

BARB Establishment Survey

Annual Data Report: Volume 2 V2

BBC Areas

Oct 2015 to Sept 2016



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

October 2015 - September 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 October 2015 - September 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	5330	4919	1924	946	3412	1409	2004	4647
%H (All HH)		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%
%H (TV HH)			39.1%	19.2%	69.4%	28.6%	40.7%	
AB	1419	1327	516	288	909	392	517	1372
%V	26.6%	27.0%	26.8%	30.4%	26.6%	27.8%	25.8%	29.5%
%H (All HH)		93.5%	36.4%	20.3%	64.1%	27.6%	36.4%	96.7%
%H (TV HH)			38.9%	21.7%	68.5%	29.5%	39.0%	
C1	1639	1490	585	308	1027	439	587	1503
%V	30.8%	30.3%	30.4%	32.6%	30.1%	31.2%	29.3%	32.3%
%H (All HH)		90.9%	35.7%	18.8%	62.7%	26.8%	35.8%	91.7%
%H (TV HH)			39.3%	20.7%	68.9%	29.5%	39.4%	
C2	916	861	364	173	607	292	315	807
%V	17.2%	17.5%	18.9%	18.3%	17.8%	20.7%	15.7%	17.4%
%H (All HH)		94.0%	39.7%	18.9%	66.3%	31.9%	34.4%	88.1%
%H (TV HH)			42.3%	20.1%	70.5%	33.9%	36.6%	
D	855	776	317	119	514	192	322	694
%V	16.0%	15.8%	16.5%	12.6%	15.1%	13.6%	16.1%	14.9%
%H (All HH)		90.8%	37.1%	13.9%	60.1%	22.5%	37.7%	81.2%
%H (TV HH)			40.9%	15.3%	66.2%	24.7%	41.5%	
E	501	465	142	59	355	94	262	271
%V	9.4%	9.5%	7.4%	6.2%	10.4%	6.7%	13.1%	5.8%
%H (All HH)		92.8%	28.3%	11.8%	70.9%	18.8%	52.3%	54.1%
%H (TV HH)			30.5%	12.7%	76.3%	20.2%	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	5330	4919	1924	946	3412	1409	2004	4647
%H (All HH)		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%
%H (TV HH)			39.1%	19.2%	69.4%	28.6%	40.7%	
Under 25	225	159	58	30	98	37	61	214
%V	4.2%	3.2%	3.0%	3.2%	2.9%	2.6%	3.0%	4.6%
%H (All HH)		70.7%	25.8%	13.3%	43.6%	16.4%	27.1%	95.1%
%H (TV HH)			36.5%	18.9%	61.6%	23.3%	38.4%	
25 - 34	1055	901	372	176	552	231	321	1028
%V	19.8%	18.3%	19.3%	18.6%	16.2%	16.4%	16.0%	22.1%
%H (All HH)		85.4%	35.3%	16.7%	52.3%	21.9%	30.4%	97.4%
%H (TV HH)			41.3%	19.5%	61.3%	25.6%	35.6%	
35 - 44	1066	977	449	203	630	320	310	1035
%V	20.0%	19.9%	23.3%	21.5%	18.5%	22.7%	15.5%	22.3%
%H (All HH)		91.7%	42.1%	19.0%	59.1%	30.0%	29.1%	97.1%
%H (TV HH)			46.0%	20.8%	64.5%	32.8%	31.7%	
45 - 54	1023	979	415	216	667	316	350	976
%V	19.2%	19.9%	21.6%	22.8%	19.5%	22.4%	17.5%	21.0%
%H (All HH)		95.7%	40.6%	21.1%	65.2%	30.9%	34.2%	95.4%
%H (TV HH)			42.4%	22.1%	68.1%	32.3%	35.8%	
55 - 64	787	757	301	172	535	244	291	702
%V	14.8%	15.4%	15.6%	18.2%	15.7%	17.3%	14.5%	15.1%
%H (All HH)		96.2%	38.2%	21.9%	68.0%	31.0%	37.0%	89.2%
%H (TV HH)			39.8%	22.7%	70.7%	32.2%	38.4%	
65 +	1174	1147	328	150	931	260	671	691
%V	22.0%	23.3%	17.0%	15.9%	27.3%	18.5%	33.5%	14.9%
%H (All HH)		97.7%	27.9%	12.8%	79.3%	22.1%	57.2%	58.9%
%H (TV HH)			28.6%	13.1%	81.2%	22.7%	58.5%	

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

DATA PERIOD: ANNUAL

October 2015 - September 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	5330	4919	1924	946	3412	1409	2004	4647
%H (All HH)		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%
%H (TV HH)			39.1%	19.2%	69.4%	28.6%	40.7%	
1	1622	1436	355	222	1102	259	843	1112
%V	30.4%	29.2%	18.5%	23.5%	32.3%	18.4%	42.1%	23.9%
%H (All HH)		88.5%	21.9%	13.7%	67.9%	16.0%	52.0%	68.6%
%H (TV HH)			24.7%	15.5%	76.7%	18.0%	58.7%	
2	1612	1516	601	293	1095	484	611	1475
%V	30.2%	30.8%	31.2%	31.0%	32.1%	34.4%	30.5%	31.7%
%H (All HH)		94.0%	37.3%	18.2%	67.9%	30.0%	37.9%	91.5%
%H (TV HH)			39.6%	19.3%	72.2%	31.9%	40.3%	
3	866	805	369	173	523	269	254	847
%V	16.2%	16.4%	19.2%	18.3%	15.3%	19.1%	12.7%	18.2%
%H (All HH)		93.0%	42.6%	20.0%	60.4%	31.1%	29.3%	97.8%
%H (TV HH)			45.8%	21.5%	65.0%	33.4%	31.6%	
4	820	780	393	175	478	272	206	811
%V	15.4%	15.9%	20.4%	18.5%	14.0%	19.3%	10.3%	17.5%
%H (All HH)		95.1%	47.9%	21.3%	58.3%	33.2%	25.1%	98.9%
%H (TV HH)			50.4%	22.4%	61.3%	34.9%	26.4%	
5+	409	381	207	83	214	124	90	401
%V	7.7%	7.7%	10.8%	8.8%	6.3%	8.8%	4.5%	8.6%
%H (All HH)		93.2%	50.6%	20.3%	52.3%	30.3%	22.0%	98.0%
%H (TV HH)			54.3%	21.8%	56.2%	32.5%	23.6%	
Average HH size	2.43	2.45	2.78	2.62	2.33	2.70	2.07	2.59

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	5330	4919	1924	946	3412	1409	2004	4647
%H (All HH)		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%
%H (TV HH)			39.1%	19.2%	69.4%	28.6%	40.7%	
Without	3838	3503	1222	659	2544	954	1590	3186
%V	72.0%	71.2%	63.5%	69.7%	74.6%	67.7%	79.3%	68.6%
%H (All HH)		91.3%	31.8%	17.2%	66.3%	24.9%	41.4%	83.0%
%H (TV HH)			34.9%	18.8%	72.6%	27.2%	45.4%	
With	1492	1416	701	288	868	454	414	1461
%V	28.0%	28.8%	36.4%	30.4%	25.4%	32.2%	20.7%	31.4%
%H (All HH)		94.9%	47.0%	19.3%	58.2%	30.4%	27.7%	97.9%
%H (TV HH)			49.5%	20.3%	61.3%	32.1%	29.2%	
0 - 3	599	559	267	106	335	157	179	584
%V	11.2%	11.4%	13.9%	11.2%	9.8%	11.1%	8.9%	12.6%
%H (All HH)		93.3%	44.6%	17.7%	55.9%	26.2%	29.9%	97.5%
%H (TV HH)			47.8%	19.0%	59.9%	28.1%	32.0%	
4 - 9	767	728	378	145	424	227	197	750
%V	14.4%	14.8%	19.6%	15.3%	12.4%	16.1%	9.8%	16.1%
%H (All HH)		94.9%	49.3%	18.9%	55.3%	29.6%	25.7%	97.8%
%H (TV HH)			51.9%	19.9%	58.2%	31.2%	27.1%	
10 - 15	651	630	330	134	394	232	162	640
%V	12.2%	12.8%	17.2%	14.2%	11.5%	16.5%	8.1%	13.8%
%H (All HH)		96.8%	50.7%	20.6%	60.5%	35.6%	24.9%	98.3%
%H (TV HH)			52.4%	21.3%	62.5%	36.8%	25.7%	

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 1.5: 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	5330	4919	1924	946	3412	1409	2004	4647
%H (All HH)		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%
%H (TV HH)			39.1%	19.2%	69.4%	28.6%	40.7%	
1	2510	2510	819	415	1616	405	1211	2087
%V	47.1%	51.0%	42.6%	43.9%	47.4%	28.7%	60.4%	44.9%
%H (All HH)		100.0%	32.6%	16.5%	64.4%	16.1%	48.2%	83.1%
%H (TV HH)			32.6%	16.5%	64.4%	16.1%	48.2%	
2	1464	1464	633	305	1040	510	530	1298
%V	27.5%	29.8%	32.9%	32.2%	30.5%	36.2%	26.4%	27.9%
%H (All HH)		100.0%	43.2%	20.8%	71.0%	34.8%	36.2%	88.7%
%H (TV HH)			43.2%	20.8%	71.0%	34.8%	36.2%	
3	605	605	291	140	480	295	186	572
%V	11.4%	12.3%	15.1%	14.8%	14.1%	20.9%	9.3%	12.3%
%H (All HH)		100.0%	48.1%	23.1%	79.3%	48.8%	30.7%	94.5%
%H (TV HH)			48.1%	23.1%	79.3%	48.8%	30.7%	
4	239	239	117	66	190	132	58	231
%V	4.5%	4.9%	6.1%	7.0%	5.6%	9.4%	2.9%	5.0%
%H (All HH)		100.0%	49.0%	27.6%	79.5%	55.2%	24.3%	96.7%
%H (TV HH)			49.0%	27.6%	79.5%	55.2%	24.3%	
5+	101	101	63	20	86	67	19	101
%V	1.9%	2.1%	3.3%	2.1%	2.5%	4.8%	0.9%	2.2%
%H (All HH)		100.0%	62.4%	19.8%	85.1%	66.3%	18.8%	100.0%
%H (TV HH)			62.4%	19.8%	85.1%	66.3%	18.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5330	4919	1924	946	3412	1409	2004	4647
%H (All HH)		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%
%H (TV HH)			39.1%	19.2%	69.4%	28.6%	40.7%	
Under 20"	599	599	209	114	511	232	279	505
%V	11.2%	12.2%	10.9%	12.1%	15.0%	16.5%	13.9%	10.9%
%H (All HH)		100.0%	34.9%	19.0%	85.3%	38.7%	46.6%	84.3%
%H (TV HH)			34.9%	19.0%	85.3%	38.7%	46.6%	
20" - 29"	1356	1356	495	264	1075	486	589	1145
%V	25.4%	27.6%	25.7%	27.9%	31.5%	34.5%	29.4%	24.6%
%H (All HH)		100.0%	36.5%	19.5%	79.3%	35.8%	43.4%	84.4%
%H (TV HH)			36.5%	19.5%	79.3%	35.8%	43.4%	
30" - 39"	2284	2284	871	474	1630	701	929	2000
%V	42.9%	46.4%	45.3%	50.1%	47.8%	49.8%	46.4%	43.0%
%H (All HH)		100.0%	38.1%	20.8%	71.4%	30.7%	40.7%	87.6%
%H (TV HH)			38.1%	20.8%	71.4%	30.7%	40.7%	
40" and over	2698	2698	1298	568	1794	969	824	2536
%V	50.6%	54.8%	67.5%	60.0%	52.6%	68.8%	41.1%	54.6%
%H (All HH)		100.0%	48.1%	21.1%	66.5%	35.9%	30.5%	94.0%
%H (TV HH)			48.1%	21.1%	66.5%	35.9%	30.5%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5330	4919	1924	946	3412	1409	2004	4647
%H (All HH)		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%
%H (TV HH)			39.1%	19.2%	69.4%	28.6%	40.7%	
Main living room	4854	4854	1905	934	3368	1393	1975	4229
%V	91.1%	98.7%	99.0%	98.7%	98.7%	98.9%	98.6%	91.0%
%H (All HH)		100.0%	39.2%	19.2%	69.4%	28.7%	40.7%	87.1%
%H (TV HH)			39.2%	19.2%	69.4%	28.7%	40.7%	
Kitchen	447	447	207	79	372	207	165	404
%V	8.4%	9.1%	10.8%	8.4%	10.9%	14.7%	8.2%	8.7%
%H (All HH)		100.0%	46.3%	17.7%	83.2%	46.3%	36.9%	90.4%
%H (TV HH)			46.3%	17.7%	83.2%	46.3%	36.9%	
Adult's bedroom	1910	1910	874	420	1429	806	623	1753
%V	35.8%	38.8%	45.4%	44.4%	41.9%	57.2%	31.1%	37.7%
%H (All HH)		100.0%	45.8%	22.0%	74.8%	42.2%	32.6%	91.8%
%H (TV HH)			45.8%	22.0%	74.8%	42.2%	32.6%	
Child's bedroom	251	251	140	56	186	129	56	246
%V	4.7%	5.1%	7.3%	5.9%	5.5%	9.2%	2.8%	5.3%
%H (All HH)		100.0%	55.8%	22.3%	74.1%	51.4%	22.3%	98.0%
%H (TV HH)			55.8%	22.3%	74.1%	51.4%	22.3%	
Other bedroom	185	185	98	44	147	98	50	176
%V	3.5%	3.8%	5.1%	4.7%	4.3%	7.0%	2.5%	3.8%
%H (All HH)		100.0%	53.0%	23.8%	79.5%	53.0%	27.0%	95.1%
%H (TV HH)			53.0%	23.8%	79.5%	53.0%	27.0%	
Second living/dining room	313	313	150	70	244	147	98	293
%V	5.9%	6.4%	7.8%	7.4%	7.2%	10.4%	4.9%	6.3%
%H (All HH)		100.0%	47.9%	22.4%	78.0%	47.0%	31.3%	93.6%
%H (TV HH)			47.9%	22.4%	78.0%	47.0%	31.3%	
Study/office	62	62	36	14	47	33	14	61
%V	1.2%	1.3%	1.9%	1.5%	1.4%	2.3%	0.7%	1.3%
%H (All HH)		100.0%	58.1%	22.6%	75.8%	53.2%	22.6%	98.4%
%H (TV HH)			58.1%	22.6%	75.8%	53.2%	22.6%	
TV room	49	49	26	14	39	28	11	46
%V	0.9%	1.0%	1.4%	1.5%	1.1%	2.0%	0.5%	1.0%
%H (All HH)		100.0%	53.1%	28.6%	79.6%	57.1%	22.4%	93.9%
%H (TV HH)			53.1%	28.6%	79.6%	57.1%	22.4%	
Conservatory	39	39	19	8	31	19	12	37
%V	0.7%	0.8%	1.0%	0.8%	0.9%	1.3%	0.6%	0.8%
%H (All HH)		100.0%	48.7%	20.5%	79.5%	48.7%	30.8%	94.9%
%H (TV HH)			48.7%	20.5%	79.5%	48.7%	30.8%	
Attic or loft room	11	11	7	3	8	6	2	11
%V	0.2%	0.2%	0.4%	0.3%	0.2%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	63.6%	27.3%	72.7%	54.5%	18.2%	100.0%
%H (TV HH)			63.6%	27.3%	72.7%	54.5%	18.2%	
No specific location	4	4	3	0	3	2	1	4
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.1%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	
Other	52	52	25	12	39	26	13	51
%V	1.0%	1.1%	1.3%	1.3%	1.1%	1.8%	0.6%	1.1%
%H (All HH)		100.0%	48.1%	23.1%	75.0%	50.0%	25.0%	98.1%
%H (TV HH)			48.1%	23.1%	75.0%	50.0%	25.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	5330	4919	1924	946	3412	1409	2004	4647
%V (All HH)		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%
%H (TV HH)			39.1%	19.2%	69.4%	28.6%	40.7%	
Any DSAT provider	1924	1924	1924	65	963	963	0	1800
%V	36.1%	39.1%	100.0%	6.9%	28.2%	68.3%	0.0%	38.7%
%H (All HH)			100.0%	3.4%	50.1%	50.1%	0.0%	93.6%
%H (TV HH)			100.0%	3.4%	50.1%	50.1%	0.0%	
Sky with subscription	1598	1598	1598	37	806	806	0	1518
%V	30.0%	32.5%	83.1%	3.9%	23.6%	57.2%	0.0%	32.7%
%H (All HH)			100.0%	2.3%	50.4%	50.4%	0.0%	95.0%
%H (TV HH)			100.0%	2.3%	50.4%	50.4%	0.0%	
Sky without subscription	112	112	112	3	40	40	0	94
%V	2.1%	2.3%	5.8%	0.3%	1.2%	2.8%	0.0%	2.0%
%H (All HH)			100.0%	2.7%	35.7%	35.7%	0.0%	83.9%
%H (TV HH)			100.0%	2.7%	35.7%	35.7%	0.0%	
Freesat	150	150	150	11	82	82	0	137
%V	2.8%	3.0%	7.8%	1.2%	2.4%	5.8%	0.0%	2.9%
%H (All HH)			100.0%	7.3%	54.7%	54.7%	0.0%	91.3%
%H (TV HH)			100.0%	7.3%	54.7%	54.7%	0.0%	
Other satellite provider	143	143	143	22	81	81	0	128
%V	2.7%	2.9%	7.4%	2.3%	2.4%	5.7%	0.0%	2.8%
%H (All HH)			100.0%	15.4%	56.6%	56.6%	0.0%	89.5%
%H (TV HH)			100.0%	15.4%	56.6%	56.6%	0.0%	
DCAB	946	946	65	946	480	480	0	902
%V	17.7%	19.2%	3.4%	100.0%	14.1%	34.1%	0.0%	19.4%
%H (All HH)			6.9%	100.0%	50.7%	50.7%	0.0%	95.3%
%H (TV HH)			6.9%	100.0%	50.7%	50.7%	0.0%	
DTT	3412	3412	963	480	3412	1409	2004	2878
%V	64.0%	69.4%	50.1%	50.7%	100.0%	100.0%	100.0%	61.9%
%H (All HH)		100.0%	28.2%	14.1%	100.0%	41.3%	58.7%	84.3%
%H (TV HH)			28.2%	14.1%	100.0%	41.3%	58.7%	

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

October 2015 - September 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	5330	4919	1924	946	3412	1409	2004	4647
%H (All HH)		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%
%H (TV HH)			39.1%	19.2%	69.4%	28.6%	40.7%	
PVR	2961	2961	1619	810	1776	1200	576	2781
%V	55.6%	60.2%	84.1%	85.6%	52.1%	85.2%	28.7%	59.8%
%H (All HH)		100.0%	54.7%	27.4%	60.0%	40.5%	19.5%	93.9%
%H (TV HH)			54.7%	27.4%	60.0%	40.5%	19.5%	
DVDR	117	117	35	26	94	37	57	101
%V	2.2%	2.4%	1.8%	2.7%	2.8%	2.6%	2.8%	2.2%
%H (All HH)		100.0%	29.9%	22.2%	80.3%	31.6%	48.7%	86.3%
%H (TV HH)			29.9%	22.2%	80.3%	31.6%	48.7%	
VCR	70	70	17	7	60	15	45	44
%V	1.3%	1.4%	0.9%	0.7%	1.8%	1.1%	2.2%	0.9%
%H (All HH)		100.0%	24.3%	10.0%	85.7%	21.4%	64.3%	62.9%
%H (TV HH)			24.3%	10.0%	85.7%	21.4%	64.3%	
Any recorder	3039	3039	1626	816	1844	1203	640	2828
%V	57.0%	61.8%	84.5%	86.3%	54.0%	85.4%	31.9%	60.9%
%H (All HH)		100.0%	53.5%	26.9%	60.7%	39.6%	21.1%	93.1%
%H (TV HH)			53.5%	26.9%	60.7%	39.6%	21.1%	
Receives HDTV (via STB or built-in reception)	3369	3369	1523	805	2302	1208	1094	3132
%V	63.2%	68.5%	79.2%	85.1%	67.5%	85.7%	54.6%	67.4%
%H (All HH)		100.0%	45.2%	23.9%	68.3%	35.9%	32.5%	93.0%
%H (TV HH)			45.2%	23.9%	68.3%	35.9%	32.5%	
DVD/Blu-ray player or recorder	3215	3215	1295	673	2304	1073	1232	2901
%V	60.3%	65.4%	67.3%	71.1%	67.5%	76.2%	61.5%	62.4%
%H (All HH)		100.0%	40.3%	20.9%	71.7%	33.4%	38.3%	90.2%
%H (TV HH)			40.3%	20.9%	71.7%	33.4%	38.3%	

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

DATA PERIOD: ANNUAL

October 2015 - September 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	5330	4919	1924	946	3412	1409	2004	4647
%H (All HH)		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%
%H (TV HH)			39.1%	19.2%	69.4%	28.6%	40.7%	
Has broadband internet	4647	4289	1800	902	2878	1332	1547	4647
%V	87.2%	87.2%	93.6%	95.3%	84.3%	94.5%	77.2%	100.0%
%H (All HH)		92.3%	38.7%	19.4%	61.9%	28.7%	33.3%	100.0%
%H (TV HH)			42.0%	21.0%	67.1%	31.1%	36.1%	
Number of computers (PCs and laptops)								
0	811	739	171	58	599	99	501	187
%V	15.2%	15.0%	8.9%	6.1%	17.6%	7.0%	25.0%	4.0%
%H (All HH)		91.1%	21.1%	7.2%	73.9%	12.2%	61.8%	23.1%
%H (TV HH)			23.1%	7.8%	81.1%	13.4%	67.8%	
1	1528	1373	512	253	933	343	590	1481
%V	28.7%	27.9%	26.6%	26.7%	27.3%	24.3%	29.4%	31.9%
%H (All HH)		89.9%	33.5%	16.6%	61.1%	22.4%	38.6%	96.9%
%H (TV HH)			37.3%	18.4%	68.0%	25.0%	43.0%	
2	1390	1300	559	254	898	422	476	1382
%V	26.1%	26.4%	29.1%	26.8%	26.3%	30.0%	23.8%	29.7%
%H (All HH)		93.5%	40.2%	18.3%	64.6%	30.4%	34.2%	99.4%
%H (TV HH)			43.0%	19.5%	69.1%	32.5%	36.6%	
3	742	693	309	160	453	230	222	741
%V	13.9%	14.1%	16.1%	16.9%	13.3%	16.3%	11.1%	15.9%
%H (All HH)		93.4%	41.6%	21.6%	61.1%	31.0%	29.9%	99.9%
%H (TV HH)			44.6%	23.1%	65.4%	33.2%	32.0%	
4	400	377	159	101	247	134	112	399
%V	7.5%	7.7%	8.3%	10.7%	7.2%	9.5%	5.6%	8.6%
%H (All HH)		94.3%	39.8%	25.3%	61.8%	33.5%	28.0%	99.8%
%H (TV HH)			42.2%	26.8%	65.5%	35.5%	29.7%	
5+	458	437	213	120	284	181	103	458
%V	8.6%	8.9%	11.1%	12.7%	8.3%	12.8%	5.1%	9.9%
%H (All HH)		95.4%	46.5%	26.2%	62.0%	39.5%	22.5%	100.0%
%H (TV HH)			48.7%	27.5%	65.0%	41.4%	23.6%	

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

October 2015 - September 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	8760	3772	1820	6362	3198	3164	7873
%H		43.1%	20.8%	72.6%	36.5%	36.1%	89.9%
Under 20"	713	254	133	615	283	331	606
%V	8.1%	6.7%	7.3%	9.7%	8.8%	10.5%	7.7%
%H		35.6%	18.7%	86.3%	39.7%	46.4%	85.0%
20" - 29"	1703	648	334	1379	665	714	1461
%V	19.4%	17.2%	18.4%	21.7%	20.8%	22.6%	18.6%
%H		38.1%	19.6%	81.0%	39.0%	41.9%	85.8%
30" - 39"	2726	1092	588	1958	912	1045	2424
%V	31.1%	29.0%	32.3%	30.8%	28.5%	33.0%	30.8%
%H		40.1%	21.6%	71.8%	33.5%	38.3%	88.9%
40" and over	3250	1631	695	2163	1242	921	3073
%V	37.1%	43.2%	38.2%	34.0%	38.8%	29.1%	39.0%
%H		50.2%	21.4%	66.6%	38.2%	28.3%	94.6%
Don't know	367	147	71	248	96	152	309
%V	4.2%	3.9%	3.9%	3.9%	3.0%	4.8%	3.9%
%H		40.1%	19.3%	67.6%	26.2%	41.4%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	8760	3772	1820	6362	3198	3164	7873
%H		43.1%	20.8%	72.6%	36.5%	36.1%	89.9%
Main living room	4880	1919	938	3386	1402	1984	4251
%V	55.7%	50.9%	51.5%	53.2%	43.8%	62.7%	54.0%
%H		39.3%	19.2%	69.4%	28.7%	40.7%	87.1%
Kitchen	449	208	79	373	207	166	406
%V	5.1%	5.5%	4.3%	5.9%	6.5%	5.2%	5.2%
%H		46.3%	17.6%	83.1%	46.1%	37.0%	90.4%
Adult's bedroom	2370	1086	558	1788	1048	740	2197
%V	27.1%	28.8%	30.7%	28.1%	32.8%	23.4%	27.9%
%H		45.8%	23.5%	75.4%	44.2%	31.2%	92.7%
Child's bedroom	310	173	72	227	161	66	305
%V	3.5%	4.6%	4.0%	3.6%	5.0%	2.1%	3.9%
%H		55.8%	23.2%	73.2%	51.9%	21.3%	98.4%
Other bedroom	213	116	49	169	114	56	203
%V	2.4%	3.1%	2.7%	2.7%	3.6%	1.8%	2.6%
%H		54.5%	23.0%	79.3%	53.5%	26.3%	95.3%
Second living/dining room	316	152	71	246	148	99	296
%V	3.6%	4.0%	3.9%	3.9%	4.6%	3.1%	3.8%
%H		48.1%	22.5%	77.8%	46.8%	31.3%	93.7%
Study/office	63	36	14	48	33	15	62
%V	0.7%	1.0%	0.8%	0.8%	1.0%	0.5%	0.8%
%H		57.1%	22.2%	76.2%	52.4%	23.8%	98.4%
TV room	50	27	15	39	29	11	47
%V	0.6%	0.7%	0.8%	0.6%	0.9%	0.3%	0.6%
%H		54.0%	30.0%	78.0%	58.0%	22.0%	94.0%
Conservatory	39	19	8	31	19	12	37
%V	0.4%	0.5%	0.4%	0.5%	0.6%	0.4%	0.5%
%H		48.7%	20.5%	79.5%	48.7%	30.8%	94.9%
Attic or loft room	11	7	3	8	6	2	11
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		63.6%	27.3%	72.7%	54.5%	18.2%	100.0%
No specific location	5	3	0	4	2	1	5
%H	0.1%	60.0%	0.0%	80.0%	40.0%	20.0%	100.0%
Other	55	26	13	42	28	14	54
%V	0.6%	0.7%	0.7%	0.7%	0.9%	0.4%	0.7%
%H		47.3%	23.6%	76.4%	50.9%	25.5%	98.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	8760	3772	1820	6362	3198	3164	7873
%H		43.1%	20.8%	72.6%	36.5%	36.1%	89.9%
PVR	3909	2252	1087	2269	1629	640	3704
%V	44.6%	59.7%	59.7%	35.7%	50.9%	20.2%	47.0%
%H		57.6%	27.8%	58.0%	41.7%	16.4%	94.8%
DVDR	128	39	27	104	40	64	112
%V	1.5%	1.0%	1.5%	1.6%	1.3%	2.0%	1.4%
%H		30.5%	21.1%	81.3%	31.3%	50.0%	87.5%
VCR	72	17	8	62	15	47	44
%V	0.8%	0.5%	0.4%	1.0%	0.5%	1.5%	0.6%
%H		23.6%	11.1%	86.1%	20.8%	65.3%	61.1%
Any recorder	4011	2266	1096	2357	1641	716	3773
%V	45.8%	60.1%	60.2%	37.0%	51.3%	22.6%	47.9%
%H		56.5%	27.3%	58.8%	40.9%	17.9%	94.1%

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	8760	3772	1820	6362	3198	3164	7873
%H		43.1%	20.8%	72.6%	36.5%	36.1%	89.9%
Receives HDTV (via STB or built-in reception)	4856	2297	1199	3386	1945	1441	4568
%V	55.4%	60.9%	65.9%	53.2%	60.8%	45.5%	58.0%
%H		47.3%	24.7%	69.7%	40.1%	29.7%	94.1%
DVD/Blu-ray player or recorder	4389	1868	984	3191	1657	1534	4034
%V	50.1%	49.5%	54.1%	50.2%	51.8%	48.5%	51.2%
%H		42.6%	22.4%	72.7%	37.8%	35.0%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	4919	1924	946	3412	1409	2004	4289
%H		39.1%	19.2%	69.4%	28.6%	40.7%	87.2%
Under 20"	72	14	6	57	7	50	46
%V	1.5%	0.7%	0.6%	1.7%	0.5%	2.5%	1.1%
%H		19.4%	8.3%	79.2%	9.7%	69.4%	63.9%
20" - 29"	485	96	62	377	64	312	337
%V	9.9%	5.0%	6.6%	11.0%	4.5%	15.6%	7.9%
%H		19.8%	12.8%	77.7%	13.2%	64.3%	69.5%
30" - 39"	1568	490	298	1130	369	762	1307
%V	31.9%	25.5%	31.5%	33.1%	26.2%	38.0%	30.5%
%H		31.3%	19.0%	72.1%	23.5%	48.6%	83.4%
40" and over	2634	1270	554	1744	944	800	2477
%V	53.5%	66.0%	58.6%	51.1%	67.0%	39.9%	57.8%
%H		48.2%	21.0%	66.2%	35.8%	30.4%	94.0%
Don't know	161	54	26	104	24	80	122
%V	3.3%	2.8%	2.7%	3.0%	1.7%	4.0%	2.8%
%H		33.5%	16.1%	64.6%	14.9%	49.7%	75.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	4919	1924	946	3412	1409	2004	4289
%H		39.1%	19.2%	69.4%	28.6%	40.7%	87.2%
PVR	2913	1605	802	1733	1183	550	2737
%V	59.2%	83.4%	84.8%	50.8%	84.0%	27.4%	63.8%
%H		55.1%	27.5%	59.5%	40.6%	18.9%	94.0%
DVDR	103	30	20	83	30	54	87
%V	2.1%	1.6%	2.1%	2.4%	2.1%	2.7%	2.0%
%H		29.1%	19.4%	80.6%	29.1%	52.4%	84.5%
VCR	58	12	6	48	9	39	33
%V	1.2%	0.6%	0.6%	1.4%	0.6%	1.9%	0.8%
%H		20.7%	10.3%	82.8%	15.5%	67.2%	56.9%
Any recorder	2988	1612	807	1798	1187	611	2783
%V	60.7%	83.8%	85.3%	52.7%	84.2%	30.5%	64.9%
%H		53.9%	27.0%	60.2%	39.7%	20.4%	93.1%

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	4919	1924	946	3412	1409	2004	4289
%H		39.1%	19.2%	69.4%	28.6%	40.7%	87.2%
Receives HDTV (via STB or built-in reception)	3291	1498	790	2234	1178	1055	3059
%V	66.9%	77.9%	83.5%	65.5%	83.6%	52.6%	71.3%
%H		45.5%	24.0%	67.9%	35.8%	32.1%	93.0%
DVD/Blu-ray player or recorder	2967	1176	623	2120	967	1152	2670
%V	60.3%	61.1%	65.9%	62.1%	68.6%	57.5%	62.3%
%H		39.6%	21.0%	71.5%	32.6%	38.8%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3840	1848	874	2950	1789	1160	3584
%H		48.1%	22.8%	76.8%	46.6%	30.2%	93.3%
Under 20"	642	240	127	558	276	282	560
%V	16.7%	13.0%	14.5%	18.9%	15.4%	24.3%	15.6%
%H		37.4%	19.8%	86.9%	43.0%	43.9%	87.2%
20" - 29"	1218	552	272	1002	600	402	1124
%V	31.7%	29.9%	31.1%	34.0%	33.5%	34.7%	31.4%
%H		45.3%	22.3%	82.3%	49.3%	33.0%	92.3%
30" - 39"	1159	602	290	827	544	284	1117
%V	30.2%	32.6%	33.2%	28.0%	30.4%	24.5%	31.2%
%H		51.9%	25.0%	71.4%	46.9%	24.5%	96.4%
40" and over	616	361	141	419	298	121	597
%V	16.0%	19.5%	16.1%	14.2%	16.7%	10.4%	16.7%
%H		58.6%	22.9%	68.0%	48.4%	19.6%	96.9%
Don't know	206	93	45	144	72	72	187
%V	5.4%	5.0%	5.1%	4.9%	4.0%	6.2%	5.2%
%H		45.1%	21.8%	69.9%	35.0%	35.0%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3840	1848	874	2950	1789	1160	3584
%H		48.1%	22.8%	76.8%	46.6%	30.2%	93.3%
PVR	996	647	285	536	446	89	967
%V	25.9%	35.0%	32.6%	18.2%	24.9%	7.7%	27.0%
%H		65.0%	28.6%	53.8%	44.8%	8.9%	97.1%
DVDR	25	9	7	20	11	10	25
%V	0.7%	0.5%	0.8%	0.7%	0.6%	0.9%	0.7%
%H		36.0%	28.0%	80.0%	44.0%	40.0%	100.0%
VCR	14	5	1	14	6	8	11
%V	0.4%	0.3%	0.1%	0.5%	0.3%	0.7%	0.3%
%H		35.7%	7.1%	100.0%	42.9%	57.1%	78.6%
Any recorder	1023	654	289	559	454	105	990
%V	26.6%	35.4%	33.1%	18.9%	25.4%	9.1%	27.6%
%H		63.9%	28.3%	54.6%	44.4%	10.3%	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	3840	1848	874	2950	1789	1160	3584
%H		48.1%	22.8%	76.8%	46.6%	30.2%	93.3%
Receives HDTV (via STB or built-in reception)	1565	798	409	1153	766	386	1509
%V	40.8%	43.2%	46.8%	39.1%	42.8%	33.3%	42.1%
%H		51.0%	26.1%	73.7%	48.9%	24.7%	96.4%
DVD/Blu-ray player or recorder	1422	692	361	1072	690	382	1364
%V	37.0%	37.4%	41.3%	36.3%	38.6%	32.9%	38.1%
%H		48.7%	25.4%	75.4%	48.5%	26.9%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	12949	12071	5350	2482	7938	3795	4142	12024
%H		93.2%	41.3%	19.2%	61.3%	29.3%	32.0%	92.9%
Total Children	2634	2499	1264	511	1499	799	700	2576
%V	20.3%	20.7%	23.6%	20.6%	18.9%	21.1%	16.9%	21.4%
%H		94.9%	48.0%	19.4%	56.9%	30.3%	26.6%	97.8%
0 - 3	726	678	325	128	405	190	215	706
%V	5.6%	5.6%	6.1%	5.2%	5.1%	5.0%	5.2%	5.9%
%H		93.4%	44.8%	17.6%	55.8%	26.2%	29.6%	97.2%
4 - 15	1908	1821	938	383	1094	610	484	1871
%V	14.7%	15.1%	17.5%	15.4%	13.8%	16.1%	11.7%	15.6%
%H		95.4%	49.2%	20.1%	57.3%	32.0%	25.4%	98.1%
4 - 9	1043	984	513	206	563	305	258	1019
%V	8.1%	8.2%	9.6%	8.3%	7.1%	8.0%	6.2%	8.5%
%H		94.3%	49.2%	19.8%	54.0%	29.2%	24.7%	97.7%
10 - 15	865	837	425	177	531	305	226	852
%V	6.7%	6.9%	7.9%	7.1%	6.7%	8.0%	5.5%	7.1%
%H		96.8%	49.1%	20.5%	61.4%	35.3%	26.1%	98.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	12949	12071	5350	2482	7938	3795	4142	12024
%H		93.2%	41.3%	19.2%	61.3%	29.3%	32.0%	92.9%
Total Adults (16+)	10315	9572	4086	1971	6439	2996	3443	9447
%V	79.7%	79.3%	76.4%	79.4%	81.1%	78.9%	83.1%	78.6%
%H		92.8%	39.6%	19.1%	62.4%	29.0%	33.4%	91.6%
16 - 19	505	475	223	123	316	184	132	494
%V	3.9%	3.9%	4.2%	5.0%	4.0%	4.8%	3.2%	4.1%
%H		94.1%	44.2%	24.4%	62.6%	36.4%	26.1%	97.8%
20 - 24	834	694	309	151	431	215	216	813
%V	6.4%	5.7%	5.8%	6.1%	5.4%	5.7%	5.2%	6.8%
%H		83.2%	37.1%	18.1%	51.7%	25.8%	25.9%	97.5%
25 - 34	2253	1964	875	398	1188	551	637	2206
%V	17.4%	16.3%	16.4%	16.0%	15.0%	14.5%	15.4%	18.3%
%H		87.2%	38.8%	17.7%	52.7%	24.5%	28.3%	97.9%
35 - 44	1954	1807	854	374	1148	598	551	1911
%V	15.1%	15.0%	16.0%	15.1%	14.5%	15.8%	13.3%	15.9%
%H		92.5%	43.7%	19.1%	58.8%	30.6%	28.2%	97.8%
45 - 54	1772	1704	736	393	1156	576	580	1706
%V	13.7%	14.1%	13.8%	15.8%	14.6%	15.2%	14.0%	14.2%
%H		96.2%	41.5%	22.2%	65.2%	32.5%	32.7%	96.3%
55 - 64	1285	1247	547	286	861	436	425	1180
%V	9.9%	10.3%	10.2%	11.5%	10.8%	11.5%	10.3%	9.8%
%H		97.0%	42.6%	22.3%	67.0%	33.9%	33.1%	91.8%
65+	1713	1682	542	245	1339	437	903	1137
%V	13.2%	13.9%	10.1%	9.9%	16.9%	11.5%	21.8%	9.5%
%H		98.2%	31.6%	14.3%	78.2%	25.5%	52.7%	66.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	10315	9572	4086	1971	6439	2996	3443	9447
%H		92.8%	39.6%	19.1%	62.4%	29.0%	33.4%	91.6%
AB	2877	2718	1135	611	1835	871	964	2815
%V	27.9%	28.4%	27.8%	31.0%	28.5%	29.1%	28.0%	29.8%
%H		94.5%	39.5%	21.2%	63.8%	30.3%	33.5%	97.8%
C1	3199	2920	1241	640	1972	945	1027	3028
%V	31.0%	30.5%	30.4%	32.5%	30.6%	31.5%	29.8%	32.1%
%H		91.3%	38.8%	20.0%	61.6%	29.5%	32.1%	94.7%
C2	1905	1790	798	380	1228	639	589	1751
%V	18.5%	18.7%	19.5%	19.3%	19.1%	21.3%	17.1%	18.5%
%H		94.0%	41.9%	19.9%	64.5%	33.5%	30.9%	91.9%
D	1660	1512	698	249	941	400	541	1449
%V	16.1%	15.8%	17.1%	12.6%	14.6%	13.4%	15.7%	15.3%
%H		91.1%	42.0%	15.0%	56.7%	24.1%	32.6%	87.3%
E	674	632	214	91	461	140	321	405
%V	6.5%	6.6%	5.2%	4.6%	7.2%	4.7%	9.3%	4.3%
%H		93.8%	31.8%	13.5%	68.4%	20.8%	47.6%	60.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	10315	9572	4086	1971	6439	2996	3443	9447
%H		92.8%	39.6%	19.1%	62.4%	29.0%	33.4%	91.6%
Working full time	5497	5066	2248	1142	3276	1662	1614	5389
%V	53.3%	52.9%	55.0%	57.9%	50.9%	55.5%	46.9%	57.0%
%H		92.2%	40.9%	20.8%	59.6%	30.2%	29.4%	98.0%
Working part time	998	938	420	204	642	330	312	960
%V	9.7%	9.8%	10.3%	10.4%	10.0%	11.0%	9.1%	10.2%
%H		94.0%	42.1%	20.4%	64.3%	33.1%	31.3%	96.2%
Not working	3821	3568	1418	625	2520	1004	1516	3098
%V	37.0%	37.3%	34.7%	31.7%	39.1%	33.5%	44.0%	32.8%
%H		93.4%	37.1%	16.4%	66.0%	26.3%	39.7%	81.1%
Housewife/Houseperson	5330	4919	1924	946	3412	1409	2004	4647
%V	51.7%	51.4%	47.1%	48.0%	53.0%	47.0%	58.2%	49.2%
%H		92.3%	36.1%	17.7%	64.0%	26.4%	37.6%	87.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	5069	4645	1980	995	3079	1459	1620	4701
%H		91.6%	39.1%	19.6%	60.7%	28.8%	32.0%	92.7%
16 - 19	266	250	116	67	173	104	69	260
%V	5.2%	5.4%	5.9%	6.7%	5.6%	7.1%	4.3%	5.5%
%H		94.0%	43.6%	25.2%	65.0%	39.1%	25.9%	97.7%
20 - 24	407	342	152	77	201	100	101	398
%V	8.0%	7.4%	7.7%	7.7%	6.5%	6.9%	6.2%	8.5%
%H		84.0%	37.3%	18.9%	49.4%	24.6%	24.8%	97.8%
25 - 34	1136	968	426	207	574	273	301	1114
%V	22.4%	20.8%	21.5%	20.8%	18.6%	18.7%	18.6%	23.7%
%H		85.2%	37.5%	18.2%	50.5%	24.0%	26.5%	98.1%
35 - 44	993	903	426	185	567	292	276	970
%V	19.6%	19.4%	21.5%	18.6%	18.4%	20.0%	17.0%	20.6%
%H		90.9%	42.9%	18.6%	57.1%	29.4%	27.8%	97.7%
45 - 54	872	828	350	197	560	277	282	834
%V	17.2%	17.8%	17.7%	19.8%	18.2%	19.0%	17.4%	17.7%
%H		95.0%	40.1%	22.6%	64.2%	31.8%	32.3%	95.6%
55 - 64	632	608	262	141	421	214	207	578
%V	12.5%	13.1%	13.2%	14.2%	13.7%	14.7%	12.8%	12.3%
%H		96.2%	41.5%	22.3%	66.6%	33.9%	32.8%	91.5%
65+	762	745	247	121	582	200	383	547
%V	15.0%	16.0%	12.5%	12.2%	18.9%	13.7%	23.6%	11.6%
%H		97.8%	32.4%	15.9%	76.4%	26.2%	50.3%	71.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	5069	4645	1980	995	3079	1459	1620	4701
%H		91.6%	39.1%	19.6%	60.7%	28.8%	32.0%	92.7%
AB	1449	1365	574	311	916	443	473	1419
%V	28.6%	29.4%	29.0%	31.3%	29.7%	30.4%	29.2%	30.2%
%H		94.2%	39.6%	21.5%	63.2%	30.6%	32.6%	97.9%
C1	1508	1357	582	314	906	453	453	1454
%V	29.7%	29.2%	29.4%	31.6%	29.4%	31.0%	28.0%	30.9%
%H		90.0%	38.6%	20.8%	60.1%	30.0%	30.0%	96.4%
C2	1014	940	412	207	638	330	308	933
%V	20.0%	20.2%	20.8%	20.8%	20.7%	22.6%	19.0%	19.8%
%H		92.7%	40.6%	20.4%	62.9%	32.5%	30.4%	92.0%
D	821	727	330	125	432	179	253	726
%V	16.2%	15.7%	16.7%	12.6%	14.0%	12.3%	15.6%	15.4%
%H		88.6%	40.2%	15.2%	52.6%	21.8%	30.8%	88.4%
E	278	257	81	38	185	52	133	169
%V	5.5%	5.5%	4.1%	3.8%	6.0%	3.6%	8.2%	3.6%
%H		92.4%	29.1%	13.7%	66.5%	18.7%	47.8%	60.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	5069	4645	1980	995	3079	1459	1620	4701
%H		91.6%	39.1%	19.6%	60.7%	28.8%	32.0%	92.7%
Working full time	3319	3044	1357	692	1934	982	952	3247
%V	65.5%	65.5%	68.5%	69.5%	62.8%	67.3%	58.8%	69.1%
%H		91.7%	40.9%	20.8%	58.3%	29.6%	28.7%	97.8%
Working part time	253	224	99	48	154	77	77	236
%V	5.0%	4.8%	5.0%	4.8%	5.0%	5.3%	4.8%	5.0%
%H		88.5%	39.1%	19.0%	60.9%	30.4%	30.4%	93.3%
Not working	1497	1377	524	255	991	400	591	1218
%V	29.5%	29.6%	26.5%	25.6%	32.2%	27.4%	36.5%	25.9%
%H		92.0%	35.0%	17.0%	66.2%	26.7%	39.5%	81.4%
Housewife/Houseperson	1237	1060	315	216	756	250	506	1010
%V	24.4%	22.8%	15.9%	21.7%	24.6%	17.1%	31.2%	21.5%
%H		85.7%	25.5%	17.5%	61.1%	20.2%	40.9%	81.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	5246	4927	2107	976	3360	1537	1823	4746
%H		93.9%	40.2%	18.6%	64.0%	29.3%	34.8%	90.5%
16 - 19	239	225	107	56	143	80	63	233
%V	4.6%	4.6%	5.1%	5.7%	4.3%	5.2%	3.5%	4.9%
%H		94.1%	44.8%	23.4%	59.8%	33.5%	26.4%	97.5%
20 - 24	426	352	157	74	230	116	115	414
%V	8.1%	7.1%	7.5%	7.6%	6.8%	7.5%	6.3%	8.7%
%H		82.6%	36.9%	17.4%	54.0%	27.2%	27.0%	97.2%
25 - 34	1117	995	449	191	614	278	336	1093
%V	21.3%	20.2%	21.3%	19.6%	18.3%	18.1%	18.4%	23.0%
%H		89.1%	40.2%	17.1%	55.0%	24.9%	30.1%	97.9%
35 - 44	960	903	428	189	581	306	275	941
%V	18.3%	18.3%	20.3%	19.4%	17.3%	19.9%	15.1%	19.8%
%H		94.1%	44.6%	19.7%	60.5%	31.9%	28.6%	98.0%
45 - 54	899	876	386	196	596	298	298	872
%V	17.1%	17.8%	18.3%	20.1%	17.7%	19.4%	16.3%	18.4%
%H		97.4%	42.9%	21.8%	66.3%	33.1%	33.1%	97.0%
55 - 64	653	638	285	145	439	222	217	602
%V	12.4%	12.9%	13.5%	14.9%	13.1%	14.4%	11.9%	12.7%
%H		97.7%	43.6%	22.2%	67.2%	34.0%	33.2%	92.2%
65+	951	937	295	125	757	237	520	591
%V	18.1%	19.0%	14.0%	12.8%	22.5%	15.4%	28.5%	12.5%
%H		98.5%	31.0%	13.1%	79.6%	24.9%	54.7%	62.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	5246	4927	2107	976	3360	1537	1823	4746
%H		93.9%	40.2%	18.6%	64.0%	29.3%	34.8%	90.5%
AB	1428	1353	560	299	919	427	492	1395
%V	27.2%	27.5%	26.6%	30.6%	27.4%	27.8%	27.0%	29.4%
%H		94.7%	39.2%	20.9%	64.4%	29.9%	34.5%	97.7%
C1	1691	1563	659	326	1066	492	574	1574
%V	32.2%	31.7%	31.3%	33.4%	31.7%	32.0%	31.5%	33.2%
%H		92.4%	39.0%	19.3%	63.0%	29.1%	33.9%	93.1%
C2	891	849	386	173	590	309	281	817
%V	17.0%	17.2%	18.3%	17.7%	17.6%	20.1%	15.4%	17.2%
%H		95.3%	43.3%	19.4%	66.2%	34.7%	31.5%	91.7%
D	839	786	368	125	509	221	289	723
%V	16.0%	16.0%	17.5%	12.8%	15.1%	14.4%	15.9%	15.2%
%H		93.7%	43.9%	14.9%	60.7%	26.3%	34.4%	86.2%
E	396	376	134	53	276	88	188	236
%V	7.5%	7.6%	6.4%	5.4%	8.2%	5.7%	10.3%	5.0%
%H		94.9%	33.8%	13.4%	69.7%	22.2%	47.5%	59.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	5246	4927	2107	976	3360	1537	1823	4746
%H		93.9%	40.2%	18.6%	64.0%	29.3%	34.8%	90.5%
Working full time	2177	2022	891	450	1343	680	663	2142
%V	41.5%	41.0%	42.3%	46.1%	40.0%	44.2%	36.4%	45.1%
%H		92.9%	40.9%	20.7%	61.7%	31.2%	30.5%	98.4%
Working part time	745	714	321	156	489	253	236	724
%V	14.2%	14.5%	15.2%	16.0%	14.6%	16.5%	12.9%	15.3%
%H		95.8%	43.1%	20.9%	65.6%	34.0%	31.7%	97.2%
Not working	2324	2191	894	370	1529	604	925	1879
%V	44.3%	44.5%	42.4%	37.9%	45.5%	39.3%	50.7%	39.6%
%H		94.3%	38.5%	15.9%	65.8%	26.0%	39.8%	80.9%
Housewife/Houseperson	4093	3860	1609	731	2656	1159	1497	3637
%V	78.0%	78.3%	76.4%	74.9%	79.0%	75.4%	82.1%	76.6%
%H		94.3%	39.3%	17.9%	64.9%	28.3%	36.6%	88.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2015 - September 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	1125	1065	467	140	737	289	448	968
%H (All HH)		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%
%H (TV HH)			43.8%	13.1%	69.2%	27.1%	42.1%	
AB	320	304	146	47	208	97	112	306
%V	28.4%	28.5%	31.3%	33.6%	28.2%	33.6%	25.0%	31.6%
%H (All HH)		95.0%	45.6%	14.7%	65.0%	30.3%	35.0%	95.6%
%H (TV HH)			48.0%	15.5%	68.4%	31.9%	36.8%	
C1	354	332	143	38	239	93	145	317
%V	31.5%	31.2%	30.6%	27.1%	32.4%	32.2%	32.4%	32.7%
%H (All HH)		93.8%	40.4%	10.7%	67.5%	26.3%	41.0%	89.5%
%H (TV HH)			43.1%	11.4%	72.0%	28.0%	43.7%	
C2	189	184	85	27	121	50	71	159
%V	16.8%	17.3%	18.2%	19.3%	16.4%	17.3%	15.8%	16.4%
%H (All HH)		97.4%	45.0%	14.3%	64.0%	26.5%	37.6%	84.1%
%H (TV HH)			46.2%	14.7%	65.8%	27.2%	38.6%	
D	154	146	56	19	100	32	68	122
%V	13.7%	13.7%	12.0%	13.6%	13.6%	11.1%	15.2%	12.6%
%H (All HH)		94.8%	36.4%	12.3%	64.9%	20.8%	44.2%	79.2%
%H (TV HH)			38.4%	13.0%	68.5%	21.9%	46.6%	
E	107	99	37	9	69	17	52	64
%V	9.5%	9.3%	7.9%	6.4%	9.4%	5.9%	11.6%	6.6%
%H (All HH)		92.5%	34.6%	8.4%	64.5%	15.9%	48.6%	59.8%
%H (TV HH)			37.4%	9.1%	69.7%	17.2%	52.5%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1125	1065	467	140	737	289	448	968
%H (All HH)		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%
%H (TV HH)			43.8%	13.1%	69.2%	27.1%	42.1%	
Under 25	48	36	9	4	21	4	17	46
%V	4.3%	3.4%	1.9%	2.9%	2.8%	1.4%	3.8%	4.8%
%H (All HH)		75.0%	18.8%	8.3%	43.8%	8.3%	35.4%	95.8%
%H (TV HH)			25.0%	11.1%	58.3%	11.1%	47.2%	
25 - 34	143	127	56	12	70	19	50	135
%V	12.7%	11.9%	12.0%	8.6%	9.5%	6.6%	11.2%	13.9%
%H (All HH)		88.8%	39.2%	8.4%	49.0%	13.3%	35.0%	94.4%
%H (TV HH)			44.1%	9.4%	55.1%	15.0%	39.4%	
35 - 44	170	161	85	28	110	61	48	165
%V	15.1%	15.1%	18.2%	20.0%	14.9%	21.1%	10.7%	17.0%
%H (All HH)		94.7%	50.0%	16.5%	64.7%	35.9%	28.2%	97.1%
%H (TV HH)			52.8%	17.4%	68.3%	37.9%	29.8%	
45 - 54	229	217	95	40	150	68	82	211
%V	20.4%	20.4%	20.3%	28.6%	20.4%	23.5%	18.3%	21.8%
%H (All HH)		94.8%	41.5%	17.5%	65.5%	29.7%	35.8%	92.1%
%H (TV HH)			43.8%	18.4%	69.1%	31.3%	37.8%	
55 - 64	192	187	95	23	121	49	72	182
%V	17.1%	17.6%	20.3%	16.4%	16.4%	17.0%	16.1%	18.8%
%H (All HH)		97.4%	49.5%	12.0%	63.0%	25.5%	37.5%	94.8%
%H (TV HH)			50.8%	12.3%	64.7%	26.2%	38.5%	
65 +	342	336	127	34	266	87	179	229
%V	30.4%	31.5%	27.2%	24.3%	36.1%	30.1%	40.0%	23.7%
%H (All HH)		98.2%	37.1%	9.9%	77.8%	25.4%	52.3%	67.0%
%H (TV HH)			37.8%	10.1%	79.2%	25.9%	53.3%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1125	1065	467	140	737	289	448	968
%H (All HH)		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%
%H (TV HH)			43.8%	13.1%	69.2%	27.1%	42.1%	
1	351	327	103	35	248	61	187	240
%V	31.2%	30.7%	22.1%	25.0%	33.6%	21.1%	41.7%	24.8%
%H (All HH)		93.2%	29.3%	10.0%	70.7%	17.4%	53.3%	68.4%
%H (TV HH)			31.5%	10.7%	75.8%	18.7%	57.2%	
2	383	370	168	47	254	103	151	347
%V	34.0%	34.7%	36.0%	33.6%	34.5%	35.6%	33.7%	35.8%
%H (All HH)		96.6%	43.9%	12.3%	66.3%	26.9%	39.4%	90.6%
%H (TV HH)			45.4%	12.7%	68.6%	27.8%	40.8%	
3	173	161	83	25	103	52	51	166
%V	15.4%	15.1%	17.8%	17.9%	14.0%	18.0%	11.4%	17.1%
%H (All HH)		93.1%	48.0%	14.5%	59.5%	30.1%	29.5%	96.0%
%H (TV HH)			51.6%	15.5%	64.0%	32.3%	31.7%	
4	140	136	71	23	91	48	43	137
%V	12.4%	12.8%	15.2%	16.4%	12.3%	16.6%	9.6%	14.2%
%H (All HH)		97.1%	50.7%	16.4%	65.0%	34.3%	30.7%	97.9%
%H (TV HH)			52.2%	16.9%	66.9%	35.3%	31.6%	
5+	78	70	42	9	41	25	16	77
%V	6.9%	6.6%	9.0%	6.4%	5.6%	8.7%	3.6%	8.0%
%H (All HH)		89.7%	53.8%	11.5%	52.6%	32.1%	20.5%	98.7%
%H (TV HH)			60.0%	12.9%	58.6%	35.7%	22.9%	
Average HH size	2.32	2.32	2.56	2.50	2.23	2.59	2.01	2.47

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

October 2015 - September 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	1125	1065	467	140	737	289	448	968
%H (All HH)		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%
%H (TV HH)			43.8%	13.1%	69.2%	27.1%	42.1%	
Without	839	793	320	103	566	201	365	692
%V	74.6%	74.5%	68.5%	73.6%	76.8%	69.6%	81.5%	71.5%
%H (All HH)		94.5%	38.1%	12.3%	67.5%	24.0%	43.5%	82.5%
%H (TV HH)			40.4%	13.0%	71.4%	25.3%	46.0%	
With	286	271	148	37	171	88	83	275
%V	25.4%	25.4%	31.7%	26.4%	23.2%	30.4%	18.5%	28.4%
%H (All HH)		94.8%	51.7%	12.9%	59.8%	30.8%	29.0%	96.2%
%H (TV HH)			54.6%	13.7%	63.1%	32.5%	30.6%	
0 - 3	105	97	50	15	57	27	31	100
%V	9.3%	9.1%	10.7%	10.7%	7.7%	9.3%	6.9%	10.3%
%H (All HH)		92.4%	47.6%	14.3%	54.3%	25.7%	29.5%	95.2%
%H (TV HH)			51.5%	15.5%	58.8%	27.8%	32.0%	
4 - 9	152	144	85	16	91	50	41	145
%V	13.5%	13.5%	18.2%	11.4%	12.3%	17.3%	9.2%	15.0%
%H (All HH)		94.7%	55.9%	10.5%	59.9%	32.9%	27.0%	95.4%
%H (TV HH)			59.0%	11.1%	63.2%	34.7%	28.5%	
10 - 15	136	131	73	21	83	47	36	133
%V	12.1%	12.3%	15.6%	15.0%	11.3%	16.3%	8.0%	13.7%
%H (All HH)		96.3%	53.7%	15.4%	61.0%	34.6%	26.5%	97.8%
%H (TV HH)			55.7%	16.0%	63.4%	35.9%	27.5%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1125	1065	467	140	737	289	448	968
%H (All HH)		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%
%H (TV HH)			43.8%	13.1%	69.2%	27.1%	42.1%	
1	428	428	146	43	275	47	228	337
%V	38.0%	40.2%	31.3%	30.7%	37.3%	16.3%	50.9%	34.8%
%H (All HH)		100.0%	34.1%	10.0%	64.3%	11.0%	53.3%	78.7%
%H (TV HH)			34.1%	10.0%	64.3%	11.0%	53.3%	
2	373	373	180	50	263	119	144	332
%V	33.2%	35.0%	38.5%	35.7%	35.7%	41.2%	32.1%	34.3%
%H (All HH)		100.0%	48.3%	13.4%	70.5%	31.9%	38.6%	89.0%
%H (TV HH)			48.3%	13.4%	70.5%	31.9%	38.6%	
3	158	158	75	30	116	61	55	146
%V	14.0%	14.8%	16.1%	21.4%	15.7%	21.1%	12.3%	15.1%
%H (All HH)		100.0%	47.5%	19.0%	73.4%	38.6%	34.8%	92.4%
%H (TV HH)			47.5%	19.0%	73.4%	38.6%	34.8%	
4	77	77	46	15	60	44	16	75
%V	6.8%	7.2%	9.9%	10.7%	8.1%	15.2%	3.6%	7.7%
%H (All HH)		100.0%	59.7%	19.5%	77.9%	57.1%	20.8%	97.4%
%H (TV HH)			59.7%	19.5%	77.9%	57.1%	20.8%	
5+	29	29	20	3	24	17	6	29
%V	2.6%	2.7%	4.3%	2.1%	3.3%	5.9%	1.3%	3.0%
%H (All HH)		100.0%	69.0%	10.3%	82.8%	58.6%	20.7%	100.0%
%H (TV HH)			69.0%	10.3%	82.8%	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

October 2015 - September 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	1125	1065	467	140	737	289	448	968
%H (All HH)		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%
%H (TV HH)			43.8%	13.1%	69.2%	27.1%	42.1%	
Under 20"	224	224	101	30	182	89	93	195
%V	19.9%	21.0%	21.6%	21.4%	24.7%	30.8%	20.8%	20.1%
%H (All HH)		100.0%	45.1%	13.4%	81.3%	39.7%	41.5%	87.1%
%H (TV HH)			45.1%	13.4%	81.3%	39.7%	41.5%	
20" - 29"	372	372	148	51	282	107	175	310
%V	33.1%	34.9%	31.7%	36.4%	38.3%	37.0%	39.1%	32.0%
%H (All HH)		100.0%	39.8%	13.7%	75.8%	28.8%	47.0%	83.3%
%H (TV HH)			39.8%	13.7%	75.8%	28.8%	47.0%	
30" - 39"	557	557	262	84	387	175	212	487
%V	49.5%	52.3%	56.1%	60.0%	52.5%	60.6%	47.3%	50.3%
%H (All HH)		100.0%	47.0%	15.1%	69.5%	31.4%	38.1%	87.4%
%H (TV HH)			47.0%	15.1%	69.5%	31.4%	38.1%	
40" and over	534	534	281	75	351	179	172	505
%V	47.5%	50.1%	60.2%	53.6%	47.6%	61.9%	38.4%	52.2%
%H (All HH)		100.0%	52.6%	14.0%	65.7%	33.5%	32.2%	94.6%
%H (TV HH)			52.6%	14.0%	65.7%	33.5%	32.2%	

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

October 2015 - September 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	1125	1065	467	140	737	289	448	968
%H (All HH)		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%
%H (TV HH)			43.8%	13.1%	69.2%	27.1%	42.1%	
Main living room	1059	1059	464	139	736	289	447	913
%V	94.1%	99.4%	99.4%	99.3%	99.9%	100.0%	99.8%	94.3%
%H (All HH)		100.0%	43.8%	13.1%	69.5%	27.3%	42.2%	86.2%
%H (TV HH)			43.8%	13.1%	69.5%	27.3%	42.2%	
Kitchen	110	110	58	15	87	48	39	100
%V	9.8%	10.3%	12.4%	10.7%	11.8%	16.6%	8.7%	10.3%
%H (All HH)		100.0%	52.7%	13.6%	79.1%	43.6%	35.5%	90.9%
%H (TV HH)			52.7%	13.6%	79.1%	43.6%	35.5%	
Adult's bedroom	480	480	235	80	347	183	164	439
%V	42.7%	45.1%	50.3%	57.1%	47.1%	63.3%	36.6%	45.4%
%H (All HH)		100.0%	49.0%	16.7%	72.3%	38.1%	34.2%	91.5%
%H (TV HH)			49.0%	16.7%	72.3%	38.1%	34.2%	
Child's bedroom	95	95	58	15	66	45	21	94
%V	8.4%	8.9%	12.4%	10.7%	9.0%	15.6%	4.7%	9.7%
%H (All HH)		100.0%	61.1%	15.8%	69.5%	47.4%	22.1%	98.9%
%H (TV HH)			61.1%	15.8%	69.5%	47.4%	22.1%	
Other bedroom	99	99	55	16	73	43	30	93
%V	8.8%	9.3%	11.8%	11.4%	9.9%	14.9%	6.7%	9.6%
%H (All HH)		100.0%	55.6%	16.2%	73.7%	43.4%	30.3%	93.9%
%H (TV HH)			55.6%	16.2%	73.7%	43.4%	30.3%	
Second living/dining room	86	86	44	12	62	33	30	80
%V	7.6%	8.1%	9.4%	8.6%	8.4%	11.4%	6.7%	8.3%
%H (All HH)		100.0%	51.2%	14.0%	72.1%	38.4%	34.9%	93.0%
%H (TV HH)			51.2%	14.0%	72.1%	38.4%	34.9%	
Study/office	24	24	16	3	19	12	6	23
%V	2.1%	2.3%	3.4%	2.1%	2.6%	4.2%	1.3%	2.4%
%H (All HH)		100.0%	66.7%	12.5%	79.2%	50.0%	25.0%	95.8%
%H (TV HH)			66.7%	12.5%	79.2%	50.0%	25.0%	
TV room	11	11	9	0	9	6	3	11
%V	1.0%	1.0%	1.9%	0.0%	1.2%	2.1%	0.7%	1.1%
%H (All HH)		100.0%	81.8%	0.0%	81.8%	54.5%	27.3%	100.0%
%H (TV HH)			81.8%	0.0%	81.8%	54.5%	27.3%	
Conservatory	19	19	12	3	16	11	5	19
%V	1.7%	1.8%	2.6%	2.1%	2.2%	3.8%	1.1%	2.0%
%H (All HH)		100.0%	63.2%	15.8%	84.2%	57.9%	26.3%	100.0%
%H (TV HH)			63.2%	15.8%	84.2%	57.9%	26.3%	
Attic or loft room	4	4	2	1	2	2	1	4
%V	0.4%	0.4%	0.4%	0.7%	0.3%	0.7%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	25.0%	50.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	50.0%	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	13	13	9	1	12	9	3	13
%V	1.2%	1.2%	1.9%	0.7%	1.6%	3.1%	0.7%	1.3%
%H (All HH)		100.0%	69.2%	7.7%	92.3%	69.2%	23.1%	100.0%
%H (TV HH)			69.2%	7.7%	92.3%	69.2%	23.1%	

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

October 2015 - September 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	1125	1065	467	140	737	289	448	968
%H (All HH)		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%
%H (TV HH)			43.8%	13.1%	69.2%	27.1%	42.1%	
Any DSAT provider	467	467	467	9	229	229	0	436
%V	41.5%	43.8%	100.0%	6.4%	31.1%	79.2%	0.0%	45.0%
%H (All HH)			100.0%	1.9%	49.0%	49.0%	0.0%	93.4%
%H (TV HH)			100.0%	1.9%	49.0%	49.0%	0.0%	
Sky with subscription	357	357	357	5	173	173	0	335
%V	31.7%	33.5%	76.4%	3.6%	23.5%	59.9%	0.0%	34.6%
%H (All HH)			100.0%	1.4%	48.5%	48.5%	0.0%	93.8%
%H (TV HH)			100.0%	1.4%	48.5%	48.5%	0.0%	
Sky without subscription	26	26	26	0	13	13	0	24
%V	2.3%	2.4%	5.6%	0.0%	1.8%	4.5%	0.0%	2.5%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	92.3%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	94	94	94	5	49	49	0	87
%V	8.4%	8.8%	20.1%	3.6%	6.6%	17.0%	0.0%	9.0%
%H (All HH)			100.0%	5.3%	52.1%	52.1%	0.0%	92.6%
%H (TV HH)			100.0%	5.3%	52.1%	52.1%	0.0%	
Other satellite provider	27	27	27	1	14	14	0	25
%V	2.4%	2.5%	5.8%	0.7%	1.9%	4.8%	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	140	140	9	140	66	66	0	134
%V	12.4%	13.1%	1.9%	100.0%	9.0%	22.8%	0.0%	13.8%
%H (All HH)			6.4%	100.0%	47.1%	47.1%	0.0%	95.7%
%H (TV HH)			6.4%	100.0%	47.1%	47.1%	0.0%	
DTT	737	737	229	66	737	289	448	611
%V	65.5%	69.2%	49.0%	47.1%	100.0%	100.0%	100.0%	63.1%
%H (All HH)		100.0%	31.1%	9.0%	100.0%	39.2%	60.8%	82.9%
%H (TV HH)			31.1%	9.0%	100.0%	39.2%	60.8%	

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

October 2015 - September 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	1125	1065	467	140	737	289	448	968
%H (All HH)		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%
%H (TV HH)			43.8%	13.1%	69.2%	27.1%	42.1%	
PVR	707	707	396	115	456	252	204	648
%V	62.8%	66.4%	84.8%	82.1%	61.9%	87.2%	45.5%	66.9%
%H (All HH)		100.0%	56.0%	16.3%	64.5%	35.6%	28.9%	91.7%
%H (TV HH)			56.0%	16.3%	64.5%	35.6%	28.9%	
DVDR	35	35	9	6	28	9	20	29
%V	3.1%	3.3%	1.9%	4.3%	3.8%	3.1%	4.5%	3.0%
%H (All HH)		100.0%	25.7%	17.1%	80.0%	25.7%	57.1%	82.9%
%H (TV HH)			25.7%	17.1%	80.0%	25.7%	57.1%	
VCR	15	15	5	1	14	5	9	12
%V	1.3%	1.4%	1.1%	0.7%	1.9%	1.7%	2.0%	1.2%
%H (All HH)		100.0%	33.3%	6.7%	93.3%	33.3%	60.0%	80.0%
%H (TV HH)			33.3%	6.7%	93.3%	33.3%	60.0%	
Any recorder	723	723	399	117	469	255	214	659
%V	64.3%	67.9%	85.4%	83.6%	63.6%	88.2%	47.8%	68.1%
%H (All HH)		100.0%	55.2%	16.2%	64.9%	35.3%	29.6%	91.1%
%H (TV HH)			55.2%	16.2%	64.9%	35.3%	29.6%	
Receives HDTV (via STB or built-in reception)	689	689	357	117	462	241	221	638
%V	61.2%	64.7%	76.4%	83.6%	62.7%	83.4%	49.3%	65.9%
%H (All HH)		100.0%	51.8%	17.0%	67.1%	35.0%	32.1%	92.6%
%H (TV HH)			51.8%	17.0%	67.1%	35.0%	32.1%	
DVD/Blu-ray player or recorder	829	829	377	115	583	248	335	734
%V	73.7%	77.8%	80.7%	82.1%	79.1%	85.8%	74.8%	75.8%
%H (All HH)		100.0%	45.5%	13.9%	70.3%	29.9%	40.4%	88.5%
%H (TV HH)			45.5%	13.9%	70.3%	29.9%	40.4%	

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

October 2015 - September 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	1125	1065	467	140	737	289	448	968
%H (All HH)		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%
%H (TV HH)			43.8%	13.1%	69.2%	27.1%	42.1%	
Has broadband internet	968	918	436	134	611	272	338	968
%V	86.0%	86.2%	93.4%	95.7%	82.9%	94.1%	75.4%	100.0%
%H (All HH)		94.8%	45.0%	13.8%	63.1%	28.1%	34.9%	100.0%
%H (TV HH)			47.5%	14.6%	66.6%	29.6%	36.8%	
Number of computers (PCs and laptops)								
0	179	166	41	12	134	20	113	36
%V	15.9%	15.6%	8.8%	8.6%	18.2%	6.9%	25.2%	3.7%
%H (All HH)		92.7%	22.9%	6.7%	74.9%	11.2%	63.1%	20.1%
%H (TV HH)			24.7%	7.2%	80.7%	12.0%	68.1%	
1	251	235	97	29	156	49	107	240
%V	22.3%	22.1%	20.8%	20.7%	21.2%	17.0%	23.9%	24.8%
%H (All HH)		93.6%	38.6%	11.6%	62.2%	19.5%	42.6%	95.6%
%H (TV HH)			41.3%	12.3%	66.4%	20.9%	45.5%	
2	274	263	136	32	171	81	90	272
%V	24.4%	24.7%	29.1%	22.9%	23.2%	28.0%	20.1%	28.1%
%H (All HH)		96.0%	49.6%	11.7%	62.4%	29.6%	32.8%	99.3%
%H (TV HH)			51.7%	12.2%	65.0%	30.8%	34.2%	
3	164	160	68	25	116	53	64	163
%V	14.6%	15.0%	14.6%	17.9%	15.7%	18.3%	14.3%	16.8%
%H (All HH)		97.6%	41.5%	15.2%	70.7%	32.3%	39.0%	99.4%
%H (TV HH)			42.5%	15.6%	72.5%	33.1%	40.0%	
4	124	116	59	21	74	39	36	124
%V	11.0%	10.9%	12.6%	15.0%	10.0%	13.5%	8.0%	12.8%
%H (All HH)		93.5%	47.6%	16.9%	59.7%	31.5%	29.0%	100.0%
%H (TV HH)			50.9%	18.1%	63.8%	33.6%	31.0%	
5+	133	125	65	22	85	46	39	132
%V	11.8%	11.7%	13.9%	15.7%	11.5%	15.9%	8.7%	13.6%
%H (All HH)		94.0%	48.9%	16.5%	63.9%	34.6%	29.3%	99.2%
%H (TV HH)			52.0%	17.6%	68.0%	36.8%	31.2%	

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

October 2015 - September 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	2113	1026	305	1518	741	777	1896
%H		48.6%	14.4%	71.8%	35.1%	36.8%	89.7%
Under 20"	295	133	43	244	124	120	260
%V	14.0%	13.0%	14.1%	16.1%	16.7%	15.4%	13.7%
%H		45.1%	14.6%	82.7%	42.0%	40.7%	88.1%
20" - 29"	466	186	61	362	143	219	398
%V	22.1%	18.1%	20.0%	23.8%	19.3%	28.2%	21.0%
%H		39.9%	13.1%	77.7%	30.7%	47.0%	85.4%
30" - 39"	662	330	103	463	233	231	587
%V	31.3%	32.2%	33.8%	30.5%	31.4%	29.7%	31.0%
%H		49.8%	15.6%	69.9%	35.2%	34.9%	88.7%
40" and over	655	362	94	427	234	193	623
%V	31.0%	35.3%	30.8%	28.1%	31.6%	24.8%	32.9%
%H		55.3%	14.4%	65.2%	35.7%	29.5%	95.1%
Don't know	35	16	4	22	8	14	28
%V	1.7%	1.6%	1.3%	1.4%	1.1%	1.8%	1.5%
%H		45.7%	11.4%	62.9%	22.9%	40.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2113	1026	305	1518	741	777	1896
%H		48.6%	14.4%	71.8%	35.1%	36.8%	89.7%
Main living room	1062	466	141	737	290	447	916
%V	50.3%	45.4%	46.2%	48.6%	39.1%	57.5%	48.3%
%H		43.9%	13.3%	69.4%	27.3%	42.1%	86.3%
Kitchen	110	58	15	87	48	39	100
%V	5.2%	5.7%	4.9%	5.7%	6.5%	5.0%	5.3%
%H		52.7%	13.6%	79.1%	43.6%	35.5%	90.9%
Adult's bedroom	532	259	93	391	211	179	488
%V	25.2%	25.2%	30.5%	25.8%	28.5%	23.0%	25.7%
%H		48.7%	17.5%	73.5%	39.7%	33.6%	91.7%
Child's bedroom	123	77	18	86	60	26	121
%V	5.8%	7.5%	5.9%	5.7%	8.1%	3.3%	6.4%
%H		62.6%	14.6%	69.9%	48.8%	21.1%	98.4%
Other bedroom	123	70	20	93	57	36	117
%V	5.8%	6.8%	6.6%	6.1%	7.7%	4.6%	6.2%
%H		56.9%	16.3%	75.6%	46.3%	29.3%	95.1%
Second living/dining room	87	46	12	63	33	30	82
%V	4.1%	4.5%	3.9%	4.2%	4.5%	3.9%	4.3%
%H		52.9%	13.8%	72.4%	37.9%	34.5%	94.3%
Study/office	25	16	3	20	12	7	23
%V	1.2%	1.6%	1.0%	1.3%	1.6%	0.9%	1.2%
%H		64.0%	12.0%	80.0%	48.0%	28.0%	92.0%
TV room	11	9	0	9	6	3	11
%V	0.5%	0.9%	0.0%	0.6%	0.8%	0.4%	0.6%
%H		81.8%	0.0%	81.8%	54.5%	27.3%	100.0%
Conservatory	19	12	3	16	11	5	19
%V	0.9%	1.2%	1.0%	1.1%	1.5%	0.6%	1.0%
%H		63.2%	15.8%	84.2%	57.9%	26.3%	100.0%
Attic or loft room	4	2	1	2	2	1	4
%V	0.2%	0.2%	0.3%	0.1%	0.3%	0.1%	0.2%
%H		50.0%	25.0%	50.0%	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	15	11	1	14	10	4	15
%V	0.7%	1.1%	0.3%	0.9%	1.3%	0.5%	0.8%
%H		73.3%	6.7%	93.3%	66.7%	26.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2113	1026	305	1518	741	777	1896
%H		48.6%	14.4%	71.8%	35.1%	36.8%	89.7%
PVR	905	529	161	562	336	226	836
%V	42.8%	51.6%	52.8%	37.0%	45.3%	29.1%	44.1%
%H		58.5%	17.8%	62.1%	37.1%	25.0%	92.4%
DVDR	37	9	6	30	9	22	31
%V	1.8%	0.9%	2.0%	2.0%	1.2%	2.8%	1.6%
%H		24.3%	16.2%	81.1%	24.3%	59.5%	83.8%
VCR	15	5	1	14	5	9	12
%V	0.7%	0.5%	0.3%	0.9%	0.7%	1.2%	0.6%
%H		33.3%	6.7%	93.3%	33.3%	60.0%	80.0%
Any recorder	929	536	163	584	342	241	855
%V	44.0%	52.2%	53.4%	38.5%	46.2%	31.0%	45.1%
%H		57.7%	17.5%	62.9%	36.8%	25.9%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: 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	2113	1026	305	1518	741	777	1896
%H		48.6%	14.4%	71.8%	35.1%	36.8%	89.7%
Receives HDTV (via STB or built-in reception)	983	519	183	671	378	293	926
%V	46.5%	50.6%	60.0%	44.2%	51.0%	37.7%	48.8%
%H		52.8%	18.6%	68.3%	38.5%	29.8%	94.2%
DVD/Blu-ray player or recorder	1215	581	176	876	421	455	1097
%V	57.5%	56.6%	57.7%	57.7%	56.8%	58.6%	57.9%
%H		47.8%	14.5%	72.1%	34.7%	37.4%	90.3%

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 2.15: 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	1065	467	140	737	289	448	918
%H		43.8%	13.1%	69.2%	27.1%	42.1%	86.2%
Under 20"	12	1	0	11	1	10	7
%V	1.1%	0.2%	0.0%	1.5%	0.3%	2.2%	0.8%
%H		8.3%	0.0%	91.7%	8.3%	83.3%	58.3%
20" - 29"	143	34	17	109	18	92	99
%V	13.4%	7.3%	12.1%	14.8%	6.2%	20.5%	10.8%
%H		23.8%	11.9%	76.2%	12.6%	64.3%	69.2%
30" - 39"	375	154	51	265	95	170	310
%V	35.2%	33.0%	36.4%	36.0%	32.9%	37.9%	33.8%
%H		41.1%	13.6%	70.7%	25.3%	45.3%	82.7%
40" and over	519	273	71	342	174	168	491
%V	48.7%	58.5%	50.7%	46.4%	60.2%	37.5%	53.5%
%H		52.6%	13.7%	65.9%	33.5%	32.4%	94.6%
Don't know	16	6	1	10	1	9	12
%V	1.5%	1.3%	0.7%	1.4%	0.3%	2.0%	1.3%
%H		37.5%	6.3%	62.5%	6.3%	56.3%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1065	467	140	737	289	448	918
%H		43.8%	13.1%	69.2%	27.1%	42.1%	86.2%
PVR	693	389	114	443	246	197	635
%V	65.1%	83.3%	81.4%	60.1%	85.1%	44.0%	69.2%
%H		56.1%	16.5%	63.9%	35.5%	28.4%	91.6%
DVDR	24	6	5	19	5	14	19
%V	2.3%	1.3%	3.6%	2.6%	1.7%	3.1%	2.1%
%H		25.0%	20.8%	79.2%	20.8%	58.3%	79.2%
VCR	12	3	1	10	3	8	9
%V	1.1%	0.6%	0.7%	1.4%	1.0%	1.8%	1.0%
%H		25.0%	8.3%	83.3%	25.0%	66.7%	75.0%
Any recorder	707	392	115	455	249	207	646
%V	66.4%	83.9%	82.1%	61.7%	86.2%	46.2%	70.4%
%H		55.4%	16.3%	64.4%	35.2%	29.3%	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	1065	467	140	737	289	448	918
%H		43.8%	13.1%	69.2%	27.1%	42.1%	86.2%
Receives HDTV (via STB or built-in reception)	678	351	117	452	235	217	627
%V	63.7%	75.2%	83.6%	61.3%	81.3%	48.4%	68.3%
%H		51.8%	17.3%	66.7%	34.7%	32.0%	92.5%
DVD/Blu-ray player or recorder	768	344	103	538	220	318	675
%V	72.1%	73.7%	73.6%	73.0%	76.1%	71.0%	73.5%
%H		44.8%	13.4%	70.1%	28.6%	41.4%	87.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1049	559	165	781	452	329	978
%H		53.3%	15.7%	74.5%	43.1%	31.4%	93.2%
Under 20"	283	132	43	233	123	110	253
%V	27.0%	23.6%	26.1%	29.8%	27.2%	33.4%	25.9%
%H		46.6%	15.2%	82.3%	43.5%	38.9%	89.4%
20" - 29"	324	152	44	253	125	128	300
%V	30.9%	27.2%	26.7%	32.4%	27.7%	38.9%	30.7%
%H		46.9%	13.6%	78.1%	38.6%	39.5%	92.6%
30" - 39"	287	176	52	198	137	61	277
%V	27.4%	31.5%	31.5%	25.4%	30.3%	18.5%	28.3%
%H		61.3%	18.1%	69.0%	47.7%	21.3%	96.5%
40" and over	137	89	23	85	60	25	132
%V	13.1%	15.9%	13.9%	10.9%	13.3%	7.6%	13.5%
%H		65.0%	16.8%	62.0%	43.8%	18.2%	96.4%
Don't know	19	10	4	12	7	5	17
%V	1.8%	1.8%	2.4%	1.5%	1.5%	1.5%	1.7%
%H		52.6%	21.1%	63.2%	36.8%	26.3%	89.5%

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	1049	559	165	781	452	329	978
%H		53.3%	15.7%	74.5%	43.1%	31.4%	93.2%
PVR	212	140	47	119	90	28	200
%V	20.2%	25.0%	28.5%	15.2%	19.9%	8.5%	20.4%
%H		66.0%	22.2%	56.1%	42.5%	13.2%	94.3%
DVDR	13	4	1	12	4	8	12
%V	1.2%	0.7%	0.6%	1.5%	0.9%	2.4%	1.2%
%H		30.8%	7.7%	92.3%	30.8%	61.5%	92.3%
VCR	4	2	0	4	2	2	3
%V	0.4%	0.4%	0.0%	0.5%	0.4%	0.6%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	75.0%
Any recorder	222	143	48	128	94	35	209
%V	21.2%	25.6%	29.1%	16.4%	20.8%	10.6%	21.4%
%H		64.4%	21.6%	57.7%	42.3%	15.8%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.20: 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	1049	559	165	781	452	329	978
%H		53.3%	15.7%	74.5%	43.1%	31.4%	93.2%
Receives HDTV (via STB or built-in reception)	305	168	66	219	142	77	298
%V	29.1%	30.1%	40.0%	28.0%	31.4%	23.4%	30.5%
%H		55.1%	21.6%	71.8%	46.6%	25.2%	97.7%
DVD/Blu-ray player or recorder	447	237	73	337	201	137	422
%V	42.6%	42.4%	44.2%	43.1%	44.5%	41.6%	43.1%
%H		53.0%	16.3%	75.4%	45.0%	30.6%	94.4%

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

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	2611	2471	1198	351	1647	747	899	2393
%H		94.6%	45.9%	13.4%	63.1%	28.6%	34.4%	91.7%
Total Children	497	473	261	66	292	154	138	481
%V	19.0%	19.1%	21.8%	18.8%	17.7%	20.6%	15.4%	20.1%
%H		95.2%	52.5%	13.3%	58.8%	31.0%	27.8%	96.8%
0 - 3	117	109	56	17	64	30	33	111
%V	4.5%	4.4%	4.7%	4.8%	3.9%	4.0%	3.7%	4.6%
%H		93.2%	47.9%	14.5%	54.7%	25.6%	28.2%	94.9%
4 - 15	379	364	205	49	228	124	104	369
%V	14.5%	14.7%	17.1%	14.0%	13.8%	16.6%	11.6%	15.4%
%H		96.0%	54.1%	12.9%	60.2%	32.7%	27.4%	97.4%
4 - 9	201	190	111	19	121	64	58	193
%V	7.7%	7.7%	9.3%	5.4%	7.3%	8.6%	6.5%	8.1%
%H		94.5%	55.2%	9.5%	60.2%	31.8%	28.9%	96.0%
10 - 15	179	174	94	30	107	60	47	176
%V	6.9%	7.0%	7.8%	8.5%	6.5%	8.0%	5.2%	7.4%
%H		97.2%	52.5%	16.8%	59.8%	33.5%	26.3%	98.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2611	2471	1198	351	1647	747	899	2393
%H		94.6%	45.9%	13.4%	63.1%	28.6%	34.4%	91.7%
Total Adults (16+)	2114	1998	937	284	1355	593	762	1913
%V	81.0%	80.9%	78.2%	80.9%	82.3%	79.4%	84.8%	79.9%
%H		94.5%	44.3%	13.4%	64.1%	28.1%	36.0%	90.5%
16 - 19	123	109	56	22	68	36	32	120
%V	4.7%	4.4%	4.7%	6.3%	4.1%	4.8%	3.6%	5.0%
%H		88.6%	45.5%	17.9%	55.3%	29.3%	26.0%	97.6%
20 - 24	151	129	48	18	85	33	52	147
%V	5.8%	5.2%	4.0%	5.1%	5.2%	4.4%	5.8%	6.1%
%H		85.4%	31.8%	11.9%	56.3%	21.9%	34.4%	97.4%
25 - 34	307	276	129	29	161	56	104	296
%V	11.8%	11.2%	10.8%	8.3%	9.8%	7.5%	11.6%	12.4%
%H		89.9%	42.0%	9.4%	52.4%	18.2%	33.9%	96.4%
35 - 44	314	295	165	49	193	111	82	303
%V	12.0%	11.9%	13.8%	14.0%	11.7%	14.9%	9.1%	12.7%
%H		93.9%	52.5%	15.6%	61.5%	35.4%	26.1%	96.5%
45 - 54	381	364	166	72	244	119	125	360
%V	14.6%	14.7%	13.9%	20.5%	14.8%	15.9%	13.9%	15.0%
%H		95.5%	43.6%	18.9%	64.0%	31.2%	32.8%	94.5%
55 - 64	324	318	165	40	211	94	117	311
%V	12.4%	12.9%	13.8%	11.4%	12.8%	12.6%	13.0%	13.0%
%H		98.1%	50.9%	12.3%	65.1%	29.0%	36.1%	96.0%
65+	513	508	209	54	394	144	250	376
%V	19.6%	20.6%	17.4%	15.4%	23.9%	19.3%	27.8%	15.7%
%H		99.0%	40.7%	10.5%	76.8%	28.1%	48.7%	73.3%

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+)	2114	1998	937	284	1355	593	762	1913
%H		94.5%	44.3%	13.4%	64.1%	28.1%	36.0%	90.5%
AB	624	596	304	87	405	197	208	605
%V	29.5%	29.8%	32.4%	30.6%	29.9%	33.2%	27.3%	31.6%
%H		95.5%	48.7%	13.9%	64.9%	31.6%	33.3%	97.0%
C1	676	625	285	91	428	189	239	631
%V	32.0%	31.3%	30.4%	32.0%	31.6%	31.9%	31.4%	33.0%
%H		92.5%	42.2%	13.5%	63.3%	28.0%	35.4%	93.3%
C2	392	380	186	58	254	120	135	348
%V	18.5%	19.0%	19.9%	20.4%	18.7%	20.2%	17.7%	18.2%
%H		96.9%	47.4%	14.8%	64.8%	30.6%	34.4%	88.8%
D	282	265	112	38	176	64	112	237
%V	13.3%	13.3%	12.0%	13.4%	13.0%	10.8%	14.7%	12.4%
%H		94.0%	39.7%	13.5%	62.4%	22.7%	39.7%	84.0%
E	141	132	50	11	92	23	69	91
%V	6.7%	6.6%	5.3%	3.9%	6.8%	3.9%	9.1%	4.8%
%H		93.6%	35.5%	7.8%	65.2%	16.3%	48.9%	64.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.24: 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+)	2114	1998	937	284	1355	593	762	1913
%H		94.5%	44.3%	13.4%	64.1%	28.1%	36.0%	90.5%
Working full time	962	910	442	153	583	277	306	933
%V	45.5%	45.5%	47.2%	53.9%	43.0%	46.7%	40.2%	48.8%
%H		94.6%	45.9%	15.9%	60.6%	28.8%	31.8%	97.0%
Working part time	239	226	110	26	158	70	88	227
%V	11.3%	11.3%	11.7%	9.2%	11.7%	11.8%	11.5%	11.9%
%H		94.6%	46.0%	10.9%	66.1%	29.3%	36.8%	95.0%
Not working	913	862	384	106	614	246	368	752
%V	43.2%	43.1%	41.0%	37.3%	45.3%	41.5%	48.3%	39.3%
%H		94.4%	42.1%	11.6%	67.3%	26.9%	40.3%	82.4%
Housewife/Houseperson	1125	1065	467	140	737	289	448	968
%V	53.2%	53.3%	49.8%	49.3%	54.4%	48.7%	58.8%	50.6%
%H		94.7%	41.5%	12.4%	65.5%	25.7%	39.8%	86.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1026	955	458	146	640	298	343	946
%H		93.1%	44.6%	14.2%	62.4%	29.0%	33.4%	92.2%
16 - 19	62	49	26	10	32	18	14	61
%V	6.0%	5.1%	5.7%	6.8%	5.0%	6.0%	4.1%	6.4%
%H		79.0%	41.9%	16.1%	51.6%	29.0%	22.6%	98.4%
20 - 24	78	66	27	11	39	18	20	77
%V	7.6%	6.9%	5.9%	7.5%	6.1%	6.0%	5.8%	8.1%
%H		84.6%	34.6%	14.1%	50.0%	23.1%	25.6%	98.7%
25 - 34	160	140	57	19	85	28	57	155
%V	15.6%	14.7%	12.4%	13.0%	13.3%	9.4%	16.6%	16.4%
%H		87.5%	35.6%	11.9%	53.1%	17.5%	35.6%	96.9%
35 - 44	152	142	81	21	91	50	40	147
%V	14.8%	14.9%	17.7%	14.4%	14.2%	16.8%	11.7%	15.5%
%H		93.4%	53.3%	13.8%	59.9%	32.9%	26.3%	96.7%
45 - 54	185	175	83	35	117	61	56	174
%V	18.0%	18.3%	18.1%	24.0%	18.3%	20.5%	16.3%	18.4%
%H		94.6%	44.9%	18.9%	63.2%	33.0%	30.3%	94.1%
55 - 64	159	156	81	22	106	51	55	152
%V	15.5%	16.3%	17.7%	15.1%	16.6%	17.1%	16.0%	16.1%
%H		98.1%	50.9%	13.8%	66.7%	32.1%	34.6%	95.6%
65+	231	226	102	28	171	71	99	182
%V	22.5%	23.7%	22.3%	19.2%	26.7%	23.8%	28.9%	19.2%
%H		97.8%	44.2%	12.1%	74.0%	30.7%	42.9%	78.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1026	955	458	146	640	298	343	946
%H		93.1%	44.6%	14.2%	62.4%	29.0%	33.4%	92.2%
AB	316	297	153	45	201	101	101	308
%V	30.8%	31.1%	33.4%	30.8%	31.4%	33.9%	29.4%	32.6%
%H		94.0%	48.4%	14.2%	63.6%	32.0%	32.0%	97.5%
C1	317	289	137	46	192	92	100	304
%V	30.9%	30.3%	29.9%	31.5%	30.0%	30.9%	29.2%	32.1%
%H		91.2%	43.2%	14.5%	60.6%	29.0%	31.5%	95.9%
C2	206	198	91	33	135	61	73	180
%V	20.1%	20.7%	19.9%	22.6%	21.1%	20.5%	21.3%	19.0%
%H		96.1%	44.2%	16.0%	65.5%	29.6%	35.4%	87.4%
D	134	122	57	20	78	34	43	117
%V	13.1%	12.8%	12.4%	13.7%	12.2%	11.4%	12.5%	12.4%
%H		91.0%	42.5%	14.9%	58.2%	25.4%	32.1%	87.3%
E	53	50	20	3	34	9	25	38
%V	5.2%	5.2%	4.4%	2.1%	5.3%	3.0%	7.3%	4.0%
%H		94.3%	37.7%	5.7%	64.2%	17.0%	47.2%	71.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1026	955	458	146	640	298	343	946
%H		93.1%	44.6%	14.2%	62.4%	29.0%	33.4%	92.2%
Working full time	598	561	272	99	360	176	185	581
%V	58.3%	58.7%	59.4%	67.8%	56.3%	59.1%	53.9%	61.4%
%H		93.8%	45.5%	16.6%	60.2%	29.4%	30.9%	97.2%
Working part time	53	48	23	5	33	14	19	48
%V	5.2%	5.0%	5.0%	3.4%	5.2%	4.7%	5.5%	5.1%
%H		90.6%	43.4%	9.4%	62.3%	26.4%	35.8%	90.6%
Not working	374	347	164	42	247	108	139	317
%V	36.5%	36.3%	35.8%	28.8%	38.6%	36.2%	40.5%	33.5%
%H		92.8%	43.9%	11.2%	66.0%	28.9%	37.2%	84.8%
Housewife/Houseperson	220	192	78	29	136	52	84	178
%V	21.4%	20.1%	17.0%	19.9%	21.3%	17.4%	24.5%	18.8%
%H		87.3%	35.5%	13.2%	61.8%	23.6%	38.2%	80.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1088	1042	479	139	714	295	419	966
%H		95.8%	44.0%	12.8%	65.6%	27.1%	38.5%	88.8%
16 - 19	61	60	30	13	36	18	18	59
%V	5.6%	5.8%	6.3%	9.4%	5.0%	6.1%	4.3%	6.1%
%H		98.4%	49.2%	21.3%	59.0%	29.5%	29.5%	96.7%
20 - 24	74	62	21	7	46	15	31	70
%V	6.8%	6.0%	4.4%	5.0%	6.4%	5.1%	7.4%	7.2%
%H		83.8%	28.4%	9.5%	62.2%	20.3%	41.9%	94.6%
25 - 34	148	135	72	10	76	29	47	141
%V	13.6%	13.0%	15.0%	7.2%	10.6%	9.8%	11.2%	14.6%
%H		91.2%	48.6%	6.8%	51.4%	19.6%	31.8%	95.3%
35 - 44	162	152	84	28	102	61	41	156
%V	14.9%	14.6%	17.5%	20.1%	14.3%	20.7%	9.8%	16.1%
%H		93.8%	51.9%	17.3%	63.0%	37.7%	25.3%	96.3%
45 - 54	197	189	83	36	127	58	69	186
%V	18.1%	18.1%	17.3%	25.9%	17.8%	19.7%	16.5%	19.3%
%H		95.9%	42.1%	18.3%	64.5%	29.4%	35.0%	94.4%
55 - 64	165	162	83	18	104	43	62	159
%V	15.2%	15.5%	17.3%	12.9%	14.6%	14.6%	14.8%	16.5%
%H		98.2%	50.3%	10.9%	63.0%	26.1%	37.6%	96.4%
65+	283	281	106	26	223	72	151	194
%V	26.0%	27.0%	22.1%	18.7%	31.2%	24.4%	36.0%	20.1%
%H		99.3%	37.5%	9.2%	78.8%	25.4%	53.4%	68.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1088	1042	479	139	714	295	419	966
%H		95.8%	44.0%	12.8%	65.6%	27.1%	38.5%	88.8%
AB	308	299	151	42	204	96	107	297
%V	28.3%	28.7%	31.5%	30.2%	28.6%	32.5%	25.5%	30.7%
%H		97.1%	49.0%	13.6%	66.2%	31.2%	34.7%	96.4%
C1	359	336	148	45	235	97	139	327
%V	33.0%	32.2%	30.9%	32.4%	32.9%	32.9%	33.2%	33.9%
%H		93.6%	41.2%	12.5%	65.5%	27.0%	38.7%	91.1%
C2	186	182	94	25	119	58	61	168
%V	17.1%	17.5%	19.6%	18.0%	16.7%	19.7%	14.6%	17.4%
%H		97.8%	50.5%	13.4%	64.0%	31.2%	32.8%	90.3%
D	148	143	56	19	98	30	68	121
%V	13.6%	13.7%	11.7%	13.7%	13.7%	10.2%	16.2%	12.5%
%H		96.6%	37.8%	12.8%	66.2%	20.3%	45.9%	81.8%
E	88	82	30	8	57	14	43	53
%V	8.1%	7.9%	6.3%	5.8%	8.0%	4.7%	10.3%	5.5%
%H		93.2%	34.1%	9.1%	64.8%	15.9%	48.9%	60.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1088	1042	479	139	714	295	419	966
%H		95.8%	44.0%	12.8%	65.6%	27.1%	38.5%	88.8%
Working full time	364	349	170	54	222	101	121	352
%V	33.5%	33.5%	35.5%	38.8%	31.1%	34.2%	28.9%	36.4%
%H		95.9%	46.7%	14.8%	61.0%	27.7%	33.2%	96.7%
Working part time	186	178	88	21	125	57	69	179
%V	17.1%	17.1%	18.4%	15.1%	17.5%	19.3%	16.5%	18.5%
%H		95.7%	47.3%	11.3%	67.2%	30.6%	37.1%	96.2%
Not working	539	515	221	64	367	138	229	435
%V	49.5%	49.4%	46.1%	46.0%	51.4%	46.8%	54.7%	45.0%
%H		95.5%	41.0%	11.9%	68.1%	25.6%	42.5%	80.7%
Housewife/Houseperson	905	872	389	111	601	237	364	790
%V	83.2%	83.7%	81.2%	79.9%	84.2%	80.3%	86.9%	81.8%
%H		96.4%	43.0%	12.3%	66.4%	26.2%	40.2%	87.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3674	3526	1324	705	2756	1267	1489	3016
%H (All HH)		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%
%H (TV HH)			37.5%	20.0%	78.2%	35.9%	42.2%	
AB	858	831	359	147	648	324	324	815
%V	23.4%	23.6%	27.1%	20.9%	23.5%	25.6%	21.8%	27.0%
%H (All HH)		96.9%	41.8%	17.1%	75.5%	37.8%	37.8%	95.0%
%H (TV HH)			43.2%	17.7%	78.0%	39.0%	39.0%	
C1	979	930	351	206	716	346	371	860
%V	26.6%	26.4%	26.5%	29.2%	26.0%	27.3%	24.9%	28.5%
%H (All HH)		95.0%	35.9%	21.0%	73.1%	35.3%	37.9%	87.8%
%H (TV HH)			37.7%	22.2%	77.0%	37.2%	39.9%	
C2	747	727	261	165	587	291	296	618
%V	20.3%	20.6%	19.7%	23.4%	21.3%	23.0%	19.9%	20.5%
%H (All HH)		97.3%	34.9%	22.1%	78.6%	39.0%	39.6%	82.7%
%H (TV HH)			35.9%	22.7%	80.7%	40.0%	40.7%	
D	677	644	243	129	491	217	275	498
%V	18.4%	18.3%	18.4%	18.3%	17.8%	17.1%	18.5%	16.5%
%H (All HH)		95.1%	35.9%	19.1%	72.5%	32.1%	40.6%	73.6%
%H (TV HH)			37.7%	20.0%	76.2%	33.7%	42.7%	
E	415	394	110	58	313	90	223	225
%V	11.3%	11.2%	8.3%	8.2%	11.4%	7.1%	15.0%	7.5%
%H (All HH)		94.9%	26.5%	14.0%	75.4%	21.7%	53.7%	54.2%
%H (TV HH)			27.9%	14.7%	79.4%	22.8%	56.6%	

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

October 2015 - September 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	3674	3526	1324	705	2756	1267	1489	3016
%H (All HH)		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%
%H (TV HH)			37.5%	20.0%	78.2%	35.9%	42.2%	
Under 25	188	155	48	27	110	43	67	177
%V	5.1%	4.4%	3.6%	3.8%	4.0%	3.4%	4.5%	5.9%
%H (All HH)		82.4%	25.5%	14.4%	58.5%	22.9%	35.6%	94.1%
%H (TV HH)			31.0%	17.4%	71.0%	27.7%	43.2%	
25 - 34	564	519	237	107	349	179	170	534
%V	15.4%	14.7%	17.9%	15.2%	12.7%	14.1%	11.4%	17.7%
%H (All HH)		92.0%	42.0%	19.0%	61.9%	31.7%	30.1%	94.7%
%H (TV HH)			45.7%	20.6%	67.2%	34.5%	32.8%	
35 - 44	598	574	268	128	414	241	173	567
%V	16.3%	16.3%	20.2%	18.2%	15.0%	19.0%	11.6%	18.8%
%H (All HH)		96.0%	44.8%	21.4%	69.2%	40.3%	28.9%	94.8%
%H (TV HH)			46.7%	22.3%	72.1%	42.0%	30.1%	
45 - 54	693	676	277	163	537	294	244	645
%V	18.9%	19.2%	20.9%	23.1%	19.5%	23.2%	16.4%	21.4%
%H (All HH)		97.5%	40.0%	23.5%	77.5%	42.4%	35.2%	93.1%
%H (TV HH)			41.0%	24.1%	79.4%	43.5%	36.1%	
55 - 64	601	586	220	132	473	238	235	524
%V	16.4%	16.6%	16.6%	18.7%	17.2%	18.8%	15.8%	17.4%
%H (All HH)		97.5%	36.6%	22.0%	78.7%	39.6%	39.1%	87.2%
%H (TV HH)			37.5%	22.5%	80.7%	40.6%	40.1%	
65 +	1031	1017	273	149	873	273	600	569
%V	28.1%	28.8%	20.6%	21.1%	31.7%	21.5%	40.3%	18.9%
%H (All HH)		98.6%	26.5%	14.5%	84.7%	26.5%	58.2%	55.2%
%H (TV HH)			26.8%	14.7%	85.8%	26.8%	59.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	3674	3526	1324	705	2756	1267	1489	3016
%H (All HH)		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%
%H (TV HH)			37.5%	20.0%	78.2%	35.9%	42.2%	
1	1105	1030	254	132	870	235	635	638
%V	30.1%	29.2%	19.2%	18.7%	31.6%	18.5%	42.6%	21.2%
%H (All HH)		93.2%	23.0%	11.9%	78.7%	21.3%	57.5%	57.7%
%H (TV HH)			24.7%	12.8%	84.5%	22.8%	61.7%	
2	1266	1231	464	263	965	464	501	1118
%V	34.5%	34.9%	35.0%	37.3%	35.0%	36.6%	33.6%	37.1%
%H (All HH)		97.2%	36.7%	20.8%	76.2%	36.7%	39.6%	88.3%
%H (TV HH)			37.7%	21.4%	78.4%	37.7%	40.7%	
3	578	561	260	138	422	256	166	550
%V	15.7%	15.9%	19.6%	19.6%	15.3%	20.2%	11.1%	18.2%
%H (All HH)		97.1%	45.0%	23.9%	73.0%	44.3%	28.7%	95.2%
%H (TV HH)			46.3%	24.6%	75.2%	45.6%	29.6%	
4	458	443	210	104	322	196	126	448
%V	12.5%	12.6%	15.9%	14.8%	11.7%	15.5%	8.5%	14.9%
%H (All HH)		96.7%	45.9%	22.7%	70.3%	42.8%	27.5%	97.8%
%H (TV HH)			47.4%	23.5%	72.7%	44.2%	28.4%	
5+	268	261	136	68	177	116	61	262
%V	7.3%	7.4%	10.3%	9.6%	6.4%	9.2%	4.1%	8.7%
%H (All HH)		97.4%	50.7%	25.4%	66.0%	43.3%	22.8%	97.8%
%H (TV HH)			52.1%	26.1%	67.8%	44.4%	23.4%	
Average HH size	2.36	2.38	2.68	2.64	2.30	2.64	2.00	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

October 2015 - September 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	3674	3526	1324	705	2756	1267	1489	3016
%V (All HH)		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%
%H (TV HH)			37.5%	20.0%	78.2%	35.9%	42.2%	
Without	2717	2598	884	485	2110	887	1223	2090
%V	74.0%	73.7%	66.8%	68.8%	76.6%	70.0%	82.1%	69.3%
%H (All HH)		95.6%	32.5%	17.9%	77.7%	32.6%	45.0%	76.9%
%H (TV HH)			34.0%	18.7%	81.2%	34.1%	47.1%	
With	957	928	440	221	646	380	266	926
%V	26.0%	26.3%	33.2%	31.3%	23.4%	30.0%	17.9%	30.7%
%H (All HH)		97.0%	46.0%	23.1%	67.5%	39.7%	27.8%	96.8%
%H (TV HH)			47.4%	23.8%	69.6%	40.9%	28.7%	
0 - 3	374	356	176	82	235	139	96	357
%V	10.2%	10.1%	13.3%	11.6%	8.5%	11.0%	6.4%	11.8%
%H (All HH)		95.2%	47.1%	21.9%	62.8%	37.2%	25.7%	95.5%
%H (TV HH)			49.4%	23.0%	66.0%	39.0%	27.0%	
4 - 9	494	478	232	108	322	186	136	475
%V	13.4%	13.6%	17.5%	15.3%	11.7%	14.7%	9.1%	15.7%
%H (All HH)		96.8%	47.0%	21.9%	65.2%	37.7%	27.5%	96.2%
%H (TV HH)			48.5%	22.6%	67.4%	38.9%	28.5%	
10 - 15	452	445	208	115	324	196	128	445
%V	12.3%	12.6%	15.7%	16.3%	11.8%	15.5%	8.6%	14.8%
%H (All HH)		98.5%	46.0%	25.4%	71.7%	43.4%	28.3%	98.5%
%H (TV HH)			46.7%	25.8%	72.8%	44.0%	28.8%	

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

October 2015 - September 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	3674	3526	1324	705	2756	1267	1489	3016
%H (All HH)		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%
%H (TV HH)			37.5%	20.0%	78.2%	35.9%	42.2%	
1	1419	1419	433	224	1010	284	727	1040
%V	38.6%	40.2%	32.7%	31.8%	36.6%	22.4%	48.8%	34.5%
%H (All HH)		100.0%	30.5%	15.8%	71.2%	20.0%	51.2%	73.3%
%H (TV HH)			30.5%	15.8%	71.2%	20.0%	51.2%	
2	1179	1179	458	245	947	462	484	993
%V	32.1%	33.4%	34.6%	34.8%	34.4%	36.5%	32.5%	32.9%
%H (All HH)		100.0%	38.8%	20.8%	80.3%	39.2%	41.1%	84.2%
%H (TV HH)			38.8%	20.8%	80.3%	39.2%	41.1%	
3	565	565	247	138	482	295	187	520
%V	15.4%	16.0%	18.7%	19.6%	17.5%	23.3%	12.6%	17.2%
%H (All HH)		100.0%	43.7%	24.4%	85.3%	52.2%	33.1%	92.0%
%H (TV HH)			43.7%	24.4%	85.3%	52.2%	33.1%	
4	243	243	122	65	211	147	64	237
%V	6.6%	6.9%	9.2%	9.2%	7.7%	11.6%	4.3%	7.9%
%H (All HH)		100.0%	50.2%	26.7%	86.8%	60.5%	26.3%	97.5%
%H (TV HH)			50.2%	26.7%	86.8%	60.5%	26.3%	
5+	119	119	64	33	105	79	27	117
%V	3.2%	3.4%	4.8%	4.7%	3.8%	6.2%	1.8%	3.9%
%H (All HH)		100.0%	53.8%	27.7%	88.2%	66.4%	22.7%	98.3%
%H (TV HH)			53.8%	27.7%	88.2%	66.4%	22.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

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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	3674	3526	1324	705	2756	1267	1489	3016
%H (All HH)		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%
%H (TV HH)			37.5%	20.0%	78.2%	35.9%	42.2%	
Under 20"	596	596	222	117	523	261	262	502
%V	16.2%	16.9%	16.8%	16.6%	19.0%	20.6%	17.6%	16.6%
%H (All HH)		100.0%	37.2%	19.6%	87.8%	43.8%	44.0%	84.2%
%H (TV HH)			37.2%	19.6%	87.8%	43.8%	44.0%	
20" - 29"	1182	1182	430	231	1006	475	531	960
%V	32.2%	33.5%	32.5%	32.8%	36.5%	37.5%	35.7%	31.8%
%H (All HH)		100.0%	36.4%	19.5%	85.1%	40.2%	44.9%	81.2%
%H (TV HH)			36.4%	19.5%	85.1%	40.2%	44.9%	
30" - 39"	1878	1878	693	397	1513	723	790	1565
%V	51.1%	53.3%	52.3%	56.3%	54.9%	57.1%	53.1%	51.9%
%H (All HH)		100.0%	36.9%	21.1%	80.6%	38.5%	42.1%	83.3%
%H (TV HH)			36.9%	21.1%	80.6%	38.5%	42.1%	
40" and over	1845	1845	860	437	1388	828	559	1694
%V	50.2%	52.3%	65.0%	62.0%	50.4%	65.4%	37.5%	56.2%
%H (All HH)		100.0%	46.6%	23.7%	75.2%	44.9%	30.3%	91.8%
%H (TV HH)			46.6%	23.7%	75.2%	44.9%	30.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

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	3674	3526	1324	705	2756	1267	1489	3016
%H (All HH)		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%
%H (TV HH)			37.5%	20.0%	78.2%	35.9%	42.2%	
Main living room	3492	3492	1314	699	2736	1261	1475	2881
%V	95.0%	99.0%	99.2%	99.1%	99.3%	99.5%	99.1%	95.5%
%H (All HH)		100.0%	37.6%	20.0%	78.4%	36.1%	42.2%	82.5%
%H (TV HH)			37.6%	20.0%	78.4%	36.1%	42.2%	
Kitchen	425	425	180	78	379	206	173	367
%V	11.6%	12.1%	13.6%	11.1%	13.8%	16.3%	11.6%	12.2%
%H (All HH)		100.0%	42.4%	18.4%	89.2%	48.5%	40.7%	86.4%
%H (TV HH)			42.4%	18.4%	89.2%	48.5%	40.7%	
Adult's bedroom	1589	1589	675	372	1331	770	561	1417
%V	43.2%	45.1%	51.0%	52.8%	48.3%	60.8%	37.7%	47.0%
%H (All HH)		100.0%	42.5%	23.4%	83.8%	48.5%	35.3%	89.2%
%H (TV HH)			42.5%	23.4%	83.8%	48.5%	35.3%	
Child's bedroom	339	339	164	98	259	175	84	334
%V	9.2%	9.6%	12.4%	13.9%	9.4%	13.8%	5.6%	11.1%
%H (All HH)		100.0%	48.4%	28.9%	76.4%	51.6%	24.8%	98.5%
%H (TV HH)			48.4%	28.9%	76.4%	51.6%	24.8%	
Other bedroom	213	213	104	47	183	115	68	201
%V	5.8%	6.0%	7.9%	6.7%	6.6%	9.1%	4.6%	6.7%
%H (All HH)		100.0%	48.8%	22.1%	85.9%	54.0%	31.9%	94.4%
%H (TV HH)			48.8%	22.1%	85.9%	54.0%	31.9%	
Second living/dining room	351	351	159	93	293	183	110	310
%V	9.6%	10.0%	12.0%	13.2%	10.6%	14.4%	7.4%	10.3%
%H (All HH)		100.0%	45.3%	26.5%	83.5%	52.1%	31.3%	88.3%
%H (TV HH)			45.3%	26.5%	83.5%	52.1%	31.3%	
Study/office	54	54	30	13	44	33	12	53
%V	1.5%	1.5%	2.3%	1.8%	1.6%	2.6%	0.8%	1.8%
%H (All HH)		100.0%	55.6%	24.1%	81.5%	61.1%	22.2%	98.1%
%H (TV HH)			55.6%	24.1%	81.5%	61.1%	22.2%	
TV room	24	24	11	5	20	10	9	24
%V	0.7%	0.7%	0.8%	0.7%	0.7%	0.8%	0.6%	0.8%
%H (All HH)		100.0%	45.8%	20.8%	83.3%	41.7%	37.5%	100.0%
%H (TV HH)			45.8%	20.8%	83.3%	41.7%	37.5%	
Conservatory	84	84	36	23	68	42	26	77
%V	2.3%	2.4%	2.7%	3.3%	2.5%	3.3%	1.7%	2.6%
%H (All HH)		100.0%	42.9%	27.4%	81.0%	50.0%	31.0%	91.7%
%H (TV HH)			42.9%	27.4%	81.0%	50.0%	31.0%	
Attic or loft room	9	9	6	3	6	5	1	9
%V	0.2%	0.3%	0.5%	0.4%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	66.7%	33.3%	66.7%	55.6%	11.1%	100.0%
%H (TV HH)			66.7%	33.3%	66.7%	55.6%	11.1%	
No specific location	7	7	3	3	5	4	1	6
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	42.9%	42.9%	71.4%	57.1%	14.3%	85.7%
%H (TV HH)			42.9%	42.9%	71.4%	57.1%	14.3%	
Other	28	28	12	6	23	13	10	27
%V	0.8%	0.8%	0.9%	0.9%	0.8%	1.0%	0.7%	0.9%
%H (All HH)		100.0%	42.9%	21.4%	82.1%	46.4%	35.7%	96.4%
%H (TV HH)			42.9%	21.4%	82.1%	46.4%	35.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

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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	3674	3526	1324	705	2756	1267	1489	3016
%H (All HH)		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%
%H (TV HH)			37.5%	20.0%	78.2%	35.9%	42.2%	
Any DSAT provider	1324	1324	1324	42	834	834	0	1222
%V	36.0%	37.5%	100.0%	6.0%	30.3%	65.8%	0.0%	40.5%
%H (All HH)			100.0%	3.2%	63.0%	63.0%	0.0%	92.3%
%H (TV HH)			100.0%	3.2%	63.0%	63.0%	0.0%	
Sky with subscription	1047	1047	1047	19	669	669	0	982
%V	28.5%	29.7%	79.1%	2.7%	24.3%	52.8%	0.0%	32.6%
%H (All HH)			100.0%	1.8%	63.9%	63.9%	0.0%	93.8%
%H (TV HH)			100.0%	1.8%	63.9%	63.9%	0.0%	
Sky without subscription	84	84	84	8	44	44	0	70
%V	2.3%	2.4%	6.3%	1.1%	1.6%	3.5%	0.0%	2.3%
%H (All HH)			100.0%	9.5%	52.4%	52.4%	0.0%	83.3%
%H (TV HH)			100.0%	9.5%	52.4%	52.4%	0.0%	
Freesat	149	149	149	10	97	97	0	136
%V	4.1%	4.2%	11.3%	1.4%	3.5%	7.7%	0.0%	4.5%
%H (All HH)			100.0%	6.7%	65.1%	65.1%	0.0%	91.3%
%H (TV HH)			100.0%	6.7%	65.1%	65.1%	0.0%	
Other satellite provider	107	107	107	8	63	63	0	98
%V	2.9%	3.0%	8.1%	1.1%	2.3%	5.0%	0.0%	3.2%
%H (All HH)			100.0%	7.5%	58.9%	58.9%	0.0%	91.6%
%H (TV HH)			100.0%	7.5%	58.9%	58.9%	0.0%	
DCAB	705	705	42	705	459	459	0	649
%V	19.2%	20.0%	3.2%	100.0%	16.7%	36.2%	0.0%	21.5%
%H (All HH)			6.0%	100.0%	65.1%	65.1%	0.0%	92.1%
%H (TV HH)			6.0%	100.0%	65.1%	65.1%	0.0%	
DTT	2756	2756	834	459	2756	1267	1489	2211
%V	75.0%	78.2%	63.0%	65.1%	100.0%	100.0%	100.0%	73.3%
%H (All HH)		100.0%	30.3%	16.7%	100.0%	46.0%	54.0%	80.2%
%H (TV HH)			30.3%	16.7%	100.0%	46.0%	54.0%	

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

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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	3674	3526	1324	705	2756	1267	1489	3016
%H (All HH)		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%
%H (TV HH)			37.5%	20.0%	78.2%	35.9%	42.2%	
PVR	2163	2163	1126	599	1592	1116	476	1999
%V	58.9%	61.3%	85.0%	85.0%	57.8%	88.1%	32.0%	66.3%
%H (All HH)		100.0%	52.1%	27.7%	73.6%	51.6%	22.0%	92.4%
%H (TV HH)			52.1%	27.7%	73.6%	51.6%	22.0%	
DVDR	90	90	30	20	79	37	42	76
%V	2.4%	2.6%	2.3%	2.8%	2.9%	2.9%	2.8%	2.5%
%H (All HH)		100.0%	33.3%	22.2%	87.8%	41.1%	46.7%	84.4%
%H (TV HH)			33.3%	22.2%	87.8%	41.1%	46.7%	
VCR	56	56	13	8	50	14	36	35
%V	1.5%	1.6%	1.0%	1.1%	1.8%	1.1%	2.4%	1.2%
%H (All HH)		100.0%	23.2%	14.3%	89.3%	25.0%	64.3%	62.5%
%H (TV HH)			23.2%	14.3%	89.3%	25.0%	64.3%	
Any recorder	2217	2217	1129	603	1641	1120	521	2027
%V	60.3%	62.9%	85.3%	85.5%	59.5%	88.4%	35.0%	67.2%
%H (All HH)		100.0%	50.9%	27.2%	74.0%	50.5%	23.5%	91.4%
%H (TV HH)			50.9%	27.2%	74.0%	50.5%	23.5%	
Receives HDTV (via STB or built-in reception)	2290	2290	992	578	1796	1038	758	2079
%V	62.3%	64.9%	74.9%	82.0%	65.2%	81.9%	50.9%	68.9%
%H (All HH)		100.0%	43.3%	25.2%	78.4%	45.3%	33.1%	90.8%
%H (TV HH)			43.3%	25.2%	78.4%	45.3%	33.1%	
DVD/Blu-ray player or recorder	2456	2456	972	514	1929	957	972	2130
%V	66.8%	69.7%	73.4%	72.9%	70.0%	75.5%	65.3%	70.6%
%H (All HH)		100.0%	39.6%	20.9%	78.5%	39.0%	39.6%	86.7%
%H (TV HH)			39.6%	20.9%	78.5%	39.0%	39.6%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3674	3526	1324	705	2756	1267	1489	3016
%H (All HH)		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%
%H (TV HH)			37.5%	20.0%	78.2%	35.9%	42.2%	
Has broadband internet	3016	2908	1222	649	2211	1181	1029	3016
%V	82.1%	82.5%	92.3%	92.1%	80.2%	93.2%	69.1%	100.0%
%H (All HH)		96.4%	40.5%	21.5%	73.3%	39.2%	34.1%	100.0%
%H (TV HH)			42.0%	22.3%	76.0%	40.6%	35.4%	
Number of computers (PCs and laptops)								
0	761	712	144	76	614	127	487	157
%V	20.7%	20.2%	10.9%	10.8%	22.3%	10.0%	32.7%	5.2%
%H (All HH)		93.6%	18.9%	10.0%	80.7%	16.7%	64.0%	20.6%
%H (TV HH)			20.2%	10.7%	86.2%	17.8%	68.4%	
1	1031	987	356	194	756	330	426	987
%V	28.1%	28.0%	26.9%	27.5%	27.4%	26.0%	28.6%	32.7%
%H (All HH)		95.7%	34.5%	18.8%	73.3%	32.0%	41.3%	95.7%
%H (TV HH)			36.1%	19.7%	76.6%	33.4%	43.2%	
2	804	780	337	166	593	320	273	796
%V	21.9%	22.1%	25.5%	23.5%	21.5%	25.3%	18.3%	26.4%
%H (All HH)		97.0%	41.9%	20.6%	73.8%	39.8%	34.0%	99.0%
%H (TV HH)			43.2%	21.3%	76.0%	41.0%	35.0%	
3	448	431	193	106	320	187	133	448
%V	12.2%	12.2%	14.6%	15.0%	11.6%	14.8%	8.9%	14.9%
%H (All HH)		96.2%	43.1%	23.7%	71.4%	41.7%	29.7%	100.0%
%H (TV HH)			44.8%	24.6%	74.2%	43.4%	30.9%	
4	301	294	137	77	230	148	82	301
%V	8.2%	8.3%	10.3%	10.9%	8.3%	11.7%	5.5%	10.0%
%H (All HH)		97.7%	45.5%	25.6%	76.4%	49.2%	27.2%	100.0%
%H (TV HH)			46.6%	26.2%	78.2%	50.3%	27.9%	
5+	328	323	157	86	243	156	88	327
%V	8.9%	9.2%	11.9%	12.2%	8.8%	12.3%	5.9%	10.8%
%H (All HH)		98.5%	47.9%	26.2%	74.1%	47.6%	26.8%	99.7%
%H (TV HH)			48.6%	26.6%	75.2%	48.3%	27.2%	

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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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	7092	2930	1565	5763	3108	2656	6169
%H		41.3%	22.1%	81.3%	43.8%	37.5%	87.0%
Under 20"	739	277	151	648	331	316	632
%V	10.4%	9.5%	9.6%	11.2%	10.6%	11.9%	10.2%
%H		37.5%	20.4%	87.7%	44.8%	42.8%	85.5%
20" - 29"	1542	577	309	1330	655	675	1287
%V	21.7%	19.7%	19.7%	23.1%	21.1%	25.4%	20.9%
%H		37.4%	20.0%	86.3%	42.5%	43.8%	83.5%
30" - 39"	2320	908	506	1888	976	913	1975
%V	32.7%	31.0%	32.3%	32.8%	31.4%	34.4%	32.0%
%H		39.1%	21.8%	81.4%	42.1%	39.4%	85.1%
40" and over	2271	1084	553	1717	1055	661	2112
%V	32.0%	37.0%	35.3%	29.8%	33.9%	24.9%	34.2%
%H		47.7%	24.4%	75.6%	46.5%	29.1%	93.0%
Don't know	221	84	46	181	90	90	162
%V	3.1%	2.9%	2.9%	3.1%	2.9%	3.4%	2.6%
%H		38.0%	20.8%	81.9%	40.7%	40.7%	73.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

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	7092	2930	1565	5763	3108	2656	6169
%H		41.3%	22.1%	81.3%	43.8%	37.5%	87.0%
Main living room	3506	1321	701	2749	1269	1480	2894
%V	49.4%	45.1%	44.8%	47.7%	40.8%	55.7%	46.9%
%H		37.7%	20.0%	78.4%	36.2%	42.2%	82.5%
Kitchen	425	180	78	379	206	173	367
%V	6.0%	6.1%	5.0%	6.6%	6.6%	6.5%	5.9%
%H		42.4%	18.4%	89.2%	48.5%	40.7%	86.4%
Adult's bedroom	1889	814	454	1601	955	646	1708
%V	26.6%	27.8%	29.0%	27.8%	30.7%	24.3%	27.7%
%H		43.1%	24.0%	84.8%	50.6%	34.2%	90.4%
Child's bedroom	451	224	126	347	239	108	445
%V	6.4%	7.6%	8.1%	6.0%	7.7%	4.1%	7.2%
%H		49.7%	27.9%	76.9%	53.0%	23.9%	98.7%
Other bedroom	258	132	58	220	142	78	244
%V	3.6%	4.5%	3.7%	3.8%	4.6%	2.9%	4.0%
%H		51.2%	22.5%	85.3%	55.0%	30.2%	94.6%
Second living/dining room	356	162	94	298	186	112	313
%V	5.0%	5.5%	6.0%	5.2%	6.0%	4.2%	5.1%
%H		45.5%	26.4%	83.7%	52.2%	31.5%	87.9%
Study/office	55	31	13	45	34	12	54
%V	0.8%	1.1%	0.8%	0.8%	1.1%	0.5%	0.9%
%H		56.4%	23.6%	81.8%	61.8%	21.8%	98.2%
TV room	24	11	5	20	10	9	24
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%
%H		45.8%	20.8%	83.3%	41.7%	37.5%	100.0%
Conservatory	84	36	23	68	42	26	77
%V	1.2%	1.2%	1.5%	1.2%	1.4%	1.0%	1.2%
%H		42.9%	27.4%	81.0%	50.0%	31.0%	91.7%
Attic or loft room	9	6	3	6	5	1	9
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		66.7%	33.3%	66.7%	55.6%	11.1%	100.0%
No specific location	7	3	3	5	4	1	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		42.9%	42.9%	71.4%	57.1%	14.3%	85.7%
Other	29	12	7	25	14	11	29
%V	0.4%	0.4%	0.4%	0.4%	0.5%	0.4%	0.5%
%H		41.4%	24.1%	86.2%	48.3%	37.9%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	7092	2930	1565	5763	3108	2656	6169
%H		41.3%	22.1%	81.3%	43.8%	37.5%	87.0%
PVR	2795	1538	793	1988	1462	526	2609
%V	39.4%	52.5%	50.7%	34.5%	47.0%	19.8%	42.3%
%H		55.0%	28.4%	71.1%	52.3%	18.8%	93.3%
DVDR	96	33	21	84	40	44	81
%V	1.4%	1.1%	1.3%	1.5%	1.3%	1.7%	1.3%
%H		34.4%	21.9%	87.5%	41.7%	45.8%	84.4%
VCR	60	14	9	53	16	37	37
%V	0.8%	0.5%	0.6%	0.9%	0.5%	1.4%	0.6%
%H		23.3%	15.0%	88.3%	26.7%	61.7%	61.7%
Any recorder	2879	1556	804	2064	1484	581	2663
%V	40.6%	53.1%	51.4%	35.8%	47.7%	21.9%	43.2%
%H		54.0%	27.9%	71.7%	51.5%	20.2%	92.5%

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	7092	2930	1565	5763	3108	2656	6169
%H		41.3%	22.1%	81.3%	43.8%	37.5%	87.0%
Receives HDTV (via STB or built-in reception)	3368	1474	897	2689	1628	1061	3112
%V	47.5%	50.3%	57.3%	46.7%	52.4%	39.9%	50.4%
%H		43.8%	26.6%	79.8%	48.3%	31.5%	92.4%
DVD/Blu-ray player or recorder	3600	1510	779	2870	1540	1330	3215
%V	50.8%	51.5%	49.8%	49.8%	49.5%	50.1%	52.1%
%H		41.9%	21.6%	79.7%	42.8%	36.9%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3526	1324	705	2755	1267	1488	2908
%H		37.5%	20.0%	78.1%	35.9%	42.2%	82.5%
Under 20"	29	4	4	25	5	20	17
%V	0.8%	0.3%	0.6%	0.9%	0.4%	1.3%	0.6%
%H		13.8%	13.8%	86.2%	17.2%	69.0%	58.6%
20" - 29"	353	71	41	302	68	235	214
%V	10.0%	5.4%	5.8%	11.0%	5.4%	15.8%	7.4%
%H		20.1%	11.6%	85.6%	19.3%	66.6%	60.6%
30" - 39"	1250	385	217	1007	369	638	967
%V	35.5%	29.1%	30.8%	36.6%	29.1%	42.9%	33.3%
%H		30.8%	17.4%	80.6%	29.5%	51.0%	77.4%
40" and over	1797	835	427	1349	802	547	1647
%V	51.0%	63.1%	60.6%	49.0%	63.3%	36.8%	56.6%
%H		46.5%	23.8%	75.1%	44.6%	30.4%	91.7%
Don't know	96	29	17	72	23	48	62
%V	2.7%	2.2%	2.4%	2.6%	1.8%	3.2%	2.1%
%H		30.2%	17.7%	75.0%	24.0%	50.0%	64.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3526	1324	705	2755	1267	1488	2908
%H		37.5%	20.0%	78.1%	35.9%	42.2%	82.5%
PVR	2120	1106	590	1553	1095	459	1958
%V	60.1%	83.5%	83.7%	56.4%	86.4%	30.8%	67.3%
%H		52.2%	27.8%	73.3%	51.7%	21.7%	92.4%
DVDR	72	20	15	64	26	38	60
%V	2.0%	1.5%	2.1%	2.3%	2.1%	2.6%	2.1%
%H		27.8%	20.8%	88.9%	36.1%	52.8%	83.3%
VCR	44	8	7	38	9	30	26
%V	1.2%	0.6%	1.0%	1.4%	0.7%	2.0%	0.9%
%H		18.2%	15.9%	86.4%	20.5%	68.2%	59.1%
Any recorder	2173	1110	594	1603	1100	503	1988
%V	61.6%	83.8%	84.3%	58.2%	86.8%	33.8%	68.4%
%H		51.1%	27.3%	73.8%	50.6%	23.1%	91.5%

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	3526	1324	705	2755	1267	1488	2908
%H		37.5%	20.0%	78.1%	35.9%	42.2%	82.5%
Receives HDTV (via STB or built-in reception)	2215	958	564	1732	1004	728	2013
%V	62.8%	72.4%	80.0%	62.9%	79.2%	48.9%	69.2%
%H		43.3%	25.5%	78.2%	45.3%	32.9%	90.9%
DVD/Blu-ray player or recorder	2221	866	450	1740	839	901	1919
%V	63.0%	65.4%	63.8%	63.2%	66.2%	60.6%	66.0%
%H		39.0%	20.3%	78.3%	37.8%	40.6%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3567	1607	860	3008	1841	1167	3261
%H		45.1%	24.1%	84.3%	51.6%	32.7%	91.4%
Under 20"	710	273	147	622	326	296	615
%V	19.9%	17.0%	17.1%	20.7%	17.7%	25.4%	18.9%
%H		38.5%	20.7%	87.6%	45.9%	41.7%	86.6%
20" - 29"	1189	506	268	1027	587	440	1073
%V	33.3%	31.5%	31.2%	34.1%	31.9%	37.7%	32.9%
%H		42.6%	22.5%	86.4%	49.4%	37.0%	90.2%
30" - 39"	1070	523	289	881	606	275	1008
%V	30.0%	32.5%	33.6%	29.3%	32.9%	23.6%	30.9%
%H		48.9%	27.0%	82.3%	56.6%	25.7%	94.2%
40" and over	474	249	127	368	254	114	465
%V	13.3%	15.5%	14.8%	12.2%	13.8%	9.8%	14.3%
%H		52.5%	26.8%	77.6%	53.6%	24.1%	98.1%
Don't know	125	55	29	109	67	42	99
%V	3.5%	3.4%	3.4%	3.6%	3.6%	3.6%	3.0%
%H		44.0%	23.2%	87.2%	53.6%	33.6%	79.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

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	3567	1607	860	3008	1841	1167	3261
%H		45.1%	24.1%	84.3%	51.6%	32.7%	91.4%
PVR	676	431	203	435	367	67	651
%V	19.0%	26.8%	23.6%	14.5%	19.9%	5.7%	20.0%
%H		63.8%	30.0%	64.3%	54.3%	9.9%	96.3%
DVDR	25	13	7	20	13	6	21
%V	0.7%	0.8%	0.8%	0.7%	0.7%	0.5%	0.6%
%H		52.0%	28.0%	80.0%	52.0%	24.0%	84.0%
VCR	16	6	3	14	7	7	12
%V	0.4%	0.4%	0.3%	0.5%	0.4%	0.6%	0.4%
%H		37.5%	18.8%	87.5%	43.8%	43.8%	75.0%
Any recorder	706	446	210	462	384	78	675
%V	19.8%	27.8%	24.4%	15.4%	20.9%	6.7%	20.7%
%H		63.2%	29.7%	65.4%	54.4%	11.0%	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	3567	1607	860	3008	1841	1167	3261
%H		45.1%	24.1%	84.3%	51.6%	32.7%	91.4%
Receives HDTV (via STB or built-in reception)	1153	516	333	957	624	333	1099
%V	32.3%	32.1%	38.7%	31.8%	33.9%	28.5%	33.7%
%H		44.8%	28.9%	83.0%	54.1%	28.9%	95.3%
DVD/Blu-ray player or recorder	1379	645	329	1130	701	429	1296
%V	38.7%	40.1%	38.3%	37.6%	38.1%	36.8%	39.7%
%H		46.8%	23.9%	81.9%	50.8%	31.1%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	8672	8378	3550	1859	6324	3349	2975	7754
%H		96.6%	40.9%	21.4%	72.9%	38.6%	34.3%	89.4%
Total Children	1706	1652	795	385	1131	660	471	1653
%V	19.7%	19.7%	22.4%	20.7%	17.9%	19.7%	15.8%	21.3%
%H		96.8%	46.6%	22.6%	66.3%	38.7%	27.6%	96.9%
0 - 3	437	415	208	93	269	159	110	418
%V	5.0%	5.0%	5.9%	5.0%	4.3%	4.7%	3.7%	5.4%
%H		95.0%	47.6%	21.3%	61.6%	36.4%	25.2%	95.7%
4 - 15	1269	1238	587	292	862	500	361	1235
%V	14.6%	14.8%	16.5%	15.7%	13.6%	14.9%	12.1%	15.9%
%H		97.6%	46.3%	23.0%	67.9%	39.4%	28.4%	97.3%
4 - 9	664	643	309	144	432	248	184	639
%V	7.7%	7.7%	8.7%	7.7%	6.8%	7.4%	6.2%	8.2%
%H		96.8%	46.5%	21.7%	65.1%	37.3%	27.7%	96.2%
10 - 15	604	595	277	148	430	253	177	596
%V	7.0%	7.1%	7.8%	8.0%	6.8%	7.6%	5.9%	7.7%
%H		98.5%	45.9%	24.5%	71.2%	41.9%	29.3%	98.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	8672	8378	3550	1859	6324	3349	2975	7754
%H		96.6%	40.9%	21.4%	72.9%	38.6%	34.3%	89.4%
Total Adults (16+)	6966	6726	2755	1475	5194	2690	2504	6101
%V	80.3%	80.3%	77.6%	79.3%	82.1%	80.3%	84.2%	78.7%
%H		96.6%	39.5%	21.2%	74.6%	38.6%	35.9%	87.6%
16 - 19	404	392	177	110	309	199	110	393
%V	4.7%	4.7%	5.0%	5.9%	4.9%	5.9%	3.7%	5.1%
%H		97.0%	43.8%	27.2%	76.5%	49.3%	27.2%	97.3%
20 - 24	557	503	200	113	370	200	170	539
%V	6.4%	6.0%	5.6%	6.1%	5.9%	6.0%	5.7%	7.0%
%H		90.3%	35.9%	20.3%	66.4%	35.9%	30.5%	96.8%
25 - 34	1151	1076	507	242	745	420	325	1099
%V	13.3%	12.8%	14.3%	13.0%	11.8%	12.5%	10.9%	14.2%
%H		93.5%	44.0%	21.0%	64.7%	36.5%	28.2%	95.5%
35 - 44	1059	1019	501	222	731	438	293	1010
%V	12.2%	12.2%	14.1%	11.9%	11.6%	13.1%	9.8%	13.0%
%H		96.2%	47.3%	21.0%	69.0%	41.4%	27.7%	95.4%
45 - 54	1219	1194	508	298	935	535	400	1156
%V	14.1%	14.3%	14.3%	16.0%	14.8%	16.0%	13.4%	14.9%
%H		97.9%	41.7%	24.4%	76.7%	43.9%	32.8%	94.8%
55 - 64	999	980	393	226	782	415	367	902
%V	11.5%	11.7%	11.1%	12.2%	12.4%	12.4%	12.3%	11.6%
%H		98.1%	39.3%	22.6%	78.3%	41.5%	36.7%	90.3%
65+	1578	1561	470	263	1321	482	839	1002
%V	18.2%	18.6%	13.2%	14.1%	20.9%	14.4%	28.2%	12.9%
%H		98.9%	29.8%	16.7%	83.7%	30.5%	53.2%	63.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)		6966	6726	2755	1475	5194	2690	2504	6101
	%H		96.6%	39.5%	21.2%	74.6%	38.6%	35.9%	87.6%
AB		1720	1677	768	314	1294	690	604	1665
	%V	24.7%	24.9%	27.9%	21.3%	24.9%	25.7%	24.1%	27.3%
	%H		97.5%	44.7%	18.3%	75.2%	40.1%	35.1%	96.8%
C1		1899	1813	749	425	1387	749	638	1745
	%V	27.3%	27.0%	27.2%	28.8%	26.7%	27.8%	25.5%	28.6%
	%H		95.5%	39.4%	22.4%	73.0%	39.4%	33.6%	91.9%
C2		1492	1461	556	370	1174	643	531	1306
	%V	21.4%	21.7%	20.2%	25.1%	22.6%	23.9%	21.2%	21.4%
	%H		97.9%	37.3%	24.8%	78.7%	43.1%	35.6%	87.5%
D		1275	1219	514	269	907	461	446	1030
	%V	18.3%	18.1%	18.7%	18.2%	17.5%	17.1%	17.8%	16.9%
	%H		95.6%	40.3%	21.1%	71.1%	36.2%	35.0%	80.8%
E		580	556	168	98	433	147	286	356
	%V	8.3%	8.3%	6.1%	6.6%	8.3%	5.5%	11.4%	5.8%
	%H		95.9%	29.0%	16.9%	74.7%	25.3%	49.3%	61.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	6966	6726	2755	1475	5194	2690	2504	6101
%H		96.6%	39.5%	21.2%	74.6%	38.6%	35.9%	87.6%
Working full time	3196	3099	1404	737	2335	1368	967	3077
%V	45.9%	46.1%	51.0%	50.0%	45.0%	50.9%	38.6%	50.4%
%H		97.0%	43.9%	23.1%	73.1%	42.8%	30.3%	96.3%
Working part time	681	662	278	154	485	249	235	638
%V	9.8%	9.8%	10.1%	10.4%	9.3%	9.3%	9.4%	10.5%
%H		97.2%	40.8%	22.6%	71.2%	36.6%	34.5%	93.7%
Not working	3089	2965	1074	584	2374	1072	1302	2386
%V	44.3%	44.1%	39.0%	39.6%	45.7%	39.9%	52.0%	39.1%
%H		96.0%	34.8%	18.9%	76.9%	34.7%	42.1%	77.2%
Housewife/Houseperson	3674	3526	1324	705	2756	1267	1489	3016
%V	52.7%	52.4%	48.1%	47.8%	53.1%	47.1%	59.5%	49.4%
%H		96.0%	36.0%	19.2%	75.0%	34.5%	40.5%	82.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	3406	3264	1365	734	2507	1334	1172	3009
%H		95.8%	40.1%	21.6%	73.6%	39.2%	34.4%	88.3%
16 - 19	209	202	96	57	159	106	53	203
%V	6.1%	6.2%	7.0%	7.8%	6.3%	7.9%	4.5%	6.7%
%H		96.7%	45.9%	27.3%	76.1%	50.7%	25.4%	97.1%
20 - 24	278	246	105	59	175	103	72	270
%V	8.2%	7.5%	7.7%	8.0%	7.0%	7.7%	6.1%	9.0%
%H		88.5%	37.8%	21.2%	62.9%	37.1%	25.9%	97.1%
25 - 34	579	539	246	126	380	215	165	552
%V	17.0%	16.5%	18.0%	17.2%	15.2%	16.1%	14.1%	18.3%
%H		93.1%	42.5%	21.8%	65.6%	37.1%	28.5%	95.3%
35 - 44	517	492	247	103	352	210	142	486
%V	15.2%	15.1%	18.1%	14.0%	14.0%	15.7%	12.1%	16.2%
%H		95.2%	47.8%	19.9%	68.1%	40.6%	27.5%	94.0%
45 - 54	601	585	245	147	452	254	198	561
%V	17.6%	17.9%	17.9%	20.0%	18.0%	19.0%	16.9%	18.6%
%H		97.3%	40.8%	24.5%	75.2%	42.3%	32.9%	93.3%
55 - 64	495	483	190	109	389	202	187	439
%V	14.5%	14.8%	13.9%	14.9%	15.5%	15.1%	16.0%	14.6%
%H		97.6%	38.4%	22.0%	78.6%	40.8%	37.8%	88.7%
65+	727	717	235	133	600	245	356	498
%V	21.3%	22.0%	17.2%	18.1%	23.9%	18.4%	30.4%	16.6%
%H		98.6%	32.3%	18.3%	82.5%	33.7%	49.0%	68.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)		3406	3264	1365	734	2507	1334	1172	3009
	%H		95.8%	40.1%	21.6%	73.6%	39.2%	34.4%	88.3%
AB		881	854	394	161	658	354	304	852
	%V	25.9%	26.2%	28.9%	21.9%	26.2%	26.5%	25.9%	28.3%
	%H		96.9%	44.7%	18.3%	74.7%	40.2%	34.5%	96.7%
C1		870	822	356	198	617	349	268	818
	%V	25.5%	25.2%	26.1%	27.0%	24.6%	26.2%	22.9%	27.2%
	%H		94.5%	40.9%	22.8%	70.9%	40.1%	30.8%	94.0%
C2		791	772	296	196	622	342	280	681
	%V	23.2%	23.7%	21.7%	26.7%	24.8%	25.6%	23.9%	22.6%
	%H		97.6%	37.4%	24.8%	78.6%	43.2%	35.4%	86.1%
D		626	590	254	141	434	232	201	515
	%V	18.4%	18.1%	18.6%	19.2%	17.3%	17.4%	17.2%	17.1%
	%H		94.2%	40.6%	22.5%	69.3%	37.1%	32.1%	82.3%
E		238	226	66	37	176	56	120	143
	%V	7.0%	6.9%	4.8%	5.0%	7.0%	4.2%	10.2%	4.8%
	%H		95.0%	27.7%	15.5%	73.9%	23.5%	50.4%	60.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	3406	3264	1365	734	2507	1334	1172	3009
%H		95.8%	40.1%	21.6%	73.6%	39.2%	34.4%	88.3%
Working full time	1959	1891	865	454	1415	834	581	1880
%V	57.5%	57.9%	63.4%	61.9%	56.4%	62.5%	49.6%	62.5%
%H		96.5%	44.2%	23.2%	72.2%	42.6%	29.7%	96.0%
Working part time	154	145	56	29	105	44	61	135
%V	4.5%	4.4%	4.1%	4.0%	4.2%	3.3%	5.2%	4.5%
%H		94.2%	36.4%	18.8%	68.2%	28.6%	39.6%	87.7%
Not working	1293	1227	444	252	987	456	531	994
%V	38.0%	37.6%	32.5%	34.3%	39.4%	34.2%	45.3%	33.0%
%H		94.9%	34.3%	19.5%	76.3%	35.3%	41.1%	76.9%
Housewife/Houseperson	786	722	234	133	572	220	352	559
%V	23.1%	22.1%	17.1%	18.1%	22.8%	16.5%	30.0%	18.6%
%H		91.9%	29.8%	16.9%	72.8%	28.0%	44.8%	71.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	3561	3462	1390	741	2687	1355	1332	3092
%H		97.2%	39.0%	20.8%	75.5%	38.1%	37.4%	86.8%
16 - 19	195	190	80	53	150	93	57	189
%V	5.5%	5.5%	5.8%	7.2%	5.6%	6.9%	4.3%	6.1%
%H		97.4%	41.0%	27.2%	76.9%	47.7%	29.2%	96.9%
20 - 24	279	257	94	54	195	97	98	269
%V	7.8%	7.4%	6.8%	7.3%	7.3%	7.2%	7.4%	8.7%
%H		92.1%	33.7%	19.4%	69.9%	34.8%	35.1%	96.4%
25 - 34	572	537	261	116	365	206	160	547
%V	16.1%	15.5%	18.8%	15.7%	13.6%	15.2%	12.0%	17.7%
%H		93.9%	45.6%	20.3%	63.8%	36.0%	28.0%	95.6%
35 - 44	542	528	254	118	379	228	151	524
%V	15.2%	15.3%	18.3%	15.9%	14.1%	16.8%	11.3%	16.9%
%H		97.4%	46.9%	21.8%	69.9%	42.1%	27.9%	96.7%
45 - 54	618	609	263	151	483	282	201	595
%V	17.4%	17.6%	18.9%	20.4%	18.0%	20.8%	15.1%	19.2%
%H		98.5%	42.6%	24.4%	78.2%	45.6%	32.5%	96.3%
55 - 64	503	497	202	118	393	213	180	463
%V	14.1%	14.4%	14.5%	15.9%	14.6%	15.7%	13.5%	15.0%
%H		98.8%	40.2%	23.5%	78.1%	42.3%	35.8%	92.0%
65+	851	844	235	130	721	238	484	504
%V	23.9%	24.4%	16.9%	17.5%	26.8%	17.6%	36.3%	16.3%
%H		99.2%	27.6%	15.3%	84.7%	28.0%	56.9%	59.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	3561	3462	1390	741	2687	1355	1332	3092
%H		97.2%	39.0%	20.8%	75.5%	38.1%	37.4%	86.8%
AB	840	823	374	152	636	336	300	813
%V	23.6%	23.8%	26.9%	20.5%	23.7%	24.8%	22.5%	26.3%
%H		98.0%	44.5%	18.1%	75.7%	40.0%	35.7%	96.8%
C1	1028	990	394	226	770	400	370	926
%V	28.9%	28.6%	28.3%	30.5%	28.7%	29.5%	27.8%	29.9%
%H		96.3%	38.3%	22.0%	74.9%	38.9%	36.0%	90.1%
C2	701	690	261	174	552	301	251	625
%V	19.7%	19.9%	18.8%	23.5%	20.5%	22.2%	18.8%	20.2%
%H		98.4%	37.2%	24.8%	78.7%	42.9%	35.8%	89.2%
D	649	629	260	128	473	229	244	515
%V	18.2%	18.2%	18.7%	17.3%	17.6%	16.9%	18.3%	16.7%
%H		96.9%	40.1%	19.7%	72.9%	35.3%	37.6%	79.4%
E	342	330	101	60	257	90	166	214
%V	9.6%	9.5%	7.3%	8.1%	9.6%	6.6%	12.5%	6.9%
%H		96.5%	29.5%	17.5%	75.1%	26.3%	48.5%	62.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	3561	3462	1390	741	2687	1355	1332	3092
%H		97.2%	39.0%	20.8%	75.5%	38.1%	37.4%	86.8%
Working full time	1238	1207	538	283	920	534	386	1197
%V	34.8%	34.9%	38.7%	38.2%	34.2%	39.4%	29.0%	38.7%
%H		97.5%	43.5%	22.9%	74.3%	43.1%	31.2%	96.7%
Working part time	527	517	222	126	380	205	175	504
%V	14.8%	14.9%	16.0%	17.0%	14.1%	15.1%	13.1%	16.3%
%H		98.1%	42.1%	23.9%	72.1%	38.9%	33.2%	95.6%
Not working	1796	1737	630	332	1387	616	771	1391
%V	50.4%	50.2%	45.3%	44.8%	51.6%	45.5%	57.9%	45.0%
%H		96.7%	35.1%	18.5%	77.2%	34.3%	42.9%	77.4%
Housewife/Houseperson	2888	2804	1090	573	2184	1047	1137	2457
%V	81.1%	81.0%	78.4%	77.3%	81.3%	77.3%	85.4%	79.5%
%H		97.1%	37.7%	19.8%	75.6%	36.3%	39.4%	85.1%

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	1978	1899	839	253	1386	604	782	1692
%H (All HH)		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%
%H (TV HH)			44.2%	13.3%	73.0%	31.8%	41.2%	
AB	516	496	227	72	353	157	196	494
%V	26.1%	26.1%	27.1%	28.5%	25.5%	26.0%	25.1%	29.2%
%H (All HH)		96.1%	44.0%	14.0%	68.4%	30.4%	38.0%	95.7%
%H (TV HH)			45.8%	14.5%	71.2%	31.7%	39.5%	
C1	568	549	233	73	404	174	229	518
%V	28.7%	28.9%	27.8%	28.9%	29.1%	28.8%	29.3%	30.6%
%H (All HH)		96.7%	41.0%	12.9%	71.1%	30.6%	40.3%	91.2%
%H (TV HH)			42.4%	13.3%	73.6%	31.7%	41.7%	
C2	405	400	193	53	301	145	156	344
%V	20.5%	21.1%	23.0%	20.9%	21.7%	24.0%	19.9%	20.3%
%H (All HH)		98.8%	47.7%	13.1%	74.3%	35.8%	38.5%	84.9%
%H (TV HH)			48.3%	13.3%	75.3%	36.3%	39.0%	
D	309	283	130	38	192	86	106	242
%V	15.6%	14.9%	15.5%	15.0%	13.9%	14.2%	13.6%	14.3%
%H (All HH)		91.6%	42.1%	12.3%	62.1%	27.8%	34.3%	78.3%
%H (TV HH)			45.9%	13.4%	67.8%	30.4%	37.5%	
E	181	171	57	18	137	42	95	95
%V	9.2%	9.0%	6.8%	7.1%	9.9%	7.0%	12.1%	5.6%
%H (All HH)		94.5%	31.5%	9.9%	75.7%	23.2%	52.5%	52.5%
%H (TV HH)			33.3%	10.5%	80.1%	24.6%	55.6%	

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

October 2015 - September 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	1978	1899	839	253	1386	604	782	1692
%H (All HH)		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%
%H (TV HH)			44.2%	13.3%	73.0%	31.8%	41.2%	
Under 25	82	68	35	6	37	21	16	78
%V	4.1%	3.6%	4.2%	2.4%	2.7%	3.5%	2.0%	4.6%
%H (All HH)		82.9%	42.7%	7.3%	45.1%	25.6%	19.5%	95.1%
%H (TV HH)			51.5%	8.8%	54.4%	30.9%	23.5%	
25 - 34	284	266	137	36	162	83	79	278
%V	14.4%	14.0%	16.3%	14.2%	11.7%	13.7%	10.1%	16.4%
%H (All HH)		93.7%	48.2%	12.7%	57.0%	29.2%	27.8%	97.9%
%H (TV HH)			51.5%	13.5%	60.9%	31.2%	29.7%	
35 - 44	340	319	171	56	201	114	88	328
%V	17.2%	16.8%	20.4%	22.1%	14.5%	18.9%	11.3%	19.4%
%H (All HH)		93.8%	50.3%	16.5%	59.1%	33.5%	25.9%	96.5%
%H (TV HH)			53.6%	17.6%	63.0%	35.7%	27.6%	
45 - 54	366	351	173	59	252	133	119	346
%V	18.5%	18.5%	20.6%	23.3%	18.2%	22.0%	15.2%	20.4%
%H (All HH)		95.9%	47.3%	16.1%	68.9%	36.3%	32.5%	94.5%
%H (TV HH)			49.3%	16.8%	71.8%	37.9%	33.9%	
55 - 64	322	319	134	46	253	113	140	292
%V	16.3%	16.8%	16.0%	18.2%	18.3%	18.7%	17.9%	17.3%
%H (All HH)		99.1%	41.6%	14.3%	78.6%	35.1%	43.5%	90.7%
%H (TV HH)			42.0%	14.4%	79.3%	35.4%	43.9%	
65 +	584	576	189	50	481	140	340	371
%V	29.5%	30.3%	22.5%	19.8%	34.7%	23.2%	43.5%	21.9%
%H (All HH)		98.6%	32.4%	8.6%	82.4%	24.0%	58.2%	63.5%
%H (TV HH)			32.8%	8.7%	83.5%	24.3%	59.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1978	1899	839	253	1386	604	782	1692
%H (All HH)		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%
%H (TV HH)			44.2%	13.3%	73.0%	31.8%	41.2%	
1	566	530	155	61	401	92	308	363
%V	28.6%	27.9%	18.5%	24.1%	28.9%	15.2%	39.4%	21.5%
%H (All HH)		93.6%	27.4%	10.8%	70.8%	16.3%	54.4%	64.1%
%H (TV HH)			29.2%	11.5%	75.7%	17.4%	58.1%	
2	719	702	309	85	538	238	301	652
%V	36.3%	37.0%	36.8%	33.6%	38.8%	39.4%	38.5%	38.5%
%H (All HH)		97.6%	43.0%	11.8%	74.8%	33.1%	41.9%	90.7%
%H (TV HH)			44.0%	12.1%	76.6%	33.9%	42.9%	
3	289	277	166	37	191	121	70	279
%V	14.6%	14.6%	19.8%	14.6%	13.8%	20.0%	9.0%	16.5%
%H (All HH)		95.8%	57.4%	12.8%	66.1%	41.9%	24.2%	96.5%
%H (TV HH)			59.9%	13.4%	69.0%	43.7%	25.3%	
4	288	280	148	47	188	111	77	285
%V	14.6%	14.7%	17.6%	18.6%	13.6%	18.4%	9.8%	16.8%
%H (All HH)		97.2%	51.4%	16.3%	65.3%	38.5%	26.7%	99.0%
%H (TV HH)			52.9%	16.8%	67.1%	39.6%	27.5%	
5+	116	111	62	23	68	42	26	113
%V	5.9%	5.8%	7.4%	9.1%	4.9%	7.0%	3.3%	6.7%
%H (All HH)		95.7%	53.4%	19.8%	58.6%	36.2%	22.4%	97.4%
%H (TV HH)			55.9%	20.7%	61.3%	37.8%	23.4%	
Average HH size	2.35	2.36	2.62	2.60	2.29	2.66	2.01	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

October 2015 - September 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	1978	1899	839	253	1386	604	782	1692
%H (All HH)		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%
%H (TV HH)			44.2%	13.3%	73.0%	31.8%	41.2%	
Without	1448	1384	546	168	1064	406	658	1174
%V	73.2%	72.9%	65.1%	66.4%	76.8%	67.2%	84.1%	69.4%
%H (All HH)		95.6%	37.7%	11.6%	73.5%	28.0%	45.4%	81.1%
%H (TV HH)			39.5%	12.1%	76.9%	29.3%	47.5%	
With	530	515	293	85	322	198	124	518
%V	26.8%	27.1%	34.9%	33.6%	23.2%	32.8%	15.9%	30.6%
%H (All HH)		97.2%	55.3%	16.0%	60.8%	37.4%	23.4%	97.7%
%H (TV HH)			56.9%	16.5%	62.5%	38.4%	24.1%	
0 - 3	209	204	112	30	125	71	54	204
%V	10.6%	10.7%	13.3%	11.9%	9.0%	11.8%	6.9%	12.1%
%H (All HH)		97.6%	53.6%	14.4%	59.8%	34.0%	25.8%	97.6%
%H (TV HH)			54.9%	14.7%	61.3%	34.8%	26.5%	
4 - 9	285	277	154	45	173	104	69	279
%V	14.4%	14.6%	18.4%	17.8%	12.5%	17.2%	8.8%	16.5%
%H (All HH)		97.2%	54.0%	15.8%	60.7%	36.5%	24.2%	97.9%
%H (TV HH)			55.6%	16.2%	62.5%	37.5%	24.9%	
10 - 15	227	221	120	49	144	93	50	224
%V	11.5%	11.6%	14.3%	19.4%	10.4%	15.4%	6.4%	13.2%
%H (All HH)		97.4%	52.9%	21.6%	63.4%	41.0%	22.0%	98.7%
%H (TV HH)			54.3%	22.2%	65.2%	42.1%	22.6%	

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

October 2015 - September 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	1978	1899	839	253	1386	604	782	1692
%H (All HH)		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%
%H (TV HH)			44.2%	13.3%	73.0%	31.8%	41.2%	
1	704	704	247	89	455	110	345	541
%V	35.6%	37.1%	29.4%	35.2%	32.8%	18.2%	44.1%	32.0%
%H (All HH)		100.0%	35.1%	12.6%	64.6%	15.6%	49.0%	76.8%
%H (TV HH)			35.1%	12.6%	64.6%	15.6%	49.0%	
2	663	663	303	84	487	222	266	571
%V	33.5%	34.9%	36.1%	33.2%	35.1%	36.8%	34.0%	33.7%
%H (All HH)		100.0%	45.7%	12.7%	73.5%	33.5%	40.1%	86.1%
%H (TV HH)			45.7%	12.7%	73.5%	33.5%	40.1%	
3	328	328	171	42	270	154	116	312
%V	16.6%	17.3%	20.4%	16.6%	19.5%	25.5%	14.8%	18.4%
%H (All HH)		100.0%	52.1%	12.8%	82.3%	47.0%	35.4%	95.1%
%H (TV HH)			52.1%	12.8%	82.3%	47.0%	35.4%	
4	126	126	72	24	106	74	33	124
%V	6.4%	6.6%	8.6%	9.5%	7.6%	12.3%	4.2%	7.3%
%H (All HH)		100.0%	57.1%	19.0%	84.1%	58.7%	26.2%	98.4%
%H (TV HH)			57.1%	19.0%	84.1%	58.7%	26.2%	
5+	79	79	46	14	67	44	23	77
%V	4.0%	4.2%	5.5%	5.5%	4.8%	7.3%	2.9%	4.6%
%H (All HH)		100.0%	58.2%	17.7%	84.8%	55.7%	29.1%	97.5%
%H (TV HH)			58.2%	17.7%	84.8%	55.7%	29.1%	

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

October 2015 - September 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	1978	1899	839	253	1386	604	782	1692
%H (All HH)		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%
%H (TV HH)			44.2%	13.3%	73.0%	31.8%	41.2%	
Under 20"	436	436	170	47	375	159	216	375
%V	22.0%	23.0%	20.3%	18.6%	27.1%	26.3%	27.6%	22.2%
%H (All HH)		100.0%	39.0%	10.8%	86.0%	36.5%	49.5%	86.0%
%H (TV HH)			39.0%	10.8%	86.0%	36.5%	49.5%	
20" - 29"	657	657	280	83	532	237	295	554
%V	33.2%	34.6%	33.4%	32.8%	38.4%	39.2%	37.7%	32.7%
%H (All HH)		100.0%	42.6%	12.6%	81.0%	36.1%	44.9%	84.3%
%H (TV HH)			42.6%	12.6%	81.0%	36.1%	44.9%	
30" - 39"	983	983	452	136	728	340	389	863
%V	49.7%	51.8%	53.9%	53.8%	52.5%	56.3%	49.7%	51.0%
%H (All HH)		100.0%	46.0%	13.8%	74.1%	34.6%	39.6%	87.8%
%H (TV HH)			46.0%	13.8%	74.1%	34.6%	39.6%	
40" and over	1036	1036	545	166	717	399	319	965
%V	52.4%	54.6%	65.0%	65.6%	51.7%	66.1%	40.8%	57.0%
%H (All HH)		100.0%	52.6%	16.0%	69.2%	38.5%	30.8%	93.1%
%H (TV HH)			52.6%	16.0%	69.2%	38.5%	30.8%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1978	1899	839	253	1386	604	782	1692
%H (All HH)		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%
%H (TV HH)			44.2%	13.3%	73.0%	31.8%	41.2%	
Main living room	1880	1880	836	252	1372	601	771	1608
%V	95.0%	99.0%	99.6%	99.6%	99.0%	99.5%	98.6%	95.0%
%H (All HH)		100.0%	44.5%	13.4%	73.0%	32.0%	41.0%	85.5%
%H (TV HH)			44.5%	13.4%	73.0%	32.0%	41.0%	
Kitchen	273	273	127	28	240	119	120	253
%V	13.8%	14.4%	15.1%	11.1%	17.3%	19.7%	15.3%	15.0%
%H (All HH)		100.0%	46.5%	10.3%	87.9%	43.6%	44.0%	92.7%
%H (TV HH)			46.5%	10.3%	87.9%	43.6%	44.0%	
Adult's bedroom	887	887	455	129	698	393	305	813
%V	44.8%	46.7%	54.2%	51.0%	50.4%	65.1%	39.0%	48.0%
%H (All HH)		100.0%	51.3%	14.5%	78.7%	44.3%	34.4%	91.7%
%H (TV HH)			51.3%	14.5%	78.7%	44.3%	34.4%	
Child's bedroom	170	170	101	35	120	85	35	166
%V	8.6%	9.0%	12.0%	13.8%	8.7%	14.1%	4.5%	9.8%
%H (All HH)		100.0%	59.4%	20.6%	70.6%	50.0%	20.6%	97.6%
%H (TV HH)			59.4%	20.6%	70.6%	50.0%	20.6%	
Other bedroom	103	103	52	24	84	54	29	101
%V	5.2%	5.4%	6.2%	9.5%	6.1%	8.9%	3.7%	6.0%
%H (All HH)		100.0%	50.5%	23.3%	81.6%	52.4%	28.2%	98.1%
%H (TV HH)			50.5%	23.3%	81.6%	52.4%	28.2%	
Second living/dining room	194	194	101	21	153	81	72	174
%V	9.8%	10.2%	12.0%	8.3%	11.0%	13.4%	9.2%	10.3%
%H (All HH)		100.0%	52.1%	10.8%	78.9%	41.8%	37.1%	89.7%
%H (TV HH)			52.1%	10.8%	78.9%	41.8%	37.1%	
Study/office	38	38	21	4	33	20	13	37
%V	1.9%	2.0%	2.5%	1.6%	2.4%	3.3%	1.7%	2.2%
%H (All HH)		100.0%	55.3%	10.5%	86.8%	52.6%	34.2%	97.4%
%H (TV HH)			55.3%	10.5%	86.8%	52.6%	34.2%	
TV room	30	30	16	5	25	15	9	30
%V	1.5%	1.6%	1.9%	2.0%	1.8%	2.5%	1.2%	1.8%
%H (All HH)		100.0%	53.3%	16.7%	83.3%	50.0%	30.0%	100.0%
%H (TV HH)			53.3%	16.7%	83.3%	50.0%	30.0%	
Conservatory	45	45	24	5	42	22	20	40
%V	2.3%	2.4%	2.9%	2.0%	3.0%	3.6%	2.6%	2.4%
%H (All HH)		100.0%	53.3%	11.1%	93.3%	48.9%	44.4%	88.9%
%H (TV HH)			53.3%	11.1%	93.3%	48.9%	44.4%	
Attic or loft room	4	4	0	1	2	0	2	4
%V	0.2%	0.2%	0.0%	0.4%	0.1%	0.0%	0.3%	0.2%
%H (All HH)		100.0%	0.0%	25.0%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			0.0%	25.0%	50.0%	0.0%	50.0%	
No specific location	5	5	3	0	5	3	2	4
%V	0.3%	0.3%	0.4%	0.0%	0.4%	0.5%	0.3%	0.2%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%	80.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%	
Other	40	40	22	7	31	19	12	39
%V	2.0%	2.1%	2.6%	2.8%	2.2%	3.1%	1.5%	2.3%
%H (All HH)		100.0%	55.0%	17.5%	77.5%	47.5%	30.0%	97.5%
%H (TV HH)			55.0%	17.5%	77.5%	47.5%	30.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC East

Household level data

Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1978	1899	839	253	1386	604	782	1692
%H (All HH)		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%
%H (TV HH)			44.2%	13.3%	73.0%	31.8%	41.2%	
Any DSAT provider	839	839	839	14	491	491	0	773
%V	42.4%	44.2%	100.0%	5.5%	35.4%	81.3%	0.0%	45.7%
%H (All HH)			100.0%	1.7%	58.5%	58.5%	0.0%	92.1%
%H (TV HH)			100.0%	1.7%	58.5%	58.5%	0.0%	
Sky with subscription	651	651	651	4	376	376	0	607
%V	32.9%	34.3%	77.6%	1.6%	27.1%	62.3%	0.0%	35.9%
%H (All HH)			100.0%	0.6%	57.8%	57.8%	0.0%	93.2%
%H (TV HH)			100.0%	0.6%	57.8%	57.8%	0.0%	
Sky without subscription	51	51	51	4	29	29	0	41
%V	2.6%	2.7%	6.1%	1.6%	2.1%	4.8%	0.0%	2.4%
%H (All HH)			100.0%	7.8%	56.9%	56.9%	0.0%	80.4%
%H (TV HH)			100.0%	7.8%	56.9%	56.9%	0.0%	
Freesat	133	133	133	5	90	90	0	121
%V	6.7%	7.0%	15.9%	2.0%	6.5%	14.9%	0.0%	7.2%
%H (All HH)			100.0%	3.8%	67.7%	67.7%	0.0%	91.0%
%H (TV HH)			100.0%	3.8%	67.7%	67.7%	0.0%	
Other satellite provider	59	59	59	2	32	32	0	54
%V	3.0%	3.1%	7.0%	0.8%	2.3%	5.3%	0.0%	3.2%
%H (All HH)			100.0%	3.4%	54.2%	54.2%	0.0%	91.5%
%H (TV HH)			100.0%	3.4%	54.2%	54.2%	0.0%	
DCAB	253	253	14	253	123	123	0	234
%V	12.8%	13.3%	1.7%	100.0%	8.9%	20.4%	0.0%	13.8%
%H (All HH)			5.5%	100.0%	48.6%	48.6%	0.0%	92.5%
%H (TV HH)			5.5%	100.0%	48.6%	48.6%	0.0%	
DTT	1386	1386	491	123	1386	604	782	1155
%V	70.1%	73.0%	58.5%	48.6%	100.0%	100.0%	100.0%	68.3%
%H (All HH)		100.0%	35.4%	8.9%	100.0%	43.6%	56.4%	83.3%
%H (TV HH)			35.4%	8.9%	100.0%	43.6%	56.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC East

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1978	1899	839	253	1386	604	782	1692
%H (All HH)		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%
%H (TV HH)			44.2%	13.3%	73.0%	31.8%	41.2%	
PVR	1248	1248	732	230	835	535	299	1151
%V	63.1%	65.7%	87.2%	90.9%	60.2%	88.6%	38.2%	68.0%
%H (All HH)		100.0%	58.7%	18.4%	66.9%	42.9%	24.0%	92.2%
%H (TV HH)			58.7%	18.4%	66.9%	42.9%	24.0%	
DVDR	58	58	31	4	49	25	24	52
%V	2.9%	3.1%	3.7%	1.6%	3.5%	4.1%	3.1%	3.1%
%H (All HH)		100.0%	53.4%	6.9%	84.5%	43.1%	41.4%	89.7%
%H (TV HH)			53.4%	6.9%	84.5%	43.1%	41.4%	
VCR	35	35	12	5	30	11	19	25
%V	1.8%	1.8%	1.4%	2.0%	2.2%	1.8%	2.4%	1.5%
%H (All HH)		100.0%	34.3%	14.3%	85.7%	31.4%	54.3%	71.4%
%H (TV HH)			34.3%	14.3%	85.7%	31.4%	54.3%	
Any recorder	1268	1268	735	230	852	537	315	1162
%V	64.1%	66.8%	87.6%	90.9%	61.5%	88.9%	40.3%	68.7%
%H (All HH)		100.0%	58.0%	18.1%	67.2%	42.4%	24.8%	91.6%
%H (TV HH)			58.0%	18.1%	67.2%	42.4%	24.8%	
Receives HDTV (via STB or built-in reception)	1314	1314	644	224	964	505	459	1203
%V	66.4%	69.2%	76.8%	88.5%	69.6%	83.6%	58.7%	71.1%
%H (All HH)		100.0%	49.0%	17.0%	73.4%	38.4%	34.9%	91.6%
%H (TV HH)			49.0%	17.0%	73.4%	38.4%	34.9%	
DVD/Blu-ray player or recorder	1447	1447	671	200	1073	513	561	1276
%V	73.2%	76.2%	80.0%	79.1%	77.4%	84.9%	71.7%	75.4%
%H (All HH)		100.0%	46.4%	13.8%	74.2%	35.5%	38.8%	88.2%
%H (TV HH)			46.4%	13.8%	74.2%	35.5%	38.8%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1978	1899	839	253	1386	604	782	1692
%V (All HH)		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%
%H (TV HH)			44.2%	13.3%	73.0%	31.8%	41.2%	
Has broadband internet	1692	1625	773	234	1155	559	596	1692
%V	85.5%	85.6%	92.1%	92.5%	83.3%	92.5%	76.2%	100.0%
%H (All HH)		96.0%	45.7%	13.8%	68.3%	33.0%	35.2%	100.0%
%H (TV HH)			47.6%	14.4%	71.1%	34.4%	36.7%	
Number of computers (PCs and laptops)								
0	294	282	72	19	233	43	190	45
%V	14.9%	14.8%	8.6%	7.5%	16.8%	7.1%	24.3%	2.7%
%H (All HH)		95.9%	24.5%	6.5%	79.3%	14.6%	64.6%	15.3%
%H (TV HH)			25.5%	6.7%	82.6%	15.2%	67.4%	
1	450	427	166	52	311	104	206	420
%V	22.8%	22.5%	19.8%	20.6%	22.4%	17.2%	26.3%	24.8%
%H (All HH)		94.9%	36.9%	11.6%	69.1%	23.1%	45.8%	93.3%
%H (TV HH)			38.9%	12.2%	72.8%	24.4%	48.2%	
2	474	454	225	58	332	165	167	469
%V	24.0%	23.9%	26.8%	22.9%	24.0%	27.3%	21.4%	27.7%
%H (All HH)		95.8%	47.5%	12.2%	70.0%	34.8%	35.2%	98.9%
%H (TV HH)			49.6%	12.8%	73.1%	36.3%	36.8%	
3	313	303	157	37	212	113	99	312
%V	15.8%	16.0%	18.7%	14.6%	15.3%	18.7%	12.7%	18.4%
%H (All HH)		96.8%	50.2%	11.8%	67.7%	36.1%	31.6%	99.7%
%H (TV HH)			51.8%	12.2%	70.0%	37.3%	32.7%	
4	204	196	97	38	144	85	59	204
%V	10.3%	10.3%	11.6%	15.0%	10.4%	14.1%	7.5%	12.1%
%H (All HH)		96.1%	47.5%	18.6%	70.6%	41.7%	28.9%	100.0%
%H (TV HH)			49.5%	19.4%	73.5%	43.4%	30.1%	
5+	244	238	122	49	154	94	60	242
%V	12.3%	12.5%	14.5%	19.4%	11.1%	15.6%	7.7%	14.3%
%H (All HH)		97.5%	50.0%	20.1%	63.1%	38.5%	24.6%	99.2%
%H (TV HH)			51.3%	20.6%	64.7%	39.5%	25.2%	

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

October 2015 - September 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	3942	1908	556	3029	1556	1473	3533
%H		48.4%	14.1%	76.8%	39.5%	37.4%	89.6%
Under 20"	552	221	57	481	209	273	488
%V	14.0%	11.6%	10.3%	15.9%	13.4%	18.5%	13.8%
%H		40.0%	10.3%	87.1%	37.9%	49.5%	88.4%
20" - 29"	858	379	109	706	334	372	733
%V	21.8%	19.9%	19.6%	23.3%	21.5%	25.3%	20.7%
%H		44.2%	12.7%	82.3%	38.9%	43.4%	85.4%
30" - 39"	1196	564	170	901	441	460	1063
%V	30.3%	29.6%	30.6%	29.7%	28.3%	31.2%	30.1%
%H		47.2%	14.2%	75.3%	36.9%	38.5%	88.9%
40" and over	1298	723	218	910	557	353	1221
%V	32.9%	37.9%	39.2%	30.0%	35.8%	24.0%	34.6%
%H		55.7%	16.8%	70.1%	42.9%	27.2%	94.1%
Don't know	37	20	3	30	16	14	28
%V	0.9%	1.0%	0.5%	1.0%	1.0%	1.0%	0.8%
%H		54.1%	8.1%	81.1%	43.2%	37.8%	75.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3942	1908	556	3029	1556	1473	3533
%H		48.4%	14.1%	76.8%	39.5%	37.4%	89.6%
Main living room	1897	844	253	1383	606	777	1624
%V	48.1%	44.2%	45.5%	45.7%	38.9%	52.7%	46.0%
%H		44.5%	13.3%	72.9%	31.9%	41.0%	85.6%
Kitchen	273	127	28	240	119	120	253
%V	6.9%	6.7%	5.0%	7.9%	7.6%	8.1%	7.2%
%H		46.5%	10.3%	87.9%	43.6%	44.0%	92.7%
Adult's bedroom	1075	559	161	857	496	361	995
%V	27.3%	29.3%	29.0%	28.3%	31.9%	24.5%	28.2%
%H		52.0%	15.0%	79.7%	46.1%	33.6%	92.6%
Child's bedroom	215	125	43	156	108	48	209
%V	5.5%	6.6%	7.7%	5.2%	6.9%	3.3%	5.9%
%H		58.1%	20.0%	72.6%	50.2%	22.3%	97.2%
Other bedroom	121	64	29	97	65	32	119
%V	3.1%	3.4%	5.2%	3.2%	4.2%	2.2%	3.4%
%H		52.9%	24.0%	80.2%	53.7%	26.4%	98.3%
Second living/dining room	194	102	21	154	81	72	175
%V	4.9%	5.3%	3.8%	5.1%	5.2%	4.9%	5.0%
%H		52.6%	10.8%	79.4%	41.8%	37.1%	90.2%
Study/office	39	21	4	34	20	14	38
%V	1.0%	1.1%	0.7%	1.1%	1.3%	1.0%	1.1%
%H		53.8%	10.3%	87.2%	51.3%	35.9%	97.4%
TV room	30	16	5	25	15	9	30
%V	0.8%	0.8%	0.9%	0.8%	1.0%	0.6%	0.8%
%H		53.3%	16.7%	83.3%	50.0%	30.0%	100.0%
Conservatory	45	24	5	42	22	20	40
%V	1.1%	1.3%	0.9%	1.4%	1.4%	1.4%	1.1%
%H		53.3%	11.1%	93.3%	48.9%	44.4%	88.9%
Attic or loft room	4	0	1	2	0	2	4
%V	0.1%	0.0%	0.2%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	25.0%	50.0%	0.0%	50.0%	100.0%
No specific location	5	3	0	5	3	2	4
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	80.0%
Other	43	24	7	34	21	13	43
%V	1.1%	1.3%	1.3%	1.1%	1.3%	0.9%	1.2%
%H		55.8%	16.3%	79.1%	48.8%	30.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3942	1908	556	3029	1556	1473	3533
%H		48.4%	14.1%	76.8%	39.5%	37.4%	89.6%
PVR	1695	1059	322	1087	754	333	1585
%V	43.0%	55.5%	57.9%	35.9%	48.5%	22.6%	44.9%
%H		62.5%	19.0%	64.1%	44.5%	19.6%	93.5%
DVDR	64	33	5	55	27	27	56
%V	1.6%	1.7%	0.9%	1.8%	1.7%	1.8%	1.6%
%H		51.6%	7.8%	85.9%	42.2%	42.2%	87.5%
VCR	39	12	5	33	12	22	28
%V	1.0%	0.6%	0.9%	1.1%	0.8%	1.5%	0.8%
%H		30.8%	12.8%	84.6%	30.8%	56.4%	71.8%
Any recorder	1735	1072	324	1123	764	358	1614
%V	44.0%	56.2%	58.3%	37.1%	49.1%	24.3%	45.7%
%H		61.8%	18.7%	64.7%	44.0%	20.6%	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	3942	1908	556	3029	1556	1473	3533
%H		48.4%	14.1%	76.8%	39.5%	37.4%	89.6%
Receives HDTV (via STB or built-in reception)	1957	1003	347	1448	817	631	1827
%V	49.6%	52.6%	62.4%	47.8%	52.5%	42.8%	51.7%
%H		51.3%	17.7%	74.0%	41.7%	32.2%	93.4%
DVD/Blu-ray player or recorder	2212	1087	314	1677	876	801	2005
%V	56.1%	57.0%	56.5%	55.4%	56.3%	54.4%	56.8%
%H		49.1%	14.2%	75.8%	39.6%	36.2%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2015 - September 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	1898	839	253	1385	604	781	1624
%H		44.2%	13.3%	73.0%	31.8%	41.1%	85.6%
Under 20"	33	3	2	26	3	24	24
%V	1.7%	0.4%	0.8%	1.9%	0.5%	3.1%	1.5%
%H		9.1%	6.1%	78.8%	9.1%	72.7%	72.7%
20" - 29"	215	53	17	170	27	143	138
%V	11.3%	6.3%	6.7%	12.3%	4.5%	18.3%	8.5%
%H		24.7%	7.9%	79.1%	12.6%	66.5%	64.2%
30" - 39"	628	249	69	482	183	299	517
%V	33.1%	29.7%	27.3%	34.8%	30.3%	38.3%	31.8%
%H		39.6%	11.0%	76.8%	29.1%	47.6%	82.3%
40" and over	1005	528	163	693	386	307	935
%V	53.0%	62.9%	64.4%	50.0%	63.9%	39.3%	57.6%
%H		52.5%	16.2%	69.0%	38.4%	30.5%	93.0%
Don't know	16	7	2	13	6	8	10
%V	0.8%	0.8%	0.8%	0.9%	1.0%	1.0%	0.6%
%H		43.8%	12.5%	81.3%	37.5%	50.0%	62.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1898	839	253	1385	604	781	1624
%H		44.2%	13.3%	73.0%	31.8%	41.1%	85.6%
PVR	1214	717	226	803	521	282	1121
%V	64.0%	85.5%	89.3%	58.0%	86.3%	36.1%	69.0%
%H		59.1%	18.6%	66.1%	42.9%	23.2%	92.3%
DVDR	49	26	3	40	20	20	43
%V	2.6%	3.1%	1.2%	2.9%	3.3%	2.6%	2.6%
%H		53.1%	6.1%	81.6%	40.8%	40.8%	87.8%
VCR	26	8	2	22	6	16	16
%V	1.4%	1.0%	0.8%	1.6%	1.0%	2.0%	1.0%
%H		30.8%	7.7%	84.6%	23.1%	61.5%	61.5%
Any recorder	1235	721	226	822	523	299	1133
%V	65.1%	85.9%	89.3%	59.4%	86.6%	38.3%	69.8%
%H		58.4%	18.3%	66.6%	42.3%	24.2%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1898	839	253	1385	604	781	1624
%H		44.2%	13.3%	73.0%	31.8%	41.1%	85.6%
Receives HDTV (via STB or built-in reception)	1273	624	221	926	486	440	1167
%V	67.1%	74.4%	87.4%	66.9%	80.5%	56.3%	71.9%
%H		49.0%	17.4%	72.7%	38.2%	34.6%	91.7%
DVD/Blu-ray player or recorder	1336	612	178	989	463	527	1170
%V	70.4%	72.9%	70.4%	71.4%	76.7%	67.5%	72.0%
%H		45.8%	13.3%	74.0%	34.7%	39.4%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2044	1068	303	1643	952	691	1909
%H		52.3%	14.8%	80.4%	46.6%	33.8%	93.4%
Under 20"	519	218	54	455	206	249	464
%V	25.4%	20.4%	17.8%	27.7%	21.6%	36.0%	24.3%
%H		42.0%	10.4%	87.7%	39.7%	48.0%	89.4%
20" - 29"	643	326	92	536	307	230	595
%V	31.5%	30.5%	30.4%	32.6%	32.2%	33.3%	31.2%
%H		50.7%	14.3%	83.4%	47.7%	35.8%	92.5%
30" - 39"	568	315	101	419	258	161	547
%V	27.8%	29.5%	33.3%	25.5%	27.1%	23.3%	28.7%
%H		55.5%	17.8%	73.8%	45.4%	28.3%	96.3%
40" and over	294	195	55	217	171	46	286
%V	14.4%	18.3%	18.2%	13.2%	18.0%	6.7%	15.0%
%H		66.3%	18.7%	73.8%	58.2%	15.6%	97.3%
Don't know	21	14	1	17	11	6	17
%V	1.0%	1.3%	0.3%	1.0%	1.2%	0.9%	0.9%
%H		66.7%	4.8%	81.0%	52.4%	28.6%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2044	1068	303	1643	952	691	1909
%H		52.3%	14.8%	80.4%	46.6%	33.8%	93.4%
PVR	481	342	96	284	233	51	465
%V	23.5%	32.0%	31.7%	17.3%	24.5%	7.4%	24.4%
%H		71.1%	20.0%	59.0%	48.4%	10.6%	96.7%
DVDR	15	6	1	15	7	8	12
%V	0.7%	0.6%	0.3%	0.9%	0.7%	1.2%	0.6%
%H		40.0%	6.7%	100.0%	46.7%	53.3%	80.0%
VCR	13	4	3	11	5	6	12
%V	0.6%	0.4%	1.0%	0.7%	0.5%	0.9%	0.6%
%H		30.8%	23.1%	84.6%	38.5%	46.2%	92.3%
Any recorder	499	350	98	301	241	60	480
%V	24.4%	32.8%	32.3%	18.3%	25.3%	8.7%	25.1%
%H		70.1%	19.6%	60.3%	48.3%	12.0%	96.2%

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	2044	1068	303	1643	952	691	1909
%H		52.3%	14.8%	80.4%	46.6%	33.8%	93.4%
Receives HDTV (via STB or built-in reception)	684	379	126	522	331	192	660
%V	33.5%	35.5%	41.6%	31.8%	34.8%	27.8%	34.6%
%H		55.4%	18.4%	76.3%	48.4%	28.1%	96.5%
DVD/Blu-ray player or recorder	876	475	136	688	413	274	835
%V	42.9%	44.5%	44.9%	41.9%	43.4%	39.7%	43.7%
%H		54.2%	15.5%	78.5%	47.1%	31.3%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	4655	4485	2199	657	3176	1607	1570	4257
%H		96.3%	47.2%	14.1%	68.2%	34.5%	33.7%	91.5%
Total Children	930	903	503	158	559	340	219	906
%V	20.0%	20.1%	22.9%	24.0%	17.6%	21.2%	13.9%	21.3%
%H		97.1%	54.1%	17.0%	60.1%	36.6%	23.5%	97.4%
0 - 3	249	239	136	32	143	81	62	239
%V	5.3%	5.3%	6.2%	4.9%	4.5%	5.0%	3.9%	5.6%
%H		96.0%	54.6%	12.9%	57.4%	32.5%	24.9%	96.0%
4 - 15	682	663	367	126	416	258	157	667
%V	14.7%	14.8%	16.7%	19.2%	13.1%	16.1%	10.0%	15.7%
%H		97.2%	53.8%	18.5%	61.0%	37.8%	23.0%	97.8%
4 - 9	381	369	209	60	226	137	89	370
%V	8.2%	8.2%	9.5%	9.1%	7.1%	8.5%	5.7%	8.7%
%H		96.9%	54.9%	15.7%	59.3%	36.0%	23.4%	97.1%
10 - 15	301	295	158	65	190	121	68	297
%V	6.5%	6.6%	7.2%	9.9%	6.0%	7.5%	4.3%	7.0%
%H		98.0%	52.5%	21.6%	63.1%	40.2%	22.6%	98.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	4655	4485	2199	657	3176	1607	1570	4257
%H		96.3%	47.2%	14.1%	68.2%	34.5%	33.7%	91.5%
Total Adults (16+)	3725	3582	1696	499	2617	1267	1350	3351
%V	80.0%	79.9%	77.1%	76.0%	82.4%	78.8%	86.0%	78.7%
%H		96.2%	45.5%	13.4%	70.3%	34.0%	36.2%	90.0%
16 - 19	198	191	107	30	127	73	54	195
%V	4.3%	4.3%	4.9%	4.6%	4.0%	4.5%	3.4%	4.6%
%H		96.5%	54.0%	15.2%	64.1%	36.9%	27.3%	98.5%
20 - 24	256	230	108	35	163	91	72	250
%V	5.5%	5.1%	4.9%	5.3%	5.1%	5.7%	4.6%	5.9%
%H		89.8%	42.2%	13.7%	63.7%	35.5%	28.1%	97.7%
25 - 34	578	540	287	79	351	197	154	566
%V	12.4%	12.0%	13.1%	12.0%	11.1%	12.3%	9.8%	13.3%
%H		93.4%	49.7%	13.7%	60.7%	34.1%	26.6%	97.9%
35 - 44	593	553	298	93	348	196	152	576
%V	12.7%	12.3%	13.6%	14.2%	11.0%	12.2%	9.7%	13.5%
%H		93.3%	50.3%	15.7%	58.7%	33.1%	25.6%	97.1%
45 - 54	651	635	338	104	458	261	197	623
%V	14.0%	14.2%	15.4%	15.8%	14.4%	16.2%	12.5%	14.6%
%H		97.5%	51.9%	16.0%	70.4%	40.1%	30.3%	95.7%
55 - 64	545	539	240	79	429	204	225	503
%V	11.7%	12.0%	10.9%	12.0%	13.5%	12.7%	14.3%	11.8%
%H		98.9%	44.0%	14.5%	78.7%	37.4%	41.3%	92.3%
65+	903	893	320	81	742	245	497	639
%V	19.4%	19.9%	14.6%	12.3%	23.4%	15.2%	31.7%	15.0%
%H		98.9%	35.4%	9.0%	82.2%	27.1%	55.0%	70.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	3725	3582	1696	499	2617	1267	1350	3351
%H		96.2%	45.5%	13.4%	70.3%	34.0%	36.2%	90.0%
AB	1020	989	471	149	709	340	368	991
%V	27.4%	27.6%	27.8%	29.9%	27.1%	26.8%	27.3%	29.6%
%H		97.0%	46.2%	14.6%	69.5%	33.3%	36.1%	97.2%
C1	1072	1033	468	149	752	360	392	1007
%V	28.8%	28.8%	27.6%	29.9%	28.7%	28.4%	29.0%	30.1%
%H		96.4%	43.7%	13.9%	70.1%	33.6%	36.6%	93.9%
C2	820	813	411	112	618	320	298	738
%V	22.0%	22.7%	24.2%	22.4%	23.6%	25.3%	22.1%	22.0%
%H		99.1%	50.1%	13.7%	75.4%	39.0%	36.3%	90.0%
D	570	516	261	68	356	184	171	477
%V	15.3%	14.4%	15.4%	13.6%	13.6%	14.5%	12.7%	14.2%
%H		90.5%	45.8%	11.9%	62.5%	32.3%	30.0%	83.7%
E	243	232	86	21	183	62	121	138
%V	6.5%	6.5%	5.1%	4.2%	7.0%	4.9%	9.0%	4.1%
%H		95.5%	35.4%	8.6%	75.3%	25.5%	49.8%	56.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2015 - September 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+)	3725	3582	1696	499	2617	1267	1350	3351
%H		96.2%	45.5%	13.4%	70.3%	34.0%	36.2%	90.0%
Working full time	1772	1680	873	273	1170	652	517	1728
%V	47.6%	46.9%	51.5%	54.7%	44.7%	51.5%	38.3%	51.6%
%H		94.8%	49.3%	15.4%	66.0%	36.8%	29.2%	97.5%
Working part time	409	405	215	60	283	152	131	389
%V	11.0%	11.3%	12.7%	12.0%	10.8%	12.0%	9.7%	11.6%
%H		99.0%	52.6%	14.7%	69.2%	37.2%	32.0%	95.1%
Not working	1544	1498	609	166	1165	463	702	1234
%V	41.4%	41.8%	35.9%	33.3%	44.5%	36.5%	52.0%	36.8%
%H		97.0%	39.4%	10.8%	75.5%	30.0%	45.5%	79.9%
Housewife/Houseperson	1978	1899	839	253	1386	604	782	1692
%V	53.1%	53.0%	49.5%	50.7%	53.0%	47.7%	57.9%	50.5%
%H		96.0%	42.4%	12.8%	70.1%	30.5%	39.5%	85.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1836	1743	845	250	1264	637	627	1666
%H		94.9%	46.0%	13.6%	68.8%	34.7%	34.2%	90.7%
16 - 19	104	101	56	16	68	39	29	101
%V	5.7%	5.8%	6.6%	6.4%	5.4%	6.1%	4.6%	6.1%
%H		97.1%	53.8%	15.4%	65.4%	37.5%	27.9%	97.1%
20 - 24	127	108	50	21	78	47	31	127
%V	6.9%	6.2%	5.9%	8.4%	6.2%	7.4%	4.9%	7.6%
%H		85.0%	39.4%	16.5%	61.4%	37.0%	24.4%	100.0%
25 - 34	284	262	141	42	168	102	66	276
%V	15.5%	15.0%	16.7%	16.8%	13.3%	16.0%	10.5%	16.6%
%H		92.3%	49.6%	14.8%	59.2%	35.9%	23.2%	97.2%
35 - 44	295	267	132	46	169	89	80	286
%V	16.1%	15.3%	15.6%	18.4%	13.4%	14.0%	12.8%	17.2%
%H		90.5%	44.7%	15.6%	57.3%	30.2%	27.1%	96.9%
45 - 54	328	317	181	49	226	137	89	310
%V	17.9%	18.2%	21.4%	19.6%	17.9%	21.5%	14.2%	18.6%
%H		96.6%	55.2%	14.9%	68.9%	41.8%	27.1%	94.5%
55 - 64	257	255	117	35	204	97	107	233
%V	14.0%	14.6%	13.8%	14.0%	16.1%	15.2%	17.1%	14.0%
%H		99.2%	45.5%	13.6%	79.4%	37.7%	41.6%	90.7%
65+	440	434	168	42	351	126	225	333
%V	24.0%	24.9%	19.9%	16.8%	27.8%	19.8%	35.9%	20.0%
%H		98.6%	38.2%	9.5%	79.8%	28.6%	51.1%	75.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)		1836	1743	845	250	1264	637	627	1666
	%H		94.9%	46.0%	13.6%	68.8%	34.7%	34.2%	90.7%
AB		516	500	239	78	357	174	183	504
	%V	28.1%	28.7%	28.3%	31.2%	28.2%	27.3%	29.2%	30.3%
	%H		96.9%	46.3%	15.1%	69.2%	33.7%	35.5%	97.7%
C1		506	479	230	70	346	179	167	480
	%V	27.6%	27.5%	27.2%	28.0%	27.4%	28.1%	26.6%	28.8%
	%H		94.7%	45.5%	13.8%	68.4%	35.4%	33.0%	94.9%
C2		432	427	218	63	319	169	149	386
	%V	23.5%	24.5%	25.8%	25.2%	25.2%	26.5%	23.8%	23.2%
	%H		98.8%	50.5%	14.6%	73.8%	39.1%	34.5%	89.4%
D		280	244	125	32	164	88	76	236
	%V	15.3%	14.0%	14.8%	12.8%	13.0%	13.8%	12.1%	14.2%
	%H		87.1%	44.6%	11.4%	58.6%	31.4%	27.1%	84.3%
E		102	93	33	7	77	25	52	59
	%V	5.6%	5.3%	3.9%	2.8%	6.1%	3.9%	8.3%	3.5%
	%H		91.2%	32.4%	6.9%	75.5%	24.5%	51.0%	57.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1836	1743	845	250	1264	637	627	1666
%H		94.9%	46.0%	13.6%	68.8%	34.7%	34.2%	90.7%
Working full time	1100	1037	550	168	712	408	304	1072
%V	59.9%	59.5%	65.1%	67.2%	56.3%	64.1%	48.5%	64.3%
%H		94.3%	50.0%	15.3%	64.7%	37.1%	27.6%	97.5%
Working part time	74	74	40	15	49	28	21	68
%V	4.0%	4.2%	4.7%	6.0%	3.9%	4.4%	3.3%	4.1%
%H		100.0%	54.1%	20.3%	66.2%	37.8%	28.4%	91.9%
Not working	662	632	256	67	502	201	302	526
%V	36.1%	36.3%	30.3%	26.8%	39.7%	31.6%	48.2%	31.6%
%H		95.5%	38.7%	10.1%	75.8%	30.4%	45.6%	79.5%
Housewife/Houseperson	395	358	141	47	248	89	160	301
%V	21.5%	20.5%	16.7%	18.8%	19.6%	14.0%	25.5%	18.1%
%H		90.6%	35.7%	11.9%	62.8%	22.5%	40.5%	76.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1889	1839	851	249	1354	630	723	1685
%H		97.4%	45.1%	13.2%	71.7%	33.4%	38.3%	89.2%
16 - 19	94	90	51	14	59	34	25	93
%V	5.0%	4.9%	6.0%	5.6%	4.4%	5.4%	3.5%	5.5%
%H		95.7%	54.3%	14.9%	62.8%	36.2%	26.6%	98.9%
20 - 24	129	123	58	14	85	44	41	122
%V	6.8%	6.7%	6.8%	5.6%	6.3%	7.0%	5.7%	7.2%
%H		95.3%	45.0%	10.9%	65.9%	34.1%	31.8%	94.6%
25 - 34	294	278	146	37	183	95	88	291
%V	15.6%	15.1%	17.2%	14.9%	13.5%	15.1%	12.2%	17.3%
%H		94.6%	49.7%	12.6%	62.2%	32.3%	29.9%	99.0%
35 - 44	298	286	165	47	179	107	71	290
%V	15.8%	15.6%	19.4%	18.9%	13.2%	17.0%	9.8%	17.2%
%H		96.0%	55.4%	15.8%	60.1%	35.9%	23.8%	97.3%
45 - 54	323	318	157	55	232	124	108	313
%V	17.1%	17.3%	18.4%	22.1%	17.1%	19.7%	14.9%	18.6%
%H		98.5%	48.6%	17.0%	71.8%	38.4%	33.4%	96.9%
55 - 64	289	284	123	44	225	106	119	270
%V	15.3%	15.4%	14.5%	17.7%	16.6%	16.8%	16.5%	16.0%
%H		98.3%	42.6%	15.2%	77.9%	36.7%	41.2%	93.4%
65+	462	459	151	39	392	120	272	306
%V	24.5%	25.0%	17.7%	15.7%	29.0%	19.0%	37.6%	18.2%
%H		99.4%	32.7%	8.4%	84.8%	26.0%	58.9%	66.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1889	1839	851	249	1354	630	723	1685
%H		97.4%	45.1%	13.2%	71.7%	33.4%	38.3%	89.2%
AB	504	489	232	71	351	166	186	487
%V	26.7%	26.6%	27.3%	28.5%	25.9%	26.3%	25.7%	28.9%
%H		97.0%	46.0%	14.1%	69.6%	32.9%	36.9%	96.6%
C1	567	554	238	79	406	181	225	526
%V	30.0%	30.1%	28.0%	31.7%	30.0%	28.7%	31.1%	31.2%
%H		97.7%	42.0%	13.9%	71.6%	31.9%	39.7%	92.8%
C2	388	386	192	49	299	151	148	352
%V	20.5%	21.0%	22.6%	19.7%	22.1%	24.0%	20.5%	20.9%
%H		99.5%	49.5%	12.6%	77.1%	38.9%	38.1%	90.7%
D	290	272	136	36	191	96	95	241
%V	15.4%	14.8%	16.0%	14.5%	14.1%	15.2%	13.1%	14.3%
%H		93.8%	46.9%	12.4%	65.9%	33.1%	32.8%	83.1%
E	141	138	53	14	107	37	70	79
%V	7.5%	7.5%	6.2%	5.6%	7.9%	5.9%	9.7%	4.7%
%H		97.9%	37.6%	9.9%	75.9%	26.2%	49.6%	56.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1889	1839	851	249	1354	630	723	1685
%H		97.4%	45.1%	13.2%	71.7%	33.4%	38.3%	89.2%
Working full time	672	643	323	105	457	244	213	656
%V	35.6%	35.0%	38.0%	42.2%	33.8%	38.7%	29.5%	38.9%
%H		95.7%	48.1%	15.6%	68.0%	36.3%	31.7%	97.6%
Working part time	334	331	175	45	233	124	110	320
%V	17.7%	18.0%	20.6%	18.1%	17.2%	19.7%	15.2%	19.0%
%H		99.1%	52.4%	13.5%	69.8%	37.1%	32.9%	95.8%
Not working	883	866	353	99	663	262	400	709
%V	46.7%	47.1%	41.5%	39.8%	49.0%	41.6%	55.3%	42.1%
%H		98.1%	40.0%	11.2%	75.1%	29.7%	45.3%	80.3%
Housewife/Houseperson	1583	1541	698	206	1138	515	622	1391
%V	83.8%	83.8%	82.0%	82.7%	84.0%	81.7%	86.0%	82.6%
%H		97.3%	44.1%	13.0%	71.9%	32.5%	39.3%	87.9%

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	1052	998	369	150	763	295	468	918
%H (All HH)		94.9%	35.1%	14.3%	72.5%	28.0%	44.5%	87.3%
%H (TV HH)			37.0%	15.0%	76.5%	29.6%	46.9%	
AB	304	293	96	48	224	79	144	293
%V	28.9%	29.4%	26.0%	32.0%	29.4%	26.8%	30.8%	31.9%
%H (All HH)		96.4%	31.6%	15.8%	73.7%	26.0%	47.4%	96.4%
%H (TV HH)			32.8%	16.4%	76.5%	27.0%	49.1%	
C1	317	298	107	46	229	88	141	283
%V	30.1%	29.9%	29.0%	30.7%	30.0%	29.8%	30.1%	30.8%
%H (All HH)		94.0%	33.8%	14.5%	72.2%	27.8%	44.5%	89.3%
%H (TV HH)			35.9%	15.4%	76.8%	29.5%	47.3%	
C2	204	195	85	31	152	72	79	180
%V	19.4%	19.5%	23.0%	20.7%	19.9%	24.4%	16.9%	19.6%
%H (All HH)		95.6%	41.7%	15.2%	74.5%	35.3%	38.7%	88.2%
%H (TV HH)			43.6%	15.9%	77.9%	36.9%	40.5%	
D	141	134	54	18	99	40	59	110
%V	13.4%	13.4%	14.6%	12.0%	13.0%	13.6%	12.6%	12.0%
%H (All HH)		95.0%	38.3%	12.8%	70.2%	28.4%	41.8%	78.0%
%H (TV HH)			40.3%	13.4%	73.9%	29.9%	44.0%	
E	85	79	27	7	59	15	44	52
%V	8.1%	7.9%	7.3%	4.7%	7.7%	5.1%	9.4%	5.7%
%H (All HH)		92.9%	31.8%	8.2%	69.4%	17.6%	51.8%	61.2%
%H (TV HH)			34.2%	8.9%	74.7%	19.0%	55.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1052	998	369	150	763	295	468	918
%V (All HH)		94.9%	35.1%	14.3%	72.5%	28.0%	44.5%	87.3%
%H (TV HH)			37.0%	15.0%	76.5%	29.6%	46.9%	
Under 25	39	32	10	5	23	7	16	37
%V	3.7%	3.2%	2.7%	3.3%	3.0%	2.4%	3.4%	4.0%
%H (All HH)		82.1%	25.6%	12.8%	59.0%	17.9%	41.0%	94.9%
%H (TV HH)			31.3%	15.6%	71.9%	21.9%	50.0%	
25 - 34	156	140	64	24	80	35	45	154
%V	14.8%	14.0%	17.3%	16.0%	10.5%	11.9%	9.6%	16.8%
%H (All HH)		89.7%	41.0%	15.4%	51.3%	22.4%	28.8%	98.7%
%H (TV HH)			45.7%	17.1%	57.1%	25.0%	32.1%	
35 - 44	164	155	67	30	109	52	57	159
%V	15.6%	15.5%	18.2%	20.0%	14.3%	17.6%	12.2%	17.3%
%H (All HH)		94.5%	40.9%	18.3%	66.5%	31.7%	34.8%	97.0%
%H (TV HH)			43.2%	19.4%	70.3%	33.5%	36.8%	
45 - 54	194	185	68	36	141	61	80	186
%V	18.4%	18.5%	18.4%	24.0%	18.5%	20.7%	17.1%	20.3%
%H (All HH)		95.4%	35.1%	18.6%	72.7%	31.4%	41.2%	95.9%
%H (TV HH)			36.8%	19.5%	76.2%	33.0%	43.2%	
55 - 64	174	168	64	23	136	57	79	164
%V	16.5%	16.8%	17.3%	15.3%	17.8%	19.3%	16.9%	17.9%
%H (All HH)		96.6%	36.8%	13.2%	78.2%	32.8%	45.4%	94.3%
%H (TV HH)			38.1%	13.7%	81.0%	33.9%	47.0%	
65 +	325	319	97	32	274	83	191	219
%V	30.9%	32.0%	26.3%	21.3%	35.9%	28.1%	40.8%	23.9%
%H (All HH)		98.2%	29.8%	9.8%	84.3%	25.5%	58.8%	67.4%
%H (TV HH)			30.4%	10.0%	85.9%	26.0%	59.9%	

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

October 2015 - September 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	1052	998	369	150	763	295	468	918
%H (All HH)		94.9%	35.1%	14.3%	72.5%	28.0%	44.5%	87.3%
%H (TV HH)			37.0%	15.0%	76.5%	29.6%	46.9%	
1	323	299	88	30	240	61	179	224
%V	30.7%	30.0%	23.8%	20.0%	31.5%	20.7%	38.2%	24.4%
%H (All HH)		92.6%	27.2%	9.3%	74.3%	18.9%	55.4%	69.3%
%H (TV HH)			29.4%	10.0%	80.3%	20.4%	59.9%	
2	380	361	133	51	287	112	176	351
%V	36.1%	36.2%	36.0%	34.0%	37.6%	38.0%	37.6%	38.2%
%H (All HH)		95.0%	35.0%	13.4%	75.5%	29.5%	46.3%	92.4%
%H (TV HH)			36.8%	14.1%	79.5%	31.0%	48.8%	
3	158	149	66	31	107	57	50	154
%V	15.0%	14.9%	17.9%	20.7%	14.0%	19.3%	10.7%	16.8%
%H (All HH)		94.3%	41.8%	19.6%	67.7%	36.1%	31.6%	97.5%
%H (TV HH)			44.3%	20.8%	71.8%	38.3%	33.6%	
4	134	133	55	27	92	45	46	133
%V	12.7%	13.3%	14.9%	18.0%	12.1%	15.3%	9.8%	14.5%
%H (All HH)		99.3%	41.0%	20.1%	68.7%	33.6%	34.3%	99.3%
%H (TV HH)			41.4%	20.3%	69.2%	33.8%	34.6%	
5+	57	56	28	11	36	20	17	56
%V	5.4%	5.6%	7.6%	7.3%	4.7%	6.8%	3.6%	6.1%
%H (All HH)		98.2%	49.1%	19.3%	63.2%	35.1%	29.8%	98.2%
%H (TV HH)			50.0%	19.6%	64.3%	35.7%	30.4%	
Average HH size	2.28	2.30	2.49	2.60	2.22	2.51	2.04	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

October 2015 - September 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	1052	998	369	150	763	295	468	918
%H (All HH)		94.9%	35.1%	14.3%	72.5%	28.0%	44.5%	87.3%
%H (TV HH)			37.0%	15.0%	76.5%	29.6%	46.9%	
Without	802	757	259	102	602	212	390	674
%V	76.2%	75.9%	70.2%	68.0%	78.9%	71.9%	83.3%	73.4%
%H (All HH)		94.4%	32.3%	12.7%	75.1%	26.4%	48.6%	84.0%
%H (TV HH)			34.2%	13.5%	79.5%	28.0%	51.5%	
With	250	241	110	48	161	83	78	244
%V	23.8%	24.1%	29.8%	32.0%	21.1%	28.1%	16.7%	26.6%
%H (All HH)		96.4%	44.0%	19.2%	64.4%	33.2%	31.2%	97.6%
%H (TV HH)			45.6%	19.9%	66.8%	34.4%	32.4%	
0 - 3	89	85	42	15	47	22	25	87
%V	8.5%	8.5%	11.4%	10.0%	6.2%	7.5%	5.3%	9.5%
%H (All HH)		95.5%	47.2%	16.9%	52.8%	24.7%	28.1%	97.8%
%H (TV HH)			49.4%	17.6%	55.3%	25.9%	29.4%	
4 - 9	128	124	57	23	83	43	41	125
%V	12.2%	12.4%	15.4%	15.3%	10.9%	14.6%	8.8%	13.6%
%H (All HH)		96.9%	44.5%	18.0%	64.8%	33.6%	32.0%	97.7%
%H (TV HH)			46.0%	18.5%	66.9%	34.7%	33.1%	
10 - 15	104	102	47	22	70	38	32	102
%V	9.9%	10.2%	12.7%	14.7%	9.2%	12.9%	6.8%	11.1%
%H (All HH)		98.1%	45.2%	21.2%	67.3%	36.5%	30.8%	98.1%
%H (TV HH)			46.1%	21.6%	68.6%	37.3%	31.4%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1052	998	369	150	763	295	468	918
%H (All HH)		94.9%	35.1%	14.3%	72.5%	28.0%	44.5%	87.3%
%H (TV HH)			37.0%	15.0%	76.5%	29.6%	46.9%	
1	389	389	108	53	268	52	216	321
%V	37.0%	39.0%	29.3%	35.3%	35.1%	17.6%	46.2%	35.0%
%H (All HH)		100.0%	27.8%	13.6%	68.9%	13.4%	55.5%	82.5%
%H (TV HH)			27.8%	13.6%	68.9%	13.4%	55.5%	
2	332	332	135	45	260	107	153	288
%V	31.6%	33.3%	36.6%	30.0%	34.1%	36.3%	32.7%	31.4%
%H (All HH)		100.0%	40.7%	13.6%	78.3%	32.2%	46.1%	86.7%
%H (TV HH)			40.7%	13.6%	78.3%	32.2%	46.1%	
3	176	176	69	35	146	73	73	164
%V	16.7%	17.6%	18.7%	23.3%	19.1%	24.7%	15.6%	17.9%
%H (All HH)		100.0%	39.2%	19.9%	83.0%	41.5%	41.5%	93.2%
%H (TV HH)			39.2%	19.9%	83.0%	41.5%	41.5%	
4	63	63	38	11	55	41	13	61
%V	6.0%	6.3%	10.3%	7.3%	7.2%	13.9%	2.8%	6.6%
%H (All HH)		100.0%	60.3%	17.5%	87.3%	65.1%	20.6%	96.8%
%H (TV HH)			60.3%	17.5%	87.3%	65.1%	20.6%	
5+	38	38	19	6	34	21	13	38
%V	3.6%	3.8%	5.1%	4.0%	4.5%	7.1%	2.8%	4.1%
%H (All HH)		100.0%	50.0%	15.8%	89.5%	55.3%	34.2%	100.0%
%H (TV HH)			50.0%	15.8%	89.5%	55.3%	34.2%	

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

October 2015 - September 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	1052	998	369	150	763	295	468	918
%H (All HH)		94.9%	35.1%	14.3%	72.5%	28.0%	44.5%	87.3%
%H (TV HH)			37.0%	15.0%	76.5%	29.6%	46.9%	
Under 20"	166	166	60	25	144	64	80	150
%V	15.8%	16.6%	16.3%	16.7%	18.9%	21.7%	17.1%	16.3%
%H (All HH)		100.0%	36.1%	15.1%	86.7%	38.6%	48.2%	90.4%
%H (TV HH)			36.1%	15.1%	86.7%	38.6%	48.2%	
20" - 29"	389	389	145	55	321	133	188	330
%V	37.0%	39.0%	39.3%	36.7%	42.1%	45.1%	40.2%	35.9%
%H (All HH)		100.0%	37.3%	14.1%	82.5%	34.2%	48.3%	84.8%
%H (TV HH)			37.3%	14.1%	82.5%	34.2%	48.3%	
30" - 39"	563	563	208	85	444	179	265	493
%V	53.5%	56.4%	56.4%	56.7%	58.2%	60.7%	56.6%	53.7%
%H (All HH)		100.0%	36.9%	15.1%	78.9%	31.8%	47.1%	87.6%
%H (TV HH)			36.9%	15.1%	78.9%	31.8%	47.1%	
40" and over	493	493	230	84	358	183	174	463
%V	46.9%	49.4%	62.3%	56.0%	46.9%	62.0%	37.2%	50.4%
%H (All HH)		100.0%	46.7%	17.0%	72.6%	37.1%	35.3%	93.9%
%H (TV HH)			46.7%	17.0%	72.6%	37.1%	35.3%	

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

October 2015 - September 2016

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1052	998	369	150	763	295	468	918
%H (All HH)		94.9%	35.1%	14.3%	72.5%	28.0%	44.5%	87.3%
%H (TV HH)			37.0%	15.0%	76.5%	29.6%	46.9%	
Main living room	993	993	368	150	760	294	465	867
%V	94.4%	99.5%	99.7%	100.0%	99.6%	99.7%	99.4%	94.4%
%H (All HH)		100.0%	37.1%	15.1%	76.5%	29.6%	46.8%	87.3%
%H (TV HH)			37.1%	15.1%	76.5%	29.6%	46.8%	
Kitchen	124	124	47	18	118	58	59	109
%V	11.8%	12.4%	12.7%	12.0%	15.5%	19.7%	12.6%	11.9%
%H (All HH)		100.0%	37.9%	14.5%	95.2%	46.8%	47.6%	87.9%
%H (TV HH)			37.9%	14.5%	95.2%	46.8%	47.6%	
Adult's bedroom	457	457	197	76	370	186	184	421
%V	43.4%	45.8%	53.4%	50.7%	48.5%	63.1%	39.3%	45.9%
%H (All HH)		100.0%	43.1%	16.6%	81.0%	40.7%	40.3%	92.1%
%H (TV HH)			43.1%	16.6%	81.0%	40.7%	40.3%	
Child's bedroom	89	89	52	16	69	48	21	89
%V	8.5%	8.9%	14.1%	10.7%	9.0%	16.3%	4.5%	9.7%
%H (All HH)		100.0%	58.4%	18.0%	77.5%	53.9%	23.6%	100.0%
%H (TV HH)			58.4%	18.0%	77.5%	53.9%	23.6%	
Other bedroom	65	65	31	14	56	35	20	60
%V	6.2%	6.5%	8.4%	9.3%	7.3%	11.9%	4.3%	6.5%
%H (All HH)		100.0%	47.7%	21.5%	86.2%	53.8%	30.8%	92.3%
%H (TV HH)			47.7%	21.5%	86.2%	53.8%	30.8%	
Second living/dining room	104	104	45	15	91	46	44	93
%V	9.9%	10.4%	12.2%	10.0%	11.9%	15.6%	9.4%	10.1%
%H (All HH)		100.0%	43.3%	14.4%	87.5%	44.2%	42.3%	89.4%
%H (TV HH)			43.3%	14.4%	87.5%	44.2%	42.3%	
Study/office	26	26	11	4	20	9	11	25
%V	2.5%	2.6%	3.0%	2.7%	2.6%	3.1%	2.4%	2.7%
%H (All HH)		100.0%	42.3%	15.4%	76.9%	34.6%	42.3%	96.2%
%H (TV HH)			42.3%	15.4%	76.9%	34.6%	42.3%	
TV room	10	10	5	1	8	4	4	10
%V	1.0%	1.0%	1.4%	0.7%	1.0%	1.4%	0.9%	1.1%
%H (All HH)		100.0%	50.0%	10.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			50.0%	10.0%	80.0%	40.0%	40.0%	
Conservatory	30	30	15	4	25	14	10	28
%V	2.9%	3.0%	4.1%	2.7%	3.3%	4.7%	2.1%	3.1%
%H (All HH)		100.0%	50.0%	13.3%	83.3%	46.7%	33.3%	93.3%
%H (TV HH)			50.0%	13.3%	83.3%	46.7%	33.3%	
Attic or loft room	3	3	1	0	3	1	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.3%	0.4%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
No specific location	1	1	1	0	0	0	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
Other	6	6	3	0	5	2	3	6
%V	0.6%	0.6%	0.8%	0.0%	0.7%	0.7%	0.6%	0.7%
%H (All HH)		100.0%	50.0%	0.0%	83.3%	33.3%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	83.3%	33.3%	50.0%	

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

October 2015 - September 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	1052	998	369	150	763	295	468	918
%H (All HH)		94.9%	35.1%	14.3%	72.5%	28.0%	44.5%	87.3%
%H (TV HH)			37.0%	15.0%	76.5%	29.6%	46.9%	
Any DSAT provider	369	369	369	7	217	217	0	344
%V	35.1%	37.0%	100.0%	4.7%	28.4%	73.6%	0.0%	37.5%
%H (All HH)			100.0%	1.9%	58.8%	58.8%	0.0%	93.2%
%H (TV HH)			100.0%	1.9%	58.8%	58.8%	0.0%	
Sky with subscription	297	297	297	4	172	172	0	277
%V	28.2%	29.8%	80.5%	2.7%	22.5%	58.3%	0.0%	30.2%
%H (All HH)			100.0%	1.3%	57.9%	57.9%	0.0%	93.3%
%H (TV HH)			100.0%	1.3%	57.9%	57.9%	0.0%	
Sky without subscription	18	18	18	0	13	13	0	15
%V	1.7%	1.8%	4.9%	0.0%	1.7%	4.4%	0.0%	1.6%
%H (All HH)			100.0%	0.0%	72.2%	72.2%	0.0%	83.3%
%H (TV HH)			100.0%	0.0%	72.2%	72.2%	0.0%	
Freesat	52	52	52	2	34	34	0	49
%V	4.9%	5.2%	14.1%	1.3%	4.5%	11.5%	0.0%	5.3%
%H (All HH)			100.0%	3.8%	65.4%	65.4%	0.0%	94.2%
%H (TV HH)			100.0%	3.8%	65.4%	65.4%	0.0%	
Other satellite provider	21	21	21	3	11	11	0	20
%V	2.0%	2.1%	5.7%	2.0%	1.4%	3.7%	0.0%	2.2%
%H (All HH)			100.0%	14.3%	52.4%	52.4%	0.0%	95.2%
%H (TV HH)			100.0%	14.3%	52.4%	52.4%	0.0%	
DCAB	150	150	7	150	81	81	0	141
%V	14.3%	15.0%	1.9%	100.0%	10.6%	27.5%	0.0%	15.4%
%H (All HH)			4.7%	100.0%	54.0%	54.0%	0.0%	94.0%
%H (TV HH)			4.7%	100.0%	54.0%	54.0%	0.0%	
DTT	763	763	217	81	763	295	468	655
%V	72.5%	76.5%	58.8%	54.0%	100.0%	100.0%	100.0%	71.4%
%H (All HH)		100.0%	28.4%	10.6%	100.0%	38.7%	61.3%	85.8%
%H (TV HH)			28.4%	10.6%	100.0%	38.7%	61.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC West

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1052	998	369	150	763	295	468	918
%H (All HH)		94.9%	35.1%	14.3%	72.5%	28.0%	44.5%	87.3%
%H (TV HH)			37.0%	15.0%	76.5%	29.6%	46.9%	
PVR	641	641	329	137	453	271	182	595
%V	60.9%	64.2%	89.2%	91.3%	59.4%	91.9%	38.9%	64.8%
%H (All HH)		100.0%	51.3%	21.4%	70.7%	42.3%	28.4%	92.8%
%H (TV HH)			51.3%	21.4%	70.7%	42.3%	28.4%	
DVDR	30	30	7	4	26	7	19	27
%V	2.9%	3.0%	1.9%	2.7%	3.4%	2.4%	4.1%	2.9%
%H (All HH)		100.0%	23.3%	13.3%	86.7%	23.3%	63.3%	90.0%
%H (TV HH)			23.3%	13.3%	86.7%	23.3%	63.3%	
VCR	7	7	1	1	6	1	6	5
%V	0.7%	0.7%	0.3%	0.7%	0.8%	0.3%	1.3%	0.5%
%H (All HH)		100.0%	14.3%	14.3%	85.7%	14.3%	85.7%	71.4%
%H (TV HH)			14.3%	14.3%	85.7%	14.3%	85.7%	
Any recorder	652	652	330	139	462	271	191	602
%V	62.0%	65.3%	89.4%	92.7%	60.6%	91.9%	40.8%	65.6%
%H (All HH)		100.0%	50.6%	21.3%	70.9%	41.6%	29.3%	92.3%
%H (TV HH)			50.6%	21.3%	70.9%	41.6%	29.3%	
Receives HDTV (via STB or built-in reception)	668	668	286	132	499	243	256	613
%V	63.5%	66.9%	77.5%	88.0%	65.4%	82.4%	54.7%	66.8%
%H (All HH)		100.0%	42.8%	19.8%	74.7%	36.4%	38.3%	91.8%
%H (TV HH)			42.8%	19.8%	74.7%	36.4%	38.3%	
DVD/Blu-ray player or recorder	824	824	313	125	632	254	379	743
%V	78.3%	82.6%	84.8%	83.3%	82.8%	86.1%	81.0%	80.9%
%H (All HH)		100.0%	38.0%	15.2%	76.7%	30.8%	46.0%	90.2%
%H (TV HH)			38.0%	15.2%	76.7%	30.8%	46.0%	

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

October 2015 - September 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	1052	998	369	150	763	295	468	918
%H (All HH)		94.9%	35.1%	14.3%	72.5%	28.0%	44.5%	87.3%
%H (TV HH)			37.0%	15.0%	76.5%	29.6%	46.9%	
Has broadband internet	918	872	344	141	655	278	377	918
%V	87.3%	87.4%	93.2%	94.0%	85.8%	94.2%	80.6%	100.0%
%H (All HH)		95.0%	37.5%	15.4%	71.4%	30.3%	41.1%	100.0%
%H (TV HH)			39.4%	16.2%	75.1%	31.9%	43.2%	
Number of computers (PCs and laptops)								
0	161	150	35	14	125	25	101	37
%V	15.3%	15.0%	9.5%	9.3%	16.4%	8.5%	21.6%	4.0%
%H (All HH)		93.2%	21.7%	8.7%	77.6%	15.5%	62.7%	23.0%
%H (TV HH)			23.3%	9.3%	83.3%	16.7%	67.3%	
1	240	221	77	23	171	52	120	234
%V	22.8%	22.1%	20.9%	15.3%	22.4%	17.6%	25.6%	25.5%
%H (All HH)		92.1%	32.1%	9.6%	71.3%	21.7%	50.0%	97.5%
%H (TV HH)			34.8%	10.4%	77.4%	23.5%	54.3%	
2	272	262	101	42	192	77	114	270
%V	25.9%	26.3%	27.4%	28.0%	25.2%	26.1%	24.4%	29.4%
%H (All HH)		96.3%	37.1%	15.4%	70.6%	28.3%	41.9%	99.3%
%H (TV HH)			38.5%	16.0%	73.3%	29.4%	43.5%	
3	159	153	66	24	124	63	61	159
%V	15.1%	15.3%	17.9%	16.0%	16.3%	21.4%	13.0%	17.3%
%H (All HH)		96.2%	41.5%	15.1%	78.0%	39.6%	38.4%	100.0%
%H (TV HH)			43.1%	15.7%	81.0%	41.2%	39.9%	
4	101	97	39	22	66	31	35	101
%V	9.6%	9.7%	10.6%	14.7%	8.7%	10.5%	7.5%	11.0%
%H (All HH)		96.0%	38.6%	21.8%	65.3%	30.7%	34.7%	100.0%
%H (TV HH)			40.2%	22.7%	68.0%	32.0%	36.1%	
5+	118	115	52	25	85	47	38	117
%V	11.2%	11.5%	14.1%	16.7%	11.1%	15.9%	8.1%	12.7%
%H (All HH)		97.5%	44.1%	21.2%	72.0%	39.8%	32.2%	99.2%
%H (TV HH)			45.2%	21.7%	73.9%	40.9%	33.0%	

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

October 2015 - September 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	2043	844	326	1633	769	863	1844
%H		41.3%	16.0%	79.9%	37.6%	42.2%	90.3%
Under 20"	206	77	30	182	83	99	187
%V	10.1%	9.1%	9.2%	11.1%	10.8%	11.5%	10.1%
%H		37.4%	14.6%	88.3%	40.3%	48.1%	90.8%
20" - 29"	511	190	79	430	188	242	441
%V	25.0%	22.5%	24.2%	26.3%	24.4%	28.0%	23.9%
%H		37.2%	15.5%	84.1%	36.8%	47.4%	86.3%
30" - 39"	700	272	114	561	251	310	622
%V	34.3%	32.2%	35.0%	34.4%	32.6%	35.9%	33.7%
%H		38.9%	16.3%	80.1%	35.9%	44.3%	88.9%
40" and over	615	303	102	452	244	208	583
%V	30.1%	35.9%	31.3%	27.7%	31.7%	24.1%	31.6%
%H		49.3%	16.6%	73.5%	39.7%	33.8%	94.8%
Don't know	11	4	1	8	4	5	10
%V	0.5%	0.5%	0.3%	0.5%	0.5%	0.6%	0.5%
%H		36.4%	9.1%	72.7%	36.4%	45.5%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2043	844	326	1633	769	863	1844
%H		41.3%	16.0%	79.9%	37.6%	42.2%	90.3%
Main living room	998	370	152	763	296	467	872
%V	48.8%	43.8%	46.6%	46.7%	38.5%	54.1%	47.3%
%H		37.1%	15.2%	76.5%	29.7%	46.8%	87.4%
Kitchen	124	47	18	118	58	60	110
%V	6.1%	5.6%	5.5%	7.2%	7.5%	7.0%	6.0%
%H		37.9%	14.5%	95.2%	46.8%	48.4%	88.7%
Adult's bedroom	552	244	96	448	237	211	514
%V	27.0%	28.9%	29.4%	27.4%	30.8%	24.4%	27.9%
%H		44.2%	17.4%	81.2%	42.9%	38.2%	93.1%
Child's bedroom	117	67	20	93	64	29	116
%V	5.7%	7.9%	6.1%	5.7%	8.3%	3.4%	6.3%
%H		57.3%	17.1%	79.5%	54.7%	24.8%	99.1%
Other bedroom	69	33	15	59	38	21	64
%V	3.4%	3.9%	4.6%	3.6%	4.9%	2.4%	3.5%
%H		47.8%	21.7%	85.5%	55.1%	30.4%	92.8%
Second living/dining room	105	46	15	91	46	44	93
%V	5.1%	5.5%	4.6%	5.6%	6.0%	5.1%	5.0%
%H		43.8%	14.3%	86.7%	43.8%	41.9%	88.6%
Study/office	26	11	4	20	9	11	25
%V	1.3%	1.3%	1.2%	1.2%	1.2%	1.3%	1.4%
%H		42.3%	15.4%	76.9%	34.6%	42.3%	96.2%
TV room	10	5	1	8	4	4	10
%V	0.5%	0.6%	0.3%	0.5%	0.5%	0.5%	0.5%
%H		50.0%	10.0%	80.0%	40.0%	40.0%	100.0%
Conservatory	30	15	4	25	14	10	28
%V	1.5%	1.8%	1.2%	1.5%	1.8%	1.2%	1.5%
%H		50.0%	13.3%	83.3%	46.7%	33.3%	93.3%
Attic or loft room	3	1	0	3	1	2	3
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
No specific location	1	1	0	0	0	0	1
%V	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	7	4	0	5	3	3	7
%V	0.3%	0.5%	0.0%	0.3%	0.4%	0.3%	0.4%
%H		57.1%	0.0%	71.4%	42.9%	42.9%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2043	844	326	1633	769	863	1844
%H		41.3%	16.0%	79.9%	37.6%	42.2%	90.3%
PVR	823	451	182	554	354	200	769
%V	40.3%	53.4%	55.8%	33.9%	46.0%	23.2%	41.7%
%H		54.8%	22.1%	67.3%	43.0%	24.3%	93.4%
DVDR	32	7	4	28	7	20	28
%V	1.6%	0.8%	1.2%	1.7%	0.9%	2.3%	1.5%
%H		21.9%	12.5%	87.5%	21.9%	62.5%	87.5%
VCR	7	1	1	6	1	6	5
%V	0.3%	0.1%	0.3%	0.4%	0.1%	0.7%	0.3%
%H		14.3%	14.3%	85.7%	14.3%	85.7%	71.4%
Any recorder	837	454	184	567	358	209	779
%V	41.0%	53.8%	56.4%	34.7%	46.6%	24.2%	42.2%
%H		54.2%	22.0%	67.7%	42.8%	25.0%	93.1%

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	2043	844	326	1633	769	863	1844
%H		41.3%	16.0%	79.9%	37.6%	42.2%	90.3%
Receives HDTV (via STB or built-in reception)	982	433	189	748	378	370	910
%V	48.1%	51.3%	58.0%	45.8%	49.2%	42.9%	49.3%
%H		44.1%	19.2%	76.2%	38.5%	37.7%	92.7%
DVD/Blu-ray player or recorder	1247	519	199	980	459	520	1150
%V	61.0%	61.5%	61.0%	60.0%	59.7%	60.3%	62.4%
%H		41.6%	16.0%	78.6%	36.8%	41.7%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	998	369	150	763	295	468	872
%H		37.0%	15.0%	76.5%	29.6%	46.9%	87.4%
Under 20"	7	1	0	6	1	5	6
%V	0.7%	0.3%	0.0%	0.8%	0.3%	1.1%	0.7%
%H		14.3%	0.0%	85.7%	14.3%	71.4%	85.7%
20" - 29"	118	21	12	97	14	83	86
%V	11.8%	5.7%	8.0%	12.7%	4.7%	17.7%	9.9%
%H		17.8%	10.2%	82.2%	11.9%	70.3%	72.9%
30" - 39"	392	120	57	311	101	210	329
%V	39.3%	32.5%	38.0%	40.8%	34.2%	44.9%	37.7%
%H		30.6%	14.5%	79.3%	25.8%	53.6%	83.9%
40" and over	477	225	81	345	178	168	448
%V	47.8%	61.0%	54.0%	45.2%	60.3%	35.9%	51.4%
%H		47.2%	17.0%	72.3%	37.3%	35.2%	93.9%
Don't know	5	2	0	3	1	2	4
%V	0.5%	0.5%	0.0%	0.4%	0.3%	0.4%	0.5%
%H		40.0%	0.0%	60.0%	20.0%	40.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	998	369	150	763	295	468	872
%H		37.0%	15.0%	76.5%	29.6%	46.9%	87.4%
PVR	631	323	136	444	265	179	585
%V	63.2%	87.5%	90.7%	58.2%	89.8%	38.2%	67.1%
%H		51.2%	21.6%	70.4%	42.0%	28.4%	92.7%
DVDR	26	5	3	23	4	19	23
%V	2.6%	1.4%	2.0%	3.0%	1.4%	4.1%	2.6%
%H		19.2%	11.5%	88.5%	15.4%	73.1%	88.5%
VCR	6	0	1	6	0	6	5
%V	0.6%	0.0%	0.7%	0.8%	0.0%	1.3%	0.6%
%H		0.0%	16.7%	100.0%	0.0%	100.0%	83.3%
Any recorder	641	323	138	453	266	187	591
%V	64.2%	87.5%	92.0%	59.4%	90.2%	40.0%	67.8%
%H		50.4%	21.5%	70.7%	41.5%	29.2%	92.2%

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	998	369	150	763	295	468	872
%H		37.0%	15.0%	76.5%	29.6%	46.9%	87.4%
Receives HDTV (via STB or built-in reception)	654	279	131	488	237	251	601
%V	65.5%	75.6%	87.3%	64.0%	80.3%	53.6%	68.9%
%H		42.7%	20.0%	74.6%	36.2%	38.4%	91.9%
DVD/Blu-ray player or recorder	761	287	115	584	231	353	687
%V	76.3%	77.8%	76.7%	76.5%	78.3%	75.4%	78.8%
%H		37.7%	15.1%	76.7%	30.4%	46.4%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1045	475	176	870	474	396	972
%H		45.5%	16.8%	83.3%	45.4%	37.9%	93.0%
Under 20"	199	75	30	175	81	94	182
%V	19.0%	15.8%	17.0%	20.1%	17.1%	23.7%	18.7%
%H		37.7%	15.1%	87.9%	40.7%	47.2%	91.5%
20" - 29"	393	168	67	333	174	159	355
%V	37.6%	35.4%	38.1%	38.3%	36.7%	40.2%	36.5%
%H		42.7%	17.0%	84.7%	44.3%	40.5%	90.3%
30" - 39"	309	151	58	250	150	100	293
%V	29.6%	31.8%	33.0%	28.7%	31.6%	25.3%	30.1%
%H		48.9%	18.8%	80.9%	48.5%	32.4%	94.8%
40" and over	138	78	20	107	66	41	136
%V	13.2%	16.4%	11.4%	12.3%	13.9%	10.4%	14.0%
%H		56.5%	14.5%	77.5%	47.8%	29.7%	98.6%
Don't know	6	2	1	5	3	2	6
%V	0.6%	0.4%	0.6%	0.6%	0.6%	0.5%	0.6%
%H		33.3%	16.7%	83.3%	50.0%	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

October 2015 - September 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	1045	475	176	870	474	396	972
%H		45.5%	16.8%	83.3%	45.4%	37.9%	93.0%
PVR	192	128	45	110	89	21	184
%V	18.4%	26.9%	25.6%	12.6%	18.8%	5.3%	18.9%
%H		66.7%	23.4%	57.3%	46.4%	10.9%	95.8%
DVDR	6	3	1	5	3	2	6
%V	0.6%	0.6%	0.6%	0.6%	0.6%	0.5%	0.6%
%H		50.0%	16.7%	83.3%	50.0%	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	196	131	46	114	92	22	188
%V	18.8%	27.6%	26.1%	13.1%	19.4%	5.6%	19.3%
%H		66.8%	23.5%	58.2%	46.9%	11.2%	95.9%

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	1045	475	176	870	474	396	972
%H		45.5%	16.8%	83.3%	45.4%	37.9%	93.0%
Receives HDTV (via STB or built-in reception)	329	154	58	261	141	119	309
%V	31.5%	32.4%	33.0%	30.0%	29.7%	30.1%	31.8%
%H		46.8%	17.6%	79.3%	42.9%	36.2%	93.9%
DVD/Blu-ray player or recorder	486	232	84	396	228	168	463
%V	46.5%	48.8%	47.7%	45.5%	48.1%	42.4%	47.6%
%H		47.7%	17.3%	81.5%	46.9%	34.6%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2298	919	390	1696	741	954	2215
%H		95.9%	38.4%	16.3%	70.8%	30.9%	39.8%	92.4%
Total Children	413	402	182	79	258	127	131	405
%V	17.2%	17.5%	19.8%	20.3%	15.2%	17.1%	13.7%	18.3%
%H		97.3%	44.1%	19.1%	62.5%	30.8%	31.7%	98.1%
0 - 3	104	100	47	17	56	24	31	101
%V	4.3%	4.4%	5.1%	4.4%	3.3%	3.2%	3.2%	4.6%
%H		96.2%	45.2%	16.3%	53.8%	23.1%	29.8%	97.1%
4 - 15	309	302	135	62	202	103	99	304
%V	12.9%	13.1%	14.7%	15.9%	11.9%	13.9%	10.4%	13.7%
%H		97.7%	43.7%	20.1%	65.4%	33.3%	32.0%	98.4%
4 - 9	175	170	76	33	112	56	56	172
%V	7.3%	7.4%	8.3%	8.5%	6.6%	7.6%	5.9%	7.8%
%H		97.1%	43.4%	18.9%	64.0%	32.0%	32.0%	98.3%
10 - 15	134	132	58	29	90	47	43	132
%V	5.6%	5.7%	6.3%	7.4%	5.3%	6.3%	4.5%	6.0%
%H		98.5%	43.3%	21.6%	67.2%	35.1%	32.1%	98.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2298	919	390	1696	741	954	2215
%H		95.9%	38.4%	16.3%	70.8%	30.9%	39.8%	92.4%
Total Adults (16+)	1983	1896	737	311	1438	614	823	1810
%V	82.8%	82.5%	80.2%	79.7%	84.8%	82.9%	86.3%	81.7%
%H		95.6%	37.2%	15.7%	72.5%	31.0%	41.5%	91.3%
16 - 19	112	109	43	22	83	42	41	110
%V	4.7%	4.7%	4.7%	5.6%	4.9%	5.7%	4.3%	5.0%
%H		97.3%	38.4%	19.6%	74.1%	37.5%	36.6%	98.2%
20 - 24	151	136	49	28	101	46	55	145
%V	6.3%	5.9%	5.3%	7.2%	6.0%	6.2%	5.8%	6.5%
%H		90.1%	32.5%	18.5%	66.9%	30.5%	36.4%	96.0%
25 - 34	312	283	127	54	175	85	90	308
%V	13.0%	12.3%	13.8%	13.8%	10.3%	11.5%	9.4%	13.9%
%H		90.7%	40.7%	17.3%	56.1%	27.2%	28.8%	98.7%
35 - 44	291	278	121	53	193	92	100	282
%V	12.1%	12.1%	13.2%	13.6%	11.4%	12.4%	10.5%	12.7%
%H		95.5%	41.6%	18.2%	66.3%	31.6%	34.4%	96.9%
45 - 54	341	329	125	63	251	112	138	329
%V	14.2%	14.3%	13.6%	16.2%	14.8%	15.1%	14.5%	14.9%
%H		96.5%	36.7%	18.5%	73.6%	32.8%	40.5%	96.5%
55 - 64	288	280	119	41	221	103	118	275
%V	12.0%	12.2%	12.9%	10.5%	13.0%	13.9%	12.4%	12.4%
%H		97.2%	41.3%	14.2%	76.7%	35.8%	41.0%	95.5%
65+	489	482	154	51	414	134	280	362
%V	20.4%	21.0%	16.8%	13.1%	24.4%	18.1%	29.4%	16.3%
%H		98.6%	31.5%	10.4%	84.7%	27.4%	57.3%	74.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1983	1896	737	311	1438	614	823	1810
%H		95.6%	37.2%	15.7%	72.5%	31.0%	41.5%	91.3%
AB	607	588	201	103	447	172	275	593
%V	30.6%	31.0%	27.3%	33.1%	31.1%	28.0%	33.4%	32.8%
%H		96.9%	33.1%	17.0%	73.6%	28.3%	45.3%	97.7%
C1	587	550	205	93	421	180	241	543
%V	29.6%	29.0%	27.8%	29.9%	29.3%	29.3%	29.3%	30.0%
%H		93.7%	34.9%	15.8%	71.7%	30.7%	41.1%	92.5%
C2	425	413	189	67	324	167	158	391
%V	21.4%	21.8%	25.6%	21.5%	22.5%	27.2%	19.2%	21.6%
%H		97.2%	44.5%	15.8%	76.2%	39.3%	37.2%	92.0%
D	253	239	103	37	170	74	96	208
%V	12.8%	12.6%	14.0%	11.9%	11.8%	12.1%	11.7%	11.5%
%H		94.5%	40.7%	14.6%	67.2%	29.2%	37.9%	82.2%
E	111	105	39	11	76	21	54	76
%V	5.6%	5.5%	5.3%	3.5%	5.3%	3.4%	6.6%	4.2%
%H		94.6%	35.1%	9.9%	68.5%	18.9%	48.6%	68.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2015 - September 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+)	1983	1896	737	311	1438	614	823	1810
%H		95.6%	37.2%	15.7%	72.5%	31.0%	41.5%	91.3%
Working full time	900	853	353	162	610	285	325	876
%V	45.4%	45.0%	47.9%	52.1%	42.4%	46.4%	39.5%	48.4%
%H		94.8%	39.2%	18.0%	67.8%	31.7%	36.1%	97.3%
Working part time	261	250	102	37	186	80	107	255
%V	13.2%	13.2%	13.8%	11.9%	12.9%	13.0%	13.0%	14.1%
%H		95.8%	39.1%	14.2%	71.3%	30.7%	41.0%	97.7%
Not working	822	793	282	113	641	250	392	679
%V	41.5%	41.8%	38.3%	36.3%	44.6%	40.7%	47.6%	37.5%
%H		96.5%	34.3%	13.7%	78.0%	30.4%	47.7%	82.6%
Housewife/Houseperson	1051	998	369	150	763	295	468	917
%V	53.0%	52.6%	50.1%	48.2%	53.1%	48.0%	56.9%	50.7%
%H		95.0%	35.1%	14.3%	72.6%	28.1%	44.5%	87.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	967	919	376	147	690	312	379	901
%H		95.0%	38.9%	15.2%	71.4%	32.3%	39.2%	93.2%
16 - 19	61	60	29	12	45	27	18	60
%V	6.3%	6.5%	7.7%	8.2%	6.5%	8.7%	4.7%	6.7%
%H		98.4%	47.5%	19.7%	73.8%	44.3%	29.5%	98.4%
20 - 24	80	73	26	11	58	25	33	77
%V	8.3%	7.9%	6.9%	7.5%	8.4%	8.0%	8.7%	8.5%
%H		91.3%	32.5%	13.8%	72.5%	31.3%	41.3%	96.3%
25 - 34	157	138	64	26	84	45	40	155
%V	16.2%	15.0%	17.0%	17.7%	12.2%	14.4%	10.6%	17.2%
%H		87.9%	40.8%	16.6%	53.5%	28.7%	25.5%	98.7%
35 - 44	143	136	60	25	91	41	49	137
%V	14.8%	14.8%	16.0%	17.0%	13.2%	13.1%	12.9%	15.2%
%H		95.1%	42.0%	17.5%	63.6%	28.7%	34.3%	95.8%
45 - 54	167	159	61	26	122	53	69	159
%V	17.3%	17.3%	16.2%	17.7%	17.7%	17.0%	18.2%	17.6%
%H		95.2%	36.5%	15.6%	73.1%	31.7%	41.3%	95.2%
55 - 64	140	136	63	22	103	54	49	135
%V	14.5%	14.8%	16.8%	15.0%	14.9%	17.3%	12.9%	15.0%
%H		97.1%	45.0%	15.7%	73.6%	38.6%	35.0%	96.4%
65+	219	216	72	24	188	67	121	177
%V	22.6%	23.5%	19.1%	16.3%	27.2%	21.5%	31.9%	19.6%
%H		98.6%	32.9%	11.0%	85.8%	30.6%	55.3%	80.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	967	919	376	147	690	312	379	901
%H		95.0%	38.9%	15.2%	71.4%	32.3%	39.2%	93.2%
AB	298	288	105	49	220	90	130	293
%V	30.8%	31.3%	27.9%	33.3%	31.9%	28.8%	34.3%	32.5%
%H		96.6%	35.2%	16.4%	73.8%	30.2%	43.6%	98.3%
C1	274	255	101	42	192	87	105	259
%V	28.3%	27.7%	26.9%	28.6%	27.8%	27.9%	27.7%	28.7%
%H		93.1%	36.9%	15.3%	70.1%	31.8%	38.3%	94.5%
C2	229	222	104	33	173	89	84	210
%V	23.7%	24.2%	27.7%	22.4%	25.1%	28.5%	22.2%	23.3%
%H		96.9%	45.4%	14.4%	75.5%	38.9%	36.7%	91.7%
D	124	117	51	18	79	36	44	106
%V	12.8%	12.7%	13.6%	12.2%	11.4%	11.5%	11.6%	11.8%
%H		94.4%	41.1%	14.5%	63.7%	29.0%	35.5%	85.5%
E	43	37	15	5	26	9	17	33
%V	4.4%	4.0%	4.0%	3.4%	3.8%	2.9%	4.5%	3.7%
%H		86.0%	34.9%	11.6%	60.5%	20.9%	39.5%	76.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	967	919	376	147	690	312	379	901
%H		95.0%	38.9%	15.2%	71.4%	32.3%	39.2%	93.2%
Working full time	552	519	226	92	367	174	193	538
%V	57.1%	56.5%	60.1%	62.6%	53.2%	55.8%	50.9%	59.7%
%H		94.0%	40.9%	16.7%	66.5%	31.5%	35.0%	97.5%
Working part time	54	52	18	6	41	16	25	51
%V	5.6%	5.7%	4.8%	4.1%	5.9%	5.1%	6.6%	5.7%
%H		96.3%	33.3%	11.1%	75.9%	29.6%	46.3%	94.4%
Not working	361	348	132	49	283	122	160	313
%V	37.3%	37.9%	35.1%	33.3%	41.0%	39.1%	42.2%	34.7%
%H		96.4%	36.6%	13.6%	78.4%	33.8%	44.3%	86.7%
Housewife/Houseperson	207	187	63	25	143	49	93	172
%V	21.4%	20.3%	16.8%	17.0%	20.7%	15.7%	24.5%	19.1%
%H		90.3%	30.4%	12.1%	69.1%	23.7%	44.9%	83.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1016	977	361	164	747	302	445	909
%H		96.2%	35.5%	16.1%	73.5%	29.7%	43.8%	89.5%
16 - 19	51	49	14	11	38	15	23	49
%V	5.0%	5.0%	3.9%	6.7%	5.1%	5.0%	5.2%	5.4%
%H		96.1%	27.5%	21.6%	74.5%	29.4%	45.1%	96.1%
20 - 24	71	63	23	17	43	21	22	67
%V	7.0%	6.4%	6.4%	10.4%	5.8%	7.0%	4.9%	7.4%
%H		88.7%	32.4%	23.9%	60.6%	29.6%	31.0%	94.4%
25 - 34	155	145	62	27	91	40	51	153
%V	15.3%	14.8%	17.2%	16.5%	12.2%	13.2%	11.5%	16.8%
%H		93.5%	40.0%	17.4%	58.7%	25.8%	32.9%	98.7%
35 - 44	147	141	61	28	102	51	51	145
%V	14.5%	14.4%	16.9%	17.1%	13.7%	16.9%	11.5%	16.0%
%H		95.9%	41.5%	19.0%	69.4%	34.7%	34.7%	98.6%
45 - 54	173	169	64	36	129	60	69	170
%V	17.0%	17.3%	17.7%	22.0%	17.3%	19.9%	15.5%	18.7%
%H		97.7%	37.0%	20.8%	74.6%	34.7%	39.9%	98.3%
55 - 64	147	144	55	19	118	49	69	140
%V	14.5%	14.7%	15.2%	11.6%	15.8%	16.2%	15.5%	15.4%
%H		98.0%	37.4%	12.9%	80.3%	33.3%	46.9%	95.2%
65+	270	266	81	27	227	67	159	185
%V	26.6%	27.2%	22.4%	16.5%	30.4%	22.2%	35.7%	20.4%
%H		98.5%	30.0%	10.0%	84.1%	24.8%	58.9%	68.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1016	977	361	164	747	302	445	909
%H		96.2%	35.5%	16.1%	73.5%	29.7%	43.8%	89.5%
AB	309	300	97	54	227	82	145	299
%V	30.4%	30.7%	26.9%	32.9%	30.4%	27.2%	32.6%	32.9%
%H		97.1%	31.4%	17.5%	73.5%	26.5%	46.9%	96.8%
C1	313	295	104	51	229	93	136	284
%V	30.8%	30.2%	28.8%	31.1%	30.7%	30.8%	30.6%	31.2%
%H		94.2%	33.2%	16.3%	73.2%	29.7%	43.5%	90.7%
C2	197	192	84	34	151	78	74	180
%V	19.4%	19.7%	23.3%	20.7%	20.2%	25.8%	16.6%	19.8%
%H		97.5%	42.6%	17.3%	76.6%	39.6%	37.6%	91.4%
D	128	122	52	19	90	38	52	102
%V	12.6%	12.5%	14.4%	11.6%	12.0%	12.6%	11.7%	11.2%
%H		95.3%	40.6%	14.8%	70.3%	29.7%	40.6%	79.7%
E	69	67	24	6	50	12	38	43
%V	6.8%	6.9%	6.6%	3.7%	6.7%	4.0%	8.5%	4.7%
%H		97.1%	34.8%	8.7%	72.5%	17.4%	55.1%	62.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2015 - September 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+)	1016	977	361	164	747	302	445	909
%H		96.2%	35.5%	16.1%	73.5%	29.7%	43.8%	89.5%
Working full time	347	334	126	70	244	111	132	339
%V	34.2%	34.2%	34.9%	42.7%	32.7%	36.8%	29.7%	37.3%
%H		96.3%	36.3%	20.2%	70.3%	32.0%	38.0%	97.7%
Working part time	208	198	84	31	145	64	81	204
%V	20.5%	20.3%	23.3%	18.9%	19.4%	21.2%	18.2%	22.4%
%H		95.2%	40.4%	14.9%	69.7%	30.8%	38.9%	98.1%
Not working	461	446	150	63	359	127	231	367
%V	45.4%	45.6%	41.6%	38.4%	48.1%	42.1%	51.9%	40.4%
%H		96.7%	32.5%	13.7%	77.9%	27.5%	50.1%	79.6%
Housewife/Houseperson	844	811	306	125	620	246	374	745
%V	83.1%	83.0%	84.8%	76.2%	83.0%	81.5%	84.0%	82.0%
%H		96.1%	36.3%	14.8%	73.5%	29.1%	44.3%	88.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2015 - September 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	882	853	349	78	680	273	407	732
%H (All HH)		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			40.9%	9.1%	79.7%	32.0%	47.7%	
AB	233	225	105	19	170	75	95	216
%V	26.4%	26.4%	30.1%	24.4%	25.0%	27.5%	23.3%	29.5%
%H (All HH)		96.6%	45.1%	8.2%	73.0%	32.2%	40.8%	92.7%
%H (TV HH)			46.7%	8.4%	75.6%	33.3%	42.2%	
C1	261	251	101	21	203	79	124	237
%V	29.6%	29.4%	28.9%	26.9%	29.9%	28.9%	30.5%	32.4%
%H (All HH)		96.2%	38.7%	8.0%	77.8%	30.3%	47.5%	90.8%
%H (TV HH)			40.2%	8.4%	80.9%	31.5%	49.4%	
C2	188	184	76	22	149	64	84	157
%V	21.3%	21.6%	21.8%	28.2%	21.9%	23.4%	20.6%	21.4%
%H (All HH)		97.9%	40.4%	11.7%	79.3%	34.0%	44.7%	83.5%
%H (TV HH)			41.3%	12.0%	81.0%	34.8%	45.7%	
D	121	116	45	10	94	36	58	81
%V	13.7%	13.6%	12.9%	12.8%	13.8%	13.2%	14.3%	11.1%
%H (All HH)		95.9%	37.2%	8.3%	77.7%	29.8%	47.9%	66.9%
%H (TV HH)			38.8%	8.6%	81.0%	31.0%	50.0%	
E	79	77	23	6	64	18	46	41
%V	9.0%	9.0%	6.6%	7.7%	9.4%	6.6%	11.3%	5.6%
%H (All HH)		97.5%	29.1%	7.6%	81.0%	22.8%	58.2%	51.9%
%H (TV HH)			29.9%	7.8%	83.1%	23.4%	59.7%	

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

October 2015 - September 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	882	853	349	78	680	273	407	732
%V (All HH)		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			40.9%	9.1%	79.7%	32.0%	47.7%	
Under 25	31	28	9	3	21	7	14	30
%V	3.5%	3.3%	2.6%	3.8%	3.1%	2.6%	3.4%	4.1%
%H (All HH)		90.3%	29.0%	9.7%	67.7%	22.6%	45.2%	96.8%
%H (TV HH)			32.1%	10.7%	75.0%	25.0%	50.0%	
25 - 34	113	105	41	14	63	23	40	105
%V	12.8%	12.3%	11.7%	17.9%	9.3%	8.4%	9.8%	14.3%
%H (All HH)		92.9%	36.3%	12.4%	55.8%	20.4%	35.4%	92.9%
%H (TV HH)			39.0%	13.3%	60.0%	21.9%	38.1%	
35 - 44	126	121	56	15	92	47	45	122
%V	14.3%	14.2%	16.0%	19.2%	13.5%	17.2%	11.1%	16.7%
%H (All HH)		96.0%	44.4%	11.9%	73.0%	37.3%	35.7%	96.8%
%H (TV HH)			46.3%	12.4%	76.0%	38.8%	37.2%	
45 - 54	167	162	81	16	120	57	63	155
%V	18.9%	19.0%	23.2%	20.5%	17.6%	20.9%	15.5%	21.2%
%H (All HH)		97.0%	48.5%	9.6%	71.9%	34.1%	37.7%	92.8%
%H (TV HH)			50.0%	9.9%	74.1%	35.2%	38.9%	
55 - 64	158	155	66	15	133	60	73	142
%V	17.9%	18.2%	18.9%	19.2%	19.6%	22.0%	17.9%	19.4%
%H (All HH)		98.1%	41.8%	9.5%	84.2%	38.0%	46.2%	89.9%
%H (TV HH)			42.6%	9.7%	85.8%	38.7%	47.1%	
65 +	288	283	96	14	252	79	173	178
%V	32.7%	33.2%	27.5%	17.9%	37.1%	28.9%	42.5%	24.3%
%H (All HH)		98.3%	33.3%	4.9%	87.5%	27.4%	60.1%	61.8%
%H (TV HH)			33.9%	4.9%	89.0%	27.9%	61.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	882	853	349	78	680	273	407	732
%H (All HH)		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			40.9%	9.1%	79.7%	32.0%	47.7%	
1	275	263	79	12	224	55	169	161
%V	31.2%	30.8%	22.6%	15.4%	32.9%	20.1%	41.5%	22.0%
%H (All HH)		95.6%	28.7%	4.4%	81.5%	20.0%	61.5%	58.5%
%H (TV HH)			30.0%	4.6%	85.2%	20.9%	64.3%	
2	336	327	140	32	263	114	149	304
%V	38.1%	38.3%	40.1%	41.0%	38.7%	41.8%	36.6%	41.5%
%H (All HH)		97.3%	41.7%	9.5%	78.3%	33.9%	44.3%	90.5%
%H (TV HH)			42.8%	9.8%	80.4%	34.9%	45.6%	
3	118	113	55	12	82	40	42	115
%V	13.4%	13.2%	15.8%	15.4%	12.1%	14.7%	10.3%	15.7%
%H (All HH)		95.8%	46.6%	10.2%	69.5%	33.9%	35.6%	97.5%
%H (TV HH)			48.7%	10.6%	72.6%	35.4%	37.2%	
4	110	109	55	14	80	45	35	109
%V	12.5%	12.8%	15.8%	17.9%	11.8%	16.5%	8.6%	14.9%
%H (All HH)		99.1%	50.0%	12.7%	72.7%	40.9%	31.8%	99.1%
%H (TV HH)			50.5%	12.8%	73.4%	41.3%	32.1%	
5+	43	41	20	8	30	18	12	43
%V	4.9%	4.8%	5.7%	10.3%	4.4%	6.6%	2.9%	5.9%
%H (All HH)		95.3%	46.5%	18.6%	69.8%	41.9%	27.9%	100.0%
%H (TV HH)			48.8%	19.5%	73.2%	43.9%	29.3%	
Average HH size	2.25	2.26	2.46	2.75	2.18	2.50	1.96	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

October 2015 - September 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	882	853	349	78	680	273	407	732
%H (All HH)		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			40.9%	9.1%	79.7%	32.0%	47.7%	
Without	677	656	258	50	543	207	336	531
%V	76.8%	76.9%	73.9%	64.1%	79.9%	75.8%	82.6%	72.5%
%H (All HH)		96.9%	38.1%	7.4%	80.2%	30.6%	49.6%	78.4%
%H (TV HH)			39.3%	7.6%	82.8%	31.6%	51.2%	
With	205	197	91	28	137	66	71	201
%V	23.2%	23.1%	26.1%	35.9%	20.1%	24.2%	17.4%	27.5%
%H (All HH)		96.1%	44.4%	13.7%	66.8%	32.2%	34.6%	98.0%
%H (TV HH)			46.2%	14.2%	69.5%	33.5%	36.0%	
0 - 3	80	77	38	10	49	25	24	79
%V	9.1%	9.0%	10.9%	12.8%	7.2%	9.2%	5.9%	10.8%
%H (All HH)		96.3%	47.5%	12.5%	61.3%	31.3%	30.0%	98.8%
%H (TV HH)			49.4%	13.0%	63.6%	32.5%	31.2%	
4 - 9	102	98	43	16	66	30	35	99
%V	11.6%	11.5%	12.3%	20.5%	9.7%	11.0%	8.6%	13.5%
%H (All HH)		96.1%	42.2%	15.7%	64.7%	29.4%	34.3%	97.1%
%H (TV HH)			43.9%	16.3%	67.3%	30.6%	35.7%	
10 - 15	94	91	47	12	67	35	32	94
%V	10.7%	10.7%	13.5%	15.4%	9.9%	12.8%	7.9%	12.8%
%H (All HH)		96.8%	50.0%	12.8%	71.3%	37.2%	34.0%	100.0%
%H (TV HH)			51.6%	13.2%	73.6%	38.5%	35.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	882	853	349	78	680	273	407	732
%H (All HH)		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			40.9%	9.1%	79.7%	32.0%	47.7%	
1	329	329	103	20	243	51	192	247
%V	37.3%	38.6%	29.5%	25.6%	35.7%	18.7%	47.2%	33.7%
%H (All HH)		100.0%	31.3%	6.1%	73.9%	15.5%	58.4%	75.1%
%H (TV HH)			31.3%	6.1%	73.9%	15.5%	58.4%	
2	301	301	125	27	250	105	145	255
%V	34.1%	35.3%	35.8%	34.6%	36.8%	38.5%	35.6%	34.8%
%H (All HH)		100.0%	41.5%	9.0%	83.1%	34.9%	48.2%	84.7%
%H (TV HH)			41.5%	9.0%	83.1%	34.9%	48.2%	
3	141	141	73	20	117	70	48	130
%V	16.0%	16.5%	20.9%	25.6%	17.2%	25.6%	11.8%	17.8%
%H (All HH)		100.0%	51.8%	14.2%	83.0%	49.6%	34.0%	92.2%
%H (TV HH)			51.8%	14.2%	83.0%	49.6%	34.0%	
4	55	55	33	6	46	30	16	51
%V	6.2%	6.4%	9.5%	7.7%	6.8%	11.0%	3.9%	7.0%
%H (All HH)		100.0%	60.0%	10.9%	83.6%	54.5%	29.1%	92.7%
%H (TV HH)			60.0%	10.9%	83.6%	54.5%	29.1%	
5+	27	27	15	6	24	17	6	26
%V	3.1%	3.2%	4.3%	7.7%	3.5%	6.2%	1.5%	3.6%
%H (All HH)		100.0%	55.6%	22.2%	88.9%	63.0%	22.2%	96.3%
%H (TV HH)			55.6%	22.2%	88.9%	63.0%	22.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	882	853	349	78	680	273	407	732
%H (All HH)		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			40.9%	9.1%	79.7%	32.0%	47.7%	
Under 20"	187	187	77	14	165	70	94	159
%V	21.2%	21.9%	22.1%	17.9%	24.3%	25.6%	23.1%	21.7%
%H (All HH)		100.0%	41.2%	7.5%	88.2%	37.4%	50.3%	85.0%
%H (TV HH)			41.2%	7.5%	88.2%	37.4%	50.3%	
20" - 29"	323	323	134	28	277	116	161	260
%V	36.6%	37.9%	38.4%	35.9%	40.7%	42.5%	39.6%	35.5%
%H (All HH)		100.0%	41.5%	8.7%	85.8%	35.9%	49.8%	80.5%
%H (TV HH)			41.5%	8.7%	85.8%	35.9%	49.8%	
30" - 39"	456	456	181	49	371	153	218	385
%V	51.7%	53.5%	51.9%	62.8%	54.6%	56.0%	53.6%	52.6%
%H (All HH)		100.0%	39.7%	10.7%	81.4%	33.6%	47.8%	84.4%
%H (TV HH)			39.7%	10.7%	81.4%	33.6%	47.8%	
40" and over	419	419	220	50	319	176	143	385
%V	47.5%	49.1%	63.0%	64.1%	46.9%	64.5%	35.1%	52.6%
%H (All HH)		100.0%	52.5%	11.9%	76.1%	42.0%	34.1%	91.9%
%H (TV HH)			52.5%	11.9%	76.1%	42.0%	34.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	882	853	349	78	680	273	407	732
%H (All HH)		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			40.9%	9.1%	79.7%	32.0%	47.7%	
Main living room	844	844	349	78	673	273	401	701
%V	95.7%	98.9%	100.0%	100.0%	99.0%	100.0%	98.5%	95.8%
%H (All HH)		100.0%	41.4%	9.2%	79.7%	32.3%	47.5%	83.1%
%H (TV HH)			41.4%	9.2%	79.7%	32.3%	47.5%	
Kitchen	125	125	57	11	109	50	59	109
%V	14.2%	14.7%	16.3%	14.1%	16.0%	18.3%	14.5%	14.9%
%H (All HH)		100.0%	45.6%	8.8%	87.2%	40.0%	47.2%	87.2%
%H (TV HH)			45.6%	8.8%	87.2%	40.0%	47.2%	
Adult's bedroom	393	393	187	46	330	173	157	347
%V	44.6%	46.1%	53.6%	59.0%	48.5%	63.4%	38.6%	47.4%
%H (All HH)		100.0%	47.6%	11.7%	84.0%	44.0%	39.9%	88.3%
%H (TV HH)			47.6%	11.7%	84.0%	44.0%	39.9%	
Child's bedroom	68	68	38	13	48	32	16	68
%V	7.7%	8.0%	10.9%	16.7%	7.1%	11.7%	3.9%	9.3%
%H (All HH)		100.0%	55.9%	19.1%	70.6%	47.1%	23.5%	100.0%
%H (TV HH)			55.9%	19.1%	70.6%	47.1%	23.5%	
Other bedroom	53	53	27	8	46	28	18	49
%V	6.0%	6.2%	7.7%	10.3%	6.8%	10.3%	4.4%	6.7%
%H (All HH)		100.0%	50.9%	15.1%	86.8%	52.8%	34.0%	92.5%
%H (TV HH)			50.9%	15.1%	86.8%	52.8%	34.0%	
Second living/dining room	75	75	39	8	66	38	28	67
%V	8.5%	8.8%	11.2%	10.3%	9.7%	13.9%	6.9%	9.2%
%H (All HH)		100.0%	52.0%	10.7%	88.0%	50.7%	37.3%	89.3%
%H (TV HH)			52.0%	10.7%	88.0%	50.7%	37.3%	
Study/office	17	17	10	2	12	7	5	16
%V	1.9%	2.0%	2.9%	2.6%	1.8%	2.6%	1.2%	2.2%
%H (All HH)		100.0%	58.8%	11.8%	70.6%	41.2%	29.4%	94.1%
%H (TV HH)			58.8%	11.8%	70.6%	41.2%	29.4%	
TV room	3	3	2	0	2	2	1	3
%V	0.3%	0.4%	0.6%	0.0%	0.3%	0.7%	0.2%	0.4%
%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%	
Conservatory	10	10	7	2	9	8	1	10
%V	1.1%	1.2%	2.0%	2.6%	1.3%	2.9%	0.2%	1.4%
%H (All HH)		100.0%	70.0%	20.0%	90.0%	80.0%	10.0%	100.0%
%H (TV HH)			70.0%	20.0%	90.0%	80.0%	10.0%	
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	3
%V	0.3%	0.4%	0.3%	0.0%	0.4%	0.4%	0.5%	0.4%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Other	7	7	3	0	6	2	4	6
%V	0.8%	0.8%	0.9%	0.0%	0.9%	0.7%	1.0%	0.8%
%H (All HH)		100.0%	42.9%	0.0%	85.7%	28.6%	57.1%	85.7%
%H (TV HH)			42.9%	0.0%	85.7%	28.6%	57.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

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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	882	853	349	78	680	273	407	732
%H (All HH)		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			40.9%	9.1%	79.7%	32.0%	47.7%	
Any DSAT provider	349	349	349	3	224	224	0	312
%V	39.6%	40.9%	100.0%	3.8%	32.9%	82.1%	0.0%	42.6%
%H (All HH)			100.0%	0.9%	64.2%	64.2%	0.0%	89.4%
%H (TV HH)			100.0%	0.9%	64.2%	64.2%	0.0%	
Sky with subcription	264	264	264	2	170	170	0	242
%V	29.9%	30.9%	75.6%	2.6%	25.0%	62.3%	0.0%	33.1%
%H (All HH)			100.0%	0.8%	64.4%	64.4%	0.0%	91.7%
%H (TV HH)			100.0%	0.8%	64.4%	64.4%	0.0%	
Sky without subcription	17	17	17	0	11	11	0	11
%V	1.9%	2.0%	4.9%	0.0%	1.6%	4.0%	0.0%	1.5%
%H (All HH)			100.0%	0.0%	64.7%	64.7%	0.0%	64.7%
%H (TV HH)			100.0%	0.0%	64.7%	64.7%	0.0%	
Freesat	70	70	70	1	41	41	0	62
%V	7.9%	8.2%	20.1%	1.3%	6.0%	15.0%	0.0%	8.5%
%H (All HH)			100.0%	1.4%	58.6%	58.6%	0.0%	88.6%
%H (TV HH)			100.0%	1.4%	58.6%	58.6%	0.0%	
Other satellite provider	20	20	20	0	14	14	0	18
%V	2.3%	2.3%	5.7%	0.0%	2.1%	5.1%	0.0%	2.5%
%H (All HH)			100.0%	0.0%	70.0%	70.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	70.0%	70.0%	0.0%	
DCAB	78	78	3	78	50	50	0	75
%V	8.8%	9.1%	0.9%	100.0%	7.4%	18.3%	0.0%	10.2%
%H (All HH)			3.8%	100.0%	64.1%	64.1%	0.0%	96.2%
%H (TV HH)			3.8%	100.0%	64.1%	64.1%	0.0%	
DTT	680	680	224	50	680	273	407	548
%V	77.1%	79.7%	64.2%	64.1%	100.0%	100.0%	100.0%	74.9%
%H (All HH)		100.0%	32.9%	7.4%	100.0%	40.1%	59.9%	80.6%
%H (TV HH)			32.9%	7.4%	100.0%	40.1%	59.9%	

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

October 2015 - September 2016

BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	882	853	349	78	680	273	407	732
%H (All HH)		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			40.9%	9.1%	79.7%	32.0%	47.7%	
PVR	563	563	306	69	435	246	189	503
%V	63.8%	66.0%	87.7%	88.5%	64.0%	90.1%	46.4%	68.7%
%H (All HH)		100.0%	54.4%	12.3%	77.3%	43.7%	33.6%	89.3%
%H (TV HH)			54.4%	12.3%	77.3%	43.7%	33.6%	
DVDR	19	19	6	0	17	4	13	15
%V	2.2%	2.2%	1.7%	0.0%	2.5%	1.5%	3.2%	2.0%
%H (All HH)		100.0%	31.6%	0.0%	89.5%	21.1%	68.4%	78.9%
%H (TV HH)			31.6%	0.0%	89.5%	21.1%	68.4%	
VCR	6	6	3	0	6	3	3	6
%V	0.7%	0.7%	0.9%	0.0%	0.9%	1.1%	0.7%	0.8%
%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%	
Any recorder	572	572	306	69	444	246	198	508
%V	64.9%	67.1%	87.7%	88.5%	65.3%	90.1%	48.6%	69.4%
%H (All HH)		100.0%	53.5%	12.1%	77.6%	43.0%	34.6%	88.8%
%H (TV HH)			53.5%	12.1%	77.6%	43.0%	34.6%	
Receives HDTV (via STB or built-in reception)	579	579	275	74	464	231	233	521
%V	65.6%	67.9%	78.8%	94.9%	68.2%	84.6%	57.2%	71.2%
%H (All HH)		100.0%	47.5%	12.8%	80.1%	39.9%	40.2%	90.0%
%H (TV HH)			47.5%	12.8%	80.1%	39.9%	40.2%	
DVD/Blu-ray player or recorder	696	696	301	71	551	239	312	606
%V	78.9%	81.6%	86.2%	91.0%	81.0%	87.5%	76.7%	82.8%
%H (All HH)		100.0%	43.2%	10.2%	79.2%	34.3%	44.8%	87.1%
%H (TV HH)			43.2%	10.2%	79.2%	34.3%	44.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	882	853	349	78	680	273	407	732
%H (All HH)		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%
%H (TV HH)			40.9%	9.1%	79.7%	32.0%	47.7%	
Has broadband internet	732	709	312	75	548	243	305	732
%V	83.0%	83.1%	89.4%	96.2%	80.6%	89.0%	74.9%	100.0%
%H (All HH)		96.9%	42.6%	10.2%	74.9%	33.2%	41.7%	100.0%
%H (TV HH)			44.0%	10.6%	77.3%	34.3%	43.0%	
Number of computers (PCs and laptops)								
0	159	152	39	4	136	31	105	16
%V	18.0%	17.8%	11.2%	5.1%	20.0%	11.4%	25.8%	2.2%
%H (All HH)		95.6%	24.5%	2.5%	85.5%	19.5%	66.0%	10.1%
%H (TV HH)			25.7%	2.6%	89.5%	20.4%	69.1%	
1	206	199	70	18	159	52	107	201
%V	23.4%	23.3%	20.1%	23.1%	23.4%	19.0%	26.3%	27.5%
%H (All HH)		96.6%	34.0%	8.7%	77.2%	25.2%	51.9%	97.6%
%H (TV HH)			35.2%	9.0%	79.9%	26.1%	53.8%	
2	209	201	87	17	153	63	89	208
%V	23.7%	23.6%	24.9%	21.8%	22.5%	23.1%	21.9%	28.4%
%H (All HH)		96.2%	41.6%	8.1%	73.2%	30.1%	42.6%	99.5%
%H (TV HH)			43.3%	8.5%	76.1%	31.3%	44.3%	
3	124	121	57	11	93	44	49	123
%V	14.1%	14.2%	16.3%	14.1%	13.7%	16.1%	12.0%	16.8%
%H (All HH)		97.6%	46.0%	8.9%	75.0%	35.5%	39.5%	99.2%
%H (TV HH)			47.1%	9.1%	76.9%	36.4%	40.5%	
4	95	92	49	15	71	42	29	95
%V	10.8%	10.8%	14.0%	19.2%	10.4%	15.4%	7.1%	13.0%
%H (All HH)		96.8%	51.6%	15.8%	74.7%	44.2%	30.5%	100.0%
%H (TV HH)			53.3%	16.3%	77.2%	45.7%	31.5%	
5+	90	87	47	14	68	41	27	90
%V	10.2%	10.2%	13.5%	17.9%	10.0%	15.0%	6.6%	12.3%
%H (All HH)		96.7%	52.2%	15.6%	75.6%	45.6%	30.0%	100.0%
%H (TV HH)			54.0%	16.1%	78.2%	47.1%	31.0%	

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
October 2015 - September 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	1716	786	187	1406	680	725	1492
%H		45.8%	10.9%	81.9%	39.6%	42.2%	86.9%
Under 20"	232	95	22	206	92	114	197
%V	13.5%	12.1%	11.8%	14.7%	13.5%	15.7%	13.2%
%H		40.9%	9.5%	88.8%	39.7%	49.1%	84.9%
20" - 29"	417	181	36	357	159	198	339
%V	24.3%	23.0%	19.3%	25.4%	23.4%	27.3%	22.7%
%H		43.4%	8.6%	85.6%	38.1%	47.5%	81.3%
30" - 39"	546	225	61	445	195	250	469
%V	31.8%	28.6%	32.6%	31.7%	28.7%	34.5%	31.4%
%H		41.2%	11.2%	81.5%	35.7%	45.8%	85.9%
40" and over	519	283	68	396	234	162	483
%V	30.2%	36.0%	36.4%	28.2%	34.4%	22.3%	32.4%
%H		54.5%	13.1%	76.3%	45.1%	31.2%	93.1%
Don't know	3	2	0	2	0	1	3
%V	0.2%	0.3%	0.0%	0.1%	0.0%	0.1%	0.2%
%H		66.7%	0.0%	66.7%	0.0%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.12: 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	1716	786	187	1406	680	725	1492
%H		45.8%	10.9%	81.9%	39.6%	42.2%	86.9%
Main living room	847	350	78	676	274	402	704
%V	49.4%	44.5%	41.7%	48.1%	40.3%	55.4%	47.2%
%H		41.3%	9.2%	79.8%	32.3%	47.5%	83.1%
Kitchen	125	57	11	109	50	59	109
%V	7.3%	7.3%	5.9%	7.8%	7.4%	8.1%	7.3%
%H		45.6%	8.8%	87.2%	40.0%	47.2%	87.2%
Adult's bedroom	475	233	56	403	221	182	425
%V	27.7%	29.6%	29.9%	28.7%	32.5%	25.1%	28.5%
%H		49.1%	11.8%	84.8%	46.5%	38.3%	89.5%
Child's bedroom	86	48	19	61	42	19	86
%V	5.0%	6.1%	10.2%	4.3%	6.2%	2.6%	5.8%
%H		55.8%	22.1%	70.9%	48.8%	22.1%	100.0%
Other bedroom	64	34	10	54	34	20	58
%V	3.7%	4.3%	5.3%	3.8%	5.0%	2.8%	3.9%
%H		53.1%	15.6%	84.4%	53.1%	31.3%	90.6%
Second living/dining room	77	40	8	68	38	29	69
%V	4.5%	5.1%	4.3%	4.8%	5.6%	4.0%	4.6%
%H		51.9%	10.4%	88.3%	49.4%	37.7%	89.6%
Study/office	17	10	2	12	7	5	16
%V	1.0%	1.3%	1.1%	0.9%	1.0%	0.7%	1.1%
%H		58.8%	11.8%	70.6%	41.2%	29.4%	94.1%
TV room	3	2	0	2	2	1	3
%V	0.2%	0.3%	0.0%	0.1%	0.3%	0.1%	0.2%
%H		66.7%	0.0%	66.7%	66.7%	33.3%	100.0%
Conservatory	10	7	2	9	8	1	10
%V	0.6%	0.9%	1.1%	0.6%	1.2%	0.1%	0.7%
%H		70.0%	20.0%	90.0%	80.0%	10.0%	100.0%
Attic or loft room	3	2	0	2	1	1	3
%V	0.2%	0.3%	0.0%	0.1%	0.1%	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	3
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Other	7	3	0	6	2	4	6
%V	0.4%	0.4%	0.0%	0.4%	0.3%	0.6%	0.4%
%H		42.9%	0.0%	85.7%	28.6%	57.1%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1716	786	187	1406	680	725	1492
%H		45.8%	10.9%	81.9%	39.6%	42.2%	86.9%
PVR	722	424	91	542	332	210	652
%V	42.1%	53.9%	48.7%	38.5%	48.8%	29.0%	43.7%
%H		58.7%	12.6%	75.1%	46.0%	29.1%	90.3%
DVDR	21	6	0	19	4	15	17
%V	1.2%	0.8%	0.0%	1.4%	0.6%	2.1%	1.1%
%H		28.6%	0.0%	90.5%	19.0%	71.4%	81.0%
VCR	7	4	0	7	4	3	7
%V	0.4%	0.5%	0.0%	0.5%	0.6%	0.4%	0.5%
%H		57.1%	0.0%	100.0%	57.1%	42.9%	100.0%
Any recorder	734	425	91	554	334	220	661
%V	42.8%	54.1%	48.7%	39.4%	49.1%	30.3%	44.3%
%H		57.9%	12.4%	75.5%	45.5%	30.0%	90.1%

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	1716	786	187	1406	680	725	1492
%H		45.8%	10.9%	81.9%	39.6%	42.2%	86.9%
Receives HDTV (via STB or built-in reception)	879	430	119	724	390	334	806
%V	51.2%	54.7%	63.6%	51.5%	57.4%	46.1%	54.0%
%H		48.9%	13.5%	82.4%	44.4%	38.0%	91.7%
DVD/Blu-ray player or recorder	1032	473	125	838	417	421	922
%V	60.1%	60.2%	66.8%	59.6%	61.3%	58.1%	61.8%
%H		45.8%	12.1%	81.2%	40.4%	40.8%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	852	349	78	680	273	407	709
%H		41.0%	9.2%	79.8%	32.0%	47.8%	83.2%
Under 20"	18	3	1	15	2	13	14
%V	2.1%	0.9%	1.3%	2.2%	0.7%	3.2%	2.0%
%H		16.7%	5.6%	83.3%	11.1%	72.2%	77.8%
20" - 29"	115	28	2	99	16	83	74
%V	13.5%	8.0%	2.6%	14.6%	5.9%	20.4%	10.4%
%H		24.3%	1.7%	86.1%	13.9%	72.2%	64.3%
30" - 39"	313	106	26	257	84	173	249
%V	36.7%	30.4%	33.3%	37.8%	30.8%	42.5%	35.1%
%H		33.9%	8.3%	82.1%	26.8%	55.3%	79.6%
40" and over	404	212	49	308	170	138	371
%V	47.4%	60.7%	62.8%	45.3%	62.3%	33.9%	52.3%
%H		52.5%	12.1%	76.2%	42.1%	34.2%	91.8%
Don't know	1	1	0	1	0	1	1
%V	0.1%	0.3%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		100.0%	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

October 2015 - September 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	852	349	78	680	273	407	709
%H		41.0%	9.2%	79.8%	32.0%	47.8%	83.2%
PVR	555	302	69	428	243	185	498
%V	65.1%	86.5%	88.5%	62.9%	89.0%	45.5%	70.2%
%H		54.4%	12.4%	77.1%	43.8%	33.3%	89.7%
DVDR	14	5	0	12	3	9	11
%V	1.6%	1.4%	0.0%	1.8%	1.1%	2.2%	1.6%
%H		35.7%	0.0%	85.7%	21.4%	64.3%	78.6%
VCR	4	2	0	4	3	2	4
%V	0.5%	0.6%	0.0%	0.6%	1.1%	0.5%	0.6%
%H		50.0%	0.0%	100.0%	75.0%	50.0%	100.0%
Any recorder	561	302	69	434	243	191	501
%V	65.8%	86.5%	88.5%	63.8%	89.0%	46.9%	70.7%
%H		53.8%	12.3%	77.4%	43.3%	34.0%	89.3%

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	852	349	78	680	273	407	709
%H		41.0%	9.2%	79.8%	32.0%	47.8%	83.2%
Receives HDTV (via STB or built-in reception)	560	267	74	447	225	222	507
%V	65.7%	76.5%	94.9%	65.7%	82.4%	54.5%	71.5%
%H		47.7%	13.2%	79.8%	40.2%	39.6%	90.5%
DVD/Blu-ray player or recorder	639	272	63	509	217	292	555
%V	75.0%	77.9%	80.8%	74.9%	79.5%	71.7%	78.3%
%H		42.6%	9.9%	79.7%	34.0%	45.7%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	864	437	108	726	408	318	783
%H		50.6%	12.5%	84.0%	47.2%	36.8%	90.6%
Under 20"	213	92	21	191	90	101	183
%V	24.7%	21.1%	19.4%	26.3%	22.1%	31.8%	23.4%
%H		43.2%	9.9%	89.7%	42.3%	47.4%	85.9%
20" - 29"	302	153	34	258	142	115	266
%V	35.0%	35.0%	31.5%	35.5%	34.8%	36.2%	34.0%
%H		50.7%	11.3%	85.4%	47.0%	38.1%	88.1%
30" - 39"	233	120	35	187	111	76	221
%V	27.0%	27.5%	32.4%	25.8%	27.2%	23.9%	28.2%
%H		51.5%	15.0%	80.3%	47.6%	32.6%	94.8%
40" and over	115	71	18	88	63	25	112
%V	13.3%	16.2%	16.7%	12.1%	15.4%	7.9%	14.3%
%H		61.7%	15.7%	76.5%	54.8%	21.7%	97.4%
Don't know	2	1	0	1	0	1	2
%V	0.2%	0.2%	0.0%	0.1%	0.0%	0.3%	0.3%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	864	437	108	726	408	318	783
%H		50.6%	12.5%	84.0%	47.2%	36.8%	90.6%
PVR	167	121	21	114	89	25	154
%V	19.3%	27.7%	19.4%	15.7%	21.8%	7.9%	19.7%
%H		72.5%	12.6%	68.3%	53.3%	15.0%	92.2%
DVDR	7	1	0	7	1	6	6
%V	0.8%	0.2%	0.0%	1.0%	0.2%	1.9%	0.8%
%H		14.3%	0.0%	100.0%	14.3%	85.7%	85.7%
VCR	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	173	123	21	120	91	29	160
%V	20.0%	28.1%	19.4%	16.5%	22.3%	9.1%	20.4%
%H		71.1%	12.1%	69.4%	52.6%	16.8%	92.5%

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	864	437	108	726	408	318	783
%H		50.6%	12.5%	84.0%	47.2%	36.8%	90.6%
Receives HDTV (via STB or built-in reception)	319	163	46	276	165	112	299
%V	36.9%	37.3%	42.6%	38.0%	40.4%	35.2%	38.2%
%H		51.1%	14.4%	86.5%	51.7%	35.1%	93.7%
DVD/Blu-ray player or recorder	393	201	62	329	200	129	367
%V	45.5%	46.0%	57.4%	45.3%	49.0%	40.6%	46.9%
%H		51.1%	15.8%	83.7%	50.9%	32.8%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1985	1923	860	215	1481	681	800	1794
%H		96.9%	43.3%	10.8%	74.6%	34.3%	40.3%	90.4%
Total Children	361	346	160	56	236	115	121	356
%V	18.2%	18.0%	18.6%	26.0%	15.9%	16.9%	15.1%	19.8%
%H		95.8%	44.3%	15.5%	65.4%	31.9%	33.5%	98.6%
0 - 3	94	91	45	11	58	29	29	93
%V	4.7%	4.7%	5.2%	5.1%	3.9%	4.3%	3.6%	5.2%
%H		96.8%	47.9%	11.7%	61.7%	30.9%	30.9%	98.9%
4 - 15	266	255	115	45	178	86	92	263
%V	13.4%	13.3%	13.4%	20.9%	12.0%	12.6%	11.5%	14.7%
%H		95.9%	43.2%	16.9%	66.9%	32.3%	34.6%	98.9%
4 - 9	136	130	56	23	87	40	47	133
%V	6.9%	6.8%	6.5%	10.7%	5.9%	5.9%	5.9%	7.4%
%H		95.6%	41.2%	16.9%	64.0%	29.4%	34.6%	97.8%
10 - 15	130	125	59	21	91	46	45	129
%V	6.5%	6.5%	6.9%	9.8%	6.1%	6.8%	5.6%	7.2%
%H		96.2%	45.4%	16.2%	70.0%	35.4%	34.6%	99.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1985	1923	860	215	1481	681	800	1794
%H		96.9%	43.3%	10.8%	74.6%	34.3%	40.3%	90.4%
Total Adults (16+)	1625	1576	700	160	1245	566	680	1438
%V	81.9%	82.0%	81.4%	74.4%	84.1%	83.1%	85.0%	80.2%
%H		97.0%	43.1%	9.8%	76.6%	34.8%	41.8%	88.5%
16 - 19	81	80	50	9	63	43	20	79
%V	4.1%	4.2%	5.8%	4.2%	4.3%	6.3%	2.5%	4.4%
%H		98.8%	61.7%	11.1%	77.8%	53.1%	24.7%	97.5%
20 - 24	106	100	40	8	75	32	43	106
%V	5.3%	5.2%	4.7%	3.7%	5.1%	4.7%	5.4%	5.9%
%H		94.3%	37.7%	7.5%	70.8%	30.2%	40.6%	100.0%
25 - 34	223	209	82	36	136	61	74	214
%V	11.2%	10.9%	9.5%	16.7%	9.2%	9.0%	9.3%	11.9%
%H		93.7%	36.8%	16.1%	61.0%	27.4%	33.2%	96.0%
35 - 44	227	218	104	30	161	85	76	221
%V	11.4%	11.3%	12.1%	14.0%	10.9%	12.5%	9.5%	12.3%
%H		96.0%	45.8%	13.2%	70.9%	37.4%	33.5%	97.4%
45 - 54	283	274	142	28	205	102	103	268
%V	14.3%	14.2%	16.5%	13.0%	13.8%	15.0%	12.9%	14.9%
%H		96.8%	50.2%	9.9%	72.4%	36.0%	36.4%	94.7%
55 - 64	259	256	116	24	218	103	115	239
%V	13.0%	13.3%	13.5%	11.2%	14.7%	15.1%	14.4%	13.3%
%H		98.8%	44.8%	9.3%	84.2%	39.8%	44.4%	92.3%
65+	446	440	166	26	388	140	249	310
%V	22.5%	22.9%	19.3%	12.1%	26.2%	20.6%	31.1%	17.3%
%H		98.7%	37.2%	5.8%	87.0%	31.4%	55.8%	69.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1625	1576	700	160	1245	566	680	1438
%H		97.0%	43.1%	9.8%	76.6%	34.8%	41.8%	88.5%
AB	446	433	220	39	323	158	165	422
%V	27.4%	27.5%	31.4%	24.4%	25.9%	27.9%	24.3%	29.3%
%H		97.1%	49.3%	8.7%	72.4%	35.4%	37.0%	94.6%
C1	498	481	198	45	388	165	223	469
%V	30.6%	30.5%	28.3%	28.1%	31.2%	29.2%	32.8%	32.6%
%H		96.6%	39.8%	9.0%	77.9%	33.1%	44.8%	94.2%
C2	368	362	166	47	289	143	146	325
%V	22.6%	23.0%	23.7%	29.4%	23.2%	25.3%	21.5%	22.6%
%H		98.4%	45.1%	12.8%	78.5%	38.9%	39.7%	88.3%
D	206	197	82	19	161	73	88	160
%V	12.7%	12.5%	11.7%	11.9%	12.9%	12.9%	12.9%	11.1%
%H		95.6%	39.8%	9.2%	78.2%	35.4%	42.7%	77.7%
E	106	103	34	10	85	27	58	62
%V	6.5%	6.5%	4.9%	6.3%	6.8%	4.8%	8.5%	4.3%
%H		97.2%	32.1%	9.4%	80.2%	25.5%	54.7%	58.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1625	1576	700	160	1245	566	680	1438
%H		97.0%	43.1%	9.8%	76.6%	34.8%	41.8%	88.5%
Working full time	693	669	322	80	499	253	246	666
%V	42.6%	42.4%	46.0%	50.0%	40.1%	44.7%	36.2%	46.3%
%H		96.5%	46.5%	11.5%	72.0%	36.5%	35.5%	96.1%
Working part time	220	216	92	24	172	76	97	210
%V	13.5%	13.7%	13.1%	15.0%	13.8%	13.4%	14.3%	14.6%
%H		98.2%	41.8%	10.9%	78.2%	34.5%	44.1%	95.5%
Not working	711	692	286	57	574	237	337	561
%V	43.8%	43.9%	40.9%	35.6%	46.1%	41.9%	49.6%	39.0%
%H		97.3%	40.2%	8.0%	80.7%	33.3%	47.4%	78.9%
Housewife/Houseperson	882	853	349	78	680	273	407	732
%V	54.3%	54.1%	49.9%	48.8%	54.6%	48.2%	59.9%	50.9%
%H		96.7%	39.6%	8.8%	77.1%	31.0%	46.1%	83.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	789	761	346	77	595	279	315	710
%H		96.5%	43.9%	9.8%	75.4%	35.4%	39.9%	90.0%
16 - 19	40	39	25	4	29	19	10	39
%V	5.1%	5.1%	7.2%	5.2%	4.9%	6.8%	3.2%	5.5%
%H		97.5%	62.5%	10.0%	72.5%	47.5%	25.0%	97.5%
20 - 24	60	56	23	3	41	17	24	60
%V	7.6%	7.4%	6.6%	3.9%	6.9%	6.1%	7.6%	8.5%
%H		93.3%	38.3%	5.0%	68.3%	28.3%	40.0%	100.0%
25 - 34	109	102	38	20	69	33	36	103
%V	13.8%	13.4%	11.0%	26.0%	11.6%	11.8%	11.4%	14.5%
%H		93.6%	34.9%	18.3%	63.3%	30.3%	33.0%	94.5%
35 - 44	114	108	52	15	77	41	35	111
%V	14.4%	14.2%	15.0%	19.5%	12.9%	14.7%	11.1%	15.6%
%H		94.7%	45.6%	13.2%	67.5%	36.0%	30.7%	97.4%
45 - 54	138	133	74	14	99	53	46	131
%V	17.5%	17.5%	21.4%	18.2%	16.6%	19.0%	14.6%	18.5%
%H		96.4%	53.6%	10.1%	71.7%	38.4%	33.3%	94.9%
55 - 64	123	121	54	9	104	46	57	112
%V	15.6%	15.9%	15.6%	11.7%	17.5%	16.5%	18.1%	15.8%
%H		98.4%	43.9%	7.3%	84.6%	37.4%	46.3%	91.1%
65+	206	201	81	14	177	71	106	155
%V	26.1%	26.4%	23.4%	18.2%	29.7%	25.4%	33.7%	21.8%
%H		97.6%	39.3%	6.8%	85.9%	34.5%	51.5%	75.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	789	761	346	77	595	279	315	710
%H		96.5%	43.9%	9.8%	75.4%	35.4%	39.9%	90.0%
AB	220	214	112	19	156	77	78	210
%V	27.9%	28.1%	32.4%	24.7%	26.2%	27.6%	24.8%	29.6%
%H		97.3%	50.9%	8.6%	70.9%	35.0%	35.5%	95.5%
C1	237	228	93	23	183	81	101	226
%V	30.0%	30.0%	26.9%	29.9%	30.8%	29.0%	32.1%	31.8%
%H		96.2%	39.2%	9.7%	77.2%	34.2%	42.6%	95.4%
C2	192	187	86	23	149	74	76	167
%V	24.3%	24.6%	24.9%	29.9%	25.0%	26.5%	24.1%	23.5%
%H		97.4%	44.8%	12.0%	77.6%	38.5%	39.6%	87.0%
D	101	96	43	8	79	37	42	82
%V	12.8%	12.6%	12.4%	10.4%	13.3%	13.3%	13.3%	11.5%
%H		95.0%	42.6%	7.9%	78.2%	36.6%	41.6%	81.2%
E	38	36	12	4	28	10	18	25
%V	4.8%	4.7%	3.5%	5.2%	4.7%	3.6%	5.7%	3.5%
%H		94.7%	31.6%	10.5%	73.7%	26.3%	47.4%	65.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	789	761	346	77	595	279	315	710
%H		96.5%	43.9%	9.8%	75.4%	35.4%	39.9%	90.0%
Working full time	432	416	200	51	312	159	153	414
%V	54.8%	54.7%	57.8%	66.2%	52.4%	57.0%	48.6%	58.3%
%H		96.3%	46.3%	11.8%	72.2%	36.8%	35.4%	95.8%
Working part time	45	44	19	5	36	17	19	42
%V	5.7%	5.8%	5.5%	6.5%	6.1%	6.1%	6.0%	5.9%
%H		97.8%	42.2%	11.1%	80.0%	37.8%	42.2%	93.3%
Not working	312	300	127	22	246	103	143	254
%V	39.5%	39.4%	36.7%	28.6%	41.3%	36.9%	45.4%	35.8%
%H		96.2%	40.7%	7.1%	78.8%	33.0%	45.8%	81.4%
Housewife/Houseperson	176	162	60	9	133	45	88	129
%V	22.3%	21.3%	17.3%	11.7%	22.4%	16.1%	27.9%	18.2%
%H		92.0%	34.1%	5.1%	75.6%	25.6%	50.0%	73.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	835	816	354	82	651	286	365	728
%H		97.7%	42.4%	9.8%	78.0%	34.3%	43.7%	87.2%
16 - 19	41	41	26	5	34	25	9	40
%V	4.9%	5.0%	7.3%	6.1%	5.2%	8.7%	2.5%	5.5%
%H		100.0%	63.4%	12.2%	82.9%	61.0%	22.0%	97.6%
20 - 24	46	44	17	5	34	15	19	46
%V	5.5%	5.4%	4.8%	6.1%	5.2%	5.2%	5.2%	6.3%
%H		95.7%	37.0%	10.9%	73.9%	32.6%	41.3%	100.0%
25 - 34	114	107	45	16	67	28	38	111
%V	13.7%	13.1%	12.7%	19.5%	10.3%	9.8%	10.4%	15.2%
%H		93.9%	39.5%	14.0%	58.8%	24.6%	33.3%	97.4%
35 - 44	113	110	52	15	84	43	41	111
%V	13.5%	13.5%	14.7%	18.3%	12.9%	15.0%	11.2%	15.2%
%H		97.3%	46.0%	13.3%	74.3%	38.1%	36.3%	98.2%
45 - 54	145	141	69	14	106	49	57	138
%V	17.4%	17.3%	19.5%	17.1%	16.3%	17.1%	15.6%	19.0%
%H		97.2%	47.6%	9.7%	73.1%	33.8%	39.3%	95.2%
55 - 64	136	135	61	15	114	56	57	128
%V	16.3%	16.5%	17.2%	18.3%	17.5%	19.6%	15.6%	17.6%
%H		99.3%	44.9%	11.0%	83.8%	41.2%	41.9%	94.1%
65+	240	239	85	12	212	69	143	156
%V	28.7%	29.3%	24.0%	14.6%	32.6%	24.1%	39.2%	21.4%
%H		99.6%	35.4%	5.0%	88.3%	28.8%	59.6%	65.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	835	816	354	82	651	286	365	728
%H		97.7%	42.4%	9.8%	78.0%	34.3%	43.7%	87.2%
AB	226	219	108	19	167	80	87	212
%V	27.1%	26.8%	30.5%	23.2%	25.7%	28.0%	23.8%	29.1%
%H		96.9%	47.8%	8.4%	73.9%	35.4%	38.5%	93.8%
C1	261	253	105	22	205	84	121	243
%V	31.3%	31.0%	29.7%	26.8%	31.5%	29.4%	33.2%	33.4%
%H		96.9%	40.2%	8.4%	78.5%	32.2%	46.4%	93.1%
C2	176	175	79	24	139	69	71	157
%V	21.1%	21.4%	22.3%	29.3%	21.4%	24.1%	19.5%	21.6%
%H		99.4%	44.9%	13.6%	79.0%	39.2%	40.3%	89.2%
D	104	101	39	12	83	36	47	78
%V	12.5%	12.4%	11.0%	14.6%	12.7%	12.6%	12.9%	10.7%
%H		97.1%	37.5%	11.5%	79.8%	34.6%	45.2%	75.0%
E	68	67	22	5	57	18	39	37
%V	8.1%	8.2%	6.2%	6.1%	8.8%	6.3%	10.7%	5.1%
%H		98.5%	32.4%	7.4%	83.8%	26.5%	57.4%	54.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	835	816	354	82	651	286	365	728
%H		97.7%	42.4%	9.8%	78.0%	34.3%	43.7%	87.2%
Working full time	261	253	123	29	187	94	93	253
%V	31.3%	31.0%	34.7%	35.4%	28.7%	32.9%	25.5%	34.8%
%H		96.9%	47.1%	11.1%	71.6%	36.0%	35.6%	96.9%
Working part time	175	172	73	19	136	59	78	168
%V	21.0%	21.1%	20.6%	23.2%	20.9%	20.6%	21.4%	23.1%
%H		98.3%	41.7%	10.9%	77.7%	33.7%	44.6%	96.0%
Not working	400	391	158	34	328	134	193	307
%V	47.9%	47.9%	44.6%	41.5%	50.4%	46.9%	52.9%	42.2%
%H		97.8%	39.5%	8.5%	82.0%	33.5%	48.3%	76.8%
Housewife/Houseperson	706	690	290	69	548	228	320	604
%V	84.6%	84.6%	81.9%	84.1%	84.2%	79.7%	87.7%	83.0%
%H		97.7%	41.1%	9.8%	77.6%	32.3%	45.3%	85.6%

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	2132	2053	820	290	1487	561	926	1852
%H (All HH)		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%
%H (TV HH)			39.9%	14.1%	72.4%	27.3%	45.1%	
AB	698	674	265	102	487	184	304	666
%V	32.7%	32.8%	32.3%	35.2%	32.8%	32.8%	32.8%	36.0%
%H (All HH)		96.6%	38.0%	14.6%	69.8%	26.4%	43.6%	95.4%
%H (TV HH)			39.3%	15.1%	72.3%	27.3%	45.1%	
C1	637	615	261	80	445	176	268	566
%V	29.9%	30.0%	31.8%	27.6%	29.9%	31.4%	28.9%	30.6%
%H (All HH)		96.5%	41.0%	12.6%	69.9%	27.6%	42.1%	88.9%
%H (TV HH)			42.4%	13.0%	72.4%	28.6%	43.6%	
C2	408	397	165	61	279	115	164	349
%V	19.1%	19.3%	20.1%	21.0%	18.8%	20.5%	17.7%	18.8%
%H (All HH)		97.3%	40.4%	15.0%	68.4%	28.2%	40.2%	85.5%
%H (TV HH)			41.6%	15.4%	70.3%	29.0%	41.3%	
D	246	235	98	33	164	60	104	191
%V	11.5%	11.4%	12.0%	11.4%	11.0%	10.7%	11.2%	10.3%
%H (All HH)		95.5%	39.8%	13.4%	66.7%	24.4%	42.3%	77.6%
%H (TV HH)			41.7%	14.0%	69.8%	25.5%	44.3%	
E	142	132	32	13	111	25	86	80
%V	6.7%	6.4%	3.9%	4.5%	7.5%	4.5%	9.3%	4.3%
%H (All HH)		93.0%	22.5%	9.2%	78.2%	17.6%	60.6%	56.3%
%H (TV HH)			24.2%	9.8%	84.1%	18.9%	65.2%	

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

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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	2132	2053	820	290	1487	561	926	1852
%H (All HH)		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%
%H (TV HH)			39.9%	14.1%	72.4%	27.3%	45.1%	
Under 25	65	53	16	6	34	9	26	61
%V	3.0%	2.6%	2.0%	2.1%	2.3%	1.6%	2.8%	3.3%
%H (All HH)		81.5%	24.6%	9.2%	52.3%	13.8%	40.0%	93.8%
%H (TV HH)			30.2%	11.3%	64.2%	17.0%	49.1%	
25 - 34	270	247	124	33	138	54	84	261
%V	12.7%	12.0%	15.1%	11.4%	9.3%	9.6%	9.1%	14.1%
%H (All HH)		91.5%	45.9%	12.2%	51.1%	20.0%	31.1%	96.7%
%H (TV HH)			50.2%	13.4%	55.9%	21.9%	34.0%	
35 - 44	350	339	170	58	205	103	102	342
%V	16.4%	16.5%	20.7%	20.0%	13.8%	18.4%	11.0%	18.5%
%H (All HH)		96.9%	48.6%	16.6%	58.6%	29.4%	29.1%	97.7%
%H (TV HH)			50.1%	17.1%	60.5%	30.4%	30.1%	
45 - 54	426	417	184	75	292	130	162	406
%V	20.0%	20.3%	22.4%	25.9%	19.6%	23.2%	17.5%	21.9%
%H (All HH)		97.9%	43.2%	17.6%	68.5%	30.5%	38.0%	95.3%
%H (TV HH)			44.1%	18.0%	70.0%	31.2%	38.8%	
55 - 64	358	353	131	51	280	110	171	334
%V	16.8%	17.2%	16.0%	17.6%	18.8%	19.6%	18.5%	18.0%
%H (All HH)		98.6%	36.6%	14.2%	78.2%	30.7%	47.8%	93.3%
%H (TV HH)			37.1%	14.4%	79.3%	31.2%	48.4%	
65 +	663	645	195	68	537	155	382	448
%V	31.1%	31.4%	23.8%	23.4%	36.1%	27.6%	41.3%	24.2%
%H (All HH)		97.3%	29.4%	10.3%	81.0%	23.4%	57.6%	67.6%
%H (TV HH)			30.2%	10.5%	83.3%	24.0%	59.2%	

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

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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	2132	2053	820	290	1487	561	926	1852
%H (All HH)		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%
%H (TV HH)			39.9%	14.1%	72.4%	27.3%	45.1%	
1	630	593	146	65	467	94	373	421
%V	29.5%	28.9%	17.8%	22.4%	31.4%	16.8%	40.3%	22.7%
%H (All HH)		94.1%	23.2%	10.3%	74.1%	14.9%	59.2%	66.8%
%H (TV HH)			24.6%	11.0%	78.8%	15.9%	62.9%	
2	766	745	315	101	554	227	326	709
%V	35.9%	36.3%	38.4%	34.8%	37.3%	40.5%	35.2%	38.3%
%H (All HH)		97.3%	41.1%	13.2%	72.3%	29.6%	42.6%	92.6%
%H (TV HH)			42.3%	13.6%	74.4%	30.5%	43.8%	
3	320	311	145	51	198	87	111	309
%V	15.0%	15.1%	17.7%	17.6%	13.3%	15.5%	12.0%	16.7%
%H (All HH)		97.2%	45.3%	15.9%	61.9%	27.2%	34.7%	96.6%
%H (TV HH)			46.6%	16.4%	63.7%	28.0%	35.7%	
4	297	289	146	55	191	106	85	295
%V	13.9%	14.1%	17.8%	19.0%	12.8%	18.9%	9.2%	15.9%
%H (All HH)		97.3%	49.2%	18.5%	64.3%	35.7%	28.6%	99.3%
%H (TV HH)			50.5%	19.0%	66.1%	36.7%	29.4%	
5+	119	116	68	19	77	46	31	119
%V	5.6%	5.7%	8.3%	6.6%	5.2%	8.2%	3.3%	6.4%
%H (All HH)		97.5%	57.1%	16.0%	64.7%	38.7%	26.1%	100.0%
%H (TV HH)			58.6%	16.4%	66.4%	39.7%	26.7%	
Average HH size	2.32	2.34	2.64	2.55	2.25	2.66	2.01	2.48

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 7.4: 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	2132	2053	820	290	1487	561	926	1852
%H (All HH)		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%
%H (TV HH)			39.9%	14.1%	72.4%	27.3%	45.1%	
Without	1604	1540	554	204	1164	395	768	1336
%V	75.2%	75.0%	67.6%	70.3%	78.3%	70.4%	82.9%	72.1%
%H (All HH)		96.0%	34.5%	12.7%	72.6%	24.6%	47.9%	83.3%
%H (TV HH)			36.0%	13.2%	75.6%	25.6%	49.9%	
With	528	513	266	86	323	165	158	515
%V	24.8%	25.0%	32.4%	29.7%	21.7%	29.4%	17.1%	27.8%
%H (All HH)		97.2%	50.4%	16.3%	61.2%	31.3%	29.9%	97.5%
%H (TV HH)			51.9%	16.8%	63.0%	32.2%	30.8%	
0 - 3	180	170	92	25	103	50	53	173
%V	8.4%	8.3%	11.2%	8.6%	6.9%	8.9%	5.7%	9.3%
%H (All HH)		94.4%	51.1%	13.9%	57.2%	27.8%	29.4%	96.1%
%H (TV HH)			54.1%	14.7%	60.6%	29.4%	31.2%	
4 - 9	265	256	135	46	152	78	74	261
%V	12.4%	12.5%	16.5%	15.9%	10.2%	13.9%	8.0%	14.1%
%H (All HH)		96.6%	50.9%	17.4%	57.4%	29.4%	27.9%	98.5%
%H (TV HH)			52.7%	18.0%	59.4%	30.5%	28.9%	
10 - 15	257	254	133	45	171	94	77	253
%V	12.1%	12.4%	16.2%	15.5%	11.5%	16.8%	8.3%	13.7%
%H (All HH)		98.8%	51.8%	17.5%	66.5%	36.6%	30.0%	98.4%
%H (TV HH)			52.4%	17.7%	67.3%	37.0%	30.3%	

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

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BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2132	2053	820	290	1487	561	926	1852
%H (All HH)		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%
%H (TV HH)			39.9%	14.1%	72.4%	27.3%	45.1%	
1	810	810	250	98	529	90	439	650
%V	38.0%	39.5%	30.5%	33.8%	35.6%	16.0%	47.4%	35.1%
%H (All HH)		100.0%	30.9%	12.1%	65.3%	11.1%	54.2%	80.2%
%H (TV HH)			30.9%	12.1%	65.3%	11.1%	54.2%	
2	690	690	278	97	510	196	315	613
%V	32.4%	33.6%	33.9%	33.4%	34.3%	34.9%	34.0%	33.1%
%H (All HH)		100.0%	40.3%	14.1%	73.9%	28.4%	45.7%	88.8%
%H (TV HH)			40.3%	14.1%	73.9%	28.4%	45.7%	
3	332	332	162	59	265	152	113	311
%V	15.6%	16.2%	19.8%	20.3%	17.8%	27.1%	12.2%	16.8%
%H (All HH)		100.0%	48.8%	17.8%	79.8%	45.8%	34.0%	93.7%
%H (TV HH)			48.8%	17.8%	79.8%	45.8%	34.0%	
4	143	143	85	24	117	81	36	141
%V	6.7%	7.0%	10.4%	8.3%	7.9%	14.4%	3.9%	7.6%
%H (All HH)		100.0%	59.4%	16.8%	81.8%	56.6%	25.2%	98.6%
%H (TV HH)			59.4%	16.8%	81.8%	56.6%	25.2%	
5+	78	78	45	12	66	42	24	76
%V	3.7%	3.8%	5.5%	4.1%	4.4%	7.5%	2.6%	4.1%
%H (All HH)		100.0%	57.7%	15.4%	84.6%	53.8%	30.8%	97.4%
%H (TV HH)			57.7%	15.4%	84.6%	53.8%	30.8%	

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

October 2015 - September 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	2132	2053	820	290	1487	561	926	1852
%H (All HH)		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%
%H (TV HH)			39.9%	14.1%	72.4%	27.3%	45.1%	
Under 20"	420	420	168	56	355	159	196	357
%V	19.7%	20.5%	20.5%	19.3%	23.9%	28.3%	21.2%	19.3%
%H (All HH)		100.0%	40.0%	13.3%	84.5%	37.9%	46.7%	85.0%
%H (TV HH)			40.0%	13.3%	84.5%	37.9%	46.7%	
20" - 29"	754	754	297	109	610	256	354	652
%V	35.4%	36.7%	36.2%	37.6%	41.0%	45.6%	38.2%	35.2%
%H (All HH)		100.0%	39.4%	14.5%	80.9%	34.0%	46.9%	86.5%
%H (TV HH)			39.4%	14.5%	80.9%	34.0%	46.9%	
30" - 39"	1066	1066	434	163	789	319	470	954
%V	50.0%	51.9%	52.9%	56.2%	53.1%	56.9%	50.8%	51.5%
%H (All HH)		100.0%	40.7%	15.3%	74.0%	29.9%	44.1%	89.5%
%H (TV HH)			40.7%	15.3%	74.0%	29.9%	44.1%	
40" and over	1060	1060	535	162	718	364	353	993
%V	49.7%	51.6%	65.2%	55.9%	48.3%	64.9%	38.1%	53.6%
%H (All HH)		100.0%	50.5%	15.3%	67.7%	34.3%	33.3%	93.7%
%H (TV HH)			50.5%	15.3%	67.7%	34.3%	33.3%	

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

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Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2132	2053	820	290	1487	561	926	1852
%V (All HH)		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%
%H (TV HH)			39.9%	14.1%	72.4%	27.3%	45.1%	
Main living room	2024	2024	816	285	1465	557	909	1766
%V	94.9%	98.6%	99.5%	98.3%	98.5%	99.3%	98.2%	95.4%
%H (All HH)		100.0%	40.3%	14.1%	72.4%	27.5%	44.9%	87.3%
%H (TV HH)			40.3%	14.1%	72.4%	27.5%	44.9%	
Kitchen	271	271	140	25	234	125	109	247
%V	12.7%	13.2%	17.1%	8.6%	15.7%	22.3%	11.8%	13.3%
%H (All HH)		100.0%	51.7%	9.2%	86.3%	46.1%	40.2%	91.1%
%H (TV HH)			51.7%	9.2%	86.3%	46.1%	40.2%	
Adult's bedroom	959	959	436	159	743	375	367	880
%V	45.0%	46.7%	53.2%	54.8%	50.0%	66.8%	39.6%	47.5%
%H (All HH)		100.0%	45.5%	16.6%	77.5%	39.1%	38.3%	91.8%
%H (TV HH)			45.5%	16.6%	77.5%	39.1%	38.3%	
Child's bedroom	146	146	87	29	101	67	34	145
%V	6.8%	7.1%	10.6%	10.0%	6.8%	11.9%	3.7%	7.8%
%H (All HH)		100.0%	59.6%	19.9%	69.2%	45.9%	23.3%	99.3%
%H (TV HH)			59.6%	19.9%	69.2%	45.9%	23.3%	
Other bedroom	142	142	78	26	119	80	39	134
%V	6.7%	6.9%	9.5%	9.0%	8.0%	14.3%	4.2%	7.2%
%H (All HH)		100.0%	54.9%	18.3%	83.8%	56.3%	27.5%	94.4%
%H (TV HH)			54.9%	18.3%	83.8%	56.3%	27.5%	
Second living/dining room	189	189	81	33	149	72	77	174
%V	8.9%	9.2%	9.9%	11.4%	10.0%	12.8%	8.3%	9.4%
%H (All HH)		100.0%	42.9%	17.5%	78.8%	38.1%	40.7%	92.1%
%H (TV HH)			42.9%	17.5%	78.8%	38.1%	40.7%	
Study/office	51	51	25	6	40	19	21	51
%V	2.4%	2.5%	3.0%	2.1%	2.7%	3.4%	2.3%	2.8%
%H (All HH)		100.0%	49.0%	11.8%	78.4%	37.3%	41.2%	100.0%
%H (TV HH)			49.0%	11.8%	78.4%	37.3%	41.2%	
TV room	22	22	13	2	17	10	7	22
%V	1.0%	1.1%	1.6%	0.7%	1.1%	1.8%	0.8%	1.2%
%H (All HH)		100.0%	59.1%	9.1%	77.3%	45.5%	31.8%	100.0%
%H (TV HH)			59.1%	9.1%	77.3%	45.5%	31.8%	
Conservatory	45	45	23	9	37	24	13	40
%V	2.1%	2.2%	2.8%	3.1%	2.5%	4.3%	1.4%	2.2%
%H (All HH)		100.0%	51.1%	20.0%	82.2%	53.3%	28.9%	88.9%
%H (TV HH)			51.1%	20.0%	82.2%	53.3%	28.9%	
Attic or loft room	5	5	3	1	4	2	2	5
%V	0.2%	0.2%	0.4%	0.3%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	40.0%	40.0%	
No specific location	4	4	1	2	4	3	1	4
%V	0.2%	0.2%	0.1%	0.7%	0.3%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	25.0%	50.0%	100.0%	75.0%	25.0%	100.0%
%H (TV HH)			25.0%	50.0%	100.0%	75.0%	25.0%	
Other	28	28	18	3	23	15	8	28
%V	1.3%	1.4%	2.2%	1.0%	1.5%	2.7%	0.9%	1.5%
%H (All HH)		100.0%	64.3%	10.7%	82.1%	53.6%	28.6%	100.0%
%H (TV HH)			64.3%	10.7%	82.1%	53.6%	28.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2132	2053	820	290	1487	561	926	1852
%H (All HH)		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%
%H (TV HH)			39.9%	14.1%	72.4%	27.3%	45.1%	
Any DSAT provider	820	820	820	12	433	433	0	773
%V	38.5%	39.9%	100.0%	4.1%	29.1%	77.2%	0.0%	41.7%
%H (All HH)			100.0%	1.5%	52.8%	52.8%	0.0%	94.3%
%H (TV HH)			100.0%	1.5%	52.8%	52.8%	0.0%	
Sky with subscription	667	667	667	5	348	348	0	638
%V	31.3%	32.5%	81.3%	1.7%	23.4%	62.0%	0.0%	34.4%
%H (All HH)			100.0%	0.7%	52.2%	52.2%	0.0%	95.7%
%H (TV HH)			100.0%	0.7%	52.2%	52.2%	0.0%	
Sky without subscription	46	46	46	3	28	28	0	34
%V	2.2%	2.2%	5.6%	1.0%	1.9%	5.0%	0.0%	1.8%
%H (All HH)			100.0%	6.5%	60.9%	60.9%	0.0%	73.9%
%H (TV HH)			100.0%	6.5%	60.9%	60.9%	0.0%	
Freesat	106	106	106	3	57	57	0	101
%V	5.0%	5.2%	12.9%	1.0%	3.8%	10.2%	0.0%	5.5%
%H (All HH)			100.0%	2.8%	53.8%	53.8%	0.0%	95.3%
%H (TV HH)			100.0%	2.8%	53.8%	53.8%	0.0%	
Other satellite provider	41	41	41	3	24	24	0	38
%V	1.9%	2.0%	5.0%	1.0%	1.6%	4.3%	0.0%	2.1%
%H (All HH)			100.0%	7.3%	58.5%	58.5%	0.0%	92.7%
%H (TV HH)			100.0%	7.3%	58.5%	58.5%	0.0%	
DCAB	290	290	12	290	134	134	0	278
%V	13.6%	14.1%	1.5%	100.0%	9.0%	23.9%	0.0%	15.0%
%H (All HH)			4.1%	100.0%	46.2%	46.2%	0.0%	95.9%
%H (TV HH)			4.1%	100.0%	46.2%	46.2%	0.0%	
DTT	1487	1487	433	134	1487	561	926	1257
%V	69.7%	72.4%	52.8%	46.2%	100.0%	100.0%	100.0%	67.9%
%H (All HH)		100.0%	29.1%	9.0%	100.0%	37.7%	62.3%	84.5%
%H (TV HH)			29.1%	9.0%	100.0%	37.7%	62.3%	

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

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Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2132	2053	820	290	1487	561	926	1852
%H (All HH)		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%
%H (TV HH)			39.9%	14.1%	72.4%	27.3%	45.1%	
PVR	1364	1364	730	244	909	510	399	1283
%V	64.0%	66.4%	89.0%	84.1%	61.1%	90.9%	43.1%	69.3%
%H (All HH)		100.0%	53.5%	17.9%	66.6%	37.4%	29.3%	94.1%
%H (TV HH)			53.5%	17.9%	66.6%	37.4%	29.3%	
DVDR	71	71	23	12	56	21	35	57
%V	3.3%	3.5%	2.8%	4.1%	3.8%	3.7%	3.8%	3.1%
%H (All HH)		100.0%	32.4%	16.9%	78.9%	29.6%	49.3%	80.3%
%H (TV HH)			32.4%	16.9%	78.9%	29.6%	49.3%	
VCR	36	36	10	5	32	12	20	27
%V	1.7%	1.8%	1.2%	1.7%	2.2%	2.1%	2.2%	1.5%
%H (All HH)		100.0%	27.8%	13.9%	88.9%	33.3%	55.6%	75.0%
%H (TV HH)			27.8%	13.9%	88.9%	33.3%	55.6%	
Any recorder	1398	1398	732	248	939	513	427	1307
%V	65.6%	68.1%	89.3%	85.5%	63.1%	91.4%	46.1%	70.6%
%H (All HH)		100.0%	52.4%	17.7%	67.2%	36.7%	30.5%	93.5%
%H (TV HH)			52.4%	17.7%	67.2%	36.7%	30.5%	
Receives HDTV (via STB or built-in reception)	1402	1402	651	251	1004	492	511	1317
%V	65.8%	68.3%	79.4%	86.6%	67.5%	87.7%	55.2%	71.1%
%H (All HH)		100.0%	46.4%	17.9%	71.6%	35.1%	36.4%	93.9%
%H (TV HH)			46.4%	17.9%	71.6%	35.1%	36.4%	
DVD/Blu-ray player or recorder	1544	1544	646	234	1125	466	659	1411
%V	72.4%	75.2%	78.8%	80.7%	75.7%	83.1%	71.2%	76.2%
%H (All HH)		100.0%	41.8%	15.2%	72.9%	30.2%	42.7%	91.4%
%H (TV HH)			41.8%	15.2%	72.9%	30.2%	42.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2132	2053	820	290	1487	561	926	1852
%H (All HH)		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%
%H (TV HH)			39.9%	14.1%	72.4%	27.3%	45.1%	
Has broadband internet	1852	1790	773	278	1257	532	725	1852
%V	86.9%	87.2%	94.3%	95.9%	84.5%	94.8%	78.3%	100.0%
%H (All HH)		96.7%	41.7%	15.0%	67.9%	28.7%	39.1%	100.0%
%H (TV HH)			43.2%	15.5%	70.2%	29.7%	40.5%	
Number of computers (PCs and laptops)								
0	310	292	61	19	253	43	210	49
%V	14.5%	14.2%	7.4%	6.6%	17.0%	7.7%	22.7%	2.6%
%H (All HH)		94.2%	19.7%	6.1%	81.6%	13.9%	67.7%	15.8%
%H (TV HH)			20.9%	6.5%	86.6%	14.7%	71.9%	
1	486	470	160	68	339	105	235	471
%V	22.8%	22.9%	19.5%	23.4%	22.8%	18.7%	25.4%	25.4%
%H (All HH)		96.7%	32.9%	14.0%	69.8%	21.6%	48.4%	96.9%
%H (TV HH)			34.0%	14.5%	72.1%	22.3%	50.0%	
2	518	497	223	73	343	142	201	517
%V	24.3%	24.2%	27.2%	25.2%	23.1%	25.3%	21.7%	27.9%
%H (All HH)		95.9%	43.1%	14.1%	66.2%	27.4%	38.8%	99.8%
%H (TV HH)			44.9%	14.7%	69.0%	28.6%	40.4%	
3	325	314	136	46	222	94	128	324
%V	15.2%	15.3%	16.6%	15.9%	14.9%	16.8%	13.8%	17.5%
%H (All HH)		96.6%	41.8%	14.2%	68.3%	28.9%	39.4%	99.7%
%H (TV HH)			43.3%	14.6%	70.7%	29.9%	40.8%	
4	218	211	95	39	144	72	72	218
%V	10.2%	10.3%	11.6%	13.4%	9.7%	12.8%	7.8%	11.8%
%H (All HH)		96.8%	43.6%	17.9%	66.1%	33.0%	33.0%	100.0%
%H (TV HH)			45.0%	18.5%	68.2%	34.1%	34.1%	
5+	274	269	145	44	185	105	81	273
%V	12.9%	13.1%	17.7%	15.2%	12.4%	18.7%	8.7%	14.7%
%H (All HH)		98.2%	52.9%	16.1%	67.5%	38.3%	29.6%	99.6%
%H (TV HH)			53.9%	16.4%	68.8%	39.0%	30.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4173	1877	630	3162	1487	1675	3777
%H		45.0%	15.1%	75.8%	35.6%	40.1%	90.5%
Under 20"	525	223	65	444	207	236	454
%V	12.6%	11.9%	10.3%	14.0%	13.9%	14.1%	12.0%
%H		42.5%	12.4%	84.6%	39.4%	45.0%	86.5%
20" - 29"	976	394	146	800	355	445	855
%V	23.4%	21.0%	23.2%	25.3%	23.9%	26.6%	22.6%
%H		40.4%	15.0%	82.0%	36.4%	45.6%	87.6%
30" - 39"	1316	564	200	980	423	556	1193
%V	31.5%	30.0%	31.7%	31.0%	28.4%	33.2%	31.6%
%H		42.9%	15.2%	74.5%	32.1%	42.2%	90.7%
40" and over	1321	685	214	913	493	420	1248
%V	31.7%	36.5%	34.0%	28.9%	33.2%	25.1%	33.0%
%H		51.9%	16.2%	69.1%	37.3%	31.8%	94.5%
Don't know	36	12	4	25	8	17	27
%V	0.9%	0.6%	0.6%	0.8%	0.5%	1.0%	0.7%
%H		33.3%	11.1%	69.4%	22.2%	47.2%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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	4173	1877	630	3162	1487	1675	3777
%H		45.0%	15.1%	75.8%	35.6%	40.1%	90.5%
Main living room	2030	819	286	1468	557	911	1773
%V	48.6%	43.6%	45.4%	46.4%	37.5%	54.4%	46.9%
%H		40.3%	14.1%	72.3%	27.4%	44.9%	87.3%
Kitchen	273	141	25	235	125	109	248
%V	6.5%	7.5%	4.0%	7.4%	8.4%	6.5%	6.6%
%H		51.6%	9.2%	86.1%	45.8%	39.9%	90.8%
Adult's bedroom	1156	537	194	899	468	431	1071
%V	27.7%	28.6%	30.8%	28.4%	31.5%	25.7%	28.4%
%H		46.5%	16.8%	77.8%	40.5%	37.3%	92.6%
Child's bedroom	191	114	35	134	88	46	189
%V	4.6%	6.1%	5.6%	4.2%	5.9%	2.7%	5.0%
%H		59.7%	18.3%	70.2%	46.1%	24.1%	99.0%
Other bedroom	167	94	30	142	98	44	159
%V	4.0%	5.0%	4.8%	4.5%	6.6%	2.6%	4.2%
%H		56.3%	18.0%	85.0%	58.7%	26.3%	95.2%
Second living/dining room	193	83	35	152	73	78	178
%V	4.6%	4.4%	5.6%	4.8%	4.9%	4.7%	4.7%
%H		43.0%	18.1%	78.8%	37.8%	40.4%	92.2%
Study/office	54	27	8	43	21	22	54
%V	1.3%	1.4%	1.3%	1.4%	1.4%	1.3%	1.4%
%H		50.0%	14.8%	79.6%	38.9%	40.7%	100.0%
TV room	22	13	2	17	10	7	22
%V	0.5%	0.7%	0.3%	0.5%	0.7%	0.4%	0.6%
%H		59.1%	9.1%	77.3%	45.5%	31.8%	100.0%
Conservatory	45	23	9	37	24	13	40
%V	1.1%	1.2%	1.4%	1.2%	1.6%	0.8%	1.1%
%H		51.1%	20.0%	82.2%	53.3%	28.9%	88.9%
Attic or loft room	5	3	1	4	2	2	5
%V	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		60.0%	20.0%	80.0%	40.0%	40.0%	100.0%
No specific location	6	1	2	6	3	3	6
%V	0.1%	0.1%	0.3%	0.2%	0.2%	0.2%	0.2%
%H		16.7%	33.3%	100.0%	50.0%	50.0%	100.0%
Other	32	22	4	27	18	8	31
%V	0.8%	1.2%	0.6%	0.9%	1.2%	0.5%	0.8%
%H		68.8%	12.5%	84.4%	56.3%	25.0%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4173	1877	630	3162	1487	1675	3777
%H		45.0%	15.1%	75.8%	35.6%	40.1%	90.5%
PVR	1803	1045	336	1173	727	446	1714
%V	43.2%	55.7%	53.3%	37.1%	48.9%	26.6%	45.4%
%H		58.0%	18.6%	65.1%	40.3%	24.7%	95.1%
DVDR	74	26	12	59	23	36	60
%V	1.8%	1.4%	1.9%	1.9%	1.5%	2.1%	1.6%
%H		35.1%	16.2%	79.7%	31.1%	48.6%	81.1%
VCR	38	11	5	33	13	20	29
%V	0.9%	0.6%	0.8%	1.0%	0.9%	1.2%	0.8%
%H		28.9%	13.2%	86.8%	34.2%	52.6%	76.3%
Any recorder	1850	1050	341	1214	734	480	1749
%V	44.3%	55.9%	54.1%	38.4%	49.4%	28.7%	46.3%
%H		56.8%	18.4%	65.6%	39.7%	25.9%	94.5%

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	4173	1877	630	3162	1487	1675	3777
%H		45.0%	15.1%	75.8%	35.6%	40.1%	90.5%
Receives HDTV (via STB or built-in reception)	2094	1034	386	1535	835	700	1997
%V	50.2%	55.1%	61.3%	48.5%	56.2%	41.8%	52.9%
%H		49.4%	18.4%	73.3%	39.9%	33.4%	95.4%
DVD/Blu-ray player or recorder	2300	1036	376	1710	815	894	2146
%V	55.1%	55.2%	59.7%	54.1%	54.8%	53.4%	56.8%
%H		45.0%	16.3%	74.3%	35.4%	38.9%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2052	820	290	1486	561	926	1790
%H		40.0%	14.1%	72.4%	27.3%	45.1%	87.2%
Under 20"	44	7	2	39	6	33	27
%V	2.1%	0.9%	0.7%	2.6%	1.1%	3.6%	1.5%
%H		15.9%	4.5%	88.6%	13.6%	75.0%	61.4%
20" - 29"	237	53	24	196	35	161	165
%V	11.5%	6.5%	8.3%	13.2%	6.2%	17.4%	9.2%
%H		22.4%	10.1%	82.7%	14.8%	67.9%	69.6%
30" - 39"	729	241	103	547	167	380	625
%V	35.5%	29.4%	35.5%	36.8%	29.8%	41.0%	34.9%
%H		33.1%	14.1%	75.0%	22.9%	52.1%	85.7%
40" and over	1028	517	159	694	352	342	964
%V	50.1%	63.0%	54.8%	46.7%	62.7%	36.9%	53.9%
%H		50.3%	15.5%	67.5%	34.2%	33.3%	93.8%
Don't know	15	2	1	11	2	10	9
%V	0.7%	0.2%	0.3%	0.7%	0.4%	1.1%	0.5%
%H		13.3%	6.7%	73.3%	13.3%	66.7%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2052	820	290	1486	561	926	1790
%H		40.0%	14.1%	72.4%	27.3%	45.1%	87.2%
PVR	1332	719	240	881	499	382	1256
%V	64.9%	87.7%	82.8%	59.3%	88.9%	41.3%	70.2%
%H		54.0%	18.0%	66.1%	37.5%	28.7%	94.3%
DVDR	57	19	9	44	16	28	45
%V	2.8%	2.3%	3.1%	3.0%	2.9%	3.0%	2.5%
%H		33.3%	15.8%	77.2%	28.1%	49.1%	78.9%
VCR	31	8	4	28	10	18	24
%V	1.5%	1.0%	1.4%	1.9%	1.8%	1.9%	1.3%
%H		25.8%	12.9%	90.3%	32.3%	58.1%	77.4%
Any recorder	1365	722	243	909	502	408	1280
%V	66.5%	88.0%	83.8%	61.2%	89.5%	44.1%	71.5%
%H		52.9%	17.8%	66.6%	36.8%	29.9%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: 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	2052	820	290	1486	561	926	1790
%H		40.0%	14.1%	72.4%	27.3%	45.1%	87.2%
Receives HDTV (via STB or built-in reception)	1353	633	245	961	475	486	1273
%V	65.9%	77.2%	84.5%	64.7%	84.7%	52.5%	71.1%
%H		46.8%	18.1%	71.0%	35.1%	35.9%	94.1%
DVD/Blu-ray player or recorder	1432	596	219	1039	429	609	1309
%V	69.8%	72.7%	75.5%	69.9%	76.5%	65.8%	73.1%
%H		41.6%	15.3%	72.6%	30.0%	42.5%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.18: 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	2120	1057	340	1676	926	750	1987
%H		49.9%	16.0%	79.1%	43.7%	35.4%	93.7%
Under 20"	482	216	63	405	202	203	427
%V	22.7%	20.4%	18.5%	24.2%	21.8%	27.1%	21.5%
%H		44.8%	13.1%	84.0%	41.9%	42.1%	88.6%
20" - 29"	739	341	122	604	320	285	690
%V	34.9%	32.3%	35.9%	36.0%	34.6%	38.0%	34.7%
%H		46.1%	16.5%	81.7%	43.3%	38.6%	93.4%
30" - 39"	587	323	97	433	257	176	568
%V	27.7%	30.6%	28.5%	25.8%	27.8%	23.5%	28.6%
%H		55.0%	16.5%	73.8%	43.8%	30.0%	96.8%
40" and over	292	168	55	220	142	78	284
%V	13.8%	15.9%	16.2%	13.1%	15.3%	10.4%	14.3%
%H		57.5%	18.8%	75.3%	48.6%	26.7%	97.3%
Don't know	21	10	3	14	6	8	18
%V	1.0%	0.9%	0.9%	0.8%	0.6%	1.1%	0.9%
%H		47.6%	14.3%	66.7%	28.6%	38.1%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2120	1057	340	1676	926	750	1987
%H		49.9%	16.0%	79.1%	43.7%	35.4%	93.7%
PVR	472	326	96	292	228	64	458
%V	22.3%	30.8%	28.2%	17.4%	24.6%	8.5%	23.0%
%H		69.1%	20.3%	61.9%	48.3%	13.6%	97.0%
DVDR	17	6	3	15	7	8	15
%V	0.8%	0.6%	0.9%	0.9%	0.8%	1.1%	0.8%
%H		35.3%	17.6%	88.2%	41.2%	47.1%	88.2%
VCR	7	3	2	5	3	2	5
%V	0.3%	0.3%	0.6%	0.3%	0.3%	0.3%	0.3%
%H		42.9%	28.6%	71.4%	42.9%	28.6%	71.4%
Any recorder	485	328	98	304	232	73	469
%V	22.9%	31.0%	28.8%	18.1%	25.1%	9.7%	23.6%
%H		67.6%	20.2%	62.7%	47.8%	15.1%	96.7%

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	2120	1057	340	1676	926	750	1987
%H		49.9%	16.0%	79.1%	43.7%	35.4%	93.7%
Receives HDTV (via STB or built-in reception)	741	402	142	574	359	214	723
%V	35.0%	38.0%	41.8%	34.2%	38.8%	28.5%	36.4%
%H		54.3%	19.2%	77.5%	48.4%	28.9%	97.6%
DVD/Blu-ray player or recorder	868	440	157	671	386	285	837
%V	40.9%	41.6%	46.2%	40.0%	41.7%	38.0%	42.1%
%H		50.7%	18.1%	77.3%	44.5%	32.8%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	4956	4796	2168	739	3352	1489	1864	4588
%H		96.8%	43.7%	14.9%	67.6%	30.0%	37.6%	92.6%
Total Children	904	876	469	151	551	293	258	889
%V	18.2%	18.3%	21.6%	20.4%	16.4%	19.7%	13.8%	19.4%
%H		96.9%	51.9%	16.7%	61.0%	32.4%	28.5%	98.3%
0 - 3	216	203	108	33	124	62	62	209
%V	4.4%	4.2%	5.0%	4.5%	3.7%	4.2%	3.3%	4.6%
%H		94.0%	50.0%	15.3%	57.4%	28.7%	28.7%	96.8%
4 - 15	688	673	360	118	428	232	196	679
%V	13.9%	14.0%	16.6%	16.0%	12.8%	15.6%	10.5%	14.8%
%H		97.8%	52.3%	17.2%	62.2%	33.7%	28.5%	98.7%
4 - 9	356	346	187	64	204	109	95	352
%V	7.2%	7.2%	8.6%	8.7%	6.1%	7.3%	5.1%	7.7%
%H		97.2%	52.5%	18.0%	57.3%	30.6%	26.7%	98.9%
10 - 15	332	327	174	54	224	123	101	328
%V	6.7%	6.8%	8.0%	7.3%	6.7%	8.3%	5.4%	7.1%
%H		98.5%	52.4%	16.3%	67.5%	37.0%	30.4%	98.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	4956	4796	2168	739	3352	1489	1864	4588
%H		96.8%	43.7%	14.9%	67.6%	30.0%	37.6%	92.6%
Total Adults (16+)	4052	3920	1699	588	2801	1195	1606	3700
%V	81.8%	81.7%	78.4%	79.6%	83.6%	80.3%	86.2%	80.6%
%H		96.7%	41.9%	14.5%	69.1%	29.5%	39.6%	91.3%
16 - 19	219	214	112	31	153	87	67	214
%V	4.4%	4.5%	5.2%	4.2%	4.6%	5.8%	3.6%	4.7%
%H		97.7%	51.1%	14.2%	69.9%	39.7%	30.6%	97.7%
20 - 24	260	241	103	37	161	69	92	254
%V	5.2%	5.0%	4.8%	5.0%	4.8%	4.6%	4.9%	5.5%
%H		92.7%	39.6%	14.2%	61.9%	26.5%	35.4%	97.7%
25 - 34	571	524	255	82	308	130	178	557
%V	11.5%	10.9%	11.8%	11.1%	9.2%	8.7%	9.5%	12.1%
%H		91.8%	44.7%	14.4%	53.9%	22.8%	31.2%	97.5%
35 - 44	638	618	325	101	372	192	180	627
%V	12.9%	12.9%	15.0%	13.7%	11.1%	12.9%	9.7%	13.7%
%H		96.9%	50.9%	15.8%	58.3%	30.1%	28.2%	98.3%
45 - 54	741	728	330	134	514	245	269	717
%V	15.0%	15.2%	15.2%	18.1%	15.3%	16.5%	14.4%	15.6%
%H		98.2%	44.5%	18.1%	69.4%	33.1%	36.3%	96.8%
55 - 64	601	596	242	94	461	199	262	572
%V	12.1%	12.4%	11.2%	12.7%	13.8%	13.4%	14.1%	12.5%
%H		99.2%	40.3%	15.6%	76.7%	33.1%	43.6%	95.2%
65+	1021	1000	333	110	831	273	558	758
%V	20.6%	20.9%	15.4%	14.9%	24.8%	18.3%	29.9%	16.5%
%H		97.9%	32.6%	10.8%	81.4%	26.7%	54.7%	74.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	4052	3920	1699	588	2801	1195	1606	3700
%H		96.7%	41.9%	14.5%	69.1%	29.5%	39.6%	91.3%
AB	1363	1321	562	201	943	389	555	1323
%V	33.6%	33.7%	33.1%	34.2%	33.7%	32.6%	34.6%	35.8%
%H		96.9%	41.2%	14.7%	69.2%	28.5%	40.7%	97.1%
C1	1225	1186	538	162	848	374	474	1135
%V	30.2%	30.3%	31.7%	27.6%	30.3%	31.3%	29.5%	30.7%
%H		96.8%	43.9%	13.2%	69.2%	30.5%	38.7%	92.7%
C2	822	799	352	137	564	263	301	740
%V	20.3%	20.4%	20.7%	23.3%	20.1%	22.0%	18.7%	20.0%
%H		97.2%	42.8%	16.7%	68.6%	32.0%	36.6%	90.0%
D	453	436	198	66	299	130	169	385
%V	11.2%	11.1%	11.7%	11.2%	10.7%	10.9%	10.5%	10.4%
%H		96.2%	43.7%	14.6%	66.0%	28.7%	37.3%	85.0%
E	188	177	49	23	146	40	106	118
%V	4.6%	4.5%	2.9%	3.9%	5.2%	3.3%	6.6%	3.2%
%H		94.1%	26.1%	12.2%	77.7%	21.3%	56.4%	62.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2015 - September 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+)	4052	3920	1699	588	2801	1195	1606	3700
%H		96.7%	41.9%	14.5%	69.1%	29.5%	39.6%	91.3%
Working full time	1944	1881	907	315	1245	600	645	1909
%V	48.0%	48.0%	53.4%	53.6%	44.4%	50.2%	40.2%	51.6%
%H		96.8%	46.7%	16.2%	64.0%	30.9%	33.2%	98.2%
Working part time	478	465	213	70	326	146	179	463
%V	11.8%	11.9%	12.5%	11.9%	11.6%	12.2%	11.1%	12.5%
%H		97.3%	44.6%	14.6%	68.2%	30.5%	37.4%	96.9%
Not working	1630	1574	579	203	1230	449	782	1328
%V	40.2%	40.2%	34.1%	34.5%	43.9%	37.6%	48.7%	35.9%
%H		96.6%	35.5%	12.5%	75.5%	27.5%	48.0%	81.5%
Housewife/Houseperson	2132	2053	820	290	1487	561	926	1852
%V	52.6%	52.4%	48.3%	49.3%	53.1%	46.9%	57.7%	50.1%
%H		96.3%	38.5%	13.6%	69.7%	26.3%	43.4%	86.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1970	1903	849	291	1347	602	745	1828
%H		96.6%	43.1%	14.8%	68.4%	30.6%	37.8%	92.8%
16 - 19	101	99	57	13	69	43	26	99
%V	5.1%	5.2%	6.7%	4.5%	5.1%	7.1%	3.5%	5.4%
%H		98.0%	56.4%	12.9%	68.3%	42.6%	25.7%	98.0%
20 - 24	134	126	55	17	83	37	46	132
%V	6.8%	6.6%	6.5%	5.8%	6.2%	6.1%	6.2%	7.2%
%H		94.0%	41.0%	12.7%	61.9%	27.6%	34.3%	98.5%
25 - 34	278	250	121	43	146	64	82	273
%V	14.1%	13.1%	14.3%	14.8%	10.8%	10.6%	11.0%	14.9%
%H		89.9%	43.5%	15.5%	52.5%	23.0%	29.5%	98.2%
35 - 44	308	298	156	49	176	92	84	306
%V	15.6%	15.7%	18.4%	16.8%	13.1%	15.3%	11.3%	16.7%
%H		96.8%	50.6%	15.9%	57.1%	29.9%	27.3%	99.4%
45 - 54	367	361	158	69	259	123	136	349
%V	18.6%	19.0%	18.6%	23.7%	19.2%	20.4%	18.3%	19.1%
%H		98.4%	43.1%	18.8%	70.6%	33.5%	37.1%	95.1%
55 - 64	301	297	129	46	223	100	123	286
%V	15.3%	15.6%	15.2%	15.8%	16.6%	16.6%	16.5%	15.6%
%H		98.7%	42.9%	15.3%	74.1%	33.2%	40.9%	95.0%
65+	482	473	173	52	392	144	248	384
%V	24.5%	24.9%	20.4%	17.9%	29.1%	23.9%	33.3%	21.0%
%H		98.1%	35.9%	10.8%	81.3%	29.9%	51.5%	79.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1970	1903	849	291	1347	602	745	1828
%H		96.6%	43.1%	14.8%	68.4%	30.6%	37.8%	92.8%
AB	675	654	286	101	466	200	267	658
%V	34.3%	34.4%	33.7%	34.7%	34.6%	33.2%	35.8%	36.0%
%H		96.9%	42.4%	15.0%	69.0%	29.6%	39.6%	97.5%
C1	571	551	259	79	394	189	206	545
%V	29.0%	29.0%	30.5%	27.1%	29.3%	31.4%	27.7%	29.8%
%H		96.5%	45.4%	13.8%	69.0%	33.1%	36.1%	95.4%
C2	436	423	179	73	298	133	165	386
%V	22.1%	22.2%	21.1%	25.1%	22.1%	22.1%	22.1%	21.1%
%H		97.0%	41.1%	16.7%	68.3%	30.5%	37.8%	88.5%
D	213	205	102	31	132	63	70	190
%V	10.8%	10.8%	12.0%	10.7%	9.8%	10.5%	9.4%	10.4%
%H		96.2%	47.9%	14.6%	62.0%	29.6%	32.9%	89.2%
E	75	69	22	7	56	18	39	49
%V	3.8%	3.6%	2.6%	2.4%	4.2%	3.0%	5.2%	2.7%
%H		92.0%	29.3%	9.3%	74.7%	24.0%	52.0%	65.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1970	1903	849	291	1347	602	745	1828
%H		96.6%	43.1%	14.8%	68.4%	30.6%	37.8%	92.8%
Working full time	1183	1147	556	199	759	376	383	1162
%V	60.1%	60.3%	65.5%	68.4%	56.3%	62.5%	51.4%	63.6%
%H		97.0%	47.0%	16.8%	64.2%	31.8%	32.4%	98.2%
Working part time	99	93	41	13	67	31	37	93
%V	5.0%	4.9%	4.8%	4.5%	5.0%	5.1%	5.0%	5.1%
%H		93.9%	41.4%	13.1%	67.7%	31.3%	37.4%	93.9%
Not working	688	664	252	79	520	195	325	572
%V	34.9%	34.9%	29.7%	27.1%	38.6%	32.4%	43.6%	31.3%
%H		96.5%	36.6%	11.5%	75.6%	28.3%	47.2%	83.1%
Housewife/Houseperson	422	398	141	48	294	94	200	338
%V	21.4%	20.9%	16.6%	16.5%	21.8%	15.6%	26.8%	18.5%
%H		94.3%	33.4%	11.4%	69.7%	22.3%	47.4%	80.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2081	2016	850	298	1454	594	860	1872
%H		96.9%	40.8%	14.3%	69.9%	28.5%	41.3%	90.0%
16 - 19	118	115	55	18	84	44	41	115
%V	5.7%	5.7%	6.5%	6.0%	5.8%	7.4%	4.8%	6.1%
%H		97.5%	46.6%	15.3%	71.2%	37.3%	34.7%	97.5%
20 - 24	127	115	48	20	79	32	46	122
%V	6.1%	5.7%	5.6%	6.7%	5.4%	5.4%	5.3%	6.5%
%H		90.6%	37.8%	15.7%	62.2%	25.2%	36.2%	96.1%
25 - 34	293	274	134	38	162	66	96	284
%V	14.1%	13.6%	15.8%	12.8%	11.1%	11.1%	11.2%	15.2%
%H		93.5%	45.7%	13.0%	55.3%	22.5%	32.8%	96.9%
35 - 44	330	320	169	52	197	100	96	322
%V	15.9%	15.9%	19.9%	17.4%	13.5%	16.8%	11.2%	17.2%
%H		97.0%	51.2%	15.8%	59.7%	30.3%	29.1%	97.6%
45 - 54	374	367	172	65	255	122	133	368
%V	18.0%	18.2%	20.2%	21.8%	17.5%	20.5%	15.5%	19.7%
%H		98.1%	46.0%	17.4%	68.2%	32.6%	35.6%	98.4%
55 - 64	300	298	112	48	238	99	139	286
%V	14.4%	14.8%	13.2%	16.1%	16.4%	16.7%	16.2%	15.3%
%H		99.3%	37.3%	16.0%	79.3%	33.0%	46.3%	95.3%
65+	539	527	160	57	439	130	309	374
%V	25.9%	26.1%	18.8%	19.1%	30.2%	21.9%	35.9%	20.0%
%H		97.8%	29.7%	10.6%	81.4%	24.1%	57.3%	69.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2081	2016	850	298	1454	594	860	1872
%H		96.9%	40.8%	14.3%	69.9%	28.5%	41.3%	90.0%
AB	688	666	276	99	477	189	288	665
%V	33.1%	33.0%	32.5%	33.2%	32.8%	31.8%	33.5%	35.5%
%H		96.8%	40.1%	14.4%	69.3%	27.5%	41.9%	96.7%
C1	654	635	279	84	454	185	269	590
%V	31.4%	31.5%	32.8%	28.2%	31.2%	31.1%	31.3%	31.5%
%H		97.1%	42.7%	12.8%	69.4%	28.3%	41.1%	90.2%
C2	386	376	173	64	266	130	137	354
%V	18.5%	18.7%	20.4%	21.5%	18.3%	21.9%	15.9%	18.9%
%H		97.4%	44.8%	16.6%	68.9%	33.7%	35.5%	91.7%
D	240	231	96	36	167	67	100	195
%V	11.5%	11.5%	11.3%	12.1%	11.5%	11.3%	11.6%	10.4%
%H		96.3%	40.0%	15.0%	69.6%	27.9%	41.7%	81.3%
E	113	108	27	16	90	22	67	69
%V	5.4%	5.4%	3.2%	5.4%	6.2%	3.7%	7.8%	3.7%
%H		95.6%	23.9%	14.2%	79.6%	19.5%	59.3%	61.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2081	2016	850	298	1454	594	860	1872
%H		96.9%	40.8%	14.3%	69.9%	28.5%	41.3%	90.0%
Working full time	760	734	351	117	486	224	262	747
%V	36.5%	36.4%	41.3%	39.3%	33.4%	37.7%	30.5%	39.9%
%H		96.6%	46.2%	15.4%	63.9%	29.5%	34.5%	98.3%
Working part time	379	372	172	57	258	116	143	370
%V	18.2%	18.5%	20.2%	19.1%	17.7%	19.5%	16.6%	19.8%
%H		98.2%	45.4%	15.0%	68.1%	30.6%	37.7%	97.6%
Not working	942	910	327	124	710	254	456	755
%V	45.3%	45.1%	38.5%	41.6%	48.8%	42.8%	53.0%	40.3%
%H		96.6%	34.7%	13.2%	75.4%	27.0%	48.4%	80.1%
Housewife/Houseperson	1709	1655	679	242	1193	467	726	1514
%V	82.1%	82.1%	79.9%	81.2%	82.0%	78.6%	84.4%	80.9%
%H		96.8%	39.7%	14.2%	69.8%	27.3%	42.5%	88.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2015 - September 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	2635	2524	1103	325	2009	901	1108	2151
%H (All HH)		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%
%H (TV HH)			43.7%	12.9%	79.6%	35.7%	43.9%	
AB	513	499	251	73	384	201	183	483
%V	19.5%	19.8%	22.8%	22.5%	19.1%	22.3%	16.5%	22.5%
%H (All HH)		97.3%	48.9%	14.2%	74.9%	39.2%	35.7%	94.2%
%H (TV HH)			50.3%	14.6%	77.0%	40.3%	36.7%	
C1	729	687	330	85	557	280	277	653
%V	27.7%	27.2%	29.9%	26.2%	27.7%	31.1%	25.0%	30.4%
%H (All HH)		94.2%	45.3%	11.7%	76.4%	38.4%	38.0%	89.6%
%H (TV HH)			48.0%	12.4%	81.1%	40.8%	40.3%	
C2	558	550	256	65	448	221	228	463
%V	21.2%	21.8%	23.2%	20.0%	22.3%	24.5%	20.6%	21.5%
%H (All HH)		98.6%	45.9%	11.6%	80.3%	39.6%	40.9%	83.0%
%H (TV HH)			46.5%	11.8%	81.5%	40.2%	41.5%	
D	480	454	171	66	340	125	215	359
%V	18.2%	18.0%	15.5%	20.3%	16.9%	13.9%	19.4%	16.7%
%H (All HH)		94.6%	35.6%	13.8%	70.8%	26.0%	44.8%	74.8%
%H (TV HH)			37.7%	14.5%	74.9%	27.5%	47.4%	
E	354	334	96	35	279	75	204	193
%V	13.4%	13.2%	8.7%	10.8%	13.9%	8.3%	18.4%	9.0%
%H (All HH)		94.4%	27.1%	9.9%	78.8%	21.2%	57.6%	54.5%
%H (TV HH)			28.7%	10.5%	83.5%	22.5%	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

October 2015 - September 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	2635	2524	1103	325	2009	901	1108	2151
%H (All HH)		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%
%H (TV HH)			43.7%	12.9%	79.6%	35.7%	43.9%	
Under 25	146	118	32	15	87	25	62	130
%V	5.5%	4.7%	2.9%	4.6%	4.3%	2.8%	5.6%	6.0%
%H (All HH)		80.8%	21.9%	10.3%	59.6%	17.1%	42.5%	89.0%
%H (TV HH)			27.1%	12.7%	73.7%	21.2%	52.5%	
25 - 34	398	362	179	45	258	132	126	378
%V	15.1%	14.3%	16.2%	13.8%	12.8%	14.7%	11.4%	17.6%
%H (All HH)		91.0%	45.0%	11.3%	64.8%	33.2%	31.7%	95.0%
%H (TV HH)			49.4%	12.4%	71.3%	36.5%	34.8%	
35 - 44	404	385	204	70	272	153	119	385
%V	15.3%	15.3%	18.5%	21.5%	13.5%	17.0%	10.7%	17.9%
%H (All HH)		95.3%	50.5%	17.3%	67.3%	37.9%	29.5%	95.3%
%H (TV HH)			53.0%	18.2%	70.6%	39.7%	30.9%	
45 - 54	512	501	262	77	401	228	172	477
%V	19.4%	19.8%	23.8%	23.7%	20.0%	25.3%	15.5%	22.2%
%H (All HH)		97.9%	51.2%	15.0%	78.3%	44.5%	33.6%	93.2%
%H (TV HH)			52.3%	15.4%	80.0%	45.5%	34.3%	
55 - 64	438	431	206	53	355	178	177	370
%V	16.6%	17.1%	18.7%	16.3%	17.7%	19.8%	16.0%	17.2%
%H (All HH)		98.4%	47.0%	12.1%	81.1%	40.6%	40.4%	84.5%
%H (TV HH)			47.8%	12.3%	82.4%	41.3%	41.1%	
65 +	736	728	221	64	636	186	451	412
%V	27.9%	28.8%	20.0%	19.7%	31.7%	20.6%	40.7%	19.2%
%H (All HH)		98.9%	30.0%	8.7%	86.4%	25.3%	61.3%	56.0%
%H (TV HH)			30.4%	8.8%	87.4%	25.5%	62.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	2635	2524	1103	325	2009	901	1108	2151
%H (All HH)		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%
%H (TV HH)			43.7%	12.9%	79.6%	35.7%	43.9%	
1	815	765	194	73	635	143	492	475
%V	30.9%	30.3%	17.6%	22.5%	31.6%	15.9%	44.4%	22.1%
%H (All HH)		93.9%	23.8%	9.0%	77.9%	17.5%	60.4%	58.3%
%H (TV HH)			25.4%	9.5%	83.0%	18.7%	64.3%	
2	940	912	418	116	738	358	380	821
%V	35.7%	36.1%	37.9%	35.7%	36.7%	39.7%	34.3%	38.2%
%H (All HH)		97.0%	44.5%	12.3%	78.5%	38.1%	40.4%	87.3%
%H (TV HH)			45.8%	12.7%	80.9%	39.3%	41.7%	
3	391	379	210	62	298	184	115	377
%V	14.8%	15.0%	19.0%	19.1%	14.8%	20.4%	10.4%	17.5%
%H (All HH)		96.9%	53.7%	15.9%	76.2%	47.1%	29.4%	96.4%
%H (TV HH)			55.4%	16.4%	78.6%	48.5%	30.3%	
4	331	322	196	44	244	157	87	324
%V	12.6%	12.8%	17.8%	13.5%	12.1%	17.4%	7.9%	15.1%
%H (All HH)		97.3%	59.2%	13.3%	73.7%	47.4%	26.3%	97.9%
%H (TV HH)			60.9%	13.7%	75.8%	48.8%	27.0%	
5+	159	146	85	30	93	59	35	154
%V	6.0%	5.8%	7.7%	9.2%	4.6%	6.5%	3.2%	7.2%
%H (All HH)		91.8%	53.5%	18.9%	58.5%	37.1%	22.0%	96.9%
%H (TV HH)			58.2%	20.5%	63.7%	40.4%	24.0%	
Average HH size	2.30	2.31	2.65	2.57	2.24	2.63	1.92	2.51

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

October 2015 - September 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	2635	2524	1103	325	2009	901	1108	2151
%H (All HH)		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%
%H (TV HH)			43.7%	12.9%	79.6%	35.7%	43.9%	
Without	1968	1874	736	224	1541	623	917	1507
%V	74.7%	74.2%	66.7%	68.9%	76.7%	69.1%	82.8%	70.1%
%H (All HH)		95.2%	37.4%	11.4%	78.3%	31.7%	46.6%	76.6%
%H (TV HH)			39.3%	12.0%	82.2%	33.2%	48.9%	
With	667	650	367	101	468	278	191	645
%V	25.3%	25.8%	33.3%	31.1%	23.3%	30.9%	17.2%	30.0%
%H (All HH)		97.5%	55.0%	15.1%	70.2%	41.7%	28.6%	96.7%
%H (TV HH)			56.5%	15.5%	72.0%	42.8%	29.4%	
0 - 3	238	226	121	29	158	81	76	226
%V	9.0%	9.0%	11.0%	8.9%	7.9%	9.0%	6.9%	10.5%
%H (All HH)		95.0%	50.8%	12.2%	66.4%	34.0%	31.9%	95.0%
%H (TV HH)			53.5%	12.8%	69.9%	35.8%	33.6%	
4 - 9	339	330	195	48	232	141	91	327
%V	12.9%	13.1%	17.7%	14.8%	11.5%	15.6%	8.2%	15.2%
%H (All HH)		97.3%	57.5%	14.2%	68.4%	41.6%	26.8%	96.5%
%H (TV HH)			59.1%	14.5%	70.3%	42.7%	27.6%	
10 - 15	321	316	186	58	223	145	78	311
%V	12.2%	12.5%	16.9%	17.8%	11.1%	16.1%	7.0%	14.5%
%H (All HH)		98.4%	57.9%	18.1%	69.5%	45.2%	24.3%	96.9%
%H (TV HH)			58.9%	18.4%	70.6%	45.9%	24.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	2635	2524	1103	325	2009	901	1108	2151
%H (All HH)		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%
%H (TV HH)			43.7%	12.9%	79.6%	35.7%	43.9%	
1	983	983	319	115	717	178	538	712
%V	37.3%	38.9%	28.9%	35.4%	35.7%	19.8%	48.6%	33.1%
%H (All HH)		100.0%	32.5%	11.7%	72.9%	18.1%	54.7%	72.4%
%H (TV HH)			32.5%	11.7%	72.9%	18.1%	54.7%	
2	822	822	369	106	668	316	352	679
%V	31.2%	32.6%	33.5%	32.6%	33.3%	35.1%	31.8%	31.6%
%H (All HH)		100.0%	44.9%	12.9%	81.3%	38.4%	42.8%	82.6%
%H (TV HH)			44.9%	12.9%	81.3%	38.4%	42.8%	
3	400	400	212	56	340	202	138	365
%V	15.2%	15.8%	19.2%	17.2%	16.9%	22.4%	12.5%	17.0%
%H (All HH)		100.0%	53.0%	14.0%	85.0%	50.5%	34.5%	91.3%
%H (TV HH)			53.0%	14.0%	85.0%	50.5%	34.5%	
4	207	207	127	30	181	124	56	199
%V	7.9%	8.2%	11.5%	9.2%	9.0%	13.8%	5.1%	9.3%
%H (All HH)		100.0%	61.4%	14.5%	87.4%	59.9%	27.1%	96.1%
%H (TV HH)			61.4%	14.5%	87.4%	59.9%	27.1%	
5+	112	112	77	17	104	80	23	112
%V	4.3%	4.4%	7.0%	5.2%	5.2%	8.9%	2.1%	5.2%
%H (All HH)		100.0%	68.8%	15.2%	92.9%	71.4%	20.5%	100.0%
%H (TV HH)			68.8%	15.2%	92.9%	71.4%	20.5%	

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

October 2015 - September 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	2635	2524	1103	325	2009	901	1108	2151
%H (All HH)		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%
%H (TV HH)			43.7%	12.9%	79.6%	35.7%	43.9%	
Under 20"	438	438	201	58	382	196	186	370
%V	16.6%	17.4%	18.2%	17.8%	19.0%	21.8%	16.8%	17.2%
%H (All HH)		100.0%	45.9%	13.2%	87.2%	44.7%	42.5%	84.5%
%H (TV HH)			45.9%	13.2%	87.2%	44.7%	42.5%	
20" - 29"	824	824	362	101	715	344	371	673
%V	31.3%	32.6%	32.8%	31.1%	35.6%	38.2%	33.5%	31.3%
%H (All HH)		100.0%	43.9%	12.3%	86.8%	41.7%	45.0%	81.7%
%H (TV HH)			43.9%	12.3%	86.8%	41.7%	45.0%	
30" - 39"	1223	1223	557	160	975	461	514	1016
%V	46.4%	48.5%	50.5%	49.2%	48.5%	51.2%	46.4%	47.2%
%H (All HH)		100.0%	45.5%	13.1%	79.7%	37.7%	42.0%	83.1%
%H (TV HH)			45.5%	13.1%	79.7%	37.7%	42.0%	
40" and over	1398	1398	753	204	1087	620	467	1266
%V	53.1%	55.4%	68.3%	62.8%	54.1%	68.8%	42.1%	58.9%
%H (All HH)		100.0%	53.9%	14.6%	77.8%	44.3%	33.4%	90.6%
%H (TV HH)			53.9%	14.6%	77.8%	44.3%	33.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	2635	2524	1103	325	2009	901	1108	2151
%H (All HH)		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%
%H (TV HH)			43.7%	12.9%	79.6%	35.7%	43.9%	
Main living room	2495	2495	1093	321	1989	893	1096	2043
%V	94.7%	98.9%	99.1%	98.8%	99.0%	99.1%	98.9%	95.0%
%H (All HH)		100.0%	43.8%	12.9%	79.7%	35.8%	43.9%	81.9%
%H (TV HH)			43.8%	12.9%	79.7%	35.8%	43.9%	
Kitchen	305	305	160	35	283	166	117	262
%V	11.6%	12.1%	14.5%	10.8%	14.1%	18.4%	10.6%	12.2%
%H (All HH)		100.0%	52.5%	11.5%	92.8%	54.4%	38.4%	85.9%
%H (TV HH)			52.5%	11.5%	92.8%	54.4%	38.4%	
Adult's bedroom	1180	1180	609	166	995	567	428	1039
%V	44.8%	46.8%	55.2%	51.1%	49.5%	62.9%	38.6%	48.3%
%H (All HH)		100.0%	51.6%	14.1%	84.3%	48.1%	36.3%	88.1%
%H (TV HH)			51.6%	14.1%	84.3%	48.1%	36.3%	
Child's bedroom	289	289	171	45	224	147	78	283
%V	11.0%	11.5%	15.5%	13.8%	11.1%	16.3%	7.0%	13.2%
%H (All HH)		100.0%	59.2%	15.6%	77.5%	50.9%	27.0%	97.9%
%H (TV HH)			59.2%	15.6%	77.5%	50.9%	27.0%	
Other bedroom	168	168	99	27	148	101	47	159
%V	6.4%	6.7%	9.0%	8.3%	7.4%	11.2%	4.2%	7.4%
%H (All HH)		100.0%	58.9%	16.1%	88.1%	60.1%	28.0%	94.6%
%H (TV HH)			58.9%	16.1%	88.1%	60.1%	28.0%	
Second living/dining room	245	245	135	33	214	134	80	223
%V	9.3%	9.7%	12.2%	10.2%	10.7%	14.9%	7.2%	10.4%
%H (All HH)		100.0%	55.1%	13.5%	87.3%	54.7%	32.7%	91.0%
%H (TV HH)			55.1%	13.5%	87.3%	54.7%	32.7%	
Study/office	35	35	22	5	29	19	9	34
%V	1.3%	1.4%	2.0%	1.5%	1.4%	2.1%	0.8%	1.6%
%H (All HH)		100.0%	62.9%	14.3%	82.9%	54.3%	25.7%	97.1%
%H (TV HH)			62.9%	14.3%	82.9%	54.3%	25.7%	
TV room	12	12	7	3	11	8	2	12
%V	0.5%	0.5%	0.6%	0.9%	0.5%	0.9%	0.2%	0.6%
%H (All HH)		100.0%	58.3%	25.0%	91.7%	66.7%	16.7%	100.0%
%H (TV HH)			58.3%	25.0%	91.7%	66.7%	16.7%	
Conservatory	90	90	53	7	80	48	31	82
%V	3.4%	3.6%	4.8%	2.2%	4.0%	5.3%	2.8%	3.8%
%H (All HH)		100.0%	58.9%	7.8%	88.9%	53.3%	34.4%	91.1%
%H (TV HH)			58.9%	7.8%	88.9%	53.3%	34.4%	
Attic or loft room	7	7	5	1	6	5	1	7
%V	0.3%	0.3%	0.5%	0.3%	0.3%	0.6%	0.1%	0.3%
%H (All HH)		100.0%	71.4%	14.3%	85.7%	71.4%	14.3%	100.0%
%H (TV HH)			71.4%	14.3%	85.7%	71.4%	14.3%	
No specific location	5	5	3	1	5	3	2	5
%V	0.2%	0.2%	0.3%	0.3%	0.2%	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	31	31	16	5	29	19	10	29
%V	1.2%	1.2%	1.5%	1.5%	1.4%	2.1%	0.9%	1.3%
%H (All HH)		100.0%	51.6%	16.1%	93.5%	61.3%	32.3%	93.5%
%H (TV HH)			51.6%	16.1%	93.5%	61.3%	32.3%	

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

October 2015 - September 2016

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2635	2524	1103	325	2009	901	1108	2151
%H (All HH)		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%
%H (TV HH)			43.7%	12.9%	79.6%	35.7%	43.9%	
Any DSAT provider	1103	1103	1103	48	740	740	0	1021
%V	41.9%	43.7%	100.0%	14.8%	36.8%	82.1%	0.0%	47.5%
%H (All HH)			100.0%	4.4%	67.1%	67.1%	0.0%	92.6%
%H (TV HH)			100.0%	4.4%	67.1%	67.1%	0.0%	
Sky with subcription	907	907	907	37	609	609	0	843
%V	34.4%	35.9%	82.2%	11.4%	30.3%	67.6%	0.0%	39.2%
%H (All HH)			100.0%	4.1%	67.1%	67.1%	0.0%	92.9%
%H (TV HH)			100.0%	4.1%	67.1%	67.1%	0.0%	
Sky without subscription	65	65	65	3	40	40	0	58
%V	2.5%	2.6%	5.9%	0.9%	2.0%	4.4%	0.0%	2.7%
%H (All HH)			100.0%	4.6%	61.5%	61.5%	0.0%	89.2%
%H (TV HH)			100.0%	4.6%	61.5%	61.5%	0.0%	
Freesat	153	153	153	13	116	116	0	141
%V	5.8%	6.1%	13.9%	4.0%	5.8%	12.9%	0.0%	6.6%
%H (All HH)			100.0%	8.5%	75.8%	75.8%	0.0%	92.2%
%H (TV HH)			100.0%	8.5%	75.8%	75.8%	0.0%	
Other satellite provider	66	66	66	7	40	40	0	61
%V	2.5%	2.6%	6.0%	2.2%	2.0%	4.4%	0.0%	2.8%
%H (All HH)			100.0%	10.6%	60.6%	60.6%	0.0%	92.4%
%H (TV HH)			100.0%	10.6%	60.6%	60.6%	0.0%	
DCAB	325	325	48	325	187	187	0	302
%V	12.3%	12.9%	4.4%	100.0%	9.3%	20.8%	0.0%	14.0%
%H (All HH)			14.8%	100.0%	57.5%	57.5%	0.0%	92.9%
%H (TV HH)			14.8%	100.0%	57.5%	57.5%	0.0%	
DTT	2009	2009	740	187	2009	901	1108	1599
%V	76.2%	79.6%	67.1%	57.5%	100.0%	100.0%	100.0%	74.3%
%H (All HH)		100.0%	36.8%	9.3%	100.0%	44.8%	55.2%	79.6%
%H (TV HH)			36.8%	9.3%	100.0%	44.8%	55.2%	

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	2635	2524	1103	325	2009	901	1108	2151
%H (All HH)		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%
%H (TV HH)			43.7%	12.9%	79.6%	35.7%	43.9%	
PVR	1527	1527	966	264	1132	793	339	1399
%V	58.0%	60.5%	87.6%	81.2%	56.3%	88.0%	30.6%	65.0%
%H (All HH)		100.0%	63.3%	17.3%	74.1%	51.9%	22.2%	91.6%
%H (TV HH)			63.3%	17.3%	74.1%	51.9%	22.2%	
DVDR	77	77	36	8	67	34	33	64
%V	2.9%	3.1%	3.3%	2.5%	3.3%	3.8%	3.0%	3.0%
%H (All HH)		100.0%	46.8%	10.4%	87.0%	44.2%	42.9%	83.1%
%H (TV HH)			46.8%	10.4%	87.0%	44.2%	42.9%	
VCR	62	62	21	8	52	17	34	41
%V	2.4%	2.5%	1.9%	2.5%	2.6%	1.9%	3.1%	1.9%
%H (All HH)		100.0%	33.9%	12.9%	83.9%	27.4%	54.8%	66.1%
%H (TV HH)			33.9%	12.9%	83.9%	27.4%	54.8%	
Any recorder	1583	1583	976	265	1182	798	384	1430
%V	60.1%	62.7%	88.5%	81.5%	58.8%	88.6%	34.7%	66.5%
%H (All HH)		100.0%	61.7%	16.7%	74.7%	50.4%	24.3%	90.3%
%H (TV HH)			61.7%	16.7%	74.7%	50.4%	24.3%	
Receives HDTV (via STB or built-in reception)	1460	1460	805	253	1130	690	440	1328
%V	55.4%	57.8%	73.0%	77.8%	56.2%	76.6%	39.7%	61.7%
%H (All HH)		100.0%	55.1%	17.3%	77.4%	47.3%	30.1%	91.0%
%H (TV HH)			55.1%	17.3%	77.4%	47.3%	30.1%	
DVD/Blu-ray player or recorder	1718	1718	805	231	1372	685	687	1491
%V	65.2%	68.1%	73.0%	71.1%	68.3%	76.0%	62.0%	69.3%
%H (All HH)		100.0%	46.9%	13.4%	79.9%	39.9%	40.0%	86.8%
%H (TV HH)			46.9%	13.4%	79.9%	39.9%	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	2635	2524	1103	325	2009	901	1108	2151
%V (All HH)		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%
%H (TV HH)			43.7%	12.9%	79.6%	35.7%	43.9%	
Has broadband internet	2151	2066	1021	302	1599	843	757	2151
%V	81.6%	81.9%	92.6%	92.9%	79.6%	93.6%	68.3%	100.0%
%H (All HH)		96.0%	47.5%	14.0%	74.3%	39.2%	35.2%	100.0%
%H (TV HH)			49.4%	14.6%	77.4%	40.8%	36.6%	
Number of computers (PCs and laptops)								
0	562	529	115	32	462	80	382	108
%V	21.3%	21.0%	10.4%	9.8%	23.0%	8.9%	34.5%	5.0%
%H (All HH)		94.1%	20.5%	5.7%	82.2%	14.2%	68.0%	19.2%
%H (TV HH)			21.7%	6.0%	87.3%	15.1%	72.2%	
1	700	665	261	94	520	211	309	678
%V	26.6%	26.3%	23.7%	28.9%	25.9%	23.4%	27.9%	31.5%
%H (All HH)		95.0%	37.3%	13.4%	74.3%	30.1%	44.1%	96.9%
%H (TV HH)			39.2%	14.1%	78.2%	31.7%	46.5%	
2	622	596	299	86	463	248	216	616
%V	23.6%	23.6%	27.1%	26.5%	23.0%	27.5%	19.5%	28.6%
%H (All HH)		95.8%	48.1%	13.8%	74.4%	39.9%	34.7%	99.0%
%H (TV HH)			50.2%	14.4%	77.7%	41.6%	36.2%	
3	361	354	205	54	272	172	100	359
%V	13.7%	14.0%	18.6%	16.6%	13.5%	19.1%	9.0%	16.7%
%H (All HH)		98.1%	56.8%	15.0%	75.3%	47.6%	27.7%	99.4%
%H (TV HH)			57.9%	15.3%	76.8%	48.6%	28.2%	
4	191	187	113	23	143	89	54	191
%V	7.2%	7.4%	10.2%	7.1%	7.1%	9.9%	4.9%	8.9%
%H (All HH)		97.9%	59.2%	12.0%	74.9%	46.6%	28.3%	100.0%
%H (TV HH)			60.4%	12.3%	76.5%	47.6%	28.9%	
5+	199	193	111	35	149	102	47	197
%V	7.6%	7.6%	10.1%	10.8%	7.4%	11.3%	4.2%	9.2%
%H (All HH)		97.0%	55.8%	17.6%	74.9%	51.3%	23.6%	99.0%
%H (TV HH)			57.5%	18.1%	77.2%	52.8%	24.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	5259	2618	708	4358	2353	2004	4560
%H		49.8%	13.5%	82.9%	44.7%	38.1%	86.7%
Under 20"	566	280	75	494	273	221	492
%V	10.8%	10.7%	10.6%	11.3%	11.6%	11.0%	10.8%
%H		49.5%	13.3%	87.3%	48.2%	39.0%	86.9%
20" - 29"	1063	485	133	937	477	460	891
%V	20.2%	18.5%	18.8%	21.5%	20.3%	23.0%	19.5%
%H		45.6%	12.5%	88.1%	44.9%	43.3%	83.8%
30" - 39"	1547	743	216	1244	640	604	1316
%V	29.4%	28.4%	30.5%	28.5%	27.2%	30.1%	28.9%
%H		48.0%	14.0%	80.4%	41.4%	39.0%	85.1%
40" and over	1762	989	260	1390	844	546	1619
%V	33.5%	37.8%	36.7%	31.9%	35.9%	27.2%	35.5%
%H		56.1%	14.8%	78.9%	47.9%	31.0%	91.9%
Don't know	322	119	23	291	119	173	242
%V	6.1%	4.5%	3.2%	6.7%	5.1%	8.6%	5.3%
%H		37.0%	7.1%	90.4%	37.0%	53.7%	75.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	5259	2618	708	4358	2353	2004	4560
%H		49.8%	13.5%	82.9%	44.7%	38.1%	86.7%
Main living room	2516	1105	323	2006	904	1102	2061
%V	47.8%	42.2%	45.6%	46.0%	38.4%	55.0%	45.2%
%H		43.9%	12.8%	79.7%	35.9%	43.8%	81.9%
Kitchen	305	160	35	283	166	117	262
%V	5.8%	6.1%	4.9%	6.5%	7.1%	5.8%	5.7%
%H		52.5%	11.5%	92.8%	54.4%	38.4%	85.9%
Adult's bedroom	1422	759	203	1209	719	490	1271
%V	27.0%	29.0%	28.7%	27.7%	30.6%	24.5%	27.9%
%H		53.4%	14.3%	85.0%	50.6%	34.5%	89.4%
Child's bedroom	382	230	58	300	198	103	375
%V	7.3%	8.8%	8.2%	6.9%	8.4%	5.1%	8.2%
%H		60.2%	15.2%	78.5%	51.8%	27.0%	98.2%
Other bedroom	199	116	34	178	123	55	190
%V	3.8%	4.4%	4.8%	4.1%	5.2%	2.7%	4.2%
%H		58.3%	17.1%	89.4%	61.8%	27.6%	95.5%
Second living/dining room	250	138	34	218	137	81	228
%V	4.8%	5.3%	4.8%	5.0%	5.8%	4.0%	5.0%
%H		55.2%	13.6%	87.2%	54.8%	32.4%	91.2%
Study/office	36	23	5	29	20	9	35
%V	0.7%	0.9%	0.7%	0.7%	0.8%	0.4%	0.8%
%H		63.9%	13.9%	80.6%	55.6%	25.0%	97.2%
TV room	12	7	3	11	8	2	12
%V	0.2%	0.3%	0.4%	0.3%	0.3%	0.1%	0.3%
%H		58.3%	25.0%	91.7%	66.7%	16.7%	100.0%
Conservatory	91	54	7	81	49	31	83
%V	1.7%	2.1%	1.0%	1.9%	2.1%	1.5%	1.8%
%H		59.3%	7.7%	89.0%	53.8%	34.1%	91.2%
Attic or loft room	7	5	1	6	5	1	7
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.2%
%H		71.4%	14.3%	85.7%	71.4%	14.3%	100.0%
No specific location	6	3	1	6	4	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	16.7%	100.0%	66.7%	33.3%	100.0%
Other	33	18	5	31	21	10	31
%V	0.6%	0.7%	0.7%	0.7%	0.9%	0.5%	0.7%
%H		54.5%	15.2%	93.9%	63.6%	30.3%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	5259	2618	708	4358	2353	2004	4560
%H		49.8%	13.5%	82.9%	44.7%	38.1%	86.7%
PVR	2003	1350	344	1468	1094	374	1864
%V	38.1%	51.6%	48.6%	33.7%	46.5%	18.7%	40.9%
%H		67.4%	17.2%	73.3%	54.6%	18.7%	93.1%
DVDR	82	36	8	72	35	37	68
%V	1.6%	1.4%	1.1%	1.7%	1.5%	1.8%	1.5%
%H		43.9%	9.8%	87.8%	42.7%	45.1%	82.9%
VCR	66	22	8	56	18	37	43
%V	1.3%	0.8%	1.1%	1.3%	0.8%	1.8%	0.9%
%H		33.3%	12.1%	84.8%	27.3%	56.1%	65.2%
Any recorder	2077	1368	348	1535	1109	426	1910
%V	39.5%	52.3%	49.2%	35.2%	47.1%	21.3%	41.9%
%H		65.9%	16.8%	73.9%	53.4%	20.5%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: 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	5259	2618	708	4358	2353	2004	4560
%H		49.8%	13.5%	82.9%	44.7%	38.1%	86.7%
Receives HDTV (via STB or built-in reception)	2180	1250	391	1743	1133	611	2022
%V	41.5%	47.7%	55.2%	40.0%	48.2%	30.5%	44.3%
%H		57.3%	17.9%	80.0%	52.0%	28.0%	92.8%
DVD/Blu-ray player or recorder	2568	1298	345	2087	1144	943	2288
%V	48.8%	49.6%	48.7%	47.9%	48.6%	47.1%	50.2%
%H		50.5%	13.4%	81.3%	44.5%	36.7%	89.1%

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	2522	1103	324	2008	901	1107	2066
%H		43.7%	12.8%	79.6%	35.7%	43.9%	81.9%
Under 20"	29	3	2	23	2	21	18
%V	1.1%	0.3%	0.6%	1.1%	0.2%	1.9%	0.9%
%H		10.3%	6.9%	79.3%	6.9%	72.4%	62.1%
20" - 29"	219	56	23	187	47	139	140
%V	8.7%	5.1%	7.1%	9.3%	5.2%	12.6%	6.8%
%H		25.6%	10.5%	85.4%	21.5%	63.5%	63.9%
30" - 39"	761	272	90	600	208	392	579
%V	30.2%	24.7%	27.8%	29.9%	23.1%	35.4%	28.0%
%H		35.7%	11.8%	78.8%	27.3%	51.5%	76.1%
40" and over	1348	721	199	1047	594	452	1218
%V	53.4%	65.4%	61.4%	52.1%	65.9%	40.8%	59.0%
%H		53.5%	14.8%	77.7%	44.1%	33.5%	90.4%
Don't know	165	51	10	152	49	103	110
%V	6.5%	4.6%	3.1%	7.6%	5.4%	9.3%	5.3%
%H		30.9%	6.1%	92.1%	29.7%	62.4%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2522	1103	324	2008	901	1107	2066
%H		43.7%	12.8%	79.6%	35.7%	43.9%	81.9%
PVR	1487	950	255	1095	772	323	1363
%V	59.0%	86.1%	78.7%	54.5%	85.7%	29.2%	66.0%
%H		63.9%	17.1%	73.6%	51.9%	21.7%	91.7%
DVDR	66	30	6	57	28	30	53
%V	2.6%	2.7%	1.9%	2.8%	3.1%	2.7%	2.6%
%H		45.5%	9.1%	86.4%	42.4%	45.5%	80.3%
VCR	47	14	5	38	10	28	29
%V	1.9%	1.3%	1.5%	1.9%	1.1%	2.5%	1.4%
%H		29.8%	10.6%	80.9%	21.3%	59.6%	61.7%
Any recorder	1537	959	257	1141	778	363	1391
%V	60.9%	86.9%	79.3%	56.8%	86.3%	32.8%	67.3%
%H		62.4%	16.7%	74.2%	50.6%	23.6%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2522	1103	324	2008	901	1107	2066
%H		43.7%	12.8%	79.6%	35.7%	43.9%	81.9%
Receives HDTV (via STB or built-in reception)	1413	785	247	1087	669	418	1286
%V	56.0%	71.2%	76.2%	54.1%	74.3%	37.8%	62.2%
%H		55.6%	17.5%	76.9%	47.3%	29.6%	91.0%
DVD/Blu-ray player or recorder	1536	710	199	1230	601	630	1322
%V	60.9%	64.4%	61.4%	61.3%	66.7%	56.9%	64.0%
%H		46.2%	13.0%	80.1%	39.1%	41.0%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2736	1515	384	2349	1452	897	2495
%H		55.4%	14.0%	85.9%	53.1%	32.8%	91.2%
Under 20"	537	277	73	472	271	200	474
%V	19.6%	18.3%	19.0%	20.1%	18.7%	22.3%	19.0%
%H		51.6%	13.6%	87.9%	50.5%	37.2%	88.3%
20" - 29"	844	429	111	751	429	321	751
%V	30.8%	28.3%	28.9%	32.0%	29.5%	35.8%	30.1%
%H		50.8%	13.2%	89.0%	50.8%	38.0%	89.0%
30" - 39"	786	472	126	645	432	212	737
%V	28.7%	31.2%	32.8%	27.5%	29.8%	23.6%	29.5%
%H		60.1%	16.0%	82.1%	55.0%	27.0%	93.8%
40" and over	414	268	61	343	250	94	401
%V	15.1%	17.7%	15.9%	14.6%	17.2%	10.5%	16.1%
%H		64.7%	14.7%	82.9%	60.4%	22.7%	96.9%
Don't know	156	69	13	139	70	70	132
%V	5.7%	4.6%	3.4%	5.9%	4.8%	7.8%	5.3%
%H		44.2%	8.3%	89.1%	44.9%	44.9%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2736	1515	384	2349	1452	897	2495
%H		55.4%	14.0%	85.9%	53.1%	32.8%	91.2%
PVR	516	400	88	373	322	51	501
%V	18.9%	26.4%	22.9%	15.9%	22.2%	5.7%	20.1%
%H		77.5%	17.1%	72.3%	62.4%	9.9%	97.1%
DVDR	16	7	2	14	7	7	14
%V	0.6%	0.5%	0.5%	0.6%	0.5%	0.8%	0.6%
%H		43.8%	12.5%	87.5%	43.8%	43.8%	87.5%
VCR	19	7	2	18	9	9	13
%V	0.7%	0.5%	0.5%	0.8%	0.6%	1.0%	0.5%
%H		36.8%	10.5%	94.7%	47.4%	47.4%	68.4%
Any recorder	540	409	91	394	331	63	519
%V	19.7%	27.0%	23.7%	16.8%	22.8%	7.0%	20.8%
%H		75.7%	16.9%	73.0%	61.3%	11.7%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: 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	2736	1515	384	2349	1452	897	2495
%H		55.4%	14.0%	85.9%	53.1%	32.8%	91.2%
Receives HDTV (via STB or built-in reception)	767	465	144	656	464	193	736
%V	28.0%	30.7%	37.5%	27.9%	32.0%	21.5%	29.5%
%H		60.6%	18.8%	85.5%	60.5%	25.2%	96.0%
DVD/Blu-ray player or recorder	1031	588	146	857	544	313	966
%V	37.7%	38.8%	38.0%	36.5%	37.5%	34.9%	38.7%
%H		57.0%	14.2%	83.1%	52.8%	30.4%	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

October 2015 - September 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	6069	5829	2925	835	4500	2369	2131	5401
%H		96.0%	48.2%	13.8%	74.1%	39.0%	35.1%	89.0%
Total Children	1165	1132	658	175	787	474	313	1123
%V	19.2%	19.4%	22.5%	21.0%	17.5%	20.0%	14.7%	20.8%
%H		97.2%	56.5%	15.0%	67.6%	40.7%	26.9%	96.4%
0 - 3	292	278	148	33	195	99	95	275
%V	4.8%	4.8%	5.1%	4.0%	4.3%	4.2%	4.5%	5.1%
%H		95.2%	50.7%	11.3%	66.8%	33.9%	32.5%	94.2%
4 - 15	874	855	510	142	592	375	217	848
%V	14.4%	14.7%	17.4%	17.0%	13.2%	15.8%	10.2%	15.7%
%H		97.8%	58.4%	16.2%	67.7%	42.9%	24.8%	97.0%
4 - 9	462	450	272	64	313	195	118	449
%V	7.6%	7.7%	9.3%	7.7%	7.0%	8.2%	5.5%	8.3%
%H		97.4%	58.9%	13.9%	67.7%	42.2%	25.5%	97.2%
10 - 15	412	405	237	78	280	180	100	399
%V	6.8%	6.9%	8.1%	9.3%	6.2%	7.6%	4.7%	7.4%
%H		98.3%	57.5%	18.9%	68.0%	43.7%	24.3%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	6069	5829	2925	835	4500	2369	2131	5401
%H		96.0%	48.2%	13.8%	74.1%	39.0%	35.1%	89.0%
Total Adults (16+)	4904	4696	2267	660	3713	1894	1819	4278
%V	80.8%	80.6%	77.5%	79.0%	82.5%	79.9%	85.4%	79.2%
%H		95.8%	46.2%	13.5%	75.7%	38.6%	37.1%	87.2%
16 - 19	262	242	123	46	193	116	77	258
%V	4.3%	4.2%	4.2%	5.5%	4.3%	4.9%	3.6%	4.8%
%H		92.4%	46.9%	17.6%	73.7%	44.3%	29.4%	98.5%
20 - 24	424	369	162	58	286	140	145	399
%V	7.0%	6.3%	5.5%	6.9%	6.4%	5.9%	6.8%	7.4%
%H		87.0%	38.2%	13.7%	67.5%	33.0%	34.2%	94.1%
25 - 34	790	727	381	102	516	282	234	758
%V	13.0%	12.5%	13.0%	12.2%	11.5%	11.9%	11.0%	14.0%
%H		92.0%	48.2%	12.9%	65.3%	35.7%	29.6%	95.9%
35 - 44	737	706	396	120	504	298	205	709
%V	12.1%	12.1%	13.5%	14.4%	11.2%	12.6%	9.6%	13.1%
%H		95.8%	53.7%	16.3%	68.4%	40.4%	27.8%	96.2%
45 - 54	849	835	460	127	663	402	261	804
%V	14.0%	14.3%	15.7%	15.2%	14.7%	17.0%	12.2%	14.9%
%H		98.4%	54.2%	15.0%	78.1%	47.3%	30.7%	94.7%
55 - 64	750	740	366	101	611	324	287	660
%V	12.4%	12.7%	12.5%	12.1%	13.6%	13.7%	13.5%	12.2%
%H		98.7%	48.8%	13.5%	81.5%	43.2%	38.3%	88.0%
65+	1092	1078	378	106	941	332	609	689
%V	18.0%	18.5%	12.9%	12.7%	20.9%	14.0%	28.6%	12.8%
%H		98.7%	34.6%	9.7%	86.2%	30.4%	55.8%	63.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	4904	4696	2267	660	3713	1894	1819	4278
%H		95.8%	46.2%	13.5%	75.7%	38.6%	37.1%	87.2%
AB	1025	997	533	153	772	439	333	985
%V	20.9%	21.2%	23.5%	23.2%	20.8%	23.2%	18.3%	23.0%
%H		97.3%	52.0%	14.9%	75.3%	42.8%	32.5%	96.1%
C1	1417	1330	675	184	1085	596	489	1321
%V	28.9%	28.3%	29.8%	27.9%	29.2%	31.5%	26.9%	30.9%
%H		93.9%	47.6%	13.0%	76.6%	42.1%	34.5%	93.2%
C2	1111	1098	558	139	881	475	407	973
%V	22.7%	23.4%	24.6%	21.1%	23.7%	25.1%	22.4%	22.7%
%H		98.8%	50.2%	12.5%	79.3%	42.8%	36.6%	87.6%
D	874	823	351	130	603	263	340	715
%V	17.8%	17.5%	15.5%	19.7%	16.2%	13.9%	18.7%	16.7%
%H		94.2%	40.2%	14.9%	69.0%	30.1%	38.9%	81.8%
E	477	449	149	55	371	121	250	284
%V	9.7%	9.6%	6.6%	8.3%	10.0%	6.4%	13.7%	6.6%
%H		94.1%	31.2%	11.5%	77.8%	25.4%	52.4%	59.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2015 - September 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+)	4904	4696	2267	660	3713	1894	1819	4278
%H		95.8%	46.2%	13.5%	75.7%	38.6%	37.1%	87.2%
Working full time	2224	2154	1172	321	1633	953	680	2141
%V	45.4%	45.9%	51.7%	48.6%	44.0%	50.3%	37.4%	50.0%
%H		96.9%	52.7%	14.4%	73.4%	42.9%	30.6%	96.3%
Working part time	471	460	227	73	369	204	164	452
%V	9.6%	9.8%	10.0%	11.1%	9.9%	10.8%	9.0%	10.6%
%H		97.7%	48.2%	15.5%	78.3%	43.3%	34.8%	96.0%
Not working	2209	2082	868	267	1711	737	974	1685
%V	45.0%	44.3%	38.3%	40.5%	46.1%	38.9%	53.5%	39.4%
%H		94.3%	39.3%	12.1%	77.5%	33.4%	44.1%	76.3%
Housewife/Houseperson	2635	2524	1103	325	2009	901	1108	2151
%V	53.7%	53.7%	48.7%	49.2%	54.1%	47.6%	60.9%	50.3%
%H		95.8%	41.9%	12.3%	76.2%	34.2%	42.0%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2395	2289	1140	315	1798	949	848	2121
%H		95.6%	47.6%	13.2%	75.1%	39.6%	35.4%	88.6%
16 - 19	137	128	71	20	99	61	39	134
%V	5.7%	5.6%	6.2%	6.3%	5.5%	6.4%	4.6%	6.3%
%H		93.4%	51.8%	14.6%	72.3%	44.5%	28.5%	97.8%
20 - 24	210	190	90	22	146	75	71	196
%V	8.8%	8.3%	7.9%	7.0%	8.1%	7.9%	8.4%	9.2%
%H		90.5%	42.9%	10.5%	69.5%	35.7%	33.8%	93.3%
25 - 34	390	356	184	51	253	135	118	372
%V	16.3%	15.6%	16.1%	16.2%	14.1%	14.2%	13.9%	17.5%
%H		91.3%	47.2%	13.1%	64.9%	34.6%	30.3%	95.4%
35 - 44	371	350	198	57	246	147	98	349
%V	15.5%	15.3%	17.4%	18.1%	13.7%	15.5%	11.6%	16.5%
%H		94.3%	53.4%	15.4%	66.3%	39.6%	26.4%	94.1%
45 - 54	417	408	224	65	319	196	123	395
%V	17.4%	17.8%	19.6%	20.6%	17.7%	20.7%	14.5%	18.6%
%H		97.8%	53.7%	15.6%	76.5%	47.0%	29.5%	94.7%
55 - 64	374	369	185	51	307	166	142	335
%V	15.6%	16.1%	16.2%	16.2%	17.1%	17.5%	16.7%	15.8%
%H		98.7%	49.5%	13.6%	82.1%	44.4%	38.0%	89.6%
65+	497	488	189	49	428	169	259	339
%V	20.8%	21.3%	16.6%	15.6%	23.8%	17.8%	30.5%	16.0%
%H		98.2%	38.0%	9.9%	86.1%	34.0%	52.1%	68.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2395	2289	1140	315	1798	949	848	2121
%H		95.6%	47.6%	13.2%	75.1%	39.6%	35.4%	88.6%
AB	514	502	276	74	385	223	162	494
%V	21.5%	21.9%	24.2%	23.5%	21.4%	23.5%	19.1%	23.3%
%H		97.7%	53.7%	14.4%	74.9%	43.4%	31.5%	96.1%
C1	661	625	329	84	514	294	219	626
%V	27.6%	27.3%	28.9%	26.7%	28.6%	31.0%	25.8%	29.5%
%H		94.6%	49.8%	12.7%	77.8%	44.5%	33.1%	94.7%
C2	605	596	303	74	476	256	220	525
%V	25.3%	26.0%	26.6%	23.5%	26.5%	27.0%	25.9%	24.8%
%H		98.5%	50.1%	12.2%	78.7%	42.3%	36.4%	86.8%
D	420	389	174	58	277	125	151	355
%V	17.5%	17.0%	15.3%	18.4%	15.4%	13.2%	17.8%	16.7%
%H		92.6%	41.4%	13.8%	66.0%	29.8%	36.0%	84.5%
E	195	178	57	25	146	51	95	120
%V	8.1%	7.8%	5.0%	7.9%	8.1%	5.4%	11.2%	5.7%
%H		91.3%	29.2%	12.8%	74.9%	26.2%	48.7%	61.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2395	2289	1140	315	1798	949	848	2121
%H		95.6%	47.6%	13.2%	75.1%	39.6%	35.4%	88.6%
Working full time	1375	1332	747	189	1012	610	402	1316
%V	57.4%	58.2%	65.5%	60.0%	56.3%	64.3%	47.4%	62.0%
%H		96.9%	54.3%	13.7%	73.6%	44.4%	29.2%	95.7%
Working part time	97	94	44	15	70	35	35	91
%V	4.1%	4.1%	3.9%	4.8%	3.9%	3.7%	4.1%	4.3%
%H		96.9%	45.4%	15.5%	72.2%	36.1%	36.1%	93.8%
Not working	923	864	350	111	715	304	411	714
%V	38.5%	37.7%	30.7%	35.2%	39.8%	32.0%	48.5%	33.7%
%H		93.6%	37.9%	12.0%	77.5%	32.9%	44.5%	77.4%
Housewife/Houseperson	562	515	177	60	408	135	273	407
%V	23.5%	22.5%	15.5%	19.0%	22.7%	14.2%	32.2%	19.2%
%H		91.6%	31.5%	10.7%	72.6%	24.0%	48.6%	72.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2509	2407	1127	345	1915	945	970	2157
%H		95.9%	44.9%	13.8%	76.3%	37.7%	38.7%	86.0%
16 - 19	126	115	52	26	94	56	38	124
%V	5.0%	4.8%	4.6%	7.5%	4.9%	5.9%	3.9%	5.7%
%H		91.3%	41.3%	20.6%	74.6%	44.4%	30.2%	98.4%
20 - 24	214	179	72	36	140	65	75	203
%V	8.5%	7.4%	6.4%	10.4%	7.3%	6.9%	7.7%	9.4%
%H		83.6%	33.6%	16.8%	65.4%	30.4%	35.0%	94.9%
25 - 34	400	370	197	51	263	146	117	386
%V	15.9%	15.4%	17.5%	14.8%	13.7%	15.4%	12.1%	17.9%
%H		92.5%	49.3%	12.8%	65.8%	36.5%	29.3%	96.5%
35 - 44	366	357	199	62	258	151	107	360
%V	14.6%	14.8%	17.7%	18.0%	13.5%	16.0%	11.0%	16.7%
%H		97.5%	54.4%	16.9%	70.5%	41.3%	29.2%	98.4%
45 - 54	432	427	236	63	344	205	139	409
%V	17.2%	17.7%	20.9%	18.3%	18.0%	21.7%	14.3%	19.0%
%H		98.8%	54.6%	14.6%	79.6%	47.5%	32.2%	94.7%
55 - 64	376	371	181	50	303	159	145	326
%V	15.0%	15.4%	16.1%	14.5%	15.8%	16.8%	14.9%	15.1%
%H		98.7%	48.1%	13.3%	80.6%	42.3%	38.6%	86.7%
65+	595	589	190	56	514	163	351	349
%V	23.7%	24.5%	16.9%	16.2%	26.8%	17.2%	36.2%	16.2%
%H		99.0%	31.9%	9.4%	86.4%	27.4%	59.0%	58.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)		2509	2407	1127	345	1915	945	970	2157
	%H		95.9%	44.9%	13.8%	76.3%	37.7%	38.7%	86.0%
AB		511	495	257	79	387	216	170	491
	%V	20.4%	20.6%	22.8%	22.9%	20.2%	22.9%	17.5%	22.8%
	%H		96.9%	50.3%	15.5%	75.7%	42.3%	33.3%	96.1%
C1		756	705	346	101	572	302	270	695
	%V	30.1%	29.3%	30.7%	29.3%	29.9%	32.0%	27.8%	32.2%
	%H		93.3%	45.8%	13.4%	75.7%	39.9%	35.7%	91.9%
C2		506	502	255	65	405	219	186	447
	%V	20.2%	20.9%	22.6%	18.8%	21.1%	23.2%	19.2%	20.7%
	%H		99.2%	50.4%	12.8%	80.0%	43.3%	36.8%	88.3%
D		454	434	177	72	326	138	189	360
	%V	18.1%	18.0%	15.7%	20.9%	17.0%	14.6%	19.5%	16.7%
	%H		95.6%	39.0%	15.9%	71.8%	30.4%	41.6%	79.3%
E		282	271	91	30	225	70	155	164
	%V	11.2%	11.3%	8.1%	8.7%	11.7%	7.4%	16.0%	7.6%
	%H		96.1%	32.3%	10.6%	79.8%	24.8%	55.0%	58.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2509	2407	1127	345	1915	945	970	2157
%H		95.9%	44.9%	13.8%	76.3%	37.7%	38.7%	86.0%
Working full time	849	823	426	131	621	343	278	824
%V	33.8%	34.2%	37.8%	38.0%	32.4%	36.3%	28.7%	38.2%
%H		96.9%	50.2%	15.4%	73.1%	40.4%	32.7%	97.1%
Working part time	374	367	183	58	298	169	129	362
%V	14.9%	15.2%	16.2%	16.8%	15.6%	17.9%	13.3%	16.8%
%H		98.1%	48.9%	15.5%	79.7%	45.2%	34.5%	96.8%
Not working	1286	1218	518	156	996	433	563	971
%V	51.3%	50.6%	46.0%	45.2%	52.0%	45.8%	58.0%	45.0%
%H		94.7%	40.3%	12.1%	77.4%	33.7%	43.8%	75.5%
Housewife/Houseperson	2073	2009	927	265	1601	766	835	1744
%V	82.6%	83.5%	82.3%	76.8%	83.6%	81.1%	86.1%	80.9%
%H		96.9%	44.7%	12.8%	77.2%	37.0%	40.3%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1529	1489	604	213	1132	477	655	1230
%H (All HH)		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%
%H (TV HH)			40.6%	14.3%	76.0%	32.0%	44.0%	
AB	361	357	165	50	265	121	143	338
%V	23.6%	24.0%	27.3%	23.5%	23.4%	25.4%	21.8%	27.5%
%H (All HH)		98.9%	45.7%	13.9%	73.4%	33.5%	39.6%	93.6%
%H (TV HH)			46.2%	14.0%	74.2%	33.9%	40.1%	
C1	380	365	158	53	278	127	151	333
%V	24.9%	24.5%	26.2%	24.9%	24.6%	26.6%	23.1%	27.1%
%H (All HH)		96.1%	41.6%	13.9%	73.2%	33.4%	39.7%	87.6%
%H (TV HH)			43.3%	14.5%	76.2%	34.8%	41.4%	
C2	302	299	130	47	225	105	120	244
%V	19.8%	20.1%	21.5%	22.1%	19.9%	22.0%	18.3%	19.8%
%H (All HH)		99.0%	43.0%	15.6%	74.5%	34.8%	39.7%	80.8%
%H (TV HH)			43.5%	15.7%	75.3%	35.1%	40.1%	
D	265	255	91	39	197	76	122	189
%V	17.3%	17.1%	15.1%	18.3%	17.4%	15.9%	18.6%	15.4%
%H (All HH)		96.2%	34.3%	14.7%	74.3%	28.7%	46.0%	71.3%
%H (TV HH)			35.7%	15.3%	77.3%	29.8%	47.8%	
E	221	213	60	24	166	47	119	126
%V	14.5%	14.3%	9.9%	11.3%	14.7%	9.9%	18.2%	10.2%
%H (All HH)		96.4%	27.1%	10.9%	75.1%	21.3%	53.8%	57.0%
%H (TV HH)			28.2%	11.3%	77.9%	22.1%	55.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1529	1489	604	213	1132	477	655	1230
%V (All HH)		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%
%H (TV HH)			40.6%	14.3%	76.0%	32.0%	44.0%	
Under 25	72	61	26	5	39	15	24	65
%V	4.7%	4.1%	4.3%	2.3%	3.4%	3.1%	3.7%	5.3%
%H (All HH)		84.7%	36.1%	6.9%	54.2%	20.8%	33.3%	90.3%
%H (TV HH)			42.6%	8.2%	63.9%	24.6%	39.3%	
25 - 34	207	199	101	26	117	53	64	195
%V	13.5%	13.4%	16.7%	12.2%	10.3%	11.1%	9.8%	15.9%
%H (All HH)		96.1%	48.8%	12.6%	56.5%	25.6%	30.9%	94.2%
%H (TV HH)			50.8%	13.1%	58.8%	26.6%	32.2%	
35 - 44	228	220	111	35	145	74	71	212
%V	14.9%	14.8%	18.4%	16.4%	12.8%	15.5%	10.8%	17.2%
%H (All HH)		96.5%	48.7%	15.4%	63.6%	32.5%	31.1%	93.0%
%H (TV HH)			50.5%	15.9%	65.9%	33.6%	32.3%	
45 - 54	290	285	123	49	218	107	111	266
%V	19.0%	19.1%	20.4%	23.0%	19.3%	22.4%	16.9%	21.6%
%H (All HH)		98.3%	42.4%	16.9%	75.2%	36.9%	38.3%	91.7%
%H (TV HH)			43.2%	17.2%	76.5%	37.5%	38.9%	
55 - 64	274	270	97	39	224	88	137	229
%V	17.9%	18.1%	16.1%	18.3%	19.8%	18.4%	20.9%	18.6%
%H (All HH)		98.5%	35.4%	14.2%	81.8%	32.1%	50.0%	83.6%
%H (TV HH)			35.9%	14.4%	83.0%	32.6%	50.7%	
65 +	459	454	145	60	388	140	249	262
%V	30.0%	30.5%	24.0%	28.2%	34.3%	29.4%	38.0%	21.3%
%H (All HH)		98.9%	31.6%	13.1%	84.5%	30.5%	54.2%	57.1%
%H (TV HH)			31.9%	13.2%	85.5%	30.8%	54.8%	

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

October 2015 - September 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	1529	1489	604	213	1132	477	655	1230
%H (All HH)		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%
%H (TV HH)			40.6%	14.3%	76.0%	32.0%	44.0%	
1	495	478	137	59	386	113	273	290
%V	32.4%	32.1%	22.7%	27.7%	34.1%	23.7%	41.7%	23.6%
%H (All HH)		96.6%	27.7%	11.9%	78.0%	22.8%	55.2%	58.6%
%H (TV HH)			28.7%	12.3%	80.8%	23.6%	57.1%	
2	567	559	232	79	431	187	244	494
%V	37.1%	37.5%	38.4%	37.1%	38.1%	39.2%	37.3%	40.2%
%H (All HH)		98.6%	40.9%	13.9%	76.0%	33.0%	43.0%	87.1%
%H (TV HH)			41.5%	14.1%	77.1%	33.5%	43.6%	
3	243	235	110	41	170	87	83	228
%V	15.9%	15.8%	18.2%	19.2%	15.0%	18.2%	12.7%	18.5%
%H (All HH)		96.7%	45.3%	16.9%	70.0%	35.8%	34.2%	93.8%
%H (TV HH)			46.8%	17.4%	72.3%	37.0%	35.3%	
4	158	154	86	28	100	62	39	155
%V	10.3%	10.3%	14.2%	13.1%	8.8%	13.0%	6.0%	12.6%
%H (All HH)		97.5%	54.4%	17.7%	63.3%	39.2%	24.7%	98.1%
%H (TV HH)			55.8%	18.2%	64.9%	40.3%	25.3%	
5+	65	63	39	7	44	28	16	63
%V	4.3%	4.2%	6.5%	3.3%	3.9%	5.9%	2.4%	5.1%
%H (All HH)		96.9%	60.0%	10.8%	67.7%	43.1%	24.6%	96.9%
%H (TV HH)			61.9%	11.1%	69.8%	44.4%	25.4%	
Average HH size	2.19	2.18	2.45	2.29	2.11	2.40	1.91	2.37

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

October 2015 - September 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	1529	1489	604	213	1132	477	655	1230
%H (All HH)		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%
%H (TV HH)			40.6%	14.3%	76.0%	32.0%	44.0%	
Without	1176	1143	420	161	906	357	549	893
%V	76.9%	76.8%	69.5%	75.6%	80.0%	74.8%	83.8%	72.6%
%H (All HH)		97.2%	35.7%	13.7%	77.0%	30.4%	46.7%	75.9%
%H (TV HH)			36.7%	14.1%	79.3%	31.2%	48.0%	
With	353	346	184	52	226	119	106	336
%V	23.1%	23.2%	30.5%	24.4%	20.0%	24.9%	16.2%	27.3%
%H (All HH)		98.0%	52.1%	14.7%	64.0%	33.7%	30.0%	95.2%
%H (TV HH)			53.2%	15.0%	65.3%	34.4%	30.6%	
0 - 3	132	128	75	15	75	39	36	125
%V	8.6%	8.6%	12.4%	7.0%	6.6%	8.2%	5.5%	10.2%
%H (All HH)		97.0%	56.8%	11.4%	56.8%	29.5%	27.3%	94.7%
%H (TV HH)			58.6%	11.7%	58.6%	30.5%	28.1%	
4 - 9	177	174	98	27	109	58	50	168
%V	11.6%	11.7%	16.2%	12.7%	9.6%	12.2%	7.6%	13.7%
%H (All HH)		98.3%	55.4%	15.3%	61.6%	32.8%	28.2%	94.9%
%H (TV HH)			56.3%	15.5%	62.6%	33.3%	28.7%	
10 - 15	167	164	84	27	118	68	50	162
%V	10.9%	11.0%	13.9%	12.7%	10.4%	14.3%	7.6%	13.2%
%H (All HH)		98.2%	50.3%	16.2%	70.7%	40.7%	29.9%	97.0%
%H (TV HH)			51.2%	16.5%	72.0%	41.5%	30.5%	

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

October 2015 - September 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	1529	1489	604	213	1132	477	655	1230
%H (All HH)		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%
%H (TV HH)			40.6%	14.3%	76.0%	32.0%	44.0%	
1	486	486	142	50	339	63	276	339
%V	31.8%	32.6%	23.5%	23.5%	29.9%	13.2%	42.1%	27.6%
%H (All HH)		100.0%	29.2%	10.3%	69.8%	13.0%	56.8%	69.8%
%H (TV HH)			29.2%	10.3%	69.8%	13.0%	56.8%	
2	537	537	215	82	418	179	239	432
%V	35.1%	36.1%	35.6%	38.5%	36.9%	37.5%	36.5%	35.1%
%H (All HH)		100.0%	40.0%	15.3%	77.8%	33.3%	44.5%	80.4%
%H (TV HH)			40.0%	15.3%	77.8%	33.3%	44.5%	
3	284	284	143	51	229	137	92	256
%V	18.6%	19.1%	23.7%	23.9%	20.2%	28.7%	14.0%	20.8%
%H (All HH)		100.0%	50.4%	18.0%	80.6%	48.2%	32.4%	90.1%
%H (TV HH)			50.4%	18.0%	80.6%	48.2%	32.4%	
4	122	122	68	20	95	61	34	115
%V	8.0%	8.2%	11.3%	9.4%	8.4%	12.8%	5.2%	9.3%
%H (All HH)		100.0%	55.7%	16.4%	77.9%	50.0%	27.9%	94.3%
%H (TV HH)			55.7%	16.4%	77.9%	50.0%	27.9%	
5+	60	60	36	10	50	36	14	58
%V	3.9%	4.0%	6.0%	4.7%	4.4%	7.5%	2.1%	4.7%
%H (All HH)		100.0%	60.0%	16.7%	83.3%	60.0%	23.3%	96.7%
%H (TV HH)			60.0%	16.7%	83.3%	60.0%	23.3%	

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

October 2015 - September 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	1529	1489	604	213	1132	477	655	1230
%H (All HH)		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%
%H (TV HH)			40.6%	14.3%	76.0%	32.0%	44.0%	
Under 20"	282	282	118	37	243	117	126	226
%V	18.4%	18.9%	19.5%	17.4%	21.5%	24.5%	19.2%	18.4%
%H (All HH)		100.0%	41.8%	13.1%	86.2%	41.5%	44.7%	80.1%
%H (TV HH)			41.8%	13.1%	86.2%	41.5%	44.7%	
20" - 29"	503	503	197	80	413	185	227	399
%V	32.9%	33.8%	32.6%	37.6%	36.5%	38.8%	34.7%	32.4%
%H (All HH)		100.0%	39.2%	15.9%	82.1%	36.8%	45.1%	79.3%
%H (TV HH)			39.2%	15.9%	82.1%	36.8%	45.1%	
30" - 39"	775	775	325	108	607	272	335	630
%V	50.7%	52.0%	53.8%	50.7%	53.6%	57.0%	51.1%	51.2%
%H (All HH)		100.0%	41.9%	13.9%	78.3%	35.1%	43.2%	81.3%
%H (TV HH)			41.9%	13.9%	78.3%	35.1%	43.2%	
40" and over	916	916	437	158	664	345	318	809
%V	59.9%	61.5%	72.4%	74.2%	58.7%	72.3%	48.5%	65.8%
%H (All HH)		100.0%	47.7%	17.2%	72.5%	37.7%	34.7%	88.3%
%H (TV HH)			47.7%	17.2%	72.5%	37.7%	34.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1529	1489	604	213	1132	477	655	1230
%V (All HH)		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%
%H (TV HH)			40.6%	14.3%	76.0%	32.0%	44.0%	
Main living room	1474	1474	601	212	1120	474	646	1187
%V	96.4%	99.0%	99.5%	99.5%	98.9%	99.4%	98.6%	96.5%
%H (All HH)		100.0%	40.8%	14.4%	76.0%	32.2%	43.8%	80.5%
%H (TV HH)			40.8%	14.4%	76.0%	32.2%	43.8%	
Kitchen	175	175	88	22	144	81	63	144
%V	11.4%	11.8%	14.6%	10.3%	12.7%	17.0%	9.6%	11.7%
%H (All HH)		100.0%	50.3%	12.6%	82.3%	46.3%	36.0%	82.3%
%H (TV HH)			50.3%	12.6%	82.3%	46.3%	36.0%	
Adult's bedroom	754	754	353	125	602	324	278	653
%V	49.3%	50.6%	58.4%	58.7%	53.2%	67.9%	42.4%	53.1%
%H (All HH)		100.0%	46.8%	16.6%	79.8%	43.0%	36.9%	86.6%
%H (TV HH)			46.8%	16.6%	79.8%	43.0%	36.9%	
Child's bedroom	181	181	99	29	127	74	53	173
%V	11.8%	12.2%	16.4%	13.6%	11.2%	15.5%	8.1%	14.1%
%H (All HH)		100.0%	54.7%	16.0%	70.2%	40.9%	29.3%	95.6%
%H (TV HH)			54.7%	16.0%	70.2%	40.9%	29.3%	
Other bedroom	181	181	92	31	156	95	61	166
%V	11.8%	12.2%	15.2%	14.6%	13.8%	19.9%	9.3%	13.5%
%H (All HH)		100.0%	50.8%	17.1%	86.2%	52.5%	33.7%	91.7%
%H (TV HH)			50.8%	17.1%	86.2%	52.5%	33.7%	
Second living/dining room	136	136	60	28	110	59	51	119
%V	8.9%	9.1%	9.9%	13.1%	9.7%	12.4%	7.8%	9.7%
%H (All HH)		100.0%	44.1%	20.6%	80.9%	43.4%	37.5%	87.5%
%H (TV HH)			44.1%	20.6%	80.9%	43.4%	37.5%	
Study/office	23	23	13	2	22	14	8	22
%V	1.5%	1.5%	2.2%	0.9%	1.9%	2.9%	1.2%	1.8%
%H (All HH)		100.0%	56.5%	8.7%	95.7%	60.9%	34.8%	95.7%
%H (TV HH)			56.5%	8.7%	95.7%	60.9%	34.8%	
TV room	8	8	6	2	4	4	0	8
%V	0.5%	0.5%	1.0%	0.9%	0.4%	0.8%	0.0%	0.7%
%H (All HH)		100.0%	75.0%	25.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			75.0%	25.0%	50.0%	50.0%	0.0%	
Conservatory	56	56	32	9	44	29	16	51
%V	3.7%	3.8%	5.3%	4.2%	3.9%	6.1%	2.4%	4.1%
%H (All HH)		100.0%	57.1%	16.1%	78.6%	51.8%	28.6%	91.1%
%H (TV HH)			57.1%	16.1%	78.6%	51.8%	28.6%	
Attic or loft room	2	2	2	0	2	1	1	2
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	50.0%	50.0%	
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	22	22	13	3	19	13	6	21
%V	1.4%	1.5%	2.2%	1.4%	1.7%	2.7%	0.9%	1.7%
%H (All HH)		100.0%	59.1%	13.6%	86.4%	59.1%	27.3%	95.5%
%H (TV HH)			59.1%	13.6%	86.4%	59.1%	27.3%	

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

October 2015 - September 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	1529	1489	604	213	1132	477	655	1230
%H (All HH)		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%
%H (TV HH)			40.6%	14.3%	76.0%	32.0%	44.0%	
Any DSAT provider	604	604	604	11	364	364	0	544
%V	39.5%	40.6%	100.0%	5.2%	32.2%	76.3%	0.0%	44.2%
%H (All HH)			100.0%	1.8%	60.3%	60.3%	0.0%	90.1%
%H (TV HH)			100.0%	1.8%	60.3%	60.3%	0.0%	
Sky with subcription	500	500	500	7	302	302	0	455
%V	32.7%	33.6%	82.8%	3.3%	26.7%	63.3%	0.0%	37.0%
%H (All HH)			100.0%	1.4%	60.4%	60.4%	0.0%	91.0%
%H (TV HH)			100.0%	1.4%	60.4%	60.4%	0.0%	
Sky without subcription	48	48	48	1	25	25	0	39
%V	3.1%	3.2%	7.9%	0.5%	2.2%	5.2%	0.0%	3.2%
%H (All HH)			100.0%	2.1%	52.1%	52.1%	0.0%	81.3%
%H (TV HH)			100.0%	2.1%	52.1%	52.1%	0.0%	
Freesat	59	59	59	2	40	40	0	53
%V	3.9%	4.0%	9.8%	0.9%	3.5%	8.4%	0.0%	4.3%
%H (All HH)			100.0%	3.4%	67.8%	67.8%	0.0%	89.8%
%H (TV HH)			100.0%	3.4%	67.8%	67.8%	0.0%	
Other satellite provider	21	21	21	2	16	16	0	20
%V	1.4%	1.4%	3.5%	0.9%	1.4%	3.4%	0.0%	1.6%
%H (All HH)			100.0%	9.5%	76.2%	76.2%	0.0%	95.2%
%H (TV HH)			100.0%	9.5%	76.2%	76.2%	0.0%	
DCAB	213	213	11	213	121	121	0	190
%V	13.9%	14.3%	1.8%	100.0%	10.7%	25.4%	0.0%	15.4%
%H (All HH)			5.2%	100.0%	56.8%	56.8%	0.0%	89.2%
%H (TV HH)			5.2%	100.0%	56.8%	56.8%	0.0%	
DTT	1132	1132	364	121	1132	477	655	882
%V	74.0%	76.0%	60.3%	56.8%	100.0%	100.0%	100.0%	71.7%
%H (All HH)		100.0%	32.2%	10.7%	100.0%	42.1%	57.9%	77.9%
%H (TV HH)			32.2%	10.7%	100.0%	42.1%	57.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1529	1489	604	213	1132	477	655	1230
%H (All HH)		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%
%H (TV HH)			40.6%	14.3%	76.0%	32.0%	44.0%	
PVR	947	947	528	193	660	423	236	845
%V	61.9%	63.6%	87.4%	90.6%	58.3%	88.7%	36.0%	68.7%
%H (All HH)		100.0%	55.8%	20.4%	69.7%	44.7%	24.9%	89.2%
%H (TV HH)			55.8%	20.4%	69.7%	44.7%	24.9%	
DVDR	47	47	16	11	40	19	21	38
%V	3.1%	3.2%	2.6%	5.2%	3.5%	4.0%	3.2%	3.1%
%H (All HH)		100.0%	34.0%	23.4%	85.1%	40.4%	44.7%	80.9%
%H (TV HH)			34.0%	23.4%	85.1%	40.4%	44.7%	
VCR	20	20	8	2	20	10	10	16
%V	1.3%	1.3%	1.3%	0.9%	1.8%	2.1%	1.5%	1.3%
%H (All HH)		100.0%	40.0%	10.0%	100.0%	50.0%	50.0%	80.0%
%H (TV HH)			40.0%	10.0%	100.0%	50.0%	50.0%	
Any recorder	972	972	533	194	683	427	256	863
%V	63.6%	65.3%	88.2%	91.1%	60.3%	89.5%	39.1%	70.2%
%H (All HH)		100.0%	54.8%	20.0%	70.3%	43.9%	26.3%	88.8%
%H (TV HH)			54.8%	20.0%	70.3%	43.9%	26.3%	
Receives HDTV (via STB or built-in reception)	875	875	441	184	633	373	260	772
%V	57.2%	58.8%	73.0%	86.4%	55.9%	78.2%	39.7%	62.8%
%H (All HH)		100.0%	50.4%	21.0%	72.3%	42.6%	29.7%	88.2%
%H (TV HH)			50.4%	21.0%	72.3%	42.6%	29.7%	
DVD/Blu-ray player or recorder	1076	1076	455	166	825	376	449	902
%V	70.4%	72.3%	75.3%	77.9%	72.9%	78.8%	68.5%	73.3%
%H (All HH)		100.0%	42.3%	15.4%	76.7%	34.9%	41.7%	83.8%
%H (TV HH)			42.3%	15.4%	76.7%	34.9%	41.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1529	1489	604	213	1132	477	655	1230
%V (All HH)		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%
%H (TV HH)			40.6%	14.3%	76.0%	32.0%	44.0%	
Has broadband internet	1230	1200	544	190	882	429	453	1230
%V	80.4%	80.6%	90.1%	89.2%	77.9%	89.9%	69.2%	100.0%
%H (All HH)		97.6%	44.2%	15.4%	71.7%	34.9%	36.8%	100.0%
%H (TV HH)			45.3%	15.8%	73.5%	35.8%	37.8%	
Number of computers (PCs and laptops)								
0	336	327	81	29	273	61	212	68
%V	22.0%	22.0%	13.4%	13.6%	24.1%	12.8%	32.4%	5.5%
%H (All HH)		97.3%	24.1%	8.6%	81.3%	18.2%	63.1%	20.2%
%H (TV HH)			24.8%	8.9%	83.5%	18.7%	64.8%	
1	417	404	161	51	302	117	185	391
%V	27.3%	27.1%	26.7%	23.9%	26.7%	24.5%	28.2%	31.8%
%H (All HH)		96.9%	38.6%	12.2%	72.4%	28.1%	44.4%	93.8%
%H (TV HH)			39.9%	12.6%	74.8%	29.0%	45.8%	
2	329	321	143	55	239	115	124	325
%V	21.5%	21.6%	23.7%	25.8%	21.1%	24.1%	18.9%	26.4%
%H (All HH)		97.6%	43.5%	16.7%	72.6%	35.0%	37.7%	98.8%
%H (TV HH)			44.5%	17.1%	74.5%	35.8%	38.6%	
3	215	211	102	41	149	84	66	214
%V	14.1%	14.2%	16.9%	19.2%	13.2%	17.6%	10.1%	17.4%
%H (All HH)		98.1%	47.4%	19.1%	69.3%	39.1%	30.7%	99.5%
%H (TV HH)			48.3%	19.4%	70.6%	39.8%	31.3%	
4	118	115	56	19	88	49	40	118
%V	7.7%	7.7%	9.3%	8.9%	7.8%	10.3%	6.1%	9.6%
%H (All HH)		97.5%	47.5%	16.1%	74.6%	41.5%	33.9%	100.0%
%H (TV HH)			48.7%	16.5%	76.5%	42.6%	34.8%	
5+	113	111	61	19	80	51	29	113
%V	7.4%	7.5%	10.1%	8.9%	7.1%	10.7%	4.4%	9.2%
%H (All HH)		98.2%	54.0%	16.8%	70.8%	45.1%	25.7%	100.0%
%H (TV HH)			55.0%	17.1%	72.1%	45.9%	26.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	3218	1467	503	2510	1268	1241	2740
%H		45.6%	15.6%	78.0%	39.4%	38.6%	85.1%
Under 20"	351	150	47	299	146	153	285
%V	10.9%	10.2%	9.3%	11.9%	11.5%	12.3%	10.4%
%H		42.7%	13.4%	85.2%	41.6%	43.6%	81.2%
20" - 29"	662	270	106	546	255	290	534
%V	20.6%	18.4%	21.1%	21.8%	20.1%	23.4%	19.5%
%H		40.8%	16.0%	82.5%	38.5%	43.8%	80.7%
30" - 39"	982	433	139	770	368	402	825
%V	30.5%	29.5%	27.6%	30.7%	29.0%	32.4%	30.1%
%H		44.1%	14.2%	78.4%	37.5%	40.9%	84.0%
40" and over	1206	607	207	880	490	390	1081
%V	37.5%	41.4%	41.2%	35.1%	38.6%	31.4%	39.5%
%H		50.3%	17.2%	73.0%	40.6%	32.3%	89.6%
Don't know	18	8	3	16	10	6	15
%V	0.6%	0.5%	0.6%	0.6%	0.8%	0.5%	0.5%
%H		44.4%	16.7%	88.9%	55.6%	33.3%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3218	1467	503	2510	1268	1241	2740
%H		45.6%	15.6%	78.0%	39.4%	38.6%	85.1%
Main living room	1482	604	214	1127	476	651	1194
%V	46.1%	41.2%	42.5%	44.9%	37.5%	52.5%	43.6%
%H		40.8%	14.4%	76.0%	32.1%	43.9%	80.6%
Kitchen	176	89	22	145	81	63	145
%V	5.5%	6.1%	4.4%	5.8%	6.4%	5.1%	5.3%
%H		50.6%	12.5%	82.4%	46.0%	35.8%	82.4%
Adult's bedroom	854	402	144	683	374	310	746
%V	26.5%	27.4%	28.6%	27.2%	29.5%	25.0%	27.2%
%H		47.1%	16.9%	80.0%	43.8%	36.3%	87.4%
Child's bedroom	236	133	38	162	97	65	227
%V	7.3%	9.1%	7.6%	6.5%	7.6%	5.2%	8.3%
%H		56.4%	16.1%	68.6%	41.1%	27.5%	96.2%
Other bedroom	217	110	41	186	116	69	201
%V	6.7%	7.5%	8.2%	7.4%	9.1%	5.6%	7.3%
%H		50.7%	18.9%	85.7%	53.5%	31.8%	92.6%
Second living/dining room	138	62	28	112	61	51	121
%V	4.3%	4.2%	5.6%	4.5%	4.8%	4.1%	4.4%
%H		44.9%	20.3%	81.2%	44.2%	37.0%	87.7%
Study/office	23	13	2	22	14	8	22
%V	0.7%	0.9%	0.4%	0.9%	1.1%	0.6%	0.8%
%H		56.5%	8.7%	95.7%	60.9%	34.8%	95.7%
TV room	8	6	2	4	4	0	8
%V	0.2%	0.4%	0.4%	0.2%	0.3%	0.0%	0.3%
%H		75.0%	25.0%	50.0%	50.0%	0.0%	100.0%
Conservatory	56	32	9	44	29	16	51
%V	1.7%	2.2%	1.8%	1.8%	2.3%	1.3%	1.9%
%H		57.1%	16.1%	78.6%	51.8%	28.6%	91.1%
Attic or loft room	2	2	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	0.0%	100.0%	50.0%	50.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	24	15	3	21	14	7	23
%V	0.7%	1.0%	0.6%	0.8%	1.1%	0.6%	0.8%
%H		62.5%	12.5%	87.5%	58.3%	29.2%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3218	1467	503	2510	1268	1241	2740
%H		45.6%	15.6%	78.0%	39.4%	38.6%	85.1%
PVR	1285	769	262	866	595	271	1167
%V	39.9%	52.4%	52.1%	34.5%	46.9%	21.8%	42.6%
%H		59.8%	20.4%	67.4%	46.3%	21.1%	90.8%
DVDR	51	18	12	43	21	22	41
%V	1.6%	1.2%	2.4%	1.7%	1.7%	1.8%	1.5%
%H		35.3%	23.5%	84.3%	41.2%	43.1%	80.4%
VCR	22	9	3	22	12	10	18
%V	0.7%	0.6%	0.6%	0.9%	0.9%	0.8%	0.7%
%H		40.9%	13.6%	100.0%	54.5%	45.5%	81.8%
Any recorder	1324	777	269	902	607	294	1197
%V	41.1%	53.0%	53.5%	35.9%	47.9%	23.7%	43.7%
%H		58.7%	20.3%	68.1%	45.8%	22.2%	90.4%

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	3218	1467	503	2510	1268	1241	2740
%H		45.6%	15.6%	78.0%	39.4%	38.6%	85.1%
Receives HDTV (via STB or built-in reception)	1345	693	284	988	599	389	1215
%V	41.8%	47.2%	56.5%	39.4%	47.2%	31.3%	44.3%
%H		51.5%	21.1%	73.5%	44.5%	28.9%	90.3%
DVD/Blu-ray player or recorder	1605	716	268	1244	623	621	1391
%V	49.9%	48.8%	53.3%	49.6%	49.1%	50.0%	50.8%
%H		44.6%	16.7%	77.5%	38.8%	38.7%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1488	604	213	1131	477	655	1198
%H		40.6%	14.3%	76.0%	32.1%	44.0%	80.5%
Under 20"	11	2	0	9	0	9	7
%V	0.7%	0.3%	0.0%	0.8%	0.0%	1.4%	0.6%
%H		18.2%	0.0%	81.8%	0.0%	81.8%	63.6%
20" - 29"	133	25	13	112	21	92	76
%V	8.9%	4.1%	6.1%	9.9%	4.4%	14.0%	6.3%
%H		18.8%	9.8%	84.2%	15.8%	69.2%	57.1%
30" - 39"	447	152	46	360	119	241	325
%V	30.0%	25.2%	21.6%	31.8%	24.9%	36.8%	27.1%
%H		34.0%	10.3%	80.5%	26.6%	53.9%	72.7%
40" and over	891	424	153	645	335	310	787
%V	59.9%	70.2%	71.8%	57.0%	70.2%	47.3%	65.7%
%H		47.6%	17.2%	72.4%	37.6%	34.8%	88.3%
Don't know	5	2	1	4	2	2	4
%V	0.3%	0.3%	0.5%	0.4%	0.4%	0.3%	0.3%
%H		40.0%	20.0%	80.0%	40.0%	40.0%	80.0%

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 9.16: 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	1488	604	213	1131	477	655	1198
%H		40.6%	14.3%	76.0%	32.1%	44.0%	80.5%
PVR	921	518	189	637	413	224	821
%V	61.9%	85.8%	88.7%	56.3%	86.6%	34.2%	68.5%
%H		56.2%	20.5%	69.2%	44.8%	24.3%	89.1%
DVDR	36	13	5	29	12	18	27
%V	2.4%	2.2%	2.3%	2.6%	2.5%	2.7%	2.3%
%H		36.1%	13.9%	80.6%	33.3%	50.0%	75.0%
VCR	17	7	1	16	7	9	13
%V	1.1%	1.2%	0.5%	1.4%	1.5%	1.4%	1.1%
%H		41.2%	5.9%	94.1%	41.2%	52.9%	76.5%
Any recorder	945	523	190	659	417	242	838
%V	63.5%	86.6%	89.2%	58.3%	87.4%	36.9%	69.9%
%H		55.3%	20.1%	69.7%	44.1%	25.6%	88.7%

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	1488	604	213	1131	477	655	1198
%H		40.6%	14.3%	76.0%	32.1%	44.0%	80.5%
Receives HDTV (via STB or built-in reception)	851	433	181	612	364	248	750
%V	57.2%	71.7%	85.0%	54.1%	76.3%	37.9%	62.6%
%H		50.9%	21.3%	71.9%	42.8%	29.1%	88.1%
DVD/Blu-ray player or recorder	940	390	143	723	320	403	780
%V	63.2%	64.6%	67.1%	63.9%	67.1%	61.5%	65.1%
%H		41.5%	15.2%	76.9%	34.0%	42.9%	83.0%

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 9.18: 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	1731	863	289	1379	792	587	1542
%H		49.9%	16.7%	79.7%	45.8%	33.9%	89.1%
Under 20"	340	148	47	290	146	144	279
%V	19.6%	17.1%	16.3%	21.0%	18.4%	24.5%	18.1%
%H		43.5%	13.8%	85.3%	42.9%	42.4%	82.1%
20" - 29"	529	245	93	434	235	199	458
%V	30.6%	28.4%	32.2%	31.5%	29.7%	33.9%	29.7%
%H		46.3%	17.6%	82.0%	44.4%	37.6%	86.6%
30" - 39"	535	280	93	409	249	161	500
%V	30.9%	32.4%	32.2%	29.7%	31.4%	27.4%	32.4%
%H		52.3%	17.4%	76.4%	46.5%	30.1%	93.5%
40" and over	314	183	54	234	155	79	295
%V	18.1%	21.2%	18.7%	17.0%	19.6%	13.5%	19.1%
%H		58.3%	17.2%	74.5%	49.4%	25.2%	93.9%
Don't know	12	6	3	11	7	4	11
%V	0.7%	0.7%	1.0%	0.8%	0.9%	0.7%	0.7%
%H		50.0%	25.0%	91.7%	58.3%	33.3%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1731	863	289	1379	792	587	1542
%H		49.9%	16.7%	79.7%	45.8%	33.9%	89.1%
PVR	365	251	73	229	182	47	346
%V	21.1%	29.1%	25.3%	16.6%	23.0%	8.0%	22.4%
%H		68.8%	20.0%	62.7%	49.9%	12.9%	94.8%
DVDR	15	5	7	14	9	5	15
%V	0.9%	0.6%	2.4%	1.0%	1.1%	0.9%	1.0%
%H		33.3%	46.7%	93.3%	60.0%	33.3%	100.0%
VCR	6	2	2	6	4	1	4
%V	0.3%	0.2%	0.7%	0.4%	0.5%	0.2%	0.3%
%H		33.3%	33.3%	100.0%	66.7%	16.7%	66.7%
Any recorder	379	254	79	243	190	53	359
%V	21.9%	29.4%	27.3%	17.6%	24.0%	9.0%	23.3%
%H		67.0%	20.8%	64.1%	50.1%	14.0%	94.7%

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	1731	863	289	1379	792	587	1542
%H		49.9%	16.7%	79.7%	45.8%	33.9%	89.1%
Receives HDTV (via STB or built-in reception)	494	260	103	376	235	141	465
%V	28.5%	30.1%	35.6%	27.3%	29.7%	24.0%	30.2%
%H		52.6%	20.9%	76.1%	47.6%	28.5%	94.1%
DVD/Blu-ray player or recorder	665	326	125	521	303	219	611
%V	38.4%	37.8%	43.3%	37.8%	38.3%	37.3%	39.6%
%H		49.0%	18.8%	78.3%	45.6%	32.9%	91.9%

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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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	3340	3250	1481	489	2391	1142	1249	2914
%H		97.3%	44.3%	14.6%	71.6%	34.2%	37.4%	87.2%
Total Children	589	576	316	86	369	201	168	560
%V	17.6%	17.7%	21.3%	17.6%	15.4%	17.6%	13.5%	19.2%
%H		97.8%	53.7%	14.6%	62.6%	34.1%	28.5%	95.1%
0 - 3	149	144	85	17	83	42	41	140
%V	4.5%	4.4%	5.7%	3.5%	3.5%	3.7%	3.3%	4.8%
%H		96.6%	57.0%	11.4%	55.7%	28.2%	27.5%	94.0%
4 - 15	440	432	232	69	286	159	127	421
%V	13.2%	13.3%	15.7%	14.1%	12.0%	13.9%	10.2%	14.4%
%H		98.2%	52.7%	15.7%	65.0%	36.1%	28.9%	95.7%
4 - 9	224	220	125	34	135	73	62	212
%V	6.7%	6.8%	8.4%	7.0%	5.6%	6.4%	5.0%	7.3%
%H		98.2%	55.8%	15.2%	60.3%	32.6%	27.7%	94.6%
10 - 15	217	211	107	35	151	86	65	208
%V	6.5%	6.5%	7.2%	7.2%	6.3%	7.5%	5.2%	7.1%
%H		97.2%	49.3%	16.1%	69.6%	39.6%	30.0%	95.9%

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	3340	3250	1481	489	2391	1142	1249	2914
%H		97.3%	44.3%	14.6%	71.6%	34.2%	37.4%	87.2%
Total Adults (16+)	2751	2674	1164	403	2022	941	1082	2353
%V	82.4%	82.3%	78.6%	82.4%	84.6%	82.4%	86.6%	80.7%
%H		97.2%	42.3%	14.6%	73.5%	34.2%	39.3%	85.5%
16 - 19	124	118	54	23	87	50	37	117
%V	3.7%	3.6%	3.6%	4.7%	3.6%	4.4%	3.0%	4.0%
%H		95.2%	43.5%	18.5%	70.2%	40.3%	29.8%	94.4%
20 - 24	226	199	87	26	141	65	76	210
%V	6.8%	6.1%	5.9%	5.3%	5.9%	5.7%	6.1%	7.2%
%H		88.1%	38.5%	11.5%	62.4%	28.8%	33.6%	92.9%
25 - 34	403	389	211	57	241	130	111	384
%V	12.1%	12.0%	14.2%	11.7%	10.1%	11.4%	8.9%	13.2%
%H		96.5%	52.4%	14.1%	59.8%	32.3%	27.5%	95.3%
35 - 44	386	374	195	61	245	132	113	365
%V	11.6%	11.5%	13.2%	12.5%	10.2%	11.6%	9.0%	12.5%
%H		96.9%	50.5%	15.8%	63.5%	34.2%	29.3%	94.6%
45 - 54	487	480	215	84	368	188	180	450
%V	14.6%	14.8%	14.5%	17.2%	15.4%	16.5%	14.4%	15.4%
%H		98.6%	44.1%	17.2%	75.6%	38.6%	37.0%	92.4%
55 - 64	443	439	168	68	363	155	207	385
%V	13.3%	13.5%	11.3%	13.9%	15.2%	13.6%	16.6%	13.2%
%H		99.1%	37.9%	15.3%	81.9%	35.0%	46.7%	86.9%
65+	681	675	234	84	577	219	358	442
%V	20.4%	20.8%	15.8%	17.2%	24.1%	19.2%	28.7%	15.2%
%H		99.1%	34.4%	12.3%	84.7%	32.2%	52.6%	64.9%

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+)		2751	2674	1164	403	2022	941	1082	2353
	%H		97.2%	42.3%	14.6%	73.5%	34.2%	39.3%	85.5%
AB		681	673	322	99	501	246	254	648
	%V	24.8%	25.2%	27.7%	24.6%	24.8%	26.1%	23.5%	27.5%
	%H		98.8%	47.3%	14.5%	73.6%	36.1%	37.3%	95.2%
C1		723	684	300	108	523	255	268	659
	%V	26.3%	25.6%	25.8%	26.8%	25.9%	27.1%	24.8%	28.0%
	%H		94.6%	41.5%	14.9%	72.3%	35.3%	37.1%	91.1%
C2		579	575	273	93	424	216	208	496
	%V	21.0%	21.5%	23.5%	23.1%	21.0%	23.0%	19.2%	21.1%
	%H		99.3%	47.2%	16.1%	73.2%	37.3%	35.9%	85.7%
D		463	450	182	69	341	150	192	366
	%V	16.8%	16.8%	15.6%	17.1%	16.9%	15.9%	17.7%	15.6%
	%H		97.2%	39.3%	14.9%	73.7%	32.4%	41.5%	79.0%
E		304	293	88	34	234	74	160	185
	%V	11.1%	11.0%	7.6%	8.4%	11.6%	7.9%	14.8%	7.9%
	%H		96.4%	28.9%	11.2%	77.0%	24.3%	52.6%	60.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2751	2674	1164	403	2022	941	1082	2353
%H		97.2%	42.3%	14.6%	73.5%	34.2%	39.3%	85.5%
Working full time	1162	1142	594	186	796	441	355	1106
%V	42.2%	42.7%	51.0%	46.2%	39.4%	46.9%	32.8%	47.0%
%H		98.3%	51.1%	16.0%	68.5%	38.0%	30.6%	95.2%
Working part time	267	263	121	37	206	99	106	249
%V	9.7%	9.8%	10.4%	9.2%	10.2%	10.5%	9.8%	10.6%
%H		98.5%	45.3%	13.9%	77.2%	37.1%	39.7%	93.3%
Not working	1322	1269	449	179	1021	400	621	998
%V	48.1%	47.5%	38.6%	44.4%	50.5%	42.5%	57.4%	42.4%
%H		96.0%	34.0%	13.5%	77.2%	30.3%	47.0%	75.5%
Housewife/Houseperson	1529	1489	604	213	1132	477	655	1230
%V	55.6%	55.7%	51.9%	52.9%	56.0%	50.7%	60.5%	52.3%
%H		97.4%	39.5%	13.9%	74.0%	31.2%	42.8%	80.4%

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+)	1336	1296	579	198	974	468	506	1156
%H		97.0%	43.3%	14.8%	72.9%	35.0%	37.9%	86.5%
16 - 19	65	62	32	15	41	28	14	63
%V	4.9%	4.8%	5.5%	7.6%	4.2%	6.0%	2.8%	5.4%
%H		95.4%	49.2%	23.1%	63.1%	43.1%	21.5%	96.9%
20 - 24	112	97	39	12	71	29	42	104
%V	8.4%	7.5%	6.7%	6.1%	7.3%	6.2%	8.3%	9.0%
%H		86.6%	34.8%	10.7%	63.4%	25.9%	37.5%	92.9%
25 - 34	205	200	110	31	128	74	54	194
%V	15.3%	15.4%	19.0%	15.7%	13.1%	15.8%	10.7%	16.8%
%H		97.6%	53.7%	15.1%	62.4%	36.1%	26.3%	94.6%
35 - 44	185	177	91	26	112	58	54	174
%V	13.8%	13.7%	15.7%	13.1%	11.5%	12.4%	10.7%	15.1%
%H		95.7%	49.2%	14.1%	60.5%	31.4%	29.2%	94.1%
45 - 54	238	233	107	41	178	94	84	214
%V	17.8%	18.0%	18.5%	20.7%	18.3%	20.1%	16.6%	18.5%
%H		97.9%	45.0%	17.2%	74.8%	39.5%	35.3%	89.9%
55 - 64	218	216	79	36	179	75	104	189
%V	16.3%	16.7%	13.6%	18.2%	18.4%	16.0%	20.6%	16.3%
%H		99.1%	36.2%	16.5%	82.1%	34.4%	47.7%	86.7%
65+	314	311	120	37	265	111	154	218
%V	23.5%	24.0%	20.7%	18.7%	27.2%	23.7%	30.4%	18.9%
%H		99.0%	38.2%	11.8%	84.4%	35.4%	49.0%	69.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1336	1296	579	198	974	468	506	1156
%H		97.0%	43.3%	14.8%	72.9%	35.0%	37.9%	86.5%
AB	339	335	162	51	245	124	121	323
%V	25.4%	25.8%	28.0%	25.8%	25.2%	26.5%	23.9%	27.9%
%H		98.8%	47.8%	15.0%	72.3%	36.6%	35.7%	95.3%
C1	340	319	151	52	242	127	115	318
%V	25.4%	24.6%	26.1%	26.3%	24.8%	27.1%	22.7%	27.5%
%H		93.8%	44.4%	15.3%	71.2%	37.4%	33.8%	93.5%
C2	310	307	144	49	226	113	113	259
%V	23.2%	23.7%	24.9%	24.7%	23.2%	24.1%	22.3%	22.4%
%H		99.0%	46.5%	15.8%	72.9%	36.5%	36.5%	83.5%
D	229	221	89	35	170	75	94	182
%V	17.1%	17.1%	15.4%	17.7%	17.5%	16.0%	18.6%	15.7%
%H		96.5%	38.9%	15.3%	74.2%	32.8%	41.0%	79.5%
E	118	115	32	13	91	29	63	73
%V	8.8%	8.9%	5.5%	6.6%	9.3%	6.2%	12.5%	6.3%
%H		97.5%	27.1%	11.0%	77.1%	24.6%	53.4%	61.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1336	1296	579	198	974	468	506	1156
%H		97.0%	43.3%	14.8%	72.9%	35.0%	37.9%	86.5%
Working full time	696	683	352	112	474	259	215	657
%V	52.1%	52.7%	60.8%	56.6%	48.7%	55.3%	42.5%	56.8%
%H		98.1%	50.6%	16.1%	68.1%	37.2%	30.9%	94.4%
Working part time	57	55	24	6	48	23	25	50
%V	4.3%	4.2%	4.1%	3.0%	4.9%	4.9%	4.9%	4.3%
%H		96.5%	42.1%	10.5%	84.2%	40.4%	43.9%	87.7%
Not working	583	558	203	81	452	186	266	449
%V	43.6%	43.1%	35.1%	40.9%	46.4%	39.7%	52.6%	38.8%
%H		95.7%	34.8%	13.9%	77.5%	31.9%	45.6%	77.0%
Housewife/Houseperson	322	308	103	42	244	87	157	222
%V	24.1%	23.8%	17.8%	21.2%	25.1%	18.6%	31.0%	19.2%
%H		95.7%	32.0%	13.0%	75.8%	27.0%	48.8%	68.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1415	1378	585	204	1048	472	576	1197
%H		97.4%	41.3%	14.4%	74.1%	33.4%	40.7%	84.6%
16 - 19	59	55	22	7	46	23	24	54
%V	4.2%	4.0%	3.8%	3.4%	4.4%	4.9%	4.2%	4.5%
%H		93.2%	37.3%	11.9%	78.0%	39.0%	40.7%	91.5%
20 - 24	114	102	47	14	70	36	34	107
%V	8.1%	7.4%	8.0%	6.9%	6.7%	7.6%	5.9%	8.9%
%H		89.5%	41.2%	12.3%	61.4%	31.6%	29.8%	93.9%
25 - 34	198	190	101	26	113	57	56	190
%V	14.0%	13.8%	17.3%	12.7%	10.8%	12.1%	9.7%	15.9%
%H		96.0%	51.0%	13.1%	57.1%	28.8%	28.3%	96.0%
35 - 44	201	197	104	35	133	74	59	191
%V	14.2%	14.3%	17.8%	17.2%	12.7%	15.7%	10.2%	16.0%
%H		98.0%	51.7%	17.4%	66.2%	36.8%	29.4%	95.0%
45 - 54	249	246	108	43	190	94	96	235
%V	17.6%	17.9%	18.5%	21.1%	18.1%	19.9%	16.7%	19.6%
%H		98.8%	43.4%	17.3%	76.3%	37.8%	38.6%	94.4%
55 - 64	225	223	89	32	184	81	103	197
%V	15.9%	16.2%	15.2%	15.7%	17.6%	17.2%	17.9%	16.5%
%H		99.1%	39.6%	14.2%	81.8%	36.0%	45.8%	87.6%
65+	368	365	114	47	312	108	204	224
%V	26.0%	26.5%	19.5%	23.0%	29.8%	22.9%	35.4%	18.7%
%H		99.2%	31.0%	12.8%	84.8%	29.3%	55.4%	60.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1415	1378	585	204	1048	472	576	1197
%H		97.4%	41.3%	14.4%	74.1%	33.4%	40.7%	84.6%
AB	342	339	159	48	255	123	133	325
%V	24.2%	24.6%	27.2%	23.5%	24.3%	26.1%	23.1%	27.2%
%H		99.1%	46.5%	14.0%	74.6%	36.0%	38.9%	95.0%
C1	384	365	148	56	281	128	153	341
%V	27.1%	26.5%	25.3%	27.5%	26.8%	27.1%	26.6%	28.5%
%H		95.1%	38.5%	14.6%	73.2%	33.3%	39.8%	88.8%
C2	270	267	129	44	198	103	95	236
%V	19.1%	19.4%	22.1%	21.6%	18.9%	21.8%	16.5%	19.7%
%H		98.9%	47.8%	16.3%	73.3%	38.1%	35.2%	87.4%
D	234	229	93	34	172	74	97	184
%V	16.5%	16.6%	15.9%	16.7%	16.4%	15.7%	16.8%	15.4%
%H		97.9%	39.7%	14.5%	73.5%	31.6%	41.5%	78.6%
E	185	178	55	21	142	45	97	111
%V	13.1%	12.9%	9.4%	10.3%	13.5%	9.5%	16.8%	9.3%
%H		96.2%	29.7%	11.4%	76.8%	24.3%	52.4%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1415	1378	585	204	1048	472	576	1197
%H		97.4%	41.3%	14.4%	74.1%	33.4%	40.7%	84.6%
Working full time	466	459	242	74	322	182	140	449
%V	32.9%	33.3%	41.4%	36.3%	30.7%	38.6%	24.3%	37.5%
%H		98.5%	51.9%	15.9%	69.1%	39.1%	30.0%	96.4%
Working part time	210	208	97	31	158	76	81	199
%V	14.8%	15.1%	16.6%	15.2%	15.1%	16.1%	14.1%	16.6%
%H		99.0%	46.2%	14.8%	75.2%	36.2%	38.6%	94.8%
Not working	739	711	246	98	569	214	354	549
%V	52.2%	51.6%	42.1%	48.0%	54.3%	45.3%	61.5%	45.9%
%H		96.2%	33.3%	13.3%	77.0%	29.0%	47.9%	74.3%
Housewife/Houseperson	1207	1180	501	172	888	390	498	1008
%V	85.3%	85.6%	85.6%	84.3%	84.7%	82.6%	86.5%	84.2%
%H		97.8%	41.5%	14.3%	73.6%	32.3%	41.3%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3038	2929	1154	493	2221	963	1258	2515
%H (All HH)		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%
%H (TV HH)			39.4%	16.8%	75.8%	32.9%	42.9%	
AB	635	614	280	101	474	241	233	595
%V	20.9%	21.0%	24.3%	20.5%	21.3%	25.0%	18.5%	23.7%
%H (All HH)		96.7%	44.1%	15.9%	74.6%	38.0%	36.7%	93.7%
%H (TV HH)			45.6%	16.4%	77.2%	39.3%	37.9%	
C1	852	822	349	141	623	298	325	749
%V	28.0%	28.1%	30.2%	28.6%	28.1%	30.9%	25.8%	29.8%
%H (All HH)		96.5%	41.0%	16.5%	73.1%	35.0%	38.1%	87.9%
%H (TV HH)			42.5%	17.2%	75.8%	36.3%	39.5%	
C2	601	588	239	105	440	198	242	519
%V	19.8%	20.1%	20.7%	21.3%	19.8%	20.6%	19.2%	20.6%
%H (All HH)		97.8%	39.8%	17.5%	73.2%	32.9%	40.3%	86.4%
%H (TV HH)			40.6%	17.9%	74.8%	33.7%	41.2%	
D	530	507	176	84	386	147	239	402
%V	17.4%	17.3%	15.3%	17.0%	17.4%	15.3%	19.0%	16.0%
%H (All HH)		95.7%	33.2%	15.8%	72.8%	27.7%	45.1%	75.8%
%H (TV HH)			34.7%	16.6%	76.1%	29.0%	47.1%	
E	420	397	109	61	299	79	220	249
%V	13.8%	13.6%	9.4%	12.4%	13.5%	8.2%	17.5%	9.9%
%H (All HH)		94.5%	26.0%	14.5%	71.2%	18.8%	52.4%	59.3%
%H (TV HH)			27.5%	15.4%	75.3%	19.9%	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

October 2015 - September 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	3038	2929	1154	493	2221	963	1258	2515
%H (All HH)		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%
%H (TV HH)			39.4%	16.8%	75.8%	32.9%	42.9%	
Under 25	139	120	36	20	82	27	55	125
%V	4.6%	4.1%	3.1%	4.1%	3.7%	2.8%	4.4%	5.0%
%H (All HH)		86.3%	25.9%	14.4%	59.0%	19.4%	39.6%	89.9%
%H (TV HH)			30.0%	16.7%	68.3%	22.5%	45.8%	
25 - 34	455	422	205	63	280	136	143	437
%V	15.0%	14.4%	17.8%	12.8%	12.6%	14.1%	11.4%	17.4%
%H (All HH)		92.7%	45.1%	13.8%	61.5%	29.9%	31.4%	96.0%
%H (TV HH)			48.6%	14.9%	66.4%	32.2%	33.9%	
35 - 44	490	469	222	91	326	177	150	466
%V	16.1%	16.0%	19.2%	18.5%	14.7%	18.4%	11.9%	18.5%
%H (All HH)		95.7%	45.3%	18.6%	66.5%	36.1%	30.6%	95.1%
%H (TV HH)			47.3%	19.4%	69.5%	37.7%	32.0%	
45 - 54	615	598	257	118	449	224	224	565
%V	20.2%	20.4%	22.3%	23.9%	20.2%	23.3%	17.8%	22.5%
%H (All HH)		97.2%	41.8%	19.2%	73.0%	36.4%	36.4%	91.9%
%H (TV HH)			43.0%	19.7%	75.1%	37.5%	37.5%	
55 - 64	494	484	196	91	381	184	197	426
%V	16.3%	16.5%	17.0%	18.5%	17.2%	19.1%	15.7%	16.9%
%H (All HH)		98.0%	39.7%	18.4%	77.1%	37.2%	39.9%	86.2%
%H (TV HH)			40.5%	18.8%	78.7%	38.0%	40.7%	
65 +	846	836	239	109	704	214	489	496
%V	27.8%	28.5%	20.7%	22.1%	31.7%	22.2%	38.9%	19.7%
%H (All HH)		98.8%	28.3%	12.9%	83.2%	25.3%	57.8%	58.6%
%H (TV HH)			28.6%	13.0%	84.2%	25.6%	58.5%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	3038	2929	1154	493	2221	963	1258	2515
%H (All HH)		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%
%H (TV HH)			39.4%	16.8%	75.8%	32.9%	42.9%	
1	981	931	237	109	751	177	574	586
%V	32.3%	31.8%	20.5%	22.1%	33.8%	18.4%	45.6%	23.3%
%H (All HH)		94.9%	24.2%	11.1%	76.6%	18.0%	58.5%	59.7%
%H (TV HH)			25.5%	11.7%	80.7%	19.0%	61.7%	
2	1040	1011	416	180	769	359	410	941
%V	34.2%	34.5%	36.0%	36.5%	34.6%	37.3%	32.6%	37.4%
%H (All HH)		97.2%	40.0%	17.3%	73.9%	34.5%	39.4%	90.5%
%H (TV HH)			41.1%	17.8%	76.1%	35.5%	40.6%	
3	475	460	226	90	337	198	139	453
%V	15.6%	15.7%	19.6%	18.3%	15.2%	20.6%	11.0%	18.0%
%H (All HH)		96.8%	47.6%	18.9%	70.9%	41.7%	29.3%	95.4%
%H (TV HH)			49.1%	19.6%	73.3%	43.0%	30.2%	
4	365	355	182	80	251	158	93	361
%V	12.0%	12.1%	15.8%	16.2%	11.3%	16.4%	7.4%	14.4%
%H (All HH)		97.3%	49.9%	21.9%	68.8%	43.3%	25.5%	98.9%
%H (TV HH)			51.3%	22.5%	70.7%	44.5%	26.2%	
5+	177	172	93	34	113	70	43	174
%V	5.8%	5.9%	8.1%	6.9%	5.1%	7.3%	3.4%	6.9%
%H (All HH)		97.2%	52.5%	19.2%	63.8%	39.5%	24.3%	98.3%
%H (TV HH)			54.1%	19.8%	65.7%	40.7%	25.0%	
Average HH size	2.27	2.28	2.58	2.52	2.21	2.60	1.92	2.47

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

October 2015 - September 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	3038	2929	1154	493	2221	963	1258	2515
%H (All HH)		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%
%H (TV HH)			39.4%	16.8%	75.8%	32.9%	42.9%	
Without	2269	2177	770	346	1699	656	1044	1765
%V	74.7%	74.3%	66.7%	70.2%	76.5%	68.1%	83.0%	70.2%
%H (All HH)		95.9%	33.9%	15.2%	74.9%	28.9%	46.0%	77.8%
%H (TV HH)			35.4%	15.9%	78.0%	30.1%	48.0%	
With	769	751	385	147	522	307	215	751
%V	25.3%	25.6%	33.4%	29.8%	23.5%	31.9%	17.1%	29.9%
%H (All HH)		97.7%	50.1%	19.1%	67.9%	39.9%	28.0%	97.7%
%H (TV HH)			51.3%	19.6%	69.5%	40.9%	28.6%	
0 - 3	292	282	152	48	185	106	79	285
%V	9.6%	9.6%	13.2%	9.7%	8.3%	11.0%	6.3%	11.3%
%H (All HH)		96.6%	52.1%	16.4%	63.4%	36.3%	27.1%	97.6%
%H (TV HH)			53.9%	17.0%	65.6%	37.6%	28.0%	
4 - 9	401	391	208	76	265	162	102	392
%V	13.2%	13.3%	18.0%	15.4%	11.9%	16.8%	8.1%	15.6%
%H (All HH)		97.5%	51.9%	19.0%	66.1%	40.4%	25.4%	97.8%
%H (TV HH)			53.2%	19.4%	67.8%	41.4%	26.1%	
10 - 15	352	347	171	74	247	144	103	344
%V	11.6%	11.8%	14.8%	15.0%	11.1%	15.0%	8.2%	13.7%
%H (All HH)		98.6%	48.6%	21.0%	70.2%	40.9%	29.3%	97.7%
%H (TV HH)			49.3%	21.3%	71.2%	41.5%	29.7%	

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

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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	3038	2929	1154	493	2221	963	1258	2515
%H (All HH)		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%
%H (TV HH)			39.4%	16.8%	75.8%	32.9%	42.9%	
1	1135	1135	338	143	783	160	623	825
%V	37.4%	38.8%	29.3%	29.0%	35.3%	16.6%	49.5%	32.8%
%H (All HH)		100.0%	29.8%	12.6%	69.0%	14.1%	54.9%	72.7%
%H (TV HH)			29.8%	12.6%	69.0%	14.1%	54.9%	
2	988	988	406	172	770	357	412	841
%V	32.5%	33.7%	35.2%	34.9%	34.7%	37.1%	32.8%	33.4%
%H (All HH)		100.0%	41.1%	17.4%	77.9%	36.1%	41.7%	85.1%
%H (TV HH)			41.1%	17.4%	77.9%	36.1%	41.7%	
3	502	502	247	108	412	263	149	472
%V	16.5%	17.1%	21.4%	21.9%	18.6%	27.3%	11.8%	18.8%
%H (All HH)		100.0%	49.2%	21.5%	82.1%	52.4%	29.7%	94.0%
%H (TV HH)			49.2%	21.5%	82.1%	52.4%	29.7%	
4	198	198	105	49	164	116	48	194
%V	6.5%	6.8%	9.1%	9.9%	7.4%	12.0%	3.8%	7.7%
%H (All HH)		100.0%	53.0%	24.7%	82.8%	58.6%	24.2%	98.0%
%H (TV HH)			53.0%	24.7%	82.8%	58.6%	24.2%	
5+	105	105	59	20	93	66	26	103
%V	3.5%	3.6%	5.1%	4.1%	4.2%	6.9%	2.1%	4.1%
%H (All HH)		100.0%	56.2%	19.0%	88.6%	62.9%	24.8%	98.1%
%H (TV HH)			56.2%	19.0%	88.6%	62.9%	24.8%	

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

October 2015 - September 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	3038	2929	1154	493	2221	963	1258	2515
%V (All HH)		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%
%H (TV HH)			39.4%	16.8%	75.8%	32.9%	42.9%	
Under 20"	396	396	145	70	348	165	183	330
%V	13.0%	13.5%	12.6%	14.2%	15.7%	17.1%	14.5%	13.1%
%H (All HH)		100.0%	36.6%	17.7%	87.9%	41.7%	46.2%	83.3%
%H (TV HH)			36.6%	17.7%	87.9%	41.7%	46.2%	
20" - 29"	900	900	357	156	759	374	386	734
%V	29.6%	30.7%	30.9%	31.6%	34.2%	38.8%	30.7%	29.2%
%H (All HH)		100.0%	39.7%	17.3%	84.3%	41.6%	42.9%	81.6%
%H (TV HH)			39.7%	17.3%	84.3%	41.6%	42.9%	
30" - 39"	1537	1537	620	276	1211	576	635	1302
%V	50.6%	52.5%	53.7%	56.0%	54.5%	59.8%	50.5%	51.8%
%H (All HH)		100.0%	40.3%	18.0%	78.8%	37.5%	41.3%	84.7%
%H (TV HH)			40.3%	18.0%	78.8%	37.5%	41.3%	
40" and over	1717	1717	809	323	1258	679	579	1563
%V	56.5%	58.6%	70.1%	65.5%	56.6%	70.5%	46.0%	62.1%
%H (All HH)		100.0%	47.1%	18.8%	73.3%	39.5%	33.7%	91.0%
%H (TV HH)			47.1%	18.8%	73.3%	39.5%	33.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	3038	2929	1154	493	2221	963	1258	2515
%H (All HH)		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%
%H (TV HH)			39.4%	16.8%	75.8%	32.9%	42.9%	
Main living room	2905	2905	1147	491	2203	957	1246	2416
%V	95.6%	99.2%	99.4%	99.6%	99.2%	99.4%	99.0%	96.1%
%H (All HH)		100.0%	39.5%	16.9%	75.8%	32.9%	42.9%	83.2%
%H (TV HH)			39.5%	16.9%	75.8%	32.9%	42.9%	
Kitchen	259	259	123	43	225	130	95	237
%V	8.5%	8.8%	10.7%	8.7%	10.1%	13.5%	7.6%	9.4%
%H (All HH)		100.0%	47.5%	16.6%	86.9%	50.2%	36.7%	91.5%
%H (TV HH)			47.5%	16.6%	86.9%	50.2%	36.7%	
Adult's bedroom	1373	1373	628	272	1119	640	479	1236
%V	45.2%	46.9%	54.4%	55.2%	50.4%	66.5%	38.1%	49.1%
%H (All HH)		100.0%	45.7%	19.8%	81.5%	46.6%	34.9%	90.0%
%H (TV HH)			45.7%	19.8%	81.5%	46.6%	34.9%	
Child's bedroom	264	264	144	61	199	139	59	261
%V	8.7%	9.0%	12.5%	12.4%	9.0%	14.4%	4.7%	10.4%
%H (All HH)		100.0%	54.5%	23.1%	75.4%	52.7%	22.3%	98.9%
%H (TV HH)			54.5%	23.1%	75.4%	52.7%	22.3%	
Other bedroom	228	228	113	49	186	121	65	217
%V	7.5%	7.8%	9.8%	9.9%	8.4%	12.6%	5.2%	8.6%
%H (All HH)		100.0%	49.6%	21.5%	81.6%	53.1%	28.5%	95.2%
%H (TV HH)			49.6%	21.5%	81.6%	53.1%	28.5%	
Second living/dining room	377	377	182	74	314	190	124	340
%V	12.4%	12.9%	15.8%	15.0%	14.1%	19.7%	9.9%	13.5%
%H (All HH)		100.0%	48.3%	19.6%	83.3%	50.4%	32.9%	90.2%
%H (TV HH)			48.3%	19.6%	83.3%	50.4%	32.9%	
Study/office	35	35	19	5	32	21	11	34
%V	1.2%	1.2%	1.6%	1.0%	1.4%	2.2%	0.9%	1.4%
%H (All HH)		100.0%	54.3%	14.3%	91.4%	60.0%	31.4%	97.1%
%H (TV HH)			54.3%	14.3%	91.4%	60.0%	31.4%	
TV room	15	15	8	2	11	7	5	14
%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%	73.3%	46.7%	33.3%	93.3%
%H (TV HH)			53.3%	13.3%	73.3%	46.7%	33.3%	
Conservatory	87	87	42	18	73	44	29	82
%V	2.9%	3.0%	3.6%	3.7%	3.3%	4.6%	2.3%	3.3%
%H (All HH)		100.0%	48.3%	20.7%	83.9%	50.6%	33.3%	94.3%
%H (TV HH)			48.3%	20.7%	83.9%	50.6%	33.3%	
Attic or loft room	11	11	6	3	8	5	3	10
%V	0.4%	0.4%	0.5%	0.6%	0.4%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	54.5%	27.3%	72.7%	45.5%	27.3%	90.9%
%H (TV HH)			54.5%	27.3%	72.7%	45.5%	27.3%	
No specific location	5	5	3	1	5	3	2	4
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	60.0%	20.0%	100.0%	60.0%	40.0%	80.0%
%H (TV HH)			60.0%	20.0%	100.0%	60.0%	40.0%	
Other	26	26	14	5	21	14	7	23
%V	0.9%	0.9%	1.2%	1.0%	0.9%	1.5%	0.6%	0.9%
%H (All HH)		100.0%	53.8%	19.2%	80.8%	53.8%	26.9%	88.5%
%H (TV HH)			53.8%	19.2%	80.8%	53.8%	26.9%	

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

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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	3038	2929	1154	493	2221	963	1258	2515
%H (All HH)		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%
%H (TV HH)			39.4%	16.8%	75.8%	32.9%	42.9%	
Any DSAT provider	1154	1154	1154	20	700	700	0	1069
%V	38.0%	39.4%	100.0%	4.1%	31.5%	72.7%	0.0%	42.5%
%H (All HH)			100.0%	1.7%	60.7%	60.7%	0.0%	92.6%
%H (TV HH)			100.0%	1.7%	60.7%	60.7%	0.0%	
Sky with subscription	979	979	979	8	601	601	0	914
%V	32.2%	33.4%	84.8%	1.6%	27.1%	62.4%	0.0%	36.3%
%H (All HH)			100.0%	0.8%	61.4%	61.4%	0.0%	93.4%
%H (TV HH)			100.0%	0.8%	61.4%	61.4%	0.0%	
Sky without subscription	69	69	69	2	32	32	0	56
%V	2.3%	2.4%	6.0%	0.4%	1.4%	3.3%	0.0%	2.2%
%H (All HH)			100.0%	2.9%	46.4%	46.4%	0.0%	81.2%
%H (TV HH)			100.0%	2.9%	46.4%	46.4%	0.0%	
Freesat	81	81	81	5	58	58	0	77
%V	2.7%	2.8%	7.0%	1.0%	2.6%	6.0%	0.0%	3.1%
%H (All HH)			100.0%	6.2%	71.6%	71.6%	0.0%	95.1%
%H (TV HH)			100.0%	6.2%	71.6%	71.6%	0.0%	
Other satellite provider	81	81	81	7	45	45	0	75
%V	2.7%	2.8%	7.0%	1.4%	2.0%	4.7%	0.0%	3.0%
%H (All HH)			100.0%	8.6%	55.6%	55.6%	0.0%	92.6%
%H (TV HH)			100.0%	8.6%	55.6%	55.6%	0.0%	
DCAB	493	493	20	493	275	275	0	458
%V	16.2%	16.8%	1.7%	100.0%	12.4%	28.6%	0.0%	18.2%
%H (All HH)			4.1%	100.0%	55.8%	55.8%	0.0%	92.9%
%H (TV HH)			4.1%	100.0%	55.8%	55.8%	0.0%	
DTT	2221	2221	700	275	2221	963	1258	1795
%V	73.1%	75.8%	60.7%	55.8%	100.0%	100.0%	100.0%	71.4%
%H (All HH)		100.0%	31.5%	12.4%	100.0%	43.4%	56.6%	80.8%
%H (TV HH)			31.5%	12.4%	100.0%	43.4%	56.6%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3038	2929	1154	493	2221	963	1258	2515
%H (All HH)		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%
%H (TV HH)			39.4%	16.8%	75.8%	32.9%	42.9%	
PVR	1869	1869	1019	432	1303	872	431	1715
%V	61.5%	63.8%	88.3%	87.6%	58.7%	90.6%	34.3%	68.2%
%H (All HH)		100.0%	54.5%	23.1%	69.7%	46.7%	23.1%	91.8%
%H (TV HH)			54.5%	23.1%	69.7%	46.7%	23.1%	
DVDR	69	69	22	15	54	21	33	58
%V	2.3%	2.4%	1.9%	3.0%	2.4%	2.2%	2.6%	2.3%
%H (All HH)		100.0%	31.9%	21.7%	78.3%	30.4%	47.8%	84.1%
%H (TV HH)			31.9%	21.7%	78.3%	30.4%	47.8%	
VCR	32	32	9	3	29	10	19	20
%V	1.1%	1.1%	0.8%	0.6%	1.3%	1.0%	1.5%	0.8%
%H (All HH)		100.0%	28.1%	9.4%	90.6%	31.3%	59.4%	62.5%
%H (TV HH)			28.1%	9.4%	90.6%	31.3%	59.4%	
Any recorder	1914	1914	1024	437	1343	877	466	1742
%V	63.0%	65.3%	88.7%	88.6%	60.5%	91.1%	37.0%	69.3%
%H (All HH)		100.0%	53.5%	22.8%	70.2%	45.8%	24.3%	91.0%
%H (TV HH)			53.5%	22.8%	70.2%	45.8%	24.3%	
Receives HDTV (via STB or built-in reception)	1902	1902	893	426	1421	822	600	1743
%V	62.6%	64.9%	77.4%	86.4%	64.0%	85.4%	47.7%	69.3%
%H (All HH)		100.0%	47.0%	22.4%	74.7%	43.2%	31.5%	91.6%
%H (TV HH)			47.0%	22.4%	74.7%	43.2%	31.5%	
DVD/Blu-ray player or recorder	2072	2072	867	358	1594	763	831	1819
%V	68.2%	70.7%	75.1%	72.6%	71.8%	79.2%	66.1%	72.3%
%H (All HH)		100.0%	41.8%	17.3%	76.9%	36.8%	40.1%	87.8%
%H (TV HH)			41.8%	17.3%	76.9%	36.8%	40.1%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3038	2929	1154	493	2221	963	1258	2515
%V (All HH)		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%
%V (TV HH)			39.4%	16.8%	75.8%	32.9%	42.9%	
Has broadband internet	2515	2435	1069	458	1795	906	889	2515
%V	82.8%	83.1%	92.6%	92.9%	80.8%	94.1%	70.7%	100.0%
%H (All HH)		96.8%	42.5%	18.2%	71.4%	36.0%	35.3%	100.0%
%H (TV HH)			43.9%	18.8%	73.7%	37.2%	36.5%	
Number of computers (PCs and laptops)								
0	662	633	139	67	513	91	422	176
%V	21.8%	21.6%	12.0%	13.6%	23.1%	9.4%	33.5%	7.0%
%H (All HH)		95.6%	21.0%	10.1%	77.5%	13.7%	63.7%	26.6%
%H (TV HH)			22.0%	10.6%	81.0%	14.4%	66.7%	
1	806	768	283	134	550	213	338	776
%V	26.5%	26.2%	24.5%	27.2%	24.8%	22.1%	26.9%	30.9%
%H (All HH)		95.3%	35.1%	16.6%	68.2%	26.4%	41.9%	96.3%
%H (TV HH)			36.8%	17.4%	71.6%	27.7%	44.0%	
2	726	704	312	118	537	268	269	722
%V	23.9%	24.0%	27.0%	23.9%	24.2%	27.8%	21.4%	28.7%
%H (All HH)		97.0%	43.0%	16.3%	74.0%	36.9%	37.1%	99.4%
%H (TV HH)			44.3%	16.8%	76.3%	38.1%	38.2%	
3	393	383	188	85	281	172	109	392
%V	12.9%	13.1%	16.3%	17.2%	12.7%	17.9%	8.7%	15.6%
%H (All HH)		97.5%	47.8%	21.6%	71.5%	43.8%	27.7%	99.7%
%H (TV HH)			49.1%	22.2%	73.4%	44.9%	28.5%	
4	208	202	107	33	161	98	63	206
%V	6.8%	6.9%	9.3%	6.7%	7.2%	10.2%	5.0%	8.2%
%H (All HH)		97.1%	51.4%	15.9%	77.4%	47.1%	30.3%	99.0%
%H (TV HH)			53.0%	16.3%	79.7%	48.5%	31.2%	
5+	243	239	126	57	179	122	57	242
%V	8.0%	8.2%	10.9%	11.6%	8.1%	12.7%	4.5%	9.6%
%H (All HH)		98.4%	51.9%	23.5%	73.7%	50.2%	23.5%	99.6%
%H (TV HH)			52.7%	23.8%	74.9%	51.0%	23.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	5978	2634	1115	4718	2494	2224	5256
%H		44.1%	18.7%	78.9%	41.7%	37.2%	87.9%
Under 20"	501	183	93	440	213	227	424
%V	8.4%	6.9%	8.3%	9.3%	8.5%	10.2%	8.1%
%H		36.5%	18.6%	87.8%	42.5%	45.3%	84.6%
20" - 29"	1169	480	204	991	504	487	972
%V	19.6%	18.2%	18.3%	21.0%	20.2%	21.9%	18.5%
%H		41.1%	17.5%	84.8%	43.1%	41.7%	83.1%
30" - 39"	1951	820	375	1552	799	753	1692
%V	32.6%	31.1%	33.6%	32.9%	32.0%	33.9%	32.2%
%H		42.0%	19.2%	79.5%	41.0%	38.6%	86.7%
40" and over	2206	1085	417	1623	925	698	2036
%V	36.9%	41.2%	37.4%	34.4%	37.1%	31.4%	38.7%
%H		49.2%	18.9%	73.6%	41.9%	31.6%	92.3%
Don't know	152	66	27	111	53	58	131
%V	2.5%	2.5%	2.4%	2.4%	2.1%	2.6%	2.5%
%H		43.4%	17.8%	73.0%	34.9%	38.2%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	5978	2634	1115	4718	2494	2224	5256
%H		44.1%	18.7%	78.9%	41.7%	37.2%	87.9%
Main living room	2916	1151	493	2212	961	1251	2425
%V	48.8%	43.7%	44.2%	46.9%	38.5%	56.3%	46.1%
%H		39.5%	16.9%	75.9%	33.0%	42.9%	83.2%
Kitchen	260	123	43	226	131	96	237
%V	4.3%	4.7%	3.9%	4.8%	5.3%	4.3%	4.5%
%H		47.3%	16.5%	86.9%	50.4%	36.9%	91.2%
Adult's bedroom	1619	750	334	1324	783	541	1475
%V	27.1%	28.5%	30.0%	28.1%	31.4%	24.3%	28.1%
%H		46.3%	20.6%	81.8%	48.4%	33.4%	91.1%
Child's bedroom	337	187	77	252	177	74	333
%V	5.6%	7.1%	6.9%	5.3%	7.1%	3.3%	6.3%
%H		55.5%	22.8%	74.8%	52.5%	22.0%	98.8%
Other bedroom	280	142	59	231	153	78	270
%V	4.7%	5.4%	5.3%	4.9%	6.1%	3.5%	5.1%
%H		50.7%	21.1%	82.5%	54.6%	27.9%	96.4%
Second living/dining room	382	184	75	318	192	126	345
%V	6.4%	7.0%	6.7%	6.7%	7.7%	5.7%	6.6%
%H		48.2%	19.6%	83.2%	50.3%	33.0%	90.3%
Study/office	36	19	5	33	22	11	35
%V	0.6%	0.7%	0.4%	0.7%	0.9%	0.5%	0.7%
%H		52.8%	13.9%	91.7%	61.1%	30.6%	97.2%
TV room	15	8	2	11	7	5	14
%V	0.3%	0.3%	0.2%	0.2%	0.3%	0.2%	0.3%
%H		53.3%	13.3%	73.3%	46.7%	33.3%	93.3%
Conservatory	87	42	18	73	44	29	82
%V	1.5%	1.6%	1.6%	1.5%	1.8%	1.3%	1.6%
%H		48.3%	20.7%	83.9%	50.6%	33.3%	94.3%
Attic or loft room	11	6	3	8	5	3	10
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
%H		54.5%	27.3%	72.7%	45.5%	27.3%	90.9%
No specific location	5	3	1	5	3	2	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		60.0%	20.0%	100.0%	60.0%	40.0%	80.0%
Other	30	17	5	25	18	8	27
%V	0.5%	0.6%	0.4%	0.5%	0.7%	0.4%	0.5%
%H		56.7%	16.7%	83.3%	60.0%	26.7%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	5978	2634	1115	4718	2494	2224	5256
%H		44.1%	18.7%	78.9%	41.7%	37.2%	87.9%
PVR	2577	1473	626	1728	1226	501	2404
%V	43.1%	55.9%	56.1%	36.6%	49.2%	22.5%	45.7%
%H		57.2%	24.3%	67.1%	47.6%	19.4%	93.3%
DVDR	81	28	20	63	29	34	70
%V	1.4%	1.1%	1.8%	1.3%	1.2%	1.5%	1.3%
%H		34.6%	24.7%	77.8%	35.8%	42.0%	86.4%
VCR	33	11	3	31	11	19	20
%V	0.6%	0.4%	0.3%	0.7%	0.4%	0.9%	0.4%
%H		33.3%	9.1%	93.9%	33.3%	57.6%	60.6%
Any recorder	2640	1485	636	1782	1241	541	2447
%V	44.2%	56.4%	57.0%	37.8%	49.8%	24.3%	46.6%
%H		56.3%	24.1%	67.5%	47.0%	20.5%	92.7%

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	5978	2634	1115	4718	2494	2224	5256
%H		44.1%	18.7%	78.9%	41.7%	37.2%	87.9%
Receives HDTV (via STB or built-in reception)	2915	1397	693	2212	1360	852	2725
%V	48.8%	53.0%	62.2%	46.9%	54.5%	38.3%	51.8%
%H		47.9%	23.8%	75.9%	46.7%	29.2%	93.5%
DVD/Blu-ray player or recorder	3078	1377	577	2408	1299	1109	2791
%V	51.5%	52.3%	51.7%	51.0%	52.1%	49.9%	53.1%
%H		44.7%	18.7%	78.2%	42.2%	36.0%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2929	1154	493	2221	963	1258	2435
%H		39.4%	16.8%	75.8%	32.9%	42.9%	83.1%
Under 20"	34	3	2	31	3	27	18
%V	1.2%	0.3%	0.4%	1.4%	0.3%	2.1%	0.7%
%H		8.8%	5.9%	91.2%	8.8%	79.4%	52.9%
20" - 29"	228	43	22	192	32	160	128
%V	7.8%	3.7%	4.5%	8.6%	3.3%	12.7%	5.3%
%H		18.9%	9.6%	84.2%	14.0%	70.2%	56.1%
30" - 39"	923	297	141	724	251	474	712
%V	31.5%	25.7%	28.6%	32.6%	26.1%	37.7%	29.2%
%H		32.2%	15.3%	78.4%	27.2%	51.4%	77.1%
40" and over	1676	787	317	1226	662	564	1524
%V	57.2%	68.2%	64.3%	55.2%	68.7%	44.8%	62.6%
%H		47.0%	18.9%	73.2%	39.5%	33.7%	90.9%
Don't know	68	24	10	48	15	33	51
%V	2.3%	2.1%	2.0%	2.2%	1.6%	2.6%	2.1%
%H		35.3%	14.7%	70.6%	22.1%	48.5%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2929	1154	493	2221	963	1258	2435
%H		39.4%	16.8%	75.8%	32.9%	42.9%	83.1%
PVR	1832	1007	427	1269	859	411	1681
%V	62.5%	87.3%	86.6%	57.1%	89.2%	32.7%	69.0%
%H		55.0%	23.3%	69.3%	46.9%	22.4%	91.8%
DVDR	58	17	12	46	17	30	48
%V	2.0%	1.5%	2.4%	2.1%	1.8%	2.4%	2.0%
%H		29.3%	20.7%	79.3%	29.3%	51.7%	82.8%
VCR	26	6	3	24	7	17	15
%V	0.9%	0.5%	0.6%	1.1%	0.7%	1.4%	0.6%
%H		23.1%	11.5%	92.3%	26.9%	65.4%	57.7%
Any recorder	1876	1011	432	1308	863	445	1708
%V	64.0%	87.6%	87.6%	58.9%	89.6%	35.4%	70.1%
%H		53.9%	23.0%	69.7%	46.0%	23.7%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2929	1154	493	2221	963	1258	2435
%H		39.4%	16.8%	75.8%	32.9%	42.9%	83.1%
Receives HDTV (via STB or built-in reception)	1842	867	419	1368	796	572	1687
%V	62.9%	75.1%	85.0%	61.6%	82.7%	45.5%	69.3%
%H		47.1%	22.7%	74.3%	43.2%	31.1%	91.6%
DVD/Blu-ray player or recorder	1843	751	313	1420	660	760	1607
%V	62.9%	65.1%	63.5%	63.9%	68.5%	60.4%	66.0%
%H		40.7%	17.0%	77.0%	35.8%	41.2%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3049	1479	622	2497	1531	966	2821
%H		48.5%	20.4%	81.9%	50.2%	31.7%	92.5%
Under 20"	467	181	90	410	210	200	406
%V	15.3%	12.2%	14.5%	16.4%	13.7%	20.7%	14.4%
%H		38.8%	19.3%	87.8%	45.0%	42.8%	86.9%
20" - 29"	941	436	183	799	472	327	844
%V	30.9%	29.5%	29.4%	32.0%	30.8%	33.9%	29.9%
%H		46.3%	19.4%	84.9%	50.2%	34.8%	89.7%
30" - 39"	1028	522	234	828	549	279	980
%V	33.7%	35.3%	37.6%	33.2%	35.9%	28.9%	34.7%
%H		50.8%	22.8%	80.5%	53.4%	27.1%	95.3%
40" and over	529	298	99	397	263	134	512
%V	17.3%	20.1%	15.9%	15.9%	17.2%	13.9%	18.1%
%H		56.3%	18.7%	75.0%	49.7%	25.3%	96.8%
Don't know	84	42	17	63	38	25	80
%V	2.8%	2.8%	2.7%	2.5%	2.5%	2.6%	2.8%
%H		50.0%	20.2%	75.0%	45.2%	29.8%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3049	1479	622	2497	1531	966	2821
%H		48.5%	20.4%	81.9%	50.2%	31.7%	92.5%
PVR	745	466	199	458	368	91	723
%V	24.4%	31.5%	32.0%	18.3%	24.0%	9.4%	25.6%
%H		62.6%	26.7%	61.5%	49.4%	12.2%	97.0%
DVDR	22	10	7	17	12	5	22
%V	0.7%	0.7%	1.1%	0.7%	0.8%	0.5%	0.8%
%H		45.5%	31.8%	77.3%	54.5%	22.7%	100.0%
VCR	7	4	1	7	5	2	5
%V	0.2%	0.3%	0.2%	0.3%	0.3%	0.2%	0.2%
%H		57.1%	14.3%	100.0%	71.4%	28.6%	71.4%
Any recorder	764	474	204	474	377	96	739
%V	25.1%	32.0%	32.8%	19.0%	24.6%	9.9%	26.2%
%H		62.0%	26.7%	62.0%	49.3%	12.6%	96.7%

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	3049	1479	622	2497	1531	966	2821
%H		48.5%	20.4%	81.9%	50.2%	31.7%	92.5%
Receives HDTV (via STB or built-in reception)	1073	530	274	843	563	280	1038
%V	35.2%	35.8%	44.1%	33.8%	36.8%	29.0%	36.8%
%H		49.4%	25.5%	78.6%	52.5%	26.1%	96.7%
DVD/Blu-ray player or recorder	1235	626	263	988	639	350	1185
%V	40.5%	42.3%	42.3%	39.6%	41.7%	36.2%	42.0%
%H		50.7%	21.3%	80.0%	51.7%	28.3%	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	6900	6677	2977	1242	4913	2499	2414	6209
%H		96.8%	43.1%	18.0%	71.2%	36.2%	35.0%	90.0%
Total Children	1333	1302	677	250	887	523	363	1304
%V	19.3%	19.5%	22.7%	20.1%	18.1%	20.9%	15.0%	21.0%
%H		97.7%	50.8%	18.8%	66.5%	39.2%	27.2%	97.8%
0 - 3	338	327	174	56	218	125	93	331
%V	4.9%	4.9%	5.8%	4.5%	4.4%	5.0%	3.9%	5.3%
%H		96.7%	51.5%	16.6%	64.5%	37.0%	27.5%	97.9%
4 - 15	995	975	503	194	669	398	271	973
%V	14.4%	14.6%	16.9%	15.6%	13.6%	15.9%	11.2%	15.7%
%H		98.0%	50.6%	19.5%	67.2%	40.0%	27.2%	97.8%
4 - 9	525	511	275	97	338	207	131	513
%V	7.6%	7.7%	9.2%	7.8%	6.9%	8.3%	5.4%	8.3%
%H		97.3%	52.4%	18.5%	64.4%	39.4%	25.0%	97.7%
10 - 15	470	464	228	97	331	191	140	460
%V	6.8%	6.9%	7.7%	7.8%	6.7%	7.6%	5.8%	7.4%
%H		98.7%	48.5%	20.6%	70.4%	40.6%	29.8%	97.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	6900	6677	2977	1242	4913	2499	2414	6209
%H		96.8%	43.1%	18.0%	71.2%	36.2%	35.0%	90.0%
Total Adults (16+)	5566	5375	2300	992	4026	1976	2050	4905
%V	80.7%	80.5%	77.3%	79.9%	81.9%	79.1%	84.9%	79.0%
%H		96.6%	41.3%	17.8%	72.3%	35.5%	36.8%	88.1%
16 - 19	295	285	142	64	205	125	80	288
%V	4.3%	4.3%	4.8%	5.2%	4.2%	5.0%	3.3%	4.6%
%H		96.6%	48.1%	21.7%	69.5%	42.4%	27.1%	97.6%
20 - 24	446	404	153	83	295	140	154	425
%V	6.5%	6.1%	5.1%	6.7%	6.0%	5.6%	6.4%	6.8%
%H		90.6%	34.3%	18.6%	66.1%	31.4%	34.5%	95.3%
25 - 34	914	855	417	151	573	304	269	882
%V	13.2%	12.8%	14.0%	12.2%	11.7%	12.2%	11.1%	14.2%
%H		93.5%	45.6%	16.5%	62.7%	33.3%	29.4%	96.5%
35 - 44	844	812	407	166	557	323	234	813
%V	12.2%	12.2%	13.7%	13.4%	11.3%	12.9%	9.7%	13.1%
%H		96.2%	48.2%	19.7%	66.0%	38.3%	27.7%	96.3%
45 - 54	993	971	437	191	730	386	344	927
%V	14.4%	14.5%	14.7%	15.4%	14.9%	15.4%	14.3%	14.9%
%H		97.8%	44.0%	19.2%	73.5%	38.9%	34.6%	93.4%
55 - 64	825	811	348	157	638	331	307	744
%V	12.0%	12.1%	11.7%	12.6%	13.0%	13.2%	12.7%	12.0%
%H		98.3%	42.2%	19.0%	77.3%	40.1%	37.2%	90.2%
65+	1249	1238	397	181	1029	366	663	826
%V	18.1%	18.5%	13.3%	14.6%	20.9%	14.6%	27.5%	13.3%
%H		99.1%	31.8%	14.5%	82.4%	29.3%	53.1%	66.1%

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+)	5566	5375	2300	992	4026	1976	2050	4905
%H		96.6%	41.3%	17.8%	72.3%	35.5%	36.8%	88.1%
AB	1251	1218	574	212	947	515	432	1200
%V	22.5%	22.7%	25.0%	21.4%	23.5%	26.1%	21.1%	24.5%
%H		97.4%	45.9%	16.9%	75.7%	41.2%	34.5%	95.9%
C1	1632	1565	703	290	1170	611	558	1499
%V	29.3%	29.1%	30.6%	29.2%	29.1%	30.9%	27.2%	30.6%
%H		95.9%	43.1%	17.8%	71.7%	37.4%	34.2%	91.9%
C2	1172	1149	505	221	857	434	424	1056
%V	21.1%	21.4%	22.0%	22.3%	21.3%	22.0%	20.7%	21.5%
%H		98.0%	43.1%	18.9%	73.1%	37.0%	36.2%	90.1%
D	937	900	341	178	660	293	367	778
%V	16.8%	16.7%	14.8%	17.9%	16.4%	14.8%	17.9%	15.9%
%H		96.1%	36.4%	19.0%	70.4%	31.3%	39.2%	83.0%
E	574	544	176	91	393	124	269	373
%V	10.3%	10.1%	7.7%	9.2%	9.8%	6.3%	13.1%	7.6%
%H		94.8%	30.7%	15.9%	68.5%	21.6%	46.9%	65.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	5566	5375	2300	992	4026	1976	2050	4905
%H		96.6%	41.3%	17.8%	72.3%	35.5%	36.8%	88.1%
Working full time	2606	2532	1186	518	1838	1027	810	2522
%V	46.8%	47.1%	51.6%	52.2%	45.7%	52.0%	39.5%	51.4%
%H		97.2%	45.5%	19.9%	70.5%	39.4%	31.1%	96.8%
Working part time	496	480	222	95	361	201	160	472
%V	8.9%	8.9%	9.7%	9.6%	9.0%	10.2%	7.8%	9.6%
%H		96.8%	44.8%	19.2%	72.8%	40.5%	32.3%	95.2%
Not working	2463	2363	892	380	1828	748	1080	1912
%V	44.3%	44.0%	38.8%	38.3%	45.4%	37.9%	52.7%	39.0%
%H		95.9%	36.2%	15.4%	74.2%	30.4%	43.8%	77.6%
Housewife/Houseperson	3038	2929	1154	493	2221	963	1258	2515
%V	54.6%	54.5%	50.2%	49.7%	55.2%	48.7%	61.4%	51.3%
%H		96.4%	38.0%	16.2%	73.1%	31.7%	41.4%	82.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2718	2607	1149	493	1935	983	952	2428
%H		95.9%	42.3%	18.1%	71.2%	36.2%	35.0%	89.3%
16 - 19	162	158	81	35	112	70	43	156
%V	6.0%	6.1%	7.0%	7.1%	5.8%	7.1%	4.5%	6.4%
%H		97.5%	50.0%	21.6%	69.1%	43.2%	26.5%	96.3%
20 - 24	212	192	79	43	135	67	68	204
%V	7.8%	7.4%	6.9%	8.7%	7.0%	6.8%	7.1%	8.4%
%H		90.6%	37.3%	20.3%	63.7%	31.6%	32.1%	96.2%
25 - 34	456	423	193	77	288	148	140	438
%V	16.8%	16.2%	16.8%	15.6%	14.9%	15.1%	14.7%	18.0%
%H		92.8%	42.3%	16.9%	63.2%	32.5%	30.7%	96.1%
35 - 44	415	394	201	79	267	154	113	395
%V	15.3%	15.1%	17.5%	16.0%	13.8%	15.7%	11.9%	16.3%
%H		94.9%	48.4%	19.0%	64.3%	37.1%	27.2%	95.2%
45 - 54	487	473	222	87	355	192	163	451
%V	17.9%	18.1%	19.3%	17.6%	18.3%	19.5%	17.1%	18.6%
%H		97.1%	45.6%	17.9%	72.9%	39.4%	33.5%	92.6%
55 - 64	408	399	173	73	315	161	154	366
%V	15.0%	15.3%	15.1%	14.8%	16.3%	16.4%	16.2%	15.1%
%H		97.8%	42.4%	17.9%	77.2%	39.5%	37.7%	89.7%
65+	577	569	200	99	463	191	272	417
%V	21.2%	21.8%	17.4%	20.1%	23.9%	19.4%	28.6%	17.2%
%H		98.6%	34.7%	17.2%	80.2%	33.1%	47.1%	72.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2718	2607	1149	493	1935	983	952	2428
%H		95.9%	42.3%	18.1%	71.2%	36.2%	35.0%	89.3%
AB	632	613	290	107	477	261	216	607
%V	23.3%	23.5%	25.2%	21.7%	24.7%	26.6%	22.7%	25.0%
%H		97.0%	45.9%	16.9%	75.5%	41.3%	34.2%	96.0%
C1	769	737	349	144	538	298	239	719
%V	28.3%	28.3%	30.4%	29.2%	27.8%	30.3%	25.1%	29.6%
%H		95.8%	45.4%	18.7%	70.0%	38.8%	31.1%	93.5%
C2	629	613	265	115	464	231	233	562
%V	23.1%	23.5%	23.1%	23.3%	24.0%	23.5%	24.5%	23.1%
%H		97.5%	42.1%	18.3%	73.8%	36.7%	37.0%	89.3%
D	444	421	164	90	303	141	162	379
%V	16.3%	16.1%	14.3%	18.3%	15.7%	14.3%	17.0%	15.6%
%H		94.8%	36.9%	20.3%	68.2%	31.8%	36.5%	85.4%
E	244	223	81	37	154	53	102	162
%V	9.0%	8.6%	7.0%	7.5%	8.0%	5.4%	10.7%	6.7%
%H		91.4%	33.2%	15.2%	63.1%	21.7%	41.8%	66.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2718	2607	1149	493	1935	983	952	2428
%H		95.9%	42.3%	18.1%	71.2%	36.2%	35.0%	89.3%
Working full time	1531	1478	701	298	1079	607	472	1476
%V	56.3%	56.7%	61.0%	60.4%	55.8%	61.7%	49.6%	60.8%
%H		96.5%	45.8%	19.5%	70.5%	39.6%	30.8%	96.4%
Working part time	117	110	51	14	81	37	44	110
%V	4.3%	4.2%	4.4%	2.8%	4.2%	3.8%	4.6%	4.5%
%H		94.0%	43.6%	12.0%	69.2%	31.6%	37.6%	94.0%
Not working	1070	1020	398	182	775	339	436	842
%V	39.4%	39.1%	34.6%	36.9%	40.1%	34.5%	45.8%	34.7%
%H		95.3%	37.2%	17.0%	72.4%	31.7%	40.7%	78.7%
Housewife/Houseperson	722	670	242	100	503	183	321	548
%V	26.6%	25.7%	21.1%	20.3%	26.0%	18.6%	33.7%	22.6%
%H		92.8%	33.5%	13.9%	69.7%	25.3%	44.5%	75.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2848	2768	1150	499	2091	993	1098	2478
%H		97.2%	40.4%	17.5%	73.4%	34.9%	38.6%	87.0%
16 - 19	133	127	61	29	93	55	37	132
%V	4.7%	4.6%	5.3%	5.8%	4.4%	5.5%	3.4%	5.3%
%H		95.5%	45.9%	21.8%	69.9%	41.4%	27.8%	99.2%
20 - 24	233	212	74	41	159	73	87	222
%V	8.2%	7.7%	6.4%	8.2%	7.6%	7.4%	7.9%	9.0%
%H		91.0%	31.8%	17.6%	68.2%	31.3%	37.3%	95.3%
25 - 34	458	432	224	73	285	156	129	444
%V	16.1%	15.6%	19.5%	14.6%	13.6%	15.7%	11.7%	17.9%
%H		94.3%	48.9%	15.9%	62.2%	34.1%	28.2%	96.9%
35 - 44	430	417	206	87	290	169	121	417
%V	15.1%	15.1%	17.9%	17.4%	13.9%	17.0%	11.0%	16.8%
%H		97.0%	47.9%	20.2%	67.4%	39.3%	28.1%	97.0%
45 - 54	506	498	215	104	375	195	180	476
%V	17.8%	18.0%	18.7%	20.8%	17.9%	19.6%	16.4%	19.2%
%H		98.4%	42.5%	20.6%	74.1%	38.5%	35.6%	94.1%
55 - 64	417	412	174	84	323	170	154	378
%V	14.6%	14.9%	15.1%	16.8%	15.4%	17.1%	14.0%	15.3%
%H		98.8%	41.7%	20.1%	77.5%	40.8%	36.9%	90.6%
65+	672	669	196	82	565	174	391	409
%V	23.6%	24.2%	17.0%	16.4%	27.0%	17.5%	35.6%	16.5%
%H		99.6%	29.2%	12.2%	84.1%	25.9%	58.2%	60.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2848	2768	1150	499	2091	993	1098	2478
%H		97.2%	40.4%	17.5%	73.4%	34.9%	38.6%	87.0%
AB	619	604	284	105	471	254	216	593
%V	21.7%	21.8%	24.7%	21.0%	22.5%	25.6%	19.7%	23.9%
%H		97.6%	45.9%	17.0%	76.1%	41.0%	34.9%	95.8%
C1	863	828	354	147	632	313	319	781
%V	30.3%	29.9%	30.8%	29.5%	30.2%	31.5%	29.1%	31.5%
%H		95.9%	41.0%	17.0%	73.2%	36.3%	37.0%	90.5%
C2	544	536	240	106	393	203	191	494
%V	19.1%	19.4%	20.9%	21.2%	18.8%	20.4%	17.4%	19.9%
%H		98.5%	44.1%	19.5%	72.2%	37.3%	35.1%	90.8%
D	493	479	178	88	357	152	205	399
%V	17.3%	17.3%	15.5%	17.6%	17.1%	15.3%	18.7%	16.1%
%H		97.2%	36.1%	17.8%	72.4%	30.8%	41.6%	80.9%
E	331	321	95	54	239	71	167	211
%V	11.6%	11.6%	8.3%	10.8%	11.4%	7.2%	15.2%	8.5%
%H		97.0%	28.7%	16.3%	72.2%	21.5%	50.5%	63.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2848	2768	1150	499	2091	993	1098	2478
%H		97.2%	40.4%	17.5%	73.4%	34.9%	38.6%	87.0%
Working full time	1076	1054	485	220	758	421	338	1046
%V	37.8%	38.1%	42.2%	44.1%	36.3%	42.4%	30.8%	42.2%
%H		98.0%	45.1%	20.4%	70.4%	39.1%	31.4%	97.2%
Working part time	379	370	171	81	280	163	116	362
%V	13.3%	13.4%	14.9%	16.2%	13.4%	16.4%	10.6%	14.6%
%H		97.6%	45.1%	21.4%	73.9%	43.0%	30.6%	95.5%
Not working	1394	1343	494	198	1053	409	644	1069
%V	48.9%	48.5%	43.0%	39.7%	50.4%	41.2%	58.7%	43.1%
%H		96.3%	35.4%	14.2%	75.5%	29.3%	46.2%	76.7%
Housewife/Houseperson	2316	2259	912	392	1718	780	938	1967
%V	81.3%	81.6%	79.3%	78.6%	82.2%	78.5%	85.4%	79.4%
%H		97.5%	39.4%	16.9%	74.2%	33.7%	40.5%	84.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC 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	2462	2348	1029	385	1691	801	889	2032
%H (All HH)		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%
%H (TV HH)			43.8%	16.4%	72.0%	34.1%	37.9%	
AB	598	575	280	100	406	216	190	563
%V	24.3%	24.5%	27.2%	26.0%	24.0%	27.0%	21.4%	27.7%
%H (All HH)		96.2%	46.8%	16.7%	67.9%	36.1%	31.8%	94.1%
%H (TV HH)			48.7%	17.4%	70.6%	37.6%	33.0%	
C1	663	621	282	123	415	212	203	592
%V	26.9%	26.4%	27.4%	31.9%	24.5%	26.5%	22.8%	29.1%
%H (All HH)		93.7%	42.5%	18.6%	62.6%	32.0%	30.6%	89.3%
%H (TV HH)			45.4%	19.8%	66.8%	34.1%	32.7%	
C2	464	451	214	67	331	168	163	403
%V	18.8%	19.2%	20.8%	17.4%	19.6%	21.0%	18.3%	19.8%
%H (All HH)		97.2%	46.1%	14.4%	71.3%	36.2%	35.1%	86.9%
%H (TV HH)			47.5%	14.9%	73.4%	37.3%	36.1%	
D	431	413	162	59	312	133	179	311
%V	17.5%	17.6%	15.7%	15.3%	18.5%	16.6%	20.1%	15.3%
%H (All HH)		95.8%	37.6%	13.7%	72.4%	30.9%	41.5%	72.2%
%H (TV HH)			39.2%	14.3%	75.5%	32.2%	43.3%	
E	307	288	90	36	227	71	156	163
%V	12.5%	12.3%	8.7%	9.4%	13.4%	8.9%	17.5%	8.0%
%H (All HH)		93.8%	29.3%	11.7%	73.9%	23.1%	50.8%	53.1%
%H (TV HH)			31.3%	12.5%	78.8%	24.7%	54.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	2462	2348	1029	385	1691	801	889	2032
%H (All HH)		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%
%H (TV HH)			43.8%	16.4%	72.0%	34.1%	37.9%	
Under 25	120	92	33	12	55	19	36	111
%V	4.9%	3.9%	3.2%	3.1%	3.3%	2.4%	4.0%	5.5%
%H (All HH)		76.7%	27.5%	10.0%	45.8%	15.8%	30.0%	92.5%
%H (TV HH)			35.9%	13.0%	59.8%	20.7%	39.1%	
25 - 34	375	337	155	56	211	106	105	357
%V	15.2%	14.4%	15.1%	14.5%	12.5%	13.2%	11.8%	17.6%
%H (All HH)		89.9%	41.3%	14.9%	56.3%	28.3%	28.0%	95.2%
%H (TV HH)			46.0%	16.6%	62.6%	31.5%	31.2%	
35 - 44	372	356	191	59	239	142	97	350
%V	15.1%	15.2%	18.6%	15.3%	14.1%	17.7%	10.9%	17.2%
%H (All HH)		95.7%	51.3%	15.9%	64.2%	38.2%	26.1%	94.1%
%H (TV HH)			53.7%	16.6%	67.1%	39.9%	27.2%	
45 - 54	482	470	233	87	321	176	145	447
%V	19.6%	20.0%	22.6%	22.6%	19.0%	22.0%	16.3%	22.0%
%H (All HH)		97.5%	48.3%	18.0%	66.6%	36.5%	30.1%	92.7%
%H (TV HH)			49.6%	18.5%	68.3%	37.4%	30.9%	
55 - 64	436	424	186	73	325	162	163	374
%V	17.7%	18.1%	18.1%	19.0%	19.2%	20.2%	18.3%	18.4%
%H (All HH)		97.2%	42.7%	16.7%	74.5%	37.2%	37.4%	85.8%
%H (TV HH)			43.9%	17.2%	76.7%	38.2%	38.4%	
65 +	677	670	231	99	539	196	343	394
%V	27.5%	28.5%	22.4%	25.7%	31.9%	24.5%	38.6%	19.4%
%H (All HH)		99.0%	34.1%	14.6%	79.6%	29.0%	50.7%	58.2%
%H (TV HH)			34.5%	14.8%	80.4%	29.3%	51.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	2462	2348	1029	385	1691	801	889	2032
%H (All HH)		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%
%H (TV HH)			43.8%	16.4%	72.0%	34.1%	37.9%	
1	897	835	250	117	639	189	450	558
%V	36.4%	35.6%	24.3%	30.4%	37.8%	23.6%	50.6%	27.5%
%H (All HH)		93.1%	27.9%	13.0%	71.2%	21.1%	50.2%	62.2%
%H (TV HH)			29.9%	14.0%	76.5%	22.6%	53.9%	
2	820	787	368	136	557	286	271	742
%V	33.3%	33.5%	35.8%	35.3%	32.9%	35.7%	30.5%	36.5%
%H (All HH)		96.0%	44.9%	16.6%	67.9%	34.9%	33.0%	90.5%
%H (TV HH)			46.8%	17.3%	70.8%	36.3%	34.4%	
3	362	352	191	69	240	156	84	353
%V	14.7%	15.0%	18.6%	17.9%	14.2%	19.5%	9.4%	17.4%
%H (All HH)		97.2%	52.8%	19.1%	66.3%	43.1%	23.2%	97.5%
%H (TV HH)			54.3%	19.6%	68.2%	44.3%	23.9%	
4	278	272	159	44	184	123	62	273
%V	11.3%	11.6%	15.5%	11.4%	10.9%	15.4%	7.0%	13.4%
%H (All HH)		97.8%	57.2%	15.8%	66.2%	44.2%	22.3%	98.2%
%H (TV HH)			58.5%	16.2%	67.6%	45.2%	22.8%	
5+	106	103	62	19	70	47	23	106
%V	4.3%	4.4%	6.0%	4.9%	4.1%	5.9%	2.6%	5.2%
%H (All HH)		97.2%	58.5%	17.9%	66.0%	44.3%	21.7%	100.0%
%H (TV HH)			60.2%	18.4%	68.0%	45.6%	22.3%	
Average HH size	2.15	2.17	2.45	2.27	2.12	2.46	1.81	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

October 2015 - September 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	2462	2348	1029	385	1691	801	889	2032
%H (All HH)		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%
%H (TV HH)			43.8%	16.4%	72.0%	34.1%	37.9%	
Without	1909	1807	724	297	1335	581	754	1489
%V	77.5%	77.0%	70.4%	77.1%	78.9%	72.5%	84.8%	73.3%
%H (All HH)		94.7%	37.9%	15.6%	69.9%	30.4%	39.5%	78.0%
%H (TV HH)			40.1%	16.4%	73.9%	32.2%	41.7%	
With	554	542	305	88	356	220	136	543
%V	22.5%	23.1%	29.6%	22.9%	21.1%	27.5%	15.3%	26.7%
%H (All HH)		97.8%	55.1%	15.9%	64.3%	39.7%	24.5%	98.0%
%H (TV HH)			56.3%	16.2%	65.7%	40.6%	25.1%	
0 - 3	189	184	104	22	119	69	50	184
%V	7.7%	7.8%	10.1%	5.7%	7.0%	8.6%	5.6%	9.1%
%H (All HH)		97.4%	55.0%	11.6%	63.0%	36.5%	26.5%	97.4%
%H (TV HH)			56.5%	12.0%	64.7%	37.5%	27.2%	
4 - 9	283	275	160	47	176	113	63	279
%V	11.5%	11.7%	15.5%	12.2%	10.4%	14.1%	7.1%	13.7%
%H (All HH)		97.2%	56.5%	16.6%	62.2%	39.9%	22.3%	98.6%
%H (TV HH)			58.2%	17.1%	64.0%	41.1%	22.9%	
10 - 15	253	250	144	42	172	113	59	250
%V	10.3%	10.6%	14.0%	10.9%	10.2%	14.1%	6.6%	12.3%
%H (All HH)		98.8%	56.9%	16.6%	68.0%	44.7%	23.3%	98.8%
%H (TV HH)			57.6%	16.8%	68.8%	45.2%	23.6%	

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

October 2015 - September 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	2462	2348	1029	385	1691	801	889	2032
%H (All HH)		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%
%H (TV HH)			43.8%	16.4%	72.0%	34.1%	37.9%	
1	836	836	267	110	540	125	415	602
%V	34.0%	35.6%	25.9%	28.6%	31.9%	15.6%	46.7%	29.6%
%H (All HH)		100.0%	31.9%	13.2%	64.6%	15.0%	49.6%	72.0%
%H (TV HH)			31.9%	13.2%	64.6%	15.0%	49.6%	
2	809	809	365	144	589	295	294	673
%V	32.9%	34.5%	35.5%	37.4%	34.8%	36.8%	33.1%	33.1%
%H (All HH)		100.0%	45.1%	17.8%	72.8%	36.5%	36.3%	83.2%
%H (TV HH)			45.1%	17.8%	72.8%	36.5%	36.3%	
3	438	438	236	83	344	224	120	404
%V	17.8%	18.7%	22.9%	21.6%	20.3%	28.0%	13.5%	19.9%
%H (All HH)		100.0%	53.9%	18.9%	78.5%	51.1%	27.4%	92.2%
%H (TV HH)			53.9%	18.9%	78.5%	51.1%	27.4%	
4	175	175	104	31	140	99	41	172
%V	7.1%	7.5%	10.1%	8.1%	8.3%	12.4%	4.6%	8.5%
%H (All HH)		100.0%	59.4%	17.7%	80.0%	56.6%	23.4%	98.3%
%H (TV HH)			59.4%	17.7%	80.0%	56.6%	23.4%	
5+	90	90	57	15	77	58	19	88
%V	3.7%	3.8%	5.5%	3.9%	4.6%	7.2%	2.1%	4.3%
%H (All HH)		100.0%	63.3%	16.7%	85.6%	64.4%	21.1%	97.8%
%H (TV HH)			63.3%	16.7%	85.6%	64.4%	21.1%	

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

October 2015 - September 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	2462	2348	1029	385	1691	801	889	2032
%H (All HH)		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%
%H (TV HH)			43.8%	16.4%	72.0%	34.1%	37.9%	
Under 20"	398	398	182	56	316	158	158	332
%V	16.2%	17.0%	17.7%	14.5%	18.7%	19.7%	17.8%	16.3%
%H (All HH)		100.0%	45.7%	14.1%	79.4%	39.7%	39.7%	83.4%
%H (TV HH)			45.7%	14.1%	79.4%	39.7%	39.7%	
20" - 29"	768	768	334	123	610	305	304	623
%V	31.2%	32.7%	32.5%	31.9%	36.1%	38.1%	34.2%	30.7%
%H (All HH)		100.0%	43.5%	16.0%	79.4%	39.7%	39.6%	81.1%
%H (TV HH)			43.5%	16.0%	79.4%	39.7%	39.6%	
30" - 39"	1274	1274	556	214	963	476	487	1048
%V	51.7%	54.3%	54.0%	55.6%	56.9%	59.4%	54.8%	51.6%
%H (All HH)		100.0%	43.6%	16.8%	75.6%	37.4%	38.2%	82.3%
%H (TV HH)			43.6%	16.8%	75.6%	37.4%	38.2%	
40" and over	1360	1360	720	254	948	575	373	1250
%V	55.2%	57.9%	70.0%	66.0%	56.1%	71.8%	42.0%	61.5%
%H (All HH)		100.0%	52.9%	18.7%	69.7%	42.3%	27.4%	91.9%
%H (TV HH)			52.9%	18.7%	69.7%	42.3%	27.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2462	2348	1029	385	1691	801	889	2032
%V (All HH)		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%
%H (TV HH)			43.8%	16.4%	72.0%	34.1%	37.9%	
Main living room	2313	2313	1017	380	1667	793	874	1909
%V	93.9%	98.5%	98.8%	98.7%	98.6%	99.0%	98.3%	93.9%
%H (All HH)		100.0%	44.0%	16.4%	72.1%	34.3%	37.8%	82.5%
%H (TV HH)			44.0%	16.4%	72.1%	34.3%	37.8%	
Kitchen	290	290	158	35	248	147	100	250
%V	11.8%	12.4%	15.4%	9.1%	14.7%	18.4%	11.2%	12.3%
%H (All HH)		100.0%	54.5%	12.1%	85.5%	50.7%	34.5%	86.2%
%H (TV HH)			54.5%	12.1%	85.5%	50.7%	34.5%	
Adult's bedroom	1162	1162	577	221	900	538	363	1031
%V	47.2%	49.5%	56.1%	57.4%	53.2%	67.2%	40.8%	50.7%
%H (All HH)		100.0%	49.7%	19.0%	77.5%	46.3%	31.2%	88.7%
%H (TV HH)			49.7%	19.0%	77.5%	46.3%	31.2%	
Child's bedroom	278	278	168	55	199	145	54	275
%V	11.3%	11.8%	16.3%	14.3%	11.8%	18.1%	6.1%	13.5%
%H (All HH)		100.0%	60.4%	19.8%	71.6%	52.2%	19.4%	98.9%
%H (TV HH)			60.4%	19.8%	71.6%	52.2%	19.4%	
Other bedroom	160	160	90	22	128	83	45	150
%V	6.5%	6.8%	8.7%	5.7%	7.6%	10.4%	5.1%	7.4%
%H (All HH)		100.0%	56.3%	13.8%	80.0%	51.9%	28.1%	93.8%
%H (TV HH)			56.3%	13.8%	80.0%	51.9%	28.1%	
Second living/dining room	183	183	102	33	142	91	51	169
%V	7.4%	7.8%	9.9%	8.6%	8.4%	11.4%	5.7%	8.3%
%H (All HH)		100.0%	55.7%	18.0%	77.6%	49.7%	27.9%	92.3%
%H (TV HH)			55.7%	18.0%	77.6%	49.7%	27.9%	
Study/office	34	34	18	6	25	14	10	32
%V	1.4%	1.4%	1.7%	1.6%	1.5%	1.7%	1.1%	1.6%
%H (All HH)		100.0%	52.9%	17.6%	73.5%	41.2%	29.4%	94.1%
%H (TV HH)			52.9%	17.6%	73.5%	41.2%	29.4%	
TV room	37	37	21	5	28	18	10	35
%V	1.5%	1.6%	2.0%	1.3%	1.7%	2.2%	1.1%	1.7%
%H (All HH)		100.0%	56.8%	13.5%	75.7%	48.6%	27.0%	94.6%
%H (TV HH)			56.8%	13.5%	75.7%	48.6%	27.0%	
Conservatory	53	53	32	6	42	27	16	49
%V	2.2%	2.3%	3.1%	1.6%	2.5%	3.4%	1.8%	2.4%
%H (All HH)		100.0%	60.4%	11.3%	79.2%	50.9%	30.2%	92.5%
%H (TV HH)			60.4%	11.3%	79.2%	50.9%	30.2%	
Attic or loft room	6	6	3	1	5	3	2	6
%V	0.2%	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	33.3%	
No specific location	3	3	2	1	3	2	1	3
%V	0.1%	0.1%	0.2%	0.3%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
Other	21	21	12	6	16	12	4	21
%V	0.9%	0.9%	1.2%	1.6%	0.9%	1.5%	0.4%	1.0%
%H (All HH)		100.0%	57.1%	28.6%	76.2%	57.1%	19.0%	100.0%
%H (TV HH)			57.1%	28.6%	76.2%	57.1%	19.0%	

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

October 2015 - September 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	2462	2348	1029	385	1691	801	889	2032
%H (All HH)		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%
%H (TV HH)			43.8%	16.4%	72.0%	34.1%	37.9%	
Any DSAT provider	1029	1029	1029	10	603	603	0	937
%V	41.8%	43.8%	100.0%	2.6%	35.7%	75.3%	0.0%	46.1%
%H (All HH)			100.0%	1.0%	58.6%	58.6%	0.0%	91.1%
%H (TV HH)			100.0%	1.0%	58.6%	58.6%	0.0%	
Sky with subcription	867	867	867	5	516	516	0	802
%V	35.2%	36.9%	84.3%	1.3%	30.5%	64.4%	0.0%	39.5%
%H (All HH)			100.0%	0.6%	59.5%	59.5%	0.0%	92.5%
%H (TV HH)			100.0%	0.6%	59.5%	59.5%	0.0%	
Sky without subscription	54	54	54	1	26	26	0	44
%V	2.2%	2.3%	5.2%	0.3%	1.5%	3.2%	0.0%	2.2%
%H (All HH)			100.0%	1.9%	48.1%	48.1%	0.0%	81.5%
%H (TV HH)			100.0%	1.9%	48.1%	48.1%	0.0%	
Freesat	110	110	110	3	63	63	0	96
%V	4.5%	4.7%	10.7%	0.8%	3.7%	7.9%	0.0%	4.7%
%H (All HH)			100.0%	2.7%	57.3%	57.3%	0.0%	87.3%
%H (TV HH)			100.0%	2.7%	57.3%	57.3%	0.0%	
Other satellite provider	55	55	55	1	31	31	0	52
%V	2.2%	2.3%	5.3%	0.3%	1.8%	3.9%	0.0%	2.6%
%H (All HH)			100.0%	1.8%	56.4%	56.4%	0.0%	94.5%
%H (TV HH)			100.0%	1.8%	56.4%	56.4%	0.0%	
DCAB	385	385	10	385	205	205	0	357
%V	15.6%	16.4%	1.0%	100.0%	12.1%	25.6%	0.0%	17.6%
%H (All HH)			2.6%	100.0%	53.2%	53.2%	0.0%	92.7%
%H (TV HH)			2.6%	100.0%	53.2%	53.2%	0.0%	
DTT	1691	1691	603	205	1691	801	889	1344
%V	68.7%	72.0%	58.6%	53.2%	100.0%	100.0%	100.0%	66.1%
%H (All HH)		100.0%	35.7%	12.1%	100.0%	47.4%	52.6%	79.5%
%H (TV HH)			35.7%	12.1%	100.0%	47.4%	52.6%	

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

October 2015 - September 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	2462	2348	1029	385	1691	801	889	2032
%H (All HH)		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%
%H (TV HH)			43.8%	16.4%	72.0%	34.1%	37.9%	
PVR	1500	1500	906	333	985	715	269	1383
%V	60.9%	63.9%	88.0%	86.5%	58.2%	89.3%	30.3%	68.1%
%H (All HH)		100.0%	60.4%	22.2%	65.7%	47.7%	17.9%	92.2%
%H (TV HH)			60.4%	22.2%	65.7%	47.7%	17.9%	
DVDR	56	56	27	7	41	19	22	49
%V	2.3%	2.4%	2.6%	1.8%	2.4%	2.4%	2.5%	2.4%
%H (All HH)		100.0%	48.2%	12.5%	73.2%	33.9%	39.3%	87.5%
%H (TV HH)			48.2%	12.5%	73.2%	33.9%	39.3%	
VCR	33	33	17	3	26	13	14	27
%V	1.3%	1.4%	1.7%	0.8%	1.5%	1.6%	1.6%	1.3%
%H (All HH)		100.0%	51.5%	9.1%	78.8%	39.4%	42.4%	81.8%
%H (TV HH)			51.5%	9.1%	78.8%	39.4%	42.4%	
Any recorder	1528	1528	913	334	1006	717	289	1402
%V	62.1%	65.1%	88.7%	86.8%	59.5%	89.5%	32.5%	69.0%
%H (All HH)		100.0%	59.8%	21.9%	65.8%	46.9%	18.9%	91.8%
%H (TV HH)			59.8%	21.9%	65.8%	46.9%	18.9%	
Receives HDTV (via STB or built-in reception)	1554	1554	818	335	1079	669	410	1405
%V	63.1%	66.2%	79.5%	87.0%	63.8%	83.5%	46.1%	69.1%
%H (All HH)		100.0%	52.6%	21.6%	69.4%	43.1%	26.4%	90.4%
%H (TV HH)			52.6%	21.6%	69.4%	43.1%	26.4%	
DVD/Blu-ray player or recorder	1797	1797	824	311	1307	673	634	1546
%V	73.0%	76.5%	80.1%	80.8%	77.3%	84.0%	71.3%	76.1%
%H (All HH)		100.0%	45.9%	17.3%	72.7%	37.5%	35.3%	86.0%
%H (TV HH)			45.9%	17.3%	72.7%	37.5%	35.3%	

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

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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	2462	2348	1029	385	1691	801	889	2032
%V		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%
%H (All HH)			43.8%	16.4%	72.0%	34.1%	37.9%	
%H (TV HH)								
Has broadband internet	2032	1939	937	357	1344	740	604	2032
%V	82.5%	82.6%	91.1%	92.7%	79.5%	92.4%	67.9%	100.0%
%H (All HH)		95.4%	46.1%	17.6%	66.1%	36.4%	29.7%	100.0%
%H (TV HH)			48.3%	18.4%	69.3%	38.2%	31.2%	
Number of computers (PCs and laptops)								
0	511	484	123	43	396	85	310	107
%V	20.8%	20.6%	12.0%	11.2%	23.4%	10.6%	34.9%	5.3%
%H (All HH)		94.7%	24.1%	8.4%	77.5%	16.6%	60.7%	20.9%
%H (TV HH)			25.4%	8.9%	81.8%	17.6%	64.0%	
1	608	571	236	100	410	185	226	587
%V	24.7%	24.3%	22.9%	26.0%	24.2%	23.1%	25.4%	28.9%
%H (All HH)		93.9%	38.8%	16.4%	67.4%	30.4%	37.2%	96.5%
%H (TV HH)			41.3%	17.5%	71.8%	32.4%	39.6%	
2	588	564	269	106	386	212	174	585
%V	23.9%	24.0%	26.1%	27.5%	22.8%	26.5%	19.6%	28.8%
%H (All HH)		95.9%	45.7%	18.0%	65.6%	36.1%	29.6%	99.5%
%H (TV HH)			47.7%	18.8%	68.4%	37.6%	30.9%	
3	334	321	168	56	224	134	90	333
%V	13.6%	13.7%	16.3%	14.5%	13.2%	16.7%	10.1%	16.4%
%H (All HH)		96.1%	50.3%	16.8%	67.1%	40.1%	26.9%	99.7%
%H (TV HH)			52.3%	17.4%	69.8%	41.7%	28.0%	
4	204	197	104	40	136	86	50	204
%V	8.3%	8.4%	10.1%	10.4%	8.0%	10.7%	5.6%	10.0%
%H (All HH)		96.6%	51.0%	19.6%	66.7%	42.2%	24.5%	100.0%
%H (TV HH)			52.8%	20.3%	69.0%	43.7%	25.4%	
5+	217	212	128	41	138	98	40	216
%V	8.8%	9.0%	12.4%	10.6%	8.2%	12.2%	4.5%	10.6%
%H (All HH)		97.7%	59.0%	18.9%	63.6%	45.2%	18.4%	99.5%
%H (TV HH)			60.4%	19.3%	65.1%	46.2%	18.9%	

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

October 2015 - September 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	4957	2432	857	3730	2101	1629	4325
%H		49.1%	17.3%	75.2%	42.4%	32.9%	87.3%
Under 20"	478	218	67	383	191	192	407
%V	9.6%	9.0%	7.8%	10.3%	9.1%	11.8%	9.4%
%H		45.6%	14.0%	80.1%	40.0%	40.2%	85.1%
20" - 29"	991	451	158	803	426	378	815
%V	20.0%	18.5%	18.4%	21.5%	20.3%	23.2%	18.8%
%H		45.5%	15.9%	81.0%	43.0%	38.1%	82.2%
30" - 39"	1588	725	272	1216	643	573	1344
%V	32.0%	29.8%	31.7%	32.6%	30.6%	35.2%	31.1%
%H		45.7%	17.1%	76.6%	40.5%	36.1%	84.6%
40" and over	1780	989	335	1252	808	444	1660
%V	35.9%	40.7%	39.1%	33.6%	38.5%	27.3%	38.4%
%H		55.6%	18.8%	70.3%	45.4%	24.9%	93.3%
Don't know	120	49	25	76	34	42	99
%V	2.4%	2.0%	2.9%	2.0%	1.6%	2.6%	2.3%
%H		40.8%	20.8%	63.3%	28.3%	35.0%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	4957	2432	857	3730	2101	1629	4325
%H		49.1%	17.3%	75.2%	42.4%	32.9%	87.3%
Main living room	2325	1022	383	1676	800	877	1920
%V	46.9%	42.0%	44.7%	44.9%	38.1%	53.8%	44.4%
%H		44.0%	16.5%	72.1%	34.4%	37.7%	82.6%
Kitchen	290	158	35	248	148	100	250
%V	5.9%	6.5%	4.1%	6.6%	7.0%	6.1%	5.8%
%H		54.5%	12.1%	85.5%	51.0%	34.5%	86.2%
Adult's bedroom	1449	730	285	1131	695	436	1301
%V	29.2%	30.0%	33.3%	30.3%	33.1%	26.8%	30.1%
%H		50.4%	19.7%	78.1%	48.0%	30.1%	89.8%
Child's bedroom	360	220	69	259	190	69	356
%V	7.3%	9.0%	8.1%	6.9%	9.0%	4.2%	8.2%
%H		61.1%	19.2%	71.9%	52.8%	19.2%	98.9%
Other bedroom	189	108	26	152	100	52	177
%V	3.8%	4.4%	3.0%	4.1%	4.8%	3.2%	4.1%
%H		57.1%	13.8%	80.4%	52.9%	27.5%	93.7%
Second living/dining room	186	103	33	143	91	52	172
%V	3.8%	4.2%	3.9%	3.8%	4.3%	3.2%	4.0%
%H		55.4%	17.7%	76.9%	48.9%	28.0%	92.5%
Study/office	35	18	6	25	15	10	32
%V	0.7%	0.7%	0.7%	0.7%	0.7%	0.6%	0.7%
%H		51.4%	17.1%	71.4%	42.9%	28.6%	91.4%
TV room	37	21	5	28	18	10	35
%V	0.7%	0.9%	0.6%	0.8%	0.9%	0.6%	0.8%
%H		56.8%	13.5%	75.7%	48.6%	27.0%	94.6%
Conservatory	53	32	6	42	27	16	49
%V	1.1%	1.3%	0.7%	1.1%	1.3%	1.0%	1.1%
%H		60.4%	11.3%	79.2%	50.9%	30.2%	92.5%
Attic or loft room	7	3	1	6	3	2	7
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%
%H		42.9%	14.3%	85.7%	42.9%	28.6%	100.0%
No specific location	3	2	1	3	2	1	3
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
Other	23	14	6	17	12	4	22
%V	0.5%	0.6%	0.7%	0.5%	0.6%	0.2%	0.5%
%H		60.9%	26.1%	73.9%	52.2%	17.4%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	4957	2432	857	3730	2101	1629	4325
%H		49.1%	17.3%	75.2%	42.4%	32.9%	87.3%
PVR	2057	1317	452	1303	999	305	1925
%V	41.5%	54.2%	52.7%	34.9%	47.5%	18.7%	44.5%
%H		64.0%	22.0%	63.3%	48.6%	14.8%	93.6%
DVDR	61	30	8	45	21	24	54
%V	1.2%	1.2%	0.9%	1.2%	1.0%	1.5%	1.2%
%H		49.2%	13.1%	73.8%	34.4%	39.3%	88.5%
VCR	36	17	3	29	13	15	29
%V	0.7%	0.7%	0.4%	0.8%	0.6%	0.9%	0.7%
%H		47.2%	8.3%	80.6%	36.1%	41.7%	80.6%
Any recorder	2102	1334	455	1339	1008	331	1961
%V	42.4%	54.9%	53.1%	35.9%	48.0%	20.3%	45.3%
%H		63.5%	21.6%	63.7%	48.0%	15.7%	93.3%

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	4957	2432	857	3730	2101	1629	4325
%H		49.1%	17.3%	75.2%	42.4%	32.9%	87.3%
Receives HDTV (via STB or built-in reception)	2427	1305	541	1737	1139	598	2236
%V	49.0%	53.7%	63.1%	46.6%	54.2%	36.7%	51.7%
%H		53.8%	22.3%	71.6%	46.9%	24.6%	92.1%
DVD/Blu-ray player or recorder	2779	1357	513	2068	1186	882	2478
%V	56.1%	55.8%	59.9%	55.4%	56.4%	54.1%	57.3%
%H		48.8%	18.5%	74.4%	42.7%	31.7%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2348	1029	385	1690	801	889	1939
%H		43.8%	16.4%	72.0%	34.1%	37.9%	82.6%
Under 20"	22	3	2	18	2	16	17
%V	0.9%	0.3%	0.5%	1.1%	0.2%	1.8%	0.9%
%H		13.6%	9.1%	81.8%	9.1%	72.7%	77.3%
20" - 29"	202	46	19	154	28	126	117
%V	8.6%	4.5%	4.9%	9.1%	3.5%	14.2%	6.0%
%H		22.8%	9.4%	76.2%	13.9%	62.4%	57.9%
30" - 39"	746	261	106	571	209	362	547
%V	31.8%	25.4%	27.5%	33.8%	26.1%	40.7%	28.2%
%H		35.0%	14.2%	76.5%	28.0%	48.5%	73.3%
40" and over	1320	699	247	916	556	360	1213
%V	56.2%	67.9%	64.2%	54.2%	69.4%	40.5%	62.6%
%H		53.0%	18.7%	69.4%	42.1%	27.3%	91.9%
Don't know	58	20	10	30	6	25	45
%V	2.5%	1.9%	2.6%	1.8%	0.7%	2.8%	2.3%
%H		34.5%	17.2%	51.7%	10.3%	43.1%	77.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2348	1029	385	1690	801	889	1939
%H		43.8%	16.4%	72.0%	34.1%	37.9%	82.6%
PVR	1470	892	328	960	703	258	1356
%V	62.6%	86.7%	85.2%	56.8%	87.8%	29.0%	69.9%
%H		60.7%	22.3%	65.3%	47.8%	17.6%	92.2%
DVDR	46	21	5	34	15	19	40
%V	2.0%	2.0%	1.3%	2.0%	1.9%	2.1%	2.1%
%H		45.7%	10.9%	73.9%	32.6%	41.3%	87.0%
VCR	25	11	3	19	8	11	18
%V	1.1%	1.1%	0.8%	1.1%	1.0%	1.2%	0.9%
%H		44.0%	12.0%	76.0%	32.0%	44.0%	72.0%
Any recorder	1498	900	330	981	705	276	1375
%V	63.8%	87.5%	85.7%	58.0%	88.0%	31.0%	70.9%
%H		60.1%	22.0%	65.5%	47.1%	18.4%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: 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	2348	1029	385	1690	801	889	1939
%H		43.8%	16.4%	72.0%	34.1%	37.9%	82.6%
Receives HDTV (via STB or built-in reception)	1509	798	328	1041	650	391	1366
%V	64.3%	77.6%	85.2%	61.6%	81.1%	44.0%	70.4%
%H		52.9%	21.7%	69.0%	43.1%	25.9%	90.5%
DVD/Blu-ray player or recorder	1574	710	267	1139	570	570	1344
%V	67.0%	69.0%	69.4%	67.4%	71.2%	64.1%	69.3%
%H		45.1%	17.0%	72.4%	36.2%	36.2%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2609	1403	472	2040	1300	741	2387
%H		53.8%	18.1%	78.2%	49.8%	28.4%	91.5%
Under 20"	456	215	64	365	188	176	390
%V	17.5%	15.3%	13.6%	17.9%	14.5%	23.8%	16.3%
%H		47.1%	14.0%	80.0%	41.2%	38.6%	85.5%
20" - 29"	790	405	139	649	398	251	698
%V	30.3%	28.9%	29.4%	31.8%	30.6%	33.9%	29.2%
%H		51.3%	17.6%	82.2%	50.4%	31.8%	88.4%
30" - 39"	842	464	166	644	434	211	798
%V	32.3%	33.1%	35.2%	31.6%	33.4%	28.5%	33.4%
%H		55.1%	19.7%	76.5%	51.5%	25.1%	94.8%
40" and over	459	289	88	336	252	84	447
%V	17.6%	20.6%	18.6%	16.5%	19.4%	11.3%	18.7%
%H		63.0%	19.2%	73.2%	54.9%	18.3%	97.4%
Don't know	62	29	15	46	28	18	54
%V	2.4%	2.1%	3.2%	2.3%	2.2%	2.4%	2.3%
%H		46.8%	24.2%	74.2%	45.2%	29.0%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2609	1403	472	2040	1300	741	2387
%H		53.8%	18.1%	78.2%	49.8%	28.4%	91.5%
PVR	586	425	124	343	296	47	569
%V	22.5%	30.3%	26.3%	16.8%	22.8%	6.3%	23.8%
%H		72.5%	21.2%	58.5%	50.5%	8.0%	97.1%
DVDR	15	8	3	11	6	5	14
%V	0.6%	0.6%	0.6%	0.5%	0.5%	0.7%	0.6%
%H		53.3%	20.0%	73.3%	40.0%	33.3%	93.3%
VCR	11	6	0	10	5	4	10
%V	0.4%	0.4%	0.0%	0.5%	0.4%	0.5%	0.4%
%H		54.5%	0.0%	90.9%	45.5%	36.4%	90.9%
Any recorder	604	434	125	358	303	55	586
%V	23.2%	30.9%	26.5%	17.5%	23.3%	7.4%	24.5%
%H		71.9%	20.7%	59.3%	50.2%	9.1%	97.0%

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	2609	1403	472	2040	1300	741	2387
%H		53.8%	18.1%	78.2%	49.8%	28.4%	91.5%
Receives HDTV (via STB or built-in reception)	919	506	212	697	490	207	870
%V	35.2%	36.1%	44.9%	34.2%	37.7%	27.9%	36.4%
%H		55.1%	23.1%	75.8%	53.3%	22.5%	94.7%
DVD/Blu-ray player or recorder	1205	647	245	929	617	312	1135
%V	46.2%	46.1%	51.9%	45.5%	47.5%	42.1%	47.5%
%H		53.7%	20.3%	77.1%	51.2%	25.9%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	5300	5101	2522	875	3580	1971	1609	4758
%H		96.2%	47.6%	16.5%	67.5%	37.2%	30.4%	89.8%
Total Children	915	893	510	143	585	366	219	898
%V	17.3%	17.5%	20.2%	16.3%	16.3%	18.6%	13.6%	18.9%
%H		97.6%	55.7%	15.6%	63.9%	40.0%	23.9%	98.1%
0 - 3	227	221	121	28	139	77	62	219
%V	4.3%	4.3%	4.8%	3.2%	3.9%	3.9%	3.9%	4.6%
%H		97.4%	53.3%	12.3%	61.2%	33.9%	27.3%	96.5%
4 - 15	688	672	390	115	446	289	157	679
%V	13.0%	13.2%	15.5%	13.1%	12.5%	14.7%	9.8%	14.3%
%H		97.7%	56.7%	16.7%	64.8%	42.0%	22.8%	98.7%
4 - 9	360	348	199	63	219	139	80	354
%V	6.8%	6.8%	7.9%	7.2%	6.1%	7.1%	5.0%	7.4%
%H		96.7%	55.3%	17.5%	60.8%	38.6%	22.2%	98.3%
10 - 15	328	324	190	52	227	150	77	325
%V	6.2%	6.4%	7.5%	5.9%	6.3%	7.6%	4.8%	6.8%
%H		98.8%	57.9%	15.9%	69.2%	45.7%	23.5%	99.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	5300	5101	2522	875	3580	1971	1609	4758
%H		96.2%	47.6%	16.5%	67.5%	37.2%	30.4%	89.8%
Total Adults (16+)	4385	4208	2011	732	2996	1606	1390	3860
%V	82.7%	82.5%	79.7%	83.7%	83.7%	81.5%	86.4%	81.1%
%H		96.0%	45.9%	16.7%	68.3%	36.6%	31.7%	88.0%
16 - 19	229	217	115	42	153	100	53	223
%V	4.3%	4.3%	4.6%	4.8%	4.3%	5.1%	3.3%	4.7%
%H		94.8%	50.2%	18.3%	66.8%	43.7%	23.1%	97.4%
20 - 24	338	296	140	60	188	109	79	329
%V	6.4%	5.8%	5.6%	6.9%	5.3%	5.5%	4.9%	6.9%
%H		87.6%	41.4%	17.8%	55.6%	32.2%	23.4%	97.3%
25 - 34	711	649	310	113	412	223	188	683
%V	13.4%	12.7%	12.3%	12.9%	11.5%	11.3%	11.7%	14.4%
%H		91.3%	43.6%	15.9%	57.9%	31.4%	26.4%	96.1%
35 - 44	655	631	358	103	420	262	157	627
%V	12.4%	12.4%	14.2%	11.8%	11.7%	13.3%	9.8%	13.2%
%H		96.3%	54.7%	15.7%	64.1%	40.0%	24.0%	95.7%
45 - 54	790	775	403	148	538	319	219	746
%V	14.9%	15.2%	16.0%	16.9%	15.0%	16.2%	13.6%	15.7%
%H		98.1%	51.0%	18.7%	68.1%	40.4%	27.7%	94.4%
55 - 64	691	679	322	122	513	279	234	621
%V	13.0%	13.3%	12.8%	13.9%	14.3%	14.2%	14.5%	13.1%
%H		98.3%	46.6%	17.7%	74.2%	40.4%	33.9%	89.9%
65+	970	962	363	144	773	313	460	632
%V	18.3%	18.9%	14.4%	16.5%	21.6%	15.9%	28.6%	13.3%
%H		99.2%	37.4%	14.8%	79.7%	32.3%	47.4%	65.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)		4385	4208	2011	732	2996	1606	1390	3860
	%H		96.0%	45.9%	16.7%	68.3%	36.6%	31.7%	88.0%
AB		1140	1106	566	202	781	451	330	1098
	%V	26.0%	26.3%	28.1%	27.6%	26.1%	28.1%	23.7%	28.4%
	%H		97.0%	49.6%	17.7%	68.5%	39.6%	28.9%	96.3%
C1		1223	1148	565	231	770	438	332	1133
	%V	27.9%	27.3%	28.1%	31.6%	25.7%	27.3%	23.9%	29.4%
	%H		93.9%	46.2%	18.9%	63.0%	35.8%	27.1%	92.6%
C2		902	884	441	140	646	358	288	815
	%V	20.6%	21.0%	21.9%	19.1%	21.6%	22.3%	20.7%	21.1%
	%H		98.0%	48.9%	15.5%	71.6%	39.7%	31.9%	90.4%
D		719	692	310	108	506	255	251	579
	%V	16.4%	16.4%	15.4%	14.8%	16.9%	15.9%	18.1%	15.0%
	%H		96.2%	43.1%	15.0%	70.4%	35.5%	34.9%	80.5%
E		400	378	129	51	292	103	189	234
	%V	9.1%	9.0%	6.4%	7.0%	9.7%	6.4%	13.6%	6.1%
	%H		94.5%	32.3%	12.8%	73.0%	25.8%	47.3%	58.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	4385	4208	2011	732	2996	1606	1390	3860
%H		96.0%	45.9%	16.7%	68.3%	36.6%	31.7%	88.0%
Working full time	2021	1953	1028	359	1317	796	521	1963
%V	46.1%	46.4%	51.1%	49.0%	44.0%	49.6%	37.5%	50.9%
%H		96.6%	50.9%	17.8%	65.2%	39.4%	25.8%	97.1%
Working part time	422	411	210	75	282	162	120	404
%V	9.6%	9.8%	10.4%	10.2%	9.4%	10.1%	8.6%	10.5%
%H		97.4%	49.8%	17.8%	66.8%	38.4%	28.4%	95.7%
Not working	1941	1844	773	298	1396	648	748	1494
%V	44.3%	43.8%	38.4%	40.7%	46.6%	40.3%	53.8%	38.7%
%H		95.0%	39.8%	15.4%	71.9%	33.4%	38.5%	77.0%
Housewife/Houseperson	2462	2348	1029	385	1691	801	889	2032
%V	56.1%	55.8%	51.2%	52.6%	56.4%	49.9%	64.0%	52.6%
%H		95.4%	41.8%	15.6%	68.7%	32.5%	36.1%	82.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2112	2014	1004	354	1420	805	615	1883
%H		95.4%	47.5%	16.8%	67.2%	38.1%	29.1%	89.2%
16 - 19	117	109	58	25	77	52	24	115
%V	5.5%	5.4%	5.8%	7.1%	5.4%	6.5%	3.9%	6.1%
%H		93.2%	49.6%	21.4%	65.8%	44.4%	20.5%	98.3%
20 - 24	168	146	72	34	91	58	34	162
%V	8.0%	7.2%	7.2%	9.6%	6.4%	7.2%	5.5%	8.6%
%H		86.9%	42.9%	20.2%	54.2%	34.5%	20.2%	96.4%
25 - 34	349	316	152	53	198	110	89	332
%V	16.5%	15.7%	15.1%	15.0%	13.9%	13.7%	14.5%	17.6%
%H		90.5%	43.6%	15.2%	56.7%	31.5%	25.5%	95.1%
35 - 44	319	305	176	47	204	130	74	303
%V	15.1%	15.1%	17.5%	13.3%	14.4%	16.1%	12.0%	16.1%
%H		95.6%	55.2%	14.7%	63.9%	40.8%	23.2%	95.0%
45 - 54	382	370	198	64	262	156	106	360
%V	18.1%	18.4%	19.7%	18.1%	18.5%	19.4%	17.2%	19.1%
%H		96.9%	51.8%	16.8%	68.6%	40.8%	27.7%	94.2%
55 - 64	338	332	163	60	249	141	108	297
%V	16.0%	16.5%	16.2%	16.9%	17.5%	17.5%	17.6%	15.8%
%H		98.2%	48.2%	17.8%	73.7%	41.7%	32.0%	87.9%
65+	440	435	185	71	339	158	181	314
%V	20.8%	21.6%	18.4%	20.1%	23.9%	19.6%	29.4%	16.7%
%H		98.9%	42.0%	16.1%	77.0%	35.9%	41.1%	71.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2112	2014	1004	354	1420	805	615	1883
%H		95.4%	47.5%	16.8%	67.2%	38.1%	29.1%	89.2%
AB	552	533	284	100	374	228	146	537
%V	26.1%	26.5%	28.3%	28.2%	26.3%	28.3%	23.7%	28.5%
%H		96.6%	51.4%	18.1%	67.8%	41.3%	26.4%	97.3%
C1	567	527	275	106	347	211	135	533
%V	26.8%	26.2%	27.4%	29.9%	24.4%	26.2%	22.0%	28.3%
%H		92.9%	48.5%	18.7%	61.2%	37.2%	23.8%	94.0%
C2	483	472	234	72	348	190	157	434
%V	22.9%	23.4%	23.3%	20.3%	24.5%	23.6%	25.5%	23.0%
%H		97.7%	48.4%	14.9%	72.0%	39.3%	32.5%	89.9%
D	333	316	150	52	227	127	100	274
%V	15.8%	15.7%	14.9%	14.7%	16.0%	15.8%	16.3%	14.6%
%H		94.9%	45.0%	15.6%	68.2%	38.1%	30.0%	82.3%
E	178	165	61	24	125	49	76	105
%V	8.4%	8.2%	6.1%	6.8%	8.8%	6.1%	12.4%	5.6%
%H		92.7%	34.3%	13.5%	70.2%	27.5%	42.7%	59.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2112	2014	1004	354	1420	805	615	1883
%H		95.4%	47.5%	16.8%	67.2%	38.1%	29.1%	89.2%
Working full time	1200	1158	630	198	786	485	301	1165
%V	56.8%	57.5%	62.7%	55.9%	55.4%	60.2%	48.9%	61.9%
%H		96.5%	52.5%	16.5%	65.5%	40.4%	25.1%	97.1%
Working part time	74	71	31	13	45	22	24	67
%V	3.5%	3.5%	3.1%	3.7%	3.2%	2.7%	3.9%	3.6%
%H		95.9%	41.9%	17.6%	60.8%	29.7%	32.4%	90.5%
Not working	838	785	343	143	590	299	291	651
%V	39.7%	39.0%	34.2%	40.4%	41.5%	37.1%	47.3%	34.6%
%H		93.7%	40.9%	17.1%	70.4%	35.7%	34.7%	77.7%
Housewife/Houseperson	578	529	212	81	374	157	217	426
%V	27.4%	26.3%	21.1%	22.9%	26.3%	19.5%	35.3%	22.6%
%H		91.5%	36.7%	14.0%	64.7%	27.2%	37.5%	73.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2273	2194	1008	377	1575	800	775	1977
%H		96.5%	44.3%	16.6%	69.3%	35.2%	34.1%	87.0%
16 - 19	112	107	58	17	76	48	28	108
%V	4.9%	4.9%	5.8%	4.5%	4.8%	6.0%	3.6%	5.5%
%H		95.5%	51.8%	15.2%	67.9%	42.9%	25.0%	96.4%
20 - 24	170	150	68	26	96	51	45	166
%V	7.5%	6.8%	6.7%	6.9%	6.1%	6.4%	5.8%	8.4%
%H		88.2%	40.0%	15.3%	56.5%	30.0%	26.5%	97.6%
25 - 34	362	333	159	59	213	114	100	352
%V	15.9%	15.2%	15.8%	15.6%	13.5%	14.3%	12.9%	17.8%
%H		92.0%	43.9%	16.3%	58.8%	31.5%	27.6%	97.2%
35 - 44	336	326	182	56	216	132	84	324
%V	14.8%	14.9%	18.1%	14.9%	13.7%	16.5%	10.8%	16.4%
%H		97.0%	54.2%	16.7%	64.3%	39.3%	25.0%	96.4%
45 - 54	409	404	205	84	276	163	113	386
%V	18.0%	18.4%	20.3%	22.3%	17.5%	20.4%	14.6%	19.5%
%H		98.8%	50.1%	20.5%	67.5%	39.9%	27.6%	94.4%
55 - 64	354	347	158	62	264	138	127	324
%V	15.6%	15.8%	15.7%	16.4%	16.8%	17.3%	16.4%	16.4%
%H		98.0%	44.6%	17.5%	74.6%	39.0%	35.9%	91.5%
65+	530	527	178	72	434	155	279	318
%V	23.3%	24.0%	17.7%	19.1%	27.6%	19.4%	36.0%	16.1%
%H		99.4%	33.6%	13.6%	81.9%	29.2%	52.6%	60.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2273	2194	1008	377	1575	800	775	1977
%H		96.5%	44.3%	16.6%	69.3%	35.2%	34.1%	87.0%
AB	588	573	282	102	408	224	184	561
%V	25.9%	26.1%	28.0%	27.1%	25.9%	28.0%	23.7%	28.4%
%H		97.4%	48.0%	17.3%	69.4%	38.1%	31.3%	95.4%
C1	656	620	290	124	423	226	196	601
%V	28.9%	28.3%	28.8%	32.9%	26.9%	28.3%	25.3%	30.4%
%H		94.5%	44.2%	18.9%	64.5%	34.5%	29.9%	91.6%
C2	420	412	207	68	299	168	131	381
%V	18.5%	18.8%	20.5%	18.0%	19.0%	21.0%	16.9%	19.3%
%H		98.1%	49.3%	16.2%	71.2%	40.0%	31.2%	90.7%
D	386	375	161	56	279	128	151	306
%V	17.0%	17.1%	16.0%	14.9%	17.7%	16.0%	19.5%	15.5%
%H		97.2%	41.7%	14.5%	72.3%	33.2%	39.1%	79.3%
E	222	213	68	28	167	55	112	129
%V	9.8%	9.7%	6.7%	7.4%	10.6%	6.9%	14.5%	6.5%
%H		95.9%	30.6%	12.6%	75.2%	24.8%	50.5%	58.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2273	2194	1008	377	1575	800	775	1977
%H		96.5%	44.3%	16.6%	69.3%	35.2%	34.1%	87.0%
Working full time	821	795	398	161	532	311	221	798
%V	36.1%	36.2%	39.5%	42.7%	33.8%	38.9%	28.5%	40.4%
%H		96.8%	48.5%	19.6%	64.8%	37.9%	26.9%	97.2%
Working part time	348	340	180	61	237	140	97	337
%V	15.3%	15.5%	17.9%	16.2%	15.0%	17.5%	12.5%	17.0%
%H		97.7%	51.7%	17.5%	68.1%	40.2%	27.9%	96.8%
Not working	1103	1059	430	155	807	349	457	843
%V	48.5%	48.3%	42.7%	41.1%	51.2%	43.6%	59.0%	42.6%
%H		96.0%	39.0%	14.1%	73.2%	31.6%	41.4%	76.4%
Housewife/Houseperson	1885	1820	817	304	1317	644	673	1605
%V	82.9%	83.0%	81.1%	80.6%	83.6%	80.5%	86.8%	81.2%
%H		96.6%	43.3%	16.1%	69.9%	34.2%	35.7%	85.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2015 - September 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	725	707	334	58	549	237	312	589
%H (All HH)		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%
%H (TV HH)			47.2%	8.2%	77.7%	33.5%	44.1%	
AB	164	159	83	17	119	61	58	156
%V	22.6%	22.5%	24.9%	29.3%	21.7%	25.7%	18.6%	26.5%
%H (All HH)		97.0%	50.6%	10.4%	72.6%	37.2%	35.4%	95.1%
%H (TV HH)			52.2%	10.7%	74.8%	38.4%	36.5%	
C1	184	181	92	16	140	67	73	163
%V	25.4%	25.6%	27.5%	27.6%	25.5%	28.3%	23.4%	27.7%
%H (All HH)		98.4%	50.0%	8.7%	76.1%	36.4%	39.7%	88.6%
%H (TV HH)			50.8%	8.8%	77.3%	37.0%	40.3%	
C2	139	136	65	9	107	45	62	120
%V	19.2%	19.2%	19.5%	15.5%	19.5%	19.0%	19.9%	20.4%
%H (All HH)		97.8%	46.8%	6.5%	77.0%	32.4%	44.6%	86.3%
%H (TV HH)			47.8%	6.6%	78.7%	33.1%	45.6%	
D	121	117	55	8	89	36	53	91
%V	16.7%	16.5%	16.5%	13.8%	16.2%	15.2%	17.0%	15.4%
%H (All HH)		96.7%	45.5%	6.6%	73.6%	29.8%	43.8%	75.2%
%H (TV HH)			47.0%	6.8%	76.1%	30.8%	45.3%	
E	118	114	40	7	95	28	66	60
%V	16.3%	16.1%	12.0%	12.1%	17.3%	11.8%	21.2%	10.2%
%H (All HH)		96.6%	33.9%	5.9%	80.5%	23.7%	55.9%	50.8%
%H (TV HH)			35.1%	6.1%	83.3%	24.6%	57.9%	

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

October 2015 - September 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	725	707	334	58	549	237	312	589
%H (All HH)		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%
%H (TV HH)			47.2%	8.2%	77.7%	33.5%	44.1%	
Under 25	23	22	11	1	15	6	9	20
%V	3.2%	3.1%	3.3%	1.7%	2.7%	2.5%	2.9%	3.4%
%H (All HH)		95.7%	47.8%	4.3%	65.2%	26.1%	39.1%	87.0%
%H (TV HH)			50.0%	4.5%	68.2%	27.3%	40.9%	
25 - 34	108	103	54	10	73	36	37	102
%V	14.9%	14.6%	16.2%	17.2%	13.3%	15.2%	11.9%	17.3%
%H (All HH)		95.4%	50.0%	9.3%	67.6%	33.3%	34.3%	94.4%
%H (TV HH)			52.4%	9.7%	70.9%	35.0%	35.9%	
35 - 44	131	128	76	10	91	50	41	125
%V	18.1%	18.1%	22.8%	17.2%	16.6%	21.1%	13.1%	21.2%
%H (All HH)		97.7%	58.0%	7.6%	69.5%	38.2%	31.3%	95.4%
%H (TV HH)			59.4%	7.8%	71.1%	39.1%	32.0%	
45 - 54	152	148	77	14	113	55	57	137
%V	21.0%	20.9%	23.1%	24.1%	20.6%	23.2%	18.3%	23.3%
%H (All HH)		97.4%	50.7%	9.2%	74.3%	36.2%	37.5%	90.1%
%H (TV HH)			52.0%	9.5%	76.4%	37.2%	38.5%	
55 - 64	124	121	56	10	97	42	55	104
%V	17.1%	17.1%	16.8%	17.2%	17.7%	17.7%	17.6%	17.7%
%H (All HH)		97.6%	45.2%	8.1%	78.2%	33.9%	44.4%	83.9%
%H (TV HH)			46.3%	8.3%	80.2%	34.7%	45.5%	
65 +	188	186	60	13	162	48	113	101
%V	25.9%	26.3%	18.0%	22.4%	29.5%	20.3%	36.2%	17.1%
%H (All HH)		98.9%	31.9%	6.9%	86.2%	25.5%	60.1%	53.7%
%H (TV HH)			32.3%	7.0%	87.1%	25.8%	60.8%	

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

October 2015 - September 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	725	707	334	58	549	237	312	589
%H (All HH)		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%
%H (TV HH)			47.2%	8.2%	77.7%	33.5%	44.1%	
1	206	196	60	13	160	39	122	113
%V	28.4%	27.7%	18.0%	22.4%	29.1%	16.5%	39.1%	19.2%
%H (All HH)		95.1%	29.1%	6.3%	77.7%	18.9%	59.2%	54.9%
%H (TV HH)			30.6%	6.6%	81.6%	19.9%	62.2%	
2	222	217	107	18	169	77	92	188
%V	30.6%	30.7%	32.0%	31.0%	30.8%	32.5%	29.5%	31.9%
%H (All HH)		97.7%	48.2%	8.1%	76.1%	34.7%	41.4%	84.7%
%H (TV HH)			49.3%	8.3%	77.9%	35.5%	42.4%	
3	111	110	60	12	82	43	38	106
%V	15.3%	15.6%	18.0%	20.7%	14.9%	18.1%	12.2%	18.0%
%H (All HH)		99.1%	54.1%	10.8%	73.9%	38.7%	34.2%	95.5%
%H (TV HH)			54.5%	10.9%	74.5%	39.1%	34.5%	
4	110	108	66	9	80	48	32	108
%V	15.2%	15.3%	19.8%	15.5%	14.6%	20.3%	10.3%	18.3%
%H (All HH)		98.2%	60.0%	8.2%	72.7%	43.6%	29.1%	98.2%
%H (TV HH)			61.1%	8.3%	74.1%	44.4%	29.6%	
5+	76	76	42	6	59	31	28	75
%V	10.5%	10.7%	12.6%	10.3%	10.7%	13.1%	9.0%	12.7%
%H (All HH)		100.0%	55.3%	7.9%	77.6%	40.8%	36.8%	98.7%
%H (TV HH)			55.3%	7.9%	77.6%	40.8%	36.8%	
Average HH size	2.54	2.55	2.82	2.65	2.52	2.87	2.25	2.79

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	725	707	334	58	549	237	312	589
%H (All HH)		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%
%H (TV HH)			47.2%	8.2%	77.7%	33.5%	44.1%	
Without	513	496	208	39	398	150	248	383
%V	70.8%	70.2%	62.3%	67.2%	72.5%	63.3%	79.5%	65.0%
%H (All HH)		96.7%	40.5%	7.6%	77.6%	29.2%	48.3%	74.7%
%H (TV HH)			41.9%	7.9%	80.2%	30.2%	50.0%	
With	213	211	126	19	152	88	64	206
%V	29.4%	29.8%	37.7%	32.8%	27.7%	37.1%	20.5%	35.0%
%H (All HH)		99.1%	59.2%	8.9%	71.4%	41.3%	30.0%	96.7%
%H (TV HH)			59.7%	9.0%	72.0%	41.7%	30.3%	
0 - 3	86	85	49	8	59	32	28	82
%V	11.9%	12.0%	14.7%	13.8%	10.7%	13.5%	9.0%	13.9%
%H (All HH)		98.8%	57.0%	9.3%	68.6%	37.2%	32.6%	95.3%
%H (TV HH)			57.6%	9.4%	69.4%	37.6%	32.9%	
4 - 9	111	110	68	9	79	47	32	107
%V	15.3%	15.6%	20.4%	15.5%	14.4%	19.8%	10.3%	18.2%
%H (All HH)		99.1%	61.3%	8.1%	71.2%	42.3%	28.8%	96.4%
%H (TV HH)			61.8%	8.2%	71.8%	42.7%	29.1%	
10 - 15	103	102	63	10	75	45	30	101
%V	14.2%	14.4%	18.9%	17.2%	13.7%	19.0%	9.6%	17.1%
%H (All HH)		99.0%	61.2%	9.7%	72.8%	43.7%	29.1%	98.1%
%H (TV HH)			61.8%	9.8%	73.5%	44.1%	29.4%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	725	707	334	58	549	237	312	589
%H (All HH)		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%
%H (TV HH)			47.2%	8.2%	77.7%	33.5%	44.1%	
1	242	242	90	21	171	44	127	166
%V	33.4%	34.2%	26.9%	36.2%	31.1%	18.6%	40.7%	28.2%
%H (All HH)		100.0%	37.2%	8.7%	70.7%	18.2%	52.5%	68.6%
%H (TV HH)			37.2%	8.7%	70.7%	18.2%	52.5%	
2	269	269	125	21	214	91	122	225
%V	37.1%	38.0%	37.4%	36.2%	39.0%	38.4%	39.1%	38.2%
%H (All HH)		100.0%	46.5%	7.8%	79.6%	33.8%	45.4%	83.6%
%H (TV HH)			46.5%	7.8%	79.6%	33.8%	45.4%	
3	117	117	68	7	96	54	42	108
%V	16.1%	16.5%	20.4%	12.1%	17.5%	22.8%	13.5%	18.3%
%H (All HH)		100.0%	58.1%	6.0%	82.1%	46.2%	35.9%	92.3%
%H (TV HH)			58.1%	6.0%	82.1%	46.2%	35.9%	
4	50	50	33	4	43	30	13	49
%V	6.9%	7.1%	9.9%	6.9%	7.8%	12.7%	4.2%	8.3%
%H (All HH)		100.0%	66.0%	8.0%	86.0%	60.0%	26.0%	98.0%
%H (TV HH)			66.0%	8.0%	86.0%	60.0%	26.0%	
5+	29	29	19	4	25	19	7	29
%V	4.0%	4.1%	5.7%	6.9%	4.6%	8.0%	2.2%	4.9%
%H (All HH)		100.0%	65.5%	13.8%	86.2%	65.5%	24.1%	100.0%
%H (TV HH)			65.5%	13.8%	86.2%	65.5%	24.1%	

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

October 2015 - September 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	725	707	334	58	549	237	312	589
%V (All HH)		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%
%H (TV HH)			47.2%	8.2%	77.7%	33.5%	44.1%	
Under 20"	88	88	40	6	77	35	42	72
%V	12.1%	12.4%	12.0%	10.3%	14.0%	14.8%	13.5%	12.2%
%H (All HH)		100.0%	45.5%	6.8%	87.5%	39.8%	47.7%	81.8%
%H (TV HH)			45.5%	6.8%	87.5%	39.8%	47.7%	
20" - 29"	257	257	123	16	217	98	120	209
%V	35.4%	36.4%	36.8%	27.6%	39.5%	41.4%	38.5%	35.5%
%H (All HH)		100.0%	47.9%	6.2%	84.4%	38.1%	46.7%	81.3%
%H (TV HH)			47.9%	6.2%	84.4%	38.1%	46.7%	
30" - 39"	387	387	180	30	311	134	177	319
%V	53.4%	54.7%	53.9%	51.7%	56.6%	56.5%	56.7%	54.2%
%H (All HH)		100.0%	46.5%	7.8%	80.4%	34.6%	45.7%	82.4%
%H (TV HH)			46.5%	7.8%	80.4%	34.6%	45.7%	
40" and over	400	400	232	35	296	165	131	365
%V	55.2%	56.6%	69.5%	60.3%	53.9%	69.6%	42.0%	62.0%
%H (All HH)		100.0%	58.0%	8.8%	74.0%	41.3%	32.8%	91.3%
%H (TV HH)			58.0%	8.8%	74.0%	41.3%	32.8%	

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

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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	725	707	334	58	549	237	312	589
%H (All HH)		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%
%H (TV HH)			47.2%	8.2%	77.7%	33.5%	44.1%	
Main living room	693	693	330	58	537	234	303	567
%V	95.6%	98.0%	98.8%	100.0%	97.8%	98.7%	97.1%	96.3%
%H (All HH)		100.0%	47.6%	8.4%	77.5%	33.8%	43.7%	81.8%
%H (TV HH)			47.6%	8.4%	77.5%	33.8%	43.7%	
Kitchen	190	190	100	8	164	81	84	167
%V	26.2%	26.9%	29.9%	13.8%	29.9%	34.2%	26.9%	28.4%
%H (All HH)		100.0%	52.6%	4.2%	86.3%	42.6%	44.2%	87.9%
%H (TV HH)			52.6%	4.2%	86.3%	42.6%	44.2%	
Adult's bedroom	271	271	150	23	220	121	99	242
%V	37.4%	38.3%	44.9%	39.7%	40.1%	51.1%	31.7%	41.1%
%H (All HH)		100.0%	55.4%	8.5%	81.2%	44.6%	36.5%	89.3%
%H (TV HH)			55.4%	8.5%	81.2%	44.6%	36.5%	
Child's bedroom	64	64	42	6	50	34	16	62
%V	8.8%	9.1%	12.6%	10.3%	9.1%	14.3%	5.1%	10.5%
%H (All HH)		100.0%	65.6%	9.4%	78.1%	53.1%	25.0%	96.9%
%H (TV HH)			65.6%	9.4%	78.1%	53.1%	25.0%	
Other bedroom	36	36	22	3	30	19	11	35
%V	5.0%	5.1%	6.6%	5.2%	5.5%	8.0%	3.5%	5.9%
%H (All HH)		100.0%	61.1%	8.3%	83.3%	52.8%	30.6%	97.2%
%H (TV HH)			61.1%	8.3%	83.3%	52.8%	30.6%	
Second living/dining room	112	112	59	11	92	49	42	104
%V	15.4%	15.8%	17.7%	19.0%	16.8%	20.7%	13.5%	17.7%
%H (All HH)		100.0%	52.7%	9.8%	82.1%	43.8%	37.5%	92.9%
%H (TV HH)			52.7%	9.8%	82.1%	43.8%	37.5%	
Study/office	9	9	6	1	7	5	3	9
%V	1.2%	1.3%	1.8%	1.7%	1.3%	2.1%	1.0%	1.5%
%H (All HH)		100.0%	66.7%	11.1%	77.8%	55.6%	33.3%	100.0%
%H (TV HH)			66.7%	11.1%	77.8%	55.6%	33.3%	
TV room	13	13	8	1	12	8	4	12
%V	1.8%	1.8%	2.4%	1.7%	2.2%	3.4%	1.3%	2.0%
%H (All HH)		100.0%	61.5%	7.7%	92.3%	61.5%	30.8%	92.3%
%H (TV HH)			61.5%	7.7%	92.3%	61.5%	30.8%	
Conservatory	14	14	8	1	13	8	6	14
%V	1.9%	2.0%	2.4%	1.7%	2.4%	3.4%	1.9%	2.4%
%H (All HH)		100.0%	57.1%	7.1%	92.9%	57.1%	42.9%	100.0%
%H (TV HH)			57.1%	7.1%	92.9%	57.1%	42.9%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
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	10	10	6	1	7	5	3	9
%V	1.4%	1.4%	1.8%	1.7%	1.3%	2.1%	1.0%	1.5%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	50.0%	30.0%	90.0%
%H (TV HH)			60.0%	10.0%	70.0%	50.0%	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

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BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	725	707	334	58	549	237	312	589
%H (All HH)		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%
%H (TV HH)			47.2%	8.2%	77.7%	33.5%	44.1%	
Any DSAT provider	334	334	334	4	208	208	0	309
%V	46.1%	47.2%	100.0%	6.9%	37.9%	87.8%	0.0%	52.5%
%H (All HH)			100.0%	1.2%	62.3%	62.3%	0.0%	92.5%
%H (TV HH)			100.0%	1.2%	62.3%	62.3%	0.0%	
Sky with subcription	272	272	272	2	167	167	0	257
%V	37.5%	38.5%	81.4%	3.4%	30.4%	70.5%	0.0%	43.6%
%H (All HH)			100.0%	0.7%	61.4%	61.4%	0.0%	94.5%
%H (TV HH)			100.0%	0.7%	61.4%	61.4%	0.0%	
Sky without subscription	28	28	28	0	18	18	0	22
%V	3.9%	4.0%	8.4%	0.0%	3.3%	7.6%	0.0%	3.7%
%H (All HH)			100.0%	0.0%	64.3%	64.3%	0.0%	78.6%
%H (TV HH)			100.0%	0.0%	64.3%	64.3%	0.0%	
Freesat	33	33	33	1	27	27	0	29
%V	4.6%	4.7%	9.9%	1.7%	4.9%	11.4%	0.0%	4.9%
%H (All HH)			100.0%	3.0%	81.8%	81.8%	0.0%	87.9%
%H (TV HH)			100.0%	3.0%	81.8%	81.8%	0.0%	
Other satellite provider	38	38	38	1	23	23	0	35
%V	5.2%	5.4%	11.4%	1.7%	4.2%	9.7%	0.0%	5.9%
%H (All HH)			100.0%	2.6%	60.5%	60.5%	0.0%	92.1%
%H (TV HH)			100.0%	2.6%	60.5%	60.5%	0.0%	
DCAB	58	58	4	58	31	31	0	54
%V	8.0%	8.2%	1.2%	100.0%	5.6%	13.1%	0.0%	9.2%
%H (All HH)			6.9%	100.0%	53.4%	53.4%	0.0%	93.1%
%H (TV HH)			6.9%	100.0%	53.4%	53.4%	0.0%	
DTT	549	549	208	31	549	237	312	434
%V	75.7%	77.7%	62.3%	53.4%	100.0%	100.0%	100.0%	73.7%
%H (All HH)		100.0%	37.9%	5.6%	100.0%	43.2%	56.8%	79.1%
%H (TV HH)			37.9%	5.6%	100.0%	43.2%	56.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	725	707	334	58	549	237	312	589
%H (All HH)		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%
%H (TV HH)			47.2%	8.2%	77.7%	33.5%	44.1%	
PVR	401	401	283	50	274	202	73	374
%V	55.3%	56.7%	84.7%	86.2%	49.9%	85.2%	23.4%	63.5%
%H (All HH)		100.0%	70.6%	12.5%	68.3%	50.4%	18.2%	93.3%
%H (TV HH)			70.6%	12.5%	68.3%	50.4%	18.2%	
DVDR	14	14	8	1	11	6	5	12
%V	1.9%	2.0%	2.4%	1.7%	2.0%	2.5%	1.6%	2.0%
%H (All HH)		100.0%	57.1%	7.1%	78.6%	42.9%	35.7%	85.7%
%H (TV HH)			57.1%	7.1%	78.6%	42.9%	35.7%	
VCR	4	4	1	0	4	1	3	2
%V	0.6%	0.6%	0.3%	0.0%	0.7%	0.4%	1.0%	0.3%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	75.0%	50.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	75.0%	
Any recorder	408	408	285	50	281	203	77	378
%V	56.3%	57.7%	85.3%	86.2%	51.2%	85.7%	24.7%	64.2%
%H (All HH)		100.0%	69.9%	12.3%	68.9%	49.8%	18.9%	92.6%
%H (TV HH)			69.9%	12.3%	68.9%	49.8%	18.9%	
Receives HDTV (via STB or built-in reception)	428	428	237	40	328	173	154	380
%V	59.0%	60.5%	71.0%	69.0%	59.7%	73.0%	49.4%	64.5%
%H (All HH)		100.0%	55.4%	9.3%	76.6%	40.4%	36.0%	88.8%
%H (TV HH)			55.4%	9.3%	76.6%	40.4%	36.0%	
DVD/Blu-ray player or recorder	420	420	218	35	329	161	168	369
%V	57.9%	59.4%	65.3%	60.3%	59.9%	67.9%	53.8%	62.6%
%H (All HH)		100.0%	51.9%	8.3%	78.3%	38.3%	40.0%	87.9%
%H (TV HH)			51.9%	8.3%	78.3%	38.3%	40.0%	

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

October 2015 - September 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	725	707	334	58	549	237	312	589
%H (All HH)		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%
%H (TV HH)			47.2%	8.2%	77.7%	33.5%	44.1%	
Has broadband internet	589	577	309	54	434	222	212	589
%V	81.2%	81.6%	92.5%	93.1%	79.1%	93.7%	67.9%	100.0%
%H (All HH)		98.0%	52.5%	9.2%	73.7%	37.7%	36.0%	100.0%
%H (TV HH)			53.6%	9.4%	75.2%	38.5%	36.7%	
Number of computers (PCs and laptops)								
0	155	149	35	5	130	22	108	29
%V	21.4%	21.1%	10.5%	8.6%	23.7%	9.3%	34.6%	4.9%
%H (All HH)		96.1%	22.6%	3.2%	83.9%	14.2%	69.7%	18.7%
%H (TV HH)			23.5%	3.4%	87.2%	14.8%	72.5%	
1	194	189	85	14	142	55	87	186
%V	26.8%	26.7%	25.4%	24.1%	25.9%	23.2%	27.9%	31.6%
%H (All HH)		97.4%	43.8%	7.2%	73.2%	28.4%	44.8%	95.9%
%H (TV HH)			45.0%	7.4%	75.1%	29.1%	46.0%	
2	174	170	94	15	126	65	61	173
%V	24.0%	24.0%	28.1%	25.9%	23.0%	27.4%	19.6%	29.4%
%H (All HH)		97.7%	54.0%	8.6%	72.4%	37.4%	35.1%	99.4%
%H (TV HH)			55.3%	8.8%	74.1%	38.2%	35.9%	
3	100	99	59	12	71	43	28	100
%V	13.8%	14.0%	17.7%	20.7%	12.9%	18.1%	9.0%	17.0%
%H (All HH)		99.0%	59.0%	12.0%	71.0%	43.0%	28.0%	100.0%
%H (TV HH)			59.6%	12.1%	71.7%	43.4%	28.3%	
4	50	49	29	6	40	25	15	50
%V	6.9%	6.9%	8.7%	10.3%	7.3%	10.5%	4.8%	8.5%
%H (All HH)		98.0%	58.0%	12.0%	80.0%	50.0%	30.0%	100.0%
%H (TV HH)			59.2%	12.2%	81.6%	51.0%	30.6%	
5+	52	51	31	5	40	26	14	51
%V	7.2%	7.2%	9.3%	8.6%	7.3%	11.0%	4.5%	8.7%
%H (All HH)		98.1%	59.6%	9.6%	76.9%	50.0%	26.9%	98.1%
%H (TV HH)			60.8%	9.8%	78.4%	51.0%	27.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1489	778	123	1197	609	589	1295
%H		52.2%	8.3%	80.4%	40.9%	39.6%	87.0%
Under 20"	110	53	6	98	47	51	92
%V	7.4%	6.8%	4.9%	8.2%	7.7%	8.7%	7.1%
%H		48.2%	5.5%	89.1%	42.7%	46.4%	83.6%
20" - 29"	335	164	23	286	136	151	281
%V	22.5%	21.1%	18.7%	23.9%	22.3%	25.6%	21.7%
%H		49.0%	6.9%	85.4%	40.6%	45.1%	83.9%
30" - 39"	487	237	40	391	181	210	413
%V	32.7%	30.5%	32.5%	32.7%	29.7%	35.7%	31.9%
%H		48.7%	8.2%	80.3%	37.2%	43.1%	84.8%
40" and over	515	308	46	386	228	158	479
%V	34.6%	39.6%	37.4%	32.2%	37.4%	26.8%	37.0%
%H		59.8%	8.9%	75.0%	44.3%	30.7%	93.0%
Don't know	42	15	7	36	17	19	30
%V	2.8%	1.9%	5.7%	3.0%	2.8%	3.2%	2.3%
%H		35.7%	16.7%	85.7%	40.5%	45.2%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1489	778	123	1197	609	589	1295
%H		52.2%	8.3%	80.4%	40.9%	39.6%	87.0%
Main living room	695	331	58	539	235	304	568
%V	46.7%	42.5%	47.2%	45.0%	38.6%	51.6%	43.9%
%H		47.6%	8.3%	77.6%	33.8%	43.7%	81.7%
Kitchen	191	100	8	165	81	84	167
%V	12.8%	12.9%	6.5%	13.8%	13.3%	14.3%	12.9%
%H		52.4%	4.2%	86.4%	42.4%	44.0%	87.4%
Adult's bedroom	316	177	29	259	148	111	286
%V	21.2%	22.8%	23.6%	21.6%	24.3%	18.8%	22.1%
%H		56.0%	9.2%	82.0%	46.8%	35.1%	90.5%
Child's bedroom	81	55	8	63	44	19	79
%V	5.4%	7.1%	6.5%	5.3%	7.2%	3.2%	6.1%
%H		67.9%	9.9%	77.8%	54.3%	23.5%	97.5%
Other bedroom	45	27	5	38	25	13	45
%V	3.0%	3.5%	4.1%	3.2%	4.1%	2.2%	3.5%
%H		60.0%	11.1%	84.4%	55.6%	28.9%	100.0%
Second living/dining room	114	60	11	93	50	43	105
%V	7.7%	7.7%	8.9%	7.8%	8.2%	7.3%	8.1%
%H		52.6%	9.6%	81.6%	43.9%	37.7%	92.1%
Study/office	9	6	1	7	5	3	9
%V	0.6%	0.8%	0.8%	0.6%	0.8%	0.5%	0.7%
%H		66.7%	11.1%	77.8%	55.6%	33.3%	100.0%
TV room	13	8	1	12	8	4	13
%V	0.9%	1.0%	0.8%	1.0%	1.3%	0.7%	1.0%
%H		61.5%	7.7%	92.3%	61.5%	30.8%	100.0%
Conservatory	14	8	1	13	8	6	14
%V	0.9%	1.0%	0.8%	1.1%	1.3%	1.0%	1.1%
%H		57.1%	7.1%	92.9%	57.1%	42.9%	100.0%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
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	10	6	1	7	5	3	9
%V	0.7%	0.8%	0.8%	0.6%	0.8%	0.5%	0.7%
%H		60.0%	10.0%	70.0%	50.0%	30.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1489	778	123	1197	609	589	1295
%H		52.2%	8.3%	80.4%	40.9%	39.6%	87.0%
PVR	552	411	65	365	283	82	521
%V	37.1%	52.8%	52.8%	30.5%	46.5%	13.9%	40.2%
%H		74.5%	11.8%	66.1%	51.3%	14.9%	94.4%
DVDR	15	8	1	12	7	6	13
%V	1.0%	1.0%	0.8%	1.0%	1.1%	1.0%	1.0%
%H		53.3%	6.7%	80.0%	46.7%	40.0%	86.7%
VCR	4	1	0	4	1	3	2
%V	0.3%	0.1%	0.0%	0.3%	0.2%	0.5%	0.2%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	50.0%
Any recorder	562	415	65	374	287	87	528
%V	37.7%	53.3%	52.8%	31.2%	47.1%	14.8%	40.8%
%H		73.8%	11.6%	66.5%	51.1%	15.5%	94.0%

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	1489	778	123	1197	609	589	1295
%H		52.2%	8.3%	80.4%	40.9%	39.6%	87.0%
Receives HDTV (via STB or built-in reception)	688	387	68	540	302	238	629
%V	46.2%	49.7%	55.3%	45.1%	49.6%	40.4%	48.6%
%H		56.3%	9.9%	78.5%	43.9%	34.6%	91.4%
DVD/Blu-ray player or recorder	581	315	51	460	243	217	526
%V	39.0%	40.5%	41.5%	38.4%	39.9%	36.8%	40.6%
%H		54.2%	8.8%	79.2%	41.8%	37.3%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	706	334	58	549	237	312	576
%H		47.3%	8.2%	77.8%	33.6%	44.2%	81.6%
Under 20"	8	1	0	7	1	6	4
%V	1.1%	0.3%	0.0%	1.3%	0.4%	1.9%	0.7%
%H		12.5%	0.0%	87.5%	12.5%	75.0%	50.0%
20" - 29"	60	15	3	52	10	42	34
%V	8.5%	4.5%	5.2%	9.5%	4.2%	13.5%	5.9%
%H		25.0%	5.0%	86.7%	16.7%	70.0%	56.7%
30" - 39"	239	89	17	196	63	133	179
%V	33.9%	26.6%	29.3%	35.7%	26.6%	42.6%	31.1%
%H		37.2%	7.1%	82.0%	26.4%	55.6%	74.9%
40" and over	380	223	33	279	157	122	347
%V	53.8%	66.8%	56.9%	50.8%	66.2%	39.1%	60.2%
%H		58.7%	8.7%	73.4%	41.3%	32.1%	91.3%
Don't know	19	6	4	15	6	9	12
%V	2.7%	1.8%	6.9%	2.7%	2.5%	2.9%	2.1%
%H		31.6%	21.1%	78.9%	31.6%	47.4%	63.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	706	334	58	549	237	312	576
%H		47.3%	8.2%	77.8%	33.6%	44.2%	81.6%
PVR	387	275	49	262	195	66	361
%V	54.8%	82.3%	84.5%	47.7%	82.3%	21.2%	62.7%
%H		71.1%	12.7%	67.7%	50.4%	17.1%	93.3%
DVDR	10	5	1	7	3	4	7
%V	1.4%	1.5%	1.7%	1.3%	1.3%	1.3%	1.2%
%H		50.0%	10.0%	70.0%	30.0%	40.0%	70.0%
VCR	3	1	0	3	0	2	2
%V	0.4%	0.3%	0.0%	0.5%	0.0%	0.6%	0.3%
%H		33.3%	0.0%	100.0%	0.0%	66.7%	66.7%
Any recorder	393	277	49	267	197	70	365
%V	55.7%	82.9%	84.5%	48.6%	83.1%	22.4%	63.4%
%H		70.5%	12.5%	67.9%	50.1%	17.8%	92.9%

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	706	334	58	549	237	312	576
%H		47.3%	8.2%	77.8%	33.6%	44.2%	81.6%
Receives HDTV (via STB or built-in reception)	409	228	39	310	165	145	363
%V	57.9%	68.3%	67.2%	56.5%	69.6%	46.5%	63.0%
%H		55.7%	9.5%	75.8%	40.3%	35.5%	88.8%
DVD/Blu-ray player or recorder	370	187	32	289	137	151	323
%V	52.4%	56.0%	55.2%	52.6%	57.8%	48.4%	56.1%
%H		50.5%	8.6%	78.1%	37.0%	40.8%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	783	445	65	648	371	277	719
%H		56.8%	8.3%	82.8%	47.4%	35.4%	91.8%
Under 20"	103	52	6	91	46	45	88
%V	13.2%	11.7%	9.2%	14.0%	12.4%	16.2%	12.2%
%H		50.5%	5.8%	88.3%	44.7%	43.7%	85.4%
20" - 29"	275	149	20	234	126	108	247
%V	35.1%	33.5%	30.8%	36.1%	34.0%	39.0%	34.4%
%H		54.2%	7.3%	85.1%	45.8%	39.3%	89.8%
30" - 39"	248	149	22	195	118	77	234
%V	31.7%	33.5%	33.8%	30.1%	31.8%	27.8%	32.5%
%H		60.1%	8.9%	78.6%	47.6%	31.0%	94.4%
40" and over	135	85	13	107	71	36	132
%V	17.2%	19.1%	20.0%	16.5%	19.1%	13.0%	18.4%
%H		63.0%	9.6%	79.3%	52.6%	26.7%	97.8%
Don't know	23	9	3	21	11	10	18
%V	2.9%	2.0%	4.6%	3.2%	3.0%	3.6%	2.5%
%H		39.1%	13.0%	91.3%	47.8%	43.5%	78.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	783	445	65	648	371	277	719
%H		56.8%	8.3%	82.8%	47.4%	35.4%	91.8%
PVR	165	136	16	103	88	15	160
%V	21.1%	30.6%	24.6%	15.9%	23.7%	5.4%	22.3%
%H		82.4%	9.7%	62.4%	53.3%	9.1%	97.0%
DVDR	6	4	1	5	3	1	6
%V	0.8%	0.9%	1.5%	0.8%	0.8%	0.4%	0.8%
%H		66.7%	16.7%	83.3%	50.0%	16.7%	100.0%
VCR	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.4%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Any recorder	169	138	16	107	90	17	163
%V	21.6%	31.0%	24.6%	16.5%	24.3%	6.1%	22.7%
%H		81.7%	9.5%	63.3%	53.3%	10.1%	96.4%

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	783	445	65	648	371	277	719
%H		56.8%	8.3%	82.8%	47.4%	35.4%	91.8%
Receives HDTV (via STB or built-in reception)	279	159	29	230	137	93	266
%V	35.6%	35.7%	44.6%	35.5%	36.9%	33.6%	37.0%
%H		57.0%	10.4%	82.4%	49.1%	33.3%	95.3%
DVD/Blu-ray player or recorder	211	128	19	171	106	65	203
%V	26.9%	28.8%	29.2%	26.4%	28.6%	23.5%	28.2%
%H		60.7%	9.0%	81.0%	50.2%	30.8%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1839	1803	943	154	1383	680	703	1644
%H		98.0%	51.3%	8.4%	75.2%	37.0%	38.2%	89.4%
Total Children	391	387	233	33	282	163	119	379
%V	21.3%	21.5%	24.7%	21.4%	20.4%	24.0%	16.9%	23.1%
%H		99.0%	59.6%	8.4%	72.1%	41.7%	30.4%	96.9%
0 - 3	98	97	57	9	69	38	31	94
%V	5.3%	5.4%	6.0%	5.8%	5.0%	5.6%	4.4%	5.7%
%H		99.0%	58.2%	9.2%	70.4%	38.8%	31.6%	95.9%
4 - 15	292	290	176	24	214	125	88	285
%V	15.9%	16.1%	18.7%	15.6%	15.5%	18.4%	12.5%	17.3%
%H		99.3%	60.3%	8.2%	73.3%	42.8%	30.1%	97.6%
4 - 9	156	155	92	12	114	65	49	151
%V	8.5%	8.6%	9.8%	7.8%	8.2%	9.6%	7.0%	9.2%
%H		99.4%	59.0%	7.7%	73.1%	41.7%	31.4%	96.8%
10 - 15	136	135	84	13	100	61	39	134
%V	7.4%	7.5%	8.9%	8.4%	7.2%	9.0%	5.5%	8.2%
%H		99.3%	61.8%	9.6%	73.5%	44.9%	28.7%	98.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1839	1803	943	154	1383	680	703	1644
%H		98.0%	51.3%	8.4%	75.2%	37.0%	38.2%	89.4%
Total Adults (16+)	1449	1416	711	121	1101	517	583	1265
%V	78.8%	78.5%	75.4%	78.6%	79.6%	76.0%	82.9%	76.9%
%H		97.7%	49.1%	8.4%	76.0%	35.7%	40.2%	87.3%
16 - 19	98	97	56	6	76	41	35	96
%V	5.3%	5.4%	5.9%	3.9%	5.5%	6.0%	5.0%	5.8%
%H		99.0%	57.1%	6.1%	77.6%	41.8%	35.7%	98.0%
20 - 24	108	105	54	9	82	40	42	104
%V	5.9%	5.8%	5.7%	5.8%	5.9%	5.9%	6.0%	6.3%
%H		97.2%	50.0%	8.3%	75.9%	37.0%	38.9%	96.3%
25 - 34	245	235	122	25	167	81	86	233
%V	13.3%	13.0%	12.9%	16.2%	12.1%	11.9%	12.2%	14.2%
%H		95.9%	49.8%	10.2%	68.2%	33.1%	35.1%	95.1%
35 - 44	238	233	138	19	168	93	74	228
%V	12.9%	12.9%	14.6%	12.3%	12.1%	13.7%	10.5%	13.9%
%H		97.9%	58.0%	8.0%	70.6%	39.1%	31.1%	95.8%
45 - 54	261	255	137	24	195	101	94	242
%V	14.2%	14.1%	14.5%	15.6%	14.1%	14.9%	13.4%	14.7%
%H		97.7%	52.5%	9.2%	74.7%	38.7%	36.0%	92.7%
55 - 64	214	209	101	19	168	78	90	187
%V	11.6%	11.6%	10.7%	12.3%	12.1%	11.5%	12.8%	11.4%
%H		97.7%	47.2%	8.9%	78.5%	36.4%	42.1%	87.4%
65+	286	282	103	19	244	83	161	175
%V	15.6%	15.6%	10.9%	12.3%	17.6%	12.2%	22.9%	10.6%
%H		98.6%	36.0%	6.6%	85.3%	29.0%	56.3%	61.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1449	1416	711	121	1101	517	583	1265
%H		97.7%	49.1%	8.4%	76.0%	35.7%	40.2%	87.3%
AB	351	341	184	35	256	136	120	338
%V	24.2%	24.1%	25.9%	28.9%	23.3%	26.3%	20.6%	26.7%
%H		97.2%	52.4%	10.0%	72.9%	38.7%	34.2%	96.3%
C1	388	382	204	38	300	156	144	359
%V	26.8%	27.0%	28.7%	31.4%	27.2%	30.2%	24.7%	28.4%
%H		98.5%	52.6%	9.8%	77.3%	40.2%	37.1%	92.5%
C2	314	310	151	23	247	110	137	284
%V	21.7%	21.9%	21.2%	19.0%	22.4%	21.3%	23.5%	22.5%
%H		98.7%	48.1%	7.3%	78.7%	35.0%	43.6%	90.4%
D	227	220	111	15	166	73	93	186
%V	15.7%	15.5%	15.6%	12.4%	15.1%	14.1%	16.0%	14.7%
%H		96.9%	48.9%	6.6%	73.1%	32.2%	41.0%	81.9%
E	168	163	61	10	133	43	90	98
%V	11.6%	11.5%	8.6%	8.3%	12.1%	8.3%	15.4%	7.7%
%H		97.0%	36.3%	6.0%	79.2%	25.6%	53.6%	58.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1449	1416	711	121	1101	517	583	1265
%H		97.7%	49.1%	8.4%	76.0%	35.7%	40.2%	87.3%
Working full time	653	637	349	59	473	245	228	620
%V	45.1%	45.0%	49.1%	48.8%	43.0%	47.4%	39.1%	49.0%
%H		97.5%	53.4%	9.0%	72.4%	37.5%	34.9%	94.9%
Working part time	142	138	74	11	110	57	53	136
%V	9.8%	9.7%	10.4%	9.1%	10.0%	11.0%	9.1%	10.8%
%H		97.2%	52.1%	7.7%	77.5%	40.1%	37.3%	95.8%
Not working	654	641	288	51	517	216	301	509
%V	45.1%	45.3%	40.5%	42.1%	47.0%	41.8%	51.6%	40.2%
%H		98.0%	44.0%	7.8%	79.1%	33.0%	46.0%	77.8%
Housewife/Houseperson	725	707	334	58	549	237	312	589
%V	50.0%	49.9%	47.0%	47.9%	49.9%	45.8%	53.5%	46.6%
%H		97.5%	46.1%	8.0%	75.7%	32.7%	43.0%	81.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	706	688	345	57	536	252	284	620
%H		97.5%	48.9%	8.1%	75.9%	35.7%	40.2%	87.8%
16 - 19	53	53	29	3	43	22	21	52
%V	7.5%	7.7%	8.4%	5.3%	8.0%	8.7%	7.4%	8.4%
%H		100.0%	54.7%	5.7%	81.1%	41.5%	39.6%	98.1%
20 - 24	50	49	23	4	39	17	21	49
%V	7.1%	7.1%	6.7%	7.0%	7.3%	6.7%	7.4%	7.9%
%H		98.0%	46.0%	8.0%	78.0%	34.0%	42.0%	98.0%
25 - 34	123	117	57	13	85	38	46	116
%V	17.4%	17.0%	16.5%	22.8%	15.9%	15.1%	16.2%	18.7%
%H		95.1%	46.3%	10.6%	69.1%	30.9%	37.4%	94.3%
35 - 44	115	112	64	9	81	44	37	108
%V	16.3%	16.3%	18.6%	15.8%	15.1%	17.5%	13.0%	17.4%
%H		97.4%	55.7%	7.8%	70.4%	38.3%	32.2%	93.9%
45 - 54	129	125	69	12	95	51	44	118
%V	18.3%	18.2%	20.0%	21.1%	17.7%	20.2%	15.5%	19.0%
%H		96.9%	53.5%	9.3%	73.6%	39.5%	34.1%	91.5%
55 - 64	106	103	50	9	83	38	45	92
%V	15.0%	15.0%	14.5%	15.8%	15.5%	15.1%	15.8%	14.8%
%H		97.2%	47.2%	8.5%	78.3%	35.8%	42.5%	86.8%
65+	131	129	53	8	110	42	69	84
%V	18.6%	18.8%	15.4%	14.0%	20.5%	16.7%	24.3%	13.5%
%H		98.5%	40.5%	6.1%	84.0%	32.1%	52.7%	64.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	706	688	345	57	536	252	284	620
%H		97.5%	48.9%	8.1%	75.9%	35.7%	40.2%	87.8%
AB	176	170	93	16	129	68	61	170
%V	24.9%	24.7%	27.0%	28.1%	24.1%	27.0%	21.5%	27.4%
%H		96.6%	52.8%	9.1%	73.3%	38.6%	34.7%	96.6%
C1	184	182	96	19	144	75	69	170
%V	26.1%	26.5%	27.8%	33.3%	26.9%	29.8%	24.3%	27.4%
%H		98.9%	52.2%	10.3%	78.3%	40.8%	37.5%	92.4%
C2	166	163	77	11	129	55	74	148
%V	23.5%	23.7%	22.3%	19.3%	24.1%	21.8%	26.1%	23.9%
%H		98.2%	46.4%	6.6%	77.7%	33.1%	44.6%	89.2%
D	106	103	52	7	77	35	42	89
%V	15.0%	15.0%	15.1%	12.3%	14.4%	13.9%	14.8%	14.4%
%H		97.2%	49.1%	6.6%	72.6%	33.0%	39.6%	84.0%
E	73	70	27	4	57	18	38	42
%V	10.3%	10.2%	7.8%	7.0%	10.6%	7.1%	13.4%	6.8%
%H		95.9%	37.0%	5.5%	78.1%	24.7%	52.1%	57.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	706	688	345	57	536	252	284	620
%H		97.5%	48.9%	8.1%	75.9%	35.7%	40.2%	87.8%
Working full time	400	390	211	35	292	149	144	378
%V	56.7%	56.7%	61.2%	61.4%	54.5%	59.1%	50.7%	61.0%
%H		97.5%	52.8%	8.8%	73.0%	37.3%	36.0%	94.5%
Working part time	28	27	11	2	23	10	13	25
%V	4.0%	3.9%	3.2%	3.5%	4.3%	4.0%	4.6%	4.0%
%H		96.4%	39.3%	7.1%	82.1%	35.7%	46.4%	89.3%
Not working	278	271	123	20	221	93	127	217
%V	39.4%	39.4%	35.7%	35.1%	41.2%	36.9%	44.7%	35.0%
%H		97.5%	44.2%	7.2%	79.5%	33.5%	45.7%	78.1%
Housewife/Houseperson	141	133	53	11	101	34	67	95
%V	20.0%	19.3%	15.4%	19.3%	18.8%	13.5%	23.6%	15.3%
%H		94.3%	37.6%	7.8%	71.6%	24.1%	47.5%	67.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	743	728	365	64	565	265	300	645
%H		98.0%	49.1%	8.6%	76.0%	35.7%	40.4%	86.8%
16 - 19	45	44	27	3	33	19	14	44
%V	6.1%	6.0%	7.4%	4.7%	5.8%	7.2%	4.7%	6.8%
%H		97.8%	60.0%	6.7%	73.3%	42.2%	31.1%	97.8%
20 - 24	58	56	30	5	44	22	21	55
%V	7.8%	7.7%	8.2%	7.8%	7.8%	8.3%	7.0%	8.5%
%H		96.6%	51.7%	8.6%	75.9%	37.9%	36.2%	94.8%
25 - 34	122	118	65	12	83	43	40	117
%V	16.4%	16.2%	17.8%	18.8%	14.7%	16.2%	13.3%	18.1%
%H		96.7%	53.3%	9.8%	68.0%	35.2%	32.8%	95.9%
35 - 44	123	121	74	10	87	50	37	120
%V	16.6%	16.6%	20.3%	15.6%	15.4%	18.9%	12.3%	18.6%
%H		98.4%	60.2%	8.1%	70.7%	40.7%	30.1%	97.6%
45 - 54	132	130	68	12	100	50	50	124
%V	17.8%	17.9%	18.6%	18.8%	17.7%	18.9%	16.7%	19.2%
%H		98.5%	51.5%	9.1%	75.8%	37.9%	37.9%	93.9%
55 - 64	108	106	50	10	85	40	45	95
%V	14.5%	14.6%	13.7%	15.6%	15.0%	15.1%	15.0%	14.7%
%H		98.1%	46.3%	9.3%	78.7%	37.0%	41.7%	88.0%
65+	155	153	50	12	133	41	92	91
%V	20.9%	21.0%	13.7%	18.8%	23.5%	15.5%	30.7%	14.1%
%H		98.7%	32.3%	7.7%	85.8%	26.5%	59.4%	58.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	743	728	365	64	565	265	300	645
%H		98.0%	49.1%	8.6%	76.0%	35.7%	40.4%	86.8%
AB	175	170	91	20	126	67	59	168
%V	23.6%	23.4%	24.9%	31.3%	22.3%	25.3%	19.7%	26.0%
%H		97.1%	52.0%	11.4%	72.0%	38.3%	33.7%	96.0%
C1	204	200	108	19	156	81	75	188
%V	27.5%	27.5%	29.6%	29.7%	27.6%	30.6%	25.0%	29.1%
%H		98.0%	52.9%	9.3%	76.5%	39.7%	36.8%	92.2%
C2	148	147	73	11	118	55	63	136
%V	19.9%	20.2%	20.0%	17.2%	20.9%	20.8%	21.0%	21.1%
%H		99.3%	49.3%	7.4%	79.7%	37.2%	42.6%	91.9%
D	121	118	58	8	89	38	51	96
%V	16.3%	16.2%	15.9%	12.5%	15.8%	14.3%	17.0%	14.9%
%H		97.5%	47.9%	6.6%	73.6%	31.4%	42.1%	79.3%
E	95	94	35	6	76	24	52	56
%V	12.8%	12.9%	9.6%	9.4%	13.5%	9.1%	17.3%	8.7%
%H		98.9%	36.8%	6.3%	80.0%	25.3%	54.7%	58.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	743	728	365	64	565	265	300	645
%H		98.0%	49.1%	8.6%	76.0%	35.7%	40.4%	86.8%
Working full time	252	247	138	24	181	96	85	242
%V	33.9%	33.9%	37.8%	37.5%	32.0%	36.2%	28.3%	37.5%
%H		98.0%	54.8%	9.5%	71.8%	38.1%	33.7%	96.0%
Working part time	114	112	62	9	87	47	41	111
%V	15.3%	15.4%	17.0%	14.1%	15.4%	17.7%	13.7%	17.2%
%H		98.2%	54.4%	7.9%	76.3%	41.2%	36.0%	97.4%
Not working	376	370	165	31	297	122	174	292
%V	50.6%	50.8%	45.2%	48.4%	52.6%	46.0%	58.0%	45.3%
%H		98.4%	43.9%	8.2%	79.0%	32.4%	46.3%	77.7%
Housewife/Houseperson	585	574	281	47	448	203	245	494
%V	78.7%	78.8%	77.0%	73.4%	79.3%	76.6%	81.7%	76.6%
%H		98.1%	48.0%	8.0%	76.6%	34.7%	41.9%	84.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	1342	1309	710	119	851	388	463	1079
%H (All HH)		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%
%H (TV HH)			54.2%	9.1%	65.0%	29.6%	35.4%	
AB	265	259	145	25	169	83	86	250
%V	19.7%	19.8%	20.4%	21.0%	19.9%	21.4%	18.6%	23.2%
%H (All HH)		97.7%	54.7%	9.4%	63.8%	31.3%	32.5%	94.3%
%H (TV HH)			56.0%	9.7%	65.3%	32.0%	33.2%	
C1	339	330	177	35	210	98	112	295
%V	25.3%	25.2%	24.9%	29.4%	24.7%	25.3%	24.2%	27.3%
%H (All HH)		97.3%	52.2%	10.3%	61.9%	28.9%	33.0%	87.0%
%H (TV HH)			53.6%	10.6%	63.6%	29.7%	33.9%	
C2	306	302	181	25	198	106	92	259
%V	22.8%	23.1%	25.5%	21.0%	23.3%	27.3%	19.9%	24.0%
%H (All HH)		98.7%	59.2%	8.2%	64.7%	34.6%	30.1%	84.6%
%H (TV HH)			59.9%	8.3%	65.6%	35.1%	30.5%	
D	250	244	127	22	159	67	93	182
%V	18.6%	18.6%	17.9%	18.5%	18.7%	17.3%	20.1%	16.9%
%H (All HH)		97.6%	50.8%	8.8%	63.6%	26.8%	37.2%	72.8%
%H (TV HH)			52.0%	9.0%	65.2%	27.5%	38.1%	
E	182	174	79	12	115	35	80	93
%V	13.6%	13.3%	11.1%	10.1%	13.5%	9.0%	17.3%	8.6%
%H (All HH)		95.6%	43.4%	6.6%	63.2%	19.2%	44.0%	51.1%
%H (TV HH)			45.4%	6.9%	66.1%	20.1%	46.0%	

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

October 2015 - September 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	1342	1309	710	119	851	388	463	1079
%H (All HH)		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%
%H (TV HH)			54.2%	9.1%	65.0%	29.6%	35.4%	
Under 25	55	50	28	2	26	10	16	49
%V	4.1%	3.8%	3.9%	1.7%	3.1%	2.6%	3.5%	4.5%
%H (All HH)		90.9%	50.9%	3.6%	47.3%	18.2%	29.1%	89.1%
%H (TV HH)			56.0%	4.0%	52.0%	20.0%	32.0%	
25 - 34	192	183	105	16	100	46	54	180
%V	14.3%	14.0%	14.8%	13.4%	11.8%	11.9%	11.7%	16.7%
%H (All HH)		95.3%	54.7%	8.3%	52.1%	24.0%	28.1%	93.8%
%H (TV HH)			57.4%	8.7%	54.6%	25.1%	29.5%	
35 - 44	200	196	120	22	113	63	49	190
%V	14.9%	15.0%	16.9%	18.5%	13.3%	16.2%	10.6%	17.6%
%H (All HH)		98.0%	60.0%	11.0%	56.5%	31.5%	24.5%	95.0%
%H (TV HH)			61.2%	11.2%	57.7%	32.1%	25.0%	
45 - 54	247	242	144	23	155	83	72	230
%V	18.4%	18.5%	20.3%	19.3%	18.2%	21.4%	15.6%	21.3%
%H (All HH)		98.0%	58.3%	9.3%	62.8%	33.6%	29.1%	93.1%
%H (TV HH)			59.5%	9.5%	64.0%	34.3%	29.8%	
55 - 64	229	224	126	20	154	75	78	199
%V	17.1%	17.1%	17.7%	16.8%	18.1%	19.3%	16.8%	18.4%
%H (All HH)		97.8%	55.0%	8.7%	67.2%	32.8%	34.1%	86.9%
%H (TV HH)			56.3%	8.9%	68.8%	33.5%	34.8%	
65 +	419	414	187	35	303	111	192	231
%V	31.2%	31.6%	26.3%	29.4%	35.6%	28.6%	41.5%	21.4%
%H (All HH)		98.8%	44.6%	8.4%	72.3%	26.5%	45.8%	55.1%
%H (TV HH)			45.2%	8.5%	73.2%	26.8%	46.4%	

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

October 2015 - September 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	1342	1309	710	119	851	388	463	1079
%H (All HH)		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%
%H (TV HH)			54.2%	9.1%	65.0%	29.6%	35.4%	
1	426	407	162	34	282	76	205	239
%V	31.7%	31.1%	22.8%	28.6%	33.1%	19.6%	44.3%	22.2%
%H (All HH)		95.5%	38.0%	8.0%	66.2%	17.8%	48.1%	56.1%
%H (TV HH)			39.8%	8.4%	69.3%	18.7%	50.4%	
2	473	465	265	40	309	152	157	410
%V	35.2%	35.5%	37.3%	33.6%	36.3%	39.2%	33.9%	38.0%
%H (All HH)		98.3%	56.0%	8.5%	65.3%	32.1%	33.2%	86.7%
%H (TV HH)			57.0%	8.6%	66.5%	32.7%	33.8%	
3	197	195	121	19	121	70	51	189
%V	14.7%	14.9%	17.0%	16.0%	14.2%	18.0%	11.0%	17.5%
%H (All HH)		99.0%	61.4%	9.6%	61.4%	35.5%	25.9%	95.9%
%H (TV HH)			62.1%	9.7%	62.1%	35.9%	26.2%	
4	162	160	107	19	96	64	33	160
%V	12.1%	12.2%	15.1%	16.0%	11.3%	16.5%	7.1%	14.8%
%H (All HH)		98.8%	66.0%	11.7%	59.3%	39.5%	20.4%	98.8%
%H (TV HH)			66.9%	11.9%	60.0%	40.0%	20.6%	
5+	84	82	54	7	44	27	17	81
%V	6.3%	6.3%	7.6%	5.9%	5.2%	7.0%	3.7%	7.5%
%H (All HH)		97.6%	64.3%	8.3%	52.4%	32.1%	20.2%	96.4%
%H (TV HH)			65.9%	8.5%	53.7%	32.9%	20.7%	
Average HH size	2.29	2.30	2.50	2.42	2.21	2.55	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

October 2015 - September 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	1342	1309	710	119	851	388	463	1079
%H (All HH)		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%
%H (TV HH)			54.2%	9.1%	65.0%	29.6%	35.4%	
Without	1018	988	501	86	668	278	390	769
%V	75.9%	75.5%	70.6%	72.3%	78.5%	71.6%	84.2%	71.3%
%H (All HH)		97.1%	49.2%	8.4%	65.6%	27.3%	38.3%	75.5%
%H (TV HH)			50.7%	8.7%	67.6%	28.1%	39.5%	
With	324	320	209	33	184	111	73	310
%V	24.1%	24.4%	29.4%	27.7%	21.6%	28.6%	15.8%	28.7%
%H (All HH)		98.8%	64.5%	10.2%	56.8%	34.3%	22.5%	95.7%
%H (TV HH)			65.3%	10.3%	57.5%	34.7%	22.8%	
0 - 3	121	119	76	10	64	35	29	113
%V	9.0%	9.1%	10.7%	8.4%	7.5%	9.0%	6.3%	10.5%
%H (All HH)		98.3%	62.8%	8.3%	52.9%	28.9%	24.0%	93.4%
%H (TV HH)			63.9%	8.4%	53.8%	29.4%	24.4%	
4 - 9	164	163	109	16	90	55	35	156
%V	12.2%	12.5%	15.4%	13.4%	10.6%	14.2%	7.6%	14.5%
%H (All HH)		99.4%	66.5%	9.8%	54.9%	33.5%	21.3%	95.1%
%H (TV HH)			66.9%	9.8%	55.2%	33.7%	21.5%	
10 - 15	156	154	103	16	89	57	32	152
%V	11.6%	11.8%	14.5%	13.4%	10.5%	14.7%	6.9%	14.1%
%H (All HH)		98.7%	66.0%	10.3%	57.1%	36.5%	20.5%	97.4%
%H (TV HH)			66.9%	10.4%	57.8%	37.0%	20.8%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1342	1309	710	119	851	388	463	1079
%H (All HH)		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%
%H (TV HH)			54.2%	9.1%	65.0%	29.6%	35.4%	
1	468	468	193	43	263	45	218	324
%V	34.9%	35.8%	27.2%	36.1%	30.9%	11.6%	47.1%	30.0%
%H (All HH)		100.0%	41.2%	9.2%	56.2%	9.6%	46.6%	69.2%
%H (TV HH)			41.2%	9.2%	56.2%	9.6%	46.6%	
2	469	469	271	43	308	155	153	384
%V	34.9%	35.8%	38.2%	36.1%	36.2%	39.9%	33.0%	35.6%
%H (All HH)		100.0%	57.8%	9.2%	65.7%	33.0%	32.6%	81.9%
%H (TV HH)			57.8%	9.2%	65.7%	33.0%	32.6%	
3	224	224	140	20	167	104	63	207
%V	16.7%	17.1%	19.7%	16.8%	19.6%	26.8%	13.6%	19.2%
%H (All HH)		100.0%	62.5%	8.9%	74.6%	46.4%	28.1%	92.4%
%H (TV HH)			62.5%	8.9%	74.6%	46.4%	28.1%	
4	103	103	72	10	77	55	22	100
%V	7.7%	7.9%	10.1%	8.4%	9.0%	14.2%	4.8%	9.3%
%H (All HH)		100.0%	69.9%	9.7%	74.8%	53.4%	21.4%	97.1%
%H (TV HH)			69.9%	9.7%	74.8%	53.4%	21.4%	
5+	45	45	33	4	36	29	7	43
%V	3.4%	3.4%	4.6%	3.4%	4.2%	7.5%	1.5%	4.0%
%H (All HH)		100.0%	73.3%	8.9%	80.0%	64.4%	15.6%	95.6%
%H (TV HH)			73.3%	8.9%	80.0%	64.4%	15.6%	

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

October 2015 - September 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	1342	1309	710	119	851	388	463	1079
%H (All HH)		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%
%H (TV HH)			54.2%	9.1%	65.0%	29.6%	35.4%	
Under 20"	212	212	120	12	160	84	76	173
%V	15.8%	16.2%	16.9%	10.1%	18.8%	21.6%	16.4%	16.0%
%H (All HH)		100.0%	56.6%	5.7%	75.5%	39.6%	35.8%	81.6%
%H (TV HH)			56.6%	5.7%	75.5%	39.6%	35.8%	
20" - 29"	464	464	247	39	343	170	173	369
%V	34.6%	35.4%	34.8%	32.8%	40.3%	43.8%	37.4%	34.2%
%H (All HH)		100.0%	53.2%	8.4%	73.9%	36.6%	37.3%	79.5%
%H (TV HH)			53.2%	8.4%	73.9%	36.6%	37.3%	
30" - 39"	733	733	406	71	494	245	249	603
%V	54.6%	56.0%	57.2%	59.7%	58.0%	63.1%	53.8%	55.9%
%H (All HH)		100.0%	55.4%	9.7%	67.4%	33.4%	34.0%	82.3%
%H (TV HH)			55.4%	9.7%	67.4%	33.4%	34.0%	
40" and over	717	717	454	69	441	252	189	646
%V	53.4%	54.8%	63.9%	58.0%	51.8%	64.9%	40.8%	59.9%
%H (All HH)		100.0%	63.3%	9.6%	61.5%	35.1%	26.4%	90.1%
%H (TV HH)			63.3%	9.6%	61.5%	35.1%	26.4%	

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

October 2015 - September 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	1342	1309	710	119	851	388	463	1079
%V (All HH)		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%
%H (TV HH)			54.2%	9.1%	65.0%	29.6%	35.4%	
Main living room	1296	1296	706	118	842	386	457	1047
%V	96.6%	99.0%	99.4%	99.2%	98.9%	99.5%	98.7%	97.0%
%H (All HH)		100.0%	54.5%	9.1%	65.0%	29.8%	35.3%	80.8%
%H (TV HH)			54.5%	9.1%	65.0%	29.8%	35.3%	
Kitchen	183	183	114	13	147	90	57	157
%V	13.6%	14.0%	16.1%	10.9%	17.3%	23.2%	12.3%	14.6%
%H (All HH)		100.0%	62.3%	7.1%	80.3%	49.2%	31.1%	85.8%
%H (TV HH)			62.3%	7.1%	80.3%	49.2%	31.1%	
Adult's bedroom	596	596	367	54	422	251	171	530
%V	44.4%	45.5%	51.7%	45.4%	49.6%	64.7%	36.9%	49.1%
%H (All HH)		100.0%	61.6%	9.1%	70.8%	42.1%	28.7%	88.9%
%H (TV HH)			61.6%	9.1%	70.8%	42.1%	28.7%	
Child's bedroom	135	135	92	13	88	60	28	131
%V	10.1%	10.3%	13.0%	10.9%	10.3%	15.5%	6.0%	12.1%
%H (All HH)		100.0%	68.1%	9.6%	65.2%	44.4%	20.7%	97.0%
%H (TV HH)			68.1%	9.6%	65.2%	44.4%	20.7%	
Other bedroom	84	84	57	6	61	40	21	74
%V	6.3%	6.4%	8.0%	5.0%	7.2%	10.3%	4.5%	6.9%
%H (All HH)		100.0%	67.9%	7.1%	72.6%	47.6%	25.0%	88.1%
%H (TV HH)			67.9%	7.1%	72.6%	47.6%	25.0%	
Second living/dining room	175	175	111	16	129	80	49	155
%V	13.0%	13.4%	15.6%	13.4%	15.2%	20.6%	10.6%	14.4%
%H (All HH)		100.0%	63.4%	9.1%	73.7%	45.7%	28.0%	88.6%
%H (TV HH)			63.4%	9.1%	73.7%	45.7%	28.0%	
Study/office	20	20	12	2	15	10	5	18
%V	1.5%	1.5%	1.7%	1.7%	1.8%	2.6%	1.1%	1.7%
%H (All HH)		100.0%	60.0%	10.0%	75.0%	50.0%	25.0%	90.0%
%H (TV HH)			60.0%	10.0%	75.0%	50.0%	25.0%	
TV room	10	10	7	2	8	6	2	10
%V	0.7%	0.8%	1.0%	1.7%	0.9%	1.5%	0.4%	0.9%
%H (All HH)		100.0%	70.0%	20.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			70.0%	20.0%	80.0%	60.0%	20.0%	
Conservatory	30	30	21	2	21	14	7	28
%V	2.2%	2.3%	3.0%	1.7%	2.5%	3.6%	1.5%	2.6%
%H (All HH)		100.0%	70.0%	6.7%	70.0%	46.7%	23.3%	93.3%
%H (TV HH)			70.0%	6.7%	70.0%	46.7%	23.3%	
Attic or loft room	7	7	4	1	4	3	1	6
%V	0.5%	0.5%	0.6%	0.8%	0.5%	0.8%	0.2%	0.6%
%H (All HH)		100.0%	57.1%	14.3%	57.1%	42.9%	14.3%	85.7%
%H (TV HH)			57.1%	14.3%	57.1%	42.9%	14.3%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	10	10	5	1	9	5	3	9
%V	0.7%	0.8%	0.7%	0.8%	1.1%	1.3%	0.6%	0.8%
%H (All HH)		100.0%	50.0%	10.0%	90.0%	50.0%	30.0%	90.0%
%H (TV HH)			50.0%	10.0%	90.0%	50.0%	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

October 2015 - September 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	1342	1309	710	119	851	388	463	1079
%H (All HH)		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%
%H (TV HH)			54.2%	9.1%	65.0%	29.6%	35.4%	
Any DSAT provider	710	710	710	6	344	344	0	621
%V	52.9%	54.2%	100.0%	5.0%	40.4%	88.7%	0.0%	57.6%
%H (All HH)			100.0%	0.8%	48.5%	48.5%	0.0%	87.5%
%H (TV HH)			100.0%	0.8%	48.5%	48.5%	0.0%	
Sky with subcription	575	575	575	3	281	281	0	517
%V	42.8%	43.9%	81.0%	2.5%	33.0%	72.4%	0.0%	47.9%
%H (All HH)			100.0%	0.5%	48.9%	48.9%	0.0%	89.9%
%H (TV HH)			100.0%	0.5%	48.9%	48.9%	0.0%	
Sky without subcription	69	69	69	1	31	31	0	52
%V	5.1%	5.3%	9.7%	0.8%	3.6%	8.0%	0.0%	4.8%
%H (All HH)			100.0%	1.4%	44.9%	44.9%	0.0%	75.4%
%H (TV HH)			100.0%	1.4%	44.9%	44.9%	0.0%	
Freesat	68	68	68	2	33	33	0	57
%V	5.1%	5.2%	9.6%	1.7%	3.9%	8.5%	0.0%	5.3%
%H (All HH)			100.0%	2.9%	48.5%	48.5%	0.0%	83.8%
%H (TV HH)			100.0%	2.9%	48.5%	48.5%	0.0%	
Other satellite provider	32	32	32	1	19	19	0	29
%V	2.4%	2.4%	4.5%	0.8%	2.2%	4.9%	0.0%	2.7%
%H (All HH)			100.0%	3.1%	59.4%	59.4%	0.0%	90.6%
%H (TV HH)			100.0%	3.1%	59.4%	59.4%	0.0%	
DCAB	119	119	6	119	48	48	0	103
%V	8.9%	9.1%	0.8%	100.0%	5.6%	12.4%	0.0%	9.5%
%H (All HH)			5.0%	100.0%	40.3%	40.3%	0.0%	86.6%
%H (TV HH)			5.0%	100.0%	40.3%	40.3%	0.0%	
DTT	851	851	344	48	851	388	463	666
%V	63.4%	65.0%	48.5%	40.3%	100.0%	100.0%	100.0%	61.7%
%H (All HH)		100.0%	40.4%	5.6%	100.0%	45.6%	54.4%	78.3%
%H (TV HH)			40.4%	5.6%	100.0%	45.6%	54.4%	

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

October 2015 - September 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	1342	1309	710	119	851	388	463	1079
%H (All HH)		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%
%H (TV HH)			54.2%	9.1%	65.0%	29.6%	35.4%	
PVR	833	833	594	105	473	335	139	745
%V	62.1%	63.6%	83.7%	88.2%	55.6%	86.3%	30.0%	69.0%
%H (All HH)		100.0%	71.3%	12.6%	56.8%	40.2%	16.7%	89.4%
%H (TV HH)			71.3%	12.6%	56.8%	40.2%	16.7%	
DVDR	28	28	14	2	20	8	12	25
%V	2.1%	2.1%	2.0%	1.7%	2.4%	2.1%	2.6%	2.3%
%H (All HH)		100.0%	50.0%	7.1%	71.4%	28.6%	42.9%	89.3%
%H (TV HH)			50.0%	7.1%	71.4%	28.6%	42.9%	
VCR	9	9	5	1	8	4	4	5
%V	0.7%	0.7%	0.7%	0.8%	0.9%	1.0%	0.9%	0.5%
%H (All HH)		100.0%	55.6%	11.1%	88.9%	44.4%	44.4%	55.6%
%H (TV HH)			55.6%	11.1%	88.9%	44.4%	44.4%	
Any recorder	844	844	597	105	483	337	146	752
%V	62.9%	64.5%	84.1%	88.2%	56.8%	86.9%	31.5%	69.7%
%H (All HH)		100.0%	70.7%	12.4%	57.2%	39.9%	17.3%	89.1%
%H (TV HH)			70.7%	12.4%	57.2%	39.9%	17.3%	
Receives HDTV (via STB or built-in reception)	764	764	474	93	474	272	202	680
%V	56.9%	58.4%	66.8%	78.2%	55.7%	70.1%	43.6%	63.0%
%H (All HH)		100.0%	62.0%	12.2%	62.0%	35.6%	26.4%	89.0%
%H (TV HH)			62.0%	12.2%	62.0%	35.6%	26.4%	
DVD/Blu-ray player or recorder	979	979	554	89	642	321	321	835
%V	73.0%	74.8%	78.0%	74.8%	75.4%	82.7%	69.3%	77.4%
%H (All HH)		100.0%	56.6%	9.1%	65.6%	32.8%	32.8%	85.3%
%H (TV HH)			56.6%	9.1%	65.6%	32.8%	32.8%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

October 2015 - September 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	1342	1309	710	119	851	388	463	1079
%H (All HH)		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%
%H (TV HH)			54.2%	9.1%	65.0%	29.6%	35.4%	
Has broadband internet	1079	1058	621	103	666	349	317	1079
%V	80.4%	80.8%	87.5%	86.6%	78.3%	89.9%	68.5%	100.0%
%H (All HH)		98.1%	57.6%	9.5%	61.7%	32.3%	29.4%	100.0%
%H (TV HH)			58.7%	9.7%	62.9%	33.0%	30.0%	
Number of computers (PCs and laptops)								
0	294	282	103	18	204	45	160	47
%V	21.9%	21.5%	14.5%	15.1%	24.0%	11.6%	34.6%	4.4%
%H (All HH)		95.9%	35.0%	6.1%	69.4%	15.3%	54.4%	16.0%
%H (TV HH)			36.5%	6.4%	72.3%	16.0%	56.7%	
1	352	341	182	32	213	92	122	338
%V	26.2%	26.1%	25.6%	26.9%	25.0%	23.7%	26.3%	31.3%
%H (All HH)		96.9%	51.7%	9.1%	60.5%	26.1%	34.7%	96.0%
%H (TV HH)			53.4%	9.4%	62.5%	27.0%	35.8%	
2	311	303	181	30	196	106	90	310
%V	23.2%	23.1%	25.5%	25.2%	23.0%	27.3%	19.4%	28.7%
%H (All HH)		97.4%	58.2%	9.6%	63.0%	34.1%	28.9%	99.7%
%H (TV HH)			59.7%	9.9%	64.7%	35.0%	29.7%	
3	186	186	121	16	114	68	47	186
%V	13.9%	14.2%	17.0%	13.4%	13.4%	17.5%	10.2%	17.2%
%H (All HH)		100.0%	65.1%	8.6%	61.3%	36.6%	25.3%	100.0%
%H (TV HH)			65.1%	8.6%	61.3%	36.6%	25.3%	
4	93	93	58	10	59	36	22	93
%V	6.9%	7.1%	8.2%	8.4%	6.9%	9.3%	4.8%	8.6%
%H (All HH)		100.0%	62.4%	10.8%	63.4%	38.7%	23.7%	100.0%
%H (TV HH)			62.4%	10.8%	63.4%	38.7%	23.7%	
5+	105	104	65	13	64	42	22	105
%V	7.8%	7.9%	9.2%	10.9%	7.5%	10.8%	4.8%	9.7%
%H (All HH)		99.0%	61.9%	12.4%	61.0%	40.0%	21.0%	100.0%
%H (TV HH)			62.5%	12.5%	61.5%	40.4%	21.2%	

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

October 2015 - September 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	2728	1624	245	1878	1041	837	2343
%H		59.5%	9.0%	68.8%	38.2%	30.7%	85.9%
Under 20"	258	150	13	198	106	91	214
%V	9.5%	9.2%	5.3%	10.5%	10.2%	10.9%	9.1%
%H		58.1%	5.0%	76.7%	41.1%	35.3%	82.9%
20" - 29"	592	323	54	447	236	211	484
%V	21.7%	19.9%	22.0%	23.8%	22.7%	25.2%	20.7%
%H		54.6%	9.1%	75.5%	39.9%	35.6%	81.8%
30" - 39"	933	538	90	639	343	296	790
%V	34.2%	33.1%	36.7%	34.0%	32.9%	35.4%	33.7%
%H		57.7%	9.6%	68.5%	36.8%	31.7%	84.7%
40" and over	902	594	87	559	342	217	824
%V	33.1%	36.6%	35.5%	29.8%	32.9%	25.9%	35.2%
%H		65.9%	9.6%	62.0%	37.9%	24.1%	91.4%
Don't know	42	18	2	34	13	21	32
%V	1.5%	1.1%	0.8%	1.8%	1.2%	2.5%	1.4%
%H		42.9%	4.8%	81.0%	31.0%	50.0%	76.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2728	1624	245	1878	1041	837	2343
%H		59.5%	9.0%	68.8%	38.2%	30.7%	85.9%
Main living room	1300	710	118	846	388	457	1051
%V	47.7%	43.7%	48.2%	45.0%	37.3%	54.6%	44.9%
%H		54.6%	9.1%	65.1%	29.8%	35.2%	80.8%
Kitchen	184	115	13	148	90	57	157
%V	6.7%	7.1%	5.3%	7.9%	8.6%	6.8%	6.7%
%H		62.5%	7.1%	80.4%	48.9%	31.0%	85.3%
Adult's bedroom	706	439	65	506	312	194	637
%V	25.9%	27.0%	26.5%	26.9%	30.0%	23.2%	27.2%
%H		62.2%	9.2%	71.7%	44.2%	27.5%	90.2%
Child's bedroom	177	124	16	114	79	35	172
%V	6.5%	7.6%	6.5%	6.1%	7.6%	4.2%	7.3%
%H		70.1%	9.0%	64.4%	44.6%	19.8%	97.2%
Other bedroom	104	72	8	74	50	24	94
%V	3.8%	4.4%	3.3%	3.9%	4.8%	2.9%	4.0%
%H		69.2%	7.7%	71.2%	48.1%	23.1%	90.4%
Second living/dining room	179	113	17	132	82	49	159
%V	6.6%	7.0%	6.9%	7.0%	7.9%	5.9%	6.8%
%H		63.1%	9.5%	73.7%	45.8%	27.4%	88.8%
Study/office	20	13	2	15	10	5	18
%V	0.7%	0.8%	0.8%	0.8%	1.0%	0.6%	0.8%
%H		65.0%	10.0%	75.0%	50.0%	25.0%	90.0%
TV room	10	7	2	8	6	2	10
%V	0.4%	0.4%	0.8%	0.4%	0.6%	0.2%	0.4%
%H		70.0%	20.0%	80.0%	60.0%	20.0%	100.0%
Conservatory	31	21	2	21	14	7	29
%V	1.1%	1.3%	0.8%	1.1%	1.3%	0.8%	1.2%
%H		67.7%	6.5%	67.7%	45.2%	22.6%	93.5%
Attic or loft room	7	4	1	4	3	1	6
%V	0.3%	0.2%	0.4%	0.2%	0.3%	0.1%	0.3%
%H		57.1%	14.3%	57.1%	42.9%	14.3%	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	6	1	9	6	3	10
%V	0.4%	0.4%	0.4%	0.5%	0.6%	0.4%	0.4%
%H		60.0%	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

October 2015 - September 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	2728	1624	245	1878	1041	837	2343
%H		59.5%	9.0%	68.8%	38.2%	30.7%	85.9%
PVR	1119	834	138	603	449	155	1020
%V	41.0%	51.4%	56.3%	32.1%	43.1%	18.5%	43.5%
%H		74.5%	12.3%	53.9%	40.1%	13.9%	91.2%
DVDR	30	14	2	21	9	12	27
%V	1.1%	0.9%	0.8%	1.1%	0.9%	1.4%	1.2%
%H		46.7%	6.7%	70.0%	30.0%	40.0%	90.0%
VCR	9	5	1	8	4	4	5
%V	0.3%	0.3%	0.4%	0.4%	0.4%	0.5%	0.2%
%H		55.6%	11.1%	88.9%	44.4%	44.4%	55.6%
Any recorder	1136	841	138	617	454	163	1032
%V	41.6%	51.8%	56.3%	32.9%	43.6%	19.5%	44.0%
%H		74.0%	12.1%	54.3%	40.0%	14.3%	90.8%

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	2728	1624	245	1878	1041	837	2343
%H		59.5%	9.0%	68.8%	38.2%	30.7%	85.9%
Receives HDTV (via STB or built-in reception)	1118	710	143	712	438	273	1018
%V	41.0%	43.7%	58.4%	37.9%	42.1%	32.6%	43.4%
%H		63.5%	12.8%	63.7%	39.2%	24.4%	91.1%
DVD/Blu-ray player or recorder	1516	915	135	1023	576	447	1345
%V	55.6%	56.3%	55.1%	54.5%	55.3%	53.4%	57.4%
%H		60.4%	8.9%	67.5%	38.0%	29.5%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1308	709	119	850	388	462	1057
%H		54.2%	9.1%	65.0%	29.7%	35.3%	80.8%
Under 20"	17	4	1	14	2	12	9
%V	1.3%	0.6%	0.8%	1.6%	0.5%	2.6%	0.9%
%H		23.5%	5.9%	82.4%	11.8%	70.6%	52.9%
20" - 29"	128	44	9	92	22	71	76
%V	9.8%	6.2%	7.6%	10.8%	5.7%	15.4%	7.2%
%H		34.4%	7.0%	71.9%	17.2%	55.5%	59.4%
30" - 39"	456	218	41	309	119	190	341
%V	34.9%	30.7%	34.5%	36.4%	30.7%	41.1%	32.3%
%H		47.8%	9.0%	67.8%	26.1%	41.7%	74.8%
40" and over	693	439	67	425	243	182	623
%V	53.0%	61.9%	56.3%	50.0%	62.6%	39.4%	58.9%
%H		63.3%	9.7%	61.3%	35.1%	26.3%	89.9%
Don't know	13	4	1	11	3	8	8
%V	1.0%	0.6%	0.8%	1.3%	0.8%	1.7%	0.8%
%H		30.8%	7.7%	84.6%	23.1%	61.5%	61.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1308	709	119	850	388	462	1057
%H		54.2%	9.1%	65.0%	29.7%	35.3%	80.8%
PVR	818	584	104	460	327	133	731
%V	62.5%	82.4%	87.4%	54.1%	84.3%	28.8%	69.2%
%H		71.4%	12.7%	56.2%	40.0%	16.3%	89.4%
DVDR	21	9	2	16	6	10	19
%V	1.6%	1.3%	1.7%	1.9%	1.5%	2.2%	1.8%
%H		42.9%	9.5%	76.2%	28.6%	47.6%	90.5%
VCR	7	3	1	6	2	3	3
%V	0.5%	0.4%	0.8%	0.7%	0.5%	0.6%	0.3%
%H		42.9%	14.3%	85.7%	28.6%	42.9%	42.9%
Any recorder	827	586	104	468	329	140	737
%V	63.2%	82.7%	87.4%	55.1%	84.8%	30.3%	69.7%
%H		70.9%	12.6%	56.6%	39.8%	16.9%	89.1%

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	1308	709	119	850	388	462	1057
%H		54.2%	9.1%	65.0%	29.7%	35.3%	80.8%
Receives HDTV (via STB or built-in reception)	739	458	90	452	257	195	659
%V	56.5%	64.6%	75.6%	53.2%	66.2%	42.2%	62.3%
%H		62.0%	12.2%	61.2%	34.8%	26.4%	89.2%
DVD/Blu-ray player or recorder	882	492	81	575	279	296	747
%V	67.4%	69.4%	68.1%	67.6%	71.9%	64.1%	70.7%
%H		55.8%	9.2%	65.2%	31.6%	33.6%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1420	915	127	1028	653	375	1286
%H		64.4%	8.9%	72.4%	46.0%	26.4%	90.6%
Under 20"	242	147	13	184	104	80	205
%V	17.0%	16.1%	10.2%	17.9%	15.9%	21.3%	15.9%
%H		60.7%	5.4%	76.0%	43.0%	33.1%	84.7%
20" - 29"	464	279	45	355	215	140	408
%V	32.7%	30.5%	35.4%	34.5%	32.9%	37.3%	31.7%
%H		60.1%	9.7%	76.5%	46.3%	30.2%	87.9%
30" - 39"	477	321	49	331	225	106	449
%V	33.6%	35.1%	38.6%	32.2%	34.5%	28.3%	34.9%
%H		67.3%	10.3%	69.4%	47.2%	22.2%	94.1%
40" and over	209	155	19	134	99	36	200
%V	14.7%	16.9%	15.0%	13.0%	15.2%	9.6%	15.6%
%H		74.2%	9.1%	64.1%	47.4%	17.2%	95.7%
Don't know	29	14	1	24	10	13	24
%V	2.0%	1.5%	0.8%	2.3%	1.5%	3.5%	1.9%
%H		48.3%	3.4%	82.8%	34.5%	44.8%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1420	915	127	1028	653	375	1286
%H		64.4%	8.9%	72.4%	46.0%	26.4%	90.6%
PVR	302	250	34	144	122	21	289
%V	21.3%	27.3%	26.8%	14.0%	18.7%	5.6%	22.5%
%H		82.8%	11.3%	47.7%	40.4%	7.0%	95.7%
DVDR	9	5	1	6	3	2	8
%V	0.6%	0.5%	0.8%	0.6%	0.5%	0.5%	0.6%
%H		55.6%	11.1%	66.7%	33.3%	22.2%	88.9%
VCR	2	2	0	2	1	1	2
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		100.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	309	254	34	148	125	23	295
%V	21.8%	27.8%	26.8%	14.4%	19.1%	6.1%	22.9%
%H		82.2%	11.0%	47.9%	40.5%	7.4%	95.5%

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	1420	915	127	1028	653	375	1286
%H		64.4%	8.9%	72.4%	46.0%	26.4%	90.6%
Receives HDTV (via STB or built-in reception)	379	252	53	260	181	79	359
%V	26.7%	27.5%	41.7%	25.3%	27.7%	21.1%	27.9%
%H		66.5%	14.0%	68.6%	47.8%	20.8%	94.7%
DVD/Blu-ray player or recorder	634	422	54	449	297	151	598
%V	44.6%	46.1%	42.5%	43.7%	45.5%	40.3%	46.5%
%H		66.6%	8.5%	70.8%	46.8%	23.8%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3070	3009	1772	288	1882	988	894	2709
%H		98.0%	57.7%	9.4%	61.3%	32.2%	29.1%	88.2%
Total Children	561	554	363	55	309	186	123	537
%V	18.3%	18.4%	20.5%	19.1%	16.4%	18.8%	13.8%	19.8%
%H		98.8%	64.7%	9.8%	55.1%	33.2%	21.9%	95.7%
0 - 3	137	136	88	11	73	40	33	128
%V	4.5%	4.5%	5.0%	3.8%	3.9%	4.0%	3.7%	4.7%
%H		99.3%	64.2%	8.0%	53.3%	29.2%	24.1%	93.4%
4 - 15	423	419	275	45	236	146	90	409
%V	13.8%	13.9%	15.5%	15.6%	12.5%	14.8%	10.1%	15.1%
%H		99.1%	65.0%	10.6%	55.8%	34.5%	21.3%	96.7%
4 - 9	219	216	145	24	116	72	44	209
%V	7.1%	7.2%	8.2%	8.3%	6.2%	7.3%	4.9%	7.7%
%H		98.6%	66.2%	11.0%	53.0%	32.9%	20.1%	95.4%
10 - 15	204	203	131	21	120	74	46	200
%V	6.6%	6.7%	7.4%	7.3%	6.4%	7.5%	5.1%	7.4%
%H		99.5%	64.2%	10.3%	58.8%	36.3%	22.5%	98.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	3070	3009	1772	288	1882	988	894	2709
%H		98.0%	57.7%	9.4%	61.3%	32.2%	29.1%	88.2%
Total Adults (16+)	2509	2455	1409	233	1574	802	771	2173
%V	81.7%	81.6%	79.5%	80.9%	83.6%	81.2%	86.2%	80.2%
%H		97.8%	56.2%	9.3%	62.7%	32.0%	30.7%	86.6%
16 - 19	146	142	90	14	86	53	33	140
%V	4.8%	4.7%	5.1%	4.9%	4.6%	5.4%	3.7%	5.2%
%H		97.3%	61.6%	9.6%	58.9%	36.3%	22.6%	95.9%
20 - 24	189	177	94	16	108	55	53	181
%V	6.2%	5.9%	5.3%	5.6%	5.7%	5.6%	5.9%	6.7%
%H		93.7%	49.7%	8.5%	57.1%	29.1%	28.0%	95.8%
25 - 34	383	368	221	34	203	102	101	367
%V	12.5%	12.2%	12.5%	11.8%	10.8%	10.3%	11.3%	13.5%
%H		96.1%	57.7%	8.9%	53.0%	26.6%	26.4%	95.8%
35 - 44	352	346	217	41	202	120	82	338
%V	11.5%	11.5%	12.2%	14.2%	10.7%	12.1%	9.2%	12.5%
%H		98.3%	61.6%	11.6%	57.4%	34.1%	23.3%	96.0%
45 - 54	429	423	259	42	266	149	116	405
%V	14.0%	14.1%	14.6%	14.6%	14.1%	15.1%	13.0%	15.0%
%H		98.6%	60.4%	9.8%	62.0%	34.7%	27.0%	94.4%
55 - 64	384	379	225	33	255	134	121	347
%V	12.5%	12.6%	12.7%	11.5%	13.5%	13.6%	13.5%	12.8%
%H		98.7%	58.6%	8.6%	66.4%	34.9%	31.5%	90.4%
65+	626	620	304	54	453	189	264	393
%V	20.4%	20.6%	17.2%	18.8%	24.1%	19.1%	29.5%	14.5%
%H		99.0%	48.6%	8.6%	72.4%	30.2%	42.2%	62.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2455	1409	233	1574	802	771	2173
%H		97.8%	56.2%	9.3%	62.7%	32.0%	30.7%	86.6%
AB	535	526	302	54	342	179	163	514
%V	21.3%	21.4%	21.4%	23.2%	21.7%	22.3%	21.1%	23.7%
%H		98.3%	56.4%	10.1%	63.9%	33.5%	30.5%	96.1%
C1	654	637	356	66	393	198	195	602
%V	26.1%	25.9%	25.3%	28.3%	25.0%	24.7%	25.3%	27.7%
%H		97.4%	54.4%	10.1%	60.1%	30.3%	29.8%	92.0%
C2	623	616	387	54	398	231	167	553
%V	24.8%	25.1%	27.5%	23.2%	25.3%	28.8%	21.7%	25.4%
%H		98.9%	62.1%	8.7%	63.9%	37.1%	26.8%	88.8%
D	441	429	243	40	276	133	143	350
%V	17.6%	17.5%	17.2%	17.2%	17.5%	16.6%	18.5%	16.1%
%H		97.3%	55.1%	9.1%	62.6%	30.2%	32.4%	79.4%
E	256	247	122	18	165	61	103	153
%V	10.2%	10.1%	8.7%	7.7%	10.5%	7.6%	13.4%	7.0%
%H		96.5%	47.7%	7.0%	64.5%	23.8%	40.2%	59.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2455	1409	233	1574	802	771	2173
%H		97.8%	56.2%	9.3%	62.7%	32.0%	30.7%	86.6%
Working full time	1131	1107	694	103	674	382	292	1091
%V	45.1%	45.1%	49.3%	44.2%	42.8%	47.6%	37.9%	50.2%
%H		97.9%	61.4%	9.1%	59.6%	33.8%	25.8%	96.5%
Working part time	223	218	127	28	136	74	62	211
%V	8.9%	8.9%	9.0%	12.0%	8.6%	9.2%	8.0%	9.7%
%H		97.8%	57.0%	12.6%	61.0%	33.2%	27.8%	94.6%
Not working	1155	1130	588	102	764	346	418	871
%V	46.0%	46.0%	41.7%	43.8%	48.5%	43.1%	54.2%	40.1%
%H		97.8%	50.9%	8.8%	66.1%	30.0%	36.2%	75.4%
Housewife/Houseperson	1342	1309	710	119	851	388	463	1079
%V	53.5%	53.3%	50.4%	51.1%	54.1%	48.4%	60.1%	49.7%
%H		97.5%	52.9%	8.9%	63.4%	28.9%	34.5%	80.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1204	701	116	763	403	360	1085
%H		98.0%	57.0%	9.4%	62.1%	32.8%	29.3%	88.3%
16 - 19	73	72	45	9	43	27	16	71
%V	5.9%	6.0%	6.4%	7.8%	5.6%	6.7%	4.4%	6.5%
%H		98.6%	61.6%	12.3%	58.9%	37.0%	21.9%	97.3%
20 - 24	98	93	46	10	58	29	28	95
%V	8.0%	7.7%	6.6%	8.6%	7.6%	7.2%	7.8%	8.8%
%H		94.9%	46.9%	10.2%	59.2%	29.6%	28.6%	96.9%
25 - 34	196	188	113	16	104	53	50	188
%V	15.9%	15.6%	16.1%	13.8%	13.6%	13.2%	13.9%	17.3%
%H		95.9%	57.7%	8.2%	53.1%	27.0%	25.5%	95.9%
35 - 44	173	171	107	20	101	60	41	166
%V	14.1%	14.2%	15.3%	17.2%	13.2%	14.9%	11.4%	15.3%
%H		98.8%	61.8%	11.6%	58.4%	34.7%	23.7%	96.0%
45 - 54	210	207	124	21	130	72	58	194
%V	17.1%	17.2%	17.7%	18.1%	17.0%	17.9%	16.1%	17.9%
%H		98.6%	59.0%	10.0%	61.9%	34.3%	27.6%	92.4%
55 - 64	188	185	111	15	122	64	58	169
%V	15.3%	15.4%	15.8%	12.9%	16.0%	15.9%	16.1%	15.6%
%H		98.4%	59.0%	8.0%	64.9%	34.0%	30.9%	89.9%
65+	291	288	155	25	206	98	109	201
%V	23.7%	23.9%	22.1%	21.6%	27.0%	24.3%	30.3%	18.5%
%H		99.0%	53.3%	8.6%	70.8%	33.7%	37.5%	69.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1204	701	116	763	403	360	1085
%H		98.0%	57.0%	9.4%	62.1%	32.8%	29.3%	88.3%
AB	268	265	152	27	171	89	82	257
%V	21.8%	22.0%	21.7%	23.3%	22.4%	22.1%	22.8%	23.7%
%H		98.9%	56.7%	10.1%	63.8%	33.2%	30.6%	95.9%
C1	311	302	170	32	183	96	87	294
%V	25.3%	25.1%	24.3%	27.6%	24.0%	23.8%	24.2%	27.1%
%H		97.1%	54.7%	10.3%	58.8%	30.9%	28.0%	94.5%
C2	331	327	203	30	211	123	88	292
%V	26.9%	27.2%	29.0%	25.9%	27.7%	30.5%	24.4%	26.9%
%H		98.8%	61.3%	9.1%	63.7%	37.2%	26.6%	88.2%
D	207	202	122	18	127	66	61	170
%V	16.8%	16.8%	17.4%	15.5%	16.6%	16.4%	16.9%	15.7%
%H		97.6%	58.9%	8.7%	61.4%	31.9%	29.5%	82.1%
E	112	107	54	9	71	29	42	72
%V	9.1%	8.9%	7.7%	7.8%	9.3%	7.2%	11.7%	6.6%
%H		95.5%	48.2%	8.0%	63.4%	25.9%	37.5%	64.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1204	701	116	763	403	360	1085
%H		98.0%	57.0%	9.4%	62.1%	32.8%	29.3%	88.3%
Working full time	683	670	418	62	409	232	177	654
%V	55.6%	55.6%	59.6%	53.4%	53.6%	57.6%	49.2%	60.3%
%H		98.1%	61.2%	9.1%	59.9%	34.0%	25.9%	95.8%
Working part time	47	46	25	6	29	14	15	44
%V	3.8%	3.8%	3.6%	5.2%	3.8%	3.5%	4.2%	4.1%
%H		97.9%	53.2%	12.8%	61.7%	29.8%	31.9%	93.6%
Not working	499	488	258	48	324	157	168	387
%V	40.6%	40.5%	36.8%	41.4%	42.5%	39.0%	46.7%	35.7%
%H		97.8%	51.7%	9.6%	64.9%	31.5%	33.7%	77.6%
Housewife/Houseperson	271	258	121	22	168	60	108	188
%V	22.1%	21.4%	17.3%	19.0%	22.0%	14.9%	30.0%	17.3%
%H		95.2%	44.6%	8.1%	62.0%	22.1%	39.9%	69.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1251	708	116	811	400	411	1088
%H		97.8%	55.4%	9.1%	63.4%	31.3%	32.1%	85.1%
16 - 19	73	70	45	5	44	26	17	69
%V	5.7%	5.6%	6.4%	4.3%	5.4%	6.5%	4.1%	6.3%
%H		95.9%	61.6%	6.8%	60.3%	35.6%	23.3%	94.5%
20 - 24	90	84	48	6	50	25	25	86
%V	7.0%	6.7%	6.8%	5.2%	6.2%	6.3%	6.1%	7.9%
%H		93.3%	53.3%	6.7%	55.6%	27.8%	27.8%	95.6%
25 - 34	187	181	108	18	99	48	51	180
%V	14.6%	14.5%	15.3%	15.5%	12.2%	12.0%	12.4%	16.5%
%H		96.8%	57.8%	9.6%	52.9%	25.7%	27.3%	96.3%
35 - 44	179	175	109	21	102	61	41	172
%V	14.0%	14.0%	15.4%	18.1%	12.6%	15.3%	10.0%	15.8%
%H		97.8%	60.9%	11.7%	57.0%	34.1%	22.9%	96.1%
45 - 54	220	216	135	21	136	78	59	211
%V	17.2%	17.3%	19.1%	18.1%	16.8%	19.5%	14.4%	19.4%
%H		98.2%	61.4%	9.5%	61.8%	35.5%	26.8%	95.9%
55 - 64	196	193	113	17	133	70	63	178
%V	15.3%	15.4%	16.0%	14.7%	16.4%	17.5%	15.3%	16.4%
%H		98.5%	57.7%	8.7%	67.9%	35.7%	32.1%	90.8%
65+	335	332	149	28	247	91	156	192
%V	26.2%	26.5%	21.0%	24.1%	30.5%	22.8%	38.0%	17.6%
%H		99.1%	44.5%	8.4%	73.7%	27.2%	46.6%	57.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1251	708	116	811	400	411	1088
%H		97.8%	55.4%	9.1%	63.4%	31.3%	32.1%	85.1%
AB	267	261	150	28	171	90	81	257
%V	20.9%	20.9%	21.2%	24.1%	21.1%	22.5%	19.7%	23.6%
%H		97.8%	56.2%	10.5%	64.0%	33.7%	30.3%	96.3%
C1	344	335	186	34	210	102	108	308
%V	26.9%	26.8%	26.3%	29.3%	25.9%	25.5%	26.3%	28.3%
%H		97.4%	54.1%	9.9%	61.0%	29.7%	31.4%	89.5%
C2	292	289	183	23	187	108	79	262
%V	22.8%	23.1%	25.8%	19.8%	23.1%	27.0%	19.2%	24.1%
%H		99.0%	62.7%	7.9%	64.0%	37.0%	27.1%	89.7%
D	234	227	122	22	149	67	82	181
%V	18.3%	18.1%	17.2%	19.0%	18.4%	16.8%	20.0%	16.6%
%H		97.0%	52.1%	9.4%	63.7%	28.6%	35.0%	77.4%
E	144	140	67	9	94	33	61	81
%V	11.3%	11.2%	9.5%	7.8%	11.6%	8.3%	14.8%	7.4%
%H		97.2%	46.5%	6.3%	65.3%	22.9%	42.4%	56.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1251	708	116	811	400	411	1088
%H		97.8%	55.4%	9.1%	63.4%	31.3%	32.1%	85.1%
Working full time	448	437	276	41	265	150	114	437
%V	35.0%	34.9%	39.0%	35.3%	32.7%	37.5%	27.7%	40.2%
%H		97.5%	61.6%	9.2%	59.2%	33.5%	25.4%	97.5%
Working part time	175	172	102	22	107	60	47	167
%V	13.7%	13.7%	14.4%	19.0%	13.2%	15.0%	11.4%	15.3%
%H		98.3%	58.3%	12.6%	61.1%	34.3%	26.9%	95.4%
Not working	656	642	330	54	440	190	250	484
%V	51.3%	51.3%	46.6%	46.6%	54.3%	47.5%	60.8%	44.5%
%H		97.9%	50.3%	8.2%	67.1%	29.0%	38.1%	73.8%
Housewife/Houseperson	1071	1050	589	97	683	328	355	891
%V	83.7%	83.9%	83.2%	83.6%	84.2%	82.0%	86.4%	81.9%
%H		98.0%	55.0%	9.1%	63.8%	30.6%	33.1%	83.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2015 - September 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	2699	2599	995	490	2057	948	1109	2213
%H (All HH)		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%
%H (TV HH)			38.3%	18.9%	79.1%	36.5%	42.7%	
AB	646	625	270	105	492	240	252	613
%V	23.9%	24.0%	27.1%	21.4%	23.9%	25.3%	22.7%	27.7%
%H (All HH)		96.7%	41.8%	16.3%	76.2%	37.2%	39.0%	94.9%
%H (TV HH)			43.2%	16.8%	78.7%	38.4%	40.3%	
C1	709	677	268	140	523	257	267	621
%V	26.3%	26.0%	26.9%	28.6%	25.4%	27.1%	24.1%	28.1%
%H (All HH)		95.5%	37.8%	19.7%	73.8%	36.2%	37.7%	87.6%
%H (TV HH)			39.6%	20.7%	77.3%	38.0%	39.4%	
C2	557	543	192	122	438	214	224	459
%V	20.6%	20.9%	19.3%	24.9%	21.3%	22.6%	20.2%	20.7%
%H (All HH)		97.5%	34.5%	21.9%	78.6%	38.4%	40.2%	82.4%
%H (TV HH)			35.4%	22.5%	80.7%	39.4%	41.3%	
D	505	484	189	88	380	170	211	366
%V	18.7%	18.6%	19.0%	18.0%	18.5%	17.9%	19.0%	16.5%
%H (All HH)		95.8%	37.4%	17.4%	75.2%	33.7%	41.8%	72.5%
%H (TV HH)			39.0%	18.2%	78.5%	35.1%	43.6%	
E	283	269	76	35	224	68	156	155
%V	10.5%	10.4%	7.6%	7.1%	10.9%	7.2%	14.1%	7.0%
%H (All HH)		95.1%	26.9%	12.4%	79.2%	24.0%	55.1%	54.8%
%H (TV HH)			28.3%	13.0%	83.3%	25.3%	58.0%	

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

October 2015 - September 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	2699	2599	995	490	2057	948	1109	2213
%H (All HH)		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%
%H (TV HH)			38.3%	18.9%	79.1%	36.5%	42.7%	
Under 25	126	103	35	15	74	30	44	118
%V	4.7%	4.0%	3.5%	3.1%	3.6%	3.2%	4.0%	5.3%
%H (All HH)		81.7%	27.8%	11.9%	58.7%	23.8%	34.9%	93.7%
%H (TV HH)			34.0%	14.6%	71.8%	29.1%	42.7%	
25 - 34	407	379	177	75	256	132	124	385
%V	15.1%	14.6%	17.8%	15.3%	12.4%	13.9%	11.2%	17.4%
%H (All HH)		93.1%	43.5%	18.4%	62.9%	32.4%	30.5%	94.6%
%H (TV HH)			46.7%	19.8%	67.5%	34.8%	32.7%	
35 - 44	445	428	200	91	311	178	133	424
%V	16.5%	16.5%	20.1%	18.6%	15.1%	18.8%	12.0%	19.2%
%H (All HH)		96.2%	44.9%	20.4%	69.9%	40.0%	29.9%	95.3%
%H (TV HH)			46.7%	21.3%	72.7%	41.6%	31.1%	
45 - 54	511	499	207	114	403	220	183	475
%V	18.9%	19.2%	20.8%	23.3%	19.6%	23.2%	16.5%	21.5%
%H (All HH)		97.7%	40.5%	22.3%	78.9%	43.1%	35.8%	93.0%
%H (TV HH)			41.5%	22.8%	80.8%	44.1%	36.7%	
55 - 64	449	440	172	94	358	184	174	392
%V	16.6%	16.9%	17.3%	19.2%	17.4%	19.4%	15.7%	17.7%
%H (All HH)		98.0%	38.3%	20.9%	79.7%	41.0%	38.8%	87.3%
%H (TV HH)			39.1%	21.4%	81.4%	41.8%	39.5%	
65 +	760	750	204	100	655	205	450	418
%V	28.2%	28.9%	20.5%	20.4%	31.8%	21.6%	40.6%	18.9%
%H (All HH)		98.7%	26.8%	13.2%	86.2%	27.0%	59.2%	55.0%
%H (TV HH)			27.2%	13.3%	87.3%	27.3%	60.0%	

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

October 2015 - September 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	2699	2599	995	490	2057	948	1109	2213
%H (All HH)		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%
%H (TV HH)			38.3%	18.9%	79.1%	36.5%	42.7%	
1	810	760	191	91	648	179	469	463
%V	30.0%	29.2%	19.2%	18.6%	31.5%	18.9%	42.3%	20.9%
%H (All HH)		93.8%	23.6%	11.2%	80.0%	22.1%	57.9%	57.2%
%H (TV HH)			25.1%	12.0%	85.3%	23.6%	61.7%	
2	922	899	342	179	719	341	377	815
%V	34.2%	34.6%	34.4%	36.5%	35.0%	36.0%	34.0%	36.8%
%H (All HH)		97.5%	37.1%	19.4%	78.0%	37.0%	40.9%	88.4%
%H (TV HH)			38.0%	19.9%	80.0%	37.9%	41.9%	
3	434	422	201	101	325	202	123	413
%V	16.1%	16.2%	20.2%	20.6%	15.8%	21.3%	11.1%	18.7%
%H (All HH)		97.2%	46.3%	23.3%	74.9%	46.5%	28.3%	95.2%
%H (TV HH)			47.6%	23.9%	77.0%	47.9%	29.1%	
4	337	326	160	72	235	142	93	330
%V	12.5%	12.5%	16.1%	14.7%	11.4%	15.0%	8.4%	14.9%
%H (All HH)		96.7%	47.5%	21.4%	69.7%	42.1%	27.6%	97.9%
%H (TV HH)			49.1%	22.1%	72.1%	43.6%	28.5%	
5+	196	192	102	47	130	84	46	192
%V	7.3%	7.4%	10.3%	9.6%	6.3%	8.9%	4.1%	8.7%
%H (All HH)		98.0%	52.0%	24.0%	66.3%	42.9%	23.5%	98.0%
%H (TV HH)			53.1%	24.5%	67.7%	43.8%	24.0%	
Average HH size	2.36	2.38	2.69	2.64	2.29	2.63	2.00	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

October 2015 - September 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	2699	2599	995	490	2057	948	1109	2213
%H (All HH)		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%
%H (TV HH)			38.3%	18.9%	79.1%	36.5%	42.7%	
Without	1987	1908	667	328	1573	664	908	1524
%V	73.6%	73.4%	67.0%	66.9%	76.5%	70.0%	81.9%	68.9%
%H (All HH)		96.0%	33.6%	16.5%	79.2%	33.4%	45.7%	76.7%
%H (TV HH)			35.0%	17.2%	82.4%	34.8%	47.6%	
With	712	691	327	162	485	284	201	689
%V	26.4%	26.6%	32.9%	33.1%	23.6%	30.0%	18.1%	31.1%
%H (All HH)		97.1%	45.9%	22.8%	68.1%	39.9%	28.2%	96.8%
%H (TV HH)			47.3%	23.4%	70.2%	41.1%	29.1%	
0 - 3	275	263	132	59	173	102	71	262
%V	10.2%	10.1%	13.3%	12.0%	8.4%	10.8%	6.4%	11.8%
%H (All HH)		95.6%	48.0%	21.5%	62.9%	37.1%	25.8%	95.3%
%H (TV HH)			50.2%	22.4%	65.8%	38.8%	27.0%	
4 - 9	366	355	173	76	240	135	105	351
%V	13.6%	13.7%	17.4%	15.5%	11.7%	14.2%	9.5%	15.9%
%H (All HH)		97.0%	47.3%	20.8%	65.6%	36.9%	28.7%	95.9%
%H (TV HH)			48.7%	21.4%	67.6%	38.0%	29.6%	
10 - 15	336	332	157	83	243	147	96	331
%V	12.4%	12.8%	15.8%	16.9%	11.8%	15.5%	8.7%	15.0%
%H (All HH)		98.8%	46.7%	24.7%	72.3%	43.8%	28.6%	98.5%
%H (TV HH)			47.3%	25.0%	73.2%	44.3%	28.9%	

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

October 2015 - September 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	2699	2599	995	490	2057	948	1109	2213
%H (All HH)		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%
%H (TV HH)			38.3%	18.9%	79.1%	36.5%	42.7%	
1	1016	1016	314	148	733	204	529	737
%V	37.6%	39.1%	31.6%	30.2%	35.6%	21.5%	47.7%	33.3%
%H (All HH)		100.0%	30.9%	14.6%	72.1%	20.1%	52.1%	72.5%
%H (TV HH)			30.9%	14.6%	72.1%	20.1%	52.1%	
2	876	876	346	176	709	349	360	736
%V	32.5%	33.7%	34.8%	35.9%	34.5%	36.8%	32.5%	33.3%
%H (All HH)		100.0%	39.5%	20.1%	80.9%	39.8%	41.1%	84.0%
%H (TV HH)			39.5%	20.1%	80.9%	39.8%	41.1%	
3	426	426	186	96	369	220	149	391
%V	15.8%	16.4%	18.7%	19.6%	17.9%	23.2%	13.4%	17.7%
%H (All HH)		100.0%	43.7%	22.5%	86.6%	51.6%	35.0%	91.8%
%H (TV HH)			43.7%	22.5%	86.6%	51.6%	35.0%	
4	193	193	102	46	167	116	51	188
%V	7.2%	7.4%	10.3%	9.4%	8.1%	12.2%	4.6%	8.5%
%H (All HH)		100.0%	52.8%	23.8%	86.5%	60.1%	26.4%	97.4%
%H (TV HH)			52.8%	23.8%	86.5%	60.1%	26.4%	
5+	89	89	47	25	79	59	20	87
%V	3.3%	3.4%	4.7%	5.1%	3.8%	6.2%	1.8%	3.9%
%H (All HH)		100.0%	52.8%	28.1%	88.8%	66.3%	22.5%	97.8%
%H (TV HH)			52.8%	28.1%	88.8%	66.3%	22.5%	

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

October 2015 - September 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	2699	2599	995	490	2057	948	1109	2213
%V (All HH)		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%
%H (TV HH)			38.3%	18.9%	79.1%	36.5%	42.7%	
Under 20"	461	461	181	88	403	207	196	389
%V	17.1%	17.7%	18.2%	18.0%	19.6%	21.8%	17.7%	17.6%
%H (All HH)		100.0%	39.3%	19.1%	87.4%	44.9%	42.5%	84.4%
%H (TV HH)			39.3%	19.1%	87.4%	44.9%	42.5%	
20" - 29"	872	872	324	160	749	354	395	712
%V	32.3%	33.6%	32.6%	32.7%	36.4%	37.3%	35.6%	32.2%
%H (All HH)		100.0%	37.2%	18.3%	85.9%	40.6%	45.3%	81.7%
%H (TV HH)			37.2%	18.3%	85.9%	40.6%	45.3%	
30" - 39"	1398	1398	522	278	1144	543	601	1165
%V	51.8%	53.8%	52.5%	56.7%	55.6%	57.3%	54.2%	52.6%
%H (All HH)		100.0%	37.3%	19.9%	81.8%	38.8%	43.0%	83.3%
%H (TV HH)			37.3%	19.9%	81.8%	38.8%	43.0%	
40" and over	1364	1364	646	313	1041	627	414	1252
%V	50.5%	52.5%	64.9%	63.9%	50.6%	66.1%	37.3%	56.6%
%H (All HH)		100.0%	47.4%	22.9%	76.3%	46.0%	30.4%	91.8%
%H (TV HH)			47.4%	22.9%	76.3%	46.0%	30.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

October 2015 - September 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	2699	2599	995	490	2057	948	1109	2213
%H (All HH)		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%
%H (TV HH)			38.3%	18.9%	79.1%	36.5%	42.7%	
Main living room	2572	2572	986	486	2042	944	1097	2119
%V	95.3%	99.0%	99.1%	99.2%	99.3%	99.6%	98.9%	95.8%
%H (All HH)		100.0%	38.3%	18.9%	79.4%	36.7%	42.7%	82.4%
%H (TV HH)			38.3%	18.9%	79.4%	36.7%	42.7%	
Kitchen	322	322	137	56	290	157	133	274
%V	11.9%	12.4%	13.8%	11.4%	14.1%	16.6%	12.0%	12.4%
%H (All HH)		100.0%	42.5%	17.4%	90.1%	48.8%	41.3%	85.1%
%H (TV HH)			42.5%	17.4%	90.1%	48.8%	41.3%	
Adult's bedroom	1203	1203	515	268	1020	587	432	1071
%V	44.6%	46.3%	51.8%	54.7%	49.6%	61.9%	39.0%	48.4%
%H (All HH)		100.0%	42.8%	22.3%	84.8%	48.8%	35.9%	89.0%
%H (TV HH)			42.8%	22.3%	84.8%	48.8%	35.9%	
Child's bedroom	261	261	130	72	199	134	65	258
%V	9.7%	10.0%	13.1%	14.7%	9.7%	14.1%	5.9%	11.7%
%H (All HH)		100.0%	49.8%	27.6%	76.2%	51.3%	24.9%	98.9%
%H (TV HH)			49.8%	27.6%	76.2%	51.3%	24.9%	
Other bedroom	156	156	80	27	136	83	52	147
%V	5.8%	6.0%	8.0%	5.5%	6.6%	8.8%	4.7%	6.6%
%H (All HH)		100.0%	51.3%	17.3%	87.2%	53.2%	33.3%	94.2%
%H (TV HH)			51.3%	17.3%	87.2%	53.2%	33.3%	
Second living/dining room	258	258	121	63	219	136	83	228
%V	9.6%	9.9%	12.2%	12.9%	10.6%	14.3%	7.5%	10.3%
%H (All HH)		100.0%	46.9%	24.4%	84.9%	52.7%	32.2%	88.4%
%H (TV HH)			46.9%	24.4%	84.9%	52.7%	32.2%	
Study/office	40	40	23	9	34	26	8	39
%V	1.5%	1.5%	2.3%	1.8%	1.7%	2.7%	0.7%	1.8%
%H (All HH)		100.0%	57.5%	22.5%	85.0%	65.0%	20.0%	97.5%
%H (TV HH)			57.5%	22.5%	85.0%	65.0%	20.0%	
TV room	13	13	6	2	10	5	5	13
%V	0.5%	0.5%	0.6%	0.4%	0.5%	0.5%	0.5%	0.6%
%H (All HH)		100.0%	46.2%	15.4%	76.9%	38.5%	38.5%	100.0%
%H (TV HH)			46.2%	15.4%	76.9%	38.5%	38.5%	
Conservatory	68	68	28	18	55	32	23	63
%V	2.5%	2.6%	2.8%	3.7%	2.7%	3.4%	2.1%	2.8%
%H (All HH)		100.0%	41.2%	26.5%	80.9%	47.1%	33.8%	92.6%
%H (TV HH)			41.2%	26.5%	80.9%	47.1%	33.8%	
Attic or loft room	6	6	4	2	5	4	1	6
%V	0.2%	0.2%	0.4%	0.4%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	66.7%	33.3%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			66.7%	33.3%	83.3%	66.7%	16.7%	
No specific location	5	5	1	2	3	2	1	4
%V	0.2%	0.2%	0.1%	0.4%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	20.0%	40.0%	60.0%	40.0%	20.0%	80.0%
%H (TV HH)			20.0%	40.0%	60.0%	40.0%	20.0%	
Other	19	19	8	4	15	8	7	19
%V	0.7%	0.7%	0.8%	0.8%	0.7%	0.8%	0.6%	0.9%
%H (All HH)		100.0%	42.1%	21.1%	78.9%	42.1%	36.8%	100.0%
%H (TV HH)			42.1%	21.1%	78.9%	42.1%	36.8%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2699	2599	995	490	2057	948	1109	2213
%H (All HH)		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%
%H (TV HH)			38.3%	18.9%	79.1%	36.5%	42.7%	
Any DSAT provider	995	995	995	30	636	636	0	917
%V	36.9%	38.3%	100.0%	6.1%	30.9%	67.1%	0.0%	41.4%
%H (All HH)			100.0%	3.0%	63.9%	63.9%	0.0%	92.2%
%H (TV HH)			100.0%	3.0%	63.9%	63.9%	0.0%	
Sky with subcription	788	788	788	15	515	515	0	741
%V	29.2%	30.3%	79.2%	3.1%	25.0%	54.3%	0.0%	33.5%
%H (All HH)			100.0%	1.9%	65.4%	65.4%	0.0%	94.0%
%H (TV HH)			100.0%	1.9%	65.4%	65.4%	0.0%	
Sky without subscription	65	65	65	5	32	32	0	54
%V	2.4%	2.5%	6.5%	1.0%	1.6%	3.4%	0.0%	2.4%
%H (All HH)			100.0%	7.7%	49.2%	49.2%	0.0%	83.1%
%H (TV HH)			100.0%	7.7%	49.2%	49.2%	0.0%	
Freesat	107	107	107	7	70	70	0	95
%V	4.0%	4.1%	10.8%	1.4%	3.4%	7.4%	0.0%	4.3%
%H (All HH)			100.0%	6.5%	65.4%	65.4%	0.0%	88.8%
%H (TV HH)			100.0%	6.5%	65.4%	65.4%	0.0%	
Other satellite provider	82	82	82	6	48	48	0	74
%V	3.0%	3.2%	8.2%	1.2%	2.3%	5.1%	0.0%	3.3%
%H (All HH)			100.0%	7.3%	58.5%	58.5%	0.0%	90.2%
%H (TV HH)			100.0%	7.3%	58.5%	58.5%	0.0%	
DCAB	490	490	30	490	330	330	0	455
%V	18.2%	18.9%	3.0%	100.0%	16.0%	34.8%	0.0%	20.6%
%H (All HH)			6.1%	100.0%	67.3%	67.3%	0.0%	92.9%
%H (TV HH)			6.1%	100.0%	67.3%	67.3%	0.0%	
DTT	2057	2057	636	330	2057	948	1109	1648
%V	76.2%	79.1%	63.9%	67.3%	100.0%	100.0%	100.0%	74.5%
%H (All HH)		100.0%	30.9%	16.0%	100.0%	46.1%	53.9%	80.1%
%H (TV HH)			30.9%	16.0%	100.0%	46.1%	53.9%	

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	2699	2599	995	490	2057	948	1109	2213
%H (All HH)		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%
%H (TV HH)			38.3%	18.9%	79.1%	36.5%	42.7%	
PVR	1587	1587	852	421	1177	836	341	1472
%V	58.8%	61.1%	85.6%	85.9%	57.2%	88.2%	30.7%	66.5%
%H (All HH)		100.0%	53.7%	26.5%	74.2%	52.7%	21.5%	92.8%
%H (TV HH)			53.7%	26.5%	74.2%	52.7%	21.5%	
DVDR	74	74	24	18	65	31	34	62
%V	2.7%	2.8%	2.4%	3.7%	3.2%	3.3%	3.1%	2.8%
%H (All HH)		100.0%	32.4%	24.3%	87.8%	41.9%	45.9%	83.8%
%H (TV HH)			32.4%	24.3%	87.8%	41.9%	45.9%	
VCR	41	41	9	6	38	11	27	25
%V	1.5%	1.6%	0.9%	1.2%	1.8%	1.2%	2.4%	1.1%
%H (All HH)		100.0%	22.0%	14.6%	92.7%	26.8%	65.9%	61.0%
%H (TV HH)			22.0%	14.6%	92.7%	26.8%	65.9%	
Any recorder	1632	1632	855	425	1219	840	379	1496
%V	60.5%	62.8%	85.9%	86.7%	59.3%	88.6%	34.2%	67.6%
%H (All HH)		100.0%	52.4%	26.0%	74.7%	51.5%	23.2%	91.7%
%H (TV HH)			52.4%	26.0%	74.7%	51.5%	23.2%	
Receives HDTV (via STB or built-in reception)	1678	1678	749	405	1329	779	550	1529
%V	62.2%	64.6%	75.3%	82.7%	64.6%	82.2%	49.6%	69.1%
%H (All HH)		100.0%	44.6%	24.1%	79.2%	46.4%	32.8%	91.1%
%H (TV HH)			44.6%	24.1%	79.2%	46.4%	32.8%	
DVD/Blu-ray player or recorder	1801	1801	727	354	1428	706	722	1561
%V	66.7%	69.3%	73.1%	72.2%	69.4%	74.5%	65.1%	70.5%
%H (All HH)		100.0%	40.4%	19.7%	79.3%	39.2%	40.1%	86.7%
%H (TV HH)			40.4%	19.7%	79.3%	39.2%	40.1%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2699	2599	995	490	2057	948	1109	2213
%V (All HH)		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%
%H (TV HH)			38.3%	18.9%	79.1%	36.5%	42.7%	
Has broadband internet	2213	2139	917	455	1648	884	764	2213
%V	82.0%	82.3%	92.2%	92.9%	80.1%	93.2%	68.9%	100.0%
%H (All HH)		96.7%	41.4%	20.6%	74.5%	39.9%	34.5%	100.0%
%H (TV HH)			42.9%	21.3%	77.0%	41.3%	35.7%	
Number of computers (PCs and laptops)								
0	570	533	108	53	465	97	368	123
%V	21.1%	20.5%	10.9%	10.8%	22.6%	10.2%	33.2%	5.6%
%H (All HH)		93.5%	18.9%	9.3%	81.6%	17.0%	64.6%	21.6%
%H (TV HH)			20.3%	9.9%	87.2%	18.2%	69.0%	
1	758	731	269	136	573	255	318	726
%V	28.1%	28.1%	27.0%	27.8%	27.9%	26.9%	28.7%	32.8%
%H (All HH)		96.4%	35.5%	17.9%	75.6%	33.6%	42.0%	95.8%
%H (TV HH)			36.8%	18.6%	78.4%	34.9%	43.5%	
2	590	574	252	115	441	237	204	584
%V	21.9%	22.1%	25.3%	23.5%	21.4%	25.0%	18.4%	26.4%
%H (All HH)		97.3%	42.7%	19.5%	74.7%	40.2%	34.6%	99.0%
%H (TV HH)			43.9%	20.0%	76.8%	41.3%	35.5%	
3	318	306	142	71	232	136	96	318
%V	11.8%	11.8%	14.3%	14.5%	11.3%	14.3%	8.7%	14.4%
%H (All HH)		96.2%	44.7%	22.3%	73.0%	42.8%	30.2%	100.0%
%H (TV HH)			46.4%	23.2%	75.8%	44.4%	31.4%	
4	225	220	104	55	172	110	62	225
%V	8.3%	8.5%	10.5%	11.2%	8.4%	11.6%	5.6%	10.2%
%H (All HH)		97.8%	46.2%	24.4%	76.4%	48.9%	27.6%	100.0%
%H (TV HH)			47.3%	25.0%	78.2%	50.0%	28.2%	
5+	238	235	120	60	173	112	61	237
%V	8.8%	9.0%	12.1%	12.2%	8.4%	11.8%	5.5%	10.7%
%H (All HH)		98.7%	50.4%	25.2%	72.7%	47.1%	25.6%	99.6%
%H (TV HH)			51.1%	25.5%	73.6%	47.7%	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	5295	2229	1101	4353	2345	2008	4604
%H		42.1%	20.8%	82.2%	44.3%	37.9%	86.9%
Under 20"	575	227	112	504	264	240	495
%V	10.9%	10.2%	10.2%	11.6%	11.3%	12.0%	10.8%
%H		39.5%	19.5%	87.7%	45.9%	41.7%	86.1%
20" - 29"	1155	441	211	1006	491	515	970
%V	21.8%	19.8%	19.2%	23.1%	20.9%	25.6%	21.1%
%H		38.2%	18.3%	87.1%	42.5%	44.6%	84.0%
30" - 39"	1735	689	357	1435	738	697	1481
%V	32.8%	30.9%	32.4%	33.0%	31.5%	34.7%	32.2%
%H		39.7%	20.6%	82.7%	42.5%	40.2%	85.4%
40" and over	1653	803	391	1264	783	481	1534
%V	31.2%	36.0%	35.5%	29.0%	33.4%	24.0%	33.3%
%H		48.6%	23.7%	76.5%	47.4%	29.1%	92.8%
Don't know	177	69	30	144	69	75	125
%V	3.3%	3.1%	2.7%	3.3%	2.9%	3.7%	2.7%
%H		39.0%	16.9%	81.4%	39.0%	42.4%	70.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5295	2229	1101	4353	2345	2008	4604
%H		42.1%	20.8%	82.2%	44.3%	37.9%	86.9%
Main living room	2580	991	487	2049	949	1100	2126
%V	48.7%	44.5%	44.2%	47.1%	40.5%	54.8%	46.2%
%H		38.4%	18.9%	79.4%	36.8%	42.6%	82.4%
Kitchen	322	137	56	290	157	133	274
%V	6.1%	6.1%	5.1%	6.7%	6.7%	6.6%	6.0%
%H		42.5%	17.4%	90.1%	48.8%	41.3%	85.1%
Adult's bedroom	1441	622	332	1236	733	502	1303
%V	27.2%	27.9%	30.2%	28.4%	31.3%	25.0%	28.3%
%H		43.2%	23.0%	85.8%	50.9%	34.8%	90.4%
Child's bedroom	349	182	90	268	185	83	344
%V	6.6%	8.2%	8.2%	6.2%	7.9%	4.1%	7.5%
%H		52.1%	25.8%	76.8%	53.0%	23.8%	98.6%
Other bedroom	191	103	35	165	105	60	181
%V	3.6%	4.6%	3.2%	3.8%	4.5%	3.0%	3.9%
%H		53.9%	18.3%	86.4%	55.0%	31.4%	94.8%
Second living/dining room	262	124	64	223	139	84	231
%V	4.9%	5.6%	5.8%	5.1%	5.9%	4.2%	5.0%
%H		47.3%	24.4%	85.1%	53.1%	32.1%	88.2%
Study/office	40	23	9	34	26	8	39
%V	0.8%	1.0%	0.8%	0.8%	1.1%	0.4%	0.8%
%H		57.5%	22.5%	85.0%	65.0%	20.0%	97.5%
TV room	13	6	2	10	5	5	13
%V	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.3%
%H		46.2%	15.4%	76.9%	38.5%	38.5%	100.0%
Conservatory	68	28	18	55	32	23	63
%V	1.3%	1.3%	1.6%	1.3%	1.4%	1.1%	1.4%
%H		41.2%	26.5%	80.9%	47.1%	33.8%	92.6%
Attic or loft room	6	4	2	5	4	1	6
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		66.7%	33.3%	83.3%	66.7%	16.7%	100.0%
No specific location	5	1	2	3	2	1	4
%V	0.1%	0.0%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		20.0%	40.0%	60.0%	40.0%	20.0%	80.0%
Other	19	8	4	15	8	7	19
%V	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.4%
%H		42.1%	21.1%	78.9%	42.1%	36.8%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5295	2229	1101	4353	2345	2008	4604
%H		42.1%	20.8%	82.2%	44.3%	37.9%	86.9%
PVR	2046	1156	556	1460	1081	378	1914
%V	38.6%	51.9%	50.5%	33.5%	46.1%	18.8%	41.6%
%H		56.5%	27.2%	71.4%	52.8%	18.5%	93.5%
DVDR	79	27	19	70	34	36	66
%V	1.5%	1.2%	1.7%	1.6%	1.4%	1.8%	1.4%
%H		34.2%	24.1%	88.6%	43.0%	45.6%	83.5%
VCR	43	9	7	40	11	28	26
%V	0.8%	0.4%	0.6%	0.9%	0.5%	1.4%	0.6%
%H		20.9%	16.3%	93.0%	25.6%	65.1%	60.5%
Any recorder	2113	1168	565	1523	1098	425	1957
%V	39.9%	52.4%	51.3%	35.0%	46.8%	21.2%	42.5%
%H		55.3%	26.7%	72.1%	52.0%	20.1%	92.6%

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	5295	2229	1101	4353	2345	2008	4604
%H		42.1%	20.8%	82.2%	44.3%	37.9%	86.9%
Receives HDTV (via STB or built-in reception)	2454	1098	621	1970	1194	776	2277
%V	46.3%	49.3%	56.4%	45.3%	50.9%	38.6%	49.5%
%H		44.7%	25.3%	80.3%	48.7%	31.6%	92.8%
DVD/Blu-ray player or recorder	2662	1150	529	2141	1142	999	2380
%V	50.3%	51.6%	48.0%	49.2%	48.7%	49.8%	51.7%
%H		43.2%	19.9%	80.4%	42.9%	37.5%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2599	995	490	2057	948	1108	2139
%H		38.3%	18.9%	79.1%	36.5%	42.6%	82.3%
Under 20"	21	2	3	18	4	14	12
%V	0.8%	0.2%	0.6%	0.9%	0.4%	1.3%	0.6%
%H		9.5%	14.3%	85.7%	19.0%	66.7%	57.1%
20" - 29"	248	52	23	212	45	168	148
%V	9.5%	5.2%	4.7%	10.3%	4.7%	15.2%	6.9%
%H		21.0%	9.3%	85.5%	18.1%	67.7%	59.7%
30" - 39"	923	290	147	756	276	480	714
%V	35.5%	29.1%	30.0%	36.8%	29.1%	43.3%	33.4%
%H		31.4%	15.9%	81.9%	29.9%	52.0%	77.4%
40" and over	1328	626	305	1013	608	405	1216
%V	51.1%	62.9%	62.2%	49.2%	64.1%	36.6%	56.8%
%H		47.1%	23.0%	76.3%	45.8%	30.5%	91.6%
Don't know	80	25	11	57	16	42	50
%V	3.1%	2.5%	2.2%	2.8%	1.7%	3.8%	2.3%
%H		31.3%	13.8%	71.3%	20.0%	52.5%	62.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2599	995	490	2057	948	1108	2139
%H		38.3%	18.9%	79.1%	36.5%	42.6%	82.3%
PVR	1557	838	415	1151	822	329	1443
%V	59.9%	84.2%	84.7%	56.0%	86.7%	29.7%	67.5%
%H		53.8%	26.7%	73.9%	52.8%	21.1%	92.7%
DVDR	60	17	13	53	23	30	49
%V	2.3%	1.7%	2.7%	2.6%	2.4%	2.7%	2.3%
%H		28.3%	21.7%	88.3%	38.3%	50.0%	81.7%
VCR	31	6	5	29	7	22	17
%V	1.2%	0.6%	1.0%	1.4%	0.7%	2.0%	0.8%
%H		19.4%	16.1%	93.5%	22.6%	71.0%	54.8%
Any recorder	1601	841	418	1192	826	366	1468
%V	61.6%	84.5%	85.3%	57.9%	87.1%	33.0%	68.6%
%H		52.5%	26.1%	74.5%	51.6%	22.9%	91.7%

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	2599	995	490	2057	948	1108	2139
%H		38.3%	18.9%	79.1%	36.5%	42.6%	82.3%
Receives HDTV (via STB or built-in reception)	1622	723	395	1283	753	530	1481
%V	62.4%	72.7%	80.6%	62.4%	79.4%	47.8%	69.2%
%H		44.6%	24.4%	79.1%	46.4%	32.7%	91.3%
DVD/Blu-ray player or recorder	1628	648	309	1288	619	669	1405
%V	62.6%	65.1%	63.1%	62.6%	65.3%	60.4%	65.7%
%H		39.8%	19.0%	79.1%	38.0%	41.1%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2697	1234	611	2296	1397	900	2464
%H		45.8%	22.7%	85.1%	51.8%	33.4%	91.4%
Under 20"	554	224	109	486	260	226	483
%V	20.5%	18.2%	17.8%	21.2%	18.6%	25.1%	19.6%
%H		40.4%	19.7%	87.7%	46.9%	40.8%	87.2%
20" - 29"	907	389	188	794	446	347	822
%V	33.6%	31.5%	30.8%	34.6%	31.9%	38.6%	33.4%
%H		42.9%	20.7%	87.5%	49.2%	38.3%	90.6%
30" - 39"	812	399	209	679	462	217	766
%V	30.1%	32.3%	34.2%	29.6%	33.1%	24.1%	31.1%
%H		49.1%	25.7%	83.6%	56.9%	26.7%	94.3%
40" and over	325	177	85	251	175	76	318
%V	12.1%	14.3%	13.9%	10.9%	12.5%	8.4%	12.9%
%H		54.5%	26.2%	77.2%	53.8%	23.4%	97.8%
Don't know	98	45	19	87	53	34	75
%V	3.6%	3.6%	3.1%	3.8%	3.8%	3.8%	3.0%
%H		45.9%	19.4%	88.8%	54.1%	34.7%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	2697	1234	611	2296	1397	900	2464
%H		45.8%	22.7%	85.1%	51.8%	33.4%	91.4%
PVR	489	318	141	309	259	49	470
%V	18.1%	25.8%	23.1%	13.5%	18.5%	5.4%	19.1%
%H		65.0%	28.8%	63.2%	53.0%	10.0%	96.1%
DVDR	19	9	6	16	11	6	16
%V	0.7%	0.7%	1.0%	0.7%	0.8%	0.7%	0.6%
%H		47.4%	31.6%	84.2%	57.9%	31.6%	84.2%
VCR	12	3	2	11	4	7	9
%V	0.4%	0.2%	0.3%	0.5%	0.3%	0.8%	0.4%
%H		25.0%	16.7%	91.7%	33.3%	58.3%	75.0%
Any recorder	512	327	147	330	272	59	489
%V	19.0%	26.5%	24.1%	14.4%	19.5%	6.6%	19.8%
%H		63.9%	28.7%	64.5%	53.1%	11.5%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: 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	2697	1234	611	2296	1397	900	2464
%H		45.8%	22.7%	85.1%	51.8%	33.4%	91.4%
Receives HDTV (via STB or built-in reception)	832	375	226	688	441	246	796
%V	30.8%	30.4%	37.0%	30.0%	31.6%	27.3%	32.3%
%H		45.1%	27.2%	82.7%	53.0%	29.6%	95.7%
DVD/Blu-ray player or recorder	1034	502	220	853	523	330	974
%V	38.3%	40.7%	36.0%	37.2%	37.4%	36.7%	39.5%
%H		48.5%	21.3%	82.5%	50.6%	31.9%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	6379	6181	2678	1296	4712	2495	2217	5703
%H		96.9%	42.0%	20.3%	73.9%	39.1%	34.8%	89.4%
Total Children	1276	1239	598	279	850	490	360	1235
%V	20.0%	20.0%	22.3%	21.5%	18.0%	19.6%	16.2%	21.7%
%H		97.1%	46.9%	21.9%	66.6%	38.4%	28.2%	96.8%
0 - 3	327	310	157	69	200	118	82	312
%V	5.1%	5.0%	5.9%	5.3%	4.2%	4.7%	3.7%	5.5%
%H		94.8%	48.0%	21.1%	61.2%	36.1%	25.1%	95.4%
4 - 15	949	929	441	210	650	371	279	924
%V	14.9%	15.0%	16.5%	16.2%	13.8%	14.9%	12.6%	16.2%
%H		97.9%	46.5%	22.1%	68.5%	39.1%	29.4%	97.4%
4 - 9	496	483	232	102	323	180	143	476
%V	7.8%	7.8%	8.7%	7.9%	6.9%	7.2%	6.5%	8.3%
%H		97.4%	46.8%	20.6%	65.1%	36.3%	28.8%	96.0%
10 - 15	453	446	209	108	327	191	136	448
%V	7.1%	7.2%	7.8%	8.3%	6.9%	7.7%	6.1%	7.9%
%H		98.5%	46.1%	23.8%	72.2%	42.2%	30.0%	98.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.22: 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	6379	6181	2678	1296	4712	2495	2217	5703
%H		96.9%	42.0%	20.3%	73.9%	39.1%	34.8%	89.4%
Total Adults (16+)	5103	4942	2079	1017	3862	2005	1857	4468
%V	80.0%	80.0%	77.6%	78.5%	82.0%	80.4%	83.8%	78.3%
%H		96.8%	40.7%	19.9%	75.7%	39.3%	36.4%	87.6%
16 - 19	290	285	131	76	227	146	82	283
%V	4.5%	4.6%	4.9%	5.9%	4.8%	5.9%	3.7%	5.0%
%H		98.3%	45.2%	26.2%	78.3%	50.3%	28.3%	97.6%
20 - 24	393	356	156	70	262	145	118	380
%V	6.2%	5.8%	5.8%	5.4%	5.6%	5.8%	5.3%	6.7%
%H		90.6%	39.7%	17.8%	66.7%	36.9%	30.0%	96.7%
25 - 34	833	784	380	168	547	310	237	799
%V	13.1%	12.7%	14.2%	13.0%	11.6%	12.4%	10.7%	14.0%
%H		94.1%	45.6%	20.2%	65.7%	37.2%	28.5%	95.9%
35 - 44	791	763	383	156	550	329	221	757
%V	12.4%	12.3%	14.3%	12.0%	11.7%	13.2%	10.0%	13.3%
%H		96.5%	48.4%	19.7%	69.5%	41.6%	27.9%	95.7%
45 - 54	894	876	376	214	696	400	296	847
%V	14.0%	14.2%	14.0%	16.5%	14.8%	16.0%	13.4%	14.9%
%H		98.0%	42.1%	23.9%	77.9%	44.7%	33.1%	94.7%
55 - 64	734	722	300	158	583	316	266	661
%V	11.5%	11.7%	11.2%	12.2%	12.4%	12.7%	12.0%	11.6%
%H		98.4%	40.9%	21.5%	79.4%	43.1%	36.2%	90.1%
65+	1168	1157	353	175	996	360	637	741
%V	18.3%	18.7%	13.2%	13.5%	21.1%	14.4%	28.7%	13.0%
%H		99.1%	30.2%	15.0%	85.3%	30.8%	54.5%	63.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)		5103	4942	2079	1017	3862	2005	1857	4468
	%H		96.8%	40.7%	19.9%	75.7%	39.3%	36.4%	87.6%
AB		1287	1253	576	220	974	505	468	1244
	%V	25.2%	25.4%	27.7%	21.6%	25.2%	25.2%	25.2%	27.8%
	%H		97.4%	44.8%	17.1%	75.7%	39.2%	36.4%	96.7%
C1		1369	1313	575	287	1007	555	452	1254
	%V	26.8%	26.6%	27.7%	28.2%	26.1%	27.7%	24.3%	28.1%
	%H		95.9%	42.0%	21.0%	73.6%	40.5%	33.0%	91.6%
C2		1121	1100	414	271	888	482	406	975
	%V	22.0%	22.3%	19.9%	26.6%	23.0%	24.0%	21.9%	21.8%
	%H		98.1%	36.9%	24.2%	79.2%	43.0%	36.2%	87.0%
D		933	898	400	179	684	353	331	748
	%V	18.3%	18.2%	19.2%	17.6%	17.7%	17.6%	17.8%	16.7%
	%H		96.2%	42.9%	19.2%	73.3%	37.8%	35.5%	80.2%
E		394	378	115	59	309	110	199	247
	%V	7.7%	7.6%	5.5%	5.8%	8.0%	5.5%	10.7%	5.5%
	%H		95.9%	29.2%	15.0%	78.4%	27.9%	50.5%	62.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	5103	4942	2079	1017	3862	2005	1857	4468
%H		96.8%	40.7%	19.9%	75.7%	39.3%	36.4%	87.6%
Working full time	2367	2297	1061	521	1753	1026	726	2277
%V	46.4%	46.5%	51.0%	51.2%	45.4%	51.2%	39.1%	51.0%
%H		97.0%	44.8%	22.0%	74.1%	43.3%	30.7%	96.2%
Working part time	487	475	205	105	346	177	169	456
%V	9.5%	9.6%	9.9%	10.3%	9.0%	8.8%	9.1%	10.2%
%H		97.5%	42.1%	21.6%	71.0%	36.3%	34.7%	93.6%
Not working	2249	2169	814	392	1763	802	961	1735
%V	44.1%	43.9%	39.2%	38.5%	45.6%	40.0%	51.8%	38.8%
%H		96.4%	36.2%	17.4%	78.4%	35.7%	42.7%	77.1%
Housewife/Houseperson	2699	2599	995	490	2057	948	1109	2213
%V	52.9%	52.6%	47.9%	48.2%	53.3%	47.3%	59.7%	49.5%
%H		96.3%	36.9%	18.2%	76.2%	35.1%	41.1%	82.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2496	2398	1033	510	1861	998	864	2204
%H		96.1%	41.4%	20.4%	74.6%	40.0%	34.6%	88.3%
16 - 19	148	144	70	37	114	75	39	145
%V	5.9%	6.0%	6.8%	7.3%	6.1%	7.5%	4.5%	6.6%
%H		97.3%	47.3%	25.0%	77.0%	50.7%	26.4%	98.0%
20 - 24	195	171	82	39	123	76	47	189
%V	7.8%	7.1%	7.9%	7.6%	6.6%	7.6%	5.4%	8.6%
%H		87.7%	42.1%	20.0%	63.1%	39.0%	24.1%	96.9%
25 - 34	419	393	186	87	278	158	120	401
%V	16.8%	16.4%	18.0%	17.1%	14.9%	15.8%	13.9%	18.2%
%H		93.8%	44.4%	20.8%	66.3%	37.7%	28.6%	95.7%
35 - 44	391	372	194	73	267	161	106	368
%V	15.7%	15.5%	18.8%	14.3%	14.3%	16.1%	12.3%	16.7%
%H		95.1%	49.6%	18.7%	68.3%	41.2%	27.1%	94.1%
45 - 54	439	429	179	109	337	191	146	410
%V	17.6%	17.9%	17.3%	21.4%	18.1%	19.1%	16.9%	18.6%
%H		97.7%	40.8%	24.8%	76.8%	43.5%	33.3%	93.4%
55 - 64	365	356	144	76	291	154	138	323
%V	14.6%	14.8%	13.9%	14.9%	15.6%	15.4%	16.0%	14.7%
%H		97.5%	39.5%	20.8%	79.7%	42.2%	37.8%	88.5%
65+	539	532	178	91	451	183	268	368
%V	21.6%	22.2%	17.2%	17.8%	24.2%	18.3%	31.0%	16.7%
%H		98.7%	33.0%	16.9%	83.7%	34.0%	49.7%	68.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2496	2398	1033	510	1861	998	864	2204
%H		96.1%	41.4%	20.4%	74.6%	40.0%	34.6%	88.3%
AB	667	645	298	112	499	259	240	643
%V	26.7%	26.9%	28.8%	22.0%	26.8%	26.0%	27.8%	29.2%
%H		96.7%	44.7%	16.8%	74.8%	38.8%	36.0%	96.4%
C1	621	588	274	134	443	261	182	583
%V	24.9%	24.5%	26.5%	26.3%	23.8%	26.2%	21.1%	26.5%
%H		94.7%	44.1%	21.6%	71.3%	42.0%	29.3%	93.9%
C2	598	585	220	147	475	259	216	509
%V	24.0%	24.4%	21.3%	28.8%	25.5%	26.0%	25.0%	23.1%
%H		97.8%	36.8%	24.6%	79.4%	43.3%	36.1%	85.1%
D	454	431	196	95	324	177	147	372
%V	18.2%	18.0%	19.0%	18.6%	17.4%	17.7%	17.0%	16.9%
%H		94.9%	43.2%	20.9%	71.4%	39.0%	32.4%	81.9%
E	156	150	45	23	121	42	79	97
%V	6.3%	6.3%	4.4%	4.5%	6.5%	4.2%	9.1%	4.4%
%H		96.2%	28.8%	14.7%	77.6%	26.9%	50.6%	62.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2496	2398	1033	510	1861	998	864	2204
%H		96.1%	41.4%	20.4%	74.6%	40.0%	34.6%	88.3%
Working full time	1444	1396	656	318	1053	624	429	1385
%V	57.9%	58.2%	63.5%	62.4%	56.6%	62.5%	49.7%	62.8%
%H		96.7%	45.4%	22.0%	72.9%	43.2%	29.7%	95.9%
Working part time	109	104	43	19	73	31	42	95
%V	4.4%	4.3%	4.2%	3.7%	3.9%	3.1%	4.9%	4.3%
%H		95.4%	39.4%	17.4%	67.0%	28.4%	38.5%	87.2%
Not working	943	898	335	173	735	343	392	725
%V	37.8%	37.4%	32.4%	33.9%	39.5%	34.4%	45.4%	32.9%
%H		95.2%	35.5%	18.3%	77.9%	36.4%	41.6%	76.9%
Housewife/Houseperson	568	524	176	90	419	164	255	400
%V	22.8%	21.9%	17.0%	17.6%	22.5%	16.4%	29.5%	18.1%
%H		92.3%	31.0%	15.8%	73.8%	28.9%	44.9%	70.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2606	2543	1046	507	2001	1007	993	2264
%H		97.6%	40.1%	19.5%	76.8%	38.6%	38.1%	86.9%
16 - 19	143	141	61	38	113	71	43	138
%V	5.5%	5.5%	5.8%	7.5%	5.6%	7.1%	4.3%	6.1%
%H		98.6%	42.7%	26.6%	79.0%	49.7%	30.1%	96.5%
20 - 24	198	185	74	32	139	68	71	191
%V	7.6%	7.3%	7.1%	6.3%	6.9%	6.8%	7.2%	8.4%
%H		93.4%	37.4%	16.2%	70.2%	34.3%	35.9%	96.5%
25 - 34	414	391	194	81	269	152	117	397
%V	15.9%	15.4%	18.5%	16.0%	13.4%	15.1%	11.8%	17.5%
%H		94.4%	46.9%	19.6%	65.0%	36.7%	28.3%	95.9%
35 - 44	400	391	189	84	283	168	115	389
%V	15.3%	15.4%	18.1%	16.6%	14.1%	16.7%	11.6%	17.2%
%H		97.8%	47.3%	21.0%	70.8%	42.0%	28.8%	97.3%
45 - 54	454	447	197	105	359	209	151	437
%V	17.4%	17.6%	18.8%	20.7%	17.9%	20.8%	15.2%	19.3%
%H		98.5%	43.4%	23.1%	79.1%	46.0%	33.3%	96.3%
55 - 64	369	365	156	82	292	163	129	339
%V	14.2%	14.4%	14.9%	16.2%	14.6%	16.2%	13.0%	15.0%
%H		98.9%	42.3%	22.2%	79.1%	44.2%	35.0%	91.9%
65+	629	624	175	84	546	177	369	373
%V	24.1%	24.5%	16.7%	16.6%	27.3%	17.6%	37.2%	16.5%
%H		99.2%	27.8%	13.4%	86.8%	28.1%	58.7%	59.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2606	2543	1046	507	2001	1007	993	2264
%H		97.6%	40.1%	19.5%	76.8%	38.6%	38.1%	86.9%
AB	620	608	278	108	475	246	229	601
%V	23.8%	23.9%	26.6%	21.3%	23.7%	24.4%	23.1%	26.5%
%H		98.1%	44.8%	17.4%	76.6%	39.7%	36.9%	96.9%
C1	748	725	301	153	565	295	270	671
%V	28.7%	28.5%	28.8%	30.2%	28.2%	29.3%	27.2%	29.6%
%H		96.9%	40.2%	20.5%	75.5%	39.4%	36.1%	89.7%
C2	523	515	194	125	413	223	190	466
%V	20.1%	20.3%	18.5%	24.7%	20.6%	22.1%	19.1%	20.6%
%H		98.5%	37.1%	23.9%	79.0%	42.6%	36.3%	89.1%
D	479	467	203	85	360	176	184	375
%V	18.4%	18.4%	19.4%	16.8%	18.0%	17.5%	18.5%	16.6%
%H		97.5%	42.4%	17.7%	75.2%	36.7%	38.4%	78.3%
E	238	228	70	36	188	68	120	150
%V	9.1%	9.0%	6.7%	7.1%	9.4%	6.8%	12.1%	6.6%
%H		95.8%	29.4%	15.1%	79.0%	28.6%	50.4%	63.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	2606	2543	1046	507	2001	1007	993	2264
%H		97.6%	40.1%	19.5%	76.8%	38.6%	38.1%	86.9%
Working full time	922	902	405	202	699	402	297	892
%V	35.4%	35.5%	38.7%	39.8%	34.9%	39.9%	29.9%	39.4%
%H		97.8%	43.9%	21.9%	75.8%	43.6%	32.2%	96.7%
Working part time	378	371	162	85	273	146	127	362
%V	14.5%	14.6%	15.5%	16.8%	13.6%	14.5%	12.8%	16.0%
%H		98.1%	42.9%	22.5%	72.2%	38.6%	33.6%	95.8%
Not working	1306	1271	479	219	1028	459	569	1010
%V	50.1%	50.0%	45.8%	43.2%	51.4%	45.6%	57.3%	44.6%
%H		97.3%	36.7%	16.8%	78.7%	35.1%	43.6%	77.3%
Housewife/Houseperson	2131	2075	819	400	1638	784	854	1813
%V	81.8%	81.6%	78.3%	78.9%	81.9%	77.9%	86.0%	80.1%
%H		97.4%	38.4%	18.8%	76.9%	36.8%	40.1%	85.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2015 - September 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	976	927	329	215	698	318	380	803
%H (All HH)		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%
%H (TV HH)			35.5%	23.2%	75.3%	34.3%	41.0%	
AB	212	206	89	43	156	84	72	202
%V	21.7%	22.2%	27.1%	20.0%	22.3%	26.4%	18.9%	25.2%
%H (All HH)		97.2%	42.0%	20.3%	73.6%	39.6%	34.0%	95.3%
%H (TV HH)			43.2%	20.9%	75.7%	40.8%	35.0%	
C1	270	253	83	65	193	89	104	239
%V	27.7%	27.3%	25.2%	30.2%	27.7%	28.0%	27.4%	29.8%
%H (All HH)		93.7%	30.7%	24.1%	71.5%	33.0%	38.5%	88.5%
%H (TV HH)			32.8%	25.7%	76.3%	35.2%	41.1%	
C2	190	184	69	44	149	77	72	160
%V	19.5%	19.8%	21.0%	20.5%	21.3%	24.2%	18.9%	19.9%
%H (All HH)		96.8%	36.3%	23.2%	78.4%	40.5%	37.9%	84.2%
%H (TV HH)			37.5%	23.9%	81.0%	41.8%	39.1%	
D	172	160	54	41	111	47	64	133
%V	17.6%	17.3%	16.4%	19.1%	15.9%	14.8%	16.8%	16.6%
%H (All HH)		93.0%	31.4%	23.8%	64.5%	27.3%	37.2%	77.3%
%H (TV HH)			33.8%	25.6%	69.4%	29.4%	40.0%	
E	132	124	34	23	89	22	67	70
%V	13.5%	13.4%	10.3%	10.7%	12.8%	6.9%	17.6%	8.7%
%H (All HH)		93.9%	25.8%	17.4%	67.4%	16.7%	50.8%	53.0%
%H (TV HH)			27.4%	18.5%	71.8%	17.7%	54.0%	

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

October 2015 - September 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	976	927	329	215	698	318	380	803
%V (All HH)		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%
%H (TV HH)			35.5%	23.2%	75.3%	34.3%	41.0%	
Under 25	62	52	13	11	36	12	23	59
%V	6.4%	5.6%	4.0%	5.1%	5.2%	3.8%	6.1%	7.3%
%H (All HH)		83.9%	21.0%	17.7%	58.1%	19.4%	37.1%	95.2%
%H (TV HH)			25.0%	21.2%	69.2%	23.1%	44.2%	
25 - 34	156	140	60	32	92	47	45	149
%V	16.0%	15.1%	18.2%	14.9%	13.2%	14.8%	11.8%	18.6%
%H (All HH)		89.7%	38.5%	20.5%	59.0%	30.1%	28.8%	95.5%
%H (TV HH)			42.9%	22.9%	65.7%	33.6%	32.1%	
35 - 44	153	145	68	37	103	63	40	143
%V	15.7%	15.6%	20.7%	17.2%	14.8%	19.8%	10.5%	17.8%
%H (All HH)		94.8%	44.4%	24.2%	67.3%	41.2%	26.1%	93.5%
%H (TV HH)			46.9%	25.5%	71.0%	43.4%	27.6%	
45 - 54	182	177	70	49	135	74	60	170
%V	18.6%	19.1%	21.3%	22.8%	19.3%	23.3%	15.8%	21.2%
%H (All HH)		97.3%	38.5%	26.9%	74.2%	40.7%	33.0%	93.4%
%H (TV HH)			39.5%	27.7%	76.3%	41.8%	33.9%	
55 - 64	152	146	49	38	115	54	61	132
%V	15.6%	15.7%	14.9%	17.7%	16.5%	17.0%	16.1%	16.4%
%H (All HH)		96.1%	32.2%	25.0%	75.7%	35.5%	40.1%	86.8%
%H (TV HH)			33.6%	26.0%	78.8%	37.0%	41.8%	
65 +	271	267	69	49	218	68	150	151
%V	27.8%	28.8%	21.0%	22.8%	31.2%	21.4%	39.5%	18.8%
%H (All HH)		98.5%	25.5%	18.1%	80.4%	25.1%	55.4%	55.7%
%H (TV HH)			25.8%	18.4%	81.6%	25.5%	56.2%	

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

October 2015 - September 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	976	927	329	215	698	318	380	803
%H (All HH)		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%
%H (TV HH)			35.5%	23.2%	75.3%	34.3%	41.0%	
1	295	270	63	41	222	56	165	175
%V	30.2%	29.1%	19.1%	19.1%	31.8%	17.6%	43.4%	21.8%
%H (All HH)		91.5%	21.4%	13.9%	75.3%	19.0%	55.9%	59.3%
%H (TV HH)			23.3%	15.2%	82.2%	20.7%	61.1%	
2	344	332	123	84	246	123	123	303
%V	35.2%	35.8%	37.4%	39.1%	35.2%	38.7%	32.4%	37.7%
%H (All HH)		96.5%	35.8%	24.4%	71.5%	35.8%	35.8%	88.1%
%H (TV HH)			37.0%	25.3%	74.1%	37.0%	37.0%	
3	144	139	59	37	96	54	43	137
%V	14.8%	15.0%	17.9%	17.2%	13.8%	17.0%	11.3%	17.1%
%H (All HH)		96.5%	41.0%	25.7%	66.7%	37.5%	29.9%	95.1%
%H (TV HH)			42.4%	26.6%	69.1%	38.8%	30.9%	
4	121	117	50	32	87	54	33	117
%V	12.4%	12.6%	15.2%	14.9%	12.5%	17.0%	8.7%	14.6%
%H (All HH)		96.7%	41.3%	26.4%	71.9%	44.6%	27.3%	96.7%
%H (TV HH)			42.7%	27.4%	74.4%	46.2%	28.2%	
5+	72	69	34	21	47	31	15	71
%V	7.4%	7.4%	10.3%	9.8%	6.7%	9.7%	3.9%	8.8%
%H (All HH)		95.8%	47.2%	29.2%	65.3%	43.1%	20.8%	98.6%
%H (TV HH)			49.3%	30.4%	68.1%	44.9%	21.7%	
Average HH size	2.35	2.37	2.65	2.62	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

October 2015 - September 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	976	927	329	215	698	318	380	803
%H (All HH)		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%
%H (TV HH)			35.5%	23.2%	75.3%	34.3%	41.0%	
Without	730	690	217	157	538	223	315	566
%V	74.8%	74.4%	66.0%	73.0%	77.1%	70.1%	82.9%	70.5%
%H (All HH)		94.5%	29.7%	21.5%	73.7%	30.5%	43.2%	77.5%
%H (TV HH)			31.4%	22.8%	78.0%	32.3%	45.7%	
With	246	237	112	58	161	96	65	237
%V	25.2%	25.6%	34.0%	27.0%	23.1%	30.2%	17.1%	29.5%
%H (All HH)		96.3%	45.5%	23.6%	65.4%	39.0%	26.4%	96.3%
%H (TV HH)			47.3%	24.5%	67.9%	40.5%	27.4%	
0 - 3	98	93	45	22	61	36	25	95
%V	10.0%	10.0%	13.7%	10.2%	8.7%	11.3%	6.6%	11.8%
%H (All HH)		94.9%	45.9%	22.4%	62.2%	36.7%	25.5%	96.9%
%H (TV HH)			48.4%	23.7%	65.6%	38.7%	26.9%	
4 - 9	129	122	59	32	83	52	31	124
%V	13.2%	13.2%	17.9%	14.9%	11.9%	16.4%	8.2%	15.4%
%H (All HH)		94.6%	45.7%	24.8%	64.3%	40.3%	24.0%	96.1%
%H (TV HH)			48.4%	26.2%	68.0%	42.6%	25.4%	
10 - 15	116	113	52	32	81	50	31	113
%V	11.9%	12.2%	15.8%	14.9%	11.6%	15.7%	8.2%	14.1%
%H (All HH)		97.4%	44.8%	27.6%	69.8%	43.1%	26.7%	97.4%
%H (TV HH)			46.0%	28.3%	71.7%	44.2%	27.4%	

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

October 2015 - September 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	976	927	329	215	698	318	380	803
%H (All HH)		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%
%H (TV HH)			35.5%	23.2%	75.3%	34.3%	41.0%	
1	403	403	119	76	278	80	198	303
%V	41.3%	43.5%	36.2%	35.3%	39.8%	25.2%	52.1%	37.7%
%H (All HH)		100.0%	29.5%	18.9%	69.0%	19.9%	49.1%	75.2%
%H (TV HH)			29.5%	18.9%	69.0%	19.9%	49.1%	
2	303	303	112	69	238	113	124	257
%V	31.0%	32.7%	34.0%	32.1%	34.1%	35.5%	32.6%	32.0%
%H (All HH)		100.0%	37.0%	22.8%	78.5%	37.3%	40.9%	84.8%
%H (TV HH)			37.0%	22.8%	78.5%	37.3%	40.9%	
3	140	140	61	42	113	75	38	129
%V	14.3%	15.1%	18.5%	19.5%	16.2%	23.6%	10.0%	16.1%
%H (All HH)		100.0%	43.6%	30.0%	80.7%	53.6%	27.1%	92.1%
%H (TV HH)			43.6%	30.0%	80.7%	53.6%	27.1%	
4	50	50	20	19	44	31	13	49
%V	5.1%	5.4%	6.1%	8.8%	6.3%	9.7%	3.4%	6.1%
%H (All HH)		100.0%	40.0%	38.0%	88.0%	62.0%	26.0%	98.0%
%H (TV HH)			40.0%	38.0%	88.0%	62.0%	26.0%	
5+	31	31	17	8	26	20	6	30
%V	3.2%	3.3%	5.2%	3.7%	3.7%	6.3%	1.6%	3.7%
%H (All HH)		100.0%	54.8%	25.8%	83.9%	64.5%	19.4%	96.8%
%H (TV HH)			54.8%	25.8%	83.9%	64.5%	19.4%	

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

October 2015 - September 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	976	927	329	215	698	318	380	803
%H (All HH)		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%
%H (TV HH)			35.5%	23.2%	75.3%	34.3%	41.0%	
Under 20"	136	136	40	30	120	54	66	114
%V	13.9%	14.7%	12.2%	14.0%	17.2%	17.0%	17.4%	14.2%
%H (All HH)		100.0%	29.4%	22.1%	88.2%	39.7%	48.5%	83.8%
%H (TV HH)			29.4%	22.1%	88.2%	39.7%	48.5%	
20" - 29"	311	311	106	72	257	121	136	248
%V	31.9%	33.5%	32.2%	33.5%	36.8%	38.1%	35.8%	30.9%
%H (All HH)		100.0%	34.1%	23.2%	82.6%	38.9%	43.7%	79.7%
%H (TV HH)			34.1%	23.2%	82.6%	38.9%	43.7%	
30" - 39"	480	480	171	119	369	180	189	400
%V	49.2%	51.8%	52.0%	55.3%	52.9%	56.6%	49.7%	49.8%
%H (All HH)		100.0%	35.6%	24.8%	76.9%	37.5%	39.4%	83.3%
%H (TV HH)			35.6%	24.8%	76.9%	37.5%	39.4%	
40" and over	480	480	214	124	346	201	145	442
%V	49.2%	51.8%	65.0%	57.7%	49.6%	63.2%	38.2%	55.0%
%H (All HH)		100.0%	44.6%	25.8%	72.1%	41.9%	30.2%	92.1%
%H (TV HH)			44.6%	25.8%	72.1%	41.9%	30.2%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	976	927	329	215	698	318	380	803
%H (All HH)		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%
%H (TV HH)			35.5%	23.2%	75.3%	34.3%	41.0%	
Main living room	920	920	328	213	694	317	377	762
%V	94.3%	99.2%	99.7%	99.1%	99.4%	99.7%	99.2%	94.9%
%H (All HH)		100.0%	35.7%	23.2%	75.4%	34.5%	41.0%	82.8%
%H (TV HH)			35.7%	23.2%	75.4%	34.5%	41.0%	
Kitchen	103	103	43	22	89	50	40	92
%V	10.6%	11.1%	13.1%	10.2%	12.8%	15.7%	10.5%	11.5%
%H (All HH)		100.0%	41.7%	21.4%	86.4%	48.5%	38.8%	89.3%
%H (TV HH)			41.7%	21.4%	86.4%	48.5%	38.8%	
Adult's bedroom	386	386	160	104	312	183	129	346
%V	39.5%	41.6%	48.6%	48.4%	44.7%	57.5%	33.9%	43.1%
%H (All HH)		100.0%	41.5%	26.9%	80.8%	47.4%	33.4%	89.6%
%H (TV HH)			41.5%	26.9%	80.8%	47.4%	33.4%	
Child's bedroom	78	78	33	26	60	41	19	77
%V	8.0%	8.4%	10.0%	12.1%	8.6%	12.9%	5.0%	9.6%
%H (All HH)		100.0%	42.3%	33.3%	76.9%	52.6%	24.4%	98.7%
%H (TV HH)			42.3%	33.3%	76.9%	52.6%	24.4%	
Other bedroom	57	57	23	20	47	31	16	54
%V	5.8%	6.1%	7.0%	9.3%	6.7%	9.7%	4.2%	6.7%
%H (All HH)		100.0%	40.4%	35.1%	82.5%	54.4%	28.1%	94.7%
%H (TV HH)			40.4%	35.1%	82.5%	54.4%	28.1%	
Second living/dining room	93	93	37	30	75	47	27	82
%V	9.5%	10.0%	11.2%	14.0%	10.7%	14.8%	7.1%	10.2%
%H (All HH)		100.0%	39.8%	32.3%	80.6%	50.5%	29.0%	88.2%
%H (TV HH)			39.8%	32.3%	80.6%	50.5%	29.0%	
Study/office	14	14	6	4	11	7	4	14
%V	1.4%	1.5%	1.8%	1.9%	1.6%	2.2%	1.1%	1.7%
%H (All HH)		100.0%	42.9%	28.6%	78.6%	50.0%	28.6%	100.0%
%H (TV HH)			42.9%	28.6%	78.6%	50.0%	28.6%	
TV room	11	11	5	3	9	6	4	11
%V	1.1%	1.2%	1.5%	1.4%	1.3%	1.9%	1.1%	1.4%
%H (All HH)		100.0%	45.5%	27.3%	81.8%	54.5%	36.4%	100.0%
%H (TV HH)			45.5%	27.3%	81.8%	54.5%	36.4%	
Conservatory	16	16	8	6	13	10	3	14
%V	1.6%	1.7%	2.4%	2.8%	1.9%	3.1%	0.8%	1.7%
%H (All HH)		100.0%	50.0%	37.5%	81.3%	62.5%	18.8%	87.5%
%H (TV HH)			50.0%	37.5%	81.3%	62.5%	18.8%	
Attic or loft room	2	2	2	1	2	1	0	2
%V	0.2%	0.2%	0.6%	0.5%	0.3%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	50.0%	100.0%	50.0%	0.0%	
No specific location	2	2	2	1	2	2	0	2
%V	0.2%	0.2%	0.6%	0.5%	0.3%	0.6%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	50.0%	100.0%	100.0%	0.0%	
Other	9	9	3	3	9	5	4	9
%V	0.9%	1.0%	0.9%	1.4%	1.3%	1.6%	1.1%	1.1%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	55.6%	44.4%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	55.6%	44.4%	

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

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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	976	927	329	215	698	318	380	803
%H (All HH)		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%
%H (TV HH)			35.5%	23.2%	75.3%	34.3%	41.0%	
Any DSAT provider	329	329	329	12	198	198	0	305
%V	33.7%	35.5%	100.0%	5.6%	28.4%	62.3%	0.0%	38.0%
%H (All HH)			100.0%	3.6%	60.2%	60.2%	0.0%	92.7%
%H (TV HH)			100.0%	3.6%	60.2%	60.2%	0.0%	
Sky with subscription	259	259	259	4	155	155	0	241
%V	26.5%	27.9%	78.7%	1.9%	22.2%	48.7%	0.0%	30.0%
%H (All HH)			100.0%	1.5%	59.8%	59.8%	0.0%	93.1%
%H (TV HH)			100.0%	1.5%	59.8%	59.8%	0.0%	
Sky without subscription	19	19	19	3	12	12	0	16
%V	1.9%	2.0%	5.8%	1.4%	1.7%	3.8%	0.0%	2.0%
%H (All HH)			100.0%	15.8%	63.2%	63.2%	0.0%	84.2%
%H (TV HH)			100.0%	15.8%	63.2%	63.2%	0.0%	
Freesat	42	42	42	3	27	27	0	40
%V	4.3%	4.5%	12.8%	1.4%	3.9%	8.5%	0.0%	5.0%
%H (All HH)			100.0%	7.1%	64.3%	64.3%	0.0%	95.2%
%H (TV HH)			100.0%	7.1%	64.3%	64.3%	0.0%	
Other satellite provider	25	25	25	2	15	15	0	24
%V	2.6%	2.7%	7.6%	0.9%	2.1%	4.7%	0.0%	3.0%
%H (All HH)			100.0%	8.0%	60.0%	60.0%	0.0%	96.0%
%H (TV HH)			100.0%	8.0%	60.0%	60.0%	0.0%	
DCAB	215	215	12	215	129	129	0	195
%V	22.0%	23.2%	3.6%	100.0%	18.5%	40.6%	0.0%	24.3%
%H (All HH)			5.6%	100.0%	60.0%	60.0%	0.0%	90.7%
%H (TV HH)			5.6%	100.0%	60.0%	60.0%	0.0%	
DTT	698	698	198	129	698	318	380	562
%V	71.5%	75.3%	60.2%	60.0%	100.0%	100.0%	100.0%	70.0%
%H (All HH)		100.0%	28.4%	18.5%	100.0%	45.6%	54.4%	80.5%
%H (TV HH)			28.4%	18.5%	100.0%	45.6%	54.4%	

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

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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	976	927	329	215	698	318	380	803
%H (All HH)		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%
%H (TV HH)			35.5%	23.2%	75.3%	34.3%	41.0%	
PVR	576	576	274	178	415	280	135	526
%V	59.0%	62.1%	83.3%	82.8%	59.5%	88.1%	35.5%	65.5%
%H (All HH)		100.0%	47.6%	30.9%	72.0%	48.6%	23.4%	91.3%
%H (TV HH)			47.6%	30.9%	72.0%	48.6%	23.4%	
DVDR	16	16	5	2	14	6	8	14
%V	1.6%	1.7%	1.5%	0.9%	2.0%	1.9%	2.1%	1.7%
%H (All HH)		100.0%	31.3%	12.5%	87.5%	37.5%	50.0%	87.5%
%H (TV HH)			31.3%	12.5%	87.5%	37.5%	50.0%	
VCR	15	15	4	3	12	4	9	10
%V	1.5%	1.6%	1.2%	1.4%	1.7%	1.3%	2.4%	1.2%
%H (All HH)		100.0%	26.7%	20.0%	80.0%	26.7%	60.0%	66.7%
%H (TV HH)			26.7%	20.0%	80.0%	26.7%	60.0%	
Any recorder	584	584	274	179	422	280	142	530
%V	59.8%	63.0%	83.3%	83.3%	60.5%	88.1%	37.4%	66.0%
%H (All HH)		100.0%	46.9%	30.7%	72.3%	47.9%	24.3%	90.8%
%H (TV HH)			46.9%	30.7%	72.3%	47.9%	24.3%	
Receives HDTV (via STB or built-in reception)	612	612	242	173	467	260	207	550
%V	62.7%	66.0%	73.6%	80.5%	66.9%	81.8%	54.5%	68.5%
%H (All HH)		100.0%	39.5%	28.3%	76.3%	42.5%	33.8%	89.9%
%H (TV HH)			39.5%	28.3%	76.3%	42.5%	33.8%	
DVD/Blu-ray player or recorder	655	655	245	160	501	251	250	569
%V	67.1%	70.7%	74.5%	74.4%	71.8%	78.9%	65.8%	70.9%
%H (All HH)		100.0%	37.4%	24.4%	76.5%	38.3%	38.2%	86.9%
%H (TV HH)			37.4%	24.4%	76.5%	38.3%	38.2%	

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

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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	976	927	329	215	698	318	380	803
%V (All HH)		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%
%H (TV HH)			35.5%	23.2%	75.3%	34.3%	41.0%	
Has broadband internet	803	768	305	195	562	297	265	803
%V	82.3%	82.8%	92.7%	90.7%	80.5%	93.4%	69.7%	100.0%
%H (All HH)		95.6%	38.0%	24.3%	70.0%	37.0%	33.0%	100.0%
%H (TV HH)			39.7%	25.4%	73.2%	38.7%	34.5%	
Number of computers (PCs and laptops)								
0	192	179	36	23	148	29	119	34
%V	19.7%	19.3%	10.9%	10.7%	21.2%	9.1%	31.3%	4.2%
%H (All HH)		93.2%	18.8%	12.0%	77.1%	15.1%	62.0%	17.7%
%H (TV HH)			20.1%	12.8%	82.7%	16.2%	66.5%	
1	273	256	87	58	182	75	108	261
%V	28.0%	27.6%	26.4%	27.0%	26.1%	23.6%	28.4%	32.5%
%H (All HH)		93.8%	31.9%	21.2%	66.7%	27.5%	39.6%	95.6%
%H (TV HH)			34.0%	22.7%	71.1%	29.3%	42.2%	
2	214	206	85	51	152	83	69	212
%V	21.9%	22.2%	25.8%	23.7%	21.8%	26.1%	18.2%	26.4%
%H (All HH)		96.3%	39.7%	23.8%	71.0%	38.8%	32.2%	99.1%
%H (TV HH)			41.3%	24.8%	73.8%	40.3%	33.5%	
3	130	125	51	35	87	51	37	130
%V	13.3%	13.5%	15.5%	16.3%	12.5%	16.0%	9.7%	16.2%
%H (All HH)		96.2%	39.2%	26.9%	66.9%	39.2%	28.5%	100.0%
%H (TV HH)			40.8%	28.0%	69.6%	40.8%	29.6%	
4	76	74	34	22	57	37	20	76
%V	7.8%	8.0%	10.3%	10.2%	8.2%	11.6%	5.3%	9.5%
%H (All HH)		97.4%	44.7%	28.9%	75.0%	48.7%	26.3%	100.0%
%H (TV HH)			45.9%	29.7%	77.0%	50.0%	27.0%	
5+	90	88	36	26	70	43	27	90
%V	9.2%	9.5%	10.9%	12.1%	10.0%	13.5%	7.1%	11.2%
%H (All HH)		97.8%	40.0%	28.9%	77.8%	47.8%	30.0%	100.0%
%H (TV HH)			40.9%	29.5%	79.5%	48.9%	30.7%	

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

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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	1797	702	465	1410	763	647	1565
%H		39.1%	25.9%	78.5%	42.5%	36.0%	87.1%
Under 20"	164	50	39	144	68	76	138
%V	9.1%	7.1%	8.4%	10.2%	8.9%	11.7%	8.8%
%H		30.5%	23.8%	87.8%	41.5%	46.3%	84.1%
20" - 29"	387	136	98	324	164	160	317
%V	21.5%	19.4%	21.1%	23.0%	21.5%	24.7%	20.3%
%H		35.1%	25.3%	83.7%	42.4%	41.3%	81.9%
30" - 39"	585	219	149	453	237	216	495
%V	32.6%	31.2%	32.0%	32.1%	31.1%	33.4%	31.6%
%H		37.4%	25.5%	77.4%	40.5%	36.9%	84.6%
40" and over	617	281	163	453	273	180	579
%V	34.3%	40.0%	35.1%	32.1%	35.8%	27.8%	37.0%
%H		45.5%	26.4%	73.4%	44.2%	29.2%	93.8%
Don't know	44	15	16	36	21	15	37
%V	2.4%	2.1%	3.4%	2.6%	2.8%	2.3%	2.4%
%H		34.1%	36.4%	81.8%	47.7%	34.1%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1797	702	465	1410	763	647	1565
%H		39.1%	25.9%	78.5%	42.5%	36.0%	87.1%
Main living room	926	330	214	700	320	379	768
%V	51.5%	47.0%	46.0%	49.6%	41.9%	58.6%	49.1%
%H		35.6%	23.1%	75.6%	34.6%	40.9%	82.9%
Kitchen	103	43	22	89	50	40	92
%V	5.7%	6.1%	4.7%	6.3%	6.6%	6.2%	5.9%
%H		41.7%	21.4%	86.4%	48.5%	38.8%	89.3%
Adult's bedroom	448	192	122	365	222	143	405
%V	24.9%	27.4%	26.2%	25.9%	29.1%	22.1%	25.9%
%H		42.9%	27.2%	81.5%	49.6%	31.9%	90.4%
Child's bedroom	101	42	35	79	54	25	101
%V	5.6%	6.0%	7.5%	5.6%	7.1%	3.9%	6.5%
%H		41.6%	34.7%	78.2%	53.5%	24.8%	100.0%
Other bedroom	67	29	23	55	37	17	63
%V	3.7%	4.1%	4.9%	3.9%	4.8%	2.6%	4.0%
%H		43.3%	34.3%	82.1%	55.2%	25.4%	94.0%
Second living/dining room	94	38	30	75	47	28	83
%V	5.2%	5.4%	6.5%	5.3%	6.2%	4.3%	5.3%
%H		40.4%	31.9%	79.8%	50.0%	29.8%	88.3%
Study/office	15	7	4	12	8	4	15
%V	0.8%	1.0%	0.9%	0.9%	1.0%	0.6%	1.0%
%H		46.7%	26.7%	80.0%	53.3%	26.7%	100.0%
TV room	11	5	3	9	6	4	11
%V	0.6%	0.7%	0.6%	0.6%	0.8%	0.6%	0.7%
%H		45.5%	27.3%	81.8%	54.5%	36.4%	100.0%
Conservatory	16	8	6	13	10	3	14
%V	0.9%	1.1%	1.3%	0.9%	1.3%	0.5%	0.9%
%H		50.0%	37.5%	81.3%	62.5%	18.8%	87.5%
Attic or loft room	2	2	1	2	1	0	2
%V	0.1%	0.3%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	50.0%	100.0%	50.0%	0.0%	100.0%
No specific location	2	2	1	2	2	0	2
%V	0.1%	0.3%	0.2%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	50.0%	100.0%	100.0%	0.0%	100.0%
Other	10	4	4	10	6	4	10
%V	0.6%	0.6%	0.9%	0.7%	0.8%	0.6%	0.6%
%H		40.0%	40.0%	100.0%	60.0%	40.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	1797	702	465	1410	763	647	1565
%H		39.1%	25.9%	78.5%	42.5%	36.0%	87.1%
PVR	750	382	237	529	381	148	695
%V	41.7%	54.4%	51.0%	37.5%	49.9%	22.9%	44.4%
%H		50.9%	31.6%	70.5%	50.8%	19.7%	92.7%
DVDR	17	7	2	14	6	8	15
%V	0.9%	1.0%	0.4%	1.0%	0.8%	1.2%	1.0%
%H		41.2%	11.8%	82.4%	35.3%	47.1%	88.2%
VCR	17	5	3	13	4	9	11
%V	0.9%	0.7%	0.6%	0.9%	0.5%	1.4%	0.7%
%H		29.4%	17.6%	76.5%	23.5%	52.9%	64.7%
Any recorder	766	388	239	542	386	156	706
%V	42.6%	55.3%	51.4%	38.4%	50.6%	24.1%	45.1%
%H		50.7%	31.2%	70.8%	50.4%	20.4%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: 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	1797	702	465	1410	763	647	1565
%H		39.1%	25.9%	78.5%	42.5%	36.0%	87.1%
Receives HDTV (via STB or built-in reception)	914	376	276	719	434	285	835
%V	50.9%	53.6%	59.4%	51.0%	56.9%	44.0%	53.4%
%H		41.1%	30.2%	78.7%	47.5%	31.2%	91.4%
DVD/Blu-ray player or recorder	938	360	250	729	398	331	836
%V	52.2%	51.3%	53.8%	51.7%	52.2%	51.2%	53.4%
%H		38.4%	26.7%	77.7%	42.4%	35.3%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	927	329	215	698	318	380	768
%H		35.5%	23.2%	75.3%	34.3%	41.0%	82.8%
Under 20"	8	2	0	7	1	6	5
%V	0.9%	0.6%	0.0%	1.0%	0.3%	1.6%	0.7%
%H		25.0%	0.0%	87.5%	12.5%	75.0%	62.5%
20" - 29"	105	19	18	90	23	67	66
%V	11.3%	5.8%	8.4%	12.9%	7.2%	17.6%	8.6%
%H		18.1%	17.1%	85.7%	21.9%	63.8%	62.9%
30" - 39"	327	95	70	251	93	158	253
%V	35.3%	28.9%	32.6%	36.0%	29.2%	41.6%	32.9%
%H		29.1%	21.4%	76.8%	28.4%	48.3%	77.4%
40" and over	469	209	121	336	194	142	431
%V	50.6%	63.5%	56.3%	48.1%	61.0%	37.4%	56.1%
%H		44.6%	25.8%	71.6%	41.4%	30.3%	91.9%
Don't know	17	4	6	14	7	7	13
%V	1.8%	1.2%	2.8%	2.0%	2.2%	1.8%	1.7%
%H		23.5%	35.3%	82.4%	41.2%	41.2%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	927	329	215	698	318	380	768
%H		35.5%	23.2%	75.3%	34.3%	41.0%	82.8%
PVR	563	268	175	403	273	130	515
%V	60.7%	81.5%	81.4%	57.7%	85.8%	34.2%	67.1%
%H		47.6%	31.1%	71.6%	48.5%	23.1%	91.5%
DVDR	11	2	2	11	3	7	11
%V	1.2%	0.6%	0.9%	1.6%	0.9%	1.8%	1.4%
%H		18.2%	18.2%	100.0%	27.3%	63.6%	100.0%
VCR	13	2	2	10	2	8	8
%V	1.4%	0.6%	0.9%	1.4%	0.6%	2.1%	1.0%
%H		15.4%	15.4%	76.9%	15.4%	61.5%	61.5%
Any recorder	572	269	176	410	274	136	520
%V	61.7%	81.8%	81.9%	58.7%	86.2%	35.8%	67.7%
%H		47.0%	30.8%	71.7%	47.9%	23.8%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: 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	927	329	215	698	318	380	768
%H		35.5%	23.2%	75.3%	34.3%	41.0%	82.8%
Receives HDTV (via STB or built-in reception)	592	235	170	450	251	198	533
%V	63.9%	71.4%	79.1%	64.5%	78.9%	52.1%	69.4%
%H		39.7%	28.7%	76.0%	42.4%	33.4%	90.0%
DVD/Blu-ray player or recorder	593	218	141	452	220	232	514
%V	64.0%	66.3%	65.6%	64.8%	69.2%	61.1%	66.9%
%H		36.8%	23.8%	76.2%	37.1%	39.1%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	373	249	712	444	267	797
%H		42.9%	28.6%	81.8%	51.0%	30.7%	91.6%
Under 20"	156	48	39	136	66	70	132
%V	17.9%	12.9%	15.7%	19.1%	14.9%	26.2%	16.6%
%H		30.8%	25.0%	87.2%	42.3%	44.9%	84.6%
20" - 29"	281	117	80	234	141	93	251
%V	32.3%	31.4%	32.1%	32.9%	31.8%	34.8%	31.5%
%H		41.6%	28.5%	83.3%	50.2%	33.1%	89.3%
30" - 39"	257	125	79	202	145	58	242
%V	29.5%	33.5%	31.7%	28.4%	32.7%	21.7%	30.4%
%H		48.6%	30.7%	78.6%	56.4%	22.6%	94.2%
40" and over	148	72	41	117	79	38	147
%V	17.0%	19.3%	16.5%	16.4%	17.8%	14.2%	18.4%
%H		48.6%	27.7%	79.1%	53.4%	25.7%	99.3%
Don't know	27	11	9	22	14	8	24
%V	3.1%	2.9%	3.6%	3.1%	3.2%	3.0%	3.0%
%H		40.7%	33.3%	81.5%	51.9%	29.6%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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	373	249	712	444	267	797
%H		42.9%	28.6%	81.8%	51.0%	30.7%	91.6%
PVR	186	113	62	126	108	18	181
%V	21.4%	30.3%	24.9%	17.7%	24.3%	6.7%	22.7%
%H		60.8%	33.3%	67.7%	58.1%	9.7%	97.3%
DVDR	6	4	1	3	2	1	5
%V	0.7%	1.1%	0.4%	0.4%	0.5%	0.4%	0.6%
%H		66.7%	16.7%	50.0%	33.3%	16.7%	83.3%
VCR	4	3	0	3	3	0	2
%V	0.5%	0.8%	0.0%	0.4%	0.7%	0.0%	0.3%
%H		75.0%	0.0%	75.0%	75.0%	0.0%	50.0%
Any recorder	194	118	63	131	112	19	186
%V	22.3%	31.6%	25.3%	18.4%	25.2%	7.1%	23.3%
%H		60.8%	32.5%	67.5%	57.7%	9.8%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	870	373	249	712	444	267	797
%H		42.9%	28.6%	81.8%	51.0%	30.7%	91.6%
Receives HDTV (via STB or built-in reception)	321	141	107	269	183	86	303
%V	36.9%	37.8%	43.0%	37.8%	41.2%	32.2%	38.0%
%H		43.9%	33.3%	83.8%	57.0%	26.8%	94.4%
DVD/Blu-ray player or recorder	345	143	109	277	178	99	322
%V	39.7%	38.3%	43.8%	38.9%	40.1%	37.1%	40.4%
%H		41.4%	31.6%	80.3%	51.6%	28.7%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2294	2197	872	564	1612	854	758	2051
%H		95.8%	38.0%	24.6%	70.3%	37.2%	33.0%	89.4%
Total Children	430	413	197	106	280	170	110	417
%V	18.7%	18.8%	22.6%	18.8%	17.4%	19.9%	14.5%	20.3%
%H		96.0%	45.8%	24.7%	65.1%	39.5%	25.6%	97.0%
0 - 3	111	105	51	24	69	41	28	106
%V	4.8%	4.8%	5.8%	4.3%	4.3%	4.8%	3.7%	5.2%
%H		94.6%	45.9%	21.6%	62.2%	36.9%	25.2%	95.5%
4 - 15	319	308	146	82	212	129	82	311
%V	13.9%	14.0%	16.7%	14.5%	13.2%	15.1%	10.8%	15.2%
%H		96.6%	45.8%	25.7%	66.5%	40.4%	25.7%	97.5%
4 - 9	169	160	78	42	108	67	41	163
%V	7.4%	7.3%	8.9%	7.4%	6.7%	7.8%	5.4%	7.9%
%H		94.7%	46.2%	24.9%	63.9%	39.6%	24.3%	96.4%
10 - 15	151	149	68	40	103	62	41	149
%V	6.6%	6.8%	7.8%	7.1%	6.4%	7.3%	5.4%	7.3%
%H		98.7%	45.0%	26.5%	68.2%	41.1%	27.2%	98.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2294	2197	872	564	1612	854	758	2051
%H		95.8%	38.0%	24.6%	70.3%	37.2%	33.0%	89.4%
Total Adults (16+)	1863	1784	676	458	1332	684	647	1633
%V	81.2%	81.2%	77.5%	81.2%	82.6%	80.1%	85.4%	79.6%
%H		95.8%	36.3%	24.6%	71.5%	36.7%	34.7%	87.7%
16 - 19	114	107	45	34	82	53	29	110
%V	5.0%	4.9%	5.2%	6.0%	5.1%	6.2%	3.8%	5.4%
%H		93.9%	39.5%	29.8%	71.9%	46.5%	25.4%	96.5%
20 - 24	164	147	44	43	108	55	53	159
%V	7.1%	6.7%	5.0%	7.6%	6.7%	6.4%	7.0%	7.8%
%H		89.6%	26.8%	26.2%	65.9%	33.5%	32.3%	97.0%
25 - 34	318	292	127	74	198	110	87	301
%V	13.9%	13.3%	14.6%	13.1%	12.3%	12.9%	11.5%	14.7%
%H		91.8%	39.9%	23.3%	62.3%	34.6%	27.4%	94.7%
35 - 44	268	257	118	65	182	109	72	252
%V	11.7%	11.7%	13.5%	11.5%	11.3%	12.8%	9.5%	12.3%
%H		95.9%	44.0%	24.3%	67.9%	40.7%	26.9%	94.0%
45 - 54	325	318	131	84	239	136	103	310
%V	14.2%	14.5%	15.0%	14.9%	14.8%	15.9%	13.6%	15.1%
%H		97.8%	40.3%	25.8%	73.5%	41.8%	31.7%	95.4%
55 - 64	265	258	92	69	199	99	100	241
%V	11.6%	11.7%	10.6%	12.2%	12.3%	11.6%	13.2%	11.8%
%H		97.4%	34.7%	26.0%	75.1%	37.4%	37.7%	90.9%
65+	411	404	117	88	325	122	203	261
%V	17.9%	18.4%	13.4%	15.6%	20.2%	14.3%	26.8%	12.7%
%H		98.3%	28.5%	21.4%	79.1%	29.7%	49.4%	63.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1863	1784	676	458	1332	684	647	1633
%H		95.8%	36.3%	24.6%	71.5%	36.7%	34.7%	87.7%
AB	434	423	192	94	320	185	135	421
%V	23.3%	23.7%	28.4%	20.5%	24.0%	27.0%	20.9%	25.8%
%H		97.5%	44.2%	21.7%	73.7%	42.6%	31.1%	97.0%
C1	530	500	174	137	379	194	186	490
%V	28.4%	28.0%	25.7%	29.9%	28.5%	28.4%	28.7%	30.0%
%H		94.3%	32.8%	25.8%	71.5%	36.6%	35.1%	92.5%
C2	371	361	142	98	286	161	125	331
%V	19.9%	20.2%	21.0%	21.4%	21.5%	23.5%	19.3%	20.3%
%H		97.3%	38.3%	26.4%	77.1%	43.4%	33.7%	89.2%
D	343	321	114	90	222	108	114	282
%V	18.4%	18.0%	16.9%	19.7%	16.7%	15.8%	17.6%	17.3%
%H		93.6%	33.2%	26.2%	64.7%	31.5%	33.2%	82.2%
E	186	178	53	38	124	37	87	109
%V	10.0%	10.0%	7.8%	8.3%	9.3%	5.4%	13.4%	6.7%
%H		95.7%	28.5%	20.4%	66.7%	19.9%	46.8%	58.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	1863	1784	676	458	1332	684	647	1633
%H		95.8%	36.3%	24.6%	71.5%	36.7%	34.7%	87.7%
Working full time	830	801	343	216	582	342	240	800
%V	44.6%	44.9%	50.7%	47.2%	43.7%	50.0%	37.1%	49.0%
%H		96.5%	41.3%	26.0%	70.1%	41.2%	28.9%	96.4%
Working part time	194	187	73	49	138	72	66	182
%V	10.4%	10.5%	10.8%	10.7%	10.4%	10.5%	10.2%	11.1%
%H		96.4%	37.6%	25.3%	71.1%	37.1%	34.0%	93.8%
Not working	840	796	260	192	611	270	341	651
%V	45.1%	44.6%	38.5%	41.9%	45.9%	39.5%	52.7%	39.9%
%H		94.8%	31.0%	22.9%	72.7%	32.1%	40.6%	77.5%
Housewife/Houseperson	976	927	329	215	698	318	380	803
%V	52.4%	52.0%	48.7%	46.9%	52.4%	46.5%	58.7%	49.2%
%H		95.0%	33.7%	22.0%	71.5%	32.6%	38.9%	82.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	909	866	332	224	645	336	309	805
%H		95.3%	36.5%	24.6%	71.0%	37.0%	34.0%	88.6%
16 - 19	61	58	26	19	45	31	14	59
%V	6.7%	6.7%	7.8%	8.5%	7.0%	9.2%	4.5%	7.3%
%H		95.1%	42.6%	31.1%	73.8%	50.8%	23.0%	96.7%
20 - 24	83	75	24	21	52	27	25	81
%V	9.1%	8.7%	7.2%	9.4%	8.1%	8.0%	8.1%	10.1%
%H		90.4%	28.9%	25.3%	62.7%	32.5%	30.1%	97.6%
25 - 34	160	146	60	40	101	57	44	151
%V	17.6%	16.9%	18.1%	17.9%	15.7%	17.0%	14.2%	18.8%
%H		91.3%	37.5%	25.0%	63.1%	35.6%	27.5%	94.4%
35 - 44	127	120	53	31	85	49	36	118
%V	14.0%	13.9%	16.0%	13.8%	13.2%	14.6%	11.7%	14.7%
%H		94.5%	41.7%	24.4%	66.9%	38.6%	28.3%	92.9%
45 - 54	161	156	65	38	115	63	52	151
%V	17.7%	18.0%	19.6%	17.0%	17.8%	18.8%	16.8%	18.8%
%H		96.9%	40.4%	23.6%	71.4%	39.1%	32.3%	93.8%
55 - 64	130	127	46	33	97	48	49	116
%V	14.3%	14.7%	13.9%	14.7%	15.0%	14.3%	15.9%	14.4%
%H		97.7%	35.4%	25.4%	74.6%	36.9%	37.7%	89.2%
65+	188	184	57	42	149	61	88	130
%V	20.7%	21.2%	17.2%	18.8%	23.1%	18.2%	28.5%	16.1%
%H		97.9%	30.3%	22.3%	79.3%	32.4%	46.8%	69.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	909	866	332	224	645	336	309	805
%H		95.3%	36.5%	24.6%	71.0%	37.0%	34.0%	88.6%
AB	214	209	96	50	159	95	64	208
%V	23.5%	24.1%	28.9%	22.3%	24.7%	28.3%	20.7%	25.8%
%H		97.7%	44.9%	23.4%	74.3%	44.4%	29.9%	97.2%
C1	249	235	81	65	174	89	86	236
%V	27.4%	27.1%	24.4%	29.0%	27.0%	26.5%	27.8%	29.3%
%H		94.4%	32.5%	26.1%	69.9%	35.7%	34.5%	94.8%
C2	193	187	75	49	147	83	64	172
%V	21.2%	21.6%	22.6%	21.9%	22.8%	24.7%	20.7%	21.4%
%H		96.9%	38.9%	25.4%	76.2%	43.0%	33.2%	89.1%
D	172	159	57	46	110	55	54	143
%V	18.9%	18.4%	17.2%	20.5%	17.1%	16.4%	17.5%	17.8%
%H		92.4%	33.1%	26.7%	64.0%	32.0%	31.4%	83.1%
E	81	76	22	14	55	14	41	46
%V	8.9%	8.8%	6.6%	6.3%	8.5%	4.2%	13.3%	5.7%
%H		93.8%	27.2%	17.3%	67.9%	17.3%	50.6%	56.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	909	866	332	224	645	336	309	805
%H		95.3%	36.5%	24.6%	71.0%	37.0%	34.0%	88.6%
Working full time	514	496	210	135	361	210	151	495
%V	56.5%	57.3%	63.3%	60.3%	56.0%	62.5%	48.9%	61.5%
%H		96.5%	40.9%	26.3%	70.2%	40.9%	29.4%	96.3%
Working part time	45	41	13	9	32	13	18	40
%V	5.0%	4.7%	3.9%	4.0%	5.0%	3.9%	5.8%	5.0%
%H		91.1%	28.9%	20.0%	71.1%	28.9%	40.0%	88.9%
Not working	350	329	109	79	252	113	139	270
%V	38.5%	38.0%	32.8%	35.3%	39.1%	33.6%	45.0%	33.5%
%H		94.0%	31.1%	22.6%	72.0%	32.3%	39.7%	77.1%
Housewife/Houseperson	218	198	58	43	153	55	97	159
%V	24.0%	22.9%	17.5%	19.2%	23.7%	16.4%	31.4%	19.8%
%H		90.8%	26.6%	19.7%	70.2%	25.2%	44.5%	72.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 2016

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	954	918	344	234	686	348	338	829
%H		96.2%	36.1%	24.5%	71.9%	36.5%	35.4%	86.9%
16 - 19	53	49	19	15	37	22	15	51
%V	5.6%	5.3%	5.5%	6.4%	5.4%	6.3%	4.4%	6.2%
%H		92.5%	35.8%	28.3%	69.8%	41.5%	28.3%	96.2%
20 - 24	81	72	20	22	56	28	28	78
%V	8.5%	7.8%	5.8%	9.4%	8.2%	8.0%	8.3%	9.4%
%H		88.9%	24.7%	27.2%	69.1%	34.6%	34.6%	96.3%
25 - 34	158	146	67	35	96	53	43	150
%V	16.6%	15.9%	19.5%	15.0%	14.0%	15.2%	12.7%	18.1%
%H		92.4%	42.4%	22.2%	60.8%	33.5%	27.2%	94.9%
35 - 44	141	137	65	34	96	60	36	135
%V	14.8%	14.9%	18.9%	14.5%	14.0%	17.2%	10.7%	16.3%
%H		97.2%	46.1%	24.1%	68.1%	42.6%	25.5%	95.7%
45 - 54	164	162	66	46	124	73	51	159
%V	17.2%	17.6%	19.2%	19.7%	18.1%	21.0%	15.1%	19.2%
%H		98.8%	40.2%	28.0%	75.6%	44.5%	31.1%	97.0%
55 - 64	135	132	46	36	101	50	51	125
%V	14.2%	14.4%	13.4%	15.4%	14.7%	14.4%	15.1%	15.1%
%H		97.8%	34.1%	26.7%	74.8%	37.0%	37.8%	92.6%
65+	223	220	60	46	176	61	115	131
%V	23.4%	24.0%	17.4%	19.7%	25.7%	17.5%	34.0%	15.8%
%H		98.7%	26.9%	20.6%	78.9%	27.4%	51.6%	58.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	954	918	344	234	686	348	338	829
%H		96.2%	36.1%	24.5%	71.9%	36.5%	35.4%	86.9%
AB	220	214	96	44	161	90	71	212
%V	23.1%	23.3%	27.9%	18.8%	23.5%	25.9%	21.0%	25.6%
%H		97.3%	43.6%	20.0%	73.2%	40.9%	32.3%	96.4%
C1	281	265	93	73	205	105	100	255
%V	29.5%	28.9%	27.0%	31.2%	29.9%	30.2%	29.6%	30.8%
%H		94.3%	33.1%	26.0%	73.0%	37.4%	35.6%	90.7%
C2	178	175	67	49	138	78	61	159
%V	18.7%	19.1%	19.5%	20.9%	20.1%	22.4%	18.0%	19.2%
%H		98.3%	37.6%	27.5%	77.5%	43.8%	34.3%	89.3%
D	171	162	57	44	113	53	60	139
%V	17.9%	17.6%	16.6%	18.8%	16.5%	15.2%	17.8%	16.8%
%H		94.7%	33.3%	25.7%	66.1%	31.0%	35.1%	81.3%
E	105	101	31	24	69	23	46	63
%V	11.0%	11.0%	9.0%	10.3%	10.1%	6.6%	13.6%	7.6%
%H		96.2%	29.5%	22.9%	65.7%	21.9%	43.8%	60.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2015 - September 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+)	954	918	344	234	686	348	338	829
%H		96.2%	36.1%	24.5%	71.9%	36.5%	35.4%	86.9%
Working full time	315	306	133	81	221	132	89	305
%V	33.0%	33.3%	38.7%	34.6%	32.2%	37.9%	26.3%	36.8%
%H		97.1%	42.2%	25.7%	70.2%	41.9%	28.3%	96.8%
Working part time	149	146	59	40	106	59	48	142
%V	15.6%	15.9%	17.2%	17.1%	15.5%	17.0%	14.2%	17.1%
%H		98.0%	39.6%	26.8%	71.1%	39.6%	32.2%	95.3%
Not working	490	467	151	113	359	157	202	381
%V	51.4%	50.9%	43.9%	48.3%	52.3%	45.1%	59.8%	46.0%
%H		95.3%	30.8%	23.1%	73.3%	32.0%	41.2%	77.8%
Housewife/Houseperson	757	729	271	173	546	263	283	644
%V	79.4%	79.4%	78.8%	73.9%	79.6%	75.6%	83.7%	77.7%
%H		96.3%	35.8%	22.9%	72.1%	34.7%	37.4%	85.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total