55.6%	22.2%	77.8%	55.6%	33.3%	100.0%
Conservatory	28	19	2	21	13	8	27
%V	1.0%	1.2%	0.8%	1.1%	1.2%	1.0%	1.2%
%H		67.9%	7.1%	75.0%	46.4%	28.6%	96.4%
Attic or loft room	7	4	1	5	3	2	6
%V	0.3%	0.2%	0.4%	0.3%	0.3%	0.2%	0.3%
%H		57.1%	14.3%	71.4%	42.9%	28.6%	85.7%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	10	7	1	9	6	3	10
%V	0.4%	0.4%	0.4%	0.5%	0.6%	0.4%	0.4%
%H		70.0%	10.0%	90.0%	60.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2667	1601	246	1870	1065	805	2280
%H		60.0%	9.2%	70.1%	39.9%	30.2%	85.5%
PVR	1066	805	136	584	450	134	966
%V	40.0%	50.3%	55.3%	31.2%	42.3%	16.6%	42.4%
%H		75.5%	12.8%	54.8%	42.2%	12.6%	90.6%
DVDR	38	20	4	26	13	13	34
%V	1.4%	1.2%	1.6%	1.4%	1.2%	1.6%	1.5%
%H		52.6%	10.5%	68.4%	34.2%	34.2%	89.5%
VCR	11	5	1	8	4	4	7
%V	0.4%	0.3%	0.4%	0.4%	0.4%	0.5%	0.3%
%H		45.5%	9.1%	72.7%	36.4%	36.4%	63.6%
Any recorder	1087	813	136	600	455	145	983
%V	40.8%	50.8%	55.3%	32.1%	42.7%	18.0%	43.1%
%H		74.8%	12.5%	55.2%	41.9%	13.3%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2667	1601	246	1870	1065	805	2280
%H		60.0%	9.2%	70.1%	39.9%	30.2%	85.5%
Receives HDTV (via STB or built-in reception)	1092	711	140	702	451	251	993
%V	40.9%	44.4%	56.9%	37.5%	42.3%	31.2%	43.6%
%H		65.1%	12.8%	64.3%	41.3%	23.0%	90.9%
DVD/Blu-ray player or recorder	1470	887	139	1029	594	435	1296
%V	55.1%	55.4%	56.5%	55.0%	55.8%	54.0%	56.8%
%H		60.3%	9.5%	70.0%	40.4%	29.6%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1297	710	121	856	403	452	1044
%H		54.7%	9.3%	66.0%	31.1%	34.8%	80.5%
Under 20"	17	3	1	13	2	11	8
%V	1.3%	0.4%	0.8%	1.5%	0.5%	2.4%	0.8%
%H		17.6%	5.9%	76.5%	11.8%	64.7%	47.1%
20" - 29"	130	42	10	97	23	75	78
%V	10.0%	5.9%	8.3%	11.3%	5.7%	16.6%	7.5%
%H		32.3%	7.7%	74.6%	17.7%	57.7%	60.0%
30" - 39"	471	232	43	323	130	193	352
%V	36.3%	32.7%	35.5%	37.7%	32.3%	42.7%	33.7%
%H		49.3%	9.1%	68.6%	27.6%	41.0%	74.7%
40" and over	664	428	66	410	245	165	596
%V	51.2%	60.3%	54.5%	47.9%	60.8%	36.5%	57.1%
%H		64.5%	9.9%	61.7%	36.9%	24.8%	89.8%
Don't know	15	4	1	12	3	9	9
%V	1.2%	0.6%	0.8%	1.4%	0.7%	2.0%	0.9%
%H		26.7%	6.7%	80.0%	20.0%	60.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1297	710	121	856	403	452	1044
%H		54.7%	9.3%	66.0%	31.1%	34.8%	80.5%
PVR	793	583	104	450	338	112	706
%V	61.1%	82.1%	86.0%	52.6%	83.9%	24.8%	67.6%
%H		73.5%	13.1%	56.7%	42.6%	14.1%	89.0%
DVDR	27	13	3	19	8	10	24
%V	2.1%	1.8%	2.5%	2.2%	2.0%	2.2%	2.3%
%H		48.1%	11.1%	70.4%	29.6%	37.0%	88.9%
VCR	8	3	1	6	3	4	4
%V	0.6%	0.4%	0.8%	0.7%	0.7%	0.9%	0.4%
%H		37.5%	12.5%	75.0%	37.5%	50.0%	50.0%
Any recorder	805	586	104	460	340	120	714
%V	62.1%	82.5%	86.0%	53.7%	84.4%	26.5%	68.4%
%H		72.8%	12.9%	57.1%	42.2%	14.9%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1297	710	121	856	403	452	1044
%H		54.7%	9.3%	66.0%	31.1%	34.8%	80.5%
Receives HDTV (via STB or built-in reception)	735	471	90	453	275	178	655
%V	56.7%	66.3%	74.4%	52.9%	68.2%	39.4%	62.7%
%H		64.1%	12.2%	61.6%	37.4%	24.2%	89.1%
DVD/Blu-ray player or recorder	871	487	83	583	290	293	732
%V	67.2%	68.6%	68.6%	68.1%	72.0%	64.8%	70.1%
%H		55.9%	9.5%	66.9%	33.3%	33.6%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1370	891	124	1014	661	353	1236
%H		65.0%	9.1%	74.0%	48.2%	25.8%	90.2%
Under 20"	251	156	15	195	117	78	212
%V	18.3%	17.5%	12.1%	19.2%	17.7%	22.1%	17.2%
%H		62.2%	6.0%	77.7%	46.6%	31.1%	84.5%
20" - 29"	433	267	41	338	212	127	382
%V	31.6%	30.0%	33.1%	33.3%	32.1%	36.0%	30.9%
%H		61.7%	9.5%	78.1%	49.0%	29.3%	88.2%
30" - 39"	463	313	49	329	228	102	433
%V	33.8%	35.1%	39.5%	32.4%	34.5%	28.9%	35.0%
%H		67.6%	10.6%	71.1%	49.2%	22.0%	93.5%
40" and over	192	141	19	126	94	32	183
%V	14.0%	15.8%	15.3%	12.4%	14.2%	9.1%	14.8%
%H		73.4%	9.9%	65.6%	49.0%	16.7%	95.3%
Don't know	31	15	1	26	11	15	26
%V	2.3%	1.7%	0.8%	2.6%	1.7%	4.2%	2.1%
%H		48.4%	3.2%	83.9%	35.5%	48.4%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1370	891	124	1014	661	353	1236
%H		65.0%	9.1%	74.0%	48.2%	25.8%	90.2%
PVR	272	222	32	134	112	22	260
%V	19.9%	24.9%	25.8%	13.2%	16.9%	6.2%	21.0%
%H		81.6%	11.8%	49.3%	41.2%	8.1%	95.6%
DVDR	11	6	1	7	4	3	10
%V	0.8%	0.7%	0.8%	0.7%	0.6%	0.8%	0.8%
%H		54.5%	9.1%	63.6%	36.4%	27.3%	90.9%
VCR	3	2	1	2	1	1	3
%V	0.2%	0.2%	0.8%	0.2%	0.2%	0.3%	0.2%
%H		66.7%	33.3%	66.7%	33.3%	33.3%	100.0%
Any recorder	281	227	33	141	115	25	269
%V	20.5%	25.5%	26.6%	13.9%	17.4%	7.1%	21.8%
%H		80.8%	11.7%	50.2%	40.9%	8.9%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1370	891	124	1014	661	353	1236
%H		65.0%	9.1%	74.0%	48.2%	25.8%	90.2%
Receives HDTV (via STB or built-in reception)	358	240	49	248	176	72	338
%V	26.1%	26.9%	39.5%	24.5%	26.6%	20.4%	27.3%
%H		67.0%	13.7%	69.3%	49.2%	20.1%	94.4%
DVD/Blu-ray player or recorder	599	400	56	446	304	142	564
%V	43.7%	44.9%	45.2%	44.0%	46.0%	40.2%	45.6%
%H		66.8%	9.3%	74.5%	50.8%	23.7%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3066	2992	1775	298	1919	1046	873	2692
%H		97.6%	57.9%	9.7%	62.6%	34.1%	28.5%	87.8%
Total Children	558	547	365	57	322	208	115	532
%V	18.2%	18.3%	20.6%	19.1%	16.8%	19.9%	13.2%	19.8%
%H		98.0%	65.4%	10.2%	57.7%	37.3%	20.6%	95.3%
0 - 3	135	132	88	12	74	45	29	125
%V	4.4%	4.4%	5.0%	4.0%	3.9%	4.3%	3.3%	4.6%
%H		97.8%	65.2%	8.9%	54.8%	33.3%	21.5%	92.6%
4 - 15	423	416	278	45	249	163	86	407
%V	13.8%	13.9%	15.7%	15.1%	13.0%	15.6%	9.9%	15.1%
%H		98.3%	65.7%	10.6%	58.9%	38.5%	20.3%	96.2%
4 - 9	222	217	147	22	125	81	43	210
%V	7.2%	7.3%	8.3%	7.4%	6.5%	7.7%	4.9%	7.8%
%H		97.7%	66.2%	9.9%	56.3%	36.5%	19.4%	94.6%
10 - 15	202	199	130	23	124	82	42	197
%V	6.6%	6.7%	7.3%	7.7%	6.5%	7.8%	4.8%	7.3%
%H		98.5%	64.4%	11.4%	61.4%	40.6%	20.8%	97.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3066	2992	1775	298	1919	1046	873	2692
%H		97.6%	57.9%	9.7%	62.6%	34.1%	28.5%	87.8%
Total Adults (16+)	2509	2444	1410	241	1596	838	758	2161
%V	81.8%	81.7%	79.4%	80.9%	83.2%	80.1%	86.8%	80.3%
%H		97.4%	56.2%	9.6%	63.6%	33.4%	30.2%	86.1%
16 - 19	140	137	83	17	87	54	33	135
%V	4.6%	4.6%	4.7%	5.7%	4.5%	5.2%	3.8%	5.0%
%H		97.9%	59.3%	12.1%	62.1%	38.6%	23.6%	96.4%
20 - 24	198	185	99	18	118	62	56	189
%V	6.5%	6.2%	5.6%	6.0%	6.1%	5.9%	6.4%	7.0%
%H		93.4%	50.0%	9.1%	59.6%	31.3%	28.3%	95.5%
25 - 34	381	364	223	33	203	109	94	364
%V	12.4%	12.2%	12.6%	11.1%	10.6%	10.4%	10.8%	13.5%
%H		95.5%	58.5%	8.7%	53.3%	28.6%	24.7%	95.5%
35 - 44	353	344	217	42	207	126	80	337
%V	11.5%	11.5%	12.2%	14.1%	10.8%	12.0%	9.2%	12.5%
%H		97.5%	61.5%	11.9%	58.6%	35.7%	22.7%	95.5%
45 - 54	430	422	267	43	267	159	107	402
%V	14.0%	14.1%	15.0%	14.4%	13.9%	15.2%	12.3%	14.9%
%H		98.1%	62.1%	10.0%	62.1%	37.0%	24.9%	93.5%
55 - 64	383	377	223	31	257	134	123	346
%V	12.5%	12.6%	12.6%	10.4%	13.4%	12.8%	14.1%	12.9%
%H		98.4%	58.2%	8.1%	67.1%	35.0%	32.1%	90.3%
65+	623	615	297	57	458	194	264	389
%V	20.3%	20.6%	16.7%	19.1%	23.9%	18.5%	30.2%	14.5%
%H		98.7%	47.7%	9.1%	73.5%	31.1%	42.4%	62.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2509	2444	1410	241	1596	838	758	2161
%H		97.4%	56.2%	9.6%	63.6%	33.4%	30.2%	86.1%
AB	532	519	296	52	348	184	164	509
%V	21.2%	21.2%	21.0%	21.6%	21.8%	22.0%	21.6%	23.6%
%H		97.6%	55.6%	9.8%	65.4%	34.6%	30.8%	95.7%
C1	634	616	353	68	388	208	180	584
%V	25.3%	25.2%	25.0%	28.2%	24.3%	24.8%	23.7%	27.0%
%H		97.2%	55.7%	10.7%	61.2%	32.8%	28.4%	92.1%
C2	640	631	395	61	419	252	168	568
%V	25.5%	25.8%	28.0%	25.3%	26.3%	30.1%	22.2%	26.3%
%H		98.6%	61.7%	9.5%	65.5%	39.4%	26.3%	88.8%
D	445	430	241	43	275	129	145	349
%V	17.7%	17.6%	17.1%	17.8%	17.2%	15.4%	19.1%	16.1%
%H		96.6%	54.2%	9.7%	61.8%	29.0%	32.6%	78.4%
E	259	247	125	18	167	65	101	150
%V	10.3%	10.1%	8.9%	7.5%	10.5%	7.8%	13.3%	6.9%
%H		95.4%	48.3%	6.9%	64.5%	25.1%	39.0%	57.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2509	2444	1410	241	1596	838	758	2161
%H		97.4%	56.2%	9.6%	63.6%	33.4%	30.2%	86.1%
Working full time	1125	1094	690	110	680	402	278	1081
%V	44.8%	44.8%	48.9%	45.6%	42.6%	48.0%	36.7%	50.0%
%H		97.2%	61.3%	9.8%	60.4%	35.7%	24.7%	96.1%
Working part time	224	219	134	26	136	78	58	212
%V	8.9%	9.0%	9.5%	10.8%	8.5%	9.3%	7.7%	9.8%
%H		97.8%	59.8%	11.6%	60.7%	34.8%	25.9%	94.6%
Not working	1160	1132	586	105	780	359	421	868
%V	46.2%	46.3%	41.6%	43.6%	48.9%	42.8%	55.5%	40.2%
%H		97.6%	50.5%	9.1%	67.2%	30.9%	36.3%	74.8%
Housewife/Houseperson	1340	1299	710	121	857	404	453	1071
%V	53.4%	53.2%	50.4%	50.2%	53.7%	48.2%	59.8%	49.6%
%H		96.9%	53.0%	9.0%	64.0%	30.1%	33.8%	79.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1229	1199	704	120	772	418	353	1080
%H		97.6%	57.3%	9.8%	62.8%	34.0%	28.7%	87.9%
16 - 19	72	72	44	10	45	28	17	70
%V	5.9%	6.0%	6.3%	8.3%	5.8%	6.7%	4.8%	6.5%
%H		100.0%	61.1%	13.9%	62.5%	38.9%	23.6%	97.2%
20 - 24	102	96	49	11	62	33	29	98
%V	8.3%	8.0%	7.0%	9.2%	8.0%	7.9%	8.2%	9.1%
%H		94.1%	48.0%	10.8%	60.8%	32.4%	28.4%	96.1%
25 - 34	194	185	111	16	103	55	48	186
%V	15.8%	15.4%	15.8%	13.3%	13.3%	13.2%	13.6%	17.2%
%H		95.4%	57.2%	8.2%	53.1%	28.4%	24.7%	95.9%
35 - 44	174	170	108	20	102	61	40	165
%V	14.2%	14.2%	15.3%	16.7%	13.2%	14.6%	11.3%	15.3%
%H		97.7%	62.1%	11.5%	58.6%	35.1%	23.0%	94.8%
45 - 54	210	206	130	20	129	75	54	193
%V	17.1%	17.2%	18.5%	16.7%	16.7%	17.9%	15.3%	17.9%
%H		98.1%	61.9%	9.5%	61.4%	35.7%	25.7%	91.9%
55 - 64	188	184	111	16	122	65	57	169
%V	15.3%	15.3%	15.8%	13.3%	15.8%	15.6%	16.1%	15.6%
%H		97.9%	59.0%	8.5%	64.9%	34.6%	30.3%	89.9%
65+	289	286	151	27	210	101	109	199
%V	23.5%	23.9%	21.4%	22.5%	27.2%	24.2%	30.9%	18.4%
%H		99.0%	52.2%	9.3%	72.7%	34.9%	37.7%	68.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1229	1199	704	120	772	418	353	1080
%H		97.6%	57.3%	9.8%	62.8%	34.0%	28.7%	87.9%
AB	269	263	150	26	175	93	82	257
%V	21.9%	21.9%	21.3%	21.7%	22.7%	22.2%	23.2%	23.8%
%H		97.8%	55.8%	9.7%	65.1%	34.6%	30.5%	95.5%
C1	298	290	168	32	179	99	80	281
%V	24.2%	24.2%	23.9%	26.7%	23.2%	23.7%	22.7%	26.0%
%H		97.3%	56.4%	10.7%	60.1%	33.2%	26.8%	94.3%
C2	342	337	209	34	222	133	89	301
%V	27.8%	28.1%	29.7%	28.3%	28.8%	31.8%	25.2%	27.9%
%H		98.5%	61.1%	9.9%	64.9%	38.9%	26.0%	88.0%
D	209	203	121	20	125	64	61	170
%V	17.0%	16.9%	17.2%	16.7%	16.2%	15.3%	17.3%	15.7%
%H		97.1%	57.9%	9.6%	59.8%	30.6%	29.2%	81.3%
E	111	106	56	7	70	30	40	70
%V	9.0%	8.8%	8.0%	5.8%	9.1%	7.2%	11.3%	6.5%
%H		95.5%	50.5%	6.3%	63.1%	27.0%	36.0%	63.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1229	1199	704	120	772	418	353	1080
%H		97.6%	57.3%	9.8%	62.8%	34.0%	28.7%	87.9%
Working full time	683	665	418	63	415	241	173	652
%V	55.6%	55.5%	59.4%	52.5%	53.8%	57.7%	49.0%	60.4%
%H		97.4%	61.2%	9.2%	60.8%	35.3%	25.3%	95.5%
Working part time	49	48	28	6	28	14	14	45
%V	4.0%	4.0%	4.0%	5.0%	3.6%	3.3%	4.0%	4.2%
%H		98.0%	57.1%	12.2%	57.1%	28.6%	28.6%	91.8%
Not working	497	486	258	51	329	162	166	382
%V	40.4%	40.5%	36.6%	42.5%	42.6%	38.8%	47.0%	35.4%
%H		97.8%	51.9%	10.3%	66.2%	32.6%	33.4%	76.9%
Housewife/Houseperson	270	256	126	20	163	59	104	186
%V	22.0%	21.4%	17.9%	16.7%	21.1%	14.1%	29.5%	17.2%
%H		94.8%	46.7%	7.4%	60.4%	21.9%	38.5%	68.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1279	1245	706	121	825	420	405	1081
%H		97.3%	55.2%	9.5%	64.5%	32.8%	31.7%	84.5%
16 - 19	68	65	39	7	42	26	17	65
%V	5.3%	5.2%	5.5%	5.8%	5.1%	6.2%	4.2%	6.0%
%H		95.6%	57.4%	10.3%	61.8%	38.2%	25.0%	95.6%
20 - 24	96	90	50	7	56	29	28	91
%V	7.5%	7.2%	7.1%	5.8%	6.8%	6.9%	6.9%	8.4%
%H		93.8%	52.1%	7.3%	58.3%	30.2%	29.2%	94.8%
25 - 34	187	179	111	17	100	54	46	178
%V	14.6%	14.4%	15.7%	14.0%	12.1%	12.9%	11.4%	16.5%
%H		95.7%	59.4%	9.1%	53.5%	28.9%	24.6%	95.2%
35 - 44	179	174	109	22	105	65	40	172
%V	14.0%	14.0%	15.4%	18.2%	12.7%	15.5%	9.9%	15.9%
%H		97.2%	60.9%	12.3%	58.7%	36.3%	22.3%	96.1%
45 - 54	220	215	137	23	137	84	54	209
%V	17.2%	17.3%	19.4%	19.0%	16.6%	20.0%	13.3%	19.3%
%H		97.7%	62.3%	10.5%	62.3%	38.2%	24.5%	95.0%
55 - 64	195	193	113	15	135	69	66	176
%V	15.2%	15.5%	16.0%	12.4%	16.4%	16.4%	16.3%	16.3%
%H		99.0%	57.9%	7.7%	69.2%	35.4%	33.8%	90.3%
65+	334	329	146	30	248	93	155	190
%V	26.1%	26.4%	20.7%	24.8%	30.1%	22.1%	38.3%	17.6%
%H		98.5%	43.7%	9.0%	74.3%	27.8%	46.4%	56.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1279	1245	706	121	825	420	405	1081
%H		97.3%	55.2%	9.5%	64.5%	32.8%	31.7%	84.5%
AB	262	256	146	25	173	91	82	252
%V	20.5%	20.6%	20.7%	20.7%	21.0%	21.7%	20.2%	23.3%
%H		97.7%	55.7%	9.5%	66.0%	34.7%	31.3%	96.2%
C1	336	326	184	35	208	109	100	302
%V	26.3%	26.2%	26.1%	28.9%	25.2%	26.0%	24.7%	27.9%
%H		97.0%	54.8%	10.4%	61.9%	32.4%	29.8%	89.9%
C2	298	294	186	27	197	119	78	267
%V	23.3%	23.6%	26.3%	22.3%	23.9%	28.3%	19.3%	24.7%
%H		98.7%	62.4%	9.1%	66.1%	39.9%	26.2%	89.6%
D	235	227	120	23	150	65	84	179
%V	18.4%	18.2%	17.0%	19.0%	18.2%	15.5%	20.7%	16.6%
%H		96.6%	51.1%	9.8%	63.8%	27.7%	35.7%	76.2%
E	147	141	69	11	97	36	61	80
%V	11.5%	11.3%	9.8%	9.1%	11.8%	8.6%	15.1%	7.4%
%H		95.9%	46.9%	7.5%	66.0%	24.5%	41.5%	54.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1279	1245	706	121	825	420	405	1081
%H		97.3%	55.2%	9.5%	64.5%	32.8%	31.7%	84.5%
Working full time	442	429	272	47	265	160	105	429
%V	34.6%	34.5%	38.5%	38.8%	32.1%	38.1%	25.9%	39.7%
%H		97.1%	61.5%	10.6%	60.0%	36.2%	23.8%	97.1%
Working part time	175	171	106	19	108	63	44	167
%V	13.7%	13.7%	15.0%	15.7%	13.1%	15.0%	10.9%	15.4%
%H		97.7%	60.6%	10.9%	61.7%	36.0%	25.1%	95.4%
Not working	663	645	328	54	452	196	255	486
%V	51.8%	51.8%	46.5%	44.6%	54.8%	46.7%	63.0%	45.0%
%H		97.3%	49.5%	8.1%	68.2%	29.6%	38.5%	73.3%
Housewife/Houseperson	1070	1043	585	102	694	345	349	886
%V	83.7%	83.8%	82.9%	84.3%	84.1%	82.1%	86.2%	82.0%
%H		97.5%	54.7%	9.5%	64.9%	32.2%	32.6%	82.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2694	2587	1005	478	2050	949	1100	2200
%H (All HH)		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%
%H (TV HH)			38.8%	18.5%	79.2%	36.7%	42.5%	
AB	635	615	269	106	478	239	239	598
%V	23.6%	23.8%	26.8%	22.2%	23.3%	25.2%	21.7%	27.2%
%H (All HH)		96.9%	42.4%	16.7%	75.3%	37.6%	37.6%	94.2%
%H (TV HH)			43.7%	17.2%	77.7%	38.9%	38.9%	
C1	695	664	270	131	516	253	263	613
%V	25.8%	25.7%	26.9%	27.4%	25.2%	26.7%	23.9%	27.9%
%H (All HH)		95.5%	38.8%	18.8%	74.2%	36.4%	37.8%	88.2%
%H (TV HH)			40.7%	19.7%	77.7%	38.1%	39.6%	
C2	564	551	198	120	447	218	229	468
%V	20.9%	21.3%	19.7%	25.1%	21.8%	23.0%	20.8%	21.3%
%H (All HH)		97.7%	35.1%	21.3%	79.3%	38.7%	40.6%	83.0%
%H (TV HH)			35.9%	21.8%	81.1%	39.6%	41.6%	
D	511	487	191	89	381	173	208	372
%V	19.0%	18.8%	19.0%	18.6%	18.6%	18.2%	18.9%	16.9%
%H (All HH)		95.3%	37.4%	17.4%	74.6%	33.9%	40.7%	72.8%
%H (TV HH)			39.2%	18.3%	78.2%	35.5%	42.7%	
E	288	271	77	32	227	66	161	149
%V	10.7%	10.5%	7.7%	6.7%	11.1%	7.0%	14.6%	6.8%
%H (All HH)		94.1%	26.7%	11.1%	78.8%	22.9%	55.9%	51.7%
%H (TV HH)			28.4%	11.8%	83.8%	24.4%	59.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2694	2587	1005	478	2050	949	1100	2200
%H (All HH)		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%
%H (TV HH)			38.8%	18.5%	79.2%	36.7%	42.5%	
Under 25	128	106	34	15	82	33	49	121
%V	4.8%	4.1%	3.4%	3.1%	4.0%	3.5%	4.5%	5.5%
%H (All HH)		82.8%	26.6%	11.7%	64.1%	25.8%	38.3%	94.5%
%H (TV HH)			32.1%	14.2%	77.4%	31.1%	46.2%	
25 - 34	412	383	182	70	263	134	129	389
%V	15.3%	14.8%	18.1%	14.6%	12.8%	14.1%	11.7%	17.7%
%H (All HH)		93.0%	44.2%	17.0%	63.8%	32.5%	31.3%	94.4%
%H (TV HH)			47.5%	18.3%	68.7%	35.0%	33.7%	
35 - 44	449	430	207	90	308	179	129	423
%V	16.7%	16.6%	20.6%	18.8%	15.0%	18.9%	11.7%	19.2%
%H (All HH)		95.8%	46.1%	20.0%	68.6%	39.9%	28.7%	94.2%
%H (TV HH)			48.1%	20.9%	71.6%	41.6%	30.0%	
45 - 54	508	498	202	116	402	220	182	476
%V	18.9%	19.3%	20.1%	24.3%	19.6%	23.2%	16.5%	21.6%
%H (All HH)		98.0%	39.8%	22.8%	79.1%	43.3%	35.8%	93.7%
%H (TV HH)			40.6%	23.3%	80.7%	44.2%	36.5%	
55 - 64	448	438	180	85	356	183	173	386
%V	16.6%	16.9%	17.9%	17.8%	17.4%	19.3%	15.7%	17.5%
%H (All HH)		97.8%	40.2%	19.0%	79.5%	40.8%	38.6%	86.2%
%H (TV HH)			41.1%	19.4%	81.3%	41.8%	39.5%	
65 +	749	732	200	101	638	200	438	405
%V	27.8%	28.3%	19.9%	21.1%	31.1%	21.1%	39.8%	18.4%
%H (All HH)		97.7%	26.7%	13.5%	85.2%	26.7%	58.5%	54.1%
%H (TV HH)			27.3%	13.8%	87.2%	27.3%	59.8%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2694	2587	1005	478	2050	949	1100	2200
%H (All HH)		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%
%H (TV HH)			38.8%	18.5%	79.2%	36.7%	42.5%	
1	808	752	199	83	642	177	465	459
%V	30.0%	29.1%	19.8%	17.4%	31.3%	18.7%	42.3%	20.9%
%H (All HH)		93.1%	24.6%	10.3%	79.5%	21.9%	57.5%	56.8%
%H (TV HH)			26.5%	11.0%	85.4%	23.5%	61.8%	
2	927	900	346	182	714	344	370	811
%V	34.4%	34.8%	34.4%	38.1%	34.8%	36.2%	33.6%	36.9%
%H (All HH)		97.1%	37.3%	19.6%	77.0%	37.1%	39.9%	87.5%
%H (TV HH)			38.4%	20.2%	79.3%	38.2%	41.1%	
3	417	408	193	102	313	199	114	401
%V	15.5%	15.8%	19.2%	21.3%	15.3%	21.0%	10.4%	18.2%
%H (All HH)		97.8%	46.3%	24.5%	75.1%	47.7%	27.3%	96.2%
%H (TV HH)			47.3%	25.0%	76.7%	48.8%	27.9%	
4	348	338	167	70	250	148	101	339
%V	12.9%	13.1%	16.6%	14.6%	12.2%	15.6%	9.2%	15.4%
%H (All HH)		97.1%	48.0%	20.1%	71.8%	42.5%	29.0%	97.4%
%H (TV HH)			49.4%	20.7%	74.0%	43.8%	29.9%	
5+	194	188	100	41	131	82	50	190
%V	7.2%	7.3%	10.0%	8.6%	6.4%	8.6%	4.5%	8.6%
%H (All HH)		96.9%	51.5%	21.1%	67.5%	42.3%	25.8%	97.9%
%H (TV HH)			53.2%	21.8%	69.7%	43.6%	26.6%	
Average HH size	2.36	2.38	2.66	2.63	2.30	2.63	2.02	2.58

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2694	2587	1005	478	2050	949	1100	2200
%H (All HH)		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%
%H (TV HH)			38.8%	18.5%	79.2%	36.7%	42.5%	
Without	1977	1887	674	322	1547	659	888	1506
%V	73.4%	72.9%	67.1%	67.4%	75.5%	69.4%	80.7%	68.5%
%H (All HH)		95.4%	34.1%	16.3%	78.2%	33.3%	44.9%	76.2%
%H (TV HH)			35.7%	17.1%	82.0%	34.9%	47.1%	
With	717	700	331	156	503	291	212	695
%V	26.6%	27.1%	32.9%	32.6%	24.5%	30.7%	19.3%	31.6%
%H (All HH)		97.6%	46.2%	21.8%	70.2%	40.6%	29.6%	96.9%
%H (TV HH)			47.3%	22.3%	71.9%	41.6%	30.3%	
0 - 3	278	268	133	55	186	107	79	267
%V	10.3%	10.4%	13.2%	11.5%	9.1%	11.3%	7.2%	12.1%
%H (All HH)		96.4%	47.8%	19.8%	66.9%	38.5%	28.4%	96.0%
%H (TV HH)			49.6%	20.5%	69.4%	39.9%	29.5%	
4 - 9	368	357	178	68	256	146	110	354
%V	13.7%	13.8%	17.7%	14.2%	12.5%	15.4%	10.0%	16.1%
%H (All HH)		97.0%	48.4%	18.5%	69.6%	39.7%	29.9%	96.2%
%H (TV HH)			49.9%	19.0%	71.7%	40.9%	30.8%	
10 - 15	341	337	161	84	243	146	97	336
%V	12.7%	13.0%	16.0%	17.6%	11.9%	15.4%	8.8%	15.3%
%H (All HH)		98.8%	47.2%	24.6%	71.3%	42.8%	28.4%	98.5%
%H (TV HH)			47.8%	24.9%	72.1%	43.3%	28.8%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2694	2587	1005	478	2050	949	1100	2200
%H (All HH)		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%
%H (TV HH)			38.8%	18.5%	79.2%	36.7%	42.5%	
1	1007	1007	328	144	717	202	515	724
%V	37.4%	38.9%	32.6%	30.1%	35.0%	21.3%	46.8%	32.9%
%H (All HH)		100.0%	32.6%	14.3%	71.2%	20.1%	51.1%	71.9%
%H (TV HH)			32.6%	14.3%	71.2%	20.1%	51.1%	
2	891	891	349	179	730	360	370	751
%V	33.1%	34.4%	34.7%	37.4%	35.6%	37.9%	33.6%	34.1%
%H (All HH)		100.0%	39.2%	20.1%	81.9%	40.4%	41.5%	84.3%
%H (TV HH)			39.2%	20.1%	81.9%	40.4%	41.5%	
3	413	413	183	87	362	215	147	381
%V	15.3%	16.0%	18.2%	18.2%	17.7%	22.7%	13.4%	17.3%
%H (All HH)		100.0%	44.3%	21.1%	87.7%	52.1%	35.6%	92.3%
%H (TV HH)			44.3%	21.1%	87.7%	52.1%	35.6%	
4	186	186	95	44	163	113	50	180
%V	6.9%	7.2%	9.5%	9.2%	8.0%	11.9%	4.5%	8.2%
%H (All HH)		100.0%	51.1%	23.7%	87.6%	60.8%	26.9%	96.8%
%H (TV HH)			51.1%	23.7%	87.6%	60.8%	26.9%	
5+	89	89	50	24	78	59	18	88
%V	3.3%	3.4%	5.0%	5.0%	3.8%	6.2%	1.6%	4.0%
%H (All HH)		100.0%	56.2%	27.0%	87.6%	66.3%	20.2%	98.9%
%H (TV HH)			56.2%	27.0%	87.6%	66.3%	20.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2694	2587	1005	478	2050	949	1100	2200
%H (All HH)		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%
%H (TV HH)			38.8%	18.5%	79.2%	36.7%	42.5%	
Under 20"	458	458	173	88	405	205	200	384
%V	17.0%	17.7%	17.2%	18.4%	19.8%	21.6%	18.2%	17.5%
%H (All HH)		100.0%	37.8%	19.2%	88.4%	44.8%	43.7%	83.8%
%H (TV HH)			37.8%	19.2%	88.4%	44.8%	43.7%	
20" - 29"	878	878	323	154	756	351	405	715
%V	32.6%	33.9%	32.1%	32.2%	36.9%	37.0%	36.8%	32.5%
%H (All HH)		100.0%	36.8%	17.5%	86.1%	40.0%	46.1%	81.4%
%H (TV HH)			36.8%	17.5%	86.1%	40.0%	46.1%	
30" - 39"	1390	1390	535	264	1136	543	593	1150
%V	51.6%	53.7%	53.2%	55.2%	55.4%	57.2%	53.9%	52.3%
%H (All HH)		100.0%	38.5%	19.0%	81.7%	39.1%	42.7%	82.7%
%H (TV HH)			38.5%	19.0%	81.7%	39.1%	42.7%	
40" and over	1367	1367	658	300	1048	631	417	1249
%V	50.7%	52.8%	65.5%	62.8%	51.1%	66.5%	37.9%	56.8%
%H (All HH)		100.0%	48.1%	21.9%	76.7%	46.2%	30.5%	91.4%
%H (TV HH)			48.1%	21.9%	76.7%	46.2%	30.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2694	2587	1005	478	2050	949	1100	2200
%H (All HH)		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%
%H (TV HH)			38.8%	18.5%	79.2%	36.7%	42.5%	
Main living room	2558	2558	997	475	2032	945	1087	2102
%V	95.0%	98.9%	99.2%	99.4%	99.1%	99.6%	98.8%	95.5%
%H (All HH)		100.0%	39.0%	18.6%	79.4%	36.9%	42.5%	82.2%
%H (TV HH)			39.0%	18.6%	79.4%	36.9%	42.5%	
Kitchen	313	313	131	54	278	144	134	270
%V	11.6%	12.1%	13.0%	11.3%	13.6%	15.2%	12.2%	12.3%
%H (All HH)		100.0%	41.9%	17.3%	88.8%	46.0%	42.8%	86.3%
%H (TV HH)			41.9%	17.3%	88.8%	46.0%	42.8%	
Adult's bedroom	1202	1202	514	267	1024	595	429	1071
%V	44.6%	46.5%	51.1%	55.9%	50.0%	62.7%	39.0%	48.7%
%H (All HH)		100.0%	42.8%	22.2%	85.2%	49.5%	35.7%	89.1%
%H (TV HH)			42.8%	22.2%	85.2%	49.5%	35.7%	
Child's bedroom	268	268	137	71	212	147	65	264
%V	9.9%	10.4%	13.6%	14.9%	10.3%	15.5%	5.9%	12.0%
%H (All HH)		100.0%	51.1%	26.5%	79.1%	54.9%	24.3%	98.5%
%H (TV HH)			51.1%	26.5%	79.1%	54.9%	24.3%	
Other bedroom	151	151	72	29	132	80	52	142
%V	5.6%	5.8%	7.2%	6.1%	6.4%	8.4%	4.7%	6.5%
%H (All HH)		100.0%	47.7%	19.2%	87.4%	53.0%	34.4%	94.0%
%H (TV HH)			47.7%	19.2%	87.4%	53.0%	34.4%	
Second living/dining room	248	248	115	54	215	129	86	212
%V	9.2%	9.6%	11.4%	11.3%	10.5%	13.6%	7.8%	9.6%
%H (All HH)		100.0%	46.4%	21.8%	86.7%	52.0%	34.7%	85.5%
%H (TV HH)			46.4%	21.8%	86.7%	52.0%	34.7%	
Study/office	35	35	18	7	31	20	10	34
%V	1.3%	1.4%	1.8%	1.5%	1.5%	2.1%	0.9%	1.5%
%H (All HH)		100.0%	51.4%	20.0%	88.6%	57.1%	28.6%	97.1%
%H (TV HH)			51.4%	20.0%	88.6%	57.1%	28.6%	
TV room	13	13	5	1	11	5	6	13
%V	0.5%	0.5%	0.5%	0.2%	0.5%	0.5%	0.5%	0.6%
%H (All HH)		100.0%	38.5%	7.7%	84.6%	38.5%	46.2%	100.0%
%H (TV HH)			38.5%	7.7%	84.6%	38.5%	46.2%	
Conservatory	67	67	32	15	57	35	21	64
%V	2.5%	2.6%	3.2%	3.1%	2.8%	3.7%	1.9%	2.9%
%H (All HH)		100.0%	47.8%	22.4%	85.1%	52.2%	31.3%	95.5%
%H (TV HH)			47.8%	22.4%	85.1%	52.2%	31.3%	
Attic or loft room	5	5	3	2	4	3	1	5
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	40.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	40.0%	80.0%	60.0%	20.0%	
No specific location	3	3	1	1	3	2	2	3
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	66.7%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	66.7%	
Other	17	17	5	5	14	7	7	17
%V	0.6%	0.7%	0.5%	1.0%	0.7%	0.7%	0.6%	0.8%
%H (All HH)		100.0%	29.4%	29.4%	82.4%	41.2%	41.2%	100.0%
%H (TV HH)			29.4%	29.4%	82.4%	41.2%	41.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2694	2587	1005	478	2050	949	1100	2200
%H (All HH)		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%
%H (TV HH)			38.8%	18.5%	79.2%	36.7%	42.5%	
Any DSAT provider	1005	1005	1005	25	651	651	0	921
%V	37.3%	38.8%	100.0%	5.2%	31.8%	68.6%	0.0%	41.9%
%H (All HH)			100.0%	2.5%	64.8%	64.8%	0.0%	91.6%
%H (TV HH)			100.0%	2.5%	64.8%	64.8%	0.0%	
Sky with subcription	797	797	797	11	529	529	0	747
%V	29.6%	30.8%	79.3%	2.3%	25.8%	55.7%	0.0%	34.0%
%H (All HH)			100.0%	1.4%	66.4%	66.4%	0.0%	93.7%
%H (TV HH)			100.0%	1.4%	66.4%	66.4%	0.0%	
Sky without subscription	63	63	63	5	33	33	0	52
%V	2.3%	2.4%	6.3%	1.0%	1.6%	3.5%	0.0%	2.4%
%H (All HH)			100.0%	7.9%	52.4%	52.4%	0.0%	82.5%
%H (TV HH)			100.0%	7.9%	52.4%	52.4%	0.0%	
Freesat	101	101	101	8	64	64	0	88
%V	3.7%	3.9%	10.0%	1.7%	3.1%	6.7%	0.0%	4.0%
%H (All HH)			100.0%	7.9%	63.4%	63.4%	0.0%	87.1%
%H (TV HH)			100.0%	7.9%	63.4%	63.4%	0.0%	
Other satellite provider	66	66	66	5	40	40	0	60
%V	2.4%	2.6%	6.6%	1.0%	2.0%	4.2%	0.0%	2.7%
%H (All HH)			100.0%	7.6%	60.6%	60.6%	0.0%	90.9%
%H (TV HH)			100.0%	7.6%	60.6%	60.6%	0.0%	
DCAB	478	478	25	478	314	314	0	439
%V	17.7%	18.5%	2.5%	100.0%	15.3%	33.1%	0.0%	20.0%
%H (All HH)			5.2%	100.0%	65.7%	65.7%	0.0%	91.8%
%H (TV HH)			5.2%	100.0%	65.7%	65.7%	0.0%	
DTT	2050	2050	651	314	2050	949	1100	1641
%V	76.1%	79.2%	64.8%	65.7%	100.0%	100.0%	100.0%	74.6%
%H (All HH)		100.0%	31.8%	15.3%	100.0%	46.3%	53.7%	80.0%
%H (TV HH)			31.8%	15.3%	100.0%	46.3%	53.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2694	2587	1005	478	2050	949	1100	2200
%H (All HH)		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%
%H (TV HH)			38.8%	18.5%	79.2%	36.7%	42.5%	
PVR	1541	1541	853	407	1139	832	307	1425
%V	57.2%	59.6%	84.9%	85.1%	55.6%	87.7%	27.9%	64.8%
%H (All HH)		100.0%	55.4%	26.4%	73.9%	54.0%	19.9%	92.5%
%H (TV HH)			55.4%	26.4%	73.9%	54.0%	19.9%	
DVDR	73	73	23	19	63	30	33	62
%V	2.7%	2.8%	2.3%	4.0%	3.1%	3.2%	3.0%	2.8%
%H (All HH)		100.0%	31.5%	26.0%	86.3%	41.1%	45.2%	84.9%
%H (TV HH)			31.5%	26.0%	86.3%	41.1%	45.2%	
VCR	44	44	9	5	41	10	31	25
%V	1.6%	1.7%	0.9%	1.0%	2.0%	1.1%	2.8%	1.1%
%H (All HH)		100.0%	20.5%	11.4%	93.2%	22.7%	70.5%	56.8%
%H (TV HH)			20.5%	11.4%	93.2%	22.7%	70.5%	
Any recorder	1589	1589	855	409	1184	835	349	1451
%V	59.0%	61.4%	85.1%	85.6%	57.8%	88.0%	31.7%	66.0%
%H (All HH)		100.0%	53.8%	25.7%	74.5%	52.5%	22.0%	91.3%
%H (TV HH)			53.8%	25.7%	74.5%	52.5%	22.0%	
Receives HDTV (via STB or built-in reception)	1652	1652	752	385	1307	768	539	1502
%V	61.3%	63.9%	74.8%	80.5%	63.8%	80.9%	49.0%	68.3%
%H (All HH)		100.0%	45.5%	23.3%	79.1%	46.5%	32.6%	90.9%
%H (TV HH)			45.5%	23.3%	79.1%	46.5%	32.6%	
DVD/Blu-ray player or recorder	1809	1809	741	347	1438	713	725	1563
%V	67.1%	69.9%	73.7%	72.6%	70.1%	75.1%	65.9%	71.0%
%H (All HH)		100.0%	41.0%	19.2%	79.5%	39.4%	40.1%	86.4%
%H (TV HH)			41.0%	19.2%	79.5%	39.4%	40.1%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands West

Household level data

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	2694	2587	1005	478	2050	949	1100	2200
%H (All HH)		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%
%H (TV HH)			38.8%	18.5%	79.2%	36.7%	42.5%	
Has broadband internet	2200	2124	921	439	1641	882	760	2200
%V	81.7%	82.1%	91.6%	91.8%	80.0%	92.9%	69.1%	100.0%
%H (All HH)		96.5%	41.9%	20.0%	74.6%	40.1%	34.5%	100.0%
%H (TV HH)			43.4%	20.7%	77.3%	41.5%	35.8%	
Number of computers (PCs and laptops)								
0	567	529	108	54	461	95	365	111
%V	21.0%	20.4%	10.7%	11.3%	22.5%	10.0%	33.2%	5.0%
%H (All HH)		93.3%	19.0%	9.5%	81.3%	16.8%	64.4%	19.6%
%H (TV HH)			20.4%	10.2%	87.1%	18.0%	69.0%	
1	761	729	275	136	569	254	314	731
%V	28.2%	28.2%	27.4%	28.5%	27.8%	26.8%	28.5%	33.2%
%H (All HH)		95.8%	36.1%	17.9%	74.8%	33.4%	41.3%	96.1%
%H (TV HH)			37.7%	18.7%	78.1%	34.8%	43.1%	
2	592	574	257	105	443	234	209	584
%V	22.0%	22.2%	25.6%	22.0%	21.6%	24.7%	19.0%	26.5%
%H (All HH)		97.0%	43.4%	17.7%	74.8%	39.5%	35.3%	98.6%
%H (TV HH)			44.8%	18.3%	77.2%	40.8%	36.4%	
3	327	316	148	76	240	145	95	326
%V	12.1%	12.2%	14.7%	15.9%	11.7%	15.3%	8.6%	14.8%
%H (All HH)		96.6%	45.3%	23.2%	73.4%	44.3%	29.1%	99.7%
%H (TV HH)			46.8%	24.1%	75.9%	45.9%	30.1%	
4	224	220	108	52	172	112	60	224
%V	8.3%	8.5%	10.7%	10.9%	8.4%	11.8%	5.5%	10.2%
%H (All HH)		98.2%	48.2%	23.2%	76.8%	50.0%	26.8%	100.0%
%H (TV HH)			49.1%	23.6%	78.2%	50.9%	27.3%	
5+	224	219	109	56	166	108	57	223
%V	8.3%	8.5%	10.8%	11.7%	8.1%	11.4%	5.2%	10.1%
%H (All HH)		97.8%	48.7%	25.0%	74.1%	48.2%	25.4%	99.6%
%H (TV HH)			49.8%	25.6%	75.8%	49.3%	26.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5253	2225	1066	4334	2340	1995	4560
%H		42.4%	20.3%	82.5%	44.5%	38.0%	86.8%
Under 20"	570	218	115	505	265	241	487
%V	10.9%	9.8%	10.8%	11.7%	11.3%	12.1%	10.7%
%H		38.2%	20.2%	88.6%	46.5%	42.3%	85.4%
20" - 29"	1161	438	211	1006	486	520	975
%V	22.1%	19.7%	19.8%	23.2%	20.8%	26.1%	21.4%
%H		37.7%	18.2%	86.6%	41.9%	44.8%	84.0%
30" - 39"	1720	706	339	1423	741	682	1461
%V	32.7%	31.7%	31.8%	32.8%	31.7%	34.2%	32.0%
%H		41.0%	19.7%	82.7%	43.1%	39.7%	84.9%
40" and over	1657	809	381	1276	791	485	1529
%V	31.5%	36.4%	35.7%	29.4%	33.8%	24.3%	33.5%
%H		48.8%	23.0%	77.0%	47.7%	29.3%	92.3%
Don't know	144	55	20	123	56	67	108
%V	2.7%	2.5%	1.9%	2.8%	2.4%	3.4%	2.4%
%H		38.2%	13.9%	85.4%	38.9%	46.5%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5253	2225	1066	4334	2340	1995	4560
%H		42.4%	20.3%	82.5%	44.5%	38.0%	86.8%
Main living room	2569	1003	476	2042	951	1091	2113
%V	48.9%	45.1%	44.7%	47.1%	40.6%	54.7%	46.3%
%H		39.0%	18.5%	79.5%	37.0%	42.5%	82.2%
Kitchen	313	131	54	278	144	134	270
%V	6.0%	5.9%	5.1%	6.4%	6.2%	6.7%	5.9%
%H		41.9%	17.3%	88.8%	46.0%	42.8%	86.3%
Adult's bedroom	1438	629	326	1236	741	495	1300
%V	27.4%	28.3%	30.6%	28.5%	31.7%	24.8%	28.5%
%H		43.7%	22.7%	86.0%	51.5%	34.4%	90.4%
Child's bedroom	357	189	90	281	198	83	352
%V	6.8%	8.5%	8.4%	6.5%	8.5%	4.2%	7.7%
%H		52.9%	25.2%	78.7%	55.5%	23.2%	98.6%
Other bedroom	183	90	36	159	100	59	173
%V	3.5%	4.0%	3.4%	3.7%	4.3%	3.0%	3.8%
%H		49.2%	19.7%	86.9%	54.6%	32.2%	94.5%
Second living/dining room	252	118	54	218	132	87	215
%V	4.8%	5.3%	5.1%	5.0%	5.6%	4.4%	4.7%
%H		46.8%	21.4%	86.5%	52.4%	34.5%	85.3%
Study/office	36	18	7	31	20	11	35
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.6%	0.8%
%H		50.0%	19.4%	86.1%	55.6%	30.6%	97.2%
TV room	13	5	1	11	5	6	13
%V	0.2%	0.2%	0.1%	0.3%	0.2%	0.3%	0.3%
%H		38.5%	7.7%	84.6%	38.5%	46.2%	100.0%
Conservatory	67	32	15	57	35	21	64
%V	1.3%	1.4%	1.4%	1.3%	1.5%	1.1%	1.4%
%H		47.8%	22.4%	85.1%	52.2%	31.3%	95.5%
Attic or loft room	5	3	2	4	3	1	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		60.0%	40.0%	80.0%	60.0%	20.0%	100.0%
No specific location	3	1	1	3	2	2	3
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	100.0%	66.7%	66.7%	100.0%
Other	17	5	5	15	7	8	17
%V	0.3%	0.2%	0.5%	0.3%	0.3%	0.4%	0.4%
%H		29.4%	29.4%	88.2%	41.2%	47.1%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5253	2225	1066	4334	2340	1995	4560
%H		42.4%	20.3%	82.5%	44.5%	38.0%	86.8%
PVR	1964	1135	525	1410	1071	339	1831
%V	37.4%	51.0%	49.2%	32.5%	45.8%	17.0%	40.2%
%H		57.8%	26.7%	71.8%	54.5%	17.3%	93.2%
DVDR	78	25	20	68	33	35	66
%V	1.5%	1.1%	1.9%	1.6%	1.4%	1.8%	1.4%
%H		32.1%	25.6%	87.2%	42.3%	44.9%	84.6%
VCR	47	9	6	43	10	33	26
%V	0.9%	0.4%	0.6%	1.0%	0.4%	1.7%	0.6%
%H		19.1%	12.8%	91.5%	21.3%	70.2%	55.3%
Any recorder	2031	1146	533	1474	1086	389	1874
%V	38.7%	51.5%	50.0%	34.0%	46.4%	19.5%	41.1%
%H		56.4%	26.2%	72.6%	53.5%	19.2%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: 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	5253	2225	1066	4334	2340	1995	4560
%H		42.4%	20.3%	82.5%	44.5%	38.0%	86.8%
Receives HDTV (via STB or built-in reception)	2415	1094	587	1945	1177	767	2233
%V	46.0%	49.2%	55.1%	44.9%	50.3%	38.4%	49.0%
%H		45.3%	24.3%	80.5%	48.7%	31.8%	92.5%
DVD/Blu-ray player or recorder	2647	1153	510	2153	1156	996	2349
%V	50.4%	51.8%	47.8%	49.7%	49.4%	49.9%	51.5%
%H		43.6%	19.3%	81.3%	43.7%	37.6%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2585	1005	478	2049	949	1100	2122
%H		38.9%	18.5%	79.3%	36.7%	42.6%	82.1%
Under 20"	20	2	3	17	3	14	11
%V	0.8%	0.2%	0.6%	0.8%	0.3%	1.3%	0.5%
%H		10.0%	15.0%	85.0%	15.0%	70.0%	55.0%
20" - 29"	264	55	30	220	44	175	161
%V	10.2%	5.5%	6.3%	10.7%	4.6%	15.9%	7.6%
%H		20.8%	11.4%	83.3%	16.7%	66.3%	61.0%
30" - 39"	908	291	141	745	273	472	695
%V	35.1%	29.0%	29.5%	36.4%	28.8%	42.9%	32.8%
%H		32.0%	15.5%	82.0%	30.1%	52.0%	76.5%
40" and over	1330	639	295	1020	614	406	1214
%V	51.5%	63.6%	61.7%	49.8%	64.7%	36.9%	57.2%
%H		48.0%	22.2%	76.7%	46.2%	30.5%	91.3%
Don't know	62	19	9	47	14	33	43
%V	2.4%	1.9%	1.9%	2.3%	1.5%	3.0%	2.0%
%H		30.6%	14.5%	75.8%	22.6%	53.2%	69.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2585	1005	478	2049	949	1100	2122
%H		38.9%	18.5%	79.3%	36.7%	42.6%	82.1%
PVR	1507	840	399	1108	817	290	1393
%V	58.3%	83.6%	83.5%	54.1%	86.1%	26.4%	65.6%
%H		55.7%	26.5%	73.5%	54.2%	19.2%	92.4%
DVDR	57	16	14	50	23	27	48
%V	2.2%	1.6%	2.9%	2.4%	2.4%	2.5%	2.3%
%H		28.1%	24.6%	87.7%	40.4%	47.4%	84.2%
VCR	36	7	4	33	6	26	18
%V	1.4%	0.7%	0.8%	1.6%	0.6%	2.4%	0.8%
%H		19.4%	11.1%	91.7%	16.7%	72.2%	50.0%
Any recorder	1551	843	401	1149	821	328	1416
%V	60.0%	83.9%	83.9%	56.1%	86.5%	29.8%	66.7%
%H		54.4%	25.9%	74.1%	52.9%	21.1%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2585	1005	478	2049	949	1100	2122
%H		38.9%	18.5%	79.3%	36.7%	42.6%	82.1%
Receives HDTV (via STB or built-in reception)	1601	730	375	1261	743	518	1458
%V	61.9%	72.6%	78.5%	61.5%	78.3%	47.1%	68.7%
%H		45.6%	23.4%	78.8%	46.4%	32.4%	91.1%
DVD/Blu-ray player or recorder	1642	670	306	1299	632	667	1410
%V	63.5%	66.7%	64.0%	63.4%	66.6%	60.6%	66.4%
%H		40.8%	18.6%	79.1%	38.5%	40.6%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2667	1220	589	2285	1390	895	2438
%H		45.7%	22.1%	85.7%	52.1%	33.6%	91.4%
Under 20"	551	216	112	488	261	227	477
%V	20.7%	17.7%	19.0%	21.4%	18.8%	25.4%	19.6%
%H		39.2%	20.3%	88.6%	47.4%	41.2%	86.6%
20" - 29"	896	383	181	787	442	345	814
%V	33.6%	31.4%	30.7%	34.4%	31.8%	38.5%	33.4%
%H		42.7%	20.2%	87.8%	49.3%	38.5%	90.8%
30" - 39"	812	415	198	679	468	210	766
%V	30.4%	34.0%	33.6%	29.7%	33.7%	23.5%	31.4%
%H		51.1%	24.4%	83.6%	57.6%	25.9%	94.3%
40" and over	326	170	86	256	176	79	315
%V	12.2%	13.9%	14.6%	11.2%	12.7%	8.8%	12.9%
%H		52.1%	26.4%	78.5%	54.0%	24.2%	96.6%
Don't know	82	36	12	76	42	34	66
%V	3.1%	3.0%	2.0%	3.3%	3.0%	3.8%	2.7%
%H		43.9%	14.6%	92.7%	51.2%	41.5%	80.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2667	1220	589	2285	1390	895	2438
%H		45.7%	22.1%	85.7%	52.1%	33.6%	91.4%
PVR	457	295	126	303	254	49	439
%V	17.1%	24.2%	21.4%	13.3%	18.3%	5.5%	18.0%
%H		64.6%	27.6%	66.3%	55.6%	10.7%	96.1%
DVDR	21	8	6	19	10	8	19
%V	0.8%	0.7%	1.0%	0.8%	0.7%	0.9%	0.8%
%H		38.1%	28.6%	90.5%	47.6%	38.1%	90.5%
VCR	11	2	2	10	4	7	8
%V	0.4%	0.2%	0.3%	0.4%	0.3%	0.8%	0.3%
%H		18.2%	18.2%	90.9%	36.4%	63.6%	72.7%
Any recorder	480	303	131	325	265	60	458
%V	18.0%	24.8%	22.2%	14.2%	19.1%	6.7%	18.8%
%H		63.1%	27.3%	67.7%	55.2%	12.5%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2667	1220	589	2285	1390	895	2438
%H		45.7%	22.1%	85.7%	52.1%	33.6%	91.4%
Receives HDTV (via STB or built-in reception)	814	364	212	684	434	249	775
%V	30.5%	29.8%	36.0%	29.9%	31.2%	27.8%	31.8%
%H		44.7%	26.0%	84.0%	53.3%	30.6%	95.2%
DVD/Blu-ray player or recorder	1004	483	204	854	524	329	939
%V	37.6%	39.6%	34.6%	37.4%	37.7%	36.8%	38.5%
%H		48.1%	20.3%	85.1%	52.2%	32.8%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6354	6148	2677	1254	4720	2495	2225	5668
%H		96.8%	42.1%	19.7%	74.3%	39.3%	35.0%	89.2%
Total Children	1281	1244	601	262	885	502	383	1241
%V	20.2%	20.2%	22.5%	20.9%	18.8%	20.1%	17.2%	21.9%
%H		97.1%	46.9%	20.5%	69.1%	39.2%	29.9%	96.9%
0 - 3	327	314	156	65	215	123	92	314
%V	5.1%	5.1%	5.8%	5.2%	4.6%	4.9%	4.1%	5.5%
%H		96.0%	47.7%	19.9%	65.7%	37.6%	28.1%	96.0%
4 - 15	954	930	446	197	670	379	290	927
%V	15.0%	15.1%	16.7%	15.7%	14.2%	15.2%	13.0%	16.4%
%H		97.5%	46.8%	20.6%	70.2%	39.7%	30.4%	97.2%
4 - 9	500	484	237	88	345	190	155	479
%V	7.9%	7.9%	8.9%	7.0%	7.3%	7.6%	7.0%	8.5%
%H		96.8%	47.4%	17.6%	69.0%	38.0%	31.0%	95.8%
10 - 15	454	446	208	109	325	190	135	447
%V	7.1%	7.3%	7.8%	8.7%	6.9%	7.6%	6.1%	7.9%
%H		98.2%	45.8%	24.0%	71.6%	41.9%	29.7%	98.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6354	6148	2677	1254	4720	2495	2225	5668
%H		96.8%	42.1%	19.7%	74.3%	39.3%	35.0%	89.2%
Total Adults (16+)	5073	4904	2076	992	3835	1993	1842	4427
%V	79.8%	79.8%	77.5%	79.1%	81.3%	79.9%	82.8%	78.1%
%H		96.7%	40.9%	19.6%	75.6%	39.3%	36.3%	87.3%
16 - 19	291	285	125	78	225	140	85	284
%V	4.6%	4.6%	4.7%	6.2%	4.8%	5.6%	3.8%	5.0%
%H		97.9%	43.0%	26.8%	77.3%	48.1%	29.2%	97.6%
20 - 24	400	364	158	70	274	151	123	388
%V	6.3%	5.9%	5.9%	5.6%	5.8%	6.1%	5.5%	6.8%
%H		91.0%	39.5%	17.5%	68.5%	37.8%	30.8%	97.0%
25 - 34	828	782	393	151	546	308	238	794
%V	13.0%	12.7%	14.7%	12.0%	11.6%	12.3%	10.7%	14.0%
%H		94.4%	47.5%	18.2%	65.9%	37.2%	28.7%	95.9%
35 - 44	792	761	391	157	544	332	212	753
%V	12.5%	12.4%	14.6%	12.5%	11.5%	13.3%	9.5%	13.3%
%H		96.1%	49.4%	19.8%	68.7%	41.9%	26.8%	95.1%
45 - 54	881	866	368	215	690	402	289	836
%V	13.9%	14.1%	13.7%	17.1%	14.6%	16.1%	13.0%	14.7%
%H		98.3%	41.8%	24.4%	78.3%	45.6%	32.8%	94.9%
55 - 64	727	713	297	146	578	307	272	650
%V	11.4%	11.6%	11.1%	11.6%	12.2%	12.3%	12.2%	11.5%
%H		98.1%	40.9%	20.1%	79.5%	42.2%	37.4%	89.4%
65+	1155	1134	344	176	977	354	623	722
%V	18.2%	18.4%	12.9%	14.0%	20.7%	14.2%	28.0%	12.7%
%H		98.2%	29.8%	15.2%	84.6%	30.6%	53.9%	62.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5073	4904	2076	992	3835	1993	1842	4427
%H		96.7%	40.9%	19.6%	75.6%	39.3%	36.3%	87.3%
AB	1254	1218	559	217	940	493	447	1205
%V	24.7%	24.8%	26.9%	21.9%	24.5%	24.7%	24.3%	27.2%
%H		97.1%	44.6%	17.3%	75.0%	39.3%	35.6%	96.1%
C1	1320	1269	567	267	975	537	438	1213
%V	26.0%	25.9%	27.3%	26.9%	25.4%	26.9%	23.8%	27.4%
%H		96.1%	43.0%	20.2%	73.9%	40.7%	33.2%	91.9%
C2	1128	1107	427	271	892	490	402	988
%V	22.2%	22.6%	20.6%	27.3%	23.3%	24.6%	21.8%	22.3%
%H		98.1%	37.9%	24.0%	79.1%	43.4%	35.6%	87.6%
D	966	926	402	185	713	368	346	779
%V	19.0%	18.9%	19.4%	18.6%	18.6%	18.5%	18.8%	17.6%
%H		95.9%	41.6%	19.2%	73.8%	38.1%	35.8%	80.6%
E	405	385	122	52	315	105	210	241
%V	8.0%	7.9%	5.9%	5.2%	8.2%	5.3%	11.4%	5.4%
%H		95.1%	30.1%	12.8%	77.8%	25.9%	51.9%	59.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5073	4904	2076	992	3835	1993	1842	4427
%H		96.7%	40.9%	19.6%	75.6%	39.3%	36.3%	87.3%
Working full time	2348	2286	1078	506	1739	1034	705	2263
%V	46.3%	46.6%	51.9%	51.0%	45.3%	51.9%	38.3%	51.1%
%H		97.4%	45.9%	21.6%	74.1%	44.0%	30.0%	96.4%
Working part time	486	471	200	99	354	179	175	456
%V	9.6%	9.6%	9.6%	10.0%	9.2%	9.0%	9.5%	10.3%
%H		96.9%	41.2%	20.4%	72.8%	36.8%	36.0%	93.8%
Not working	2239	2147	798	387	1743	781	962	1708
%V	44.1%	43.8%	38.4%	39.0%	45.4%	39.2%	52.2%	38.6%
%H		95.9%	35.6%	17.3%	77.8%	34.9%	43.0%	76.3%
Housewife/Houseperson	2694	2587	1005	478	2050	949	1100	2200
%V	53.1%	52.8%	48.4%	48.2%	53.5%	47.6%	59.7%	49.7%
%H		96.0%	37.3%	17.7%	76.1%	35.2%	40.8%	81.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2483	2384	1023	502	1856	991	865	2187
%H		96.0%	41.2%	20.2%	74.7%	39.9%	34.8%	88.1%
16 - 19	155	151	68	43	118	74	43	153
%V	6.2%	6.3%	6.6%	8.6%	6.4%	7.5%	5.0%	7.0%
%H		97.4%	43.9%	27.7%	76.1%	47.7%	27.7%	98.7%
20 - 24	192	171	77	40	127	78	50	188
%V	7.7%	7.2%	7.5%	8.0%	6.8%	7.9%	5.8%	8.6%
%H		89.1%	40.1%	20.8%	66.1%	40.6%	26.0%	97.9%
25 - 34	414	390	194	78	275	157	118	397
%V	16.7%	16.4%	19.0%	15.5%	14.8%	15.8%	13.6%	18.2%
%H		94.2%	46.9%	18.8%	66.4%	37.9%	28.5%	95.9%
35 - 44	392	370	194	73	266	163	103	364
%V	15.8%	15.5%	19.0%	14.5%	14.3%	16.4%	11.9%	16.6%
%H		94.4%	49.5%	18.6%	67.9%	41.6%	26.3%	92.9%
45 - 54	432	424	178	108	335	193	142	406
%V	17.4%	17.8%	17.4%	21.5%	18.0%	19.5%	16.4%	18.6%
%H		98.1%	41.2%	25.0%	77.5%	44.7%	32.9%	94.0%
55 - 64	363	353	139	72	289	147	142	319
%V	14.6%	14.8%	13.6%	14.3%	15.6%	14.8%	16.4%	14.6%
%H		97.2%	38.3%	19.8%	79.6%	40.5%	39.1%	87.9%
65+	535	524	174	89	446	179	267	360
%V	21.5%	22.0%	17.0%	17.7%	24.0%	18.1%	30.9%	16.5%
%H		97.9%	32.5%	16.6%	83.4%	33.5%	49.9%	67.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2483	2384	1023	502	1856	991	865	2187
%H		96.0%	41.2%	20.2%	74.7%	39.9%	34.8%	88.1%
AB	649	624	284	110	479	249	231	621
%V	26.1%	26.2%	27.8%	21.9%	25.8%	25.1%	26.7%	28.4%
%H		96.1%	43.8%	16.9%	73.8%	38.4%	35.6%	95.7%
C1	593	565	267	124	427	250	177	555
%V	23.9%	23.7%	26.1%	24.7%	23.0%	25.2%	20.5%	25.4%
%H		95.3%	45.0%	20.9%	72.0%	42.2%	29.8%	93.6%
C2	604	591	230	150	479	267	212	521
%V	24.3%	24.8%	22.5%	29.9%	25.8%	26.9%	24.5%	23.8%
%H		97.8%	38.1%	24.8%	79.3%	44.2%	35.1%	86.3%
D	476	452	198	99	346	187	159	393
%V	19.2%	19.0%	19.4%	19.7%	18.6%	18.9%	18.4%	18.0%
%H		95.0%	41.6%	20.8%	72.7%	39.3%	33.4%	82.6%
E	161	152	45	19	124	37	87	96
%V	6.5%	6.4%	4.4%	3.8%	6.7%	3.7%	10.1%	4.4%
%H		94.4%	28.0%	11.8%	77.0%	23.0%	54.0%	59.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2483	2384	1023	502	1856	991	865	2187
%H		96.0%	41.2%	20.2%	74.7%	39.9%	34.8%	88.1%
Working full time	1432	1390	664	309	1053	632	421	1378
%V	57.7%	58.3%	64.9%	61.6%	56.7%	63.8%	48.7%	63.0%
%H		97.1%	46.4%	21.6%	73.5%	44.1%	29.4%	96.2%
Working part time	112	104	41	19	74	29	45	97
%V	4.5%	4.4%	4.0%	3.8%	4.0%	2.9%	5.2%	4.4%
%H		92.9%	36.6%	17.0%	66.1%	25.9%	40.2%	86.6%
Not working	939	890	318	175	730	330	400	712
%V	37.8%	37.3%	31.1%	34.9%	39.3%	33.3%	46.2%	32.6%
%H		94.8%	33.9%	18.6%	77.7%	35.1%	42.6%	75.8%
Housewife/Houseperson	581	534	177	90	426	162	264	410
%V	23.4%	22.4%	17.3%	17.9%	23.0%	16.3%	30.5%	18.7%
%H		91.9%	30.5%	15.5%	73.3%	27.9%	45.4%	70.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2590	2520	1053	490	1980	1003	977	2240
%H		97.3%	40.7%	18.9%	76.4%	38.7%	37.7%	86.5%
16 - 19	136	134	58	35	108	66	42	131
%V	5.3%	5.3%	5.5%	7.1%	5.5%	6.6%	4.3%	5.8%
%H		98.5%	42.6%	25.7%	79.4%	48.5%	30.9%	96.3%
20 - 24	208	193	81	30	146	73	73	200
%V	8.0%	7.7%	7.7%	6.1%	7.4%	7.3%	7.5%	8.9%
%H		92.8%	38.9%	14.4%	70.2%	35.1%	35.1%	96.2%
25 - 34	414	392	199	73	271	151	120	397
%V	16.0%	15.6%	18.9%	14.9%	13.7%	15.1%	12.3%	17.7%
%H		94.7%	48.1%	17.6%	65.5%	36.5%	29.0%	95.9%
35 - 44	400	391	196	84	278	169	109	388
%V	15.4%	15.5%	18.6%	17.1%	14.0%	16.8%	11.2%	17.3%
%H		97.8%	49.0%	21.0%	69.5%	42.3%	27.3%	97.0%
45 - 54	448	442	190	106	356	209	147	431
%V	17.3%	17.5%	18.0%	21.6%	18.0%	20.8%	15.0%	19.2%
%H		98.7%	42.4%	23.7%	79.5%	46.7%	32.8%	96.2%
55 - 64	363	360	159	74	289	160	129	331
%V	14.0%	14.3%	15.1%	15.1%	14.6%	16.0%	13.2%	14.8%
%H		99.2%	43.8%	20.4%	79.6%	44.1%	35.5%	91.2%
65+	620	610	171	87	531	175	356	362
%V	23.9%	24.2%	16.2%	17.8%	26.8%	17.4%	36.4%	16.2%
%H		98.4%	27.6%	14.0%	85.6%	28.2%	57.4%	58.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2590	2520	1053	490	1980	1003	977	2240
%H		97.3%	40.7%	18.9%	76.4%	38.7%	37.7%	86.5%
AB	605	595	275	106	460	244	216	585
%V	23.4%	23.6%	26.1%	21.6%	23.2%	24.3%	22.1%	26.1%
%H		98.3%	45.5%	17.5%	76.0%	40.3%	35.7%	96.7%
C1	727	704	300	143	547	287	260	658
%V	28.1%	27.9%	28.5%	29.2%	27.6%	28.6%	26.6%	29.4%
%H		96.8%	41.3%	19.7%	75.2%	39.5%	35.8%	90.5%
C2	524	515	198	122	413	223	191	467
%V	20.2%	20.4%	18.8%	24.9%	20.9%	22.2%	19.5%	20.8%
%H		98.3%	37.8%	23.3%	78.8%	42.6%	36.5%	89.1%
D	490	473	203	86	367	181	187	386
%V	18.9%	18.8%	19.3%	17.6%	18.5%	18.0%	19.1%	17.2%
%H		96.5%	41.4%	17.6%	74.9%	36.9%	38.2%	78.8%
E	244	233	77	33	191	68	123	145
%V	9.4%	9.2%	7.3%	6.7%	9.6%	6.8%	12.6%	6.5%
%H		95.5%	31.6%	13.5%	78.3%	27.9%	50.4%	59.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2590	2520	1053	490	1980	1003	977	2240
%H		97.3%	40.7%	18.9%	76.4%	38.7%	37.7%	86.5%
Working full time	917	896	414	198	686	402	285	885
%V	35.4%	35.6%	39.3%	40.4%	34.6%	40.1%	29.2%	39.5%
%H		97.7%	45.1%	21.6%	74.8%	43.8%	31.1%	96.5%
Working part time	374	367	159	80	280	150	130	358
%V	14.4%	14.6%	15.1%	16.3%	14.1%	15.0%	13.3%	16.0%
%H		98.1%	42.5%	21.4%	74.9%	40.1%	34.8%	95.7%
Not working	1300	1256	480	213	1013	451	562	996
%V	50.2%	49.8%	45.6%	43.5%	51.2%	45.0%	57.5%	44.5%
%H		96.6%	36.9%	16.4%	77.9%	34.7%	43.2%	76.6%
Housewife/Houseperson	2112	2053	829	388	1624	787	837	1790
%V	81.5%	81.5%	78.7%	79.2%	82.0%	78.5%	85.7%	79.9%
%H		97.2%	39.3%	18.4%	76.9%	37.3%	39.6%	84.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	974	926	332	219	697	325	372	792
%H (All HH)		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%
%H (TV HH)			35.9%	23.7%	75.3%	35.1%	40.2%	
AB	228	221	95	48	169	92	77	217
%V	23.4%	23.9%	28.6%	21.9%	24.2%	28.3%	20.7%	27.4%
%H (All HH)		96.9%	41.7%	21.1%	74.1%	40.4%	33.8%	95.2%
%H (TV HH)			43.0%	21.7%	76.5%	41.6%	34.8%	
C1	256	241	84	64	184	89	95	221
%V	26.3%	26.0%	25.3%	29.2%	26.4%	27.4%	25.5%	27.9%
%H (All HH)		94.1%	32.8%	25.0%	71.9%	34.8%	37.1%	86.3%
%H (TV HH)			34.9%	26.6%	76.3%	36.9%	39.4%	
C2	202	195	66	48	156	76	81	162
%V	20.7%	21.1%	19.9%	21.9%	22.4%	23.4%	21.8%	20.5%
%H (All HH)		96.5%	32.7%	23.8%	77.2%	37.6%	40.1%	80.2%
%H (TV HH)			33.8%	24.6%	80.0%	39.0%	41.5%	
D	170	159	56	41	110	49	61	131
%V	17.5%	17.2%	16.9%	18.7%	15.8%	15.1%	16.4%	16.5%
%H (All HH)		93.5%	32.9%	24.1%	64.7%	28.8%	35.9%	77.1%
%H (TV HH)			35.2%	25.8%	69.2%	30.8%	38.4%	
E	117	109	31	18	77	19	59	62
%V	12.0%	11.8%	9.3%	8.2%	11.0%	5.8%	15.9%	7.8%
%H (All HH)		93.2%	26.5%	15.4%	65.8%	16.2%	50.4%	53.0%
%H (TV HH)			28.4%	16.5%	70.6%	17.4%	54.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	974	926	332	219	697	325	372	792
%H (All HH)		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%
%H (TV HH)			35.9%	23.7%	75.3%	35.1%	40.2%	
Under 25	60	51	15	11	36	14	22	56
%V	6.2%	5.5%	4.5%	5.0%	5.2%	4.3%	5.9%	7.1%
%H (All HH)		85.0%	25.0%	18.3%	60.0%	23.3%	36.7%	93.3%
%H (TV HH)			29.4%	21.6%	70.6%	27.5%	43.1%	
25 - 34	156	139	57	35	89	46	43	149
%V	16.0%	15.0%	17.2%	16.0%	12.8%	14.2%	11.6%	18.8%
%H (All HH)		89.1%	36.5%	22.4%	57.1%	29.5%	27.6%	95.5%
%H (TV HH)			41.0%	25.2%	64.0%	33.1%	30.9%	
35 - 44	144	137	61	37	98	60	38	135
%V	14.8%	14.8%	18.4%	16.9%	14.1%	18.5%	10.2%	17.0%
%H (All HH)		95.1%	42.4%	25.7%	68.1%	41.7%	26.4%	93.8%
%H (TV HH)			44.5%	27.0%	71.5%	43.8%	27.7%	
45 - 54	184	179	70	52	133	75	59	169
%V	18.9%	19.3%	21.1%	23.7%	19.1%	23.1%	15.9%	21.3%
%H (All HH)		97.3%	38.0%	28.3%	72.3%	40.8%	32.1%	91.8%
%H (TV HH)			39.1%	29.1%	74.3%	41.9%	33.0%	
55 - 64	147	141	53	31	113	55	58	129
%V	15.1%	15.2%	16.0%	14.2%	16.2%	16.9%	15.6%	16.3%
%H (All HH)		95.9%	36.1%	21.1%	76.9%	37.4%	39.5%	87.8%
%H (TV HH)			37.6%	22.0%	80.1%	39.0%	41.1%	
65 +	284	278	75	52	227	75	152	154
%V	29.2%	30.0%	22.6%	23.7%	32.6%	23.1%	40.9%	19.4%
%H (All HH)		97.9%	26.4%	18.3%	79.9%	26.4%	53.5%	54.2%
%H (TV HH)			27.0%	18.7%	81.7%	27.0%	54.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	974	926	332	219	697	325	372	792
%H (All HH)		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%
%H (TV HH)			35.9%	23.7%	75.3%	35.1%	40.2%	
1	294	268	73	37	215	57	157	170
%V	30.2%	28.9%	22.0%	16.9%	30.8%	17.5%	42.2%	21.5%
%H (All HH)		91.2%	24.8%	12.6%	73.1%	19.4%	53.4%	57.8%
%H (TV HH)			27.2%	13.8%	80.2%	21.3%	58.6%	
2	349	337	124	85	253	127	126	303
%V	35.8%	36.4%	37.3%	38.8%	36.3%	39.1%	33.9%	38.3%
%H (All HH)		96.6%	35.5%	24.4%	72.5%	36.4%	36.1%	86.8%
%H (TV HH)			36.8%	25.2%	75.1%	37.7%	37.4%	
3	138	134	52	41	94	52	42	133
%V	14.2%	14.5%	15.7%	18.7%	13.5%	16.0%	11.3%	16.8%
%H (All HH)		97.1%	37.7%	29.7%	68.1%	37.7%	30.4%	96.4%
%H (TV HH)			38.8%	30.6%	70.1%	38.8%	31.3%	
4	127	123	55	34	90	57	33	123
%V	13.0%	13.3%	16.6%	15.5%	12.9%	17.5%	8.9%	15.5%
%H (All HH)		96.9%	43.3%	26.8%	70.9%	44.9%	26.0%	96.9%
%H (TV HH)			44.7%	27.6%	73.2%	46.3%	26.8%	
5+	65	62	28	21	45	31	14	63
%V	6.7%	6.7%	8.4%	9.6%	6.5%	9.5%	3.8%	8.0%
%H (All HH)		95.4%	43.1%	32.3%	69.2%	47.7%	21.5%	96.9%
%H (TV HH)			45.2%	33.9%	72.6%	50.0%	22.6%	
Average HH size	2.34	2.36	2.57	2.67	2.31	2.68	1.99	2.55

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	974	926	332	219	697	325	372	792
%H (All HH)		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%
%H (TV HH)			35.9%	23.7%	75.3%	35.1%	40.2%	
Without	735	695	229	156	537	228	309	562
%V	75.5%	75.1%	69.0%	71.2%	77.0%	70.2%	83.1%	71.0%
%H (All HH)		94.6%	31.2%	21.2%	73.1%	31.0%	42.0%	76.5%
%H (TV HH)			32.9%	22.4%	77.3%	32.8%	44.5%	
With	239	231	103	63	160	98	63	230
%V	24.5%	24.9%	31.0%	28.8%	23.0%	30.2%	16.9%	29.0%
%H (All HH)		96.7%	43.1%	26.4%	66.9%	41.0%	26.4%	96.2%
%H (TV HH)			44.6%	27.3%	69.3%	42.4%	27.3%	
0 - 3	92	87	38	25	58	34	24	88
%V	9.4%	9.4%	11.4%	11.4%	8.3%	10.5%	6.5%	11.1%
%H (All HH)		94.6%	41.3%	27.2%	63.0%	37.0%	26.1%	95.7%
%H (TV HH)			43.7%	28.7%	66.7%	39.1%	27.6%	
4 - 9	122	117	53	35	84	54	29	118
%V	12.5%	12.6%	16.0%	16.0%	12.1%	16.6%	7.8%	14.9%
%H (All HH)		95.9%	43.4%	28.7%	68.9%	44.3%	23.8%	96.7%
%H (TV HH)			45.3%	29.9%	71.8%	46.2%	24.8%	
10 - 15	116	114	50	33	82	51	31	113
%V	11.9%	12.3%	15.1%	15.1%	11.8%	15.7%	8.3%	14.3%
%H (All HH)		98.3%	43.1%	28.4%	70.7%	44.0%	26.7%	97.4%
%H (TV HH)			43.9%	28.9%	71.9%	44.7%	27.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	974	926	332	219	697	325	372	792
%H (All HH)		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%
%H (TV HH)			35.9%	23.7%	75.3%	35.1%	40.2%	
1	397	397	119	79	274	84	190	295
%V	40.8%	42.9%	35.8%	36.1%	39.3%	25.8%	51.1%	37.2%
%H (All HH)		100.0%	30.0%	19.9%	69.0%	21.2%	47.9%	74.3%
%H (TV HH)			30.0%	19.9%	69.0%	21.2%	47.9%	
2	308	308	117	69	240	115	125	257
%V	31.6%	33.3%	35.2%	31.5%	34.4%	35.4%	33.6%	32.4%
%H (All HH)		100.0%	38.0%	22.4%	77.9%	37.3%	40.6%	83.4%
%H (TV HH)			38.0%	22.4%	77.9%	37.3%	40.6%	
3	143	143	62	46	115	78	37	131
%V	14.7%	15.4%	18.7%	21.0%	16.5%	24.0%	9.9%	16.5%
%H (All HH)		100.0%	43.4%	32.2%	80.4%	54.5%	25.9%	91.6%
%H (TV HH)			43.4%	32.2%	80.4%	54.5%	25.9%	
4	49	49	20	18	42	29	13	48
%V	5.0%	5.3%	6.0%	8.2%	6.0%	8.9%	3.5%	6.1%
%H (All HH)		100.0%	40.8%	36.7%	85.7%	59.2%	26.5%	98.0%
%H (TV HH)			40.8%	36.7%	85.7%	59.2%	26.5%	
5+	29	29	15	8	26	19	7	29
%V	3.0%	3.1%	4.5%	3.7%	3.7%	5.8%	1.9%	3.7%
%H (All HH)		100.0%	51.7%	27.6%	89.7%	65.5%	24.1%	100.0%
%H (TV HH)			51.7%	27.6%	89.7%	65.5%	24.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	974	926	332	219	697	325	372	792
%H (All HH)		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%
%H (TV HH)			35.9%	23.7%	75.3%	35.1%	40.2%	
Under 20"	136	136	45	29	118	56	62	110
%V	14.0%	14.7%	13.6%	13.2%	16.9%	17.2%	16.7%	13.9%
%H (All HH)		100.0%	33.1%	21.3%	86.8%	41.2%	45.6%	80.9%
%H (TV HH)			33.1%	21.3%	86.8%	41.2%	45.6%	
20" - 29"	304	304	102	70	252	119	133	244
%V	31.2%	32.8%	30.7%	32.0%	36.2%	36.6%	35.8%	30.8%
%H (All HH)		100.0%	33.6%	23.0%	82.9%	39.1%	43.8%	80.3%
%H (TV HH)			33.6%	23.0%	82.9%	39.1%	43.8%	
30" - 39"	485	485	177	120	370	181	190	401
%V	49.8%	52.4%	53.3%	54.8%	53.1%	55.7%	51.1%	50.6%
%H (All HH)		100.0%	36.5%	24.7%	76.3%	37.3%	39.2%	82.7%
%H (TV HH)			36.5%	24.7%	76.3%	37.3%	39.2%	
40" and over	479	479	209	131	346	204	141	434
%V	49.2%	51.7%	63.0%	59.8%	49.6%	62.8%	37.9%	54.8%
%H (All HH)		100.0%	43.6%	27.3%	72.2%	42.6%	29.4%	90.6%
%H (TV HH)			43.6%	27.3%	72.2%	42.6%	29.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	974	926	332	219	697	325	372	792
%H (All HH)		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%
%H (TV HH)			35.9%	23.7%	75.3%	35.1%	40.2%	
Main living room	916	916	331	216	690	322	367	752
%V	94.0%	98.9%	99.7%	98.6%	99.0%	99.1%	98.7%	94.9%
%H (All HH)		100.0%	36.1%	23.6%	75.3%	35.2%	40.1%	82.1%
%H (TV HH)			36.1%	23.6%	75.3%	35.2%	40.1%	
Kitchen	113	113	49	21	99	55	43	100
%V	11.6%	12.2%	14.8%	9.6%	14.2%	16.9%	11.6%	12.6%
%H (All HH)		100.0%	43.4%	18.6%	87.6%	48.7%	38.1%	88.5%
%H (TV HH)			43.4%	18.6%	87.6%	48.7%	38.1%	
Adult's bedroom	382	382	160	105	305	181	124	340
%V	39.2%	41.3%	48.2%	47.9%	43.8%	55.7%	33.3%	42.9%
%H (All HH)		100.0%	41.9%	27.5%	79.8%	47.4%	32.5%	89.0%
%H (TV HH)			41.9%	27.5%	79.8%	47.4%	32.5%	
Child's bedroom	74	74	29	25	59	39	20	74
%V	7.6%	8.0%	8.7%	11.4%	8.5%	12.0%	5.4%	9.3%
%H (All HH)		100.0%	39.2%	33.8%	79.7%	52.7%	27.0%	100.0%
%H (TV HH)			39.2%	33.8%	79.7%	52.7%	27.0%	
Other bedroom	53	53	23	18	42	29	14	50
%V	5.4%	5.7%	6.9%	8.2%	6.0%	8.9%	3.8%	6.3%
%H (All HH)		100.0%	43.4%	34.0%	79.2%	54.7%	26.4%	94.3%
%H (TV HH)			43.4%	34.0%	79.2%	54.7%	26.4%	
Second living/dining room	99	99	39	29	80	49	32	85
%V	10.2%	10.7%	11.7%	13.2%	11.5%	15.1%	8.6%	10.7%
%H (All HH)		100.0%	39.4%	29.3%	80.8%	49.5%	32.3%	85.9%
%H (TV HH)			39.4%	29.3%	80.8%	49.5%	32.3%	
Study/office	14	14	7	3	11	6	5	14
%V	1.4%	1.5%	2.1%	1.4%	1.6%	1.8%	1.3%	1.8%
%H (All HH)		100.0%	50.0%	21.4%	78.6%	42.9%	35.7%	100.0%
%H (TV HH)			50.0%	21.4%	78.6%	42.9%	35.7%	
TV room	12	12	6	3	9	6	3	12
%V	1.2%	1.3%	1.8%	1.4%	1.3%	1.8%	0.8%	1.5%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%	
Conservatory	16	16	7	6	12	9	3	13
%V	1.6%	1.7%	2.1%	2.7%	1.7%	2.8%	0.8%	1.6%
%H (All HH)		100.0%	43.8%	37.5%	75.0%	56.3%	18.8%	81.3%
%H (TV HH)			43.8%	37.5%	75.0%	56.3%	18.8%	
Attic or loft room	4	4	2	2	3	3	0	4
%V	0.4%	0.4%	0.6%	0.9%	0.4%	0.9%	0.0%	0.5%
%H (All HH)		100.0%	50.0%	50.0%	75.0%	75.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	75.0%	75.0%	0.0%	
No specific location	2	2	1	1	2	2	0	2
%V	0.2%	0.2%	0.3%	0.5%	0.3%	0.6%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	100.0%	0.0%	
Other	9	9	3	3	9	6	3	9
%V	0.9%	1.0%	0.9%	1.4%	1.3%	1.8%	0.8%	1.1%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	33.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	974	926	332	219	697	325	372	792
%H (All HH)		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%
%H (TV HH)			35.9%	23.7%	75.3%	35.1%	40.2%	
Any DSAT provider	332	332	332	10	204	204	0	304
%V	34.1%	35.9%	100.0%	4.6%	29.3%	62.8%	0.0%	38.4%
%H (All HH)			100.0%	3.0%	61.4%	61.4%	0.0%	91.6%
%H (TV HH)			100.0%	3.0%	61.4%	61.4%	0.0%	
Sky with subcription	265	265	265	4	161	161	0	244
%V	27.2%	28.6%	79.8%	1.8%	23.1%	49.5%	0.0%	30.8%
%H (All HH)			100.0%	1.5%	60.8%	60.8%	0.0%	92.1%
%H (TV HH)			100.0%	1.5%	60.8%	60.8%	0.0%	
Sky without subscription	20	20	20	2	12	12	0	17
%V	2.1%	2.2%	6.0%	0.9%	1.7%	3.7%	0.0%	2.1%
%H (All HH)			100.0%	10.0%	60.0%	60.0%	0.0%	85.0%
%H (TV HH)			100.0%	10.0%	60.0%	60.0%	0.0%	
Freesat	38	38	38	2	26	26	0	35
%V	3.9%	4.1%	11.4%	0.9%	3.7%	8.0%	0.0%	4.4%
%H (All HH)			100.0%	5.3%	68.4%	68.4%	0.0%	92.1%
%H (TV HH)			100.0%	5.3%	68.4%	68.4%	0.0%	
Other satellite provider	20	20	20	2	12	12	0	18
%V	2.1%	2.2%	6.0%	0.9%	1.7%	3.7%	0.0%	2.3%
%H (All HH)			100.0%	10.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	10.0%	60.0%	60.0%	0.0%	
DCAB	219	219	10	219	130	130	0	198
%V	22.5%	23.7%	3.0%	100.0%	18.7%	40.0%	0.0%	25.0%
%H (All HH)			4.6%	100.0%	59.4%	59.4%	0.0%	90.4%
%H (TV HH)			4.6%	100.0%	59.4%	59.4%	0.0%	
DTT	697	697	204	130	697	325	372	555
%V	71.6%	75.3%	61.4%	59.4%	100.0%	100.0%	100.0%	70.1%
%H (All HH)		100.0%	29.3%	18.7%	100.0%	46.6%	53.4%	79.6%
%H (TV HH)			29.3%	18.7%	100.0%	46.6%	53.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	974	926	332	219	697	325	372	792
%H (All HH)		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%
%H (TV HH)			35.9%	23.7%	75.3%	35.1%	40.2%	
PVR	582	582	280	185	418	290	127	524
%V	59.8%	62.9%	84.3%	84.5%	60.0%	89.2%	34.1%	66.2%
%H (All HH)		100.0%	48.1%	31.8%	71.8%	49.8%	21.8%	90.0%
%H (TV HH)			48.1%	31.8%	71.8%	49.8%	21.8%	
DVDR	17	17	6	2	15	5	9	13
%V	1.7%	1.8%	1.8%	0.9%	2.2%	1.5%	2.4%	1.6%
%H (All HH)		100.0%	35.3%	11.8%	88.2%	29.4%	52.9%	76.5%
%H (TV HH)			35.3%	11.8%	88.2%	29.4%	52.9%	
VCR	17	17	4	2	14	4	10	10
%V	1.7%	1.8%	1.2%	0.9%	2.0%	1.2%	2.7%	1.3%
%H (All HH)		100.0%	23.5%	11.8%	82.4%	23.5%	58.8%	58.8%
%H (TV HH)			23.5%	11.8%	82.4%	23.5%	58.8%	
Any recorder	596	596	281	186	429	291	138	530
%V	61.2%	64.4%	84.6%	84.9%	61.5%	89.5%	37.1%	66.9%
%H (All HH)		100.0%	47.1%	31.2%	72.0%	48.8%	23.2%	88.9%
%H (TV HH)			47.1%	31.2%	72.0%	48.8%	23.2%	
Receives HDTV (via STB or built-in reception)	607	607	244	176	459	263	196	543
%V	62.3%	65.6%	73.5%	80.4%	65.9%	80.9%	52.7%	68.6%
%H (All HH)		100.0%	40.2%	29.0%	75.6%	43.3%	32.3%	89.5%
%H (TV HH)			40.2%	29.0%	75.6%	43.3%	32.3%	
DVD/Blu-ray player or recorder	664	664	250	164	508	257	251	572
%V	68.2%	71.7%	75.3%	74.9%	72.9%	79.1%	67.5%	72.2%
%H (All HH)		100.0%	37.7%	24.7%	76.5%	38.7%	37.8%	86.1%
%H (TV HH)			37.7%	24.7%	76.5%	38.7%	37.8%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	974	926	332	219	697	325	372	792
%V (All HH)		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%
%H (TV HH)			35.9%	23.7%	75.3%	35.1%	40.2%	
Has broadband internet	792	760	304	198	555	299	255	792
%V	81.3%	82.1%	91.6%	90.4%	79.6%	92.0%	68.5%	100.0%
%H (All HH)		96.0%	38.4%	25.0%	70.1%	37.8%	32.2%	100.0%
%H (TV HH)			40.0%	26.1%	73.0%	39.3%	33.6%	
Number of computers (PCs and laptops)								
0	194	179	35	25	149	32	118	28
%V	19.9%	19.3%	10.5%	11.4%	21.4%	9.8%	31.7%	3.5%
%H (All HH)		92.3%	18.0%	12.9%	76.8%	16.5%	60.8%	14.4%
%H (TV HH)			19.6%	14.0%	83.2%	17.9%	65.9%	
1	267	250	86	54	174	69	105	255
%V	27.4%	27.0%	25.9%	24.7%	25.0%	21.2%	28.2%	32.2%
%H (All HH)		93.6%	32.2%	20.2%	65.2%	25.8%	39.3%	95.5%
%H (TV HH)			34.4%	21.6%	69.6%	27.6%	42.0%	
2	208	200	87	50	151	87	64	204
%V	21.4%	21.6%	26.2%	22.8%	21.7%	26.8%	17.2%	25.8%
%H (All HH)		96.2%	41.8%	24.0%	72.6%	41.8%	30.8%	98.1%
%H (TV HH)			43.5%	25.0%	75.5%	43.5%	32.0%	
3	136	132	55	40	93	57	36	136
%V	14.0%	14.3%	16.6%	18.3%	13.3%	17.5%	9.7%	17.2%
%H (All HH)		97.1%	40.4%	29.4%	68.4%	41.9%	26.5%	100.0%
%H (TV HH)			41.7%	30.3%	70.5%	43.2%	27.3%	
4	79	77	34	24	59	38	20	79
%V	8.1%	8.3%	10.2%	11.0%	8.5%	11.7%	5.4%	10.0%
%H (All HH)		97.5%	43.0%	30.4%	74.7%	48.1%	25.3%	100.0%
%H (TV HH)			44.2%	31.2%	76.6%	49.4%	26.0%	
5+	90	88	34	26	71	42	29	90
%V	9.2%	9.5%	10.2%	11.9%	10.2%	12.9%	7.8%	11.4%
%H (All HH)		97.8%	37.8%	28.9%	78.9%	46.7%	32.2%	100.0%
%H (TV HH)			38.6%	29.5%	80.7%	47.7%	33.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1795	700	469	1409	768	641	1552
%H		39.0%	26.1%	78.5%	42.8%	35.7%	86.5%
Under 20"	165	55	38	143	70	73	137
%V	9.2%	7.9%	8.1%	10.1%	9.1%	11.4%	8.8%
%H		33.3%	23.0%	86.7%	42.4%	44.2%	83.0%
20" - 29"	383	133	96	322	164	157	317
%V	21.3%	19.0%	20.5%	22.9%	21.4%	24.5%	20.4%
%H		34.7%	25.1%	84.1%	42.8%	41.0%	82.8%
30" - 39"	594	222	152	460	237	222	500
%V	33.1%	31.7%	32.4%	32.6%	30.9%	34.6%	32.2%
%H		37.4%	25.6%	77.4%	39.9%	37.4%	84.2%
40" and over	611	273	171	448	275	173	564
%V	34.0%	39.0%	36.5%	31.8%	35.8%	27.0%	36.3%
%H		44.7%	28.0%	73.3%	45.0%	28.3%	92.3%
Don't know	42	17	11	36	21	15	35
%V	2.3%	2.4%	2.3%	2.6%	2.7%	2.3%	2.3%
%H		40.5%	26.2%	85.7%	50.0%	35.7%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1795	700	469	1409	768	641	1552
%H		39.0%	26.1%	78.5%	42.8%	35.7%	86.5%
Main living room	920	333	217	694	325	369	756
%V	51.3%	47.6%	46.3%	49.3%	42.3%	57.6%	48.7%
%H		36.2%	23.6%	75.4%	35.3%	40.1%	82.2%
Kitchen	113	49	21	99	55	43	100
%V	6.3%	7.0%	4.5%	7.0%	7.2%	6.7%	6.4%
%H		43.4%	18.6%	87.6%	48.7%	38.1%	88.5%
Adult's bedroom	446	186	127	360	219	141	400
%V	24.8%	26.6%	27.1%	25.6%	28.5%	22.0%	25.8%
%H		41.7%	28.5%	80.7%	49.1%	31.6%	89.7%
Child's bedroom	97	36	35	77	51	26	97
%V	5.4%	5.1%	7.5%	5.5%	6.6%	4.1%	6.3%
%H		37.1%	36.1%	79.4%	52.6%	26.8%	100.0%
Other bedroom	62	28	21	50	35	15	60
%V	3.5%	4.0%	4.5%	3.5%	4.6%	2.3%	3.9%
%H		45.2%	33.9%	80.6%	56.5%	24.2%	96.8%
Second living/dining room	99	40	29	81	49	32	86
%V	5.5%	5.7%	6.2%	5.7%	6.4%	5.0%	5.5%
%H		40.4%	29.3%	81.8%	49.5%	32.3%	86.9%
Study/office	15	8	3	12	7	5	15
%V	0.8%	1.1%	0.6%	0.9%	0.9%	0.8%	1.0%
%H		53.3%	20.0%	80.0%	46.7%	33.3%	100.0%
TV room	12	6	3	9	6	3	12
%V	0.7%	0.9%	0.6%	0.6%	0.8%	0.5%	0.8%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
Conservatory	16	7	6	12	9	3	13
%V	0.9%	1.0%	1.3%	0.9%	1.2%	0.5%	0.8%
%H		43.8%	37.5%	75.0%	56.3%	18.8%	81.3%
Attic or loft room	4	2	2	3	3	0	4
%V	0.2%	0.3%	0.4%	0.2%	0.4%	0.0%	0.3%
%H		50.0%	50.0%	75.0%	75.0%	0.0%	100.0%
No specific location	2	1	1	2	2	0	2
%V	0.1%	0.1%	0.2%	0.1%	0.3%	0.0%	0.1%
%H		50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
Other	10	4	4	10	7	3	10
%V	0.6%	0.6%	0.9%	0.7%	0.9%	0.5%	0.6%
%H		40.0%	40.0%	100.0%	70.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1795	700	469	1409	768	641	1552
%H		39.0%	26.1%	78.5%	42.8%	35.7%	86.5%
PVR	755	383	248	530	392	138	692
%V	42.1%	54.7%	52.9%	37.6%	51.0%	21.5%	44.6%
%H		50.7%	32.8%	70.2%	51.9%	18.3%	91.7%
DVDR	18	7	2	15	5	9	15
%V	1.0%	1.0%	0.4%	1.1%	0.7%	1.4%	1.0%
%H		38.9%	11.1%	83.3%	27.8%	50.0%	83.3%
VCR	18	5	2	15	5	10	11
%V	1.0%	0.7%	0.4%	1.1%	0.7%	1.6%	0.7%
%H		27.8%	11.1%	83.3%	27.8%	55.6%	61.1%
Any recorder	776	389	251	547	397	150	704
%V	43.2%	55.6%	53.5%	38.8%	51.7%	23.4%	45.4%
%H		50.1%	32.3%	70.5%	51.2%	19.3%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1795	700	469	1409	768	641	1552
%H		39.0%	26.1%	78.5%	42.8%	35.7%	86.5%
Receives HDTV (via STB or built-in reception)	907	373	281	707	434	273	827
%V	50.5%	53.3%	59.9%	50.2%	56.5%	42.6%	53.3%
%H		41.1%	31.0%	77.9%	47.9%	30.1%	91.2%
DVD/Blu-ray player or recorder	940	359	247	732	395	337	832
%V	52.4%	51.3%	52.7%	52.0%	51.4%	52.6%	53.6%
%H		38.2%	26.3%	77.9%	42.0%	35.9%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	925	332	219	697	325	372	760
%H		35.9%	23.7%	75.4%	35.1%	40.2%	82.2%
Under 20"	10	2	0	9	1	8	8
%V	1.1%	0.6%	0.0%	1.3%	0.3%	2.2%	1.1%
%H		20.0%	0.0%	90.0%	10.0%	80.0%	80.0%
20" - 29"	101	18	14	88	23	65	63
%V	10.9%	5.4%	6.4%	12.6%	7.1%	17.5%	8.3%
%H		17.8%	13.9%	87.1%	22.8%	64.4%	62.4%
30" - 39"	333	103	73	253	97	157	256
%V	36.0%	31.0%	33.3%	36.3%	29.8%	42.2%	33.7%
%H		30.9%	21.9%	76.0%	29.1%	47.1%	76.9%
40" and over	467	206	128	334	198	136	422
%V	50.5%	62.0%	58.4%	47.9%	60.9%	36.6%	55.5%
%H		44.1%	27.4%	71.5%	42.4%	29.1%	90.4%
Don't know	14	3	4	12	6	6	11
%V	1.5%	0.9%	1.8%	1.7%	1.8%	1.6%	1.4%
%H		21.4%	28.6%	85.7%	42.9%	42.9%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	925	332	219	697	325	372	760
%H		35.9%	23.7%	75.4%	35.1%	40.2%	82.2%
PVR	567	275	182	402	282	120	510
%V	61.3%	82.8%	83.1%	57.7%	86.8%	32.3%	67.1%
%H		48.5%	32.1%	70.9%	49.7%	21.2%	89.9%
DVDR	13	3	2	12	4	9	11
%V	1.4%	0.9%	0.9%	1.7%	1.2%	2.4%	1.4%
%H		23.1%	15.4%	92.3%	30.8%	69.2%	84.6%
VCR	13	2	2	10	1	9	8
%V	1.4%	0.6%	0.9%	1.4%	0.3%	2.4%	1.1%
%H		15.4%	15.4%	76.9%	7.7%	69.2%	61.5%
Any recorder	579	276	183	414	284	130	517
%V	62.6%	83.1%	83.6%	59.4%	87.4%	34.9%	68.0%
%H		47.7%	31.6%	71.5%	49.1%	22.5%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	925	332	219	697	325	372	760
%H		35.9%	23.7%	75.4%	35.1%	40.2%	82.2%
Receives HDTV (via STB or built-in reception)	592	238	174	446	256	190	530
%V	64.0%	71.7%	79.5%	64.0%	78.8%	51.1%	69.7%
%H		40.2%	29.4%	75.3%	43.2%	32.1%	89.5%
DVD/Blu-ray player or recorder	599	222	145	456	224	232	513
%V	64.8%	66.9%	66.2%	65.4%	68.9%	62.4%	67.5%
%H		37.1%	24.2%	76.1%	37.4%	38.7%	85.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	870	368	250	712	443	269	792
%H		42.3%	28.7%	81.8%	50.9%	30.9%	91.0%
Under 20"	155	53	38	134	69	65	129
%V	17.8%	14.4%	15.2%	18.8%	15.6%	24.2%	16.3%
%H		34.2%	24.5%	86.5%	44.5%	41.9%	83.2%
20" - 29"	282	114	82	234	142	92	254
%V	32.4%	31.0%	32.8%	32.9%	32.1%	34.2%	32.1%
%H		40.4%	29.1%	83.0%	50.4%	32.6%	90.1%
30" - 39"	261	120	79	206	140	66	243
%V	30.0%	32.6%	31.6%	28.9%	31.6%	24.5%	30.7%
%H		46.0%	30.3%	78.9%	53.6%	25.3%	93.1%
40" and over	144	67	43	114	77	37	142
%V	16.6%	18.2%	17.2%	16.0%	17.4%	13.8%	17.9%
%H		46.5%	29.9%	79.2%	53.5%	25.7%	98.6%
Don't know	28	13	7	24	15	9	24
%V	3.2%	3.5%	2.8%	3.4%	3.4%	3.3%	3.0%
%H		46.4%	25.0%	85.7%	53.6%	32.1%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	870	368	250	712	443	269	792
%H		42.3%	28.7%	81.8%	50.9%	30.9%	91.0%
PVR	188	108	67	127	109	18	182
%V	21.6%	29.3%	26.8%	17.8%	24.6%	6.7%	23.0%
%H		57.4%	35.6%	67.6%	58.0%	9.6%	96.8%
DVDR	5	4	0	3	2	1	4
%V	0.6%	1.1%	0.0%	0.4%	0.5%	0.4%	0.5%
%H		80.0%	0.0%	60.0%	40.0%	20.0%	80.0%
VCR	5	3	1	5	3	1	3
%V	0.6%	0.8%	0.4%	0.7%	0.7%	0.4%	0.4%
%H		60.0%	20.0%	100.0%	60.0%	20.0%	60.0%
Any recorder	196	113	68	134	113	20	187
%V	22.5%	30.7%	27.2%	18.8%	25.5%	7.4%	23.6%
%H		57.7%	34.7%	68.4%	57.7%	10.2%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	870	368	250	712	443	269	792
%H		42.3%	28.7%	81.8%	50.9%	30.9%	91.0%
Receives HDTV (via STB or built-in reception)	315	135	107	261	178	83	297
%V	36.2%	36.7%	42.8%	36.7%	40.2%	30.9%	37.5%
%H		42.9%	34.0%	82.9%	56.5%	26.3%	94.3%
DVD/Blu-ray player or recorder	340	137	102	276	171	105	319
%V	39.1%	37.2%	40.8%	38.8%	38.6%	39.0%	40.3%
%H		40.3%	30.0%	81.2%	50.3%	30.9%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2275	2182	852	584	1612	870	742	2016
%H		95.9%	37.5%	25.7%	70.9%	38.2%	32.6%	88.6%
Total Children	417	401	178	114	281	174	107	401
%V	18.3%	18.4%	20.9%	19.5%	17.4%	20.0%	14.4%	19.9%
%H		96.2%	42.7%	27.3%	67.4%	41.7%	25.7%	96.2%
0 - 3	107	100	44	27	66	39	28	101
%V	4.7%	4.6%	5.2%	4.6%	4.1%	4.5%	3.8%	5.0%
%H		93.5%	41.1%	25.2%	61.7%	36.4%	26.2%	94.4%
4 - 15	310	302	134	87	215	135	79	300
%V	13.6%	13.8%	15.7%	14.9%	13.3%	15.5%	10.6%	14.9%
%H		97.4%	43.2%	28.1%	69.4%	43.5%	25.5%	96.8%
4 - 9	163	156	69	47	112	72	40	156
%V	7.2%	7.1%	8.1%	8.0%	6.9%	8.3%	5.4%	7.7%
%H		95.7%	42.3%	28.8%	68.7%	44.2%	24.5%	95.7%
10 - 15	147	146	65	40	103	63	40	144
%V	6.5%	6.7%	7.6%	6.8%	6.4%	7.2%	5.4%	7.1%
%H		99.3%	44.2%	27.2%	70.1%	42.9%	27.2%	98.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2275	2182	852	584	1612	870	742	2016
%H		95.9%	37.5%	25.7%	70.9%	38.2%	32.6%	88.6%
Total Adults (16+)	1858	1781	674	470	1331	697	635	1615
%V	81.7%	81.6%	79.1%	80.5%	82.6%	80.1%	85.6%	80.1%
%H		95.9%	36.3%	25.3%	71.6%	37.5%	34.2%	86.9%
16 - 19	123	114	48	35	88	57	31	118
%V	5.4%	5.2%	5.6%	6.0%	5.5%	6.6%	4.2%	5.9%
%H		92.7%	39.0%	28.5%	71.5%	46.3%	25.2%	95.9%
20 - 24	159	148	49	43	113	61	53	155
%V	7.0%	6.8%	5.8%	7.4%	7.0%	7.0%	7.1%	7.7%
%H		93.1%	30.8%	27.0%	71.1%	38.4%	33.3%	97.5%
25 - 34	305	278	119	78	181	103	78	292
%V	13.4%	12.7%	14.0%	13.4%	11.2%	11.8%	10.5%	14.5%
%H		91.1%	39.0%	25.6%	59.3%	33.8%	25.6%	95.7%
35 - 44	258	248	108	70	178	110	68	244
%V	11.3%	11.4%	12.7%	12.0%	11.0%	12.6%	9.2%	12.1%
%H		96.1%	41.9%	27.1%	69.0%	42.6%	26.4%	94.6%
45 - 54	326	321	128	94	235	136	99	307
%V	14.3%	14.7%	15.0%	16.1%	14.6%	15.6%	13.3%	15.2%
%H		98.5%	39.3%	28.8%	72.1%	41.7%	30.4%	94.2%
55 - 64	259	252	96	61	198	101	97	236
%V	11.4%	11.5%	11.3%	10.4%	12.3%	11.6%	13.1%	11.7%
%H		97.3%	37.1%	23.6%	76.4%	39.0%	37.5%	91.1%
65+	427	420	126	89	339	130	209	264
%V	18.8%	19.2%	14.8%	15.2%	21.0%	14.9%	28.2%	13.1%
%H		98.4%	29.5%	20.8%	79.4%	30.4%	48.9%	61.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1858	1781	674	470	1331	697	635	1615
%H		95.9%	36.3%	25.3%	71.6%	37.5%	34.2%	86.9%
AB	465	453	205	106	347	207	140	449
%V	25.0%	25.4%	30.4%	22.6%	26.1%	29.7%	22.0%	27.8%
%H		97.4%	44.1%	22.8%	74.6%	44.5%	30.1%	96.6%
C1	503	478	174	136	364	194	170	459
%V	27.1%	26.8%	25.8%	28.9%	27.3%	27.8%	26.8%	28.4%
%H		95.0%	34.6%	27.0%	72.4%	38.6%	33.8%	91.3%
C2	386	377	132	108	296	158	138	333
%V	20.8%	21.2%	19.6%	23.0%	22.2%	22.7%	21.7%	20.6%
%H		97.7%	34.2%	28.0%	76.7%	40.9%	35.8%	86.3%
D	337	318	115	91	216	107	109	277
%V	18.1%	17.9%	17.1%	19.4%	16.2%	15.4%	17.2%	17.2%
%H		94.4%	34.1%	27.0%	64.1%	31.8%	32.3%	82.2%
E	166	156	48	28	108	30	78	98
%V	8.9%	8.8%	7.1%	6.0%	8.1%	4.3%	12.3%	6.1%
%H		94.0%	28.9%	16.9%	65.1%	18.1%	47.0%	59.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1858	1781	674	470	1331	697	635	1615
%H		95.9%	36.3%	25.3%	71.6%	37.5%	34.2%	86.9%
Working full time	820	794	332	222	573	335	238	788
%V	44.1%	44.6%	49.3%	47.2%	43.1%	48.1%	37.5%	48.8%
%H		96.8%	40.5%	27.1%	69.9%	40.9%	29.0%	96.1%
Working part time	198	192	76	54	143	80	64	187
%V	10.7%	10.8%	11.3%	11.5%	10.7%	11.5%	10.1%	11.6%
%H		97.0%	38.4%	27.3%	72.2%	40.4%	32.3%	94.4%
Not working	839	795	266	194	615	282	332	641
%V	45.2%	44.6%	39.5%	41.3%	46.2%	40.5%	52.3%	39.7%
%H		94.8%	31.7%	23.1%	73.3%	33.6%	39.6%	76.4%
Housewife/Houseperson	974	926	332	219	697	325	372	792
%V	52.4%	52.0%	49.3%	46.6%	52.4%	46.6%	58.6%	49.0%
%H		95.1%	34.1%	22.5%	71.6%	33.4%	38.2%	81.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	911	868	335	230	650	347	303	801
%H		95.3%	36.8%	25.2%	71.4%	38.1%	33.3%	87.9%
16 - 19	66	62	26	20	50	33	17	63
%V	7.2%	7.1%	7.8%	8.7%	7.7%	9.5%	5.6%	7.9%
%H		93.9%	39.4%	30.3%	75.8%	50.0%	25.8%	95.5%
20 - 24	83	76	27	20	56	30	26	81
%V	9.1%	8.8%	8.1%	8.7%	8.6%	8.6%	8.6%	10.1%
%H		91.6%	32.5%	24.1%	67.5%	36.1%	31.3%	97.6%
25 - 34	153	139	59	39	93	53	40	145
%V	16.8%	16.0%	17.6%	17.0%	14.3%	15.3%	13.2%	18.1%
%H		90.8%	38.6%	25.5%	60.8%	34.6%	26.1%	94.8%
35 - 44	124	117	50	35	84	52	33	117
%V	13.6%	13.5%	14.9%	15.2%	12.9%	15.0%	10.9%	14.6%
%H		94.4%	40.3%	28.2%	67.7%	41.9%	26.6%	94.4%
45 - 54	163	160	65	43	115	64	51	152
%V	17.9%	18.4%	19.4%	18.7%	17.7%	18.4%	16.8%	19.0%
%H		98.2%	39.9%	26.4%	70.6%	39.3%	31.3%	93.3%
55 - 64	128	124	45	30	98	49	49	113
%V	14.1%	14.3%	13.4%	13.0%	15.1%	14.1%	16.2%	14.1%
%H		96.9%	35.2%	23.4%	76.6%	38.3%	38.3%	88.3%
65+	194	190	64	42	153	66	87	130
%V	21.3%	21.9%	19.1%	18.3%	23.5%	19.0%	28.7%	16.2%
%H		97.9%	33.0%	21.6%	78.9%	34.0%	44.8%	67.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	911	868	335	230	650	347	303	801
%H		95.3%	36.8%	25.2%	71.4%	38.1%	33.3%	87.9%
AB	231	226	104	57	173	109	65	226
%V	25.4%	26.0%	31.0%	24.8%	26.6%	31.4%	21.5%	28.2%
%H		97.8%	45.0%	24.7%	74.9%	47.2%	28.1%	97.8%
C1	234	220	82	62	165	89	77	221
%V	25.7%	25.3%	24.5%	27.0%	25.4%	25.6%	25.4%	27.6%
%H		94.0%	35.0%	26.5%	70.5%	38.0%	32.9%	94.4%
C2	208	201	71	57	158	84	74	177
%V	22.8%	23.2%	21.2%	24.8%	24.3%	24.2%	24.4%	22.1%
%H		96.6%	34.1%	27.4%	76.0%	40.4%	35.6%	85.1%
D	167	156	58	45	106	54	52	137
%V	18.3%	18.0%	17.3%	19.6%	16.3%	15.6%	17.2%	17.1%
%H		93.4%	34.7%	26.9%	63.5%	32.3%	31.1%	82.0%
E	71	66	20	9	47	12	36	41
%V	7.8%	7.6%	6.0%	3.9%	7.2%	3.5%	11.9%	5.1%
%H		93.0%	28.2%	12.7%	66.2%	16.9%	50.7%	57.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	911	868	335	230	650	347	303	801
%H		95.3%	36.8%	25.2%	71.4%	38.1%	33.3%	87.9%
Working full time	514	497	207	140	361	210	151	492
%V	56.4%	57.3%	61.8%	60.9%	55.5%	60.5%	49.8%	61.4%
%H		96.7%	40.3%	27.2%	70.2%	40.9%	29.4%	95.7%
Working part time	44	41	14	10	33	16	18	39
%V	4.8%	4.7%	4.2%	4.3%	5.1%	4.6%	5.9%	4.9%
%H		93.2%	31.8%	22.7%	75.0%	36.4%	40.9%	88.6%
Not working	352	330	113	81	256	122	134	270
%V	38.6%	38.0%	33.7%	35.2%	39.4%	35.2%	44.2%	33.7%
%H		93.8%	32.1%	23.0%	72.7%	34.7%	38.1%	76.7%
Housewife/Houseperson	217	197	63	39	151	56	95	158
%V	23.8%	22.7%	18.8%	17.0%	23.2%	16.1%	31.4%	19.7%
%H		90.8%	29.0%	18.0%	69.6%	25.8%	43.8%	72.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	947	913	339	240	681	350	332	814
%H		96.4%	35.8%	25.3%	71.9%	37.0%	35.1%	86.0%
16 - 19	57	52	22	15	38	24	14	55
%V	6.0%	5.7%	6.5%	6.3%	5.6%	6.9%	4.2%	6.8%
%H		91.2%	38.6%	26.3%	66.7%	42.1%	24.6%	96.5%
20 - 24	76	72	22	23	57	31	26	74
%V	8.0%	7.9%	6.5%	9.6%	8.4%	8.9%	7.8%	9.1%
%H		94.7%	28.9%	30.3%	75.0%	40.8%	34.2%	97.4%
25 - 34	153	139	61	38	88	50	38	147
%V	16.2%	15.2%	18.0%	15.8%	12.9%	14.3%	11.4%	18.1%
%H		90.8%	39.9%	24.8%	57.5%	32.7%	24.8%	96.1%
35 - 44	134	131	58	35	94	58	36	127
%V	14.1%	14.3%	17.1%	14.6%	13.8%	16.6%	10.8%	15.6%
%H		97.8%	43.3%	26.1%	70.1%	43.3%	26.9%	94.8%
45 - 54	163	161	63	51	119	71	48	155
%V	17.2%	17.6%	18.6%	21.3%	17.5%	20.3%	14.5%	19.0%
%H		98.8%	38.7%	31.3%	73.0%	43.6%	29.4%	95.1%
55 - 64	131	128	51	30	100	53	48	123
%V	13.8%	14.0%	15.0%	12.5%	14.7%	15.1%	14.5%	15.1%
%H		97.7%	38.9%	22.9%	76.3%	40.5%	36.6%	93.9%
65+	233	230	62	47	186	64	122	134
%V	24.6%	25.2%	18.3%	19.6%	27.3%	18.3%	36.7%	16.5%
%H		98.7%	26.6%	20.2%	79.8%	27.5%	52.4%	57.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	947	913	339	240	681	350	332	814
%H		96.4%	35.8%	25.3%	71.9%	37.0%	35.1%	86.0%
AB	233	227	101	49	174	98	76	223
%V	24.6%	24.9%	29.8%	20.4%	25.6%	28.0%	22.9%	27.4%
%H		97.4%	43.3%	21.0%	74.7%	42.1%	32.6%	95.7%
C1	269	258	92	74	199	106	93	238
%V	28.4%	28.3%	27.1%	30.8%	29.2%	30.3%	28.0%	29.2%
%H		95.9%	34.2%	27.5%	74.0%	39.4%	34.6%	88.5%
C2	178	175	61	51	138	74	64	156
%V	18.8%	19.2%	18.0%	21.3%	20.3%	21.1%	19.3%	19.2%
%H		98.3%	34.3%	28.7%	77.5%	41.6%	36.0%	87.6%
D	171	162	58	46	110	53	57	140
%V	18.1%	17.7%	17.1%	19.2%	16.2%	15.1%	17.2%	17.2%
%H		94.7%	33.9%	26.9%	64.3%	31.0%	33.3%	81.9%
E	96	91	28	19	61	19	42	56
%V	10.1%	10.0%	8.3%	7.9%	9.0%	5.4%	12.7%	6.9%
%H		94.8%	29.2%	19.8%	63.5%	19.8%	43.8%	58.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2015 - June 2016

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	947	913	339	240	681	350	332	814
%H		96.4%	35.8%	25.3%	71.9%	37.0%	35.1%	86.0%
Working full time	306	296	125	82	212	125	88	296
%V	32.3%	32.4%	36.9%	34.2%	31.1%	35.7%	26.5%	36.4%
%H		96.7%	40.8%	26.8%	69.3%	40.8%	28.8%	96.7%
Working part time	154	151	62	44	110	64	46	148
%V	16.3%	16.5%	18.3%	18.3%	16.2%	18.3%	13.9%	18.2%
%H		98.1%	40.3%	28.6%	71.4%	41.6%	29.9%	96.1%
Not working	487	465	153	113	359	161	198	370
%V	51.4%	50.9%	45.1%	47.1%	52.7%	46.0%	59.6%	45.5%
%H		95.5%	31.4%	23.2%	73.7%	33.1%	40.7%	76.0%
Housewife/Houseperson	757	728	269	180	546	269	277	635
%V	79.9%	79.7%	79.4%	75.0%	80.2%	76.9%	83.4%	78.0%
%H		96.2%	35.5%	23.8%	72.1%	35.5%	36.6%	83.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total